

The Billboard

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(See center-fold of this issue)

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MAY 9, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Juke Box Market Hits \$442 Million

Operators of 500,000 Phonos Bought 47 Million Disks in '59; Stereo Gaining

By AARON STERNFIELD

CHICAGO—Give or take a few million dollars, last year Americans dropped nickels, dimes, quarters and half dollars to the tune of \$442,000,000 in an estimated 500,000 juke boxes thruout the land.

The 3,500 representatives of the music machine industry and allied fields who are currently meeting in Chicago for the 10th annual convention of the Music Operators of America represent a market responsible for the sale of 47,000,000 records a year and an income to taverns, restaurants, teen-age hang-outs, diners and other public locations of more than \$220,000,000. (Revenue is generally split between the juke box operator and the owner of the location.)

By any yardstick, the juke box operating business is a healthy one. Last year operators bought 75,000 machines, 78 per cent of them new. At a conservative average of \$1,000 per machine, some \$75,000,000 was shelled out for new and used phonographs during the 12 months. Actually, a new stereo box, with speakers and amplifiers, runs in the vicinity of \$1,500.

Stereo Sales

For the first time, stereo outstripped monaural in juke box sales, with stereo accounting for 56 per cent of the total market. However, in new machine sales, stereo accounted for a whopping 78 per cent of the market.

The rub comes in stereo record purchases. For with music machines capable of playing stereo

accounting for 78 per cent of the equipment market, stereo disks accounted for a paltry 4 per cent of the juke box record market.

This problem will get a thoro airing at the MOA show, with representatives of record companies, record distributors, one-stops, juke box manufacturers and operator groups thrashing the matter out in an open forum Wednesday (11).

Tough to Get

The low estate of stereo record sales is due primarily to their lack of availability at the one-stop and distributor level, not to any lack of enthusiasm for stereo on the part of juke box operators.

There is little question, however, that the prospect for increased stereo single distribution to juke box operators is improving as the record manufacturers increase their number of releases and quantities of each stereo release for the consumer market.

According to the 1960 Music Machine Survey, released by The Billboard this week under the direction of Prof. Thomas Lea Davidson, of the University of Connecticut, the juke box operator is becoming less and less prone to put all his eggs in one basket.

Diversification

Only one of 10 juke box operators sticks solely to automatic pho-

(Continued on page 122)

FORD DOUBTS PAYOLA MADE R&R POPULAR

WASHINGTON — No information has been brought to the attention of the Federal Communications Commission "which would enable it to determine with any degree of certainty" if a relationship exists between the popularity of rock and roll music and payola given disk jockeys or other broadcast personnel by record makers or distributors, according to FCC Chairman Frederick W. Ford.

Chairman's statement was made in a letter to Rep. Thomas P. O'Neill, Jr., which O'Neill introduced into the Congressional Record last week (3). O'Neill wrote to Ford late in March expressing his views on rock and roll, and wondering what effect it was having on the nation's teenagers.

Ford pointed out that a liaison agreement exists between his group and Federal Trade Commission. Federal Trade has advised FCC that employees of 110 radio and television broadcast stations have received "some form of cash payments from record manufacturers and distributors," Ford said. Some 69 of the stations state they have been unable to uncover any instances of payola in connection with their stations' operations.

The FCC head said his commission proposed rulemak-

(Continued on page 27)

Payola Hearings Finale Prefaces Fast Solon Action

Committee Plans Speedy Huddles To Groom Corrective Legislation

By MILDRED HALL

WASHINGTON — As the testimony of deejay Dick Clark, and his network president Leonard Goldenson, rang down the final curtain on the Harris payola hearings last week, the chairman grimly promised that the Legislative Oversight Subcommittee would rush into executive session, possibly within a day or two, to get anti-payola legislation groomed for passage in the rapidly ending 86th Congress.

The announcement summed up the Committee's outspoken dissatisfaction with the "unrealistic" testimony of the ABC network president, and the stand-pat claims of innocence by Clark, as holding out any promise of voluntary reform by the broadcasters. In one small concession to broadcasters' good intentions, Harris noted that the industry had "finally" sent some of their top legal talent to help expedite wording of the Harris communications reform bills to be offered by the Committee.

'Evasive' at Best

Outspoken comment by Congressmen during the Clark-Goldenson testimony revealed their conviction that the testimony was "eva-

sive" at best, and an outright lie, at worst. "I don't believe you," was the frequent rejoinder by committee members to elaborate explanations by the American Broadcasting Paramout Theater network prexy and his top talent.

Committee opinion was made plain that Clark, on the basis of their findings, had exploited his position as the nation's number one deejay to cut himself in on every possible source of revenue in the music industry, from copyright to distribution.

Claims by the network president and deejay Clark that divestiture of music interests by Clark should close the book on the whole unpleasant business, led an angry Representative Moss to ask about the network's ownership of Am-Par Records. Said Moss: "If it is necessary for a deejay to divest of music interests — why not a network? What's the difference?"

Moss Unimpressed

Goldenson said that a deejay, as a single individual selecting records, was more liable to influence and pressure. His argument that Am-Par Records, as a corporate, but separately — and virtuously — administered subsidiary of a network, would not be so susceptible, impressed Moss not at all.

The other committee members chose to let the issue go unchallenged, preferring to concentrate on legislation regulating networks, which is already in the works. But network observers from RCA (parent corporation of Victor Records)

(Continued on page 27)

Clark Retains ABC Backing

NEW YORK — Dick Clark has the full support of ABC and will continue in his present network show spots, according to unofficial web sources.

Another impressive endorsement of Clark was provided by one of his sponsors, Coppertone Sales, which featured Clark's picture in a "Supermarket News" ad on May 2, the very day he testified in Washington. Ad copy read: "The idol of teen-age America as well as millions of adults—now sparks Coppertone sales." Interestingly, Coppertone is manufactured by Plough, Inc., which also owns the Plough radio chain.

NEWS OF THE WEEK

Here's Profile Of Phono Op

CHICAGO—Here is a profile of the average juke box operator, based on the results of the 1960 Music Machine Survey appearing in the current Billboard.

He has 64 machines on location—56 monaural and eight stereo. The locations are 28 taverns, 18 restaurants, 5 soda shops, 3 diners and 2 other.

Last year he bought nine juke boxes. Five were stereo and two were used. Two were new monaurals. He added six new locations in the course of the year.

He bought 5,916 records, 5,560 of which were monaural singles. One-stops got two-thirds of his record business.

At the end of the week he averages \$17 per machine. He keeps \$8.50 and the location gets the other \$8.50 in commissions.

Chicago Retail Market Threatened by One-Stop War . . .

A serious price war has broken out among Chicago one-stops that threatens to have repercussions thruout the retail market. . . . Page 2

Clark Denial Closes Probe; Release "Closed Door" Data . . .

The Harris payola probes wrapped up their hearings last week, with Dick Clark stoutly denying any payola guilt. The Committee plans speedy huddles to groom corrective legislation. "Closed door" testimony by six Clark-connected execs was released, but revealed nothing not already brought out in open hearings. . . . Pages 1-4

Ackerman Testimony Analyzes Payola in Music Business . . .

A historical analysis of payola and a bird's-eye view of complexities of the music business and why it is subject to various evils is contained in the statement made before the Harris Committee last week by Paul Ackerman, Music Editor of The Billboard. . . . Page 8

MCA Lands 420G Pact to Supply Show at '61 Kansas Centennial . . .

The State of Kansas, in one of the biggest show purchases in the outdoor business, closed with the Music Corporation of America for a \$420,000 musical spectacular to be presented during the State's centennial in 1961. Wayne Dailard will produce and Meredith Willson will write the music. . . . Page 100

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Chicago One-Stop War Threat to Retail Market

Purported Lormar Salesman Offers Huge Price Cuts on Top Albums

By BERNIE ASBELL

CHICAGO—A thunderous price war has broken out among one-stops here which threatens to have serious reverberations in the retail market.

Dealers have been approached by a salesman for one of the city's indie distributors who reportedly offers to "make connections" with Lormar Distributing, large one-stop operation, in what is a most extraordinary proposition. The salesman is promising to deliver any LP in the top 50 for \$1.86—if the deal is paid by check and is invoiced. To make the offer even more enticing,

the price drops down to \$1.57 if payment is in cash and the order is not invoiced. Two Shelley Berman albums ("Inside" and "Outside") listing at \$4.98 are being offered at \$2.20 if invoiced, \$1.90 if not.

Meanwhile in Milwaukee, Record City, a one-stop owned by Taylor Electric, RCA Victor distributor, is offering all LP's at \$2.22.

Lormar's sources of supply have long been a matter of mystery here. A leading indie distributor told The Billboard it has not sold Lormar an LP since last fall.

Two large department store chains, Goldblatt's and Polk Bros.,

as well as Walgreen's drugstores, are known to be in negotiation with the purported Lormar representative for heavy purchases at the higher—check and invoice—prices. If one or more of these reported deals are completed, the impact on the local retail market could be calamitous. Should all three go thru—what's a stronger word than "calamitous"?

The war clouds are hovering over the singles market, too. Nationwide Distributing, an Oak Park one-stop operating thru a post office box, has widely mailed an offer of singles at 57 cents with a bonus of 25 free copies of a top 40 sheet with each order. Jim O'Dwyer, operator of Music Box One Stop, moved to meet the competition thru a mailed offer, under the name of Record Wholesalers, of singles at 51 cents. The offer was withdrawn, however, it was learned when O'Dwyer became persuaded that long-range damage to the market might result.

LESS GIMMICKS

Search on for New Ideas, Says Sholes

NEW YORK — Diskeries and a.&r. men thruout the country are seeking new directions and ideas in pop music, according to Steve Sholes, RCA Victor a.&r. chief. This seeking, Sholes noted, involves an amount of experimentation and floundering, but on the whole the quality of songs, orchestrations and recording techniques is improving.

The a.&r. exec pointed out that the extreme reliance upon gimmicks and sounds was being lessened—but not completely. For

instance, "more strings are being used on singles, but often the use of strings is not to achieve a lush effect, but rather to carry a figure—as in the new Della Reese record, "Everyday."

Commenting upon the influx of jazz singles, Sholes pointed to a jazz transition from rock and roll. "This is one of the hopes," he said, "but the jazz should not be too far out." He mentioned "Peter Gunn" and "Mr. Lucky" as jazz material as easily palatable for broad acceptance.

With regard to RCA Victor's singles policy, Sholes stated that the diminution in the number of releases has proven a very successful policy. The percentage of chart action, he noted, is much higher; and there is a better diversification of artists making the chart. Tied in with this higher percentage of

(Continued on page 26)

BMI CLEFFERS WIN PULITZERS

NEW YORK — Three BMI writers won Pulitzer prize awards last week. "Fiorello," the smash Broadway musical, became the third musical to win the Drama Award in the 44-year history of the foundation. Composer Jerry Bock and Sheldon Harnick wrote the score of the show which is published by Sunbeam Music.

The other winner for the Pulitzer Prize in music was Elliott Carter, another BMI composer, for his Second String Quartet. Meanwhile, BMI is now also licensing the score for the off-Broadway play, "The Connection," following the signing of the composer, Freddie Redd, as an affiliated writer. The score for "The Connection," described as a "play with jazz," is now available on a Blue Note LP.

Asbell to New Field

NEW YORK — Bernie Asbell, The Billboard's demon Chicago reporter, left The Billboard this week to work on an important new tome commissioned by the Henry Holt Publishing Company. According to Asbell, the new book will be a gas. Asbell in his meteoric career with The Billboard has come up with some sensational stories, especially his brilliant series on the Lormar one-stop and distributing organizations in Chicago. The Billboard bids him good luck as he moves on to important work as a writer.

LESLIE FETED BY AGAC PALS

NEW YORK — Veteran clefper Edgar Leslie got the surprise of his life Thursday evening (5) when he walked into a private dining room of the Hotel Gotham here. More than 40 friends of Leslie's in the American Guild of Authors and Composers were waiting there with all the fixings of a special party in his honor.

Sammy Fain and Ned Washington, both here from the Coast, attended, along with the AGAC Council and other friends, including AGAC exec secretary, Miriam Steen. Leslie was a co-founder of the AGAC, formerly known as the Songwriters Protective Association, with Billy Rose and the late George Mayer. Only recently, Leslie, who is the writer of "Moon Over Miami," "Among My Souvenirs," and "The Bells Are Ringing (for Me and My Gal)," returned from a round - the - world cruise. Following the party, one writer reflected: "He certainly is a great cat!"

King Offers 20% Deal On Albums

CINCINNATI — King Records is offering its first 20 per cent deal on its full album line this month. The deal, which starts May 9 and runs thru June 10, encompasses all 400 monaural albums in the firm's line and its 60 plus stereo sets. The deal works as follows: For every five monaural albums a dealer purchases, he receives a monaural disk free, and for every

(Continued on page 26)

NLRB Finds MGA Charge Sans Merit

HOLLYWOOD — Musicians Guild of America charged AFM Local 47 with unfair labor practices before the National Labor Relations Board when the local allegedly listed MGA board mem-

(Continued on page 26)

Everest Hikes Classic LP's To \$4.98 List

NEW YORK—Everest Records has hiked the suggested list price for its 3000 and 60000 classical line, for both stereo and monaural. The company has instituted a new price of \$4.98 (it formerly was \$4.40) as of May 1, but the dealer price of \$2.73 will continue in effect for the rest of the month. Regular dealer discounts have not changed.

Included in the price rise is the company's one classical release for the month "A Memorial Edition—The Works of Ernst Von Dohnanyi," as well as the rest of the classical titles.

Untouched by the new policy is the pop line which remains at \$3.98. New pop albums for May are "It's Been a Long, Long Time" by Terri Stevens among other LP's.

Tops Goes Longhair With \$4.98 LP Line

HOLLYWOOD — Tops Records, pioneer low-price label, is invading the regular priced package field, The Billboard learned last week. Tops will issue a set of 20 albums exclusively devoted to classical warhorse repertoire priced at \$4.98 monaural and \$5.98 stereo.

Product will follow Tops' traditional factory-direct distribution pattern, going to department and chain stores. Series appears under Tops' newly created "American Home Library of Great Musical Masterpieces," and features a tie-in with longhair pundit Milton J. Cross.

Packaging job is the most ambitious in Tops' 13-year history. Black and gold cover-flap features a seven and three-quarter inch die-cut framing full - color original paintings commissioned specially for the LP series. These are bound into the album as the first page of the LP book. Second page, also adorned with original art sketches,

carries biog material on the composer and program notes treating the music. Disks are pressed on clear "gold" vinyl.

Back cover, also treated in black and gold, carries a salute from Cross and his signature in which

(Continued on page 26)

Loudermilk Sues Pub

NASHVILLE—Songwriter John Loudermilk, co-author of "Waterloo," filed suit in Nashville's chancery court May 3 claiming he is no longer under exclusive contract to Cedarwood Publishing Company here. Loudermilk claimed that Cedarwood prexy, Jim Denny, is making it difficult for him to publish his songs.

Loudermilk signed a contract in 1958 with Denny and Cedarwood,

(Continued on page 26)

Rank Pacts A.&R. Teams

NEW YORK — Rank Records of America completed four deals this week involving outside production talent. Those signed include the teams of Nevins and Kirschner, Slay and Crewe, and Bud Greenspan. Also set for a distribution deal was the new diskery, Tri-Ess Records.

Al Nevins and Don Kirschner have been responsible for the hits of Neil Sedaka. They are the producers of all of Sedaka's disks as well as those of the Three Suns. For Rank, their aim will be to develop talent which will have application in TV, motion pictures and records.

Frank Slay and Bob Crewe, successful writing and disk producing team, have been responsible for the recent hits of Freddie Cannon and Billy and Lillie. Greenspan has produced a recent series of documentary LP's.

Rank also intends to move into the field of purchasing of masters and distribution of indie labels. In line with this, the firm will distribute Tri-Ess Records, an r.&b. oriented label.

Rank Records General Manager, (Continued on page 26)

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Clark Winds Up Testimony With Stout Payola Denials

By MILDRED HALL

WASHINGTON — The Harris payola probers last week spent a full day (2) vainly trying to wring from deejay Dick Clark the admission that his copyright and corporate acquisitions in the music field amounted to payola tribute to his position as the most influential single figure in exposure of records on the air.

Legislative Oversight Subcommittee Chairman Oren Harris, winding up the six-hour reprise with the ABC deejay, said Clark was an "attractive and successful young man," who must by now have begun to realize that his elaborate system of exploitation was wrong. "You are a product of that system, not responsible for it. You took advantage of a unique

opportunity," Harris said, "to control too many elements in the popular music field, thru exposure of records to a vast teen-age audience."

Harris said some of the elements in any monopoly control must be "struck down," as they were by Justice Department in the case of the big movie companies which controlled production and outlet. Harris hoped that legislation by his Subcommittee would not only end ordinary payola, but also this unique conflict of interest type of exploitation which Clark had represented before his divestiture.

Thruout his Monday testimony, Clark insisted that his unique position "only partly" may have been responsible, for the fact that some 162 copyrights came his way, gratis, along with recording, publishing, pressing and numerous other opportunities to make money on music. Clark said he had only "followed the rules of the game," as it was being played before his divestiture.

He did admit that some of his interest-firms, like Jamie Records and Chips Distributing, handed payola to deejays across the country, to push records, his own among others. He admitted he had known of the practice in a general way, at arms length, as it were—but he would not admit that the giving of money was payola, as well as the receiving.

Ignoring legislation already on (Continued on page 15)

OPPOSITION BRIEFS TO 317 RULING FLOOD FCC

WASHINGTON—A flood of comments poured into Federal Communications Commission last week (2) from Broadcaster associations, network and individual stations opposing the Commission's March 16 order to identify free records played on the air. Those commenting agreed that FCC's proposal goes far beyond the intent of Section 317 of the Communications Act, and that the proposal will not really do away with practices such as payola.

National Association of Broadcasters contended that payola and sponsorship identification are two separate matters, and that there could be compliance "even with the Commission's March 16 interpretation" and still be payola. NAB said payola is "in reality commercial bribery," and that the problem should be handled thru "enactment of a commercial bribery statute."

In asking for withdrawal of the Commission's notice, NAB said that recent payola disclosures were "limited to a small segment of the industry," and that "there is no fraud being perpetrated on the listening public" which requires announcements to the extent contained in the March 16th notice.

"Regardless of the motive behind the giving of free records to station licensees, if there is no agreement, express or implied, to play the records or use any of the material furnished, there is no consideration," NAB said.

The Association agreed, however, that disclosure would be required if there were prior agreement that free recordings or other material would be used on the air. Enforcement of the FCC's notice would, according to NAB, substantially reduce the amount and range of music available to listeners, and would present an "enigma" in the use of public service material supplied free to broadcasters by charitable organizations, the government and other sources.

National Broadcasting Company expressed the view that the Commission's notice goes "far beyond the intention and purpose of Section 317." The network said that any "extension of the Commission's authority into the areas dealt with in the public notice should be accomplished by legislation rather than by a novel administrative interpretation of the existing statute."

NBC contended that where a record is given to a station "pursuant to an understanding that the record will be broadcast as a part of a program, nothing of value passes to the broadcaster other than the program element itself." On the other hand, the net said that "where in exchange for a station's agreement to broadcast certain records of a particular manufacturer," the manufacturer furnishes quantities of the records for non-broadcast purposes such as prizes at "record hop" an announcement of sponsorship is "obviously necessary."

In addition, NBC maintained that if a station can have access only to records it is willing to buy, "Its selection will undoubtedly be more limited and it will be far more difficult for new records and unknown artists to gain recognition." Net concluded that the portion of FCC's notice relating to free records is contrary to the public interest.

Columbia Broadcasting System also disagreed with FCC's proposal. CBS felt that there "must be more involved than the mere giving of the record or records, even though accompanied with the hope or intent that they will be played," before an announcement is necessary. When large numbers of records are donated for distribution by the station as prizes, or for resale, with an understanding that the donor's records will be played or plugged on the air, CBS believes an announcement should be required.

American Broadcasting Company expressed the opinion that the public interest does not require announcements on all matters discussed in FCC's notice. That notice goes beyond the requirements of Section 317, ABC feels. If the Commission feels stricter announcement requirements are needed, ABC said, a new proceeding should be instituted.

Westinghouse Broadcasting contended that the Commission's notice has caused great confusion, and may cause broadcasters to operate contrary to the public interest. According to Westinghouse, the intention of the supplier is the same, whether he supplies records free or at regular prices. Moreover, a record company "could presumably exact a substantial royalty under the copyright laws" from a station in exchange for permission to broadcast the record, the company pointed out.

Westinghouse said: "If the proper standard is, as Federal Communications Commission seems to have decided, the supplier's state of mind, it must follow that the sole reason a supplier does not demand such a royalty is to induce a station to broadcast the record."

Primary benefit of the policy outlined in the Commission's notice would go to the record companies, Westinghouse maintained, because they would enjoy a new source of income and free advertising. The public would be annoyed with uninteresting and meaningless interruptions. A commercial bribery statute will eliminate payola, the company concluded.

EDITORIAL

Look to the Future

The board of directors and officers of the Country Music Association—dedicated to the preservation and enhancement of an important phase of the nation's musical culture—will convene in Nashville May 13-14. The meeting promises to be a crucial one, for there seems to be some doubt as to which direction the CMA should take.

Should the CMA look backward and attempt to preserve the past? Or should it look ahead and regard country music as a dynamic culture which changes with the times while still retaining its grass roots orientation?

We are in favor of the latter point of view. It is the only logical one. Let us give all credit and honor to the traditionalists, but let us not refuse to recognize the changing scene, i. e., the role that country music plays in the over-all pop music world.

That the pop music field draws heavily upon country writers and country artists is not cause for regret. Quite the contrary, it is cause for rejoicing. It is a development which reflects greatly upon the vitality and validity of country music. It will be a sad day—both for pop and country music—if the c.&w. field should try to withdraw and become self-contained and introverted in attitude.

It is time to set aside or resolve conflicts of interest and petty rivalries. Some country jockeys, for instance, take the attitude that they can maintain identity only thru preservation of pure country music. Publishers have their own point of view; artists have differing attitudes.

Some generosity of heart is necessary here. In the long run, all country interests will be benefited if they resolve to maintain the c.&w. influence as a major one in the pop field. It is not a matter of pop absorbing country; rather, it is a matter of c.&w. persisting as a continuous force for the betterment of American pop product.

The pop music buyer will be greatly deprived should the day come when he no longer has access to the country-oriented records of Johnny Horton, Jim Reeves, Don Gibson; to the country-oriented songs of Boudleaux and Felice Bryant, or Jimmy Driftwood.

We are in an age of advanced communications. Travel, television, radio, newspapers—all these make impossible the maintenance of a so-called unadulterated culture. But these very elements make feasible the broadening of that culture. Seen in this context, the horizon for c.&w. is not smaller, but infinitely greater.

Little New in Star Chamber Testimony

Committee Releases Some 'Closed Door' Data Supplied by Clark Satellites

WASHINGTON — Testimony by six Clark-connected figures heard in closed sessions by the Harris Legislative Oversight Subcommittee, was released by the payola probers last week. The closed door testimony, requested on the grounds of possible incrimination, was found to reveal nothing not already brought out in the Committee's open hearings.

Col. 'ARP' Hit With Dealers

NEW YORK — Columbia Records "Automatic Release Program" (called ARP for short by the diskery) is going great guns, with dealers, according to Columbia Masterworks merchandising exec, Pete Munves.

ARP was initiated by the label a few months ago to help dealers merchandise Masterworks releases. Dealers who sign up for the service receive two LP's per month, pre-

(Continued on page 26)

5 Sets on UA May Agenda

NEW YORK — United Artists Records is issuing five albums for May. Albums include three dance sets, one by the George Williams band, another by Stanely Melba and his Ork, and the third titled "Let's Dance the Charanga." Other sets are Al Caiola's "Guitars, Guitars, Guitars," and an album of music from "Can Can - Anything Goes."

The last included Tony Mammarella, previously business partner and associate producer of the Philadelphia deejay's network shows, who chose to remain in music, rather than divest, like Clark; Clark's associate in Mallard Pressing and Chips Distributing, Bernard Lowe of Cameo Records and Maryland Music Publishing; Harry Chipetz, of Clark's part-owned Chips Distributing firm; George Paxton and his partner, Marvin Cane, of Coed Records and Winneton (formerly Coronation) Music; and George Goldner, principal of Gone Records.

(Continued on page 20)

Better Music Trend Grows In Radio

NEW YORK — Radio's "better music" trend continues to gain new supporters. For example, last week, WNTA, Newark, N. J., banned rock and roll disks and adopted a new "Golden Sound" format. Also on an anti-rock and roll "good music" kick is new station KQAQ, Austin, Minn.

The new WNTA programming format is tagged "Metronome, the Golden Sound of Music to Live By." R.&r. is barred, but, explains manager Irv Lichtenstein, "so is inconsequential 'schmaltz' that sometimes passes for music. The former (r.&r.) isn't listenable while the latter is merely a musical sleeping pill."

From 7 a.m. to 7 p.m., Monday thru Saturday, WNTA is now airing "one basic over-all program Metronome," featuring a bright fullness of instrumentals and vocals (Continued on page 20)

DREYFUS BACK ON ASCAP BD.

NEW YORK — Max Dreyfus, Chappell Music head who exited the ASCAP board last week (The Billboard, May 2), authorized ASCAP to issue the following statement:

"I have not resigned from the ASCAP Board of Directors, and whatever misunderstanding there might have been had nothing to do with the salary of the President."

The Billboard story stated that Dreyfus was being urged to return to the board.

Clark Views On Calif. Distrib Suit

NEW YORK — Am-Par President Sam Clark, queried as to Sun State Music Distrib's suit (The Billboard, May 2) charging fraud and deceit, stated: "It was only a question of timing whether we would have been plaintiffs or defendants in such an action."

Sun State filed its complaint in Hollywood, asking for damages and accusing the diskery of inducing him to undertake expensive promotional activities on behalf of ABC-Parmount labels, only to have these lines pulled.

Clark added that "Am-Par has made very few distrib changes over the years, and these only for obvious reasons."

Two LP's From Atco

NEW YORK—Atlantic Records' subsidiary Atco released two new LP's last week—"Introducing the Fabulous Nina and Frederik," by the best selling Danish duo, and "The Good Old Fifties," a collec-

(Continued on page 18)

Simatira



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IT'S OVER,
IT'S OVER**

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'WAY FROM
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ON A BRAND-NEW SINGLE*



RECORD NO. 4376

A DISTRIBUTOR SPEAKS

Wide Opportunity for Newcomers, Says Martin

NEW YORK—Joe Martin, head of Apex-Martin Distributors in Newark, N. J. and prior to that sales exec for Somerset and Stereo-Fidelity Records, got a lot of things off his chest this week concerning the distributor and the current record business. According to Martin, who has only been a distributor for six months, but is representing some important lines, there is plenty of room in today's business for new distributors. But he points out that the new distributor must be on the ball and imaginative to come up with new ideas.

One of Martin's ideas for instance is selling pre-recorded tapes to racks which he is doing right now in the Newark area. He noted that few distributors were racking tapes and so he moved in. He sells Bel Canto tape to four stores in a chain there and Martin says they are doing good business with them.

One of Martin's main points about a new distributor is that he must concentrate on the profitable markets—not the glamour markets, by that he means that the specialty lines can make loot for a distributor who concentrates on them. Martin notes that he has three specialty labels that bring him steady repeat business. These are Music Minus One, the label for music students and musicians; Aristophone, the Greek music LP line, and Jay Jay, the polka label. He also claims that a label with only one release, Hob Records, with the Voices of Tabernacle Choir, does excellently, too. As Martin notes, these are not glamour lines, but they mean steady business.

Martin is not upset by the current state of the record scene, even tho his entry into the business as a distributor just about covers the payola investigation period. He says a distributor can get singles played, but he has to work at it. According to Martin, distribs

Del-Fi Hot On Charts

HOLLYWOOD — Del-Fi, the three-year-old Coast indie, is showing singles sales strength according to its current crop of chart climbers and contenders. Firm's front-runner is Rod Holden's "Love You So" on Del-Fi's subsid label, Donna, which has climbed to the number 27 rung on the "Hot 100" hit disk ladder in the platter's fifth week on the market.

Del-Fi's "Roll Call, Company J" by the Balladeers holds the fourth slot in the "Bubbling Under . . ." chart. According to label prexy Bob Keene, other current singles showing sales solidity include Gary Webb's "Drum City," Larry Brith's "Mojo Workout," the Gallahads' "Lonely Guy," and Hannibal's "Please Take a Chance on Me."

Ex-musician Keene first got into the disk biz while playing Las Vegas spots. He started Keen Records, a label which acquired Sam Cooke as an artist. Cooke's sales success on the Keen label prompted the diskery's founder to abandon the musician's life in favor of a full-time effort devoted to running the label. In 1957 he started Del-Fi with the strong selling Henri Rose "Caravan" as its first release. He then signed the late Ritchie Valens which firmly entrenched the label with such singles as "Donna," "C'mon, Let's Go" and several chart-riding LP's.

Keene recently signed Eden (Nature Boy) Ahbez as an artist soon to be released in an album of original material. Label also expanded its promotional activities, appointing ex-deejay Jim Randolph as national jockey promotion manager.

should make no special promises to a manufacturer that will guarantee record spins, and should turn down manufacturers when they have poor records. Distributors should be businessmen, says Martin, handling only the lines that they can sell.

Martin is one of the growing minority of distributors who are in favor of non-exclusive distribution. He points out that he is only one of three distributors handling the Bel Canto tape line in Newark (one record stores distributor, one camera stores distributor and one electronic stores distributor) and yet all three do well with the line. Martin also is in favor of distributors banding together and blowing the whistle on manufacturers who sell direct to the big discount stores and the racks. He refused to divulge the names of record companies doing so but said there are too many of them doing it.

Moulin Rouge To Become Legit House

HOLLYWOOD — Hollywood will lose another nitery and gain a legit theater when Frank Sennes converts his Moulin Rouge into a 1,500-seat house. Sennes expects to make the switch within the next 60 days and hopes to have "a leading New York musical hit" on stage in time to lure business when the Democratic National Convention opens in Los Angeles. Policy, according to Sennes, will be to book top name stage musicals. He leaves for New York to negotiate with the Theater Guild and the Shuberts on acquiring top name stage fare.

Sennes blamed his decision to fold the nitery on the inflationary spiral which he said has placed operating cost so high it is no longer possible to offer patrons club entertainment at reasonable prices. Sennes acquired Herman Hover's Ciro's on Sunset Strip late

(Continued on page 18)

Inter-Disc Starts Overseas Distribution

NEW YORK — Inter-Disc Ltd., a new independent overseas distribution organization which guarantees exposure to a manufacturer's complete line and audited bookkeeping, has been formed and is operating in key record sales areas in Europe and Africa.

The new firm is based in Lugano, Switzerland, where it has its main warehouse, and stretches out to cover 20 European distributors and 10 key centers in Africa.

Heading the Inter-Disc operation is Jack Lewerke, Hollywood distributor, and already signed and participating in the company's operation are these jazz labels: Riverside and its subsidiary Jazzland Records, Contemporary, and Good Time Jazz Records, World Pacific, Hi-Fi Records, the Society of Forgotten Music, Stereoditties and a number of smaller singles lines.

A spokesman for Inter-Disc feels

that the new firm has a most complete and thoro distributor set-up in that it can cover the entire record operation from pressing to dealer with a heavy American accent on promotion.

Included in contracts signed between Inter-Disc and its foreign outlets is a stipulation that each distributor must carry in inventory copies of every item in a member company's catalog. This has always been a sore point between American manufacturers and the major European distributors.

The new organization has put a great deal of emphasis on promotion. Besides taking space in trade and jazz magazines on the Continent, Inter-Disc has set up its own Concert Bureau to bring artists, recording for member companies, to Europe for concerts and personal appearance tours.



To get records to distributors on time to meet sales demand, tell your presser to . . .

"Ship by Emery Air Freight"

Here's why . . .

● FASTER PICKUP and DELIVERY

Emery picks up your shipment at your presser's any hour of the day or night—at no extra cost. If available at all, other air freight services charge extra for this.

● USE OF ALL AIRLINES

Emery moves your records on the first flight out—including jets—because Emery uses *all* airlines. Your shipment gets *reserved space*, like a passenger. Emery is the largest buyer of air freight space in the country.

● NATIONWIDE-WORLDWIDE COVERAGE

Emery's offices and agents blanket the United States, Canada, Europe and the Far East. Emery can serve all your distributors.

● TELETYPE CONTROL

Emery's nationwide teletype control keeps track of your records all along the way. PLUS confirmation of delivery. No uncertainty, no long distance phoning.

● COST

Lower than you think. Because it's profitable for you to use a premium air freight service to be sure your records get into the hands of your distributors when demand is at its peak. So, be sure to tell your presser . . . "SHIP BY EMERY AIR FREIGHT".

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Making All The Charts—But BIG!

SONNY TIL

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it's



THE CADILLACS
their first ballad—WITH STRINGS!

"TELL ME TODAY"

(we call THE CADILLACS the HIT MAKERS! don't you agree?)

JOSIE #876

ACKERMAN STATEMENT TO PAYOLA PROBERS

WASHINGTON — In response to numerous requests, The Billboard herewith is pleased to publish the statement made by Music Editor Paul Ackerman last week before the Harris Committee, in which, at the request of the Committee, he provided a brief history and analysis of the problems which currently beset the record industry.

My name is Paul Ackerman. I am the Music Editor of The Billboard, a business publication which covers both the radio and record industries. I wish to thank the Committee for the opportunity to express several of my thoughts.

The music business, whose product—songs and records—touches the lives of so many people—is unique in the sense that laymen know so little about its inner workings. In view of the spotlight now placed upon the music business, it is perhaps worth while to examine some of its complexities. An understanding of its practices and traditions may cast some light on the problem affecting all of us, namely: "Why is the industry susceptible to abuses of various sorts, including, of course, Payola?"

In the next several minutes I will attempt to touch briefly on the following points:

1. The historical basis of payola, first during the era of music publisher dominance.
2. Tin Pan Alley as a nationwide rather than a Broadway concept, and the increasing mutuality of interest between the record industry and radio broadcasting.
3. Historical changes in steps whereby a song reaches the consumer, from the time of its conception.
4. Mechanical and performance royalties and their significance in the current situation.

SORD Sets Scene for Chi Meet

NEW YORK — The Society of Record Dealers of America third annual convention will be held in Chicago Monday and Tuesday, July 11 and 12, according to SORD proxy, Mike Spector. The gathering will run coincidentally with the NAMM Convention.

Spector, who was in town this week from Florida, to meet with officials of the newly formed Dealers in Sound, Inc. (DISC) disk co-op in New Jersey, said that prominent Texas attorney, Hermes Nye, has agreed to serve as panel moderator during various forums to be staged by the SORD at its convention. Nye is also known as

(Continued on page 48)

Don England New Manager CRD Sales

NEW YORK — Donald England was appointed the national sales manager for Columbia Records Distributors this week. Appointment was made by Ken Glancy, general manager of CRD. In his new post, England will assist the general manager in sales activity in Columbia branches, and in the planning and formulation of sales policy and procedure. Since 1958 England has been branch manager of the CRD Detroit operation. Dale Peyton, former branch manager in St. Louis, was named to England's former post, and Paul Smith was promoted to the post of branch manager at St. Louis.

In another promotion at Columbia this week, Paul Pressel was named to the post of assistant merchandise manager of single records of Columbia Record Sales. Appointment was made by Dave Kapralik, singles merchandise manager at the diskery. Pressel will assist Kapralik in his new post,

5. How competition for exposure, arising from overabundance of product, has given rise to current abuses.

6. Possible solutions to the dilemma.

First, historically, payola is an outgrowth of a music business tradition—songplugging. Songplugging is the art—to use a kind word—of persuading a vaudeville performer, or a bandleader, or a disk jockey—to perform a particular song or record. In this way "exposure" is obtained, and exposure is necessary to popularize a song or a record.

It must be understood that much songplugging has been completely honest. Nevertheless, under the pressure of competition, songplugging could and does easily assume a more sinister aspect and enter the realm of "payola." In fact, the line of demarcation as to where legitimate songplugging ends and payola begins has always been difficult to determine. In the case of many aggressive music publishers, the dividing line disappeared many years ago, and the payment of money or other material inducements became important factors in determining a performer's choice of song material.

Early Payola

In the late 1930's, when the record business was relatively small compared with what it is today; and when the disk jockey was unimportant in comparison to his status today, payola already was rampant, but had not yet become of such general importance because music had not yet become such a major part of radio station programming. Use of records on stations was relatively minor. Some labels even frowned upon such use—feeling that it hurt sales in retail stores.

Where was the payola evil of the 1930's centered? It was centered where it always is—at the primary source of exposure, at that time: dance bands, whose performances at hotels and ballrooms throught the country were broadcast via remote wire over network and independent radio stations.

Respectable publishers, alarmed at the spread of payola, tried to curb the evil. About 20 years ago, the late John C. Paine, at one time chairman of the board of the Music Publishers Protective Association and later general manager of ASCAP, and the late Edward B. Marks, pioneer publisher, were moving spirits in an attempt to draw up a Code of Fair Practice in conjunction with the Federal Trade Commission. Attorney Joseph V. McKee, one-time Acting Mayor of New York, was retained to aid in the matter.

The move collapsed. Publishers in general opposed such a Code, feeling it would impose severe strictures on song promotion. Some of those publishers who favored the proposed code resignedly stated they would have to fall in line with general practices—for survival reasons. In other words, they embraced payola. Payola prior to the age of the disk jockey and prior to the great expansion of the record business.

Rise of Recordings

Since those years, dramatic changes have taken place in the music business. The publisher is no longer the kingpin. Sheet music, which in the 1920's and 1930's was the chief source of income for publishers and songwriters, today means relatively nothing in the popular music field. The publisher and writer derive a large part of their income from mechanical and performance royalties. The recording, as an instrument whereby performance credits are obtained thru performance on the air—and mechanical royalties thru exposure has become vitally important. This being the chief exposure point, it is here that promotional activities became centered; and it is here where payola again became effective.

Whereas once payola was primarily a relationship between music publisher and performing artist—such as a band leader, it is now very often a relationship between record manufacturer and/or distributor and the disk jockey. This mirrors the change in the business, from the days when it was publisher-oriented to the present, when it is record-oriented.

Several important factors are implicit in this changing scene. Firstly, the music business, since the 1930's, has grown tremendously. In those past years, Tin Pan Alley was largely New York-controlled; record companies were few in number; and even fewer companies had national distribution.

My next point: Today, Tin Pan Alley is a nationwide rather than a Broadway concept; song hits, and hit records, come from virtually every State in the Union. There are literally several thousand record companies, of which some 600 are consistently active in that they release product on a regular schedule. Hundreds of companies release records on an occasional basis—whenever they can raise the money to take a "flyer" in what seems to be a deceptively simple gamble.

Records and Radio

A second factor in the changing scene is the growing mutuality of interest between records and radio. In the early 1930's—the depression years—the record industry was in dire economic straits. There were few retail record dealers. As the decade drew to a close, and with the beginning of the 1940's, record manufacturers—who first were hostile to the spinning of their product on the air—began to find that air play actually helped to sell more records at the retail level. The romance started.

In the early 1950's, as radio suffered more and more from the inroads of television, radio sought to cut its operating costs. At hand was a marvelously cheap means of programming: records. Records with name talent. Whereas once radio sta-

(Continued on page 18)

Distrib Payola Sampling Bared By Committee

Figures Indicate Pay-Off Span To Air Personnel

WASHINGTON—From a sampling of distributor payola in cities across the country, the Harris Subcommittee released figures last week indicating that in a geographical range of 23 cities in 15 States, a total of \$263,244 was paid out to radio and TV personnel and/or licensees in 42 cities in 21 States. Of the 219 recipients 12 were licensees.

The data was released at the close of the Harris Legislative Oversight Subcommittee payola hearings last week (3). Information was culled from answers by 130 distributors out of 230 queried by the probers by mail in February of this year. Because of the Subcommittee's recent probes in Boston and Philadelphia. Distributors in these cities were not queried. However, distributors in other cities who were queried showed payments to local Boston and Philadelphia broadcasting personnel.

Among the big-city payola alarmer, Los Angeles led with nearly \$87,000 reported from 16 distributors to 23 individuals and 2 station licensees, with 13 stations involved. St. Louis, Mo., was next with 6 distributors accounting for \$51,850 paid to 23 personnel on 6 stations, no licensees involved. In Chicago 11 distributors paid out \$50,395 to 64 personnel and one licensee, number of stations involved not verified; in Baltimore, Md., four distributors paid \$17,237 to 10 individuals and 8 licensees, with 11 stations involved.

AmPar Signs Billy Ward, Jordan Choir

NEW YORK—ABC-Paramount Records, which is having its best year to date ever, has signed a flock of important talent to the label. Firm last week signed Billy Ward and His Dominoes, Jo Ann Campbell, and the Wings Over Jordan Choir under the direction of Reverend Glynn T. Settle.

AmPar, the parent corporation of ABC - Paramount, Command, Grand Award and Waldorf Music Hall, as well as the distributor of Chancellor and Hunt records, racked up over \$3,000,000 for the first quarter of 1960. If things

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Lubinsky Inks New Talent

NEW YORK — Herman Lubinsky, owner of Savoy, World-Wide, Sharpe and a number of other successful labels, has signed a flock of new talent for his recording empire. Recently he signed the Georgia Peach, the thrush who has been singing gospel music for a long time. Her first recording will be issued shortly. Other gospel pacts for the World-Wide label are the Shockley Singers, a group of fems from 8 to 10 years of age. And the third signing is the Reverend Broadie, whose first release is a preaching record. Lubinsky will also sign for his Savoy label the winning group on the spiritual contests now being conducted on station WBEE in Chicago and WWRL in New York.

CLARK'S INTEREST-TUNE PLAYS GET NEW ANALYSIS

WASHINGTON — Two Harris payola Subcommittee staffers, Rex Sparger and Bill Martin, have produced a straightforward analysis of Clark's American Bandstand record plays of his interest-tunes. Released on the last day of the payola hearings, the study won the heartfelt thanks of the committee members who had suffered thru the complexities of the Computech analysis during previous week's testimony on Clark play. (The Billboard, April 25, 1960).

The staff analysis, made on the basis of 15,000 cards accounting for plays on American Bandstand over a period of approximately two years, and furnished by Dick Clark, showed a "high percentage of plays prior to peak in The Billboard ratings, which establish that Clark pushed songs in which he had an interest." Also, a comparative analysis of plays with Billboard ratings indicates that Clark "manipulated these plays to the fullest advantage." The deejay has since divested himself of music interest.

The 95-page exhibit on Clark plays pointed out over 270 errors in data listed in the IBM cards provided to the Subcommittee by Clark thru the Computech firm. The Subcommittee staff members Sparger and Martin also found many instances in which Clark played extensively records in which he had a publishing interest on the flip side.

Findings of the analysis showed that on publisher-interest tunes, Clark played 51.8 per cent of the titles available thru his publishing firms: of these plays, 68.7 per cent were prior to "any rating" in Billboard popularity charts, and 93.3 per cent were prior to their "peak rating" in Billboard. Only 4.7 per cent of the plays came after the titles achieved their highest rating. Of the 41 titles in the publishing company group, Clark played each title an average of 15.3 times.

In Clark's record-manufacturing company tunes, the deejay was found to have played 50.4 per cent of the records available thru the manufacturing firms. Of these plays, 65.4 per cent were prior to any rating in Billboard popularity charts, and 91.4 per cent were prior to "peak rating" in Billboard, and only 8.6 per cent of the plays came after the records achieved their highest ratings. Of the 57 records in the manufacturing group, Clark played each record an average of 19.9 times, the study shows. No information was provided the Subcommittee on master records leased by Clark's manufacturing companies.

In the pressing-interest tunes, Clark gave 2,898 plays to titles pressed by his Mallard company for an average of 16.9 plays per title. ABC-Paramount Records had at least 805 plays on the Bandstand show, an average of 8.9 plays per title.

A breakdown was provided on how Clark tunes made the charts for a 116-week period, from October 7, 1957, to August 31, 1959, on all but 10 weeks, Clark had at least one of his publishing company titles in the popularity ratings.

At least one Clark manufacturing-interest record made the charts weekly between January 1, 1958, and November 30, 1959. At least one record by a Clark artist made the charts every week between June 30, 1958, and November 30, 1959.

Summarizing, Clark managed to keep an average of 4.1 records owned by his publishing, manufacturing or artist-management firms in the charts every week between October 7, 1957, and November 30, 1959, the report shows. Clark had 41.4 per cent of his manufacturing-interest titles. Authors note that duplication was avoided in this calculation since songs that were both published and recorded by Clark interests were counted only as a single song.

Col. Distrib Letter Irks N. Y. Dealers

NEW YORK — Dealers in this area were irked this week at a new provision instituted by the local Columbia Records distributor regarding the 5 per cent return privilege on single records. A letter sent to dealers by Columbia Records Distributors, Inc., in which the new policy was outlined, was discussed at length this week by members of the Associated Record Dealers of New York and New Jersey.

Outlining the policy succinctly, the letter states: "Your purchases for the six-month period must equal \$100 or more in order to qualify for the 5 per cent pop record return privilege."

A spokesman for the ARD declared, "This amounts to a discriminatory policy. What right do they have to this, for example, to the man who purchases only \$98 worth of singles in the six-month period? We feel it's highly unfair."

Tradesters saw in the move an attempt to bolster distributors in their battle with one-stops. As one remarked, "It often happens that a record starts making a lot of noise and when we try to get it from

(Continued on page 48)

Hub Distrib Denies FTC Payola Charge

WASHINGTON — Mutual Distributors, Inc., independent record distributor in Boston, Mass., last week (4) denied Federal Trade Commission charges of giving illegal payola to increase sales of its recordings, and asserted that its payments were merely Christmas gifts.

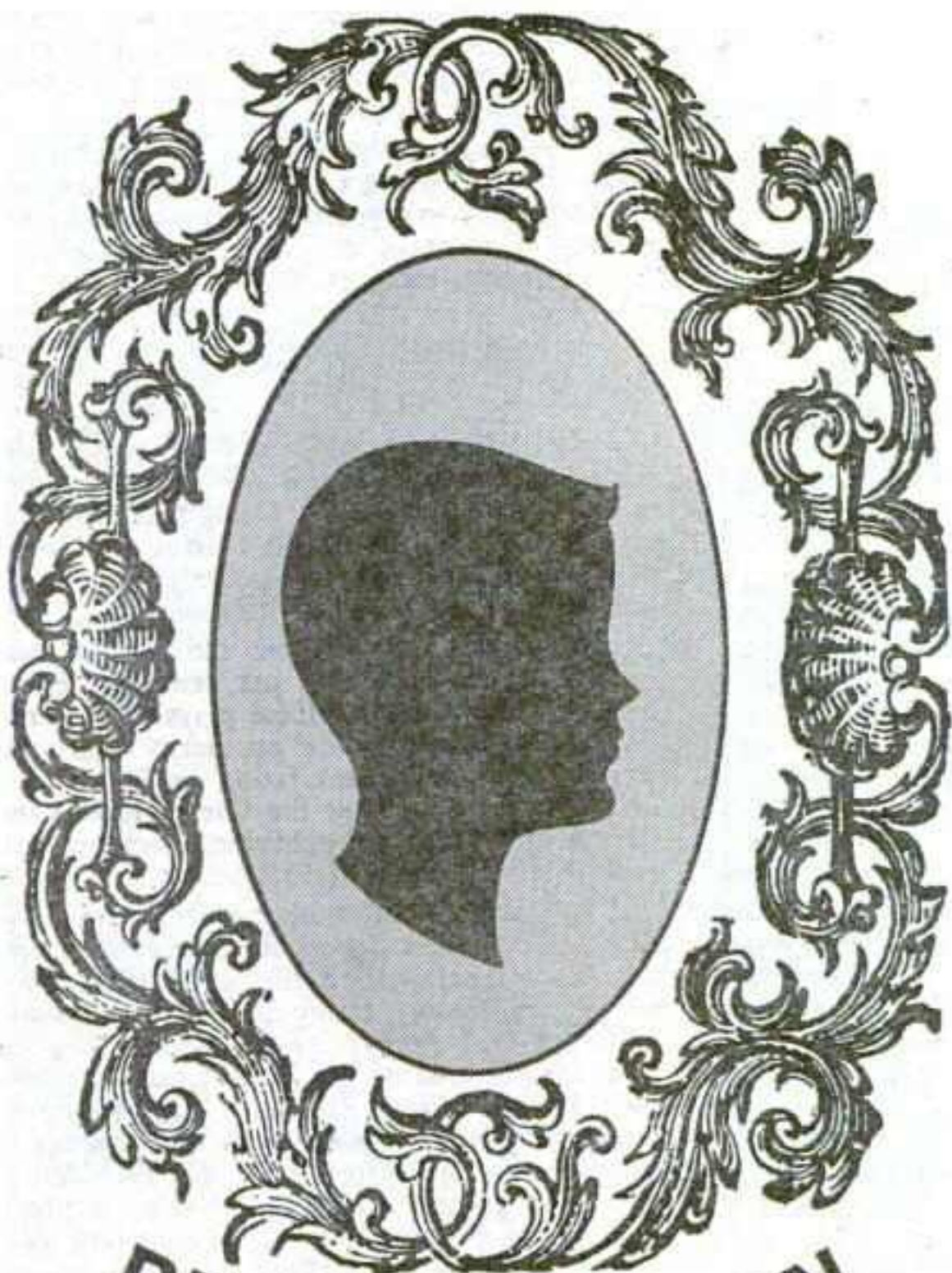
Answers to FTC complaint, issued in March, were filed by George D., Leon C., and Robert S. Hartstone, president, treasurer and clerk, respectively.

Mutual said that during every Christmas season they have "paid to disk jockeys and radio or television station personnel payments not in excess of \$100 to any one person," and that the gifts were motivated by "the usual holiday spirit." Gifts, the company and officers contended, were an "accepted business practice by way of public relations" and were not given to "control or unduly influence" exposure of the records they distributed.

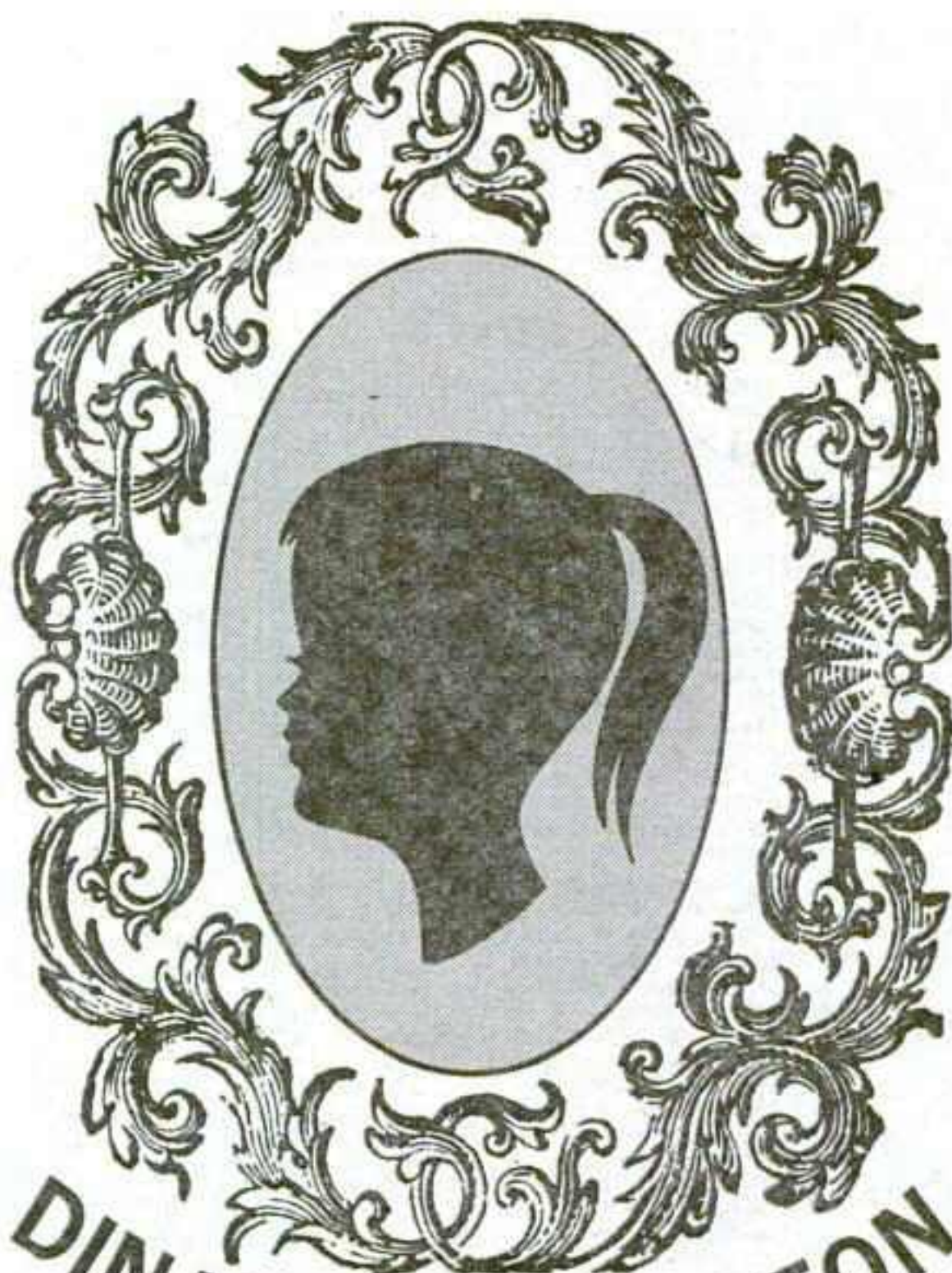
Mutual denied that the gifts "have ever in fact resulted in the exposure" of their records other "than in the normal course of events." Also denied was FTC's allegations that the payments tend to suppress competition and to di-

(Continued on page 48)

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71629

EVERYTHING'S COMING UP HITS ON



ANOTHER
STANDARD SMASH!

**EBB
TIDE**

THE
PLATTERS

71624

COMMERCIAL CARROLL
WITH ROCK BEAT!

**THIRD
MAN
THEME**

DAVID
CARROLL

71620

THE SMASH
VERSION!

**THEME
FROM THE
UNFORGIVEN**

CLYDE
OTIS

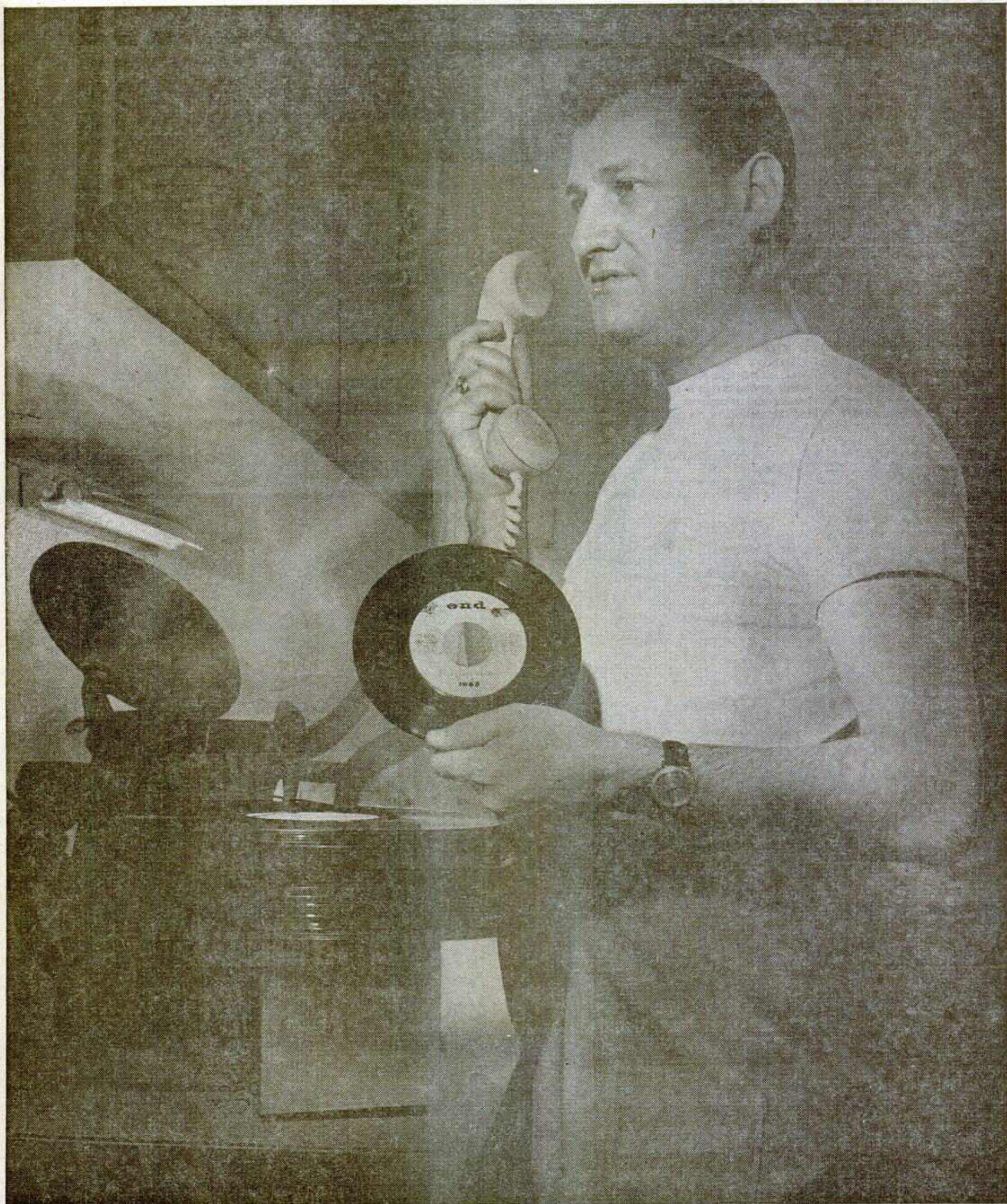
71628

ANOTHER
"MULE TRAIN"

**MULE
SKINNER
BLUES**

**RUSTY
DRAPER**

71634



*ANY RESEMBLANCE BETWEEN THE HANDSOME MODEL AND GEORGE GOLDNER IS PURELY INTENTIONAL

"BELIEVE ME JOE, I AM PERSONALLY, DOING EVERYTHING I CAN TO RUSH YOUR RE-ORDER OF 50,000, NOBODY LOVES ME LIKE YOU, BY THE FLAMINGOES, END 1068."

1650 BROADWAY

END RECORDS

NEW YORK, N. Y.

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NOW ABC SUBSIDIARY

Chi's WLS Launches New Program Format

CHICAGO — Station WLS launched an ambitious invasion last week of pop programming in an avowed attempt to rise from oblivion in ratings to the city's top-rated station. The outlet recently became a wholly owned subsidiary of the ABC network and effective Monday (2) its entire old program schedule was cleared out as though with a bulldozer.

Changes at other stations, meanwhile, are contributing to a lively interest in the ratings competition. The town's top-rated signal sender, WIND, swiped the program manager, Ralph E. Blank, of its closest rival, WJJD. He replaces Dominic Quinn, who moves to a similar post at KDKA, Pittsburgh, which, like WIND, is a Westinghouse station. Blank is a musically hip programmer, first making his name as a pianist for Benny Goodman, Ted Weems and Vincent Lopez. He was appointed p.d. at WJJD in 1953 when Plough took over the station, and nurtured its rise to a position that has periled the leadership of his new employer, WIND. In another move, WIND nabbed Maurice Streitmatter from NBC for the post of music director. In his former job, where he held the title of assistant music supervisor, Streitmatter was responsible for programming all music on WMAQ-Radio and WNBQ-TV.

Ralph Beaudin President

At WLS, the new owners, ABC, have installed Ralph Beaudin as president. He formerly was general manager for the net's o.&o. in Pittsburgh, KQV. Beaudin immediately advertised for deejay audi-

tion tapes and received 350. From these, he and his production manager, Sam Holman, who also came from KQV, have selected a fresh slate of personality deejays. They are Jim Dunbar, who has been p.d. at WDSU, New Orleans; Mort Crowley, from WADO, New York, where he has been known as Johnny Holiday; Gene Taylor, whose real name is Gene Tong, but who has been broadcasting as Happy O'Day on WOKY, Milwaukee; Dick Biondi, from WEBR, Buffalo, and Bob Hale from WIRL, Peoria.

The only deejay holdover is Ed Grennan, who submitted an audition tape to the new management just like the others, and made it as a selectee.

Station's slogan will be "Mid-America's Bright New Sound," the theme of two dozen musical station breaks and promo spots recorded for the station in Nashville by the Anita Kerr Singers. Vocals of pop standards will be accented, spiced by only dashes of rock-and-roll and band instrumentals. Fast-paced chatter and absence of pauses will be important in the station's new image.

Deejays Select Music

Music will be chosen by deejays from an approved list. For the time being, the list will be developed by a deejay committee supervised by Holman, who will be an on-the-air personality himself.

Most conspicuous casualty in the sweep-out of old WLS programming is the National Barn Dance. Last Saturday night's opus was the

(Continued on page 18)

REPEAT LIKELY FOR BOSTON JAZZ FIESTA

BOSTON — A second annual Boston Jazz Festival is a likelihood this summer, but it seems quite definite that it will not be held in Fenway Park, scene of last year's trial run. If the festival is a reality it would appear that the spot will be the fairgrounds at the Weymouth Fair with the dates probably August 26 thru 28.

The man who holds the decision in the matter is George Weih, operator of Boston's Storyville and director of the Newport Jazz Festival. Last year he arranged the Sheraton Corporation's entry into the jazz festival business along with the Newport Festival in co-sponsoring the three-day event at the home of the Red Sox. But despite the fact that Weih had said there will be a Boston festival this

year, it now turns out that he can give no more definite answer than a "definite maybe."

The hotel firm has dropped both the Boston and Canadian jazz activities after a disappointing first trial. They will consolidate their efforts behind their first and most successful event at French Lick, Ind. The Newport Board also has retreated somewhat from extending itself too far this year. One cost them all of the profits made at Newport itself.


Dates for the third annual French Lick Jazz Festival are July 29 thru 31. Even there the performances have been pared down to three evening shows from last year's four evenings and four afternoons.

HOT 100 ADDS 13


NEW YORK — Thirteen sides appear for the first time on this week's Hot 100 chart. Details are:

- 52. **Everybody's Somebody's Fool** (Aldon, BMI) — Connie Francis, M-G-M
- 54. **Ding-A-Ling** (Lowe, ASCAP) — Bobby Rydell, Cameo
- 71. **Swinging School** (Columbia Pictures, ASCAP) — Bobby Rydell, Cameo
- 82. **Pink Chiffon** (Jamie, BMI) — Mitchell Torok, Guyden
- 85. **Theme For Young Lovers** (Marpet, ASCAP) — Percy Faith Ork, Columbia
- 86. **Jump Over** (Conely, ASCAP) — Freddie Cannon, Swan
- 91. **Put Your Arms Around Me** (Broadway, ASCAP) — Ray Smith, Judd
- 93. **Before I Grow Too Old** (Travis, BMI) — Fats Domino, Imperial
- 94. **Hot Rod Lincoln** (Four Star Sales, BMI) — Charlie Ryan, Four Star
- 95. **A Cottage For Sale** (DeSylva, Brown & Henderson, ASCAP) — Little Willie John, King
- 97. **Wonderful World** (Leeds, ASCAP) — Sam Cooke, Keen
- 99. **I'll Be Seeing You** (Williamson, ASCAP) — Five Satins, Ember
- 100. **Pennies From Heaven** (Foy, ASCAP) — Skyliners, Calico

Greetings to MOA
from



Meet




JONI JAMES

and

MARK DINNING

IN PERSON

at




BOOTH #18

(Wed. afternoon, May 11)


See and hear them singing their

HIT



at the

MOA BANQUET
Wed. Eve., May 11th



London NEWSNOTES:

By DON WEDGE

News Editor, New Musical Express

The two-sided U. S. Connie Francis M-G-M hit "Mama" b-w "Teddy" is not being released as a coupling here after all. The disk had been set for May 6 release and copies had been pressed for distribution to deejays. Dealers had also been notified. "Mama" is now being released May 13 with "Robot Man" as the coupling.

U. S. singer Maureen Cannon made the transatlantic trip last week just for one TV shot. She flew over to join Dave King when he headlined ATV's "Sunday Night at the London Palladium," May 1, arriving on the previous Thursday and returning the day after the show.

Warner Bros. Records now has its own weekly disk show on Radio Luxembourg, the commercial station beamed at Britain but heard in most of Western Europe. Idea is to have time for more LP

exposure than would be possible in the seven weekly shows sponsored by the British Decca group, altho Warners will still be represented in these.

Finsbury Park Empire, one of big Moss chain and last remaining vaude house in suburban London, closed on Saturday night. Last headliner was a British rock star Emile Ford, but in the last month both Duane Eddy and Johnny Preston have topped weekly bills there. In recent years other U. S. names featured include Liberace and Billy Eckstine.

There was much surprise that the Crickets (Jerry Allison, Joe Mauldin and Sonny Curtis) toured here with the Everly Brothers without separate billing. Jerry Allison told Keith Goodwin of New Musical Express: "Whenever possible we like to work with Don and Phil and when we were offered a return trip to Britain as their accompanying group, we jumped at the chance. We'll be touring Australia with them in a similar capacity. In the States, we play one-night stands under our own name and continue to record regularly for Coral. The reason we weren't billed here is that the plan for the tour envisaged one American act—not two." Their "More Than I Can Say" b-w "Baby My Heart" is being released by Coral here this month.

U. S. jazz singer Helen Merrill spending three weeks in Britain for London and Manchester cabaret dates, with a "BBC Jazz Club" airing May 5 with the Vic Lewis Band as a prelude. . . . Johnny Preston failed to show up for a BBC "Parade of the Pops" broadcast April 25, but has been booked for an appearance on "Saturday

(Continued on page 99)

HANDBOOK ON ITALIAN JAZZ

MILANO—The most complete inventory of Italian jazz recordings has been prepared by Giuseppe Barazzetta in a 190-page volume entitled "Jazz Inciso In Italia" (Jazz recorded in Italy) which lists every recording from 1926 thru the end of 1959.

The volume includes recordings made by foreign musicians in Italy and more than 100 biographies of musicians and orchestra leaders in Italy. It is published by Messaggerie Musicali. (Galleria dell Corso, 4, Milano.)

Best Selling Pop Records in BRITAIN

Week ending May 6, 1960 (Courtesy New Musical Express)

This Week	Last Week	Record
1	1	CATHY'S CLOWN — Everly Brothers (Warner Bros.)
2	2	SOMEONE ELSE'S BABY — Adam Faith (Parlophone)
3	3	DO YOU MIND? — Anthony Newley (Decca)
4	4	FALL IN LOVE WITH YOU — Cliff Richard (Columbia)
5	5	HANDY MAN — Jimmy Jones (M-G-M)
6	6	STUCK ON YOU — Elvis Presley (RCA)
7	7	SWEET NUTHIN'S — Brenda Lee (Brunswick)
8	8	STANDING ON THE CORNER — King Brothers (Parlophone)
13	9	SHAZAM — Duane Eddy (London)
6	10	MY OLD MAN'S A DUST-MAN — Lonnie Donegan (Pye)
15	11	CRADLE OF LOVE — Johnny Preston (Mercury)
12	12	FOOTSTEPS — Steve Lawrence (HMV)
17	13	BEATNIK FLY — Johnny and the Hurricanes (London)
11	14	FINGS AIN'T WOT THEY USED T'BE — Max Bygraves (Decca)
10	15	SUMMER PLACE — Percy Faith (Philips)
—	16	HEART OF A TEENAGE GIRL — Craig Douglas (Top Rank)
16	17	WILD ONE — Bobby Rydell (Columbia)
20	18	MACK THE KNIFE — Ella Fitzgerald (HMV)
19	19	CLEMENTINE — Bobby Darin (London)
18	20	HE'LL HAVE TO GO — Jim Reeves (RCA)
23	21	STAIRWAY TO HEAVEN — Neil Sedaka (RCA)
14	22	RUNNING BEAR — Johnny Preston (Mercury)
28	23	TEASE ME — Keith Kelly (Parlophone)
20	24	WHAT IN THE WORLD'S COME OVER YOU — Jack Scott (Top Rank)
29	25	STANDING ON THE CORNER — Four Lads (Philips)
26	26	POOR ME — Adam Faith (Parlophone)
27	27	LOOKING HIGH, HIGH, HIGH — Bryan Johnson (Decca)
22	28	HIT AND MISS — John Barry Seven (Columbia)

EMPTY STALLS

Cole, Jones Band Cull B. O. Fiasco

COPENHAGEN — Nat King Cole and the Quincy Jones band scored the "Most Elegant Fiasco" of the current concert season, with their two concerts in the big KB Hall on Friday (29) night, according to one local critic. Others put it in slightly different words but all agreed that the musical talent of Col and the Quincy band definitely deserved a much larger turnout than showed up.

Critics, and what there was in the way of an audience, reacted very favorably to both Nat King Cole and the Quincy Jones band. Critics always maintain that KB Hall, unless jammed full, is no place for even a big jazz band—much less, for a pianist-singer. They blamed the fiasco on poor

(Continued on page 99)

SMF Settles Wage Dispute

STOCKHOLM — The wage dispute between the Swedish Musicians Federation and the recording firms of Sweden, which started on February 6, has been settled and a new contract covering the enregistering of platters — valid for a period of two years — went into effect on Monday (1).

During the wage conflict enregistering was blocked and the Swedish musicians were given the moral support of the musicians federations of Denmark and other European countries, members of which were ordered to refrain from enregistering for any of the firms involved.

Best Selling Pop Records in ITALY

Week ending May 6, 1960 (Courtesy "Musica E Dischi" of Milan)

Last Week	This Week	Record
1	1	MARINA — Rocco Granata (Bluebell)
4	2	PERSONALITA, Caterina Valente (Decca)
5	3	MORGEN, Eddie Calvert (Columbia)
2	4	IT'S TIME TO CRY, Paul Anka (Columbia)
3	5	DANNY BOY, Conway Twitty (M-G-M)
7	6	KRIMINAL TANGO, Piero Trombetta (Columbia)
9	7	BELIEVE ME, Royal Teens (Capitol)
6	8	WHY, Frankie Avalon (Chancellor)
8	9	ENCHANTED SEA, Islanders (Top Rank)
—	10	SCANDALO AL SOLE, Percy Faith (Philips)
16	11	TILL, Caterina Valente (Decca)
17	12	PRETTY BLUE EYES, Craig Douglas (Top Rank)
18	13	EL PASO, Marty Robbins (Fontana)
12	14	MONA LISA, Conway Twitty (M-G-M)
10	15	ROMANTICA, Tony Dallara (Music)
11	16	MR. BLUE, Fleetwoods (Top Rank)
—	17	LONELY BLUE BOY, Conway Twitty (M-G-M)
—	18	PUPPY LOVE, Paul Anka (Columbia)
13	19	QUANDA VIEN LA SERA, Joe Sentieri (Juke-Box)
14	20	E'VERO, Mina (Italdisc)

Vera Lynn Joins M-G-M

LONDON—Vera Lynn, one of the outstanding figures on the British pop music scene for two decades, has signed a recording contract direct with M-G-M Records.

Initially it covers a three-year period with both LP's and singles called for.

Until mid-March she had been tied to British Decca on a continuing



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"I'VE BEEN LOVED BEFORE"

and
"LIKE YOU USED TO DO"

WARWICK M-535

The Distant
"COME ON"

and
"ALWAYS"

WARWICK M-546

THE SPOTLIGHT'S ON THE HITS from...
United Telefilm Records

Ann Cole
"BRAND NEW HOUSE"

and
"A LOVE OF MY OWN"

SIR 275



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BRITISH DISK SALES RISE

LONDON — February sales of platters reported 26 per cent above those of same month last year, and export sales were up 12 per cent.

Platter sales during the first two months of 1960 showed an increase of \$7,050,000 over those of the same months in 1959.

February production of 33 1/3 r.p.m. disks was 78 per cent higher than in 1959.

JOEL ROSEN

State Dept. Tour Set For Pianist

WASHINGTON — Pianist Joel Rosen has accepted a State Department invitation to visit nine Latin American countries from May 9 to August 15. Mr. Rosen will meet with artists, students and teachers and will perform on a non-commercial basis with local orchestras and musical groups. He will be traveling under the auspices of the State Department's cultural exchange program.

Last year Rosen spent four months giving concerts in the Near East and Asia. According to State Department, he is "very interested in building greater mutual understanding between the youth of America and the youth of other countries of the world thru the performing arts."

Rosen has appeared before the Cleveland Symphony, the Atlanta Symphony, and the New York Philharmonic. He was the pianist with the Reginald Kell Players from 1950 to 1953.

Munich NEWSNOTES:

By **JIMMY JUNGERMAN**
Producer, Bayerischer Rundfunk, Munich

"Hit Parade" is the title of a new German film musical. Guest stars will be **Nat King Cole, Cab Calloway, Sarah Vaughan and Duke Ellington**. The story was written by **Aldo Von Pinelli** and Berlin deejay **Fred Ignor**. . . . German jazz authority **Dr. Dietrich Schulz-Koehn** is the author of a new book "Jazz in the School," which describes how to teach jazz in the schools. In German radio Schulz-Koehn is known as "Dr. Jazz."

Peter Alexander stars in the new German film musical "Ich zahle taglich meine Sorgen." This is the German title of the U. S. hit, "Heartaches by the Number." Both versions are still doing very well, **Guy Mitchell's** on the Philips label, and **Peter Alexander's** on Polydor. . . . A lovely waltz by **Les Paul**, "All I Need Is You," has been given romantic German lyrics by **Fred Rauch**, re-titled "Das Wunder einer Sternennacht," and is sung by "Greek Bing Crosby" **Jimmy Makulis**. It's getting applause on the Ariola label. Flip side is "Tahiti," a rumba written

NEW AUTOMATIC DISK VENDER

ROME—A new automatic vending machine known as "Redi Box" will be tried out in Rome and Milan for selling the most popular 45 disks. If the experiment succeeds it will be used elsewhere in cinema theaters and other places which are open beyond the hours of music stores.

by **Liberal and Ralph Maria Siegel**. . . . **Rocco Granata** got the "Golden Dog." Electrola sold 1,000,000 records of his "Marina" in Germany alone.

"Man, I dig Beethoven. He really swings in his Fifth!" That's the way the German mag "Twen" introduces a nine-page story on **Leonard Bernstein**. The exciting pictures are by **Bruce Davidson**. Bernstein is one of the favorite U. S. music personalities among German music

Compatible EP Makes Debut

NEW YORK — Design Records, which bowed a series of compatible stereo LP's several months back, has introduced its first stereo EP compatible disk. The disk, according to Design prexy, **Cy Leslie**, comes as a result of demand from juke box operators.

Pointing to the fact that there are more than 500,000 juke boxes now on location thruout the country, **Leslie** stated, "We have a ready-made market for this and future compatible EP's. The initial release features **Texas Jim Robertson** with a group of western efforts, including a side which features a five-minute rendition of "The Great Divide."

Piston Cleffing Grant

NEW YORK — **Walter Piston**, who licenses his compositions thru Broadcast Music, Inc., has received a \$5,000 commission to compose a major symphonic work for performance next season by the Philadelphia Orchestra.

students and music lovers. . . . "Europe is the home of real jazz now!" That was the opinion expressed by **Nat King Cole** at a press meeting in Munich. "You Europeans take care of this symbol of American culture. Back in the States, people prefer commercial music from the musicals and movies. In Sweden, and now again in Berlin, Hamburg and Munich, I had to re-arrange my program.

People asked for more jazz and not so much of ballads."

For the first time in German disk history, a clearance sale has started. Singles (4 marks—\$1) are down to 1.50 marks (38 cents); EP's (7.50 marks—\$1.85) are sold for 2.95 marks (74 cents). But three only of the Big Four diskeries here have joined the party: Polydor, Teldec and Philips. Electrola has said "No," however.

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THE MAGAZINE FOR MUSIC LISTENERS

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produced by Joe Sherman

New Teen-Age Delight
Linda Glover
COUNTING SHEEP OVER YOU
and
A DIFFERENT KIND OF LOVE
WARWICK M-536

Gorgeous—Glamorous—Great
Louise O'Brien
I DON'T MIND BEING ALL ALONE WHEN I'M ALL ALONE WITH YOU
and
I LOVE YOU SO MUCH IT HURTS
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FANTASTIC NATIONWIDE RESPONSE AND HEADING FOR THE CHARTS!

AMERICA'S NEWEST TEENAGE IDOL RINGS IN A BIG HIT!

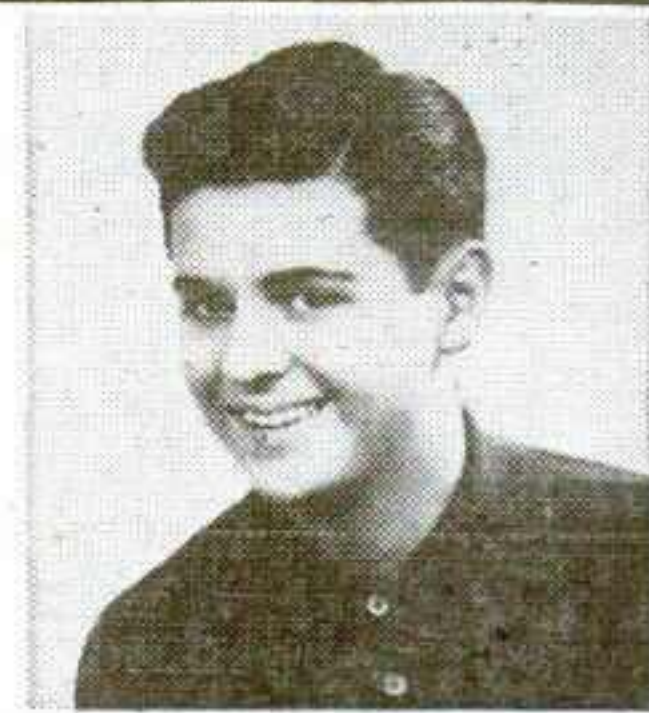


JERRY JACKSON

FOR EACH ONE THERE'S SOMEONE

RA 2042

A CHANCE TO PROVE MY LOVE



DENNIS BELL

MY ONE LOVE

RA 2044



TOP RANK International
Rank Records, Ltd., London, England

Clark Winds Up Testimony

• Continued from page 3

the books was also a "common practice," Chairman Harris pointed out. A glaring instance, he said, was the payment of \$7,000 to Clark for within-show plugs for American Airlines. The sale of the time on a sponsored program, given the network's blessing, was a clear violation of Section 317 of the Communications Statute, which the Harris subcommittee is trying to update to cover new evasions of the sponsorship identification requirement. (See separate story on Section 317 comments to the Federal Communications Commission.)

Star Chamber Echo

During the long day, the most sensational testimony came not from the Clark reprise, but from excerpts from the closed-door testimony of Alan Freed, formerly WABC New York deejay for the American Broadcasting-Paramount Theaters network.

Equally damaging references were made to other testimony taken in executive session from Tony Mammarella, Clark's friend and former associate; Bernard Lowe, manufacturer and publisher; Harry Chipetz, of Clark's part-owned Chips Distributing; George Paxton and his partner Marvin Kane, of Winneton Music and Coed Records, and George Goldner of Gone Records. The latter six testimonies were released in full. (See separate story.)

A series of large diagrams of Clark holdings, and of inter-connecting Clark-Mammarella enterprises were accepted as substantially accurate by the deejay, when the committee offered them in evidence. One exception was taken by Clark to indication that his pressing firm, Mallard, had pressed Am-Par Records, but had pressed one Globe record. Clark's wholly-owned Globe Records were distributed nationally by Am-Par Rec-

ords, under the Hunt label, Clark had previously testified. To committee counsel Robert Lishman's query: "Didn't you ever have a verbal arrangement with Sam Clark, head of Am-Par Records?" Deejay Clark said: "No."

Lishman then quoted the Alan Freed testimony that the New York deejay was told to "lay heavily on Am-Par Records, and play nothing but Paramount Theaters with your stagershow." Lishman asked if Clark was offered the same proposal, but the Philadelphia teen idol denied it categorically.

Freed had told the committee the network had a "dual" policy, —one for Clark, and another for rest of its personnel. Freed said the affidavit he would have to sign asked questions he could not say "no" to at the time: Did he have music interest in publishing, had he ever taken payola, and did he have interest in musical copyrights? On the other hand, Freed said Clark was permitted to divest, and was allowed a "special" affidavit which Freed or any deejay could have signed and come out "clean as the driven snow."

Payola in the Clark affidavit, on which it was testified that ABC upper echelon, including Leonard Goldenson had collaborated, was defined to mean a specific agreement to take pay for play, and a threat of non-playing if payment was not made. Freed told the Subcommittee: "This is more like a bribery clause... payola is anything. It doesn't have to be an agreement."

Ironically, Freed added that it was he who had coined the phrase "consultant," in the payola taking. He frankly admitted being on the payrolls of record manufacturers and distributors. Freed was fired by the network for refusing to sign its affidavit.

Confronted with the Freed testimony, Clark insisted that "too broad a definition of payola would impugn too many people." He denied that ABC had a "double standard" of morality, based on earned gross, but he did admit he had never been asked to sign the same type of affidavit required of Freed and the other deejays.

Representative Moss took up nearly two hours of the hearing with an exhaustive re-questioning of the witness, and some chill, knife-edged comment on exploitation of the airwaves by deejays, and the caliber of the whole top-40 segment of the music in broadcasting.

Moss built a strong case of everything "coming" to Clark, only after his stature as a national network deejay was set on his "Bandstand" and Saturday night shows. Moss implied that there was even more than magnetism—there was pressure. He insisted that Clark "was in a position to exact some form of payment to exploit a tune on the air."

Clark would agree only on one point: that he certainly had not overlooked any opportunities to make money while he was a network figure. He said fame was fickle, and he was only doing what other entertainers did in diversifying. But on a much larger scale, Moss pointed out.

Committee at Bat

In the final hour of the hearing, several committee members took a turn at bat. Representative Springer, referring to Billboard's music editor, Paul Ackerman as an "impartial and leading authority" in the field, asked Clark if he would accept Ackerman's concept that payola included "giving" as well as "taking." Clark stubbornly maintained that "giving" was only a trade practice, before the Harris probing got under way, and acceptable as "ground rules" at that time.

Representative Derounian had fun with a magazine article on Fabian, which attributed his voice

entirely to the cut-and-paste efforts of studio engineers. Derounian said Fabian was living proof that Clark did not really search out musical talent, but just went after a good-looking hunk of "male cheesecake" to make the girls scream.

Clark, reluctant to criticize the appearance of any of his talent, reminded the congressman that not all of the stream of performers on his shows were handsome or glamorous. However, with Fabian, Clark said the boy had brought a "fantastic response" from teen audiences from the first appearance as an unknown singer at a teen-age record hop.

About that squealing — Chairman Harris wondered if it was done "on cue." He learned that it wasn't. Harris said he recalled the same type of thing when the "Little bitty girls screamed for Sinatra." Clark interpreted the squeals as a psychological and spontaneous thing—"a form of applause," by any age-bracket too lively for ordinary response. The committee seemed to find the explanation acceptable.

Representative Rogers asked if Clark's divestiture had been total,

and complete, with nothing left in the control of friends or relatives to be restored, should Clark lose his network job. Clark, under oath as a committee witness, swore that all divestiture was absolute.

In defense of his frank self-characterization as a "good picker" of hits, Clark said Victor Records had at one time indicated that he would be worth \$50,000 a year to them to revitalize a stable of artists and backlogs of material which needed an a.&r. man with the current touch, to recapture the market. Re-issue of such materials

(Continued on page 18)

A WEST COAST SMASH!

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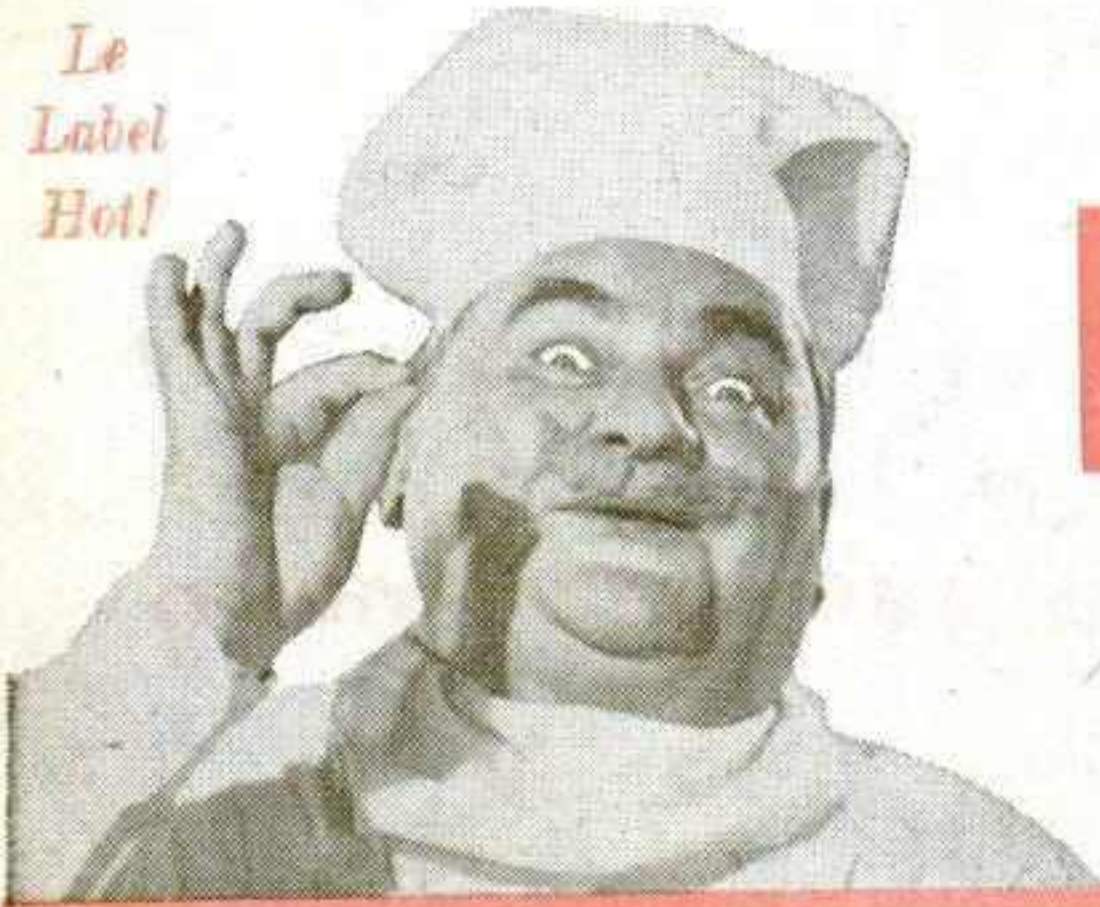
(Inspired by the Paramount Picture "Chance Meeting")

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YEARS

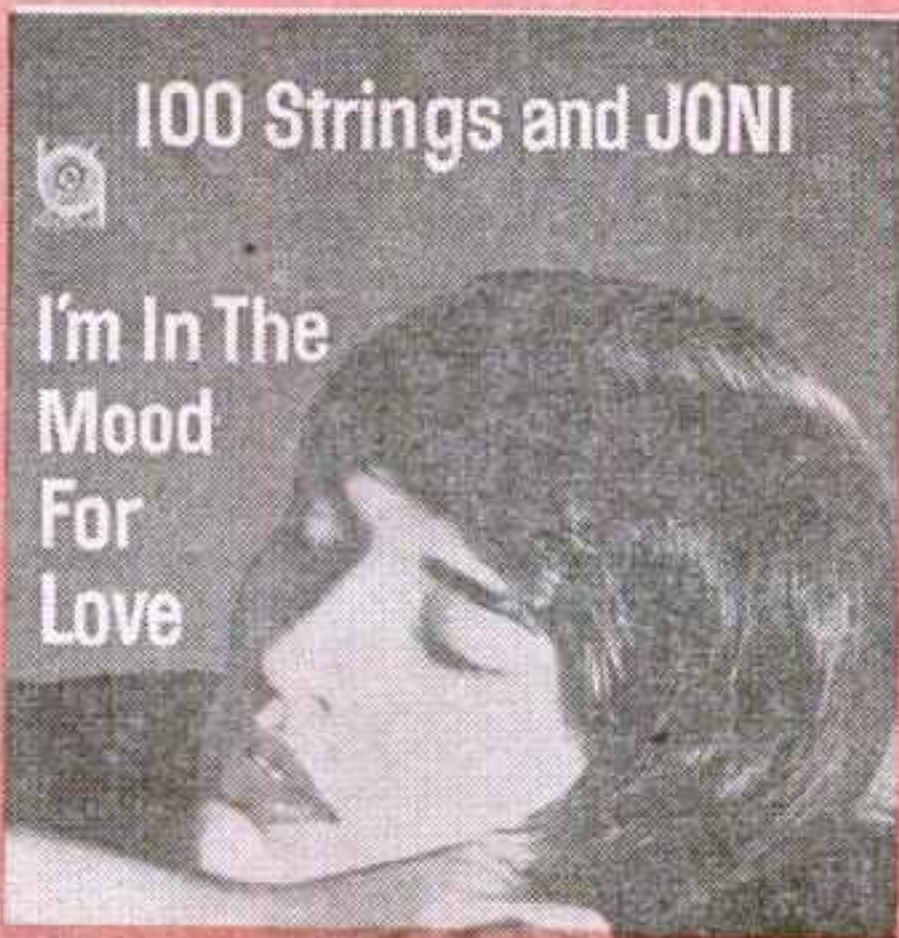
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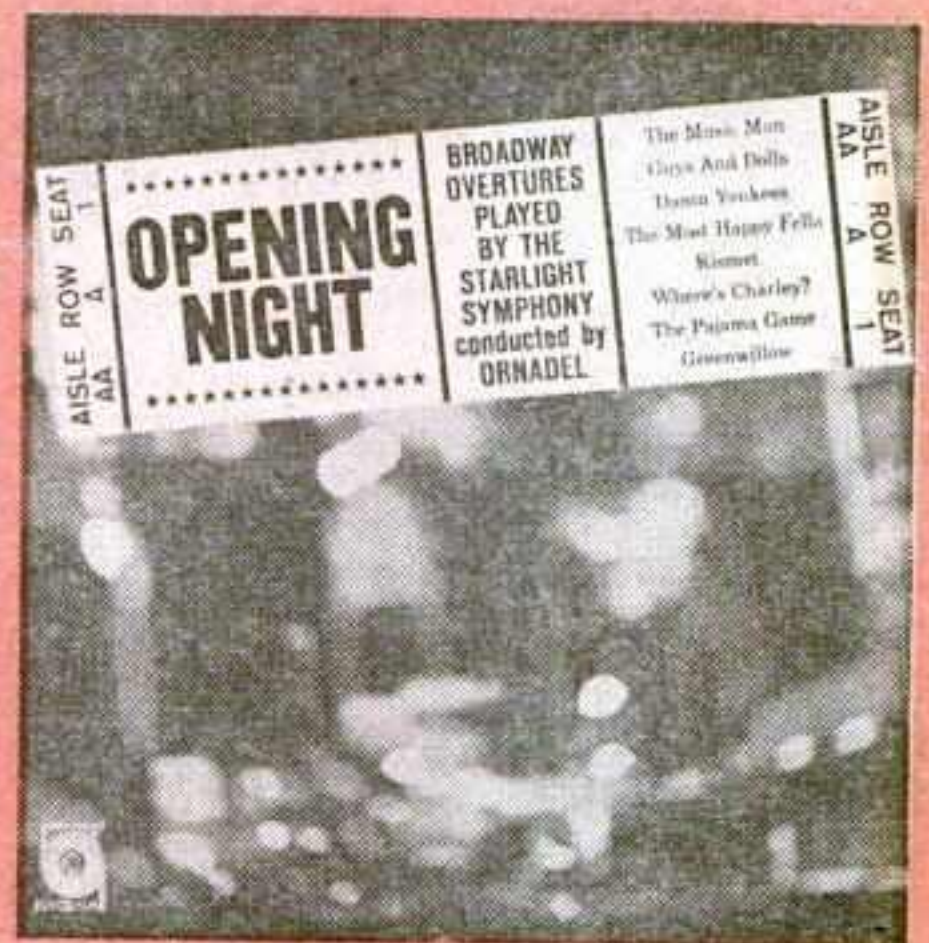
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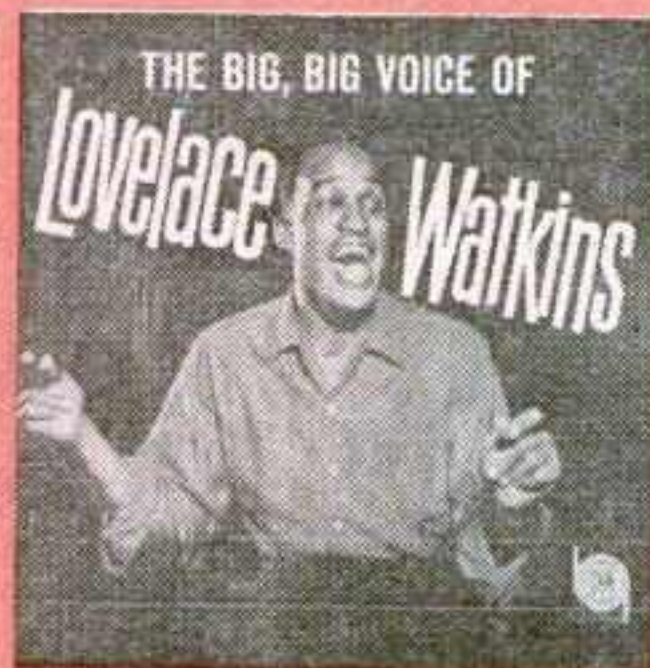


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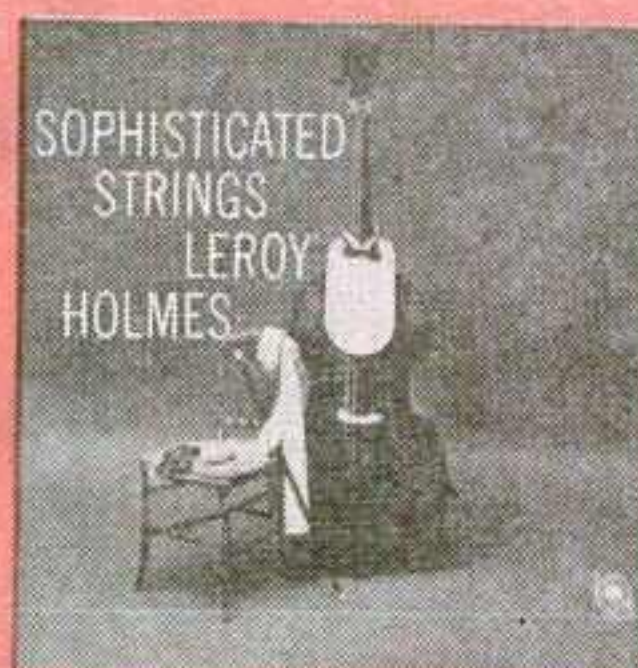


SE3816/E3816

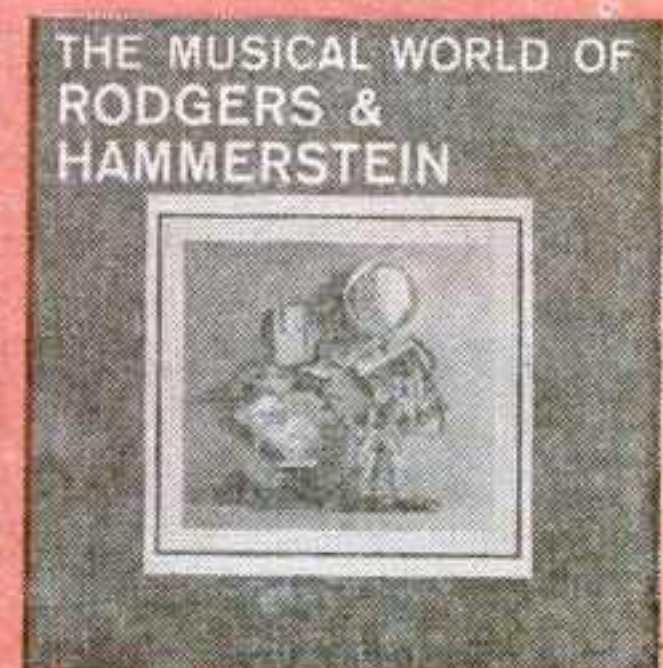
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something
special
for you!*



SE3832/E3832



Metrojazz

E1015

MGM RECORDS

ACKERMAN STATEMENT TO PAYOLA PROBERS

• Continued from page 8

tions maintained orchestras and produced live dramatic programs, it was found that it was no longer economically feasible nor necessary. Bing Crosby, Perry Como, Tommy Dorsey, etc., were all available—on wax.

Whereas it has previously been a romance, it was now a marriage—with the record industry gaining a tremendous promotional medium, and the broadcasters finding the answer to their programming problems.

History of a Tune

Pertinent to an explanation of the mechanics of the music industry is a brief analysis of how a song finally reaches the public—the consumer or buyer. This, in fact, is the third point in this statement.

Prior to the record era, the songwriter took his material to a publisher. The latter, if he thought well of the song, contracted to become the copyright proprietor and handle exploitation. The publisher then published sheet music and sought recordings. The publisher might also seek to place the song in a film—an important promotional medium.

Today—in an era of declining publisher importance, the songwriter often goes directly to the record company and seeks to place his material with the artist and repertoire director. Many songwriters, in fact, go even further. They will produce a master record, at their own expense, and try to place this with a record company. As the dominant factor in the music business today, many record companies have subsidiary publishing enterprises, and thus secure revenue from both sources.

The copyright on a new song may fall into the record firm's subsidiary publishing company; or, the record company may place the song with an outside publisher.

In the rock and roll era, there was a tremendous increase in the number of record firms with publishing subsidiaries. This came about in a natural way. Rock and roll drew its original or early song material from the specialty fields known as Country Music and Rhythm and Blues. Much of this music was unavailable through traditional Broadway or Tin Pan Alley music channels. Unlike the product of so-called professional songwriters, this material is folk-oriented in the sense that the performing artist is often the writer. A record label in the country field, or in the rhythm and blues field, therefore, did not seek song material from New York's Tin Pan Alley. It relied on the song product of its own artists, and published and recorded the material itself.

Royalty Payments

I will now proceed to the fourth point, having to do with mechanical and performance royalties.

A publisher has very little control over the recording of his copyright, once he has granted permission to the first manufacturer. This fact derives from the Copyright Act of 1909, and is known as the automatic or compulsory licensing provision. The provision means, briefly, that after the initial permission has been granted to a company, any manufacturer may record the same song upon proper payment of mechanical royalties. These royalties are fixed in the statute at 2 cents per side per record sold—also often a publisher will agree to a rate of 1 1/2 cents.

The 2 cents per side mechanical royalty rate is much lower than royalty schedules in foreign countries, where the amount is fixed by negotiation between representatives of the copyright owners and the phonograph record industry.

It is obvious that even in the case of a big hit record, say a million copy seller, the mechanical royalties can total at most \$20,000, which is divided equally between the publisher and the songwriters, of whom there are generally two.

Such a big record is a rarity today, and even records achieving a sale of one-half million are not too common. This fact, coupled with the lack of income from sheet music, highlights the present plight of the independent publisher and points up the importance of so-called performance money as vital to his subsistence, as mentioned earlier. Performances not only result in substantial royalties, but also popularize a song so that additional recordings result—with the possibility that the song may ultimately take on the value of a standard.

The bulk of performing rights income derives from the broadcasting industry, whose stations hold blanket licenses granted by ASCAP and BMI. For a small percentage of their gross billings, stations under a blanket license are permitted unlimited use of the ASCAP and BMI repertoire. In the case of ASCAP, performance income totals about \$30,000,000 annually, which, after deductions including expenses and several million set aside for foreign Societies, is divided among nearly 7,000 songwriter and publisher members. BMI's annual gross is one-third this amount, allocated among its members.

Payola and Royalties

Inasmuch as the distribution of performance income is so largely predicated upon a logging of performances on the air, the effect of payola in this area is obvious.

It is to be noted that performance income derived from a song does not accrue merely from performances of a current record. Live performances play a part. Too—and especially in the case of ASCAP songs—the general value of a copyright enters into the evaluation of song. Thus, a song like "Stardust" continues to have consistent value even tho hit records on the song may be lacking at the moment.

In any consideration of copyright income, we would be remiss if we did not mention the music business phenomenon of the

"cut-in." In the years of publisher domination, it was commonplace for a publisher to "cut himself in" on the songwriter's share of the royalties. Thus, an examination of writer credits on some great standard songs will reveal "writers" who are better known as publishers.

Cut-In Tactics

Today, in a changed music business, the publisher himself is often the victim of predatory "cut-in" tactics. Name recording artists, for instance, will often demand a "piece" of the copyright; otherwise they will refuse to record the song. The demands vary; a common one is for one-half of the mechanical rights. Another is for a share of the total copyright.

There are other versions of the "cut-in." A recording company with a publishing firm of its own may demand a "piece" of the copyright. The publisher is often so anxious for a record that he will agree—particularly if the label and artist are well known.

With sheet music royalty gone; with publishers so dependent upon mechanical and performance royalties—and so often the victims of "cut-in tactics"—many have tried to conquer the situation by diversifying their activities. Many, in addition to being publishers, own small record labels; many make master records, using their own copyrights, and sell these to larger labels which then produce and market the finished product; and many publishers have entered the personal management business—handling singers and instrumentalists.

Thus, just as record manufacturers are in the publishing field, we also have an increasing number of publishers in the record business.

Competition for Exposure

Our next point: The interrelation of competition for exposure and abundance of product.

One of the banes of the record business—and this laps over into radio—is the abundance of product. About 130 single records and about 100 longplay records are released weekly.

Competition for exposure is extreme, for without wide public exposure, the potential buyer would never hear of most of these records. This is true not only at the broadcast level, where payola enters into play, but also at the retail level, where payola again enters into play. We are familiar with aspects of payola at the broadcast level.

At the retail level it often takes the form of free records furnished by distributors to dealers. The dealers are expected to "push" labels which are generous with free merchandise. Dealer co-operation often takes the form of listing certain records on so-called popularity lists of radio stations and trade papers. Many of these listings are therefore invalid, and inasmuch as they are used as programming and buying guides they serve to subvert the airways and mislead the consumer public.

Parentetically, The Billboard, years ago, in addition to its chart showing national popularity, also published lists of city and territorial best sellers. These latter lists necessarily were compiled from relatively small samples.

Freebies to Dealers

The lists were discontinued by The Billboard when it became evident that record manufacturers and distributors were able to "reach" enough dealers with free merchandise and thereby invalidate the territorial listings. Needless to say, other such lists continue to be published by various publications and for stations despite what the entire trade knows to be the unreliability of such sampling, where the corruption of just a small number of dealers can invalidate an entire list.

The over-abundance of product also creates an evil condition at the level of the independent record distributors servicing retail stores. Many of these distributors handle a quantity of lines—in extreme cases 40 or more. It has become common for the distributor to expect large quantities of free records—say 300 singles for every 1,000 purchased. Manufacturers agree to this—fearful lest the distributor refuse to promote or push the manufacturer's product.

Also loosely regarded by manufacturers and distributors as "promotion," most free records are ultimately sold at the retail level. The artist receives no royalty. Neither do the publisher, the songwriter, or the Music Performance Trust Fund. Nor, very often, does the federal government receive excise tax.

Much of the investigation of the music industry has centered around the so-called singles record business, which is a very small part of the total record business. The singles business is a declining one and in December represented only 20 per cent of the industry's dollar volume. The industry's annual dollar volume is over \$400,000,000 at the retail level based upon list price. Longplay records currently account for approximately 80 per cent of the total dollar volume.

It is estimated that juke boxes, of which there are 500,000, account for 45 per cent of single records sold in this country.

Also the programming of longplay records by radio stations is increasing, it is interesting to note that the major part of station programming still is drawn from singles—or, in other words, from product which today is aimed essentially at the teen-age market.

Possible Solutions

Finally, one may ask: Are there any solutions?

What is to be done with—and for—the music industry?

Several points are drastically necessary.

One is the introduction of a level of morality to a business which has, all too often, a buccaneering aspect.

A second desirability is the protection of small business interests.

With regard to the first—it is necessary that the record industry indicate its good intent; its willingness to end flagrant abuses; its support of a law making payola and subversion of the airways a criminal offense.

The industry should also consider the advisability of establishing a permanent office to function on various levels, such as public relations, contact with federal regulatory agencies, etc. It should also establish a self-policing program and a Code of Ethics. A logical head of such an office could be an individual of natural stature, drawn from outside the music business. He would be akin to arbitrators or commissioners now functioning in the film business, the garment industry, baseball and football leagues.

The Billboard has already taken the initiative to assure that a meeting of record industry leaders be held, to consider these points.

The music business, despite its failings, is a creative one with real cultural and economic values. American music enjoys international prestige. It is to be hoped that such legislation as may arise out of this investigation will foster these values—as well as introducing higher standards of business practice. Evils to be eliminated are payola and its corollary abuse, the open-handed distribution of free records beyond normal promotional requirements, with the intent to subvert.

It is urged that any corrective steps taken be chosen to avoid crippling individual enterprise and the reasonable use of radio as a promotional medium.

Payola Solution

Before closing, I would like to add a few informal remarks on the subject of payola. Since preparing my statement, I have pondered what steps could be recommended to any organization which finds its employees subjected to the pressures, temptations and outright bribes which unfortunately have become common in the record business.

If an organization, as a result of its functions, has provided exposure to records during the past several years, it would have to have been incredibly naive not to have guarded against probers for weak spots among its personnel. The Billboard and other trade publications in the record field, as well as radio and TV broadcasters using recorded music, all have been constantly subjected to such attempts.

A significant question, then, is whether a system can be installed which can guard against the weakness of any individual employees who might fall prey to venality, or who by developing close personal associations in the field might become suspect of bias, whether conscious or subconscious. It is our belief that only the group or committee system of responsibility can provide an adequate safeguard.

Like all the organizations mentioned, we have had to take action to protect our reputation for scrupulous honesty and reliability, of which we are very proud, by the occasional elimination of individuals who might be regarded as potential security risks. Altho we have never encountered proof of actual dishonest intent, we have eliminated individuals whose involvement with other companies was deemed imprudent and a violation of our stringent company rules prohibiting participation in any personal activities in fields we cover without permission of a superior.

Such a recent case involved a staff member who accepted gratuities in exchange for advance information from our charts before they were approved for release, and for advice on records made by small companies which were gaining in popularity, so that rights to these records could be bought by a larger company.

(Editor's Note: Subsequent examination has confirmed that the individual mentioned here was guilty of no dishonesty nor dishonest intent, but merely an imprudent association which violated The Billboard's rules concerning outside employment.)

Committee System

However, it has been many years since we installed the group or committee system at Billboard, a procedure which has made us secure in the knowledge that even if any individual were so foolish as to have dishonest intentions, our editorial columns, record reviews and popularity charts could not be influenced to a point where our readers could be misled.

In our case, this system means that every record that received a high review rating is heard by all members of our review panel, which votes on the rating it should be given. Thus, any corrupt individual would have only one vote among at least five knowledgeable professionals. Our record popularity charts, likewise, are protected by a system in which a team handles the tabulations in our Cincinnati office, a process which involves computations of many sets of data but no area of individual judgment or choice. This data is all subject to cross-checking by supervisory personnel both in Cincinnati and New York every week. Finally, late sales data is added into these tabulations by a team in our New York office.

We have been interested to note that many radio broadcasters now seem to be switching over to the group system, to avoid placing the tremendous responsibilities of record selection in the hands of a single individual who must, as a result, be subjected to pressures which some simply cannot withstand.

In conclusion, we believe that the fiber of the American people is so strong that while one weak individual may occasionally be found, it would be virtually impossible to seduce an entire group, especially if its members are trained in an environment which emphasizes integrity, objectivity and high professional standards.

New Wax From DGG

NEW YORK — Decca Distributing Corporation issued the second release of Deutsche Grammophon recordings, imported factory-sealed from Germany.

The new release includes the "Hugo Wolf Italian Song Book," with Irmgard Seefried and Dietrich Fischer-Dieskau; "Brahms' First Symphony," by Karl Bohm and the Berlin Philharmonic; and three albums which contain such works as Beethoven's "Duo Sonatas for Cello and Piano," and Mozart's "Variations," for the same instruments. These are performed by Pierre Fournier and Friedrich Gulda.

General acceptance of the new imported D.G.G. product, according to Decca sales vicepres, Sydney Goldberg, "has exceeded all of our expectations."

Dick Clark

• Continued from page 15

would go into a Dick Clark album, it was indicated. The proposal never went beyond the "tentative" stage.

Representative Moss pounced on Clark's reference to himself as a "good picker" of hits, and pointed out that many an unknown, interest-tune of Clark's or his associates, was pushed hard on the Bandstand Show before it showed up on the charts, and some did not make the upper ratings at all. Also, said Moss, Clark was not giving heavy play to "popular" hits at audience demand—he was too busy building up new ones, good or bad.

Clark said dropping the hit at a peak-point (even if that point was low on the charts in some cases) was his "M.O." of operation. He said he liked to "stay out ahead of the field," bring in new material, and let the locals have the established hits.

Looking directly at Moss, he said: "I'm a good picker, but I don't claim to be infallible, Congressman Moss." Moss, smiling for the first time, said he didn't make the claim for himself as a congressman, either.

Two Acts LP's

• Continued from page 3

tion of Atco singles over the past decade.

Nina and Frederik, who have had as many as three LP's on England's top 10 album chart in a given week, are also well-known abroad in films, night clubs and on the BBC. They sing in English on their debut Atco album, in a style described as "sophisticated folk," with "a dash of jazz, a la Lambert, Hendricks and Ross."

"The Good Old Fifties" LP spotlights old singles by Bobby Darin, the Coasters, Paul Evans, Sandy Stewart, the Jackson Brothers, the Hollywood Flames, Hutch Davie, King Curtis and the Chordcats.

Moulin Rouge

• Continued from page 5

last year and opened it for the New Year's Eve trade.

Senes said the revamped Moulin Rouge will have the world's largest legit stage. It now boasts a stage size second only to New York's Radio City Music Hall.

Senes' decision to convert the Moulin Rouge (formerly Earl Carroll's) into a theater ironically fulfills long-cherished dream held by the late showman. Carroll had planned to convert his Sunset Boulevard nitery into a theater which would rival New York's Radio City Music Hall in its spectacular facilities. Before the plans could be realized, Carroll was killed in a Pennsylvania air crash in 1948.

VICTOR LP WINS PAPER BOX NOD

NEW YORK — The National Paper Box Manufacturers Association has awarded first prize to the RCA Victor Soria Deluxe album entitled "Messiah," in its tenth annual set-up box promotional competition. The album was hailed for its "superiority of construction," design and beauty.

WLS Launches

• Continued from page 11

final one in a 36-year string, ending what has been a legend in radio history.

Staff announcers of the former regime are being retained to handle five-minute newscasts each hour. Thus they will furnish a change of voice to contribute to the projected fast-paced sound. Newly hired deejays are on a contract rather than staff status.

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sung by **Dion & The Belmonts**
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b/w

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**UNITED ARTISTS
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Star Chamber Testimony

• Continued from page 3

Heaviest questioning went to Anthony Mammarella, former switchboard operator at Triangle Publications' Philadelphia outlet, WFIL, one time camera man in 1956, associate producer of Clark network shows, and, suddenly, music expert. Mammarella described his duties as having to "ride herd" and handle "liaison" for the "American Bandstand" and the Dick Clark TV show, as well as help select music for the shows.

Mammarella was on four payrolls in the happy years of 1958 and 1959, it was brought out. He was paid by station WFIL; by Clark's package corporation, "Drexel Productions"; by Swan Records, half-owned by Clark; and by Wildcat Music Publishing, owned by Mammarella and Milton Kellem. Salaries totaled \$753 a week.

Kept No Records

Additionally, there were payola checks for "listening" from Chess Records; Universal Distributing; Edward S. Barsky, Inc.; and Gone Records, committee counsel Lishman pointed out. Also, there were payments from Clark's part-owned Jamie Records; from Cosnat and

Gotham Distributing; David Rosen Company; Marnel Distributors; Duke Records and Future Records, it was testified. Mammarella could not say what the total came to—he kept no records.

Other income producers included interest in Milt Kellem Music, Inc., Wildcat affiliate; Raye Products, Inc., subsidiary of Wildcat but part-owned by Clark, which produced the Dick Clark record carriers; Startime Industries Corporation, with Clark, which produced Platter Puss and Cuddle Pup, stuffed animals.

Other ventures included the profitable dodge of lending his name, or rather his pseudonym, "Anthony September," as composer of a hit record, "Butterfly," which was authored by Bernie Lowe and Hal Mann. Lowe had asked the favor, testimony brought out, to conceal the real ownership from the Ross Jungnickel firm, a Hill & Range affiliate, which had a year's exclusive contract on Lowe's services at the time.

Mammarella got a one-third share of the substantial "Butterfly" royalties, it was shown, and subsequently turned the copyright back to Lowe. Dick Clark was also to be cut in on this one for 25 per cent of royalties, it was testified. Mammarella said there were never any "arrangements" for paying for play, but someone might have said "play it for me" when money was offered. He maintained thruout two sessions of testimony that Clark did not know of Mammarella receiving payments.

The former Clark associate denied that any "reprisals" were taken against a competitor's disk, when the owner failed to meet the terms of a Clark-owned firm. Committee counsel Lishman said there

had been complaints that Swan Records, formerly owned by Mammarella, Binnick and Clark, all had a very "low rate of return" compared with other labels in Philadelphia. Because the competitive labels were not getting the play on the Clark show, they allegedly had to allow very high rate of return from retailers.

Committee counsel asked Mammarella if, in his capacity as a.&r. man for Swan Records (and subsidiary publishers BAE and Request), he ever required copyright statement as a condition to record with the Clark firm. Mammarella said no the copyrights just came their way, in exchange for nothing but "promotion."

Rep. Rogers elucidated: "You mean that you, as a publisher with Clark connections, had the means to put the thing out, and to prefer it over their records." Mammarella agreed, that they certainly did have the right means for promotion.

Copyrights were "assigned" to Wildcat and Milton Kellem music publishing firm, owned jointly by Mammarella and Kellem, at no cost to the owners. All licensing rights went with the assignment, Rep. Moss brought out, with the original songwriters getting only such royalties as the publishers turned over.

Sometimes, it seemed, Kellem heard of a hit, and "went after it," as in the case of a tune called "Get a Job." Kellem got 50 per cent of the copyright. Mammarella claimed he was merely a bystander: "I never looked into these things, tho it may sound unbelievable."

Had Kellem promised to play on the Clark show in exchange for the copyright, Rep. Rogers wanted to know. Kellem had "promised" not to offer air play in exchange, said Mammarella, but lately he had begun to feel that maybe Kellem did do some promising. Income from the Wildcat firm to Mammarella was around \$6,000, he judged.

Committee chairman Harris said he believed Mammarella had been "less than frank." But he hoped this was not simply a case of "somebody trying to take the fall and cover up for somebody else." Mammarella had no answer for that.

Others in Orbit

Coming to satellite personalities farther out in the Clark universe, the Committee questioned Harry Chipetz, of Chips Distributing, in which Clark had a third interest, bought for \$10,000, and Bernie Lowe, another third. Clark got back \$23,000 on divestiture, and Chips' statements clearly showed payments of close to \$20,000 to deejays in 1958 and 1959, testimony brought out.

Rep. Moss tried hard, but failed to make Chipetz admit Clark must have known of the payola. Moss showed that net sales of the firm were \$345,000 in 1958, and \$770,000 in 1959. Also, costs doubled from \$363,000 the first year, to \$567,000 in 1959. Tallying in operating expenses, which jumped from \$56,000 to \$115,000, Moss

figured the firm's net profit per cent went from 5.2 down to 3.2.

Bernie Lowe, of Cameo Records and Maryland Publishing, was asked about the use of Mammarella name on the tune "Butterfly." Lowe, who was half-owner with Clark of Mallard Pressing, said it all began with his dissatisfaction over the way his publisher failed to promote his tunes. This was when Lowe co-authored songs for Ross Jungnickel Company, a Hill & Range affiliate, under an exclusive contract.

When Clark was still a local deejay, Lowe said he asked him to push "Butterfly" with the other deejays, and Clark would get 25 per cent of the copyright royalties. He paid Clark \$7,000 in 1957, for his help.

Counsel Lishman asked about the Mallard Company, a Lowe-Clark pressing firm. Mallard was not a real pressing company, but was housed with Stenton, and guaranteed the actual pressers one million disks a year. Mallard gross from May 1958 to November 1959 was said to be \$800,000. It was brought out that Mallard income from companies in which Clark had an interest, totalled \$116,988; from Cameo Records, \$77,478. Clark got \$30,534 on divestiture, in return for a \$7,500 investment. Lowe got the same profit rate on a similar investment in Mallard, it was testified.

The committee counsel put Lowe enterprises promotion payments at \$98,000 from 1956 to 1959, but Bernie Lowe said this was not correct. Lowe admitted to other items, such as a payment of \$1,000 to Peter Tripp, made thru a third party. The third party happened to be Milton Kellem, Mammarella's partner in publishing, at the time. Why the \$1,000 payment? Said Lowe: "I just wasn't getting played over there." Lowe said he paid Hy Lit (formerly of WHAT) \$1,365 for tipping the record manufacturer on a hit, "Silhouettes," enabling Lowe to buy the master.

Testimony on the liaison tactics of Vera Hodes, alleged to be in publishing partnership with Clark, before his divestiture of January, Sealark, et al., was given by Gone Records manufacturer Goldner. Goldner testified that altho Vera made no actual promises, he had transferred a number of copyrights to Clark firms, "in the hope of gaining favor" with the nationally famous deejay.

Goldner was fairly certain Vera Hodes had reached "partnership" status with Clark (she had at one time been associated with Goldner enterprises), because "she seemed to be sure when he would accept a copyright, altho he was getting plenty of other offers."

'Candles' Story

Goldner said Vera Hodes' reported try for 100 per cent of the "Sixteen Candles" copyright from owner George Paxton (Coed Records), was a "scandal in the trade." Paxton retained 50 per cent performance rights.

The "Sixteen Candles" story, of how the tune zoomed from zero to the highest place on chart ratings, after Clark acquired the copyright, was told once more during testimony by George Paxton. Paxton's publishing firm, then called Coronation Music, but now Winneton Music, owned the "Candles" copyright, which was licensed to Coed Records for production and sale.

The total gross for the Paxton firm on the tune was testified to be \$250,000. Paxton admitted that assignment to the Clark January publishing firm was done with the "hope that Clark would promote it on his show," but the Clark people "never committed themselves," Paxton said. The tune sold nearly half a million disks for Paxton.

Clark's firm was estimated to have made a clear profit of between \$13,000 and \$15,000 on "Candles."

Better Music

• Continued from page 3

in a clustered medley pattern. The format, said Lichtenstein, is "a refinement" of that used by San Francisco's top-rated outlet, KABL, a McLendon station.

The "Metronome" sound has been extended into commercials, with each live spot aired over a specially selected segment of background music. The WNTA "Sunday Spectacular" now runs from noon to 10 p.m., spotlighting 10 hours of record programming based on a central theme, artist or composer.

Rock and roll records are also tabu at new station KQAQ, Austin, Minn., which went on the air with a "non-frantic" musical format. Show music and symphonic works make up the bulk of the station's disk programming.

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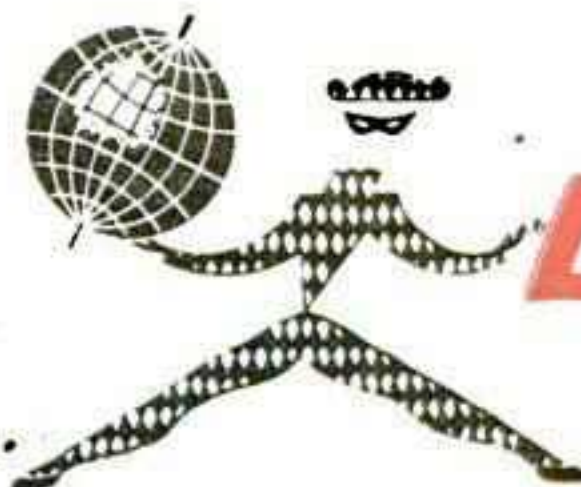


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★ **GEORGE HAMILTON IV**

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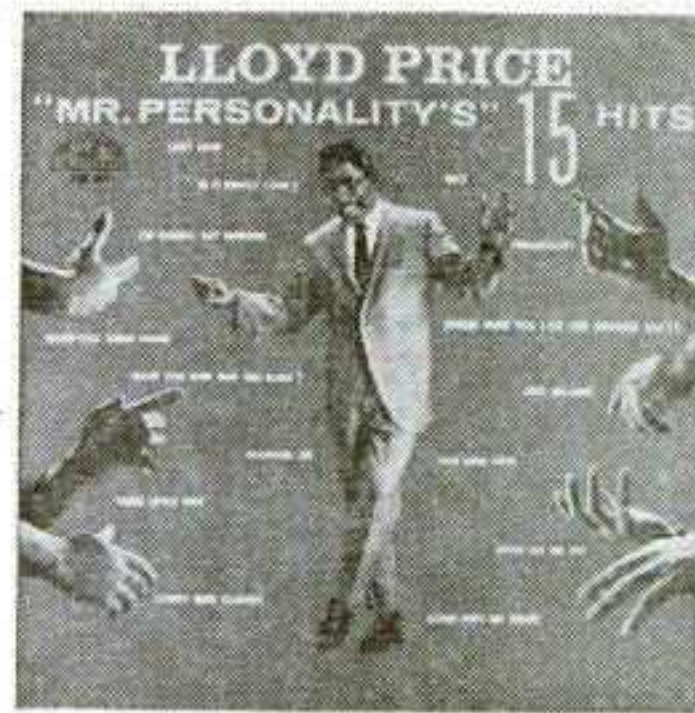
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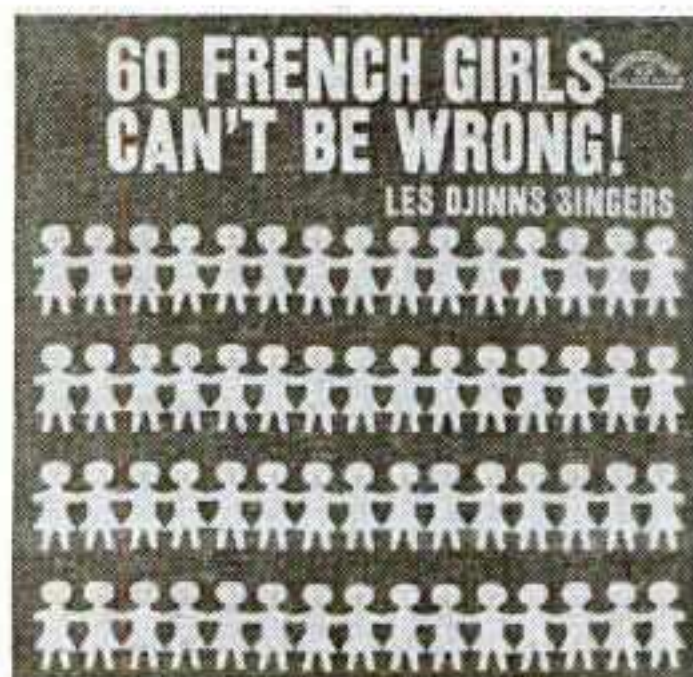
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SMS STEPS OUT

Pioneer Tape Firm In Expansion Move

NEW YORK — The Stereophonic Music Society, pioneer pre-recorded tape one-stop in nearby West New York, N. J., and one of the few indie tape labels left in the business, is stepping out on a number of fronts.

For one thing, the company has just kicked off a major promotion drive on a pair of new tapes by the Fred Astaire Dance Studio Ork, and another by Larry Elgart and his band. The Elgart stereo set is made available via the SMS arrangement with the Camden label. In each of the three packages, Fred Astaire dance instruction booklets are enclosed.

The group of three, which includes the Astaire group in "Everybody Cha Cha" and "Meringues and Mambos," and the Elgart band in "Easy Goin' Swing," will get the benefit of an all-out ad and promotion campaign, including coverage in a number of magazines, dailies and trade journals, radio and TV time, dealer

window displays and a special promotional push from United Stereo Tapes, which also distributes SMS products. The two-track tapes retail at \$9.95 while the four-track go for \$7.95.

The indie company now has non-exclusive releasing arrangements with Camden, Vox, Vanguard, Grand Award and Design Records. There is an exclusive manufacturing and distribution deal for all tapes from Livingston Audio Products, another early member of the stereo tape fraternity. Livingston had the first two-track tapes by the Lenny Herman combo some years back, which became the most-talked about of the early stereo performances. The group has now cut three new tapes which will be issued shortly via SMS distribution.

The recently completed SMS-Design Records deal calls for the release of 24 stereo tapes from the Design catalog, of which eight are coming out at once. These were described by SMS prexy, Benvenuto Von Halle, as among the lowest priced tapes on the market, at \$5.95 for four-track and \$7.95 for two-track. The tapes are by such artists as Marion Marlowe, Connee Boswell, Hildegard, Noro Morales, Ray Bohr at the Radio City Organ, a 99-man brass band, and a set titled "Tribute to Glenn Miller, Volume II."

An interesting aspect of the SMS-Livingston deal is the release on Livingston of a new de luxe series of 100-minute stereo tapes. The first of these has just been issued, which features in their entirety on one tape Richard Strauss' "Rosenkavalier Waltz"; "The Sorcerer's Apprentice," by Dukas; Beethoven's "Leonore Overture"; Overture to "La Forza Del Destino," by Verdi; and Tchaikovsky's "Symphony No. 6." The tape retails at \$10.95.

Big Boost in RCA Portable Radio Sales

NEW YORK — An impressive 72 per cent increase in the sales of portable radios has been announced by Radio Corporation of America. The increase, which covers the first quarter, represents the largest single sales jump in RCA's 35-year portable radio history. The gain, which bodes well for the biggest portable radio selling year in the company's history, tops even 1959's first quarter which until now was the record holder.

Waters Conley Debuts New Phonola Line

CHICAGO — Waters Conley Company, veteran Rochester, Minn., phonograph maker, this week debuted its new line, with the debut indicating that not only has the Phonola line gone into "three-channel" sound but the line stereo-wise is the most expansive in two-track history. In addition, the Phonola line offers currently the largest selection of phonographs equipped with AM or AM-FM radio available from any maker. The line was priced similarly to last year with a range of \$19.95 for the spring-wound 78 r.p.m. phonograph to \$249.95 for the all-in-one console.

Illustrating the swing to "three-channel" playback are seven new piggy-back type stereo portables, all boasting Phonola's new Triple Source Stereo Speaker System, which utilizes a non-directional bass speaker in the center unit, while units contain mid-range and/or tweeters. Five of the new stereo portables are four-speed automatic-changer, two-toned leatherette covered portables, including Model 1460, \$99.95, equipped with five-and-a-quarter-inch middle speaker and four-inch speaker in each wing, separate volume control for each channel and automatic shutoff; Model 1860, \$119.95, six-inch speaker in center unit, with one five-and-a-quarter-inch speaker in each satellite, compatible stereo cartridge and AM radio; Model 2260, \$159.95, eight-inch center speaker with six-inch speaker with two-inch cone in each remote enclosure and diamond sapphire cartridge; Model 2460, \$179.95, six-inch center speaker with five-and-a-quarter-inch speaker with one-and-one-half-inch tweeter in each remote, diamond and sapphire turnover cartridge, and AM-FM radio. Models 4560, \$79.95, and 1160, \$39.95, are four-speed manually operated turntable models with the Triple Source Stereo Speaker System.

High-end of the Phonola line is the Model 2760 (walnut) and Model 2860 (limed oak) all-in-one console. Like the other stereo units, this is a complete re-styling for Phonola and has AM-FM radio at \$249.95, same price which Phonola asked for its peak 1959 console which didn't have the two-way radio feature. Other features include recessed panel atop the console, allowing for panel control without lifting up any panel, a 10-inch center speaker and a six-inch speaker with two-inch tweeter in each side of the cabinet and ceramic cartridge with turnover sapphire styli.

Phonola also offers four monaural-only portable units, which are similar to last year's line with minor revisions in several instances.

Kevin said that in addition to newspaper campaigns, Phonola will use multi-page and full page ads in Playboy, Holiday, Coronet, Argosy, Ingenue, Photoplay and Ebony, which represents a major boost in consumer advertising.

Motorola Sales Up

CHICAGO — A 16 per cent boost in Motorola sales for the first quarter of 1960 was the highlight of an annual report to stockholders. The sales figure for the firm stands at \$70,297,042 for 1960 as compared to \$63,653,184 for the same period in 1959.

NEW AUDIO PRODUCTS

Petite British 45 R.P.M. Player

Weighing just a fraction more than a pound, a new miniature 45 r.p.m. record player made in England is being distributed in this country by the Barker Sales Company of Ridgefield, N. J.

The "Little Staar" as the unit is called, is battery operated, has a self-cleaning pick-up, and arm locking device and automatic shut-off. The pick-up arm is also covered by a protective shell, which, when released manually, frees the tone arm from its locked position, brings the arm to a playing level, cleans the stylus and moves the motor to its start position.

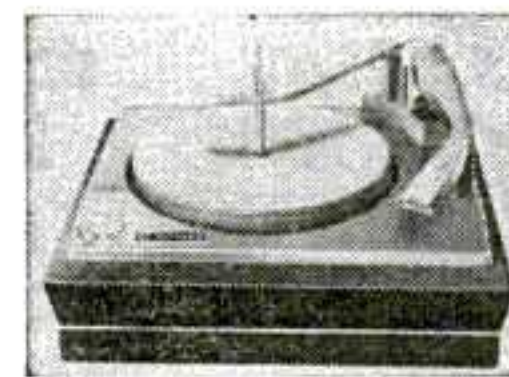


The player measures 7½ by 6 by 1½ inches and its light weight and size is the result of advances in plastics molding. The unit comes in nine and six volt sizes. More information is available from Department RT-2 of the company.

Changer Debs at Parts Show

The Glaser Steers Corporation of Newark, N. J., debuted its new GS-400 record changer at the Chicago Parts Show this past weekend.

The new unit, which plays automatically or manually, is equipped for either monaural or stereo and intermixing. The company also claims low wow, flutter and rumble characteristics. The unit comes in grey with silver

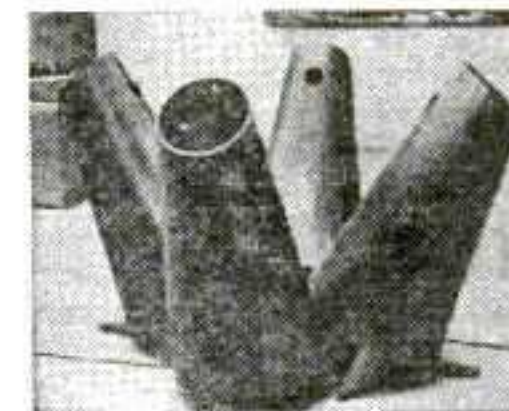


trim. It is designed to sell for \$47.50 without cartridge.

Speaker System Radiates Sound

Invented by Stig Carlsson and designed by Count Sigvard Bernadotte, son of the Swedish King, the Lund 1001, a radically different speaker system is being imported and shown in this country by Elektron Lund, a member of a network of industrial companies based in Sweden.

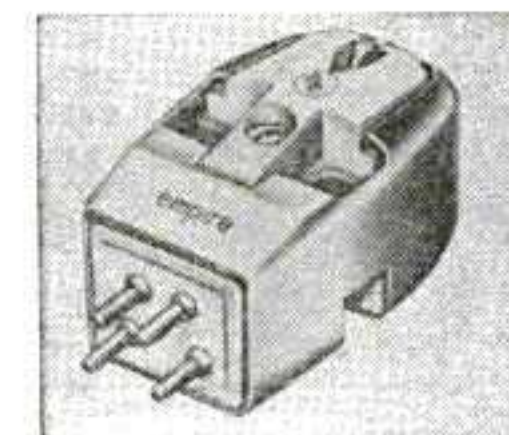
As pictured here the plant-like arrangement of speakers is set for stereo reproduction. Individually each of the units vaguely resembles a Civil War mortar or small cannon. The unique enclosure houses



two special amplifiers with a non-flat frequency response curve, a woofer and tweeters. The equipment is manufactured by Lundbolgen of Sweden.

Stereo-Mono Cartridge

Dyna-Empire, Inc., makers of hi-fi components, with headquarters in Garden City, N. Y., has added a stereo-mono cartridge to its line. The Empire 108 is a .7 mil diamond stylus with a "minute moving magnet structure that sells for \$34.50.



Tone Arm Gets Lift

A spring steel tone arm lift, which has been contoured to fit the index finger, has been introduced by the Clivite "Walco" Company of East Orange, N. J., makers of phono needles and accessories. The new piece of equipment is designed to clip onto almost all tone arms and is virtually weightless, according to the company. It has little effect on the regular tone arm balance.

The new lifts are packaged on colorful cards which fit handily on Walco merchandise racks.



NEW AUDIO PRODUCTS

'Feeler-Brain' Changer Feature

Featuring a new "edge feeler" apparatus that signals an "electrical brain" mechanism, as to where the tone arm shall be placed down, the Arkay International Company is presently showing a new record changer which sells for \$52.50.

Needle Replacement Detailed

A 40-page catalog describing and detailing the correct Duotone needles and cartridges for cartridge replacement has been issued by the Keyport, N. J., firm.

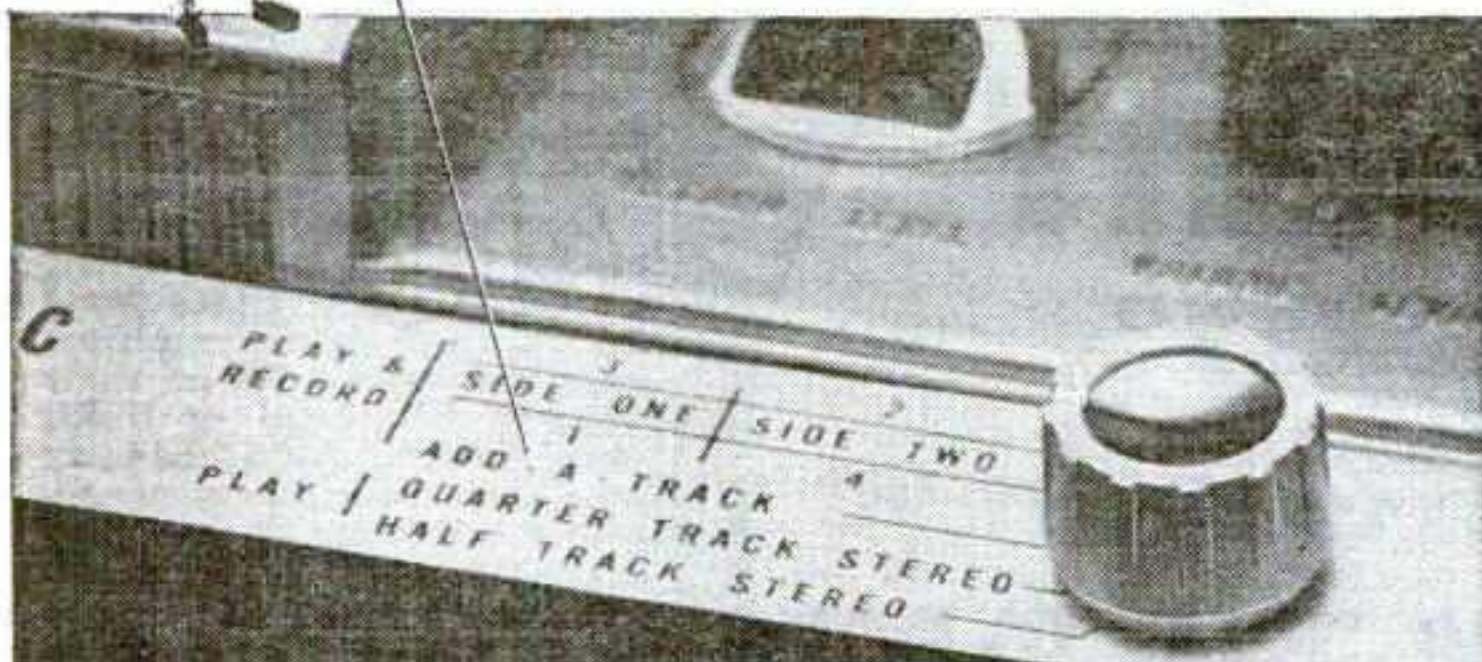
Divided into three sections, the catalog singles out the names of cartridges and identifies the proper Duotone needle to fit them. Section two pictures the needles along with the cartridge numbers; and finally, a third section shows pictures of every make of phono with the Duotone replacement pictured immediately alongside.

The booklet also lists the company's line of hi-fi accessories.

MORE FUN and LEARNING, TOO!



HOW "ADD-A-TRACK" WORKS . . . You record on one track, rewind the tape and record again on another track while listening to the first track. On play-back, you hear both recordings simultaneously! Because you can record and play-back the second track any number of times without affecting the first track, a single training tape can teach hundreds of students! Dramatic roles are easier to memorize—music lessons absorbed faster. Home party fun with a recorder such as this takes on new dimensions, too!



"ADD+A+TRACK" V-M tape recorder 'sales clincher'!

A V-M Tape Recorder with *exclusive* "Add-A-Track" is *more* than just a tape recorder! It's a dramatic new advance in modern teaching and learning methods. In addition it offers unlimited practical uses and just plain fun in the home. The home and school tape recorder market is a vast, continually growing one and here is a real opportunity for you to reap your share of it! Your customers get greater value through greater uses with a V-M tape recorder featuring "Add-A-Track"!

- A MUST FOR HOME TAPE RECORDING ENTHUSIASTS!
- PERFECT FOR TEACHING AND LEARNING!
- DEVELOPS ORAL SKILLS AND PROMOTES RETENTION!
- HELPFUL TO LANGUAGE, MUSIC AND SPEECH STUDENTS!
(You can even sing or play a duet with *yourself!*)
- BOUNDLESS USES IN BUSINESS AND INDUSTRY!

V-M/"tape-o-matic"® 4-TRACK STEREO-PLAY TAPE RECORDER WITH EXCLUSIVE "ADD-A-TRACK." Records and plays-back on four tracks monophonically. Plays stereophonic tapes. High-Fidelity speaker system. Simple, push-button controls assure complete simplicity of operation. V-M Model 720 \$225.00* List

V-M/AUXILIARY AMPLIFIER-SPEAKER for stereo play-back. VM Model 166 . . . \$75.00* List

IT'S EASY TO DEMONSTRATE THIS UNIQUE TAPE RECORDER RIGHT IN YOUR OWN STORE! CALL YOUR V-M DISTRIBUTOR TODAY! FIND OUT MORE ABOUT AMERICA'S FIRST REALLY DIFFERENT TAPE RECORDER!

the **Voice**  of **Music**® *Slightly Higher West

IF YOU ARE LOOKING for...

BIGGER PROFITS...

BOBBY BLAND'S HOLD ME TENDERLY

BILLY DAVIS AND THE LEGENDS' SMASH INSTRUMENTAL



B/W

LEAD ME ON

SPUNKY ONION

DUKE 318

PEACOCK 1694

DUKE-PEACOCK RECORDS, INC.

2809 ERASTUS ST. HOUSTON 26, TEXAS

Steve Sholes

Continued from page 2

chart activity is the fact that the fewer number of releases receive comparatively heavy promotion by Ben Rosner's field force of 12 men.

Currently, RCA Victor generally releases two singles a week. An occasional record is released for the country field alone—but this is rare. "Very few are released which are not aimed for pop action."

About one year ago, RCA Victor was releasing four or five pop singles and two country singles per week.

The diskery's highest rate of singles release was prior to the war. At that time, the weekly release included five pop disks on Victor; eight pop disks on Bluebird; five c.&w. on Bluebird, and three rhythm and blues on Bluebird. This period was the heyday of heavy singles schedules, and some contracts—such as the Glenn Miller pact—specified 52 sides per year. Albums were not even thought of. The Millers, Tommy Dorseys, etc., had a record out every several weeks.

"Of course, there were fewer labels by far," Sholes concluded.

Tops Longhair

Continued from page 2

he's quoted as complimenting Tops for "attaining the high level of excellence" in the recordings. Tops plans to play up the Cross blessing by spotlighting his name more prominently on the front covers, feeling this will spur sales.

Series was recorded in Europe, reportedly under supervision of Tops artist - repertoire head Dave Pell. Performers for the series, according to the label credits, are conductor Wilhelm Von Luden and the Hamburg International Philharmonic Orchestra. Series is scheduled to be released this summer.

Loudermilk Sues

Continued from page 2

which gave the writer \$5,000 toward purchase of a new house. In return, Loudermilk signed an exclusive three-year contract with Cedarwood.

Attorneys for Loudermilk, however, said the contract contained a clause which relieved Denny of exclusive rights to Loudermilk's material once the writer paid back the \$5,000. Loudermilk, they said, paid the money back to Denny last December.

Col. 'ARP' Hit

Continued from page 3

selected by Columbia, plus a booklet titled ARP Dealer News Magazine, giving advance information on ARP releases, plus sales tips, display and promotion, and publicity ideas.

The two ARP albums for May are the firm's debut album of Alexander Brailowsky performing the 24 Chopin Preludes, and Rudolf Serkin's performance of two Mendelssohn Piano Concertos. These albums are advertised in the firm's ARP booklet as well as other albums such as the Groucho Marx "Mikado," the forthcoming original cast albums of "Bye Bye Birdie" and "Christine," and other classical releases.

With the May ARP magazine is a classical crossword puzzle contest. The first 25 dealers who send in correct answers to the puzzle will receive various prizes. So far, according to Munves, over 50 classical dealers have completed the puzzle and sent in their answers. Perhaps more important than the puzzle contest is the fact that many dealers have written to the company to note their approval of the ARP program.

King Offers

Continued from page 2

five stereo albums he purchases he receives a stereo set free. The labels in the deal are King, Bethlehem, Audio-Lab and Rep.

If a dealer buys six deals or 30 LP's, he receives delayed billing of 30-60-90 days. Hal Neely, general manager of King Records, noted that the firm has sent out a dealer mailing on the new King 20 per cent deal, and also points out that all King branches and distributors are handling the deal. The firm's 15 new albums for May, all available in stereo or monaural, are included in the deal.

King is also very excited about the new Tab Smith waxing of "They're Off" and "Lovely Springtime," which is being released this week. King is offering an unconditional guarantee on the disk, something that the firm does very rarely. According to Neely, business so far in May has been the best the company has enjoyed, both album and single wise since the start of the year.

NLRB Finds

Continued from page 2

bers' names on its "do not play for or with" roster but NLRB ruled in the AFM local's favor. In taking the matter before NLRB, the Guild's outcry of pained protest carried with it the warning that "blacklisting or other forms of discrimination will be prosecuted to the fullest extent."

Local had printed names of 20 expelled members in the Overture, the union's paper. NLRB found the Guild's charge to be without merit and asked MGA to either withdraw the charge or NLRB would dismiss it. AFM local prexy John Tranchitella said it was standard practice for all musicians' unions throuth the country to provide their members with a monthly list of persons who no longer belong to the union. MGA, he said, knew this when the charge was filed but made the charge anyway as a "propaganda move."

Rank Pacts

Continued from page 2

Bernard Ness, praised Harold Friedman, director of the label's exec committee, for the pacting. He also had warm words for a.&r. man, Sonny Lester, and the recently pacted Paul Coehn, who will operate for the firm in the c.&w. area, out of Nashville.

Anna records
588 FARNSWORTH DETROIT 2, MICHIGAN • Temple 3-7474

in
OrbHIT

"EVERYTHING ABOUT YOU"
b/w
"Orphan Boy"
TY HUNTER
and the Voice Masters
anna 1114

watch for the new
BARRETT
"MONEY"
STRONG
"YOU KNOWS WHAT TO DO"
b/w
"YES, NO, MAYBE SO"
anna 1116

out of this world!
"DO YOU WANT TO SEE MY BABY?"
HERMAN GRIFFIN
anna 1115

SKEPTICAL COMMITTEE

Grim Solons Promise Fast Payola Action

• Continued from page 1

and Columbia Broadcasting, owner of Columbia Records, held their breath at the painful recall of the Smather-type threat of complete divestiture of music interests by broadcasters, on which hearings were held by a Senate subcommittee two years ago.

Altho the committee did not pursue the idea at this time, it could be revived by Moss in some future time, during the next Congress, if his expected re-election takes place. Another open door to the possibility is the insistence by Representative Springer that he will try for an investigative hearing on network programming in general, particularly the type of choice that bumped a "Firestone" hour for blood - and - thunder programming like "Bourbon Street Beat."

Representative Mack told Goldenson that his disclaimer of responsibility to investigate Clark's former partner, and associate producer, Tony Mammarella, was a "perfect argument for the licensing of networks." If the nets were made responsible to a federal agency, they would investigate more thoroly, Mack believed.

The nets would have to overcome their "reluctance," also revealed during the TV quiz hearings, to keep tabs on packaged programs. Mack said: "Clark is technically a packager of his own show—you got his affidavit. Why not one from packager Mammarella?"

Goldenson defended Clark as an "upright" young man, and said he was letting him stay on because he is convinced the deejay has a "good character."

Again hammering at ABC's recording interests, Representative Moss quoted the testimony of Alan Freed, ex-WABC, New York deejay, who said he was told to "lay heavily on Am-Par Records, and play only Paramount theaters on your stageshows." Freed said the suggestion was made by ABC vice-president Mortimer Weinbach, at the time Freed was signed by the network's owned station.

Goldenson termed Freed's testimony "a lie," but Moss said bitingly: "Freed was one of the few comparatively truthful men we've had before this committee, in either closed or open hearing."

Freed's testimony was taken in closed session, and only those excerpts quoted during the public hearing, were made public. Closed session testimony of other Clark-connected figures, including Tony Mammarella, Bernie Lowe, Harry Chipetz, of Chips Distributing, Goldner of Gone Records, George Paxton of Coed Records and Winneton Music, formerly Coronation Music, and Marvin Cane, Paxton's partner, were released last week.

On just one occasion, chairman Harris intervened for the network president, to allow Goldenson to say that "Weinbach says he never talked to Alan Freed in his whole life."

Goldenson gave an hour-by-hour account of the fateful weekend of Friday, November 13, 1959, when

the payola explosion resulted in the Mammarella resignation, and in affidavits disclaiming payola being presented to ABC deejays and other personnel for signature—except to Clark. Clark's affidavit was tailored during a summit conference, at the network president's home, November 15. Also, testimony revealed, at the conference it was decided to include a clause to exonerate Clark of all knowledge of Mammarella payola, which would also, logically, give the network a clean bill of health.

Came the AB-PT network's press release of November 18, claiming a "renewed faith" in its influential deejay, as a result of its investigation, and his signing an affidavit denying acceptance of payola, plus his divestiture of music interests. "What investigation?" demanded committee counsel Robert Lishman. "The affidavit you helped him to write?"

Goldenson had rough going with his claim that since Mammarella had resigned, he was simply "out of the picture," and any investigation of him was unnecessary, and in fact not even possible, since he was gone from the network.

Committee member Mack refused to see it that way. He said Mammarella was part and parcel of the Clark - ABC - Record show set-up, and a man who had selected 50 per cent of the records on the Clark shows. (Mammarella and distributors with whom he dealt, testified to substantial "listening" payments, in addition to income from partnerships with Clark in several firms.)

Asked to define payola, Goldenson said he had at one time interpreted it in the narrow sense, to include promise to play by the deejay, and the counter threat "not to play" if payola was not forthcoming. Later, Goldenson said, he decided payola was a matter of "interpretation," and to be on the safe side, ABC policy would consider "everything" but the most nominal of holiday gifts, or business luncheon, as payola.

It was at this point that Moss asked why divest the deejay, when the network kept its own recording interests. Representative Bennett said Am-Par Records was involved in payola to deejays. Why didn't Goldenson note these payments when he got statements from the recording subsidiary? Bennett said 3 to 4 per cent of Am-Par's sales gross went into payola.

Goldenson said the word should be "promotion;" in this case, He was legitimate, but there was no "breakdown" to indicate payments to deejays. "Our financial people" handled that detail, he said. He hadn't thought Am-Par was involved in payola, but he had "asked our people" about the possibility. No one told him of any Am-Par payola activities, apparently, not even "our financial man" over there.

The network chief claimed innocence of payola knowledge on his network, because he thought "mostly small independent stations"

FORD DOUBTS PAYOLA MADE R&R POPULAR

• Continued from page 1

ing designed to require licenses to "adopt internal controls to prevent unannounced sponsorship of broadcast material," among other things. Comments on the proposed rule are being studied by the Commission's staff. (See separate story.)

Storz Wins D.J. Hassle

KANSAS CITY, Mo. — The Storz Broadcasting outlet WHB here has obtained a permanent injunction from the courts preventing ex-WHB deejay Eddie Clark from working for KBKC here or any other station within a 35-mile radius, until April 15, 1961.

The Storz chain filed suit after Clark left WHB and joined KBKC as deejay-manager. Clark's lawyer contended that the WHB contract was breached when the outlet didn't raise the jockey's salary, as called for, they alleged, under terms of his contract.

AUDIO NEWS BRIEFS

New Chief Engineer for the Electro-Sonic Laboratories, makers of stereo and hi-fi components and equipment for home and industry, is William Djinis. The company has offices and plant in Long Island City, N. Y. . . . Blonder-Tongue of Newark, is doing a high-pressure job of promoting its tenth anniversary line of TV reception improving products. A separate consumer advertising program will hypo the firm's FM and AM radio equipment. . . . Joseph Gibbs has been named to the post of manager of industrial products by the company and Edward Shafer is manager of consumer products. . . . District manager for Stromberg - Carlson hi-fi sales in Northern California and Western Nevada is William Hessler.

with top-40 formulas and plenty of rock and roll, did all the payola taking. ABC network and its affiliates do not primarily program the rock, he said, so he did not suspect ABC deejays of being the "payola type."

Bennett asked: "Didn't Freed program rock and roll?" Goldenson brushed off the Freed program as "not highly rated," and apparently scarcely worth checking on.

The network chief corrected Freed's estimate of \$12,000,000 in gross sales pulled in by Clark, "to about four, or five, well \$6,000,000 at the top."

Moss pointed out that the Freed contract gave him a \$40,000 a year salary, but the network got \$10,000 for letting the deejay plug his stageshows on network time — three shows cost Freed \$30,000. On this basis, Moss said, he had figured out that Clark's plugs for his own records, calculated on a network time cost, would have cost about \$5,500,000, and nearly twice that figure if all his part-interest records were included. Mallard-pressed records alone would have run up a bill of \$25,000,000.

Representative Mack, summing up what the committee generally seemed to feel, said they were not interested in having Goldenson "reprimand" Clark particularly — what they objected to was the way the network shut its eyes to the fact that Clark was "top dog in the payola field," and never even began a token investigation, until the Washington payola committee was breathing down their necks.

Sixteen youngsters & a seventeen year old-ster GARY CANE singing the new hit **YEN YET** song. big novelty flash! smash! sound on SHELL 719

"Flash! Smash! million seller? IT'LL BE HUGE!" Bill Gaven report #276

OUR FIRST MILLION SELLER PICK OF THE WEEK in **The Cash Box** **Billboard** **MUSIC**

GARY CANE / SHELL RECORD STAR

SHELL

1,000,000+

BR-133 A STALL/JAC PRODUCTION

45-719 Saxon Music Corp. B M I Time: 2:13

THE YEN YET SONG
(L. Stallman - S. Jacobson)

GARY CANE AND HIS FRIENDS

SHELL RECORDS
1697 BROADWAY, NEW YORK CITY 19, NEW YORK, COLUMBUS 5-1425

Two Great Four-Star Billboard Reviews!

NAPPY BROWN
Does It Again!
(A PICK OF THE WEEK—Cash Box)
"BABY-CRY-CRY-CRY-BABY"
Savoy 1587 b/w
"WHAT'S COME OVER YOU, BABY"
D.J.'s: Write for Samples.

SAVOY RECORD CO. NEWARK, N. J. A DIV. OF WORLD WIDE RECORDS INC.

LLOYD ARNOLD
From the Tennessee Hills!
A NEW STAR IS BORN
"DIXIE DOODLE"
Sharp 108 b/w
"GREAT SPECKLED BIRD"
D.J.'s: Write for Samples.

SHARP RECORD CO. NEWARK, N. J. A DIVISION OF WORLD WIDE RECORDS INC.

**THE
SMASH
HIT
EVERYWHERE!**

DON COSTA

HIS ORCHESTRA & CHORUS

THEME FROM

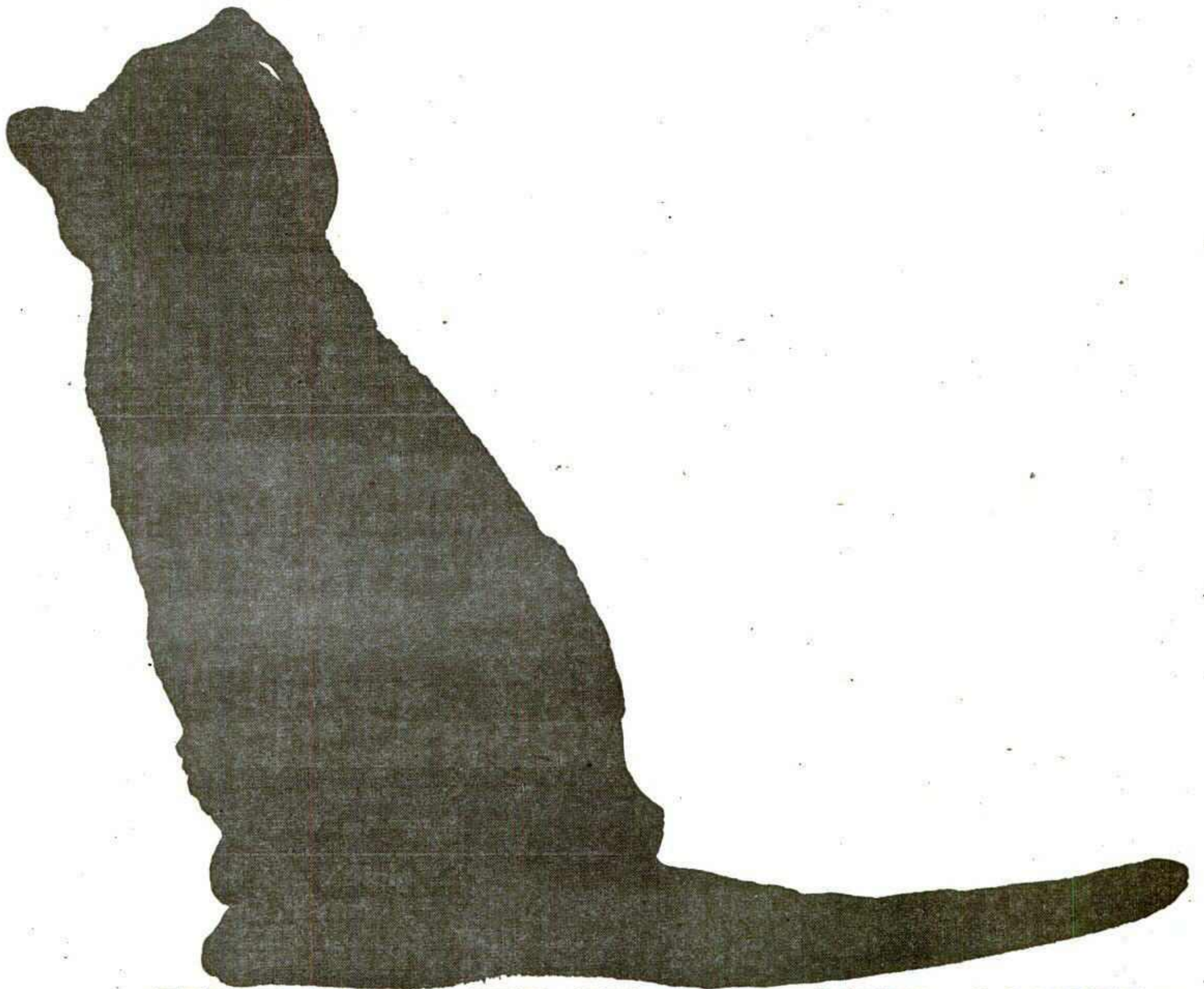
THE

UNFORGIVEN

UA 221

729 SEVENTH AVE. NEW YORK 19, N. Y.

UNITED ARTISTS
R E C O R D S



WHAT'S FRIDAY THE 13TH?

FRIDAY, MAY 13TH, IS THE LAST DAY THAT THE ENTIRE EPIC STEREOGRAMA CATALOG EARNS A 15% DISCOUNT ON ALL PURCHASES.

CALL YOUR  DISTRIBUTOR TODAY

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A Unanimous PICK for the \$ Money Sound \$ of

The Craftsmen

ROCK-A-LONG

and

GOOFUS

WARWICK M-538

It's Hot

Bob Crewe

COOL TIME

WARWICK M-534

Never Better . . . Never Greater

Sunny Gale

CHURCH BELLS MAY RING

and

MY FOOLISH HEART

WARWICK M-540

A Smash!

Buddy Brennan Quartet

PEG O' MY HEART

and

BLUE RIVER ROCK

WARWICK M-532

WARWICK, A DIVISION OF
DISTRIBUTED BY

United Telefilm Records, Inc.

MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6 1050

MUSIC AS WRITTEN

New York

Ian Davis, winner of the Franz Liszt Piano Competition in New York last week, received the \$1,000 Arthur Friedheim Memorial Award, presented by Van Cliburn's mother, Mrs. Rilda Bee O'Bryan Cliburn. She studied under the late pianist and teacher in New York. . . . Bob Bowden's tune "Selfish Heart," has been recorded by Stanely Purcell on Argo Records. . . . Chico Hamilton and his group opened last week at the Jazz Gallery in New York. . . . Irma Thomas will play a week at the Regal Theater in Chicago, starting May 13. Thrush's latest disk on Ron Records is "A Good Man." . . . The Guggenheim Memorial Concerts will be presented again this summer for the 43d season in New York in Central Park and in Prospect Park in Brooklyn, sponsored by the Danial and Florence Guggenheim Foundation. . . . Van Smith and his combo open shortly at the Diplomat Hotel in Miami. . . . The first release on Tommy Boyles Granite label out of North Carolina will feature the Onbeats. . . . The Roundtable, New York nitery, will feature Mel Torme, and the Pete Fountain group starting May 10.

Tony Martin opens this week (12) at the Copa in New York. . . . Barbara Mishkin, secretary to RCA Victor exec Gil McKean, is singing and playing piano nights at the Vivere in New York with the Leighton-Lynn Trio. . . . Arranger Bob Thompson flew in from the West Coast to visit New York deejays last week. . . . Metronome Magazine changed hands last week and is now a wholly-owned subsidiary of RMC Associates in New York. New executive publisher is Harvey Shotz, while Bill Coss remains as editor. . . . Jerry Vale opens at Miller's in Baltimore for a week starting May 18. . . . Kai Winding and his septet open at the Padded Cell in Minneapolis on May 17. . . . Odetta gave her first concert at Carnegie Hall in New York on May 8.

Conway Twitty is now touring the British Isles. . . . Bernard Ness, general manager of Rank International Records, in New York last week for conferences with Top Rank officials. . . . Spoken Arts has released a documentary album "Portrait of Adlai Stevenson," with Arnold Michaelis interviewing Adlai. . . . Dick Wess arranged and conducted Tommy Leonetti's first single for Atlantic. . . . Jimmy Clanton will appear in Kingston, Jamaica, May 25 thru 31. . . . Laura Lane is now singing at the Velvet Room in New York. . . . Johnny Duncan's first record will soon be issued on Kapp Records. Lad was discovered and recorded by Norman Petty. Bob Rolontz.

Chicago

Sarah Vaughan's hubby and p.m., C. B. Atkins, still shopping for a booking office affiliation after severing from Willard Alexander. La Vaughan's first sides for Roulette due for release in three weeks and she has just finished her initial stint as screen actress-chanteuse in 20th Century Fox's "Murder, Inc." . . . Harvie L. Basie, father of the Count, succumbed last week. . . . Patti Page guests for Garry Moore on TV tomorrow (10) before opening for a month at Desert Inn, Las Vegas, May 17. . . . Blue Angel kicks off series of Saturday afternoon Dixieland concerts May 14. . . . Jesse Owens, ex-Olympic track star, gets 12-2 p.m. slot on WAAF after his smash on "This Is Your Life". . . . "Boots" Woodall of NRC Records writes concerning recent item here on Felton Jarvis's tune, "Honest John" on Thunder. Master was not sold to Thunder by NRC as reported. It merely was recorded in NRC's studio. . . . Shepard Stern has ankle M. M. Cole Corp. . . . Jack Stockton leaves a four-year term at WOB, Madison, Ind., to take over 6-8 a.m. at WAIT, Chi. . . . Jim Conway signed for two years at WGN after winning "Emmy" as best commercial performer for his musical emcee service at WBBM-TV. . . . Bob Weems, GAC chief here, joins the commodore class here (Howard Miller, prey without portfolio) with his purchase of 26-foot cabin cruiser. . . . Joe Kelly, WSBT, South Bend, passing out cigars for his seventh offspring—all boys!. . . . Sun-Times reporter Gabe Favoino launching chatter-and-disk show on WOPA Tuesdays, 10-10:30 p.m. to be called the "Crying Towel." Visiting disk talent invited. . . . Visitor in town from a Memphis indie—wants to be anonymous—claims he's cut a sidè with the wildest of wild sounds by utilizing an eighth floor room of the Holiday Towers Hotel as a studio and another room down the hall as an echo chamber. What? . . . This reporter, who oft has reported other people "ankling" pleasant jobs, this week ankles with great reluctance his most pleasant post at The Billboard. Off to write a book for Henry Holt and Company and New American Library. Thanks, all you nice people, for anteing up with good news and not griping too much when it was not so good. Bernie Asbell

Hollywood

Four Cap execs will leave for EMI conferences in London concerning new album releases and their merchandising programs. They include Angel a.&r. director Leo Kepler, Capitol a.&r. administration director Francis Scott, Capitol Records Distributing Corporation administration director Vaughan Burdick and CRDC veepee and merchandising planning director Bill Tallant.

Dot prexy Randy Wood will huddle with several of his Eastern distribs after he concludes his current recording sessions in New York with the Fontaine Sisters. . . . Columbia's Percy Faith embarks for the Far East to visit en route Label's distrib in Hawaii, its recently acquired plant in Australia, and will call on affiliates in Tokyo and Hong Kong. Two-week junket will include deejay and dealer visits at his ports of call.

Warner Bros. label prexy Jim Conkling reports current sales giving the firm the top month in its history, thanks to the Bob Newhart album and the Everly Brothers single. . . . AFM again defeated the Musicians' Guild in National Labor Relations

(Continued on page 34)

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Jeanne Black Answers: 'He'll Have to Stay'

Jeanne Black's answer song to Jim Reeves' hit tune, "He'll Have to Go," is a winner, too. The Capitol recording artists "He'll Have to Stay" broke high on the "Hot 100" last week in the No. 37 spot.

Miss Black was born on October 25, 1937 in Pomona, Calif. She attended Junior College in Ontario, Calif., majoring in drama and dancing. She never thought seriously of singing as a career until her audition by Cliffie Stone.

Miss Black and her sister Janie, who is now 15, began singing duets on Stone's TV show, "Home-town Jamboree."

Currently the duo is making personal appearances at various clubs around the country.



Debut Disk on Donna Hits for Holden

Ron Holden, born on August 7, 1939, hails from Seattle, Wash.

Young Holden was born into a large and musical family. All eight of his brothers and sisters (mon and pop. too) are musicians or singers. With this background he needed only a harmony course in high school to enable him to compose and arrange all of his own tunes.

Holden began singing at an early age but started playing and singing for school dances in his first year of high school. Best of all, however, he likes sitting in at a jam session where he plays trombone and bongos. Other than listening to music, Holden's hobbies include girls, sharp sweaters, Chinese food, playing basketball, football and swimming.

The Donna label's new recording star is currently moving up on the Hot 100 with "Love You So."

YESTERYEAR'S TOPS—

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

MAY 14, 1955

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

MAY 13, 1950

1. Third Man Theme
2. If I Knew You Were Comin', I'd've Baked a Cake
3. My Foolish Heart
4. It Isn't Fair
5. Bewitched
6. Sentimental Me
7. Dearie
8. Music! Music! Music!
9. Hoop De Doo
10. Daddy's Little Girl

VOX JOX

By JUNE BUNDY

PAAR TAKEOFF: Red Robinson, KGW, Portland, Ore., pulled a "Jack Paar" last April 1, and walked off his show in a huff when the station refused to let him play Elvis Presley platters on his show. The stunt was set up as a takeoff on Paar's walk-off on NBC-TV. KGW newsman Jim Miller took over the show and "made a Hugh-Downs-type pitch about my emotional outburst," writes Robinson.

A few hours later, after the station had been deluged with calls berating management "for being so stupid," Robinson and KGW's program director returned to the air and explained it was all an April Fool's Day gag. Nevertheless, Robinson says he is still getting mail "from people who insist that I was right demanding my rights on the air." The jock's only worry about the stunt, he notes, is "What will happen if I ever quit in a rage? People will say "There goes the boy who cried wolf."

CHANGE OF THEME: Dick Drury, deejay at KQV, Pittsburgh, has been named program director of that outlet. He will discontinue his 1-3 p.m. record show to concentrate on the new post. Drury joined KQV, and formerly served as program director at KXL, Portland Ore. . . . Danny (Katman) Stiles, has changed his time period at WNJR, Newark, and now is heard a half hour earlier at 7:30 p.m. Monday thru Saturday. He also continues his two daytime shows on WCTC, Brunswick, N. J.

Jack Spector, formerly with WPRO, Providence, R. I., has joined WJJD, Chicago, in the 6-10 a.m. Monday thru Saturday time slot. . . . Ex-Maryland deejay and radio producer Ray Dawson has been appointed Maryland rep for the Richard Field Lewis Broadcasting chain's WAYZ, (FM and AM), Waynesboro, Pa. . . . Dick Dobbyn, KXYZ, Houston, has started a new night-time show, 8-midnight, in addition to his regular 1:15-4:15 p.m. ainer. . . . Station WDOK, Cleveland, celebrated its 10th year of broadcasting last week, with eight members of the outlet's original working staff still at the station today.

Flack Buddy Basch produced the Music Operators of America's all-star convention show in Chicago again this year. . . . "Music 'Til Dawn," all-night show hosted by Pete Mathews on WLW, Cincinnati, celebrated its fifth anniversary with a week-long schedule of activities, as a salute to its sponsor, American Airlines, starting April 25. American Airlines prexy C. R. Smith conceived the idea of a "Music 'Til Dawn" deejay series in 1953. Today the format is spotlighted on a flock of stations across the country including Detroit, Boston, New York, Los Angeles, Chicago, San Francisco, Dallas and Washington, and, as mentioned above, Cincinnati.

Station WERC, Erie, Pa., has launched a new separate programming operation for its FM outlet. "Music Unlimited," from 1 to 7 p.m., will feature uninterrupted album music; while the 7 to 9 p.m. segment will spotlight classical, jazz, semi-classical and show tunes in a program tagged "Seven Arts." John Luther, a 12-year veteran of WERC, is WERC's director of FM operations and hosts the evening programming.

Pete Peloquin, WAXX, Chippewa Falls, Wis., has started a new jazz show from 9:30 to 10 p.m. on Sundays. In conjunction with the program, the jock is putting out a weekly newsletter, "Music From Bird's Land," which reviews jazz albums, gives info on jazz talent appearing in the Milwaukee, Minneapolis and local areas, plus news about jazz artists and jazz clubs and groups thruout the country.

Bob Jones, WEEL, Boston, is featuring a new Latin American music seg on his "Accent on Music" program, from 8 to 10 p.m. on Thursdays, as of last Thursday (14). The show is aimed at a good sized colony in the Greater Boston area of students and young business people from Latin America, "some of whom center around the Pan American Union, others Harvard University." Jones is playing folk music, dance rhythms, classical and semi-classical disks on the seg, and plans to invite listeners of Latin American origin to the studio and interview them during the Thursday sessions.

Alan Field, formerly all-night deejay at WITH, Baltimore, who joined WCAO, same city, as a newsman a few months ago, has taken over the morning platter show at that outlet. . . . Doug Stevens, ex-promotion man-deejay at KTLN, Denver, has been appointed promotion manager-deejay at KJR, Seattle. He notes that KJR is "a dominant number 1 in Seattle, Tacoma, Wash., and Vancouver, British Columbia, a distance of over 140 miles."

Royal addition to the fem deejay scene this month is Japan's former Princess Suga (MNOW Mme. Takako Shimazu), youngest daughter of Emperor Hirohito. The 21-year-old Japanese girl is spinning 'em on a 10-minute show, tagged "Princess Time," aired over a local outlet of Japan's Nippon Broadcasting Company.

Station KITE, San Antonio has moved to new studios, and henceforth will stay on the air until 1 a.m., featuring a program of uninterrupted music, "Music to Set Your Alarm Clock By," from midnight to 1 a.m. At the same time the Texas outlet has inaugurated a new policy, whereby each disk will be identified as to title and artist after each spinning.

Carl Reinschild wouldn't string along with this!

Like all RCA Custom client representatives, Carl Reinschild of our New York office doesn't put up with misfit service. Carl follows through on your Custom-tailored job step-by-step to assure you of perfect service from order to delivery.

Carl helps you enjoy every one of RCA Custom's extras-like overnight delivery of your latest hit to any dealer in the country. Only RCA's exclusive 3-plant service can give you the records you need, when and where you need them!

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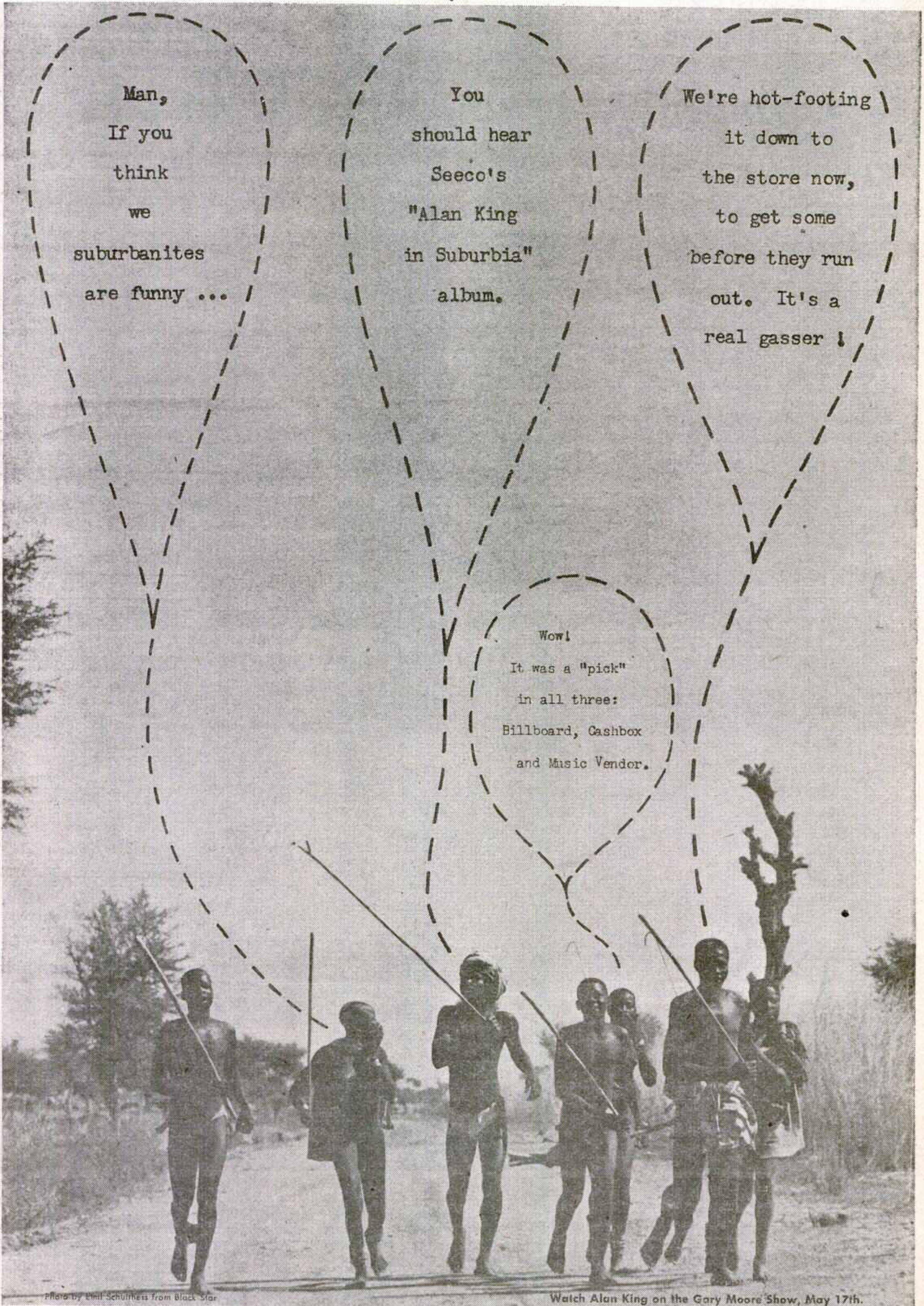
In Nashville:

800 17th Avenue South
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RCA Victor Company, Ltd.
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If you
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we
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You
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Seeco's
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in Suburbia"
album.

We're hot-footing
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before they run
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Wow!
It was a "pick"
in all three:
Billboard, Cashbox
and Music Vendor.

Photo by Emil Schultze from Black Star

Watch Alan King on the Gary Moore Show, May 17th.

Seeco No. SAW 2101 • Conceived by Alan King • Lyrics by Bobby Worth • Music by Jack Quigley • SEECO RECORDS Inc., 39 West 60 St., NYC

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.

ANNETTE is in The Billboard Spotlight with her newest on Buena Vista, Tell Me Who's The Girl, a smart and imaginative tune with echo and dual track effects, b-w a tune penned by Paul Anka, Train Of Love. The teenage Miss from Utica, N. Y., arrived in N. Y. C. last week for guest appearances and an engagement on stage at Radio City Music Hall for several weeks starting May 19.

ETHEL AZAMA: Jimmy Rodgers, Roulette Records artist, expresses his feeling about this talented Japanese-Hawaiian singer in the liner notes on her Liberty album, Cool Heat: "No one appreciates a good singer more than another singer. For who knows better how elusive is the spark that separates the garden variety of vocalist from the great artist known as a 'singer's singer.' Performers are often thought to be blasé about things musical since music is their business. But they're not, since music is also their pleasure. The rarest of these musical pleasures is the discovery of a truly fine singer. I experienced this pleasure when I walked into a Honolulu night club and heard Ethel Azama singing. I flipped 'Uh-Oh!', I said to myself, 'here is a talent!'"

TONY BELLUS, who scored with Robbin' The Cradle, rates a Billboard Pick for his newest on NRC Records, The End Of My Love. The lyrics tell an interesting, but tragic story of the end of a love. In addition to singing, Chicago-born Tony writes songs and plays the accordion and guitar.

JIMMY CLANTON's singing versatility is well displayed on Ace Records special double album, Jimmy's Happy, a swingin' collection of happy tunes that include I'm Sitting On Top Of The World, Sleepy Time Gal, Over The Rainbow, A Kiss To Build A Dream On, etc. And, the other half, Jimmy's Blue, a vocal tour of the blues that includes the deeply moving I Wanna Go Home, the tender, Love Me Tonight, the lighter Don't Look At Me, and two tunes that have been released as a single, Another Sleepless Night b-w I'm Gonna Try. Just returned from a tour of the West and Midwest, the young man from Baton Rouge, La., is planning a tour of British West Indies.

BIRTHDAYS OF THE WEEK:

May 9, Harry Simeone, Hank Snow, May 10, Fred Astaire, May 11, Irving Berlin, Tutti Camarata, May 12, Gordon Jenkins, May 13, Ritchie Valens (deceased), Louis Prima, May 14, Bobby Darin (opens at the Copacabana, N. Y. C. on June 2), Patrice Munsel, May 15, Lenny Welch, Anna Maria Alberghetti, Eddy Arnold.

EDDIE COCHRAN: In tribute to the fine talent of the recently deceased Eddie Cochran, Liberty Records has released an album titled Eddie Cochran, on which the singer from Oklahoma City demonstrated not only his singing talent, but his successful songwriting. Five of his own songs are included in this album: C'mon Everybody, Summertime Blues, Somethin' Else, Teenage Heaven and his most recent hit ironically titled Three Steps To Heaven. The tragic auto crash that took Eddie's life occurred in England while Eddie, Gene Vincent and others were driving to London for a flight back to America after a successful tour of England.

NAT KING COLE, one of the titans of show business and an international favorite, is currently in England on the last leg of a month-long concert tour that took him to 10 European countries. He is one of the American stars honored by being chosen to take part in the Royal Variety Show in London on Monday, May 16. Aside from the obvious commercial value of personal appearances, Cole strongly feels that such tours have a definite effect on international relations. "You can't run the world on music alone," he says, "but it gives people the opportunity to forget the differences between countries." The Capitol re-

corded artist is on the American scene with a new single, That's You b-w Is It Better To Have Loved And Lost.

SAM COOKE, whose recording of You Send Me started him on the hit parade, is scoring under the banner of Hugo & Luigi with Teenage Sonata and his newest, You Understand Me b-w I Belong To Your Heart, From Keen Records (Sam's former label) comes a new entry, Wonderful World, that makes its first appearance on the Hot 100 this week. Sam headlines the show at the Tivoli Theater, Chicago, May 20 for one week.

EDDIE FISHER's recently organized label, Ramrod Records, has come out with the first Fisher album, Tonight With Eddie Fisher. The album is a forceful entry of class show tunes that includes Summertime Love from Greenwillow, Gigi, I've Grown Accustomed To Your Face from My Fair Lady, Till There Was You from Music Man and The Sound of Music from that show.

FONTANE SISTERS, brunette Bea, red-headed Geri and blond Marge, offer a danceable tune, Lover's Leap b-w Come Home Eddie, on their newest Dot single. The girls have a million-seller on Dot, Hearis of Stone.

The PLATTERS, Tony Williams, who sings lead; David Lynch, second tenor; Paul Robi, baritone; Herbert Reed, bass; and the only girl, Zola Taylor, recently returned from a successful tour of Europe, where they have many, many fans. The group has a new Mercury wax, Apple Blossom Time b-w Ebb Tide, that rates a Billboard Spotlight.

TOMMY SANDS was named "Artist-of-the-Month" by Capitol Records with the release last week of his new album, Sands At The Sands. The recording was made on-the-spot during an actual performance in the Copa Room of the Sands Hotel in Las Vegas. Tunes include class material, swing and some rock 'n' roll. Tommy's much-discussed new sophisticated new style is evidenced in the album by This Could Be The Start Of Something, In The Still Of The Night and Unchained Melody. A taste of the old Tommy is provided by I'm All Shook Up, Short Shorts and Hound Dog. It's expected that Uncle

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

Sam will be calling Tommy any day now to fill an engagement, however, for the present, he is performing at The Cave, Vancouver, Canada, till May 24.

NEIL SEDAKA keeps singing and writing hit tunes that keep him one of the top and growing talents on the music scene. Latest from Neil is Stairway To Heaven — out a short time and already in the number nine position on the Hot 100. Brooklyn-born Neil recently concluded a successful tour of Japan and he is presently touring the Philippines.

FRANK SINATRA: Capitol Records is currently rushing out a new single record by Frank, It's Over, It's Over, It's Over coupled with River, Stay Away From My Door—a two-sided Billboard Spotlight. The disk is Sinatra's first single since the release of Talk To Me in September of last year. It's Over is a ballad which departs from the Sinatra vein in the use of a trio of male voices in the title phrases. The song was written by Doc Stanford and Matt Dennis. The latter is an up-tempo tune delivered in his typical relaxed, swinging style.

PROMOTION DAYS AND WEEKS: May 11 begins the National Science Fair in Indianapolis. May 13 is Independence Day in Israel. May 14 the National Congress of Parents & Teachers Meeting begins in Phila. May 14 is the beginning of Let's Go Fishing Week and Luggage and Leather Goods Week. May 15 starts National Arts and Crafts Month, Michigan Week, National Domestic Rabbit Week, National Mothproofing Month and National Slacks Week. HAVE A GOOD WEEK. 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

A ROCKING GOOD WAY—Dinah Washington and Brook Benton Mercury
AIN'T GONNA BE THAT WAY—Mary Johnson.....United Artists
EVERY DAY—Della ReeseRCA Victor
IT'S OVER, IT'S OVER, IT'S OVER—Frank SinatraCapitol
LIKE LOVE—Andre PrevinColumbia
NOBODY LOVES ME LIKE YOU—The FlamingosEnd
RIVER STAY AWAY FROM MY DOOR—Frank Sinatra...Capitol
THEME FROM THE UNFORGIVEN—Don Costa and OrkUnited Artists

ALBUMS

ALAN KING IN SUBURBIA—Alan KingSeeco
THE BROTHERS FOUR—The Brothers FourColumbia
THE EVERLY BROTHERS—Everly BrothersWarner

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

MUSIC AS WRITTEN

Continued from page 31

Board elections on the TV front, emerging as collective bargaining agents for musicians employed by the "Peter Gunn" and "Mr. Lucky" shows.

Gospel singing Clara Ward and her Ward Singers head for a month-long South American concert tour May 29. Tour opens in Buenos Aires. Group will wind up its current U. S. tour May 15 in Minneapolis, where it shares billing with Louis Armstrong. It completed a European tour last fall including appearances at London's Palladium and the German Jazz Festival.

Nashville

With the current buying trend seemingly swinging toward albums, local recording studios have been busy with album sessions recently. The Wilburn Brothers recorded an album last week for Decca at Bradley Studio here, and Kitty Wells is skedded to wind up an album for the label at Bradley this week. Columbia's Ray Price has reportedly turned out a masterful album of sacred and religious songs, and RCA Victor's Jim Reeves will have a July release on a new album. Those who have heard tape of the latter, are loud with flattering adjectives for material and singer.

Oklahoma City's Bobby Boyd has recorded a Gallatin, Tenn., youngster for the RKO-Master label. The 15-year-old charmer is Pamela Law, high school sophomore, who is a frequent guest on deejay Noel Ball's shows here. . . . Paul Cohen, who has made a multitude of Nashville friends over the years as Decca's c.&w. a.&r. chief before leaving the label, has set up offices here for Rank Records of America. . . . Songwriter Vic McAlpin was hospitalized last week, but is expected to be released soon. . . . Columbia's Don Law left town last week for the West Coast for sessions there. . . . Joe Allison was in town last week to direct several sessions for Liberty. . . . George Hamilton IV cut ABC-Paramount session at Bradley Studio last week. George Morgan did a Columbia session at the studio and Roy Drusky waxed a session for Decca under direction of label's Owen Bradley.

Homer and Jethro were in RCA Victor Studio last week to cut a session for the label. Jethro, who married the identical twin of Chet Atkins' wife, brought his pretty little daughter down from Evanston, Ill., to show off to the homefolks. . . . Hank Locklin was in town last week to record an album for RCA Victor. He was Roy Acuff's guest Saturday (7) on "Grand Ole Opry." . . . RCA Victor's Floyd Robinson has a new jet-black motorcycle and a brand new release, "Boys and Girls" and "Sonja." . . . Pianist Floyd Cramer motored with his wife, Mary, to Huttig, Ark., last week in their new white Oldsmobile for a visit with Floyd's folks. . . . Chet Atkins, Jim Reeves, Floyd Robinson and Del Woods were in Atlanta last week for a promo staged by label's distrib there, Sam Wallace.

Cedarwood Publishing Company prexy, Jim Denny, infos that his mother, who recently underwent serious surgery here, is back home and doing well. Cedarwood writer Wayne Walker last week rushed to Shreveport, La., where his mother had similar surgery, but is now recuperating. The company's promo man, Curley Rhodes, and wife, Mary Clare, received emergency call last week on his mother's illness in Wisconsin. . . . Capitol's Ken Nelson is due in here this week from West Coast to attend meeting of Country Music Association. Pat Twitty.

Cincinnati

Paul Dixon, standardbearer of "The Paul Dixon Show," beamed Monday thru Friday, 9-10:30 a.m., over WLW-T, has mended from the illness that laid him low for three months and last week resumed his TV duties on a full-time basis. Jack Norwine, who has been pinchhitting for Dixon during his absence, will jump in on occasions to permit him to take it a bit easy at the outset. . . . Harry and Paul Carlson, Fraternity Records nabobs, are laying stress on their new release, "Someone Else Is Taking My Place" b.w. "I Call It Love," the latter penned by Ed Labunski, local song and jingle writer. Handling the vocals on the two sides is Clarence Loos, popular area comic, who kicked off the release with an appearance on the Ruth Lyons "50-50 Club" on the Crosley Broadcasting four-city simulcast hook-up via WLW-T Thursday (5) afternoon.

With the boating season on the Ohio in full swing, WCPO chief Mort Watters has converted his new 45-foot Chris-Craft cruiser, the Muddy Watters, into a floating office. Mort spends most afternoons aboard, transacting business and entertaining clients. He keeps in touch with his hilltop office via ship-to-shore phone. Henry Rollman and Jake Held, of the Rollman agency, were special guests last Monday (2). . . . Erwin King, composer of "Tennessee Polka" and who in the past has collaborated with Harry Carlson, of Fraternity Records, on a number of tunes, died at his home here Sunday (1) by his own hand. He had been under treatment for mental depression for some time.

Lee Jones, c.&w. singer who has been heard on various labels in the past, appeared as special guest on WLW-T's country music show, "Midwestern Hayride," Saturday night (6), and is slated to return for similar shots in the future. . . . The hymn singers signed for Mrs. Irma P. Deters' new I-Dee Records label are the Harmony Kings, not the Harmony Kids as we listed them here last week. . . . With ducats pegged from \$1 to \$3, a package highlighting the Lennon Sisters, the Ralph Marterie ork, Bob Lido and Aladdin, Big Tiny Little Jr., and comedian Roger Ray, played to nearly 10,000 people at Memorial Auditorium, Canton, O., Sunday (1). Bill Karrenbar, of WHBC, Canton, handled the emcee chores. The local Bishop's Youth Fund shared in the receipts. Bill Sachs

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.



...wait'll
they
hear
what
DELLA
did!

They'll flip for this new release by REESE
and buy it like "Don't You Know"!

EVERYDAY

47/7750

C/w There's no two ways about it

 **RCA VICTOR** 
RADIO CORPORATION OF AMERICA



the *Hit* sounds



"NATIONAL CITY"

Joiner, Arkansas
Junior High School Band
#55244

"SING A GOOFY SONG"

B/W

"COMIN'

THE ROUND MOUNTAIN"

David Seville
and the Chipmunks
#55246

"ONE LAST KISS"

Bobby Vee
#55251

"THREE STEPS TO HEAVEN"

Eddie Cochran
#55242



of the 'Sixties



"RUNAROUND"

B/W

"Truly Do"

The Fleetwoods

DOLTON #22

"BORN TO BE WITH YOU"

B/W

"My Guiding Light"

The Echoes

DOLTON #18

Dolton is distributed in Canada by Quality Record Distributors, Toronto

*Following their Sensational Smash
"FOREVER"*

THE LITTLE DIPPERS'

"BE SINCERE"

B/W

"Tonight"

UNIVERSITY #603

University is distributed in Canada by Spartan of Canada Ltd.



Distributed Nationally by

Liberty is distributed in Canada by London of Canada Ltd., Montreal

FOR THE WEEK ENDING MAY 13, 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	5	SOLD OUT Kingston TrioCapitol T 1352	3
2	3	THE SOUND OF MUSIC Original CastColumbia KOL 5450	21
3	1	THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	8
4	2	SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	24
5	4	ITALIAN FAVORITES Connie FrancisM-G-M E 3791	14
6	9	MR. LUCKY Henry ManciniRCA Victor LPM 2198	7
7	10	ENCORES OF GOLDEN HITS PlattersMercury MG 20472	9
8	8	FAITHFULLY Johnny MathisColumbia CL 1422	17
9	7	THIS IS DARIN Bobby DarinAtco LP 33-115	10
10	6	HERE WE GO Kingston TrioCapitol T 1258	27
11	11	THAT'S ALL Bobby DarinAtco LP 33-104	32
12	17	OUTSIDE SHELLEY BERMANVerve MGV 15007	24
13	12	BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	27
14	16	BEN HUR Rome Symphony Orch./SavinaM-G-M IE1	3
15	13	HEAVENLY Johnny MathisColumbia CL 1351	34
16	22	LATIN A LA LEE Peggy LeeCapitol T 1290	5
17	18	WOODY WOODBURY LOOKS AT LOVE AND LIFEStereoditties MW 1	10
18	25	CAN CAN Sound TrackCapitol W 1301	2
19	26	BROTHERS FOURColumbia CL 1402	4
20	24	STUDENT PRINCE Mario LanzaRCA Victor LM 2339	8

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21	23	SATURDAY NIGHT SING ALONG WITH MITCH Mitch MillerColumbia CL 1414	6
22	20	FOR THE FIRST TIME Mario LanzaRCA Victor LM 2338	27
23	19	CONCERT IN RHYTHM, VOL. II Ray ConniffColumbia CL 1415	10
24	14	GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CL 1349	20
25	15	OLDIES BUT GOODIES Assorted ArtistsOriginal Sound 5-001	34
26	29	ANNETTE SINGS ANKAVista BV 3302	8
27	21	GENIUS OF RAY CHARLESAtlantic LP 1312	12
28	30	PERSUASIVE PERCUSSION Terry Snyder and the All StarsCommand LP 800	4
29	27	ALWAYS Roger WilliamsKapp KL 1172	6
30	35	LET'S ALL SING WITH THE CHIPMUNKSLiberty LRP 3132	24
31	—	PETE FOUNTAIN DAY Pete FountainCoral CRL 57313	1
32	—	WONDERFUL WORLD OF JONATHAN WINTERSVerve MGV 15009	11
33	36	SANTO AND JOHNNYCanadian-American CA 1001	17
34	—	NEW ORLEANS Pete FountainCoral CRL 57282	1
35	—	ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	1
36	—	LORD'S PRAYER Mormon Tabernacle ChoirColumbia ML 5386	24
37	—	NEARER THE CROSS Tennessee Ernie FordCapitol T 1005	11
38	—	ONE STEP BEYOND Harry LubinDecca DL 8970	1
39	28	PARTY SING ALONG WITH MITCH Mitch MillerColumbia CL 1331	35
40	33	FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CL 1389	20

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	55
2	4	SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160	96
3	2	FROM THE HUNGRY I , Kingston Trio, Capitol T 1107	65
4	3	MY FAIR LADY , Original Cast, Columbia OL 5090	214
5	7	GIGI , Sound Track, M-G-M E 3641 ST	97
6	5	KINGSTON TRIOCapitol T 996	47
7	8	THE MUSIC MAN , Original Cast, Capitol WAO 990	115
8	9	JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia 1133	106
9	12	COME DANCE WITH ME , Frank Sinatra, Capitol T 1069	62
10	13	BUT NOT FOR ME , Ahmad Jamal, Argo LP 628	69
11	15	SOUTH PACIFIC , Original Cast, Columbia OL 4180	310
12	6	SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032	111
13	14	KINGSTON TRIO AT LARGECapitol T 1199	47
14	19	KING AND I , Sound Track, Capitol W 740	184
15	11	PETER GUNN , Henry Mancini, RCA Victor LPM 1956	64
16	17	PORGY AND BESS , Sound Track, Columbia OL 5410	43
17	16	HYMNS , Tennessee Ernie Ford, Capitol T 756	148
18	10	MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1344	42
19	18	OPEN FIRE, TWO GUITARS , Johnny Mathis, Columbia CL 1270	64
20	21	ONLY THE LONELY , Frank Sinatra, Capitol W 1053	69
21	24	FLOWER DRUM SONG , Original Cast, Columbia OL 5350	59
22	—	GEMS FOREVER , Mantovani, London LL 3032	63
23	—	HAVE TWANGY GUITAR, WILL TRAVEL , Duane Eddy, Jamie JLP 3000	59
24	—	TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LM 2252	71
25	25	WARM , Johnny Mathis, Columbia CL 1078	67

STEREO 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 CastColumbia KOS 2020	18
2	2	PERSUASIVE PERCUSSION Terry Snyder and the All StarsCommand S 800	16
3	5	MR. LUCKY Henry ManciniRCA Victor LSP 2198	7
4	3	THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	6
5	4	PROVOCATIVE PERCUSSION Enoch Light and the Light BrigadeCommand S 806	16
6	21	SOLD OUT Kingston TrioCapitol T 1352	2
7	7	SAIL ALONG SILVERY MOON Billy VaughnDot DLP 25100	17
8	6	FAITHFULLY Johnny MathisColumbia CS 8219	14
9	8	OPEN FIRE, TWO GUITARS Johnny MathisColumbia CS 8056	14
10	12	NEARER THE CROSS Tennessee Ernie FordCapitol ST 1005	19
11	11	RACHMANINOFF: PIANO CONCERTO NO. 3 Van CliburnRCA Victor LSC 2355	14
12	15	AMERICAN SCENE MantovaniLondon PS 182	7
13	13	FLOWER DRUM SONG Original CastColumbia OS 2009	18
14	16	KINGSTON TRIOCapitol ST 996	12
15	18	MUSIC FOR BANG, BAA-ROOM AND HARP Dick SchoryRCA Victor LSP 1866	9

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16	20	GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CS 8158	13
17	—	BILLY VAUGHN PLAYS MILLION SELLERSDot DLP 25119	13
18	10	STILL MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8009	19
19	14	FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CS 8184	19
20	17	CONNIFF MEETS BUTTERFIELD Ray ConniffColumbia CS 8155	19
21	22	MUSIC FOR READING George Melachrino StringsRCA Victor LSP 1002	8
22	23	LET'S ALL SING WITH THE CHIPMUNKSLiberty LST 7132	17
23	9	FIORRELLO! Original CastCapitol SWAO 1321	18
24	25	BOUQUET Percy FaithColumbia CS 8124	9
25	—	AMERICAN SHOWCASE MantovaniLondon PSA 3202	13
26	24	MUSIC FOR DINING George Melachrino StringsRCA Victor LSP 1000	11
27	26	NEW ORLEANS Pete FountainCoral CRL 7-57282	11
28	28	MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8043	14
29	19	LET'S DANCE AGAIN David CarrollMercury SR 60152	18
30	27	IT'S THE TALK OF THE TOWN Ray ConniffColumbia CS 8143	13

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	51
2	2	BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006	25
3	3	MY FAIR LADY , Original Cast, Columbia OS 2015	51
4	5	HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258	27
5	15	COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069	51
6	4	PETER GUNN THEME , Henry Mancini, RCA Victor LSP 1956	49
7	7	GIGI , Sound Track, M-G-M SE 3461 ST	51
8	9	FOR THE FIRST TIME , Mario Lanza, RCA Victor LSC 2338	28
9	11	TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LSC 2252	46
10	12	RODGERS: VICTORY AT SEA, VOL. II , RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	49
11	6	KING AND I , Sound Track, Capitol SW 740	39
12	8	STRAUSS WALTZES , Mantovani, London PS 118	35
13	—	CONCERT IN RHYTHM, VOL. I , Ray Conniff, Columbia CS 8022	20
14	14	QUIET VILLAGE , Marlin Denny, Liberty LST 7122	25
15	19	FILM ENCORES, VOL. I , Mantovani, London PS 124	47
16	10	HEAVENLY , Johnny Mathis, Columbia CS 8152	33
17	13	GEMS FOREVER , Mantovani, London PS 106	39
18	16	PORGY AND BESS , Sound Track, Columbia OS 2016	24
19	17	OKLAHOMA! Sound Track, Capitol SWAO 595	49
20	—	NO ONE CARES , Frank Sinatra, Capitol SW 1221	30

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- LANZA SINGS CARUSO—CARUSO FAVORITES**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- GERSHWIN: RHAPSODY IN BLUE**
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LM 2345
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia ML 5286
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
- RAVEL: BOLERO** . . . Boston Symphony Orchestra (Bennett), RCA Victor LM 1984

STEREOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLETT SUITE**
Boston Pops (Fiedler), RCA Victor LSC 2267
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- GERSHWIN: RHAPSODY IN BLUE**
Leonard Penarrio, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343

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

MONOPHONIC

- Soul of Spain, Vol. 1**
101 Strings . . . Somerset P 6600
- John McCormick Sings Irish Songs**
RCA Camden CAL 407
- Good Housekeeping Reducing Off the Record**
Harmony HL 7235
- Soul of Spain, Vol. 2**
101 Strings . . . Somerset P 9900
- Huckleberry Hound**
Daws Butler and Don Messick . . . Colpix CP 202
- 101 Strings Play the Blues**
Somerset P 5800
- You Do Something to Me**
Mario Lanza . . . RCA Camden CAL-450
- Perry Como Sings Just for You**
RCA Camden CAL-440
- Perry Como** . . . RCA Camden CAL-511
- Around the World in 80 Days**
Various Artists . . . Somerset P 2800

STEREOPHONIC

- Soul of Spain, Vol. 1**
101 Strings . . . Stereo Fidelity SF 6600
- Soul of Spain, Vol. 2**
101 Strings . . . Stereo Fidelity SF 9900
- Backbeat Symphony**
101 Strings . . . Stereo Fidelity SF 11500
- 101 Strings Play the Blues**
Stereo Fidelity SF 5800
- Silver Screen**
101 Strings . . . Stereo Fidelity SF 7000
- Concerto Under the Stars**
101 Strings . . . Stereo Fidelity SF 6700
- Hawaii in Stereo**
Leo Addeo Orchestra . . . RCA Camden CAS 510
- Opera Without Words**
101 Strings . . . Stereo Fidelity SF 8700
- South Pacific**
Al Goodman Orchestra . . . RCA Camden CAL-421
- Rhapsody in Blue**
Hamburg Philharmonic Orchestra . . . Stereo Fidelity SF 5700

BEST SELLING POP EP'S

- Party Sing Along With Mitch**
Mitch Miller . . . Columbia EPB 13311
- Gunfighter Ballads and Trail Songs**
Marty Robbins . . . Columbia EPB 13491
- Heavenly**
Johnny Mathis . . . Columbia EPB 13511
- Hymns**
Tennessee Ernie Ford . . . Capitol EAP 1-1818
- He'll Have to Go**
Jim Reeves . . . RCA Victor EPA 4357
- Faithfully**
Johnny Mathis . . . Columbia EPB 14221
- Spirituals**
Tennessee Ernie Ford . . . Capitol EAP 1-1818
- Open Fire, Two Guitars**
Johnny Mathis . . . Columbia EP 12701
- This Is Darin**
Bobby Darin . . . Atco EP 4508
- Come Dance With Me**
Frank Sinatra . . . Capitol EAP 1-1069

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

VOICES OF THE SOUTH



Roger Wagner Chorale. Capitol SP 8159. (Stereo & Monaural) — Another handsomely produced package by the well-known chorus. This time, the emphasis is on songs of the South, not the blues, but the old time songs, many of a spiritual nature. "Old Time Religion," "Aura Lee," "I'll Liza Jane," and "Golden Slippers," are samples. The group sings a cappella all the way and they indeed demonstrate beautiful inflection, blend and dynamics. Extremely salable merchandise.

IT'S EVERLY TIME



Everly Brothers. Warner Bros. WS 1381. (Stereo & Monaural) — The boys offer their first album for their new label affiliation. Wisely enough, there has been no rash attempt to change their sound or style of material. One finds, for example, six new tunes by Boudleaux and Felice Bryant, who wrote the Everlys' greatest hits. Also, the simple, guitar dominated accompaniment predominates, again, as in their biggest hits. There's a lot of good new stuff here, some of which certainly qualifies as singles material. Good cover photo.

EVERYTHING BUT THE BEER



Boston Pops (Fiedler). RCA Victor LM 6082 — Here's a delightful, Boston Pops 75th Anniversary package, which includes in its two LP's, a typical Pops concert. Maestro Fiedler wields the baton on a group of favorite opera excerpts, a selection of well-known waltzes and in contrast, he offers selections from "West Side Story," and "Peter Gunn." The handsome two-fold package has a solidly salable cover as well. One of many recordings by the group, this can be among the very best of sellers. Highly unique box packaging will grab plenty of attention.

FABULOUS STYLE OF THE EVERLY BROTHERS



Cadence CLP 3040 — Here is a sampling of some of the Everlys' finest hits, achieved prior to their label change. Tunes include such well-remembered things as "(Til) I Kissed You," "Let It Be Me," "Take a Message to Mary," plus several new offerings which the jocks should be quick to spot. A fine collection, nicely packaged with a great Ivy type cover photo which should generate plenty of action from the fans.

BYE BYE BIRDIE



Original Cast. Columbia KOL 5510 — The hit Broadway show comes to wax with its brightness intact and its vivaciousness showing. It features sparkling performances by the entire cast, including Chita Rivera, Dick Van Dyke, Paul Lunde, Dick Gautier, Michael Pollard, Susan Watson, Kay Medford and the large chorus and orchestra. It is smartly packaged and has an attractive cover. Should sell solidly due to the impact of the show.

Classical

ELMAN JUBILEE RECORD



Mischa Elman. Vanguard VSD 2048. (Stereo & Monaural) — This tribute to Mischa Elman, for his 50 years (actually 52 years) as one of our great violinists, should appeal strongly to his many, many followers. It contains excellent work by Elman on a group of romantic favorites, including the "Meditation From 'Thais'," "Traumerci," "Ave Maria," "Humoresque," and Beethoven's "Minuet in G." The recording is excellent and the cover photo is attractive.

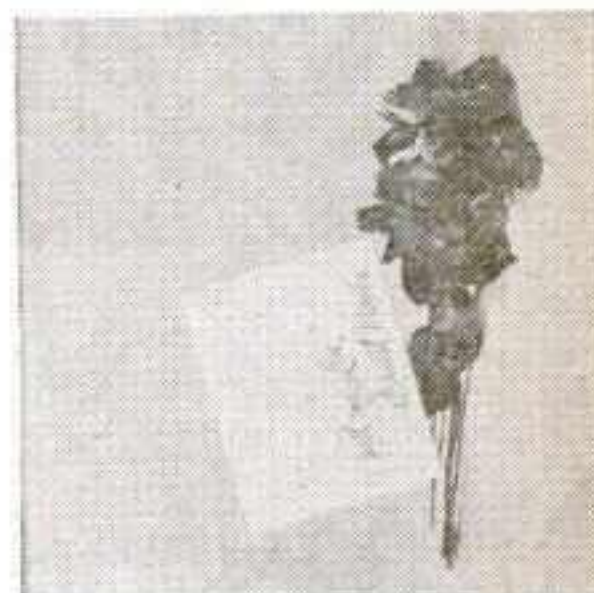
CHOPIN: THE 24 PRELUDES



Alexander Brailowsky, Pianist. Columbia MS 6119. (Stereo & Monaural) — Released "in honor of the 150th anniversary of Chopin's birth," this package has strong name power and commercial appeal. Brailowsky's striking technique and particular flair for Chopin's works are brilliantly highlighted on the 24 Preludes.

(Continued on page 41)

ALBUM COVER OF THE WEEK



WITH MY LOVE, ERNEST MAXIN
— Ernest Maxin and Ork, Top Rank RM 321. Pretty pink cover with love note and roses from the artist. Designed by Maurer Studios, Inc.

THE BROTHERS FOUR

THE JUBIL WARRIOR • SAMA KAMA WACKY BROWN • EDDYSTONE LIGHT
THE DANIEL'S LAMENT (I NEVER WILL MARRY) • DANUA • YELLOW BIRD
SOPALONG • EAST VIRGINIA • GREENFIELDS • DARLIN' • WON'T YOU WAIT
ANGELIQUE--O • HARD TRAVELIN'



HOW ABOUT THAT!

THEIR ALBUM
SKYROCKETING
LIKE THEIR
HIT SINGLE!

"THE BROTHERS FOUR"

Lp (CL 1402/CS 8197)
featuring the smash single
"GREENFIELDS"

FROM
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 39

Low Price Classical

MAHLER: DAS LIED VON DER ERDE; SYMPHONY NO. 2 IN C MINOR

Soloists, Akademie Kammerchor, Singverien der Musikfreunde, Vienna Symphony Orch. (KLEMPERER). (3-12"). Vox VBX 115 — Each of these two works normally requires two disks. Here they are packaged together on three and sold as a "Vox Box" at \$6.95 list. From the standpoint of both price and performance, this constitutes a major bargain and Klemperer's name is certain to mean sales. This being the Mahler centennial year, the composer's works have been receiving wide exposure. These re-issues, tho not quite up to the latest releases in quality of sound, offer fine renditions of two of his best works at very reasonable cost.



Children's

THE GRASSHOPPER AND THE ANTS

Sterling Holloway, Disneyland ST 1905 — This old fable is presented with Sterling Holloway doing the narration in his eternally youthful sounding cracked voice. But the surprise is the quality of the script, which is highly literate as well as humorous, and does not talk down to the moppets. The result, spiced of course with the famed Disney tune "The World Owes Me a Living," is a top children's LP, which can be recommended on any level. Colorful cover will help it sell.



Religious

HYMN OF HEAVEN ON EARTH

Sistine Choir-St. John Lateran Choir, Chancellor CHV 5006. (Stereo & Monaural) — A most ambitious piece of packaging by the label that's better known for its Frankie Avalon and Fabian. This choir and organ offering was recorded in the Vatican's Sistine Chapel in Rome and presents a number of the best-known and some lesser-known Catholic hymns and traditional items of the church. The dual fold cover contains a booklet with a number of splendid color photos of the chapel, including photos of both the late Pope Pius XII and the present Pope John XXIII. Without question, this should garner much attention.



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

NEW YORK'S A SONG

Ralph Burns Ork. Decca DL 9068 — This is a noteworthy new album by Ralph Burns and his orchestra. It could be called an up-to-date version of "Manhattan Tower," altho instead of having an original musical score, it has tunes about New York ("Manhattan," "I Happen to Like New York," "Lullaby of Broadway," etc.), with each tune preceded by the actual sounds of New York. The album contains striking photos of the city — 12 pages — plus essays on New York by Louis Untermeyer and Gilbert Millstein. All in all a remarkable performance, musically, pictorially, and lyrically as well.

JAZZ TALENT

LES McCANN LTD. PLAYS THE TRUTH

Pacific Jazz S-2 — Les McCann is a new young pianist who has a chance to make a name for himself in the jazz world. He plays piano with a style of his own, and with a churchy feel that is often called "soul" or "funk" these days. He is modern and up-to-date but he retains both feeling and melody in his playing. Tunes here include his own "The Truth," and "A Little 3-4 for God & Co.," and some standards including "I'll Remember April," and "How High the Moon." A talent worth watching.

SPECIALTY

FUN WITH DRUM STICKS

Various Artists. Music Minus One MMO 125 — An ideal display item for dealers. The attractive box has two full-sized drum sticks visible in a cutout. The disk features some well-known jazz musicians excluding a drummer, enabling the buyer to supply his own beat. Anyone who has had the yen—and there must be millions—now has the chance at \$3.98 list to satisfy it on the likes of "The Lady Is a Tramp," "Perdido," "I'll Take Romance," and Duke Ellington's "Cottontail." Instructions are included.



TERRIFIC FOR DANCING

The most exciting dance LP in years

BILL BLACK'S COMBO

SAXY JAZZ

12002



White Silver Sands; The Wheel; Crankcase; Deep Elm Blues; Before Dawn; Accentuate The Positive; Smokie—Part 2; Frankie And Johnny; Tuxedo Junction; Cyclone Bop; Dee J. Special; Anytime.

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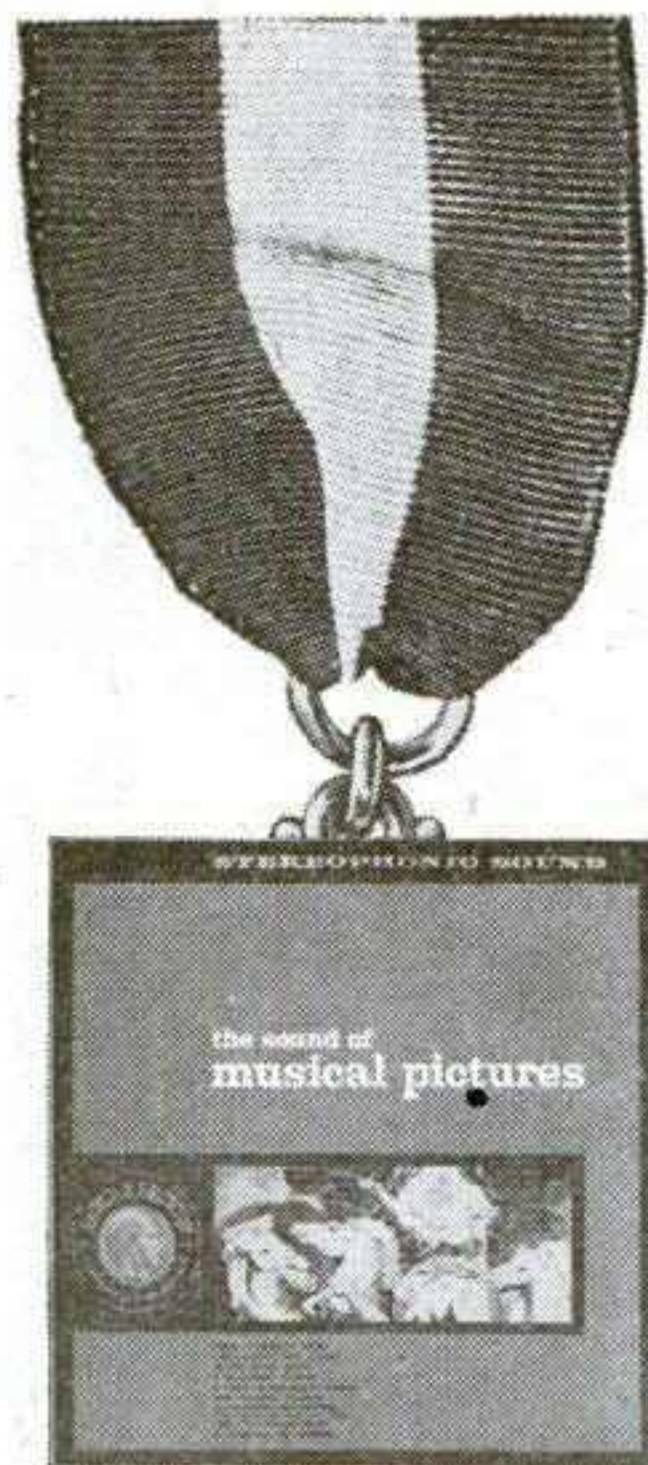
Medallion means: one of the most exciting new developments in sound since the introduction of stereo itself. **Medallion means:** a whole new profitable direction of sales for you. **Medallion means:** stereo music truly comes of age—and monophonic sound achieves a new brilliance. **Medallion means:** unparalleled effects in separation and balance. **Medallion means:** new techniques of scoring for maximum musical pleasure. **Medallion means:** performance by top-flight artists. **Medallion means:** packaging that sells on sight. **Medallion means:** an especially profitable mark-up for you. **Medallion means:** a complete program of dealer aids and consumer advertising. **Medallion means:** the top of the best seller lists. **Medallion means:** act now! Contact your Medallion distributor. **EVERY KAPP DISTRIBUTOR IS A MEDALLION DISTRIBUTOR.**



THE SOUND OF TOP BRASS
The Peter London Orchestra

Fascinating portraits in brass, painted in wonderfully exciting sound. Includes: Cachita • Among My Souvenirs • Sabre Dance • Mambo #5 • You made Me Love You • The Toy Trumpet • Holiday for Strings • and others.

*ML 7500 • MS 7500 • MST 47000



THE SOUND OF MUSICAL PICTURES
The Medallion Concert Band

Pictures in sound! Objects and events move before you in a wide panorama of living sound. Here is music you can almost see. Includes: The Midnight Fire Alarm • In The Clock Store • Ben Hur—Chariot Race • and others.

*ML 7501 • MS 7501 • MST 47001



THE SOUND OF STRINGS
Michael Leighton & His Orchestra

A sparkling showcase of string instruments—subtle textures and bold contrasts in startling new sound. Includes: Cheek To Cheek • Imagination • As Time Goes By • Sleepy Lagoon • I Had The Craziest Dream • and others.

*ML 7502 • MS 7502 • MST 47002



THE SOUND OF A CHORUS
The Companeros de Mexico

A collection of magnificent Latin American songs, kindled into choral music of unequalled fire and excitement by the Companeros de Mexico, featuring Carlos Ramirez. Includes: Guadalajara Cielito Lindo • and others.

*ML 7503 • MS 7503 • MST 47003

*ML: Monophonic • MS: Stereophonic • MST: 4 track Stereo tape

ATCO

Does it again!

1960's Top Talent "Find"

INTRODUCING
THE FABULOUS
NINA & FREDERIK



"Introducing
the Fabulous

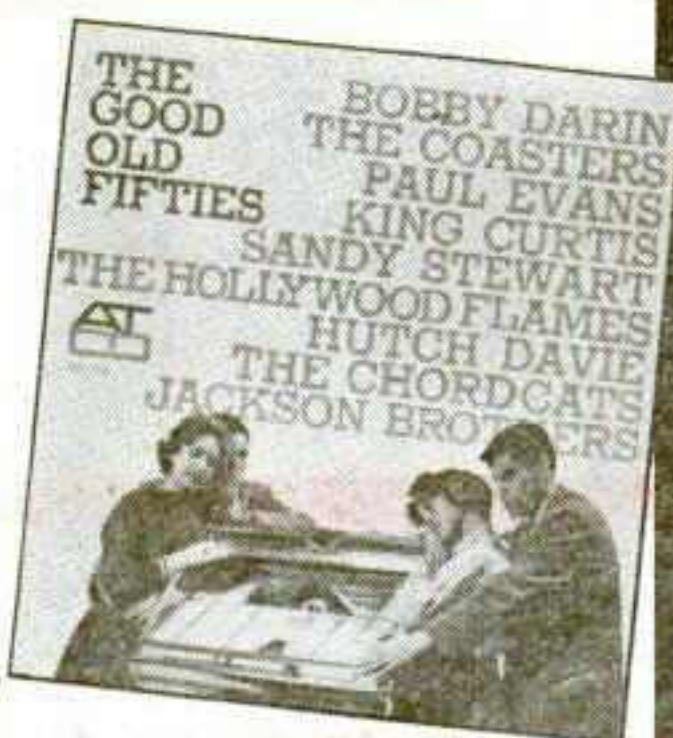
Nina & Frederik"

NINA & FREDERIK have dominated European LP best-seller charts in recent months. Some weeks as many as 3 of England's Top 10 best-selling LPs have been by NINA & FREDERIK.

Watch this handsome couple's sophisticated folk songs sweep the country!

The Good Old Fifties

ATCO 33-118
available monaural only



A SURE-FIRE TEEN-AGE HIT!

Atco's pop and rock & roll hits of the Fifties — by stars like BOBBY DARIN, THE COASTERS, PAUL EVANS, SANDY STEWART, KING CURTIS and many others.

ATCO RECORDS

• Reviews and Ratings of New Albums

★★★★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ CLASSICS WITH A CHASER
Caterina Valente and Werner Muller and his Ork. RCA Victor LSP 2119 (Stereo)—An unusual package, and one which will provide uncommon programming for jockeys. The thrush and the conductor arranger present their versions of "Piano Concerto No. 1," "Tonight We Love," "Reverie," the "Polonaise," etc. Miss Valente sings on half of the bands, while the ork does classically-oriented instrumentals (with modern effects) on the other half. Miss Valente is a charming vocalist.

★★★★ THE WORLD IN MY ARMS
Anita Ellis, Elektra EKL 179—Miss Ellis is a real pro when it comes to turning on expressiveness and warmth in a smart song. And the material she selected for this effort is smart indeed and largely anchored to the torch, supper club style. This despite the fact that the fine Peter Matz arrangements are largely of a swinging, jazz-inspired order. Her tunes include "World in My Arms," "A Lady Must Live," "Fun to Be Fooled" and "Put the Blame on Mame," for which the thrush was the "voice" of Rita Hayworth in the picture, "Gilda." A highly satisfying set.

★★★★ LOVE TALK
Barbara McNair, Signature SM 1042—Miss McNair, who has been around for several years in other areas of the disk scene, has her best effort to date. The gal thrushes with smartness and polish, plus considerable emotion on a brace of good ballads. A sneaky choice, aside from the theme of love, is "Kansas City," which she also handles with savvy. Canadian orkster, Jack Kane, contributed fine arrangements for this date. Cover shot of the gal will help sell this, and jocks will find a lot worthy of exposure in the set.

★★★★ RAISIN' KANE
Jack Kane, Signature SM 1002 — Jack Kane, the swingin' Torontonian, has had several good instrumental sets out on other labels and this continues the string of solid listening stuff. Here, Kane turns to a strictly woodwind, reed complement and a vocal chorus heard as a supporting instrument—that is, without lyrics. Kane's scoring know-how gives the reeds a gutsy, brash sound where 't's needed to substitute for the brass, and the vocal work adds considerable interest. Fine oldies like "Tea for Two" and "Me and My Shadow" dominate the set. Sound is solid and clean.

★★★★ RIDIN' HIGH
Teresa Brewer, CORAL CRL 57315—This is a plus edition of the chantess, with a special book-type package, and photos of the thrush's domestic life. It's a lively, bright set of sides, with sparkling arrangements by Dick Jacobs. The arrangements have a modern quality. Sides include "Ridin' High," "Lullaby of Birdland," "They Can't Take That Away From Me," etc.

★★★★ THE BIG BAND DIXIE SOUND
T. J. Heath, London P5 184—The British maestro blends a melodic swing style with a pleasant Dixieland beat for spinnable results. Henry McKenzie contributes stand-out clarinet work on "Riverboat Shuffle." Other solid sides are "Muskrat Ramble," "I Wish I Could Shimmy Like My Sister Kate" and "Darktown Strutters' Ball."

★★★★ MADISON TIME
Ray Bryant, Columbia CL 1476 — Ray Bryant, who has one of the two currently hot singles on "The Madison," repeats Parts one and two of that hit here, along with several new and commercial offerings. Also included are "Split T," parts one and two and "Hit It," parts one and two. The footwork for the Madison dance is carefully and clearly diagrammed for the terpers. Beyond this, the Bryant combo features a fine sound with its brass and reed complement along with rhythm. A whole lot of dancing stuff here that jocks especially will like.

★★★★ PUT ON YOUR DANCING SHOES
George Williams, United Artists UAL 3076 — Here's a nice job of updating the big band, swing sound without losing the special advantages of that unique brand of music. Arrangements are by George Williams and he has turned in a great job on such items as "That's What You Think," "Swanee River," "I'll Never Smile Again," and others of that palmy day. A solid recording job is another asset of the package. This can be sold.

POPULAR ★★★

★★★ LIKE YESTERDAY
Beverly Kenney, Decca DL 8948—The late Beverly Kenney had a sweet, child-like vocal quality and pleasant jazz-styled phras-

JAZZ ★★★★★

★★★★ CAN CAN-ANYTHING GOES
Benny Carter-Hal Schaefer, United Artists UAL 3055 — Carter and Schaefer team up on this disk for some interesting results in show music interpretations. Carter's tasteful arrangements of Cole Porter's "Anything Goes" score are featured on one side, while Schaefer's equally solid jazz treatments of Porter's "Can Can" score are highlighted on the flip. Both men contribute sock solo work on both sides.

★★★★ TEDDY WILSON
And Then They Wrote, Columbia CS 8238 (Stereo & Monaural)—Fine jazz piano, relaxed and facile. Jazz fans, and jazz and pop jockeys must find it a package of enchantment. It contains Jelly Roll Morton's "King Porter Stomp," Fats Waller's "Honeysuckle Rose," Earl Hines' "Rosetta," and other pieces by Thelonius Monk, George Shearing, Erroll Garner, Count Basie, etc. For the true aficionado, there's a set of fine notes by Charles Edward Smith.

★★★★ CAN-CAN
Terry Gibbs Quintet, Verve VS 6145—(Stereo & Monaural)—Gibbs and his Quintet provide tasteful, melodic jazz instrumental treatments of Cole Porter's "Can-Can" score, including the additional Porter tunes featured in the new film version. Swinging jazz solos are contributed by Herb Ellis, Frank Strazzeri, Frank Capp and, of course, Gibbs on vibes. Solid jazz jockey wax.

COUNTRY & WESTERN ★★★★★

★★★★ WE GO!—FIDDLIN' COUNTRY STYLE
Ken Clark, Tommy Hill, Country Gentlemen, Jim Eanes, Hary Choates and other Various Artists, Starday SLP 114—Here's a bright, verveful instrumental package of country fiddlin' music, featuring a wide range of fiddling styles—mountain break-downs, twin fiddles, Western swing, French Cajun, waltzes, etc. Danceable, spinnable material for c.&w. jocks.

FOLK ★★★★★

★★★★ SONGS OF THE SABRAS
Karmon Israeli Folk Dancers and Singers, Vanguard VSD 2059 (Stereo & Monaural)—There is a growing amount of Israeli folk repertoire now reaching the market, but this well done "stereolab" production can find buyers. The mixed ensemble brings its offerings a lifelike verve and vigor in its presentation of a score of flavorful numbers. Lyrics are in Hebrew and accompaniment is rich with the sound of native instrumentation. Full translations appear in an accompanying leaflet.

★★★★ OUT OF THE GHETTO—SONGS OF THE JEWS IN AMERICA
Leon Lishner, bass, Vanguard VRS 9068—This album will have greatest appeal in areas where there is a first and second generation Jewish population. It is a unique collection of Yiddish songs which have been sung by American Jews for many years. Basso Leon Lishner's renditions are dramatic and reflect real feeling. Complete texts, including transliterations and translations, are included on a leaflet.

★★★★ WE SING OF THE SEA
Seafarers, Elektra EKL 182—Here's a jolly, lusty collection of chancies by the vocal group. There are 17 songs, embodying three basic types including the work songs, tunes sung for amusement and those of a religious nature. The singing has a bright, authentic quality about it and the package is imaginatively done, with a fine cover of schooner, a booklet containing lyrics of all the material and a liner which details the sea chantey in its historical perspective. Folk buyers will find much pleasure and quality here.

SACRED ★★★★★

★★★★ SUNSHINE BOYS—THE WORD
Starday SLP 113—Good bracing song fest of revival and gospel material. The well known group currently appears on WWVA, Wheeling, W. Va. and their audiences in those territories and beyond should have this collection. Included are "Satisfied Mind," "God Is Real," "We Need a Lot More of Jesus (and a Lot Less Rock and Roll)," among others. Fine, clean sound from the group and its guitar and piano accompaniment.

★★★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★ LIKE YESTERDAY
Beverly Kenney, Decca DL 8948—The late Beverly Kenney had a sweet, child-like vocal quality and pleasant jazz-styled phras-

ing. Selections—solid spin material for jazz and hip pop jocks—include such nostalgic standards as "Sentimental Journey," "What a Diff'rence a Day Makes" "And the Angels Sing," etc.

(Continued on page 95)

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- THE IMPORTANCE OF BEING ERNEST *DL 8834
- THE DADDY OF 'EM ALL DL 8553
- ERNEST TUBB FAVORITES DL 8291

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- KITTY'S CHOI *DL 8979
- KITTY WELLS' COUNTRY HIT PARADE DL 8293
- LONELY STREET DL 8732
- AFTER DARK DL 8888
- DUST ON THE BIBLE *DL 8858
- WINNER OF YOUR HEART DL 8552

RED FOLEY

- LET'S ALL SING TO HIM *DL 8903
- MY KEEPSAKE ALBUM DL 8806
- HE WALKS WITH THEE DL 8767
- BEYOND THE SUNSET DL 8296
- RED FOLEY SOUVENIR ALBUM DL 8294

WEBB PIERCE

- WEBB WITH A BEAT! *DL 4015
- WEBB! *DL 8899
- BOUND FOR THE KINGDOM *DL 8889
- JUST IMAGINATION DL 8728
- THE WONDERING BOY DL 8295
- WEBB PIERCE DL 8129

THE WILBURN BROTHERS

- LIVIN' IN GOD'S COUNTRY *DL 8959
- SIDE BY SIDE *DL 8774
- WILBURN BROTHERS (Teddy and Doyle) DL 8576

BILL MONROE

- I SAW THE LIGHT DL 8769
- KNEE DEEP IN BLUE GRASS DL 8731

PATSY CLINE

- PATSY CLINE DL 8611

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THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING APRIL 23

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	This Week	Tune	Composer-Publisher	Weeks on Chart
1	1	STUCK ON YOU	By Aaron Schroeder—J. Leslie McFarland—Published by Gladys (ASCAP)	5
2	2	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	8
3	4	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	8
4	3	THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	16
5	7	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	4
6	8	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	6
7	23	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	2
8	6	SINK THE BISMARCK	By J. Horton & T. Franks—Published by Cajun (BMI)	8
9	15	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	5
10	10	WHITE SILVER SANDS	By C. G. Mathews & G. Reinhart—Published by Sharina (BMI)	7
11	5	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	18
12	13	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (ASCAP)	5
13	16	STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	4
14	9	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	12
15	11	I LOVE THE WAY YOU LOVE	By Gordy-Mikaljon—Published by Jobette (BMI)	7
16	14	STEP BY STEP	By Ollie Jones and Billy Dawn Smith—Published by Winneton (BMI)	5
17	18	MR. LUCKY	By Henry Mancini—Published by Southdale (ASCAP)	3
18	12	FOOTSTEPS	By B. Mann-H. Hunter—Published by Aldon (BMI)	7
19	—	HE'LL HAVE TO STAY	By Charlie Grean—J. & A. Allison—Published by Central Songs (BMI)	1
20	17	PUPPY LOVE	By Paul Anka—Published by Spanka (BMI)	10
21	21	CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	2
22	—	GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	1
23	—	PAPER ROSES	By Spielman-Torre—Published by Pambill (ASCAP)	1
24	—	DOGGIN' AROUND	By Lena Agree—Published by Lean (SESAC)	2
25	26	FAME AND FORTUNE	By Ben Wiseman & Fred Wise—Published by Gladys (ASCAP)	3
26	—	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	1
27	25	LONELY WEEKENDS	By Rice—Published by Knox (BMI)	2
28	19	WILD ONE	By Lowe-Mann & Appel—Published by Lowe (ASCAP)	13
29	24	MONEY	By J. Bradford Gordy Jr.—Published by Jobette (BMI)	6
30	27	WHAT AM I LIVING FOR	By Harris-Jay—Published by Rush-Progressive (BMI)	2

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. STUCK ON YOU** — Elvis Presley, Vic 7740.
- 2. GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp 323.
- 3. SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- 4. THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Jackie Rae, Epic 9366; Hugo Winterhalter, Vic 7599.
- 5. NIGHT**—Jackie Wilson, Brunswick 55166.
- 6. THE OLD LAMPLIGHTER** — Browns, Vic 7700.
- 7. CATHY'S CLOWN**—Everly Brothers, Warner Bros. 5151.
- 8. SINK THE BISMARCK**—Johnny Horton, Col 41568.
- 9. LET THE LITTLE GIRL DANCE** —Billy Bland, Old Town 1076.
- 10. WHITE SILVER SANDS** — Bill Black's Combo, Hi 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- 11. HE'LL HAVE TO GO** — Billy Brown, Col 41330; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- 12. CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- 13. STAIRWAY TO HEAVEN**—Neil Sedaka, Vic 7709.
- 14. SWEET NOTHIN'S**—Brenda Lee, Dec 30967.
- 15. I LOVE THE WAY YOU LOVE**—Marv Johnson, United Artists 208.
- 16. STEP BY STEP**—Crests, Coed 525.
- 17. MR. LUCKY**—Georgie Auld Ork, Top Rank 2037; Henry Mancini, Vic 7705.
- 18. FOOTSTEPS** — Steve Lawrence, ABC-Paramount 10085.
- 19. HE'LL HAVE TO STAY**—Jeanne Black, Cap 4368; Corina Minette, ABC-Paramount 10097.
- 20. PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jesse Duboy Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- 21. CHERRY PIE**—Skip & Flip, Brent 7010; Marvin & Johnny, Kent 203.
- 22. GOOD TIMIN'**—Jimmy Jones, Cub 9067.
- 23. PAPER ROSES** — Anita Bryant, Carlton 528.
- 24. DOGGIN' AROUND**—Count Basie Ork/J. Rushing, Dec 28926; Jackie Wilson, Brunswick 55166.
- 25. FAME AND FORTUNE** — Elvis Presley, Vic 7740.
- 26. LOVE YOU SO**—Rod Holden, Donna 1315.
- 27. LONELY WEEKENDS** — Charlie Rich, Phillips International 3552.
- 28. WILD ONE**—Bobby Rydell, Cameo 171.
- 29. MONEY** — Barrett Strong, Anna 1111.
- 30. WHAT AM I LIVING FOR?** — Ernest Tubbs, Dec 30759; Conway Twitty, M-G-M 12886; Chuck Willis, Atlantic 1179.

CONCERT REVIEW

Collegiate Chorale at Town Hall

The Collegiate Chorale presented a concert at Town Hall last Tuesday (3) consisting of three rarely performed choral works, two of which were of some interest as oddities and proved pleasant listening. The third is a genuine masterpiece. The latter was Mozart's Grand Mass in C Minor (K. 427), in which the composer turned out one of the most difficult yet captivating and moving choral works extant.

The Collegiate Chorale, conducted by Mark Orton, proved up to the assignment. The leading solo work was sung, superbly for the most part, by soprano Adele Addison, with mezzo Joan Marie Moynagh also handling her arias well. Miss Addison, however, had to be at the top of her form for the extremely difficult vocal demands made by Mozart, as in the "Et Incarnatus Est." The male soloists, Paul Huddleston and Raymond Murcell, participated only in group efforts, but did well when called upon.

The other two works were Handel's youthful "Psalm 112," sung by a reduced chorus with Miss Addison the able soloist; and Brahms' "Nanie," a mellifluous choral work with shifting colors and harmonies which were ably brought out by the Collegiate Chorale. Sam Chase.

Lawsuits Follow Ankling Dee Jays

NEW YORK — Dee Jays Eddie Clark and "Jumpin' George" Oxford have received some convincing proof of their value as broadcasters, but neither jock is very happy about it. Both spinners recently switched stations and in both cases the rejected outlets have taken the matter to court.

Clark's old outlet, Storz station WHB, Kansas City, Mo., filed an injunction suit last week seeking to prevent Clarke from working—as deejay and manager for his new employee, KABC, same city.

The Storz outlet claims Clarke's contract with WHB is not up until November 12, and that according to the pact the spinner can not work for any other station within 35 miles of WHB until 18 months after that date. Clarke's lawyer contends that the WHB contract was breached when the outlet didn't raise the jockey's salary, as called for under terms of their contract.

SORD Sets Scene

Continued from page 8

a folk artist who has two LP's on Folkways.

Among the other features being lined up for the convention is a talk by Irving Randolph, the prexy of the New Jersey co-op movement. Randolph, who owns the Bandwagon Record Shop in East Orange, has already been invited, Spector said.

Following his meeting here with the Board of DISC, Spector told The Billboard he was "impressed with their sincerity and seriousness about the whole undertaking. Their accountant is a man who also helped set up the Shop Rite grocery operation, so he's had plenty of experience in this kind of thing."

Spector continued: "I'm going to tell our boys in the Florida Association and the members of SORD who have asked about it that this outfit is headed in the right direction. There'll be some disappointments, of course, but that's all part of the growing pains. They'll all be ironed out in due time. It can be a great thing for all of us."

Meanwhile, in New Jersey, Randolph said that ordering for the co-op would start next week, with full-line stocking to be completed around June 1. "We'll carry close to 100 labels in stereo and monaural and all the pop hits," he said, "and we intend to have full lines of needles, racks, covers, cloths and other accessories."

Distrib Letter

Continued from page 8

the distributor, he doesn't have it. So are we supposed to lose business because he doesn't get it in stock fast? We naturally go to a reliable one-stop and he'll always have a hot one for us. But if we buy from the one-stop, that purchase doesn't count toward that \$100 we need to qualify for the 5 per cent return."

The move was also being seen as an attempt to build up the singles business, which, according to many reports from the field, is lagging notably.

Station KSAN, San Francisco, filed two suits against Oxford last month, charging rival station KDIA, Oakland, Calif., (also named in the suit) lured him away (from KSAN) and induced him to break his contract with KSAN. Oxford was accused by KSAN of accepting \$40,000 in payola since 1955, thereby —they alleged—cutting into legit time buys for the station.

Station KSAN obtained a temporary restraining order preventing Oxford from using the trade names of "Ole Jumpin'," "Jumpin' George" and/or "Jumpin' George Oxford." Another jockey is now using the name "Jumpin' George" on KSAN.

Rhythm and blues jock Oxford, who has used the name "Jumpin' George" for 10 years, claims his contract with KSAN expired April 1. He avers the station has known all about his payola activities and participation in the record business since he first joined it in 1955.

AmPar Signs

Continued from page 8

keep up at the present rate, according to prexy Sam Clark, the firm expects to hit the \$12,000,000 gross mark this year.

The greatly increased business of AmPar this year is the reason for the trip to Europe this week of Harry Levine, veepee of the American Broadcasting - Paramount Theaters Company disk subsidiary. Levine leaves Wednesday (11) to look over various European markets for the firm. As head of the international division, Levine also oversees the LP division of the diskery and thus is accomplishing a dual purpose with the trip. Levine will spend three weeks in Europe, with meetings skedded in Paris and London.

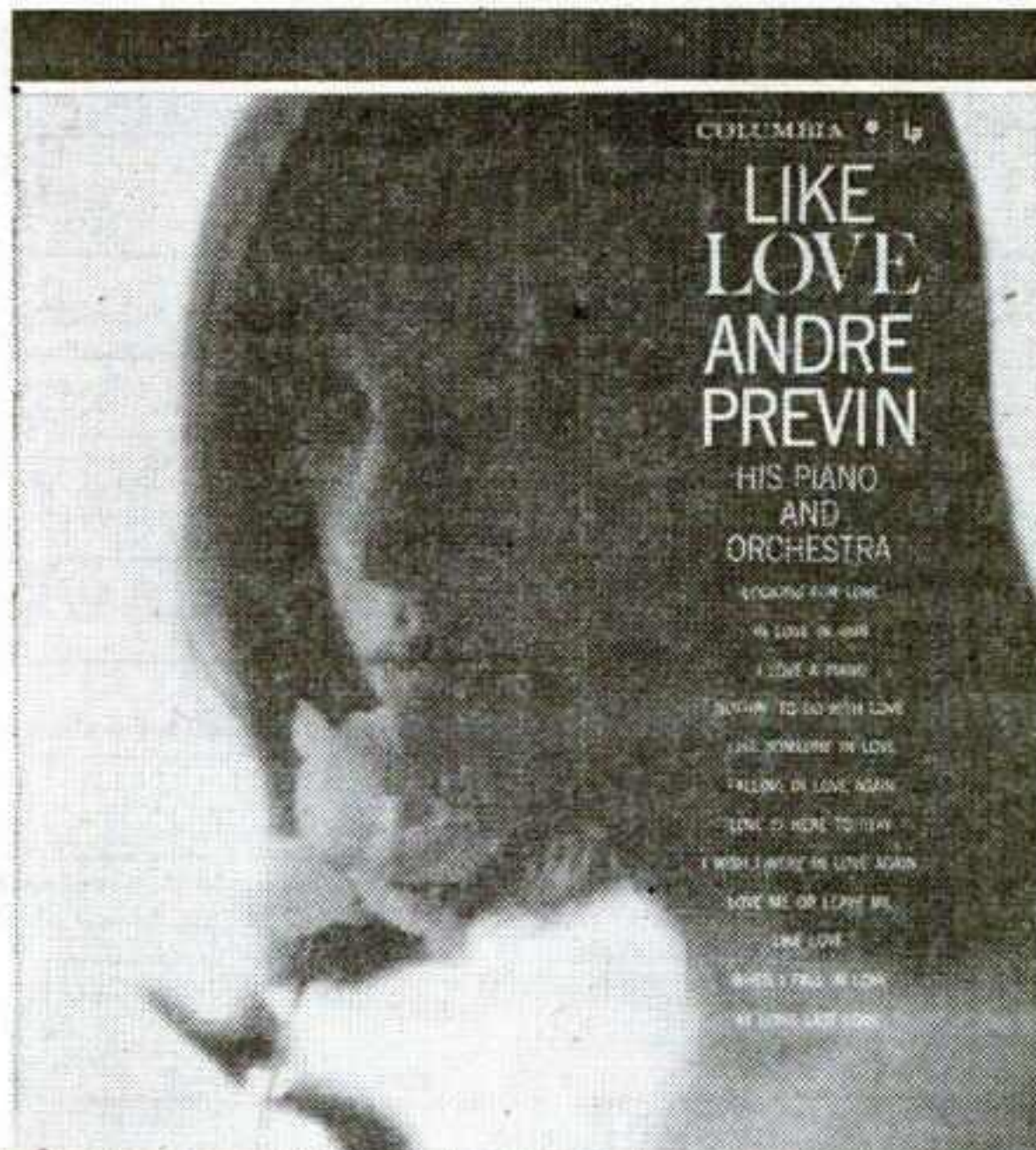
Hub Distrib

Continued from page 8

vert trade unfairly from competitors. If these activities "result in the consequences alleged," Mutual said, "then the respondent have in fact been the victims of rather than the participants in such acts, practice and methods."

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FOR WEEK ENDING MAY 15

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	6	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	6
2	2	2	2	GREENFIELDS	Brothers Four, Columbia 41571		A	12
3	15	74	94	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151		S	4
4	6	13	9	NIGHT	Jackie Wilson, Brunswick 55166			8
5	3	6	9	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			15
6	4	3	5	SINK THE BISMARCK	Johnny Horton, Columbia 41568		A	10
7	5	8	16	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700		S	9
8	7	12	14	CRADLE OF LOVE	Johnny Preston, Mercury 71598			7
9	11	19	27	STAIRWAY TO HEAVEN	Neil Sedaka, RCA Victor 7709		S	7
10	8	18	18	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			13
11	14	9	12	WHITE SILVER SANDS	Bill Black's Combo, HI 2021			10
12	13	11	13	I LOVE THE WAY YOU LOVE	Mary Johnson, United Artists 208			10
13	42	48	67	GOOD TIMIN'	Jimmie Jones, Cub 9067			4
14	17	17	15	STEP BY STEP	The Crests, Coed 525			11
15	35	26	46	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			6
16	10	10	4	SWEET NOTHIN'S	Brenda Lee, Decca 30967			21
17	20	20	44	FAME AND FORTUNE	Elvis Presley, RCA Victor 7740		S	5
18	9	4	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41498		A	18
19	18	14	11	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			10
20	12	5	8	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	20
21	37	—	—	HE'LL HAVE TO STAY	Jeanne Black, Capitol 4368			2
22	19	35	51	CHERRY PIE	Skip and Flip, Brent 7010			6
23	34	57	89	PAPER ROSES	Anita Bryant, Carlton 528		S	5
24	16	7	3	PUPPY LOVE	Paul Anka, ABC-Paramount 10082		S	12
25	25	41	61	LONELY WEEKENDS	Charlie Rich, Philips International 3552			9
26	36	40	39	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			11
27	33	39	41	LOVE YOU SO	Rod Holden, Donna 1315			6
28	21	22	33	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	6
29	26	36	47	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12886			7
30	59	88	97	BURNING BRIDGES	Jack Scott, Top Rank 2041			4
31	51	83	95	BARBARA	Temptations, Goldisc 3001			4
32	30	44	79	MADISON	Al Brown's Tunetoppers, Amy 804			6
33	57	98	—	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	41	64	55	OOH POO PAH DOO (Part 2)	Jessie Hill, Mint 607			7
35	22	15	10	MAMA	Connie Francis, M-G-M 12878		S	12
36	28	25	23	MONEY	Barrett Strong, Anna 1111			15
37	45	66	81	TIES THAT BIND	Brook Benton, Mercury 71566		S	5
38	53	55	87	MADISON TIME	Ray Bryant, Columbia 41628			5
39	24	21	21	CLEMENTINE	Bobby Darin, Atco 6161			8
40	38	45	49	FANNIE MAE	Buster Brown, Fire 1008			15
41	27	28	31	ANGELA JONES	Johnny Ferguson, M-G-M 12885			12
42	29	23	22	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor 1048			9
43	32	30	26	BIG IRON	Marty Robbins, Columbia 41589		A	9
44	31	29	36	APPLE GREEN	June Valli, Mercury 71588			10
45	48	49	57	YOU DON'T KNOW ME	Lennie Welch, Cadence 1373			11
46	39	31	29	JUST ONE TIME	Don Gibson, RCA Victor 7690		S	10
47	23	16	7	WILD ONE	Bobby Rydell, Cameo 171			15
48	77	84	100	GOT A GIRL	Four Preps, Capitol 4362			4
49	62	71	82	NOBODY LOVES ME LIKE YOU	Flamingos, End 1068			4
50	47	43	34	SUMMER SET	Monty Kelly, Carlton 527		S	11
51	55	—	—	FOR LOVE	Lloyd Price, ABC-Paramount 10102			2
52	—	—	—	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			1
53	52	46	35	(WELCOME) NEW LOVERS	Pat Boone, Dot 16048		S	11
54	—	—	—	DING-A-LING	Bobby Rydell, Cameo 175			1
55	64	95	—	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			3
56	71	85	—	WHEN YOU WISH UPON A STAR	Dion and the Belmonts, Laurie 3052			3
57	40	24	25	TEDDY	Connie Francis, M-G-M 12878		S	11
58	61	63	65	EARTH ANGEL	Johnny Tillotson, Cadence 1377			5
59	96	89	—	TELL ME THAT YOU LOVE ME	Fats Domino, Imperial 5660			3
60	63	78	92	HITHER, THITHER AND YON	Brook Benton, Mercury 71566		S	4
61	97	—	—	THINK	James Brown and Famous Flames, Federal 12370			2
62	44	52	71	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette 4234			5
63	88	70	76	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount 10088			4
64	76	75	85	PLEDGING MY LOVE	Johnny Tillotson, Cadence 1377			5
65	94	—	—	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		S	2
66	46	33	24	O, DIO MIO	Annette, Vista 354			12
67	73	81	88	JENNY LOU	Sonny James, NRC 050			5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	72	100	—	DUTCHMAN'S GOLD	Walter Brennan, Dot 16066			3
69	75	—	—	IS IT WRONG (FOR LOVING YOU)	Webb Pierce, Decca 31058			2
70	91	92	—	EASY LOVIN'	Wade Flemons, Vee Jay 344			3
71	—	—	—	SWINGING SCHOOL	Bobby Rydell, Cameo 175			1
72	82	90	74	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay 333			13
73	60	47	52	TEEN EX	Browns, RCA Victor 7700			7
74	43	42	43	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot 15985			17
75	68	87	98	A STAR IS BORN (A LOVE HAS DIED)	Mark Dinning, M-G-M 12888			4
76	89	—	—	BESAME MUCHO	Coasters, Atco 6163			2
77	56	27	28	BEATNIK FLY	Johnny and the Hurricanes, Warwick 520			13
78	86	—	—	OH, LITTLE ONE	Jack Scott, Top Rank 2041			2
79	87	93	—	NO IF'S—NO AND'S	Lloyd Price, ABC-Paramount 10102			3
80	80	—	—	ALL I COULD DO WAS CRY	Etta James, Argo 5359			2
81	74	—	—	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			2
82	—	—	—	PINK CHIFFON	Mitchell Torok, Gudyen 2034			1
83	54	37	32	LITTLE BITTY GIRL	Bobby Rydell, Cameo 171			15
84	70	51	40	TALL OAK TREE	Dorsey Burnette, Era 3012			15
85	—	—	—	THEME FOR YOUNG LOVERS	Percy Faith, Columbia 41655			1
86	—	—	—	JUMP OVER	Freddy Cannon, Swan 4053			1
87	100	—	—	WHEEL OF FORTUNE	LaVern Baker, Atlantic 2059			2
88	49	32	30	STARBRIGHT	Johnny Mathis, Columbia 41583		A	11
89	58	34	20	HARBOR LIGHTS	The Platters, Mercury 71563		S	16
90	99	—	—	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208		S	2
91	—	—	—	PUT YOUR ARMS AROUND ME, HONEY	Ray Smith, Judd 1017			1
92	—	99	—	BEAUTIFUL OBSESSION	Sir Chauncey, Warner Bros. 5150			2
93	—	—	—	BEFORE I GROW TOO OLD	Fats Domino, Imperial 5660			1
94	—	—	—	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			1
95	—	—	—	COTTAGE FOR SALE	Little Willie John, King 5342			1
96	50	54	54	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence 1378			8
97	—	—	—	WONDERFUL WORLD	Sam Cooke, Keen 82112			1
98	66	69	73	THINK ME A KISS	Clyde McPhatter, M-G-M 12877			6
99	—	—	—	I'LL BE SEEING YOU	Five Satins, Ember 1061			1
100	—	—	—	PENNIES FROM HEAVEN	Skyliners, Calico 117			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

- *GOT A GIRL Four Preps
(Lar-Bel, BMI) Capitol 4362
- *EVERYBODY'S SOMEBODY'S FOOL... Connie Francis
(Aldon, BMI) M-G-M 12899
- *DING-A-LING
SWINGING SCHOOL Bobby Rydell
(Lowe, ASCAP)
(Columbia Pictures, ASCAP) Cameo 175

*WHEN YOU WISH UPON A STAR.....
..... Dion & the Belmonts
(Bourne, ASCAP) Laurie 3052

*TELL ME THAT YOU LOVE ME
BEFORE I GROW TOO OLD..... Fats Domino
(Travis, BMI)
(Travis, BMI) Imperial 5560

*THINK James Brown & the Famous Flames
(Armo, BMI) Federal 12370

C&W—No selections this week.

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. LAST CHANCE Colly & the Satellites, Sho-Biz
2. MY LITTLE HONEYDRIPPER..... Joe Turner, Atlantic
3. PLEASE DON'T EAT THE DAISIES..... Doris Day, Columbia
4. ROLL CALL COMPANY "J"..... Balladeers, Delfi
5. OUR WALTZ Sarah Vaughan, Mercury
6. JOHN HENRY Buster Brown, Fire
7. FINGER POPPIN' TIME.. Hank Ballard & the Midnighters, King
8. THE URGE..... Freddy Cannon, Swan
9. BIOLOGY Sue Raney, Capitol
10. THAT'S YOU Nat King Cole, Capitol
11. SHADOWS OF LOVE..... LaVern Baker, Atlantic
12. I REALLY DON'T WANT TO KNOW.. Tommy Edwards, M-G-M
13. BIOLOGY Danny Valentino, M-G-M
14. DOWN THE AISLE Ike Clanton, Ace
15. HOLY ONE..... Freddie Fender, Imperial

HOT 100: A TO Z

A Star Is Born (A Love Has Died)	75
All I Could Do Was Cry	80
Am I That Easy to Forget	74
Angela Jones	41
Another Sleepless Night	55
Apple Green	44
Baby, What Do You Want Me to Do	72
Barbara	31
Beatnik Fly	77
Beautiful Obsession	92
Before I Grow Too Old	93
Besame Mucho	76
Big Iron	43
Burning Bridges	30
Cathy's Clown	3
Cherry Pie	22
Clementine	59
Cottage for Sale	95
Cradle of Love	8
Ding-A-Ling	54
Doggin' Around	15
Don't Throw Away All Those Teardrops	42
Dutchman's Gold	68
Earth Angel	58
Easy Lovin'	70
Everybody's Somebody's Fool	52
Fame and Fortunes	17
Fannie Mae	40
Footsteps	19
For Love	51
Good Timin'	13
Got a Girl	48
Greenfields	2
Happy Go Lucky Me	90
Harbor Lights	89
He'll Have to Go	20
He'll Have to Stay	21
Hither, Thither and Yon	50
Hot Rod Lincoln	94
I Love the Way You Love	12
I'll Be Seeing You	99
Is It Wrong (For Loving You)	69
Jenny Lou	67
Jump Over	86
Just a Closer Walk With Thee	62
Just One Time	46
Let the Little Girl Dance	10
Little Bitty Girl	83
Lonely Weekends	25
Love You So	27
Mack the Knife	65
Madison	32
Madison Time	38
Mama	35
Mr. Lucky	35
Money	36
Mountain of Love	26
Night	4
No Ifs—No And's	79
Nobody Loves Me Like You	49
O, Die Mio	66
Old Lamplighter, The	7
Oh, Little One	78
Ooh Poo Pah Doo (Part 2)	34
Paper Roses	23
Pennies From Heaven	100
Pink Chiffon	82
Pledging My Love	64
Puppy Love	60
Put Your Arms Around Me Honey	91
Sink the Bismarck	6
Sixteen Reasons	5
Starway to Heaven	5
Starbright	88
Step by Step	14
Stuck on You	1
Summer Set	1
Sweet Nothing's	50
Swinging School	16
Tall Oak Tree	84
Teddy	71
Teen-Ex	57
Tell Me That You Love Me	59
Theme For Young Lovers	85
Theme From a Summer Place	18
Theme From the Unforgiven	81
Think	61
Think Me a Kiss	61
Ties That Bind	37
Wake Me When It's Over	96
Way of a Clown	53
(Welcome) New Lovers	53
What Am I Living For	29
Wheel of Fortune	87
When You Wish Upon a Star	54
White Silver Sands	11
Wild One	98
Wonderful World	97
You Don't Know Me	45
Young Emotions	33

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



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.

POP

FABIAN



STROLLIN' IN THE SPRINGTIME (Fabulous, BMI) (2:35)—I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (Crawford, ASCAP) (1:58)—The chanter has a pair of potential winners on this coupling, with the top side a moderately swingin', relaxed rocker, much in the teen groove and the flip a bright, rocking version of the tune, revived not too long ago by Billy Williams. Watch both. Chancellor 1051

MARTY WILDE



YOUR SEVENTEENTH SPRING (Sladen, BMI) (2:42)—LITTLE GIRL (Leeds, ASCAP) (1:36) — Wilde and a wistful ballad, "Your Seventeenth Spring," in a feelingful rendition. Oldie on the flip spotlights an exuberant vocal with an infectious r.&r. tempo. Watch both sides. Epic 9382

ADAM WADE



I CAN'T HELP IT (Acuff-Rose, ASCAP) (2:34)—I HAD THE CRAZIEST DREAM (Bregman, Vocco & Conn, ASCAP) (2:30)—Wade contributes a tender reading of the attractive old Hank Williams ballad. Flip features a romantic vocal treatment of the pretty oldie. Fine performances. Coed 530

CRASH CRADDOCK



ONE LAST KISS (Morris, ASCAP) (2:00) — Craddock warbles effectively on a catchy rock and roll ditty from the new Broadway hit "Bye Bye Birdie." Altho the tune is done as a satire in the show, Craddock plays it straight with sock results. Flip is "Is It True or False" (Memory, ASCAP) (2:21). Columbia 41677

KIRBY STONE FOUR



KIDS (E. H. Morris, ASCAP) (2:45) — THE HONEY-DRIPPER (Northern, ASCAP) (2:10)—The Kirby Stone Four comes thru with two fine readings, one of a sock tune from the hit musical "Bye Bye Birdie," and the other a rock and roll hit of a few years back. Two swinging sides. Columbia 41668

BROOK BENTON—DINAH WASHINGTON



A ROCKIN' GOOD WAY (Eden, BMI) (2:20)—I BELIEVE (Cromwell, ASCAP) (2:20) — The "Baby" duo turns in two more solid readings that could make the cash registers jangle. Top side is a pounding reading of a wild rocker, while the flip is a sincere performance on the well-known standard. Mercury 71629

THE DRIFTERS



LONELY WINDS (Rumbalero-Progressive, BMI) (2:45)—The Drifters show off their fine vocal form again here, featuring a warm lead vocal by Ben E. King. Flip is Latinish ditty "Hey Senorita." (Joi-Progressive, BMI) (2:34) Atlantic 2062

MARV JOHNSON



AIN'T GONNA BE THAT WAY (Jobete, BMI) (2:14)—ALL THE LOVE I'VE GOT (Jobete, BMI) (2:34)—Marv Johnson turns in two fine vocal performances here and should keep his hit string running with these new waxings. Top side is a swinging rocker. Flip is another rhythm tune that moves. United Artists 262

SANTO & JOHNNY



LAZY DAY (Trinity-Climax, BMI) (2:22) — THE BREEZE AND I (E. B. Marks, BMI) (2:24)—Santo and Johnny do a fine job with these new sides. Top effort shows them off on a triplet based instrumental, reminiscent of the first hit. Flip is a winning performance of the oldie, with fem voices in the backing. Candian-American 115

THE CAMEOS



THE BEST OF CAN-CAN (IT'S ALL RIGHT WITH ME; YOU DO SOMETHING TO ME) (Chappel, Harms, ASCAP) (2:31) — THE BEST OF CAN-CAN (C'EST MAGNIFIQUE; I LOVE PARIS; LET'S DO IT) (Chappel, Harms, ASCAP) (2:52)—Here's a sock two-sided platter (not an EP) featuring fresh inventive medley treatments of Cole Porter's "Can-Can" movie score. A bright, bouncy beat with a Latin-r.&r. flavor is spotlighted, plus vivacious chirping by a fem chorus. Watch it. Cameo 176

AL AND JET LORING



NO ONE LIKE YOU (Kalmann, ASCAP) (2:25)—HELP YOURSELF BABY (Claridge, ASCAP) (2:28)—New boy-girl duo comes thru with some fancy singing of a pair of happy tunes. Their performance is noteworthy and the instrumentation is strong. Two good sides. Swan 4052

(Continued on page 93)

**THE HOTTEST FIVE IN THE HISTORY
OF JAMIE-GUYDEN DIST. CORP.**

DUANE EDDY

His Biggest to Date!

**BECAUSE
THEY'RE
YOUNG**

b/w **Rebel Walk**

Jamie #1156

MITCHELL TOROK

The Artist Who Gave You "Caribbean"

**PINK
CHIFFON**

b/w

**What You Don't Know
(Won't Hurt You)**

Guyden #2034

*Greatest New Sound in
the Business*

**THE BLACKWELLS
UNCHAINED
MELODY**

b/w **Mansion on the Hill**

Jamie #1157

*A Natural! Breaking in the
Northwest!*

**TWO DONS
FUNNY
HONEY**

b/w **Out in the Cold Again**

Guyden #2030

*The Artist Who Gave
You "Linda Lu"*

**RAY SHARPE
FOR YOU
MY LOVE**

b/w **Red Sails in the Sunset**

Jamie #1155

*Any Stations That Would Like
to Have Our Dee Jay Service,
kindly write:*



**1330 West Girard Ave.,
Philadelphia, Pa.**

Reviews of THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 51

ROY ORBISON



ONLY THE LONELY (A-cuff-Rose, BMI) (2:24)—**HERE COMES THAT SONG AGAIN** (Pub-Combine, BMI) (2:40)—The classy artist, well-known on the Nashville-Memphis scene, has a solid outing here. Top is a listenable ballad with fine vocal support. Flip is an appealing tune helped by a warm choral and ork backing. Either side could step. **Monument 421**

CHUCK BERRY



BYE BYE JOHNNY (Berry-Arc, BMI) (2:05)—A wonderful new Chuck Berry record featuring the singer in a driving mood, similar to his waxing of "Johnny B. Goode" a few years ago. Strong wax. Berry is in a mellow mood on the flip singing "Worried Life Blues." (2:10) **Chess 1754**

JIMMY REED



FOUND LOVE (Conrad, BMI) (2:29)—**WHERE CAN YOU BE** (Conrad, BMI) (2:35)—Two fine sides from Jimmy Reed, with "Found Love" in the "Kansas City" styled beat. Reed warbles this with feeling, and comes thru with another strong vocal on the "Where Can You Be" side. **Vee Jay 347**

THE LITTLE DIPPERS



BE SINCERE (Tree-Studio, BMI) (2:55)—**TONIGHT** (Tree, BMI) (1:42)—The group wraps up two romantic ballads in their usual melodic blend work. Both sides are strong contenders. **University 603**

BILLY GRAMMER



UNKNOWN SOLDIER (Cedarwood, BMI) (3:00)—Grammer warbles with heart and feeling on a moving folk-flavored saga, featuring a first-person narrative by the "Unkown Soldier." A dual market item. Flip is "Princess of Persia" (Cedarwood, BMI) (2:19). **Everest 19353**

Country & Western

FRANKIE MILLER



BABY ROCKED HER DOLLY (Starday-Bayou State, BMI) (2:40)—**RAIN RAIN** (Starday, BMI) (2:13)—Miller gives an emotion-packed performance on "Baby Rocked Her Dolly," a sock weeper with moving lyrics. Flip is a flavorsome country side with a rocking rhythm and pop as well as c.&w. appeal. **Starday 496**

SKEETS McDONALD



GONNA GET YOU FROM THAT CROWD (Pamper, BMI) (2:34)—**EVERGLADES** (Fairway, BMI) (2:20)—The stylish country chanter has a good pairing. Top side is a wonderful traditional item on the desperation weeper vein, while the flip is an interesting folkish effort with strong pop appeal as well. Watch this coupling. **Columbia 41667**

Sacred

GEORGE JONES



HAVE MERCY ON ME (Glad, BMI) (2:03)—**IF YOU BELIEVE** (Glad, BMI) (2:25)—Jones has two fine sacred sides here, spotlighting the warbler's true, authentic country sound. Should do well in c.&w. as well as the sacred field. **Mercury 71615**

Spiritual

THE HARMONIZING FOUR



I LOVE TO CALL HIS NAME (Conrad, BMI) (2:15)—**GLORY TO HIS NAME (P.D.)** (2:16)—Two fine sides with tremendous zeal and spirit. Top side moves at a rhythmic clip with virtuoso performances. The flip is in slower tempo but it's equally moving and convincing. **Vee Jay 886**

SPECIAL MERIT SPOTLIGHTS

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

Pop

DAKOTA STATION

ROMANCE IN THE DARK (Duchess, BMI) (2:20)—**MY BABE** (Arc, BMI) (2:08)—The smart thrush has two good efforts here.

The "Romance" side is a revival of the wonderful tune, made famous by Lil Green and it's solidly backed by a Lunceford styled ork. Oldsters and youngsters can go for this. Flip is an expressive reading of a Willie Dixon hit of a few seasons ago, which also has listenability. **Capitol 4372**

JOHNNY COSTA

DON'T WANT THE MOONLIGHT (GUARDA CHE UNA) (Peer, BMI) (2:26)—Here's a mighty smart Latin-based chunk of theme material handed a smart reading by Costa and his left hand piano touches. Arrangement has a spinnable sound and it's worth exposing. Good, all-audience fare. Flip is "No One," previously reviewed as part of a different coupling. (Jaro-Peer, BMI) (2:05). **Top Rank 2050**

ROBERTA SHERWOOD

THE GANG THAT SANG HEART OF MY HEART (Robbins, ASCAP) (2:45)—**ACE IN THE HOLE (P.D.)** (2:57)—Miss Sherwood has an emotional way with a song and here are two listenable examples. The top side is handled to a stylish barroom type piano backing and the gal is in great form. Ditto the amusing oldie on the flip. Fine for change of pace. **Decca 31091**

GISELE MACKENZIE

YOU DREAM OF ME (AND I'LL DREAM OF YOU) (Holding, ASCAP) (2:41)—Here's a pretty, old-fashioned item that's given a sweet and plaintive updating by the thrush. A lot of it's in dual track form. Hummable, singable and spinnable. Flip is "In Milano," (Leeds, ASCAP) (2:43). **Everest 19352**

POP TALENT

JEAN TURNER

YOUNG LOVE IS AN OLD, OLD STORY (Royalty, ASCAP) (2:00)—**ROW ROW ROW** (Von Tilzer, ASCAP) (2:24)—A mighty talented new thrush makes her appearance here. Miss Turner has a smart and polished way of turning a phrase and her quality has a winning sound. Top side is an appealing ballad with the flip a nice re-creation of the memorable oldie. Watch this gal. **Imperial 5665**

★ ★ ★ ★ VERY STRONG SALES POTENTIAL

SPENCER ROSS ORK

★★★★ **Song for a Summer Night** — COLUMBIA 41664 — Another lush instrumental treatment of a comparatively recent TV theme with standout sax solo by Abato. (Cromwell, ASCAP) (2:50)

★★★★ **Dreamy Melody** — Old Larry Clinton theme is wrapped up in romantic instrumental with effective sax solo work by Jimmy Abato. Strong jockey item. (Cromwell, ASCAP) (2:15)

KITTY KALLEN

★★★★ **Heaven Help Me** — COLUMBIA 41671 — A pretty ballad is sold with a lot of feeling by the lass over a very attractive piano figure. Chorus and ork help, too. Two strong sides. (Anvil, ASCAP) (2:13)

★★★★ **Make Love to Me** — Kitty Kallen comes thru with a bright reading of the Jo Stafford hit of a few years ago backed by a bright chorus and ork arrangement. Should sell records. (Melrose, ASCAP) (2:45)

SAM LAZAR TRIO

★★★★ **Space Flight (Parts 1 & 2)** — CAWTHRON 507 — The trio is dominated by an organ lead which has a nice blues quality. Guitar and drums beat out a steady rhythm which could find favor with the dancers. Tune is basically a blues. Side two is more of the same with some improvising on the theme. (Marmor, BMI) (2:30; 2:35)

GENE & EUNICE

★★★★ **Sugar Babe** — CASE 1007 — Gene & Eunice come thru with a sock reading of a bright rocker that has a very attractive rhythmic appeal. This could be a big one if exposed. Watch this. (Maverick, BMI) (2:15)

★★★ **Let's Play the Game** — On this side the duo turns in another good reading but the flip is the strongest side. (Class, BMI) (2:00)

NINA SIMONE

★★★★ **Since My Love Has Gone** — COLPIX 151 — Familiar Verdi operatic melody is the basis for this touching performance by the thrush. It's different enough to get a lot of spins due to her performance and the backing. Watch this. (Dartmouth, ASCAP) (2:39)

★★★ **Tomorrow (We Shall Meet Once More)** — The thrush handles this folkish effort sweetly as she tells the tale of a trusting woman and a wandering man. Listenable. (Unicorn, ASCAP) (2:56)

APRIL STEVENS

★★★★ **In Other Words** — IMPERIAL 5666 — A most attractive ditty is sold

warmly by the lass over quiet backing by the ork. This could grab a lot of spins. Good wax. (Almanac, ASCAP) (2:24)

★★★ **Jonny** — April Stevens sells this warm ballad in her own whispery style, singing the lyrics in German. Worth spins. (Famous, ASCAP) (2:40)

TONY & JOE

★★★★ **The "Duck Walk"** — GARDENA 103 — A very cute ditty is handed a smart reading, over Donald Duck type sounds in the backing. Tony and Joe sing it attractively and the backing is strong. (Peridot, BMI) (1:52)

★★★ **Instant Love (For You and Me)** — Tony and Joe sing about "Instant Love," which is made with a boy and girl, moonlight, etc. Flip counts more. (Saracen-Giant, BMI) (2:15)

DONNIE BROOKS

★★★★ **MISSION BELL**—ERA 3018 — Attractive tune is wrapped up in personable reading by Brooks and fem chorus. Merits spins. (Bamboo, BMI) (2:20)

★★★ **Do It for Me** — Wistful rockabil-lad is sung with feeling by Brooks and fem chorus. (Pattern, ASCAP) (2:04)

SUNNY GALE

★★★★ **Church Bells May Ring** — WARWICK 540 — The hit of a few years ago receives a first rate reading by the thrush on this bright new disk. It could grab a lot of spins and has a chance. (Selma, BMI)

★★★ **My Foolish Heart** — The fine oldie is sung with feeling by the chanteuse over good backing by the chorus and ork. Two sides that should get deejay spins. (Santly-Joy, ASCAP)

DELLA REESE

★★★★ **There's No Two Ways About It** — RCA VICTOR 7750—A ballad, with a touch of material about it. A strong performance, with a backing using triplets integrated with violins. (Alexis, ASCAP) (2:40)

★★★ **Everyday** — An inspirational ballad, on the lofty level of "I Believe," as far as theme is concerned. Thrush gives it a strong go, backed with a class arrangement. (Ross Jungnickel, ASCAP) (2:17)

THE BLACKWELLS

★★★★ **Unchained Melody** — JAMIE 1157 — The smash hit of a few years ago is sung in smooth, warm fashion by the group here, while the backing is very stylish. A side with a chance for the money. (Frank, ASCAP) (2:37)

★★★ **Mansion on the Hill** — The wonderful tune penned by Hank Williams and Fred Rose is performed warmly here by the Blackwells, featuring a soft-voiced thrush named Gloria. This side is a good one. (Milene, ASCAP) (2:09)

JIMMY SCOTT

★★★★ **Sometimes I Feel Like a Motherless Child** — SHARP 109 — A feelingful performance by Little Jimmy Scott. He sings against an eerie, minor accompaniment by the strings and a steadily rhythmic thumping by the drums. A fine job by the chanter which can create interest. (Savoy, BMI)

★★★ **An Evening in Paradise** — The piano offers a lush, rippling concerto feeling to Scott's vocal of this lofty ballad. Pretty side and like flip it merits a hearing. (Savoy, BMI)

DICK CARUSO

★★★★ **Two Long Years** — M-G-M 12900 — Teen-appeal saga with folksy quality about youthful lovers kicked out of High School because they wed. Soulful vocal stint by Caruso and chorus. (Grand, ASCAP) (2:46)

★★★ **Yes Sir, That's My Baby** — Happy up-tempo vocal treatment by Caruso and fem group on flapper-age ditty. (Bourne, ASCAP) (2:09)

RITCHIE ADAMS

★★★★ **Lonely One** — RIBBON 6910 — Appealing multi-track chanting by Adams on lushly arranged pretty ballad. Merits exposure. (Trinda, ASCAP) (2:10)

★★★ **Tell Me Baby Did You Wait?** — Bright warbling job by Adams on fast-moving r.&r.-styled ditty with amusing lyrics, and strong backing by Bob Mersey. (Trinda, ASCAP) (2:04)

THE PETITES

★★★★ **Get Your Daddy's Car Tonight** — COLUMBIA 41662 — The Petites sell this cute teen tune smartly over a bright backing by the ork. Strong side that has a chance to take off. (Korwin, ASCAP) (2:34)

★★★ **Sun Showers** — Happy, old-fashioned tune is handed a nifty reading by the lassies and the backing is in the same sweet groove. (Roger, ASCAP) (2:41)

THE DREAM GIRLS

★★★★ **Love Him** — METRO 20034 — Smart lead work by one of the Dream Girls makes this a first disk that has a chance for coins if exposed. It rocks and rocks. Strong wax. (Vicki, BMI) (2:28)

★★★ **Heartaches** — This is not the old "Heartaches" but a new rocker that the girls sing with some style, albeit a bit old-fashioned. (Vicki, BMI) (2:12)

★ ★ ★ GOOD SALES POTENTIAL

LESTER YOUNG

★★★ **Say Lou** — MERCURY 71627 — A solid, down-to-earth rocker which pounds all the way. Vocalist Lester Young offers a fine, blues vocal in a style that swings. Instrumental combo has a good sax, guitar and piano work in r.&b. tradition. (Sil-Vern & Actual, BMI) (2:23)

★★★ **The Girl With the Foxy Frame** — A slinky, blues-oriented effort. Has the funky, down South feeling. Lester Young again offers a good vocal worth a hearing. (Sil-Vern & Actual, BMI) (2:00)

GOGI GRANT

★★★★ **Stay Here With Me** — LIBERTY 55252 — Tune penned by the writer of "Volare," Dominico Modugno, receives a touching reading from the lass, over a Latinish backing. Good jock wax. (Leeds, ASCAP) (2:24)

★★★ **I Never Meant to Fall in Love** — Gogi Grant sells this ballad with feeling over big ork backing. Should get spins. (Harms, ASCAP) (3:10)

EARTHA KITT

★★★★ **Johnny With the Gentle Hands** — KAPP 333 — Here's a tune that has a folkish touch. Miss Kitt sings the story of a conflict between two men who sought to win her. Lots of violence here, including a killing. Side is done to a soft, jazz type backing with a flute. Listenable. (Vernon, ASCAP) (2:53)

★★★ **I Wantcha Around** — Miss Kitt offers some sage advice about not taking chances crossing streets, fighting matches, etc. She puts a good bit of vitality into the number. Big band backs the effort. Has the feeling of special material. (Joy, ASCAP) (2:26)

(Continued on page 94)

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• **Reviews of New Pop Records**

• Continued from page 93

★★★
GOOD SALES POTENTIAL

RAYMOND PRICE

★★★ **Hey! Jealous Lover** — TABB 1021 — Tune from the instrumental album featuring songs made famous by Frank Sinatra is played smoothly here. May get spins. (Barton, ASCAP) (2:03)

★★★ **Learnin' the Blues** — Same comment. (Barton, ASCAP) (2:15)

JUDY CROSS

★★★ **When's He Gonna Kiss Me** — M-G-M 12902 — Pert multi-track piping by canary on amusing novelty with teen-appeal lyrics. (Claro, ASCAP) (2:26)

★★★ **Duck Walk** — Catchy novelty is handed cute vocal treatment by thrush. (Wilco, BMI) (2:18)

LARRY CUMMINGS

★★★ **Long Lonely Nights** — CHESS 1755 — Larry Cummings sings of those long, long nights and the trouble he's had since his girl has gone away. A strong performance. (Arc, G & H, BMI) (2:38)

★★★ **A Broken Heart** — On this side the chanter again comes thru smartly on a ballad, helped by a vocal group and a large string ork. (Ro-Gor, BMI) (2:27)

DARLA HOOD

★★★ **It Just Fits** — ACAMA 116 — Catchy theme is accorded exuberant vocal with effective backing. (Granson, BMI) (2:05)

★★★ **The Flower of Love** — Ex "Our Gang Comedy" member sings sweetly on attractive ballad. (Granson, BMI) (2:19)

THE SPECTORS THREE

★★★ **My Heart Stood Still** — TREY 3005 — The mixed trio offers a nice, slow arrangement of the familiar standard. An infectious side with a sound. Both sides can move if exposed. (Harms, ASCAP) (2:30)

★★★ **Mr. Robin** — A medium rocker. Vocal is all but swallowed by the echo factor but the side has a catchy sound. Employs a persistent figure in the vocal backed by simple harmony in the chorus. Can catch spins. A Sill-Hazlewood production. (Gregmark, BMI) (1:58)

THE MICKEY MOZART QUINTET

★★★ **Forbidden Love** — ROULETTE 4241 — The Mickey Mozart Quintet turns in a most attractive instrumental rendering of a happy riff effort that has a beat and a warm melody. Good item for spins and plays. (Mellin-Le Bill, BMI) (1:48)

★★★ **The Man With the Monocle** — Another listenable theme-type ditty, but the flip has a better beat. (Moorpark, ASCAP) (1:36)

JIMMY MINOR

★★★ **So Doggone Lonesome** — MERCURY 71623 — Here's a tune written and once recorded by Johnny Cash. Minor has a quality similar to that of Cash in this rhythmic rendition. He handles the tune in good, listenable style. (Hi Lo, BMI) (2:11)

★★★ **Death Row** — A slow, dirge-like tale of life behind the prison bars. Minor offers it in heartfelt, Cash-like, country-oriented style. It's quite a telling tale, full of moral lessons. (Pure, BMI) (2:30)

JOHANNA

★★★ **I Apologize** — LEADER 803 — To a slow, shuffle beat, the gal offers the old Billy Eckstine hit. Pleasant side with nice choral backing. Spinnable. (Crawford, ASCAP) (2:18)

★★★ **Have You Ever Been Lonely?** — Another oldie done in medium tempo. The gal has a big, dramatic sound which gets over nicely here. (Shapiro - Bernstein, ASCAP) (1:58)

THE ROCKIN' ACES

★★★ **Evil** — MERCURY 71619 — A good rocking instrumental combo with typical instrumentation. It's slow, almost in a stroll tempo and it's down to earth. Kid dancers will go for this. (Pure & Westwall, BMI) (2:18)

★★★ **Thunder** — A good pounding, medium tempo instrumental blues. Good loud juke material and again, the kids will like it. (Pure & Westwall, BMI) (2:24)

BERNIE KNEE

★★★ **Mark My Words** — ROLS 12345 — Bernie Knee stars on this new ballad over accompaniment by the Richard Himber Ork. Tune is tricked up with distant and close-up vocalizing, that doesn't help the disk. (Cromwell, ASCAP) (2:50)

★★★ **Here's How I Love You** — Attractive tune is sold pleasantly by Bernie Knee over stylish backing by the Himber ork. (Goldmine, ASCAP) (2:44)

JEFF BARRY

★★★ **Why Does the Feeling Go Away** — DECCA 31089 — Romantic theme is warbled pleasantly by Barry and fem chorus. Spinnable. (Northern, ASCAP)

★★★ **Lenore** — Feelingful reading by Barry on emotion-packed ballad. (Marks, BMI) (2:20)

JOE MELSON

★★★ **Oh Yeah** — HICKORY 1121 — Joe Melson sells this rocker with a lot of spirit, which is reminiscent, but attractive anyway. The backing is standard but Melson is a good talent. (Acuff-Rose, BMI) (1:48)

★★★ **What's the Use (I Still Love You)** — On this side the lad shows off his versatility again on another rocker. It moves and so does the singer. Watch it. (Acuff-Rose, BMI) (1:43)

MITZI MASON

★★★ **My Heart Belongs to You** — EM-BER 1062 — A pretty ballad is sung with a lot of feeling by the thrush over an intriguing backing by the ork. Side has a chance for coins if exposed. (Robbins, ASCAP) (2:33)

★★★ **Dance, Dance, Dance** — Mitzi Mason returns to wax with this bright reading of a familiar, melodic ditty, sparked by a sharp arrangement. Her performance is very attractive. (Angel-Lunic, BMI) (2:06)

DICK JACOBS

★★★ **There's No Love** — CORAL 62203 — Haunting theme is wrapped up in effective sweet-stringed ork treatment with incidental choral work. Nice jockey wax. (Merrimac, BMI) (2:45)

★★★ **Don't Want the Moonlight** — Beethoven's "Moonlight Sonata" serves as intro for colorful Neapolitan-type theme. Another spinnable side. (Peer Int'l, BMI) (2:32)

FONTANE SISTERS

★★★ **Come Home Eddie** — DOT 16086 — Plaintive old-fashioned-styled ballad is sung with sincerity by trio. Merits exposure. (Zar, ASCAP) (2:10)

★★★ **(Doin' the) Lover's Leap** — Bright chirping by gals on catchy rhythm-novelty. (Ball-Cran, BMI) (2:08)

TONI CARROLL

★★★ **I Wanna Be Loved** — M-G-M 12893 — The familiar oldie is sung with warmth by the thrush, over smart backing by the Ray Ellis Ork. Side has a chance for coins. (Famous, ASCAP) (1:55)

★★★ **It's Not Forever** — Toni Carroll handles this medium tempo rocker with style, while the large string ork supports her closely. (Gü, BMI) (2:05)

RAY SHARPE

★★★ **Red Sails in the Sunset** — JAMIE 1155 — A bright rock and roll arrangement of the oldie is sung with enthusiasm by the singer helped by backing with a beat. This could move. (Shapiro - Bernstein, ASCAP) (2:08)

★★★ **For You My Love** — Oldie from the r.&b. days is handed a stylish chant by the singer, and the backing goes, man. Two strong sides. (United-Gale & Gale, BMI) (2:06)

AL ANTHONY

★★★ **We** — COLUMBIA 41669 — Inspirational-type tune is sung with feeling by Anthony with big ork backing. Nice jockey side. (Alphony, BMI) (2:46)

★★★ **I'll Be Yours** — Interesting treatment of pleasant rockaballad with solid vocal stint by Anthony. (Southern, ASCAP) (2:25)

JOEY ROGERS

★★★ **The Bible Belt** — ABC-PARAMOUNT 10110 — Country-flavored theme is warbled pleasantly by Rogers and chorus, with steel-guitar featured on backing. (Sequence, ASCAP) (2:03)

★★★ **Don't Go Away Mad** — Sincere vocal stint by Rogers on wistful ballad. (Sequence, ASCAP) (1:55)

(Continued on page 97)

• **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)	1	13
2.	GREENFIELDS (Montclare)	3	7
3.	HELL HAVE TO GO (Central Songs)	2	11
4.	THE SOUND OF MUSIC (Williamson)	5	14
5.	THE OLD LAMPLIGHTER (Shapiro-Bernstein)	7	2
6.	DO-RE-MI (Williamson)	8	20
7.	BEYOND THE SEA (Harms)	4	11
8.	HARBOR LIGHTS (Chappell)	6	9
9.	SIXTEEN REASONS (American)	—	1
10.	MR. LUCKY (Southgate)	9	3
11.	CLIMB EV'RY MOUNTAIN (Williamson)	14	18
12.	MAMA (Southern)	13	5
13.	TEEN ANGEL (Acuff-Rose)	10	15
14.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson)	11	18
15.	MISTY (Octave)	15	2

• **Best Selling Sheet Music in Britain**

(For week ending April 30)

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.

My Old Man's a Dustman—Cromwell (Richmond)	Royal Event—Noel Gay (—)
Looking High, High, High—Robbins (Robbins)	Running Bear—Southern (Big Bopper-Glad)
Fings Ain't Wot They Used T'Be—World Wide (—)	Beyond the Sea—Chappell (Harms)
Standing on the Corner—Frank (Frank)	Someone Else's Baby—B. F. Wood (—)
Fall in Love With You—Kalith (—)	Stuck on You—Belinda (Gladys)
Do You Mind—Macmelodies (—)	Summer Set—Cromwell (Hollis)
A Summer Place—Blossom (Witmark)	Slow Boat to China—Morris (Frank)
Delaware—Leeds (Gunston)	You Got What It Takes—Leeds (Jobete)
Why—Debmar (Debmar)	Poor Me—Mills (Mills)
	Handy Man—Sheldon (Sheldon)
	Clementine—Southern (Iweed)

PLEASE NOTE

The Best Selling Pop Records in Britain chart, which has run in this space in the past, now may be found in the Music News department on the International Music page.

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Reviews and Ratings of New Albums

Continued from page 44

★★★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★ **IT'S TIME FOR ROSE HARDAWAY**
Seeco CFLP 460—Miss Hardaway brings a rich, earthy vocal quality to a group of standards, and lesser known oldies. Listenable jockey wax here. Selections include "But Not For Me," "It Had to Be You," "Faraway Boy," etc.

★★★ **SWINGING DORS**
Diana Dors, Columbia CS 8232, CL 1436 (Stereo & Monaural)—The arrangements by Wally Stott contribute a swinging effect to the sides on this disk. They are ballads, rhythm numbers and quite a few would be best labeled as special material. Included are "Roller Coasters Blues," "Crazy He Calls Me," "Imagination," etc.

★★★ **STANLEY MELBA AT THE HORSE SHOW BALL**
United Artists UAL 3075—Stanley Melba follows in the tradition of Lester Lanin on records with this medley time performance of scores of familiar tunes played in society or businessman bounce style. The tunes are played peppily, and the songs range from standards to current pop and show tune favorites. Should appeal to many who like to dance the fox trot and an occasional thumba.

★★★ **THE MAGIC PIANOS OF LIBERACE AND GORDON ROBINSON**
Coral CRI 57305—Alto Liberace is no longer the magic name he was a few years ago, he still maintains a following which regards him highly. His new LP should have appeal even beyond this group. It contains duo piano arrangements for a batch of show tunes and standards, with Liberace sharing honors with his conductor, Gordon Robinson. The playing not only is tasteful but also shows a fine sense of humor and some bright ideas about rhythm.

★★★ **TO MOTHER**
Lawrence Welk, Dot DEP 25284. (Stereo & Monaural). — Here's an extremely smart hunk of packaging dedicated as the Welk liner says, "to mothers, the heart of our television audience." The Welk string complement has a rich and tasteful sound on such favorites as "Silver Threads Among the Gold," "Schubert's Serenade," "Toselli's Serenade," and "After the Ball." The group also includes a harp and a sub-toned clarinet in spots. Fine mood wax which should hit its mark with gusto. Pretty cover.

★★★ **MORE SWINGING STRINGS**
Knightsbridge Strings, Top Rank RM 325 — A successor album to at least three other earlier sets by the British string complement. As in the past, the sound is unusually good. Selections include the shimmering string renditions of a bevy of old swing-era hits of the big bands such as "Cherokee," "Take the A Train," and "Woodchopper's Ball." Package is geared for eye value with a circular dye-cut in the front cover, behind which appear some attractive dancing fems. A solid display item with a sound that doesn't disappoint.

★★★ **HAPPY PIANO**
Joe Henderson, Signature SM 1043 — "Happy" is an apt description for this cheerful package of bright honky-tonk-styled piano solo treatments by Henderson. Selections—some 38, all solid juke items—include "I'm Looking Over a Four Leaf Clover," "April Showers," "Booms - A - Daisy," and other nostalgic standards and familiar p.d. tunes.

LOW PRICED POPULAR ★★★

★★★ **WINDJAMMER**
Art Lowry and His Latin-American Sounds, Harmony HS 11005 (Stereo)—Lowry's ork (His Latin-American Sounds) plays the songs from the Cinematracle film, "Windjammer." Included are "Sugar Cane," "Marianne," "Kari Waits for Me," "The Sea Is Green," etc. Pleasant instrumentals which evoke a mood. Good low price fare.

★★★ **I COULD HAVE DANCED ALL NIGHT**
Ted Straeter and his Ork, Harmony HL 7232, HS 11029 (Stereo & Monaural)—Society dance package—and a good one. Arrangements are crisp and bright, and the tempi are infectious. Material, naturally, includes a flock of standards, as "Shall We Dance," "This Can't Be Love," "Where Or When," etc.

JAZZ ★★★

★★★ **LENNY McBROWNE AND THE FOUR SOULS**
Pacific-Jazz 3074 (Stereo & Monaural)—Lenny McBrowne is a young drummer who has played in a number of established groups. He has joined up with the Four Souls, Don Sleet, trumpet; Dan Jackson, tenor; Terry Trotter, piano, and Herb Lewis, bass, on this new album. He gets a few

chances to display his strong drum work, while Sleet and Trotter come thru with some listenable solos. Best sides are "Soul Sister," (a newie penned by Jackson), and "Invitation."

★★★ **SONNY CLARK TRIO**
Time T 70010—Clark has made the rounds on the recording scene with a number of other groups, this is one of the few featuring him as the head man. He puts the spotlight mainly on a widely roving, improvising right hand movement and his ideas are listenable. Clark also gets fine support here on the drums of Max Roach and from George Duvivier on bass. The eight tunes presented are all from Clark's own hand.

CLASSICAL ★★★

★★★ **MENDELSSOHN: SYMPHONY NO. 3 IN A MINOR; A MIDSUMMER NIGHT'S DREAM**
Sudwestfunk Orch. (Van Remoortel); Orchester der Wiener Volksoper (Van Remoortel). Vox STPL 511-310. (Stereo & Monaural) — Mendelssohn's romantic works are wrapped up in richly expressive treatments by conductor Remoortel. The Sudwestfunk ork of Baden-Baden is featured on one side, the Orchester der Wiener Volksoper on "A Midsummer Night's Dream" overture on the flip. Capable performances which could garner sales if exposed.

EMI-CLASSICAL ★★★

★★★ **BITTER SWEET**
Soloists, Michael Collins Ork. Angel S 35814 (Stereo & Monaural)

★★★ **WHITE HOUSE INN**
Soloists, Tony Osborne Ork. Angel S 35815 (Stereo & Monaural)

★★★ **LEHAR: THE MERRY WIDOW**
Sadler's Wells Opera Company and Orchestra (Reid). Angel 35816 (Stereo & Monaural)

(Continued on page 99)

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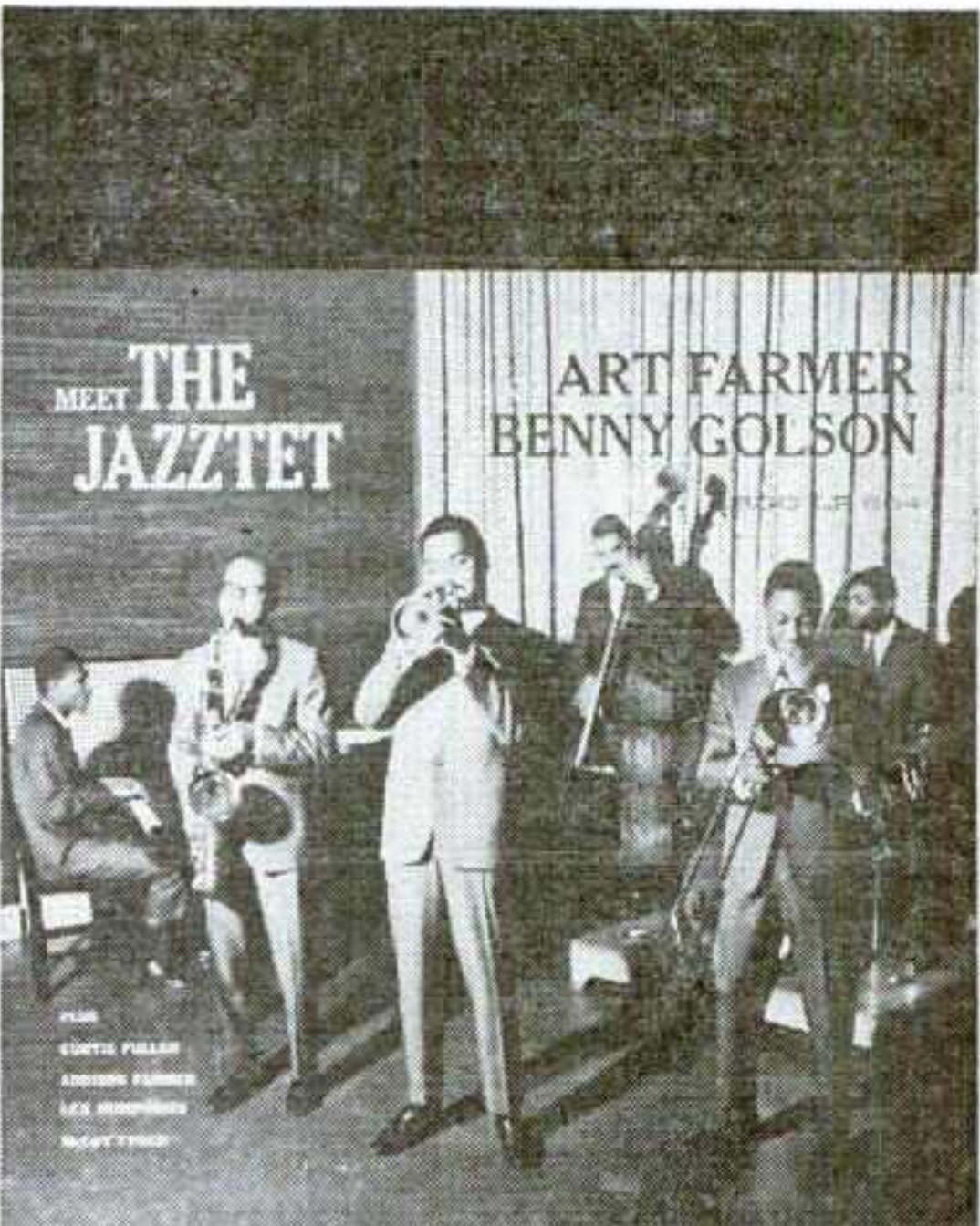
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FOLK TALENT & TUNES

By **BILL SACHS**

Around the Horn

Itinerary on Hank Thompson, as mapped by his personal manager, **Jim Halsey**, stacks up as follows: Liberal, Kan., May 11; Fort Carson, Colo., 12; Laramie, Wyo., 13; Casper, Wyo., 14; Elk Mountain, Wyo., 15; Pueblo, Colo., 16 (tentative); Trinidad, Colo., 17; Amarillo, Tex., 18; Roswell, N. M., 19 (tentative); Las Cruces, N. M., 20; Lubbock, Tex., 21; Odessa, Tex., 22; Wichita Falls, Tex., 26; Oklahoma City, 28; Lawton, Okla., 29; Scottsbluff, Neb., June 4 (tentative); Dallas, June 10; Vernon, Tex., 11; Stephenville, Newfoundland, 27-July 10; Salt Lake City, 15-16. . . . **Jim and Jesse and the Virginia Boys**, of Valdosta, Ga., are appearing regularly on TV in Albany, Ga., and Pensacola, Fla., and on radio in Pikesville, Ky., and Parkersburg and Clarksburg, W. Va., sponsored by the Martha White Mills.

The **Louvin Brothers** are set for **Carlton Haney's "New Dominion Barn Dance,"** Richmond, Va., May 21, and the following day play **Ed's Park**, 10 miles west of Harrisonburg, Va. The park is also operated by Haney. . . . **Ernest Tubb and His Texas Troubadours** will work the "New Dominion Barn Dance" May 28; for **Buck Benson** at **Himmelreich Grove**, Womelsdorf, Pa., May 29, and for **Carlton Haney** at **Ed's Park**, near Harrisonburg, Va., Decoration Day (30). . . . **Don Reno and Red Smiley** play **Monticello**, Ill., with a "Grand Ole Opry" unit May 29. On May 27 they show their wares at **Marion, O.**, and May 28 play the **Little Theater** on the **State Fairgrounds**, Columbus, O. June 10-12 finds them at **Worcester, Mass.**; **North Attlesboro, Mass.**, and **Hartford, Conn.**, respectively. On June 25 **Don and Red** return to **Columbus** and **Mocking Bird Hill Park** for **Gilbert Moody**. Sunday, June 26, finds them in **Anderson, Ind.** They are set for another session at **King Records**, Cincinnati, June 27-28.

Don Helms, general manager of **Sure-Fire Music Company**, Nashville, announces signing of songwriter **Jack Toombs** to exploit his firm's material. . . . **Weldon and Wanda Rogers**, of **KHEM**, Big Springs, Tex., have just completed a swing thru the **Lone Star State** with **Leon Payne** to ballyhoo their new release, "Heaven's Back Door." . . . **Capitol's Wanda Jackson** stops off in **Las Vegas** May 10-15, and then kicks off a trek that finds her in **Pasadena, Calif.**, May 17; **National City, Calif.**, 19; **San Bernardino, Calif.**, 20; **Niles, Calif.**, 21; **Healdsburg, Calif.**, 22; "Jubilee U. S. A." **Springfield, Mo.**, 28; **Amarillo, Tex.**, June 3, and **Oklahoma City** 4.

Leon McAuliff and his western combo are set for a five-day stand at the **Charity Horse Show**, **Tulsa, Okla.**, beginning May 31. **Bob Willding**, of the **MCA** office, **Los Angeles**, is mapping a California tour for the **McAuliff** crew, starting June 26 and running thru July 9. . . . **Little Jimmy Dickens** stops off Thursday (12) at **Holiday Ballroom**, **Burlington, Wash.**, with **Ernest Tubb** set for the same spot June 21. . . . **Loretta Lynn**, new country singer, has just had her first release for **Zero Records**, "I'm a Honkytonk Girl" b/w. "Whispering Sea." She hails from **Custer, Wash.**. . . . **Lawton Williams**, program director at **KCUL**, **Fort Worth**, and **Diane Spiegel**, the station's **Gal Friday**, are the writers of the new tune which **George Kent** has just cut for the **Maverick**

label. They also penned his recent release, "Ruby, the Red-Eyed Rabbit." **Williams and Floyd Tillman**, who recently joined the station's platter staff, continue to keep busy on personals in the area. They recently had as guest on the station **Texas Bill Strength**, who was en route from California to **Minneapolis**.

Mat Heft, manager of **Southern-Peer's** Canadian office in **Montreal**, and **Lee Farley**, national sales manager of **Quality Records**, **Toronto**, recently promoted a host of Canadian radio stations, coast to coast, to spin **Dean Morgan's** "Promised Land of Love" for a designated two-week period. Tie-in also called for **Morgan** to fly on a **Jetliner** from **Montreal** to **Vancouver**, approximately 4,000 miles. At precisely the time that the jet passed over the cities on the air route, a pre-taped interview by **Morgan** was played by the participating stations below, stating that he was on the **Jetliner** directly above and would be calling in on them on his return trip.

Brenda Lee, the **Browns** and the **Casuals**, all handled by the **Allbritten-Shucher** office, will be among the features on the banquet show at the **MOA Convention** in **Chicago** Wednesday night (11). . . . The **Browns** have been booked for a June 6 opening at the **Town House**, **Pittsburgh**. . . . A capacity crowd jammed the huge **Fairgrounds Coliseum** in **Louisville** Wednesday night (4) to witness the **Fifth Annual Derby Day Festival Music Show**, presented free by **Philip Morris, Inc.** On the bill were "Perry Mason's" **Raymond Burr**, **Johnny Horton**, **Brenda Lee**, **Stonewall Jackson**, **Mark Dinning**, **Carl Smith**, **Hank Snow**, **Johnny Ferguson**, the **Promenaders**, **Hank Thompson** and **Band** and **Johnny Philip Morris**.

Starday thrush **Margie Singleton**, whose first "Jubilee U.S.A." guesting brought a flotilla of favorable mail to **Red Foley** and the show's producers, is on the books for once-a-month visits to the show in the next several months. She got a **Springfield, Mo.**, showcasing on **ABC-TV** last Saturday (30) and follows with appearances May 21, June 18 and July 16. **Hubby Shelby Singleton**, **Mercury Records'** Southern rep, with headquarters in **Shreveport, La.**, set the deal with **Crossroads-TV**.

The **Andy Doll** band is routed thru **May** as follows: **Tawkeye, Ia.**, May 10; **Decorah, Ia.**, 11; **Davenport, Ia.**, 12; **Muscoda, Wis.**, 14; **Owatonna, Minn.**, 15; **Swisher, Ia.**, 17; **Worthington, Ia.**, 18; **Oelwein, Ia.**, 19; **Ellsworth, Wis.**, 20; **Guttenberg, Ia.**, 21; **New Vienna, Ia.**, 24; **Fort Dodge, Ia.**, 26; **Dubuque, Ia.**, 27; **Decorah, Ia.**, 28; **Madison, Wis.**, 29, and **Fennimore, Wis.**, 31. . . . **Link Davis**, who made "Big Mamou" a big item a few years back, is now working under the personal management of **Mark Raymer**, **Houston**. . . . **Mr. and Mrs. Whitecavage** cracked the new season at their **New River Ranch**, **Rising Sun, Md.**, May 1, with the **Stanley Brothers** and the **Rambling Hoedowners** as the opening features. Skedded for appearances at the park during the season are **Johnny Cash**, **Stonewall Jackson**, **Ray Price**, **Brenda Lee**, **Flatt and Scruggs**, **Jim Reeves**, **Jimmy Dickens**, **Grandpa Jones**, **Stoney Cooper** and **Wilma Lee**, and **Doc Williams** and the **Border Riders**. **Earl K. Batman**, of **East Greenville, Pa.**, handles the bookings.

The Billboard HOT C & W SIDES

FOR WEEK ENDING MAY 8

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	23
2	2	2	3	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	10
3	3	3	2	JUST ONE-TIME, Don Gibson, RCA Victor 7690	10
4	4	4	4	ANOTHER, Roy Drusky, Decca 31024	17
5	7	6	5	ABOVE AND BEYOND, Buck Owens, Capitol 4337	10
6	5	5	8	BIG IRON, Marty Robbins, Columbia 41589	8
7	6	7	9	SINK THE BISMARCK, Johnny Horton, Columbia 41568	7
8	8	11	13	ONE MORE TIME, Ray Price, Columbia 41590	6
9	9	9	12	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	6
10	11	15	16	A SIX PACK TO GO, Hank Thompson, Capitol 4334	8
11	13	20	28	LEFT TO RIGHT, Kitty Wells, Decca 31065	4
12	17	16	11	FAMILY BIBLE, Claud Gray, D 1118	8
13	16	21	19	YOUR OLD USED TO BE, Faron Young, Capitol 4351	5
14	14	14	15	PINBALL MACHINE, Lonnie Irving, Starday 486	9
15	21	19	—	LIFE OF A POOR BOY, Stonewall Jackson, Columbia 41591	3
16	10	10	7	WISHFUL THINKING, Wynn Stewart, Challenge 59061	20
17	12	8	6	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	18
18	25	24	—	SEASONS OF MY HEART, Johnny Cash, Columbia 41518	3
19	18	22	24	(DOIN' THE) LOVER'S LEAP, Webb Pierce, Decca 31058	5
20	—	—	—	SMILING BILL McCALL, Johnny Cash, Columbia 41618	1
21	19	25	—	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583	5
22	20	26	30	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	5
23	30	—	—	KEYS IN THE MAILBOX, Freddie Hart, Columbia 41597	2
24	24	17	21	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306	6
25	—	—	—	JENNY LOU, Sonny James, NRC 050	1
26	28	—	—	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	2
27	15	12	14	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	10
28	22	—	—	ROCKIN', ROLLIN' OCEAN, Hank Snow, RCA Victor 7702	3
29	—	—	18	TIMBROOK, Lewis Pruitt, Decca 31038	20
30	—	—	25	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334	10

Dramatically Different

LONELY WEEK-ENDS

by **Charlie Rich**

Phillips International #3552

Roy Acuff

HICKORY 1113

"DON'T KNOW WHY"

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THE SAFARIS

"IMAGE OF A GIRL"

ELDO RECORD CORP.

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• **Reviews of New Pop Records**

• Continued from page 94

★★★
GOOD SALES POTENTIAL

HANK DAVIS
★★★ **One-Way Track** — STACY 919 — A good train rhythm ballad offering by Davis, who has a strong country sound. He works with echo here and the backing complements the vocal. An appealing side in the Johnny Cash tradition. (Maestros, BMI) (2:09)

★★★ **Real Soon** — A nice blues by Davis who gives this side, too, an agreeable chanting job. A pounding guitar assistance here. (Maestros, BMI) (1:50)

BOB NORRIS
★★★ **A Fool and His Love** — NAME 1 — Country-flavored vocal performance by Norris on pleasant ballad with nice lyrics. Both sides have c.&w. appeal as well as pop. (Lizann, BMI) (2:18)

★★★ **Yellow Pages** — Gospel-styled ditty with clever lyrics is chanted neatly by Norris and chorus. (Lizann, BMI) (2:14)

BEN E. KING
★★★ **Show Me the Way** — ATCO 6166 — Ben E. King, former lead of the Drifters, bows on his first solo disk with a strong performance of a medium tempo dinking. (Progressive, BMI) (2:12)

★★★ **Brace Yourself** — The chanter tells about a chick who impresses him greatly on this intriguing side. He sells it mighty well, and this could get spins. (Shalimar-Progressive, BMI) (2:03)

THE CRICKETS
★★★ **Baby My Heart** — CORAL 62198 — The Crickets handle this rocker neatly on one of their rare vocal performances. Listenable side. (Cricket, BMI) (2:15)

★★ **More Than I Can Say** — A smooth rockaballad is sung well by the boys over simple support. Flip is stronger. (Cricket, BMI) (2:38)

FLOYD ROBINSON
★★★ **Boys and Girls** — RCA VICTOR 7736 — A bouncy tune with historical aspects of the boy-girl relationship. Cute tune and Robinson handles it well with a young fem group in answering choral role. (Delamore, ASCAP) (1:56)

★★ **Sonja** — Moderate ballad fare by Robinson, in a rural vein. He has a good heart-rending sound as he sings of his chick. Interesting strummed guitar backing here. (Tree, BMI) (2:24)

BILLY ADAMS
★★★ **The Gods Were Angry With Me** — CAPITOL 4373 — An interesting ballad with a highly philosophical point of view. There's a soft rock type backing that goes with it, which lends interest. Side is worth spins. (Century, BMI) (2:48)

★★ **Can't Get Enough** — Adams sings this medium rhythm tune with feeling, to a Lloyd Price type chorus in the backing. So so material. (Source, BMI) (2:05)

CLAIRE TERESE
★★★ **My Future Just Passed** — CORSAIR 100 — The evergreen receives a warm performance from the lass over simple backing. Singer has a sound and side deserves spins. (Famous, ASCAP) (2:57)

★★ **Just for You** — On this side the thrush sells a medium tempo item sweetly, helped by a vocal group behind her. (Canon, BMI) (2:06)

FARREL AND THE FLAMES
★★★ **Dreams and Memories** — FRANSIL 14 — Heartfelt reading by Farrel and Flames on so-so rockaballad. (Mar-Pet, BMI) (2:20)

★★ **You'll Be Sorry** — Catchy warbling by Farrel and group on okay r.&r. rhythm ditty. (Mar-Pet, BMI) (1:53)

FRANK D'RONE
★★★ **Warm All Over** — MERCURY 71626 — Here's a mighty pretty tune from Frank Loesser's "Most Happy Fella." D'Rone sings it with a nice romantic crooning touch. Smooth side, worth spinning. Good big band backing is by Billy May. (Frank, ASCAP) (2:18)

★★ **After the Ball** — D'Rone handles this upbeat revival of the oldie in nice style. Again the Billy May backing, focussing on brass, swings. (Ovov, BMI) (2:14)

ALEX DE ROMA
★★★ **Can This Be Love** — MALA 416 — A pleasant ballad. De Roma croons it in romantic fashion to strings and trombone choir backing. For the non rock-minded dancers. (Volkwein Bros., ASCAP) (2:48)

★★ **Roma Di Notte** — A romantic, Italian-styled song is handled in soft, crooning style by De Roma. Artist has an easy, relaxed touch. (Ardmore, ASCAP) (2:33)

THE DOMINEERS
★★★ **Richie Come on Down** — ROULETTE 4245 — This is the story of Richie, who doesn't want to do anything except practice on his guitar and become a star. It's a wild, rhythmic effort that has smart teen-age lyrics. Good wax. (Bushwick, ASCAP) (1:52)

★★ **Nothing Can Go Wrong** — On this side the boys sing of love and how much it means. It's not too strong in this market. Flip is better. (Bushwick, ASCAP) (2:11)

JIMMY MINOR
★★★ **Satan's Chauffeur** — MERCURY 71622 — This is the story of the devil's chauffeur, and Jimmy Minor sells it in mighty strong style over snappy backing by the group and combo. Minor has a style similar to Johnny Cash. (Pure, BMI) (1:56)

★★ **I'm a Fool for You** — Jimmy Minor comes thru with a very Johnny Cash-styled reading of a Johnny Cash-styled tune. Could get spins, but flip is more potent. (Pure, BMI) (2:17)

NORM OWENS
★★★ **Rough'n Ready Teddy** — EASTMAN 799 — Story song about Teddy Roosevelt and the Spanish American War is in the vein of "The Battle of New Orleans." Disk contains illustrated lyrics to the tune. (Rogers & Van Buren, BMI) (2:21)

★★ **Ten Paces** — This is the story of a duel between two good friends over a girl they both love, and the killing that results. (Briarcliff, BMI) (2:23)

BUNKER HILLBILLIES
★★★ **Take Me Out to the Ball Game** — SEVILLE 106 — Spontaneous-sounding kid chorus chant exuberantly on the seasonal standard. Spinnable wax for the baseball season. (Broadway & Vogel, ASCAP) (2:02)

★★ **Little League** — Small-fry chorus gives good account of themselves on bright novelty about kid baseball league. Flip is better side. (Rush, BMI) (1:58)

SAFARIS
★★★ **Image of a Girl** — ELDO 101 — Emotion-packed vocal by lead singer on wistful rockaballad. (Eldorado, BMI) (2:27)

★★ **4 Steps to Love** — Jaunty chanting by lead singer and group on catchy r.&r. item. (Eldorado, BMI) (2:08)

COSIMO GILE
★★★ **Tintarella Di Luna** — EVEREST 19355 — Italian-type rock and roll version of the Italian ditty, which was a fair success for Dorothy Collins recently. A different treatment which could get spins. (Southern, ASCAP) (2:27)

★★ **Guarda Che Luna** — Romantic warbling (in Italian) by Gile on dramatic rockaballad (Southern, ASCAP) (3:00)

★★★
MODERATE SALES POTENTIAL

RONNIE RAY
★★ **Mean Mama Blues** — CIRCLE DOT 1002-4 — The Marty Robbins song gets a solid performance, set in a backing with an effective, restrained boogie figure. (Acuff-Rose, BMI) (2:40)

★★ **The Vulture** — Instrumental. Of interest, but doesn't match the flip in effect. (Labray, BMI) (2:40)

THE SATELLITES
★★ **Dark Town Strutter's Ball** — D-M-G 4001 — Sam Severin handles the lead on this interesting reading of the oldie helped by the Satellites. It rocks. (Leo Feist, ASCAP) (2:25)

★★ **Each Night** — A pleasant rockaballad is sung nicely by the lad while the vocal group adds smooth support. (Koo-gam, BMI) (2:05)

DANNY HARRISON
★★ **Have You Ever Been Lonely** — EVENT 4278 — Country-flavored thrashing stint by canary and group on oldie. (Shapiro-Bernstein, ASCAP) (2:32)

★★ **Mary Ann I'm Lonesome** — Wistful reading by canary on gentle folk-flavored item. (Darleen, BMI) (2:05)

ESQUIRE BOYS
★★ **Summertime** — FRANSIL 15 — Pleasant electric guitar solo work with incidental vocal chorus on great Gershwin standard. Nice jockey side. (Gershwin, ASCAP) (1:49)

★★ **Sorrento Cha Cha** — Another spinable guitar solo stint on catchy Latin theme. (Mar-Pet, BMI) (1:34)

DEE DEE DORSEY
★★ **Chester the Chop** — NAME 2 — Cute piping by gal on bouncy novelty ditty. (Lizann, BMI) (2:11)

★★ **The Last Dance** — Okay ballad is sung with heartfelt emotion by gal. (Lizann, BMI) (2:19)

JOANNE CARTER
★★ **It Won't Be Long** — SQUARE 103 — The thrush tries hard on this gimmicky side but not much happens. (Toris, BMI) (1:58)

★★ **My Love's Blue Eyes** — Joanne Carter sells this ballad pleasantly over fair support. (Silent, ASCAP) (2:17)

CHUCK FORD
★★ **Katy Doll** — CORAL 62199 — Chuck Ford sings of his love, Katy, on this rocking record. It has a bright sound. (Frederick, BMI) (1:45)

★★ **Lovely Evening** — The chanter sells this pleasant ballad sweetly over simple support by the combo. (Frederick, BMI) (2:08)

THE FOUR FLICKERS
★★ **Is There a Way** — LEE 106 — Pleasant warbling by group on pretty theme. (Adams-Ethridge, BMI) (2:28)

★★ **Aimez-Moi (Love Me)** — Same comment. (Adams-Ethridge, BMI) (2:40)

CHARLES CASELLA
★★ **I'll Search My Heart and See** — BARRE BA-103-4 — An inspirational side, simple and quite effective in its message. (Wilbee, BMI) (2:43)

JOE GURKA
★★ **Sunshine Valley** — Instrumental with a nostalgic flavor in the arrangement. Pleasant. (Wilbee, BMI) (2:40)

BOBBY VACCO
★★ **Kissin' Fresh** — IMPALA 208 — Ad slogan is utilized for okay r.&r. ditty with fervid vocal by Vacco. (Center, ASCAP) (2:52)

★★ **Still in Love With You** — Pleasant rendition by Vacco on wistful ballad with male chorus on backing. (Center, ASCAP) (2:58)

(Continued on page 98)

2 SOLID SMASHES!

THE SENSATIONAL
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b/w
HEY SENORITA
(Orch. arranged and conducted by Reggie Obrecht)
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b/w
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Say You Saw It in The Billboard

Reviews of New Pop Records

Continued from page 97

MODERATE SALES POTENTIAL

GORRY LEE AND DELLA
 ★★ Let Him Go, Go, Go — MECCA 2699-2700 — The duo chant with zest, to a rhythmic backing, featuring strings. (Dec, BMI) (1:55)

★★ Because (I Love You) — A ballad gets a fair go by the duo. (Dee, BMI) (2:04)

BOBBY RENO
 ★★ I Want to Be Wanted — SQUARE 505 — A ballad sung in okay fashion. Reno tries hard against string backing for moderate effects. (Silent, ASCAP)

★ Why Am I — A rockaballed full of affected vocal gimmicks by the artist. Doesn't impress. (Sigma, ASCAP)

TONY DODGE
 ★★ The Legend of Terry Sills — SQUARE 101 — Poor story song of a desperado. (Mode, ASCAP) (1:55)

★ Five Years — The chanter tells of five years in jail for stealing a car. He should have been given a lot more. (Michele, ASCAP) (2:05)

5 ENCHANTERS
 ★★ Who's Breaking Whose Heart Now — RMP 1010 — A slow, rock instrumental with some nice sliding around by a tenor sax. Tune has an old fashioned flavor. Listenable. (Waters, BMI) (2:45)

★ Happy Town — Vocal here is so so on a mediocre piece of material. (Waters, BMI) (2:10)

SHIRLEY COOPER
 ★★ They Can't Take That Away From Me — COVER 6041 — The lass sells this great George and Ira Gershwin tune in fair fashion over 1930's swing band type support. (Gershwin-Chappell, ASCAP) (1:57)

★ Flim Flam — The thrush tries hard here but not much happens. (Leeds, ASCAP) (2:12)

VIC STEVENS
 ★★ How Deep Is the Ocean — STYLE-TONE 5804 — Somber r.&r.-styled treatment of the standard with okay vocal by Stevens. (Berlin, ASCAP) (2:20)

VIC, DAWN AND HYMAE
 ★★ Tonight — Routine multi-lingual (Spanish-English) vocal by lad with comments by gal on bouncy-ditty. (J.B.L. & V., BMI) (2:10)

Jazz

JACKIE McLEAN
 ★★ What's New — BLUE NOTE 1760 — the wonderful jazz classic is played well here by McLean with help from the trio featuring Art Taylor, Walter Bishop and Jimmy Garrison. For jazz boxes. (Harms, ASCAP)

★★★ 116th and Lenox — Tune penned by McLean is performed neatly by the combo with McLean's work on horn standing out. Both sides are from albums. (Groove, BMI)

HORACE PARLAN
 ★★ C Jam Blues — BLUE NOTE 1770 — The Ellington classic receives a swinging reading from pianist Horace Parlan who shows off some good solo work here. Side rates coins in the jazz boxes. (Robbins, ASCAP)

★★ Up in Cynthia's Room — Slight riff effort is sold nicely by the pianist, helped by bass and drums. (Groove, BMI)

Country & Western

LITTLE JIMMY DICKENS
 ★★ We Lived It Up (Now We've Got to Live It Down) — COLUMBIA 41760 — A tale of wild living and the debt that has to be paid. Dickens sounds in rare form on this good weeper and a chorus is nicely spotted along with a weepy, traditional fiddle. Good potential. (Acuff-Rose, BMI) (2:30)

★★★ I'm Just Blue Enough (To Do Most Anything) — A tale of desperation. He'll hate himself for what he's going to do, but that's the way fate goes. The pint-sized chanter wrings the most out of this one and traditional fans will enjoy it. (Acuff-Rose, BMI) (2:39)

STANLEY BROTHERS
 ★★ Riding That Middle Train — STARDAY 494 — This side is true Americana. A train song with a lyric full of heartbreak and tragedy, done in traditional country style. (Starday, BMI) (2:00)

★★★ A Little at a Time — The true hill sound and some excellent traditional pickin', singin' and fiddlin' are on this side. A standard act in its field, and great for c.&w. programming. (Starday, BMI) (2:15)

CARL STORY
 ★★ Sweeter Than the Flowers — STARDAY 492 — A weeper, done by Story in the traditional style, with authentic instrumentation. For devotees of the real thing. (Lois, BMI)

★★★ On the Radio (I Heard My Name) — An uplifting inspirational side. Lyric reflects the modern touch, but the picking and singing is in the traditional style strictly. (Starday, BMI)

JIMMY NEWMAN
 ★★ A Lovely Work of Art — M-G-M 12894 — A pleasant ballad, with considerable echo in the recording. A far-away chorus sound and touch of c.&w. flavor are elements. (Newkeys, BMI) (2:30)

★★★ What About Me — Time was when this was called country blues. It's a bluesy item, with funky guitar, and goes back to an interesting style, pre-Presley. (Cedarwood, BMI) (2:10)

BILLY THOMPSON
 ★★ I Should Have Told You — WINSTON 1048 — Another wears his name, and one is broken-hearted: A real weeper, done in the traditional style, with a lot of heart. (Willet, BMI) (2:14)

★★★ A Beautiful Thought — Thompson sings this country ballad with plenty of emotion, backed with typical traditional arrangement. Solid for that market. (Willet, BMI) (2:45)

BILLY BROWN
 ★★ Be Honest With Me — REPUBLIC 2004 — The fine old tune by Fred Rose and Gene Autry is revived for pleasant results by Brown. Simple rhythm backing creates a good effect along with a chorus which gradually builds. Side is worth attention. (Western, ASCAP) (2:19)

★★★ The Last Letter — Brown has a nice touch with a ballad as he proves on this good side. Here he has some of the mellow quality of Jim Reeves. A programmable side. Two worth-while sides. (M. M. Cole, BMI) (2:40)

RAY GODFREY
 ★★ The Picture — J & J 001 — Effective weeper about gal's picture on bar-room floor is chanted with sincerity by Godfrey. (Yonah, BMI) (2:50)

★ Overall Song — Okay reading by Godfrey on pleasant theme, but flip is stronger side. (J. J., BMI) (2:10)

THE WRIGHT BROTHERS
 ★★ Island Creek Mine Fire — GOLDEN LEAF 106 — An event record, telling of a mine tragedy. Done in the authentic country style. (Polaris & Golden Leaf, BMI) (3:17)

★★ I Just Came From Your Wedding — A weeper in the traditional style. (Polaris & Golden Leaf, BMI) (2:30)

BILLY BYE
 ★★ So Sweet — ALL AMERICA 104 — Pleasing vocalizing by Bye in typical c.&w. fashion on okay ditty. (Country & Western, ASCAP) (2:00)

LEWIS LINDSEY
 ★★ So Sweet — Bouncy tune with same title is wrapped up in vevful rockabilly treatment by Lindsey. Dual market side. (Rock & Roll, ASCAP) (2:12)

JIMMIE FLETCHER
 ★★ Sad Blue Eyes — WINSTON 1047 — A country weeper in the traditional style — both as to vocal and the instrumental arrangement. (Willet, BMI) (2:18)

★★ My Heart Don't Know — Similar to flip in type of song and style. (Willet, BMI) (1:52)

CARA STEWART
 ★★ My Love Is Like the Sunshine — SPIN 934 — A weak arrangement of a ballad, but Miss Stewart has a soft, sweet sound, which would have a place in clubs. (Desert Palms, BMI)

★ Could Happen — Much the same approach here, but material is even weaker. (Desert Palms, BMI)

Religious

TED CONNOR
 ★★ Commandments for Parents — CAPRICE 0062 — A sort of reverse psychology is heard here, in which Connor the narrator, assisted by the Boardman choir, offers rules for parents in bringing up children. All good, down-to-earth philosophy. (Tannen, BMI) (2:40)

★★ The Magic of Prayer — The Boardman High-School Choir is heard here in the hymn, accompanied by a Conn organ. Connor offers a narration in the middle which takes the form of a short sermon on the value of prayer. (Buckingham, ASCAP) (2:29)

Rhythm & Blues

ART ADAMS AND THE RHYTHM KNIGHTS
 ★★ She Don't Live Here No More — CHERRY 1018-9 — A gimmicky blues, well-chanted by Adams who has a good rockabilly sound. Tune is a blues and it gets heavily accented beat from the guitar accompaniment. Spins possible here. (Cedariane, BMI) (2:45)

★★ Dancing Doll — An upbeat and pounding rocker. Adams again has a good sound in this groove. (Cedariane, BMI) (1:45)

LARRY BIRDSONG
 ★★ I'm So Glad You're Home — ACE 589 — Fine debut wax by the chanter on a listenable rockaballed that is sung with much emotion. (Lavern, BMI) (2:15)

★★★ Who Do You Love? — Larry Birdsong bows on the label with a rocking reading of a wild rocker backed by a sharp fem group. Good wax. (Lavern, BMI) (2:20)

AL KENT
 ★★ Am I the Man — BARITONE 1101-2 — Fetching rhythm marks this one. Work of the chorus group behind the lead is very good. (Pearl, BMI) (2:18)

★★★ Hold Me — Lead sings a nice ballad, with a chorus of chicks chanting the response. (Polly, BMI) (2:20)

SONNY FISHBACK
 ★★ You Ain't Goin' Nowhere — SKOOP 1053 — A rocker. Lead belts out the lines, with chorus group chanting a response. (Buna, BMI) (2:10)

★★★ Gee Baby — This side is artfully chaotic, with lead, instrumental backing and chorus contributing to a bluesy effect. (Buna, BMI) (2:02)

JUNE BATEMAN
 ★★ Come on Little Boy — FURY 1030 — Chick has some interesting vocal effects; and there's a fetching instrumentation, especially the horns. (Fire, BMI) (2:15)

★★ Believe Me, Darling — In contrast to flip, this song is country-flavored. Again, the chick has an interesting quality. (Fire, BMI) (2:56)

JIMMY LEE
 ★★ All of My Life — BANDERA 2506 — A slow blues with a lot of rippling piano improvising going on behind the fine deep down reading of Lee. He's got a nice, easy, shouting style. (Sundown-Lacour, BMI)

★★ Chicago Jump — A medium tempo blues riff is voiced by guitar and sax here. Okay instrumental side. (Sundown, BMI)

THE FIVE SOUNDS
 ★★ Good Time Baby — BARITONE 0940-1 — A rocker, with interweaving of lead and the chorus quite effective. Plenty of rhythm here. (Brindle & Polaris, BMI) (2:20)

★★ That's When I Fell in Love — A ballad, tenderly sentimental. (Brindle & Polaris, BMI) (2:04)

RALPH HARRIS
 ★★ She Might — EXCELLO 2177 — A bouncy item, in the category of special material. (Excellorec, BMI) (2:04)

★★ Who's to Blame? — Similar to flip in style of performance and material. (Excellorec, BMI) (2:04)

BUBBA JORDAN
 ★★ Complications — SHOWBOAT 1503 — This one rolls right along with a world of beat, and a bluesy quality, particularly when guitar takes over instrumentally. (Buna, BMI) (2:01)

★ Aware of You — Chanter's vocal is okay, but arrangement is somewhat bizarre. (Buna, BMI) (2:07)

(Continued on page 99)

The Billboard HOT R & B SIDES

FOR WEEK ENDING MAY 8

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
				1	2
1	1	5	6	WHITE SILVER SANDS, Bill Black's Combo, Hi 2021	7
2	3	2	5	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	6
3	5	4	1	FANNIE MAE, Buster Brown, Fire 1008	23
4	2	3	6	MONEY, Barrett Strong, Anna 1111	16
5	9	7	10	NIGHT, Jackie Wilson, Brunswick 55166	5
6	6	8	13	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	15
7	11	—	—	ALL I COULD DO WAS CRY, Etta James, Argo 5359	2
8	7	11	29	MADISON TIME, Ray Bryant, Columbia 41628	5
9	4	6	4	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	10
10	12	—	—	STUCK ON YOU, Elvis Presley, RCA Victor 7740	2
11	14	—	—	OOH POO PAH DOO (Part 2), Jessie Hill, Minit 607	2
12	10	—	—	EASY LOVIN', Wade Flemmons, Vee Jay 344	2
13	—	14	16	MOUNTAINS OF LOVE, Harold Dorman, Rita 1003	4
14	21	—	—	THE MADISON, Al Brown & Tuneloppers, Amy 804	2
15	22	—	—	SKY IS CRYING, Elmo James, Fire 1016	2
16	18	—	—	NO IF'S—NO AND'S, Lloyd Price, ABC-Paramount 10102	2
17	13	13	25	AM I THAT EASY TO FORGET, Debbie Reynolds, Dot 15985	4
18	15	16	15	SIXTEEN REASONS, Connie Stevens, Warner Bros. 5137	5
19	8	5	2	BABY, Brook Benton & Dinah Washington, Mercury 71565	16
20	29	17	11	LET THE LITTLE GIRL DANCE, Billy Bland, Old Town 1076	7
21	—	—	—	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	1
22	16	21	14	SWEET NOTHIN'S, Brenda Lee, Decca 30967	7
23	—	—	—	CATHY'S CLOWN, Everly Brothers, Warner Bros. 5151	1
24	17	10	7	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	13
25	26	—	—	CRADLE OF LOVE, Johnny Preston, Mercury 71598	2
26	27	—	—	NEVER LET ME GO, Lloyd Price, ABC-Paramount 10075	2
27	—	15	19	TIES THAT BIND, Brook Benton, Mercury 71566	3
28	—	—	—	DON'T MESS WITH MY MAN, Irma Thomas, Ron 328	1
29	25	21	21	COFFEE GRIND, Hank Ballard & The Midnighters, King 5312	6
30	—	—	—	CHINA DOLL, Ames Brothers, RCA Victor 7655	1

SPOTLIGHT WINNER!
FATS DOMINO
 BEFORE I GROW TOO OLD
 b/w
 TELL ME THAT YOU LOVE ME
 #5660
IMPERIAL RECORDS
 6425 Hollywood Blvd.
 Hollywood 28, Calif.

BREAKING WIDE OPEN IN SEATTLE!
 "NIGHT MIST OVER HIGHWAY #2"
 Featuring
DEL KACHER
 Merri #201
ardco
 Allied Record Distributing Co.
 1041 N. La Palms Ave.
 Hollywood 38, Calif.

GOING STRONG!
GOOGIE RENE'S
 "CAESAR'S PAD"
 and
 "CAFE ROMAN CANDLE"
 Class #270
 "ROMESVILLE" Album
 #5003
Class RECORDS

Bobby Rydell
 sings
DING-A-LING!
 b/w
SWINGIN' SCHOOL
 #175
CAMP RECORDS
 1405 Locust St., Philadelphia, Pa.

Reviews and Ratings of New Albums

Continued from page 95

★★★

GOOD SALES POTENTIAL

★★★ **SCHUBERT: LILAC TIME**
Soloists, Michale Collins-Ork. Angel 35817 (Stereo & Monaural)—Four lovely operettas in modern up-to-date stereo recordings have been handed good performances by various English soloists and orchestras on these new Angel releases. The works, "The Merry Widow," "Lilac Time," "Bitter Sweet" and "White Horse Inn" are among the most famous of the great operettas, and they have been handled carefully and packaged smartly by the company. None of the soloists are well known here but they perform their roles nicely and the orchestras are first-rate. All in all four strong packages that could interest many, many record buyers. The cover of "Lilac Time" is outstanding.

★★ **LEHAR: THE MERRY WIDOW**
Soloists; Orchestra & Chorus of the Vienna State People's Opera. Vox STVX 421-400. (Stereo & Monaural)—The chorus of the Vienna State People's Opera contributes a melodic, traditional-type vocal performance of the sentimental operetta classic. Lyrics are in German. Lush backing. Moderate sales prospects.

LOW-PRICED CLASSICAL ★★★

★★★ **BACH: ST. JOHN PASSION (3-12")**
Akademie Kammerchor, Wiener Symphoniker (Grossmann). Vox VBX 202—This three-disk set formerly was sold by Vox at regular prices before the current reissue as a bargain-priced "Vox Box." Grossmann's conducting makes for a dramatic reading of this masterpiece, with excellent soloists and a powerful chorus. At \$6.95 list, the set should do well against its two full-price competing versions.

★★★ RHAPSODY IN BLUE

Liberace, Harmony HL 7237—Liberace plays excerpts from "Rhapsody in Blue," and nine other popular classics, such as "Traumerlei," "Cornish Rhapsody," Chopin's "Polonaise," etc. Cover title ties in the product with the Warners production, "Sincerely Yours." The popular pianist does a professional job, and his photo on the cover will undoubtedly catch the eyes of shoppers on the supermarkets.

COUNTRY & WESTERN ★★★

★★★ **THE BIG WHEEL**
Wilma Lee & Stoney Cooper, Hickory LPM H-100—Wilma Lee and Stoney Cooper turn in some bright readings of a listenable group of country songs and a sacred tune or two that should appeal to their many fans. Songs include "Come Walk With Me," "There's a Big Wheel," "Big Midnight Special," "Walking My Lord Up Calvary Hill" and the title tune. They are sung mighty well, with daughter Carolee Rogers occasionally joining in and with Stoney Cooper handling his fiddle work in first-rate fashion.

★★★ **GOOD N' COUNTRY**
Jimmy Martin, Decca DL 4016—Here's a good down-to-earth collection of tunes with the blue grass sound. Martin and his boys have the real thing in terms of the nasal vocal feeling plus guitar, ukulele, mandolin and five-stringed banjo. Martin shows the strong influence of Bill Monroe, with whom he spent several years. There's much happy, bouncy, hoedown styled listening here, plus a bit of religion. Recommended for the traditional fans.

LATIN AMERICAN ★★★

★★★ **LET'S DANCE THE CHARANGA**
Charlie Palmieri Ork. United Artists UAL 3082—A charanga is defined as a band consisting of strings, flutes and rhythm instruments. Its sound is typically Cuban or Afro-Cuban. Charlie Palmieri's Duboney ork has the sound and beat down pat, and it is as attractive for listening as it is for dancing. He makes pop tunes sound as tho they originated south of the border, as in the case of "Domino," "Mack the Knife," "Isle of Capri" and "Moonlight Cocktail."

★★★ RUMBAS

Jose Morand Ork. Fiesta FLP 1271—A pleasant portion of rumba material suitable for listening or dancing. The set is distinctive in that the accent here is on strings rather than the more growling trombones and blaring trumpets. It's almost a society brand of Latin music. As might be expected in this type of set, there's a Latin looking fem on the cover for display purposes.

FOLK ★★★

★★★ **SPANISH FOLK SONGS, VOL. II**
Germaine Montero, Vanguard VRS 9067—This is Germaine Montero's fourth LP for Vanguard, and her second collection of Spanish songs. Her dynamic personality comes thru, as she shows a real understanding of the Iberian idiom. Her best work is on four songs transcribed by the poet Federico Garcia Lorca. The market for this type of music is not massive, but this disk should generate real interest within that area.

RELIGIOUS ★★★

★★★ **THIS IS OUR FAITH**
Honeydreamers, Hanover HM 8008—The well-known group, which has been identified with modern, jazz-oriented stylings as well as kiddie material, turns its collective hand to religion with a collection of hymns, gospel-based material and inspirational. They are assisted by soloist Russ Miller. Backing consists of a rhythm instrumental group. Pleasant selection, nicely rendered.

★ ★ MODERATE SALES POTENTIAL

POPULAR ★★

★★ **SWING ALONG WITH ME**
Raymond Price, Tab T 2002—This is a compilation of songs made famous by Frank Sinatra, played in listenable instrumental fashion by the Raymond Price ork. Tunes include "Hey Jealous Lover," "Learnin' the Blues," "The Tender Trap" and "Same Old Saturday Night."

★★ JACKIE PARIS SINGS THE LYRICS OF IRA GERSHWIN

Time T 70009—Jackie Paris turns in his own special, jazz-oriented readings here of a group of tunes with lyrics by Ira Gershwin. He sings them in a style that is so personalized that probably only his coterie of fans will enjoy the set. Songs include "The Girl That Got Away," "This Is New," "Fun to be 'Fooled'" and "Long Ago and Far Away."

LOW-PRICED POPULAR ★★

★★ **THE WHIFFENPOOF SONG AND OTHER GREAT CHORAL FAVORITES**
The De Pair Chorus Conducted by Leonard De Paur, Harmony HL 7240—A package of choral favorites, done with zest and style. In addition to title song, sides include "Sound Off," "Rodger Young," "Love's Old Sweet Song," etc. Good low price buy, tastefully packaged.

CLASSICAL ★★

★★ **BIRTH OF THE BAROQUE**
Consort of Viols of the Pro Arte Antiqua of Prague, Vanguard BG 591—Music deriving mainly from the 16th century, played on viols, six-stringed instruments that all but disappeared when the violin became popular. The Consort of Viols heard here includes treble, alto, tenor and bass instruments playing works by the early composers Gabrielli, Lully, Bibber, Gibbons, Luython, Haussman and Francois Couperin. The music is unfamiliar but attractive. Tho not of broad appeal, it will be of interest to students and collectors of early music.

★★ BEETHOVEN: PATHETIQUE; AP-PASSIONATA; WALDSTEIN; MOON-LIGHT (CLAIR DE LUNE)

Fragoni, piano, Vox PL 11570—Four of the composer's most prominent and all around favorite works are presented on one LP. The recording was made in France. Unfortunately the sound is only of mediocre character which despite the good packaging idea, will be a drawback considering the competition existing on all of the repertoire involved. Cover is an attractive reproduction of the Rubens painting, "The Judgment of Paris." Another merchandising handicap is the soft, bendable liner.

Reviews of New Pop Records

Continued from page 98

Spiritual

★★★★

STAPLE SINGERS

★★★★ **Will the Circle be Unbroken** — VEE-JAY 885 — A minor-flavored tome of deep emotion. The lead singer has almost a folkish quality in his expression of misery and death. A persuasive and powerful side for the market. (Conrad, BMI) (2:45)

★★★★ **Don't Drive Me Away** — A strong pleader with the lead and the group giving it a deeply sincere chant. Slow, almost devoid of rhythm, it's nevertheless a side packed with feeling. (Conrad, BMI) (2:23)

ORIGINAL FIVE BLIND BOYS

★★★★ **I Call on Jesus** — PEACOCK 1811 — Relaxed, with a slow tempo, this one goes right to the heart. Fine for the buying and programming field. (Lion, BMI) (2:12)

★★★★ **Time to Think About the Lord** — In contrast to flip, this one rolls along with a world of rhythm. Plenty of emotion. (Lion, BMI) (2:10)

THE GOSPELAIRES

★★★★ **Judgment** — PEACOCK 1812 — A hard-driving, upbeat, hand-clapping revival effort. The group injects plenty of spirit into this one and the market will like it fine. (Lion, BMI) (2:40)

★★★★ **Joy Joy Joy** — A slow and pensive thought is expressed here then the tempo steps up and the lead man gets a chance to really shout. Another soul-satisfying side. (Lion, BMI) (2:30)

BROOKLYN ALL STAR SINGERS

★★★★ **The Words of God** — PEACOCK 1809 — The bass voice of the lead is very effective and is showcased by a choral group that shows the lead off to best advantage. (Lion, BMI) (2:26)

★★★★ **Rest Awhile** — In contrast to flip, this is a hand-clapping rhythmic item, done with rousing enthusiasm. (Lion, BMI) (2:17)

THE GOSPEL CLEFS

★★★★ **He Made Them All**—SAVOY 4138 —Lead does a solid job, with a vocal of lyric quality. Backing here is only instrumental—no choral effect, and this simplicity is effective. (Savoy, BMI)

★★★★ **Go, Woman, Sin No More**—In contrast to flip, the vocal here has a rolling rhythm, and the entire group joins in. Fine effect. (Savoy, BMI)

BLIND BOYS OF ALABAMA

★★★★ **MOTHERS ON THE TRAIN**—GOSPEL 1036—A fine side. Lead has a dramatic style, which falls into semi narrative occasionally; and the backing showcases him perfectly. (Planemar, BMI)

★★★ **Hills of Calvary**—Similar to the flip in its high quality. Again, a dramatic effort with soul. (Planemar, BMI)

THE RAYMOND RASBERRY SINGERS

★★★★ **Waiting On You**—SAVOY 4137—Exciting female voices start this off with immediate punch. Some of the chanting in the upper register is excellent. (Savoy, BMI)

★★★ **As Long As I Live**—High-pitched and full of sincerity. Good programming for gospel deejays. (Planemar, BMI)

THE VOICES OF JORDAN

★★★★ **My Jesus Loves Me** — GOSPEL 1037—In contrast to flip, this is relaxed, and slower in tempo. Lead vocal has considerable soul. (Volunteer, BMI)

★★★ **Go Tell Him What You Want**—Reaches a high peak of excitement rapidly. Uptempo and emotional. (Volunteer, BMI)

★★★

SISTER BARBARA JONES

★★★ **There's a City Over There**—PEACOCK 1810—The Sister lines out the lyrics and the chorus chants the response. Sister handling the lead is very fine. (Lion, BMI) (2:10)

★★ **Be Ready** — Not quite as good as the flip, altho lead had a dramatic quality. (Lion, BMI) (2:25)

THE SILVERTONES

★★★★ **Sentimental Memory** — SILVER SLIPPER 1000 — A dreamy item, with a touch of pleasant nostalgia. Vocal is good, in relaxed style. (Jandee, BMI) (3:00)

★★ **You Gotta Change Your Ways** — A touch of sophistication marks this lyric. Nice job, with some bright brassy instrumentation. (Jandee, BMI) (2:36)

London NEWSNOTES:

Continued from page 12

Club," the BBC's main live pop music show, May 28; **Bill Hall**, the singer's manager, returned to America last weekend.

Jerry Keller was hurriedly brought in to take the late **Eddie Cochran's** place in the touring show with **Gene Vincent**. The package resumed at Hanley April 30, and is set for a 10-week run. . . . **Diahann Carroll's** appearance in Granada-TV's "Variety Show," originally scheduled for last month, is now set for May 12.

When **Nat King Cole** tapes a 60-minute video spectacular here for ATV on May 17, Italy's **Marino Marini Quartet** will fly in specially for the show. . . . The eight-week tour, due to start next month, arranged for a package headed by **Johnny and the Hurricanes**, has been called off. A reciprocal exchange to meet Anglo-American musicians unions' requirements was involved and no suitable British group was available.

First American to guest on the **Vera Lynn** TV show was her M-G-M colleague **Conway Twitty**, who was featured May 7 in the first of a new fortnightly Saturday series for BBC. Twitty, who arrived in London Tuesday, started a week's dates with **Johnny Preston** May 8. **Freddy Cannon** arrived here Wednesday. The three link to form a strong three-week package from May 15.

EMI gave a joint welcoming party Thursday for **Connie Francis** and **Conway Twitty**. . . . When he has finished filming "Let's Make

Love" for 20th, **Frankie Vaughan** will return to Britain for a starring summer season at Brighton Hippodrome.

The Everly Brothers' "Cathy's Clown" keeps the No. 1 spot in the charts here for the second successive week and generally the top 20 list shows few changes. Only newcomer is **Craig Douglas** (Top Rank), a consistent British chart-name, with a locally written song (by **Bill Crompton** and **Morgan Jones**), "Heart of a Teen-Age Girl" at No. 16. . . . **Duane Eddy's** "Shazam" (London) is up four places to No. 9 with similar jumps by **Johnny Preston's** "Cradle of Love" (to No. 11) and **Johnny and the Hurricanes'** "Beatnik Fly" (No. 13).

Releases this week from the Decca group include **Rod Holden's** "Love You So," (from Donna) and **Jesse Hill's** "Ooh Poo Pah Doo" (from Minit), all issued on London; Warner Bros.' issues were **Sir Chauncey's** "Beautiful Obsession" and **Tab Hunter's** "Apple Blossom Time"; Coral's issues were confined to two EP's of "Big" **Tiny Little's** "Honky Tonk Piano"; the Decca label itself had a cover of "Cherry Pie" by **Jess Conrad**, a promising singer with a growing reputation as a movie actor and TV personality.

EMI's releases were headed by **Lloyd Price's** ABC-Para hit, "For Love," and **Frankie Avalon's** "The Faithful Kind" on HMV; **Les Compagnons de la Chanson's** "Down By the Riverside" is issued here on Columbia not Capitol, thru EMI's French affiliations; to tie in with **Nat King Cole's** visit next weekend,

Decca C&W Deal for May

NEW YORK — May is country and western month at Decca Records. During the month, a "Baker's Dozen" deal on all Decca country album product will be in force, plus an added 10 per cent discount. Dealers can select any 12 sets from the country catalog and get an additional LP of their choice free. The deal also includes country EP's (minimum order of 12 sets).

To add impetus to the plan, three new country LP's are being released, featuring **Webb Pierce**, **Jimmy Martin**, and an all-time, all-star array of great country catalog hits. A flock of dealer aids are being readied by the label.

Barnet Returns To Capitol Fold

HOLLYWOOD—Charlie Barnet returned to the Capitol Records fold last week a decade after he left it. His first offering under his new exclusive Cap pact is an album recorded live at a Palm Springs nitery featuring the jazzman with a quartet. A.&r. producers **Dave Cavanaugh** and **Curly Walter** will be responsible for his sessions.

Cole, Jones

Continued from page 12

judgment of the concert promoters, and the failure of jazz fans to turn out.

Cole and the Quincy Jones band did net some profitable publicity — recordwise — thru parties and tie-ins arranged by the Capitol records distrib, and the musikers appeared to hold no ill-feeling over their lack of box-office success.

There seems to be no activity in re the buying of ducats for the May 9 **Marlene Dietrich** show, in **Tivoli's** Concert Hall, but there may be a last-minute rush for the ultra-high-priced tickets. **Norman Granz** and **Richard Stangerup** have not done as well as usual with their recent promotions but both have a lot of experience, and Stangerup has a mailing list of liberal spenders, which may be bringing in better results than the one box-office operating at present.

Vera Lynn

Continued from page 12

uous 25-year spell. In 1952 she became the first British singer to top "The Billboard" best selling record charts with "Auf Wiedersehen," released on the London label.

Her other big U. S. sellers include "You Can't Be True Dear," "Yours" and "Again." She has also played several U. S. cabaret dates.


A big attraction on the Continent; she visited Holland last week for a TV spectacular to mark Liberation Day.

In Britain she is among the most respected entertainers and appears again in this year's Royal Variety Performance next Monday (16). On Saturday (7), she began her fourth BBC-TV series.

Capitol here issued "That's You" b-w "Is It Better to Have Loved and Lost?"

LP's include **Peggy Lee's** Capitol smash "Latin a la Lee," **Maurice Chevalier's** "A Tribute to Al Jolson" (M-G-M), **Earl Bostic's** "Sweet Tunes of the Sentimental 40's" (Parlophone) and the **Sarah Vaughan-Billy Eckstine** "Best of Irving Berlin" (Mercury). HMV is issuing "Ella Fitzgerald Sings Gershwin" over three months with Volumes 3 and 4 scheduled for May.

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KANSAS BUYS 420G SPEC TO MARK '61 CENTENNIAL

Set for Topeka, Wichita; Dailard To Produce, Willson Writes Music

TOPEKA, Kan. —A \$420,000 musical spectacular, which will depict the history of Kansas, have special music written by Meredith (Music Man) Willson and be produced by Wayne Dailard, will be the highlight of the Kansas Centennial next year.

Contracts for the spec, which will have a company of 800, including a 45-piece symphony orchestra and a 50-voice choral group, were closed here Wednesday (4), with Eldred Stacy of Music Corporation of America, Chicago, who had conducted negotiations for the show, and Dailard signing on behalf of the show.

Kansas Governor George Docking and Maurice E. Fager, manager of the Mid-America Fair here and chairman of the Kansas Centennial Commission, and other members of the Commission were present for the signing of the contract.

Two Shows Set

The musical spectacular will be presented for two weeks both here

and at Wichita. The site here will be the Mid-America Fair. The site at Wichita has yet to be decided. Dates for the Topeka stand have been set for June 30-July 13. Those for Wichita have been penciled in for July 22-August 4. During both engagements the spec will be idle two nights, as the professional actors will be under Actors Equity contract and thus work only six nights.

Titled "The Kansas Story," the spec will have a story line based on Kansas history. Researchers will begin work within the next few weeks on the State's history, preliminary to the writing of the script.

Seven stages will be used in the production, with action to cross-fade frequently from one stage to another, according to the spec's outline.

Supers, extras, square dancers and a portion of the choral group will be non-professionals and will be recruited from various colleges and churches of Kansas. All of the cast, with the exception of vocalists, will work in pantomime. All of the voices will be by a vocal

cast located in a glass booth.

Producer Dailard is well known for his large-scaled outdoor productions. He produced "The Oregon Story" at the Oregon Centennial last year and "The California Story" for three years, starting in '56, in Balboa Stadium, Calif. In all, he has more than 100 productions in vaudeville, light opera, dramatic stock, and outdoor spectacles to his credit. He was general manager of the San Francisco Fair in 1936 and 1937.

Willson, widely known for his smash hit musical, "The Music Man," first became interested in spectacles in 1950 when he wrote the score for "The California Story." He has shown a continued interest in outdoor productions. He wrote music and lyrics for "The Oregon Story" presented last year.

Val Rosing will direct. He directed both the "California Story" and "The Oregon Story." Earlier, he had been associated with the Covent Garden Opera Company, London; the New York City Opera Company, and the Chicago Lyric Theater, and was director of the America Opera Company.

Orange Show Gains Despite Rain, Cold

SAN BERNARDINO, Calif.—The 45th annual National Orange Show pulled 70,423 thru Saturday (30), third day of the 11-day run which ended Sunday (8), G. Walter Glass, secretary-manager, disclosed. Total was 2,780 above the same days a year ago.

Altho the dates were set back, the event hit bad weather with cold nights and some rain in the outlying areas. Business on the independent midway, however, was reported holding up well.

"Fiesta Mexicana" was the theme for the event and the run

also marked the Golden Anniversary of the show.

With the Mexican theme, displays supplied by the Republic of Mexico were featured. Attractions included the Vivaldi orchestra and a Latin theme for the outdoor stage. A pageant, with 800 San Bernardino children, was staged in the stadium as part of the opening festivities.

Entertainment on the fair midway included, in addition to the outdoor stage, a free circus staged by Ted DeWayne. Booked by Earlene Smith of Fanchon & Marco in Hollywood, the line-up included Clifton Troupe, trampoline; Disneyland Military Ponies; Candy Dixon and Todd LeRoy, clowns; Josie the Hollywood chimp; Barbara Simpson; Paula Dell, swinging ladders; Betty Ross and her dogs; Mike Foster, unicyclist, and DeWayne's Risley turn.

DeWayne also presented Pancho Jr., the water skiing elephant, in the Marina pool, site of the sports show division.

Bob Baker and His Marionettes were booked as a pay attraction but the admission was removed Monday (2).

Alta. Town Gives \$25,000 for Arena

VEGREVILLE, Alta. — Town council has granted \$25,000 to the Vegreville Arena Association toward the building of an arena on the exhibition grounds. The amount is part of the \$27,350 made available by the provincial government for recreation purposes.

AWAIT NORTH'S BARNUM-BAILEY EUROPEAN PLAN

NEW YORK—A decision is expected soon on the plan to frame a Barnum & Bailey Circus for a European tour next winter. John Ringling North's 1958 survey of European cities showed about 20 buildings seating 7,500 or more. Framing such a new show is expected to take about three months, and booking would have to get under way soon. Unit would move by truck.

Decision on the unit is North's to make and there seems to be reason to expect an early and favorable answer. The Barnum & Bailey title toured Europe 1898-1902 and still is well remembered there. As reported previously, the new unit would not affect operation of the Ringling-Barnum show here.

Paper Lambasts Union Troubles At Trade Show

DETROIT — Charging "a widespread union-labor shakedown" at the Tool Show at the Detroit Artillery Armory, which just closed, The Detroit Times has called upon both labor and civic leaders to clear up the situation. Picketing by carpenter and millwright unions, involved in a jurisdictional dispute, and minor violence delayed the preparations for the show and discouraged public attendance.

Significance is given the issue by The Times, in front page articles and on the editorial page, because of the opening of \$54,000,000 Cobo Hall in a few months, and the adverse reaction of exhibitors at the Tool Show. Harry Conrad, executive secretary of the American Society of Tool and Manufacturing Engineers, indicated that the Society might reconsider its plans for shows which are scheduled for Cobo Hall every other year for at least the next eight years. A report is to be given to the American Exhibit Managers Association he said.

Principal criticisms made by The Times, and hotly countered in various quarters, included improper payments required from exhibitors to get labor to set up and handle exhibits, and the failure of Governor Williams and Mayor Miriani to appear at the show as scheduled after the picketing had started.

Cincinnati Shrine Netted \$81,000

CINCINNATI — Cincinnati Shrine Circus, which played April 4-9, netted \$81,000 and broke records of the past 18 years. The show was produced by Al Dobritch. Shrine committee recently heard presentations from several circus producers regarding next year's circus.

LAFAYETTE, La. — Louisiana Kart-Ways, Inc., Abbeville Highway here, has been granted a charter by Secretary of State Wade Martin to operate a midget race car track. Authorized capital stock is \$20,000.

Ottawa Fair Awards Show To GAC-Hamid

OTTAWA—The Central Canada Exhibition has awarded the contract for its night grandstand show to Stu McClellan, of the GAC-Hamid Agency, it was announced here last week.

The show, for six nights during the week of August 22, has not been determined as yet, but a semi-name is included. Only definite part of the bill will be the Manhattan Rockets with 24 of the girls set to back the acts. The line will be the same one that plays the Western Canada circuit of A fairs for GAC-Hamid.

Seattle Labor Pledge to Expo

SEATTLE—Foreign and domestic exhibitors at the 1962 Century 21 Exposition here will be supplied with union labor at current wage rates and working conditions and without any stoppage due to strikes or disputes. This pledge has been made by the King County Labor Council and Seattle Building and Construction Trades Council.

Both union organizations submitted letters of agreement to Joseph E. Gandy, Century 21 president, affirming their intent to aid in the progress of building and operating the event. Union officials said that all grievances arising would be processed thru mediation.

Both councils also noted that exhibitors may bring technicians and supervisory personnel as required, "as long as their activities are confined to the Century 21 Exposition" and "as long as they do not do the work of skilled craftsmen who in the normal course of their daily work do like work for local contractors."

Similar assurances are required by the Bureau of International Expositions in their rules and regulations governing world expositions before the bureau will give tacit approval to foreign nations to exhibit. Century 21 rules and regulations has been drawn up to conform with those of the BIE, and will be submitted for approval at the bureau's next meeting in Paris.

OREGON FAIR GOES ON LATE GATE SCHEDULE

SALEM, Ore.—The Oregon State Fair this year will toss out its early 8 a.m. gate opening schedule and won't get started until 10 a.m., Howard Maple, manager, disclosed.

"There simply aren't enough folks who come in before 10 in the morning to make it profitable to open at 8 as we have done for the past 50 years," Maple explained. The later opening will also give exhibitors and fair personnel better opportunity to police up their entries before the public arrives, he added.

Maple disclosed that "Dancing Waters" would again be at the September 2-10 fair. The spectacle was last here in 1957.

Indiana Fair Adds Gates

INDIANAPOLIS—The Indiana State Fair will add two gates at the south entrance of the Coliseum to better control traffic and crowds, officials announced.

Other plant improvements include black-topping of a 60 by 60-foot area in front of the Boys' 4-H Club building for recreational uses. New flooring of vinyl asbestos will be installed in the bookkeeping, concessions, ticket and bank offices of the Administration building, and new drapes are planned for that building and the Radio Building.

The fair recently awarded contracts for coal to the Ernest Johnson Coal Company; tents to the American Tent and Awning Company, and badges to Bastian Brothers.

SEATTLE 21 EXPO NAMES WHITNEY AS CONSULTANT

SEATTLE—George K. Whitney Jr., owner of San Francisco's Whitney's-at-the-Beach, has been engaged by Century 21 Exposition as consultant for amusements and concessions. The fair will be held here April 21-October 21, 1962.

Whitney spent two years in a similar post during organization of Disneyland and remained for the first two years of operation as director of rides and amusements.

Allen E. Beach, managing director of the Exposition, said Whitney's first project is to develop concepts for the entertainment and concessions of the eight-acre gayway zone.

"Children will be the major consideration in this area," Whitney said. "We have started these studies already in discussion with Seattle Park Department officials with views to developing some long-term attractions for the kiddies."

Whitney is a second generation owner and general manager of holdings that include the Cliff House, Sutro Ice Rink, Playland, and all the concessions along the ocean front of Golden Gate Park.

The new consultant was deputy director of the U. S. pavilion at the 1958 Brussels World's Fair when the death of his father required his resignation from that post to assume active management of the San Francisco organization.

Whitney will maintain his home in San Francisco but will commute between there and Seattle.

California Rough For Kelly-Miller

Business Light; Conflicting Rules Cause Complications; Howe Joins

LONG BEACH, Calif.—Al G. Kelly & Miller Bros. Circus has played to mediocre business since opening March 20. The show has been in California since April 5 and has been up against extremely tough lot problems as well as billing limitations.

Observers report that the show has been plagued by inspectors from city, State and county agencies, and that many regulations seem to be in conflict with each other, making it nearly impossible for the circus to please all agencies at the same time.

Little paper has been posted in several places. Zoning and other problems have increased the problems concerning lots. Around San Diego, unemployment was noted because of layoffs at aircrafts and shipbuilding plants.

Following a meeting of the advance department, several changes were made in the show's operation. Also, Eddie Howe was hired as press agent, and R. T. Bullock, who had been on press, was shifted to help in the contracting department.

Show stays in California thru May 20.

The show's new style baggage wagons have been working out well, as have the new seat wagons. Moves are made in early morning hours before freeway traffic gets

heavy. There have been no truck problems or accidents, despite mountains and other hazards.

Before entering California, Kelly-Miller had good business in Texas, despite mud that soon had the new canvas looking old. New Mexico and Arizona were exceptionally good for the show.

Range of business was shown by El Paso, with two light houses March 28, and Silver City, N. M., March 30, with two capacity houses. Safford, Ariz., was sidelined because of wind and had light houses. From Yuma, Ariz., April 4, to Banning, Calif., April 8, the show had nothing but one-third houses, and Banning was about the same. Redlands, Calif., April 9, had opposition with Rudy Bros., and K-M drew two three-quarter houses. Victorville, Calif., April 12, was good. Ontario, Calif., April 14, gave three-quarter and capacity houses, but Pomona followed with one-quarter houses and when the show lost West Covina because of zoning it stayed in Pomona for two more extremely light houses. Whittier, Calif., April 18, was lost because the county fire prevention bureau refused to okay the lot. Costa Mesa, Calif., had two capacity houses April 26. Nearly all of the other performances in California towns have been for attendance estimated at half houses, one-third houses or less.

Beatty Returns To Long Island; Schuler Joins

NEW YORK — The Beatty - Cole Circus will be hitting Long Island this Thursday (12) in Garden City. A couple of the spots will be fairly close to the Comack area they played during Easter Week, such as Farmingdale, 15 miles away, and Amityville, 18 miles.

The suburban area will thus be getting a pretty stiff going over after being exposed to Ringling, in Madison Square Garden, Beatty-Cole, and the Frank Wirth show. All of the Beatty-Cole dates are in territory advertised and posted by the 24-day indoor Wirth show which ended April 24, and by their own previous engagement. The lot in Garden City is only one mile from Island Garden, which had Wirth.

Charley Schuler Joins

Aside from this routing development the circus has been doing very well since blossoming out under canvas. Last week Charley Schuler joined the press department after closing with "Ice Follies." He will handle radio-TV in advance of the week-long Memorial Day date in Philadelphia, while Frank Braden will be on general press.

PLEASURE ISLAND CHANGES HANDS

Trio Vows Free Gate, Cut Prices; Name Freedomland's Lee, Linnell

WAKEFIELD, Mass. — Pleasure Island will open its second season belatedly on June 18, with new owners at the helm and a cut-rate policy incorporating free gate admission. The developments started to take shape officially Friday morning (6) when final papers were to be signed.

The first mortgage held by Merchants National Bank of Boston is acquired by Walter A. Smith, Herbert C. Lee and Robert C. Linnell, who will start paying off the theme park's creditors at 20 cents on the dollar. There was no purchase price announced.

Smith is district manager for Esso Oil in Vermont and Western Massachusetts. Lee is director and vice-president of the Shoe Corporation of America, Shoe Corporation of Canada, and A. S. Beck Shoe Corporation. Linnell is a trustee and executive vice-president of Cabot, Cabot and Forbes, realty developers instrumental in the formation of Pleasure Island. Both Lee and Linnell are directors of International Recreation Corporation, which is building Freedomland, the huge theme spot taking shape in New York City.

Price cutting was one of the things success is contingent upon, Linnell stated. He stressed the plan for a free gate, cheaper ride prices, and new attractions. He placed part of the blame for Pleasure Island's unimpressive first season on "poor management." The park grossed only a third of its projected \$2,500,000. Lost were stockholders' equity of \$1,000,000 and construction costs of \$900,000.

The change in management was submitted informally to the Wakefield board of selectmen, who reportedly had objected to a previously discussed new owner.

Linnell stated that spending at the park in 1959 averaged out at \$3.70 per capita, of which the operating corporation got \$2.

Baraboo Sets Kelly Animals, Moves Wagons

BARABOO, Wis.—Circus wagons donated by Ringling-Barnum for the Circus World Museum here have been unloaded from the show train and hauled to the museum. Wagons and cars were stored thru the winter at the Badger Ordnance Works south of here. Work of laying 500 feet of railroad track is to get under way at the museum shortly. When it is completed, the five circus railroad cars from the Ringling show will be hauled overland to the museum tracks for display this summer.

The museum opens May 14 to accommodate school class visits, but the official opening for the season is July 2, it was announced by C. P. Fox, director.

Paul Kelly will have his eight elephants, new lion act, seal, ponies, lion-tiger act, llama and other animals based at the museum this summer. A minimum number of animals always will be here and the others will be on hand except when away to play certain dates. Kelly's animals will be worked on a daily schedule for museum visitors.

Burge Sells Oklahoma City Theme Park

OKLAHOMA CITY—James C. Burge has sold his interest in Frontier City to the Video Theater Chain, of Oklahoma City. Henry S. Griffing is president of the firm that bought the theme park. New park manager is Benson Dean, former theater manager from Ardmore Okla. The park opened in April with a tie-in with the Humpty Dumpty stores, and a record crowd attended the first day. About 70,000 tickets were put out by the grocery chain.

Burge said that he has returned full attention to his own company, the Convention Decorating Service, with headquarters in Municipal Auditorium here. Burge was adviser to the Oregon Centennial last year. He now is negotiating with two other States for similar assignments in 1961. Burge also is advisor to the builders of two theme parks, one in Texas and one in Kansas.

Ottoway Sets Train Sales With 3 Parks

CLARENCE CENTER, N. Y.—train installation is completed at Marvin Stator's Springlake Amusement Park in Oklahoma City. It has a 72-passenger capacity.

Richard B. McFadden reports the ordering of another of the Ottoway streamliners by Mystery Spot, St. Ignace, Mich. This train will have a three-mile run, among the longest in the country. With 98 capacity, it will open for action June 15.

Mackinac Amusement Company purchased the ride, principals being Fred Nelson, Clarence Manschreck, Emil Syversen and Vaden J. McCray, who have operated the Mystery Spot since 1956.

A B-14 Ottoway locomotive is being delivered to Orville Seals of Bedminster, N. J., to add to his Chester and Long Island R. R. located in Long Valley, N. J.

Wildwood Hotels Suggest Building Convention Hall

WILDWOOD, N. J.—A resolution has been adopted by the Greater Wildwood Hotel and Motel Association requesting the City of Wildwood to consider the construction of a combined Convention Hall and Recreation Center.

Action on the resolution was taken at the association's meeting at the Public Information Bureau on the Boardwalk. The proposal has been forwarded to city officials and it is expected to be made public at a meeting of the City Commission.

Lewes Wingate, president of the hotel and motel group, stated his organization will follow up its proposal after the May 10 commission election. The association feels that a Convention Hall that could seat approximately 2,000 would encourage many organizations and industries to select Wildwood as their convention site. Use of the structure as a recreation center would replace the building recently destroyed by fire.

FEATURES TIM MCCOY

Carson-Barnes Doing Okay Thru Southwest

DENVER CITY, Tex.—The 20-truck Carson & Barnes Circus has been battling wind, sand, rail and hail, but has been getting profitable business in New Mexico and Texas. Show had half and near-full houses here April 30 for the fire department auspices despite cold weather.

Col. Tim McCoy is featured on the show again this year. The colonel is billed heavily and draws strongly for the show. Owner Jack Moore went to Central America last winter and contracted the entire Castillo Circus, and its acts now make up much of the Carson & Barnes program. In addition, he hired the Manteconn Family, which has been in the U. S. before. Additional acts are to join in a short time, Moore said.

The circus has four elephants, various wild animals and several head of lead stock. The animals and several platform acts are in the Side Show top.

Performance includes:

Charles Fuller, roly-boly and two foot juggling acts; single bulls with Dick Shipley in charge; Johnny Frazier, tight wire juggling; Senior Alfonso, cloud swing, with Debbie Lacy and Darlean Lotter on single traps; clowns; Jack Moore and six chestnut Liberty horses; Frazier, Lea Fuller and Martha Moore, rolling globes; Castillo's Dogs, Henry Filbright's monkeys, and Morris Horn's Black Bears, Shipley and elephant plank walk, concert announcement with cowboys and wrestling bear; Paulette Pyle and the Roxys, unicycle; Castillo Girls, unsupported ladder and perch; clowns, ladder act, Campa's Ponies (4); Jack Moore with llama, goat and mule, and Horn's ponies (4); Senor Manteconn, hand balancing on high pole; clowns, webs, three menage horses; Castillo Family, ironjaw pull-up; Johnny and Martha plus Helen and Polo, trampoline turns; Carson & Barnes Elephants (3), worked by Shipley and Darlene Pratt; second concert announcement, followed by the show's feature, Tim McCoy.

McCoy rides the track, goes into an Australian whip act, rope tricks and fancy shooting. He completes the act by giving out photos and autographs.

McCoy appears only in the big show and the concert is separate. It includes Fulbright's wrestling bear, the Wilson Brothers whip act and a comedy mule.

Show's staff includes:

Jack Moore, owner-manager; Paul Pyle, general superintendent; Ivan Douglas, boss canvasman; Dorothy Turner, wagon; Ann Moore, front door; Harry Rawls, concessions superintendent; Chuck Fuller, Side Show; Jack Turner, pit show and midway; Sam Price, hippo show; Martha Moore, pony ride; Connie Pratt, burgers; Lou Brock, floss; Hank Hoover, corn; Penny Moore, props; Les Brock, electrician; Jim Zimmer, transportation; Mildred Pyle, inside tickets; Mary Rawls, novelties; Oddie Doty, jewelry; Dick Shipley, elephants; Morris Horn, ring stock; Kelly Swin, cookhouse; Happy Jack, chef; Alfonso Campa, equestrian director; Leona Hill, band mistress; George Bell, trumpet; Harry Ross, announcer.

Saginaw Ups Fair Tariff To One Dollar

SAGINAW, Mich.—The Saginaw Fair is increasing its outside gate admission price from 75 cents to a dollar. Higher operating costs forced the increase, Clarence H. Harnden, fair secretary-manager, announced.

"It will still be one of the best buys in the amusement world," Harnden observed. "We're giving our patrons more and more each year tho our costs have been rising."

PNE Seeks Expansion To Include City Park

VANCOUVER, B. C.—The Pacific National Exhibition will tie in with Vancouver's Diamond Jubilee this year and may possibly have a maritime festival of some type.

A. P. (Bert) Morrow, fair's general manager, has suggested to the city's park board that the fair lease New Brighton Park on the shore of Burrard Inlet. The PNE would build up the park and approaches and use it only at exhibition time.

Fair officials visualize a snug anchorage for historical pageants, boat races, water show and eventually a marina. During none-fair time the park could be used for football, baseball and swimming.

Meanwhile back at the fair-

grounds the cost of dressing up and adding to the physical structure will cost about \$90,000 this year.

Plans are for new rest rooms, a new Hobby Show site, new fencing, more paint, landscaping and general improvement of road and parking facilities.

Costliest project will be the rest rooms in the Pacific Show Mart which will cost \$20,000, and new fencing and light towers at Callister Park which are expected to cost \$19,000.

About \$5,000 will go for landscaping the parking area north of Empire Stadium and east of Hastings and Cassier streets. On Exhibition Park the PNE will apply close to \$12,000 worth of paint.

N. Y. State Fair Offers Names Free

Dale Robertson, Molly Bee Booked For Grandstand; Castle, Beneke Indoors

SYRACUSE, N. Y.—The New York State Fair this year will offer a wide variety of talent, practically all of it free to those who pass thru its paid outside gates, Harold Creal fair director, announced.

All grandstand attractions, except track events, such as auto races, and its Empire Court offering will be free to patrons.

Only the Coliseum events—Hubert Castle's Three-Ring Circus September 6-9 and Tex Beneke and his orchestra, in closing day, September 10, with a popular price dance, will work behind a paid gate.

Guy Lombardo and his orchestra will be presented September 6-10 in Empire Court on a four-a-

day schedule (noon, 1, 4:30 and 5:30 p.m.).

The grandstand night program will be divided. The first segment, September 2-5, will have a show headed by Dale Robertson, plus Leon Mc Auliffe and his Cimarron Boys; Ken Boen and the New Gray Mare, Barbara Autry, Candy Candido, the Legard Twins, the Holly Twins, and Homer Garrett's Hollywood Square Dancers.

The second segment, September 6-10, will offer Molly Bee, Homer and Jethro, the Collins Kids, the June Taylor Dancers, Ann Marston, Johnny Matson, and Teddy Phillips and his orchestra.

All of the attractions were booked thru Eldred Stacy of Music Corporation of America.

HEADED FOR MIDWEST

King Business Good; Equipment Outlined

HENDERSONVILLE, N. C.—King Bros.' Circus, in its second season, is getting good business on the early part of the season that is taking the show from Florida to the Middle West and Great Plains.

Here April 27 the show had 640 people in an afternoon rain and 1,641 at night. Sample earlier towns included Athens, Ga. (April 1), two three-quarter houses; Toccoa, Ga. (19), half and straw; Gastonia, N. C., light and half; Concord, N. C., one-third and two-thirds full; Hickory, N. C. (23), two half houses, and Morgantown, N. C., half and straw.

The show's big top is an 80 with three 40's in its second season. Side Show-menagerie top is a new U. S. Tent 50 with two 20's, with orange and blue side wall. Seats include 12-high blues and eight-high grandstand chairs built in blocks of four for easier handling. Big top poles are aluminum and there is one row of 20 aluminum quarter poles. Side poles also are aluminum.

Elephants are Lois plus a new young one named Sheena. Latter was bought to replace Babe, which died, and it has not yet been broken to work. In the menagerie is one large semi-trailer cage with two lionesses, four dogs, a porcupine and three monks plus a Tony Diano straight bed cage truck with a brown bear, lioness, baboon and chimp. There are eight horses, five ponies and one llama.

Side Show uses six new panel banners and a fire eater works bally. Midway has a pony sweep and a walk-thru pit show. Big show tickets are \$1.25 and 90 cents. Reserves are 60 cents. Both concert and Side Show are 25 cents. Chief White Cloud has the concert.

Trucks are flashed with red paint plus a white triangle on which is painted the title in red and blue. Tractor cabs are light blue. Diano units on the show, including the two cages noted, are his usual yellow and orange and have Diano's name on them. They include the horse truck, and stake and chain unit.

Show's rolling stock includes these semi trailers:

Ticket wagons-office, Side Show equipment and cage, light plant, elephants, props and sleeper, horses, seats, poles and canvas for a total of nine. The straight bed units include a cage, stake and chain with stake driver, concessions, props and cookhouse for a total of five. Show moves on 14 units. In addition there is a McLaughlin snake show truck, Aldo Cristiani's dog truck and about eight privately owned house trailers and truck sleepers.

Performance has no spec because of lack of track space. Benny Cristiani announces the show. Acts include the Cristiani leaps; Evy Karoly, riding; Chita Cristiani, riding, and Aldo Cristiani's Doberman Pinschers, as well as other acts.

21ST EDITION

Minneapolis Sets Plans For June Aquatennial

MINNEAPOLIS — The annual summer festival, the Aquatennial, will be held here July 15-24 for its 21st year, officials announced.

One of the features of the event is Al Sheehan's Aqua Follies, which will perform nightly from July 13 thru 24 with water ballet, swimming and diving and a stagemore that is expected to include name attractions. From here the Follies each year moves to Seattle for that city's Seafair.

Two giant parades, Star Night and the Coronation show, plus a

450-mile canoe race down the Mississippi will be focal points.

The day parade will be held July 16 and is expected to have more than 50 floats plus marching units, queens and clowns. The July 20 night parade will be lighted fully. Star night and the coronation will be held July 22 preceded by a stagemore.

The canoe race, a 10-day event, is from Bemidji, Minn., to nearby St. Anthony Falls. The event will start on July 6 and wind up on the opening day of the 10-day celebration.

Wallace-Clark Gets Full One At First Stand

LANCASTER, Calif.—The new Wallace & Clark Circus opened here to a full night house after skipping the afternoon show because of a sand storm. Show was framed at San Dimas. This week it plays Delano (9), Tulare (10), Dinuba (11), Selma (12), Sanger (13), Firebaugh (14) and Las Banas (15).

Owner is Pat Graham and equestrian director is Bob Thornton. General agent is Arthur Hockwald, with Dortha Kent on press. Harlan DeWitt is adjuster. Acts include those of E. R. McCall, Dale Petross, Bill Dietrich, L. R. McNeese, and Ronald Rebuff, plus others. Charles Cox has the Side Show with six platforms. Eddie Roth and Lynn Heiss supply the music.

Hamid-Morton Draws Crowds At Harrisburg

HARRISBURG, Pa. — Hamid-Morton Circus played to good business at the State Farm Show Arena under Shrine auspices here April 25-30. The show opened just after the start of a bus strike, but striking drivers donated their services and the bus company donated busses to haul 2,000 kids to the circus free.

The building seats 9,800 persons for a circus. Night houses opened Monday (25) with 6,000 and built to 6,500, 7,000 and 9,000. Afternoons started Tuesday with 9,000, dropped to 5,000 on Friday (29) and zoomed to 10,000 Saturday afternoon (30). There also was an extra show Saturday morning that drew 7,500.

Moscow Show Plays Brazil; Talent Named

SAN PAULO, Brazil—A Moscow Circus has been playing South American cities and will continue thru September. Sources here said the show may come to the U.S. after that. Meanwhile, it will play San Paulo for an extended run, Buenos Aires for 30 days and Santiago, Chile, for 30 days.

Personnel includes Leonid Assanov, director - general; Makim Masterov, band; Irina and Peter Schetinin, trapeze under sputnik; the Gratchevs, juggling on five perches; Galina Tarbeeva, contortion; the Nikolaevs; Victoria Olkhovikova, dogs and ponies; Polonev, perch; the Bykovskii; Arnaoutov, flying trapeze; Balakins tumbling and revolving wheel; Vsevolov Kherts, juggling heavy weights and ballbearings; Eugenia Tchivela and Wladimik Rytov, double trapeze; Ivan Koudriausteu, and a trained bear, Gosha; and clowns Nikolaine, Choudime and Karandach. Show ends with the Russian national anthem and a Russian flag suspended from a sputnik.

TALENT ON THE ROAD

Hoosier State Fair Recontracts Garber Ork

Jan Garber's orchestra is getting to be as much a part of the society horse show at the Indiana State Fair as are the horses. Its been a long time since any other aggregation cut the show and they'll be there again for six performances on September 4-9. . . . Riding Hannefords have been added to the bill at the Chicago Police Benefit Circus on June 18-19, Earl Newberry, thrill show impresario, having set the talent for the Soldier Field show. . . . Acts helping to open the new Silver Dollar City amusement spot in Branson, Mo., recently were Uncle Cyp, Aunt Sap and Joe Slattery, all of the Red Foley "Jubilee U.S.A." TVer. . . . Phil Ford and Mimi Hines, comics, are booked for the banquet show of the National Restaurant Association convention on May 12 in Chicago's Palmer House. . . . Those set to come along with Louis (Satchmo) Armstrong to the Oregon State Fair, Salem, in September, will be Trummy Young, trombone, and Billy Kyle, pianist.

Talent lineup of the Wyatt (Hugh O'Brian) Earp show, currently making a long string of one-nighters, includes, in addition to the Marshal, the Hollywood Square Dancers, Original Guits, Les Marthys, the Rudells and Hal Southern and the Five Frontiersmen. Stops on the tour, which opened May 6, include Wilmington, N. C.; Savannah, Ga.; Lubbock, Tex.; Little Rock, Memphis; Montgomery, Ala.; New Orleans; Jacksonville, Orlando and Miami Beach, in Florida; Columbus, Ga.; Mobile, Ala.; Nashville, Indianapolis, Cincinnati, Louisville, and Fort Wayne, Ind. Following the trek, the first for O'Brian of this scope, he'll head for Chicago to do a legit production, "Two for the Seasaw." . . . Ced White, who for years toured his horse act, Rex the Wonder Horse, has tossed his hat into the Indiana political ring. White was in the primaries for the Legislature. He currently runs Lightning Dude Ranch for boys and girls near Knox, Ind.

TV SHOWCASE: Homer and Jethro and Johnny Cash will guest-star on the May 12 Tennessee Ernie Ford half hour. Ford will open the show with "Come to the Fair." . . . Marie Wilson, Robert Q. Lewis and Jeanne Carson will visit the "Arthur Murray Party" on May 10. . . . Set for the May 11 Como segment are Roger Williams, Johnny Carson, Toni Arden and Genevieve. . . . Ginger Rogers will visit the May 16 Steve Allen hour show. *Charlie Byrnes*

Dody Goodman for 'Mattress'; Lavelli Sets Africa Tour

Dody Goodman plays the Carol Burnett role in the road version of "Once Upon a Mattress," the musical comedy whose national company starts a 30-week tour September 1 in Chicago. It is presented by Sol Hurok in association with the National Phoenix Theater. Hurok brings the Royal Ballet (formerly Sadler's Wells) to New York's Metropolitan Opera House on September 11 for four weeks, starting a 29-city tour; he also has the Israel Philharmonic Orchestra in a seven-week tour starting October 16, also at the Met. . . . Accordionist Tony Lavelli will tour Africa with the Harlem Globetrotters. . . . The Louvin Brothers, recording artists, have 82 days of fair dates lined up, opening in Rugby, N. D., June 27, and closing in Waterloo, Ia., October 8. With them will be Benny Martin and Hal and Ginger Wallis.

Steel Pier in Atlantic City has Bob Maxwell producing its water circus, with wife Norma Dean and 10 others performing; also the Busy B's, monkey canoe tilting and log rolling, booked thru Henry Cogert, and the Star Men of Sweden. Last is an aerial mast act using three performers on different levels of the same pole. They land June 15 in Montreal. George Hamid is having new rigging built to let his Diving Horse act make winter circus dates next season. . . . Annette Funicello, Disney recording star, is in the next Radio City Music Hall stagemore, accompanying Disney's film, "Pollyanna." . . . Marquis Chimps are on the Jack Benny show May 18. . . . Chuck Connors, TV's "Rifleman," broke opening day records at Winnipeg's Shrine Circus on April 30. Show pulled 30,000 in three performances, arena manager Alex Turk beams. *Irwin Kirby, New York*

PNE RODEO ANNOUNCEMENT GENERATES MUCH PUBLICITY

VANCOUVER, B. C.—If wide, continued and controversial publicity assures the success of any competitive sports show, then the Pacific National Exhibition's fair time rodeo should be a sellout. At least that's the opinion expressed in the PNE's official publication, Fair Talk.

"The tempest—sparked by the SPCA and fanned by sundry columnists—which followed the PNE's announcement to stage the event, has continued unabated for more than two months," the newspaper points out.

"It has been cartooned, condemned, lampooned and applauded in the Vancouver press. It has won unbiased editorials and grossly unfair criticisms. And it has been the subject of two cross-Canada radio programs, two West Coast radio surveys and two TV interviews.

"And what is the end result? Of the some 20-odd published letters to the various editors, opinion has weighed heavily against rodeos in general.

"Of the two surveys by top Lower Mainland radio stations the consensus of 73 broadcast opinions upheld the sport as an essential American and Canadian pastime.

"But no matter what the final assessment, the stark fact remains that rarely before, in the long 50-year history of the PNE, has 'so much (publicity) been accomplished by so few over such a sustained period of time.'"

AMUSEMENT PARK OPERATION

Freedomland Ad Appears; Fire Hits Santa's Village

QUARTER-PAGE AD in the Sunday (24) issue of The New York Times announced the June 19 opening of Freedomland. Ad showed artwork of some of the attractions, a map of how to get there, and a box telling that the Ed Sullivan TV show would originate at Freedomland twice in June. . . . Martin M. Masters, press agent for Connecticut College, also will be press agent for the city-owned park, Ocean Beach, at New London. At the park he will be associated with Anthony N. Pero. . . . Fire of undetermined origin swept thru the administration building at Santa's Village, Dundee, Ill., Tuesday (3). . . . Los Angeles recreation and park commissioners are getting ready to hire an architect to design the \$6,600,000 zoo. Sanford Research Institute is making a study of possible sites and is to report in July. . . . Estate of the late Joseph Barbara at Apalachin, N. Y., scene of a gangland convention in 1957, has been opened to the public by new owners. Tourists are expected to visit the place. . . . Joseph Schuler of Olympic Park, Rochester, N. Y., has purchased a Wild Mouse and is building a 20-unit Storyland walk-thru designed by Richard B. McFadden. Schuler also bought 48 Fascination tables and has rebuilt a park building to accommodate them. . . . Braniff Airways is publicizing the Space Ship ride it will have at Freedomland. Riders will look thru the floor of the rocket to see views of various places around the world as well as fiery exhaust and planets. Scenes will be projected by eight projectors. Ride will hold 230 persons at a time. *Tom Parkinson*

Denmark's Tivoli Launches New Season, Guards Parade

COPENHAGEN'S SUMMER Tivoli started its season on Sunday (1), and crowds were already streaming thru the gates shortly after 9 a.m., so that by noon there was a large crowd circulating around the park and patronizing the many restaurants.

As usual there were many improvements to be noted, including the installation of a large number of additional benches and chairs on newly laid-out terraces, with shrubbery and attractive flower plots. Many benches, of a modern type, were topped by colored plastic roofs, which makes them ideal in either sunny or rainy weather.

Major changes were made in the big building housing the de luxe Nimb dine-dance restaurant, the Balkonnen restaurant and the Bodega, all of which are now being operated by Paul Gutterman. The open-air dining balcony of Nimb has been made suitable for year-round use by the erection of a glass and wood structure that provides a good view of the center of the park and the open-air stage and can still be used for hot weather or wintertime dining.

On both Sunday (1) and Monday (2) there were parades by the Tivoli Guards, boys band, and the usual weekend special concerts in the park and in the Concert Hall. Elaborate displays of fireworks were offered on both nights.

The pay gate on Sunday was over 64,600, which did not equal last year's gate of 68,900, but the receipts for the day will undoubtedly exceed last year's as the weekend evening admission price has been upped to 2 crowns, an increase of about 6 cents. Also the rides, restaurants and dance halls did heavy business up until midnight.

Batts Tour East Europe; Montana Resort Reopening

THE HARRY BATTS are midway on a tour of Europe that takes them to several Russian and Eastern European cities. Batt is on the tour in connection with the New Orleans International House 1960 Trade and Travel Mission. In late April they made Berlin, Leningrad and Moscow. They were in Warsaw and Prague last week, Paris last weekend and will be in London until May 15. . . . At Gregson, Mont., the Gregson Hot Springs resort is to reopen May 15. Treasure State Industries, Inc., is new owner of the spa, and Vice-President Frank J. Roe said about \$250,000 is being spent over a three-year period. The plans include a ride area, pools, motels, golf, trailer park and rodeo corral.

Vancouver Park Adds Units; Canadian Theme Park Opens

PLAYLAND AT EXHIBITION Park, Vancouver, B. C., premed for the 1960 season Friday (29) with two new rides and a Mirror Maze added to the permanent attractions. The amusement park will operate thru the summer months. A week before the annual PNE fair it will close down to dress up for that climactic event. Its operators this year have decided to open daily from 7 p.m. to midnight. On Saturdays the park will open at 1 p.m. New rides are a giant Ferris Wheel, the biggest in Canada, and a Looper. Other major rides bring the total to 11, along with eight kiddie rides, 11 games and a restaurant. Gerry Crawshaw is manager.

At Cultus Lake, B. C., the first phase of the five-year project, Frontier Town, was opened May 1. Completed since last fall are a fort and Indian village, trading post and settlers cabin, inhabited by sculptured figures in 1805 dress. The figures were made by artist Ormond Turner and his wife, Lois. Turner is one of a syndicate of Penticton businessmen sponsoring the project. When completed Frontier Town will include a Front Street, with saloon, dance hall, mine replica, Boot Hill, wagon display and children's zoo. Cultus Lake is a well patronized summer resort about 60 miles east of Vancouver. Beside the new Frontier Town, boats, fishing, a camp site, powerboat races and other attractions draw crowds.

Missouri Spot Opens May 1; Draws 18,000

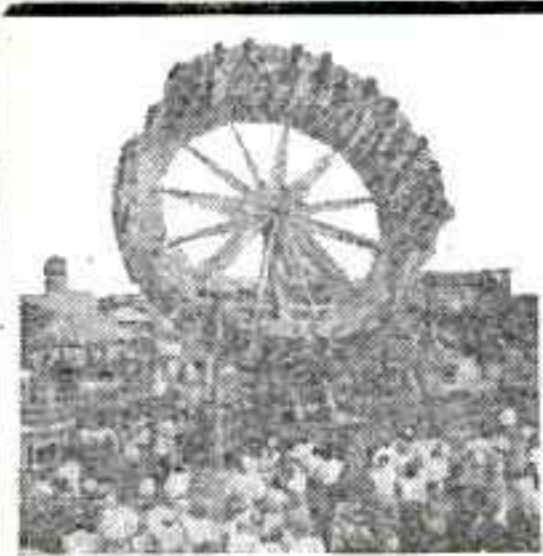
BRANSON, Mo.—Silver Dollar City, re-created 1880 mountain village, welcomed more than 18,000 persons as opening-day visitors on Sunday (1). At 3 p.m., high point in day's crowd, auto traffic was lined nearly five miles in one direction and over two miles in the other, with State police calling for reinforcements.

For dedication, several hundred nearby resort and tourist operators arrived at 9 a.m., and each was handed a pair of scissors by owners Mary Herschend and son, Jack. On given signal all played an equal part in ribbon cutting, while three radio stations taped proceedings and two TV stations filmed.

Admission to the village, located in densely forested Marvel Cave Park, is free. All of the dozen operating businesses reported good grosses for the initial day's action.

Talent used on opening day included combination of three Springfield TV personalities with strong children appeal, plus "Uncle Cyp," "Aunt Sap" and announcer Joe Slattery, of the Red Foley network television show, "Jubilee, U. S. A."

Next major promotion at the Ozark village is set for Memorial Day weekend.



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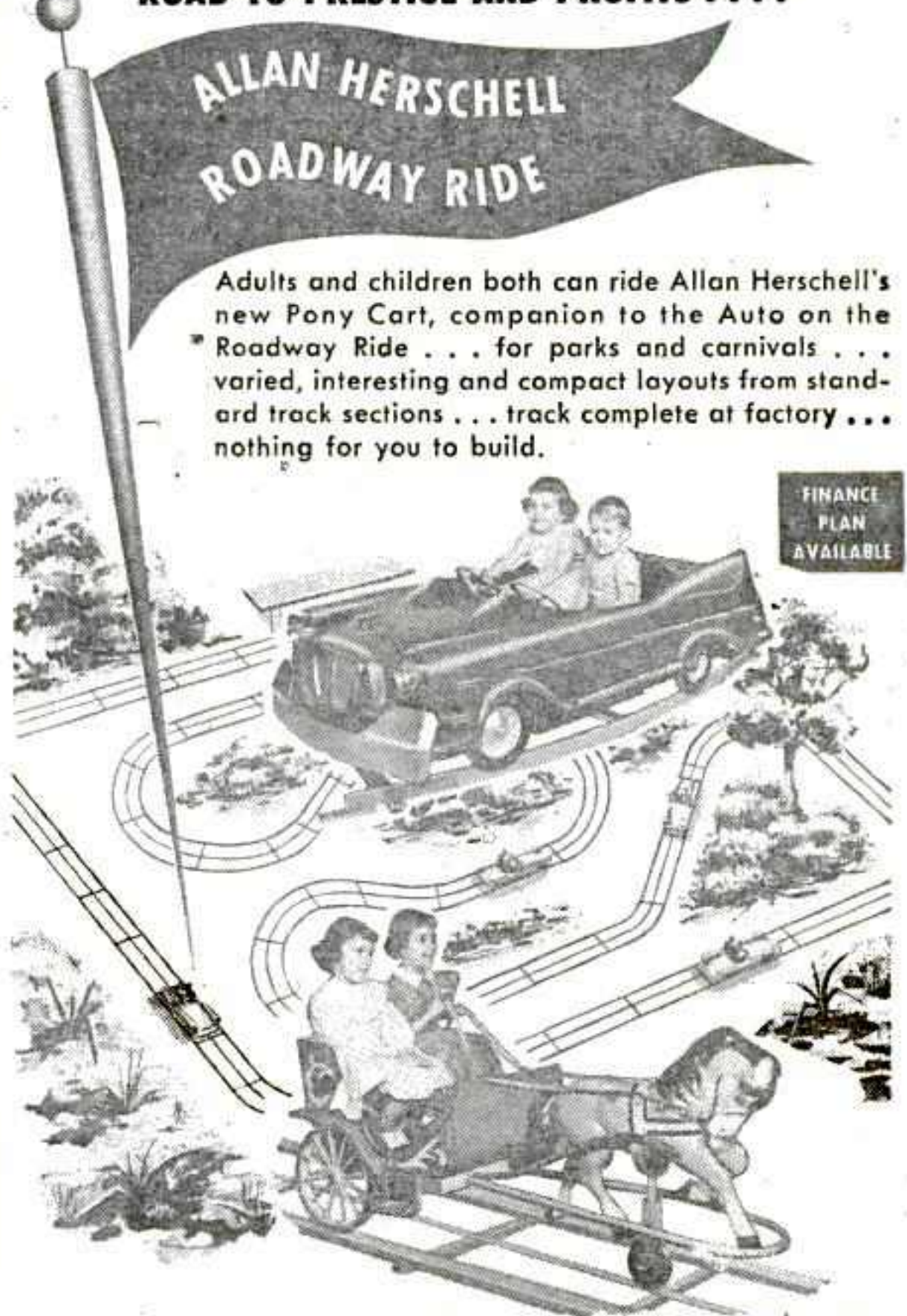
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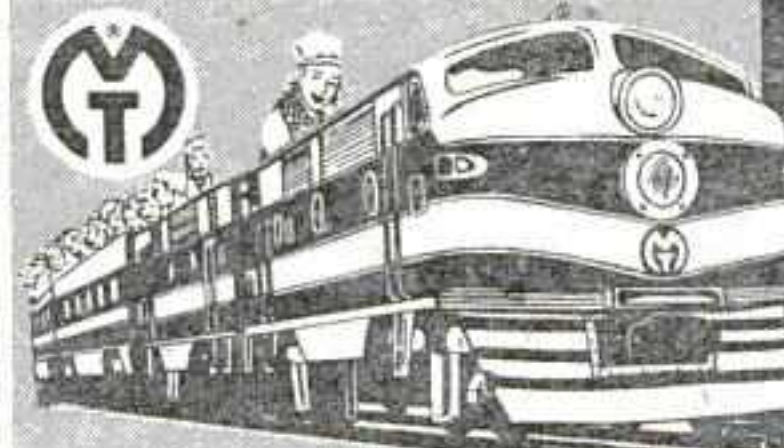
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Riverton Fair Names Slate And Staffers

RIVERTON, Conn. — Perry Ransom of West Hartland has been elected president of the Union Agricultural Society of Barkhamsted, Colebrook and Hartland, Inc., sponsors of the annual Riverton Fair, this year to be held October 8-9.

Also serving are Stuart M. Bronson, Torrington, vice-president; Stanley A. Ransom, West Hartland, vice-president; John Eastman, Riverton, treasurer; Mrs. Grace D. Seymour, Robertsville, secretary; Mrs. Ruth D. Everett, Robertsville, assistant secretary; Alfred L. Messenger, Riverton, assistant secretary (elected to fill vacancy caused by death of Ernest G. Jordan, Riverton); Mrs. Ruth D. Everett and Lawrence H. Roberts Sr., auditors.

Directors include Leroy Millard, Colebrook; Earl Griswold, Winchester; Louis Shepard Jr., Hartland; and William C. Merritt, Barkhamsted. Francis Jacquier of West Hill and Casil Beecher of Winchester will serve as directors-at-large; Winthrop Bronson, Torrington, marshal; Joseph Strampach, Colebrook, assistant marshal; William S. Wright, Riverton, superintendent of rentals, and Robert Ransom, West Hartland, superintendent of grounds.

FAIR-EXHIBITION MANAGEMENT

Liberace to Assist Ky. State Piano Festival

LOUISVILLE—Kentucky State Fair will hold its first Kentucky State Fair Piano Festival September 9-11, with Liberace set to make arrangements and rehearse the selected students.

Invitations have been mailed to 500 Kentucky piano teachers asking them to nominate one of their star pupils for the event. Advanced piano students in junior or senior high schools, colleges or upper grades of rural schools will be eligible. They will participate in a 60-piano ensemble, playing two concerts daily under the direction of Liberace.

A series of auditions will be held thruout the State to select the top pianists who will appear on the huge stage to be built in the fairgrounds coliseum.

Festival's aim is to display Kentucky's talented youth in a festival atmosphere and provide an opportunity for these young pianists to perform in a large ensemble with a nationally recognized artist.

The fair will pay the expenses of the successful students while they are in Louisville and provide other recognition.

Food Theme Chosen for 114th N. Y. State Fair at Syracuse

SYRACUSE — Food will be the focal point for this year's 114th New York State Fair, having been chosen for the annual theme to which much of the exhibit effort is keyed. "Spotlighting Food in the Empire State" is the theme announced by fair director Harold L. (Cap) Creal.

He cited available research figures showing sales in both food stores and eating places thruout New York State surpassing \$450 per person. More is spent for food by every American family than for any other budget item. The theme, Creal said, gives added significance to the fair's all-foods exposition which is devoted entirely to food and related products. More than 20,000 square feet of space has been reserved for this year's display in the Foods Building.

Cashman Charts Changes In Ohio State, County Fairs

COLUMBUS, O.—Changing communities are bringing about changes in Ohio's 94 county and independent fairs, Sam Cashman, director of market development and research of the Ohio Farm Bureau Federation, has declared. Cashman was manager of the State Fair from 1954 to 1956.

Writing in the Farm Bureau Advisory Council Guide for May on "How Can We Improve Our Fairs?" Cashman said: "Agriculture and industry are making such rapid strides in Ohio that this progress must be portrayed in new ways.

"All of our county fairs started at a time when Ohio was predominantly rural," he pointed out. "Travel was by horse and buggy, and there were no radio and television. The fair served an educational purpose in bringing new ideas to farm people and in providing a place where they could meet one another and enjoy themselves.

"We need to ask ourselves in 1960 if our fair is still serving these purposes or if we need new goals and purposes to justify its existence," he stated.

"Ohio farmers are also very much concerned about the future of the Ohio State Fair. They know that in recent years it has been under attack."

Farm Bureau resolutions insist that the Ohio State Fair continue to be the responsibility of the Department of Agriculture, he pointed out. Other Farm Bureau resolutions suggest that a study be made of establishing a board or commission, representing all phases of our economic and social life, that would have the authority to establish policy and employ a manager.

DALLAS—Livestock premiums totaling \$83,732 will be offered by the 1960 State Fair of Texas for its Diamond Jubilee Exposition, October 8-23.

The premiums for the Pan-American Livestock Exposition and Junior Livestock Show are the most ever announced for the fair, exceeding the 1959 total by \$1,534. The premium figure does not include premiums for the State Fair Horse Show, which will be announced later. In addition, the fair will offer \$3,028 in poultry show premiums.

The Pan-American will offer a total of \$62,091 for beef and dairy cattle, swine, sheep, Angora goats and herdsman awards. Junior Livestock Show premiums for dairy cattle and beef heifers, steers, pigs, lambs and herdsman awards total \$21,640.

Pan-American premiums include \$30,000 for Angus, Brahman, Charolais, Hereford, Santa Gertrudis and shorthorn beef cattle; \$18,600 for Ayrshire, Guernsey, Holstein-Friesian, Jersey and milking shorthorn dairy cattle; \$7,070 for swine, \$5,053 for sheep, \$718 for Angora goats and \$650 for special herdsman awards.

The junior show will award \$4,335 in the junior dairy show, \$3,825 for beef heifers, \$2,742 in the junior steer show, \$4,050 in the market steer show, \$4,204 for pigs, \$2,005 for lambs and \$480 in herdsman awards.

The Pan-American Livestock Exposition will be presented during the first nine days of the fair, October 8-16, and the junior show will follow during the second week of the fair, October 17-22.

A feature of the livestock show this year will be a Pan-American livestock pageant to be presented in the new State Fair Coliseum.

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Sincerely,
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or LOWELL H. STAFF, Amarillo, Texas. Phone: FL 6-1311.

ARENA, AUDITORIUM NEWSLETTER

McAllen Dedicated

By TOM PARKINSON

McALLEN, TEXAS, HAS JUST completed an Open House Week at which the dedication of the newly completed auditorium was a principal feature. The city was observing the completion of a \$5,100,000 program that included the building of a city hospital, a city golf course and the city auditorium facilities, plus the purchase of the International Bridge that leads to Reynosa, Mexico. The dedication of the auditorium launched the week's activities. Manager Thomas P. Benson cut the ribbon. Gov. Price Daniels, of Texas, and Gov. Norberto Trevino Zapata, of the neighboring State in Mexico, were the principal speakers. Congressman Joe M. Kilgore also took part. Moving to the adjacent convention hall, Kilgore was the principal speaker. The second day found a Pan-American style show in the convention hall and a cast of 32 giving music and dances of Mexico in the auditorium. The third day brought open house to the hospital and a fine arts concert to the auditorium. A Festival of Faiths, religious program, was in the auditorium the next day. The next two days had a Music-o-rama show of local talent in the new building.

Benson relates that the new facilities he manages include a central open patio 102x108 and surrounded by a 20-foot covered area. This will accommodate outside social events plus outdoor exhibits. To the left of it is the auditorium. It has 1,800 fixed seats on a single level. There are a large stage and loft, six dressing rooms that double as meeting rooms, orchestra pit, sound and light control rooms and other areas. Proscenium opening is 60 feet. To the right of the patio area is the convention hall. It is designed to seat 1,000 at dining tables or to accommodate 64 9x10 booths. It may be divided into three separate areas for simultaneous meetings. Kitchen is included. Utilities are supplied for exhibit booths. Both the auditorium and the convention hall are air conditioned. They are on a 25-acre site with parking for 700 cars. Benson also points proudly to the producing oil well that is on the auditorium site.

Portland Booking Sports; Jersey City Has Exhibitors

A PORTLAND, ORE., SPORTS writer says "that weird looking giant's table is now taking shape. It's beginning to look like a building." And of course it is the new Portland Memorial Coliseum, which also is acting very much like a busy building. Manager Don Jewell has announced plans for ice hockey, boxing, college basketball, skating and more in the sports line alone. An ice show was announced earlier. The Globetrotters are likely to come. Polack Bros. Circus also will be there, it has been learned. . . . Jersey City Armory has a trade fair as part of the Jersey City tercentenary celebration, May 15-20. It will have 40 exhibits of Jersey City industries. . . . Chicago's Lakefront Exhibition Hall announced signing its first trade show. The National Housewares Manufacturers Association will hold both of its semi-annual trade exhibits at the new building in 1961. One will be in January and one in July. . . . Oakland (Calif.) Municipal Auditorium this month includes on its busy schedule a spring garden and home show, food and home show, square dancers' round-up, Roller Derby and numerous other events.

Saskatchewan Architects Hear Stage Planning Needs

AN AUTHORITY ON technical problems in theaters, Phillip Rose, told a recent meeting at Regina, Sask., that "it is very evident that more planning will have to be done in the construction of civic and school auditoriums which are built for multi-purpose use." The audience was made up of architects and persons interested in stage lighting and theater facilities. He said that with careful planning a stage can be designed to facilitate many kinds of programs at very little extra cost. Rose also spoke to the annual conference of Saskatchewan school superintendents and members of the Illuminating Engineering Society's local chapter. Saskatoon architects were guests at the latter meeting. A representative of the Saskatchewan department of education said "we hope that architects will heed his advice when planning multi-purpose auditoriums in schools and civic places."

St. Louis Opera Fare Told; City to Get Carnegie Hall

ST. LOUIS MUNICIPAL Opera's schedule for the summer has been announced by Manager F. Beverly Kelley. The famed Muni Opera opens June 9 with "Meet Me in St. Louie." Then come "Kismet," "Anything Goes," "The Desert Song," "The Student Prince," "Tom Sawyer," "Rosalie," "Madame Butterfly," "Knights of Song," "The Red Mill" and for August 22-September 4, "Redhead." . . . Early May activities at the Civic Auditorium in Seattle included Tony Lavelli, "Ice Follies," and the Russian dancers. . . . New York has passed a bill to make Carnegie Hall a city-owned building, refurbish it and retain it as a cultural center. This action was taken to preserve the hall in the face of the competition from the new Lincoln Center for the Performing Arts. . . . Lincoln, Neb., Pershing Memorial Auditorium has the Dave Brubeck Quartet in concert Thursday (12). . . . Charleston, W. Va., Civic Center will have a horse show in the grand arena at the same time (28) the American Academy of Ballet is performing in the theater.

County Okays New Ice Rink At St. Paul

ST. PAUL—A plan for a public ice arena to be built in suburban Maplewood has been given to the Ramsey County board here. The structure, to be called Aldrich Arena, would cost an estimated \$750,000.

The rink, 200 by 85 feet, will be built 14 feet below grade with bleachers seating 3,350 banked on either side up to ground level. Plans are to operate the arena the entire year except for the three summer months when refrigeration costs are too high.

At the entrance a pro shop and workshop will service the county's 12-hole golf course being built across the street from the arena.

With installation of a sectioned wood floor over the ice, the arena will be adaptable for basketball, tennis and banquets. The building, 160 feet wide by 260 feet long, will be constructed of steel and unpainted block and poured concrete. There will be parking for 1,200 cars and provision for two outdoor rinks.

The board accepted the preliminary plans presented by the architects, but laid over the firm's request to hire a consultant on refrigeration. The Ramsey County board was given authority to issue \$750,000 in bonds for the arena by the 1959 Minnesota Legislature.

Africa Gets Tour in Sun By 'Holiday'

NEW YORK — Despite protracted hearings on a State Department budget item of \$95,000, a "Holiday on Ice" unit launched its African tour Monday (25) in Khartoum, the Sudan. At issue in Washington were funds to offset a possible operating loss by the show, which is carrying a full complement of performers and complete ice-making equipment, 46 tons worth. The item was approved.

It was brought out that "Holiday" lost \$60,000 in playing Russia last year. The Africa trip will traverse the continent's two coasts, winding up a year later in May, 1961. It will make frequent stops in areas used to hot sun and 120-degree temperatures.

The appropriation was defended by James F. Magdanz, chief of President Eisenhower's cultural presentation staff, part of a special international program. The House of Representatives approved \$2,415,000 for the program, cutting the \$2,900,000 request by \$485,000.

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Beatty-Cole Gets Two Straws, Extra

Big Business at Wilmington Marks 1st Canvas Stand; Others Okay

WILMINGTON, Del. — Clyde Beatty and Cole Bros. Circus gave an extra unscheduled show here to handle the turnaway that remained after the afternoon straw house. The circus played here for Jaycees and it strawed patrons not only in the afternoon but also at the night show. Show was here April 30.

The day before at Allentown the Beatty-Cole organization had a one-third house in the afternoon and a three-quarter at night.

"Greatest Show on Earth" movie was playing at a local theater. DAV was the auspices.

Hagerstown, Md., also gave the show good business (27). Afternoon house was half filled and night drew near-capacity business. Circus fans joined another organization in sponsoring the date. Show got a unique TV hit when a televised class in French was broadcast from the lot. The teacher stood atop an elephant thruout the class. A truckload of lead stock was lost when the driver blew the arrows and was not located for a couple days.

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PROF. KELLER BOOKED TO DEC.

NEW YORK — Prof. George Keller last week signed Corpus Christi, Tex., Shrine show for next fall, filling his bookings until December. He closes with Ringling at New York. Keller has added seven new cats to the act. He also advises that his book will be coming out in the fall. Word published in New York recently was that the professor wanted to sell the act, but last week he said he expected to be in the business for a long time.

Hartford Date A Winner for Wirth Circus

HARTFORD, Conn. — The Shrine Circus here had its best gross last week since being produced by the Frank Wirth office. Following an opening Monday (25), described as just fair, attendances grew steadily. Tuesday's matinee was very good and gave indications of things to come.

Four turnaway houses were recorded during the week, including 2,000 persons unable to be accommodated on Sunday (1), a rainy day. Visitors included a delegation from the next Wirth date, in Springfield, Mass., which opens Tuesday (10). Performance line-up was virtually the same as offered in West Hempstead, N. Y., April 1-24.

CIRCUS TROUPE

By TOM PARKINSON

FOUR TEXAS SHRINE Temples that produce their own circus jointly are well along in arrangements for their 1960 show. Corpus Christi has joined the group and will operate October 14-18. Others are Austin, October 23-29; Houston, November 1-13, and Fort Worth November 18-27. W. V. (Skeets) Alsbrook, general chairman of the Fort Worth Shrine Circus, explains that the four committees collaborate in the selecting and contracting of acts, general theme, costuming and all personnel. They have caught the shows at New York, St. Louis, Mexico City and elsewhere.

"There is no connection whatsoever with any other organized circus that is produced on the so-called package plan," Alsbrook stresses. He asserts that a recently published statement from a circus producer should be corrected. "The acts mentioned in the article were contracted thru General Artists Corporation and not the circus mentioned," he said. "Bob Atterbury and Charley Basile were personally contracted. . . the crew of riggers and prop men have not been selected or contracted. . . All acts that have been contracted or offered contracts have been thru Dobritch Enterprises, General Artists Corporation or direct."

Alsbrook reports that those acts which have been contracted or offered contracts include Keller's Jungle Killers, Triska Troupe, Frielanis, Cycling Therons, Vidbels Elephants, George Hanneford Jr., Linon, Greta Frisk, Allen's Bears, Verno Berosini, Haag's Chimps, Watkins Chimps, Antonucci Chimps, Landon Midgets, Georgian Trio, Amandis, Rhodins, Flying Malko Troupe, Three Bragazzis, Wazzans, Hildalys, Tiebor Seals, Gautier Steeplechase, Celeste, Izzy Cervone, Robert Duran and Manhattan Rockets. For further clarification it should be noted that the Shrines have contracted the George Hanneford Jr. Troupe, not the Original George Hanneford Family.

★ ★ ★

Charlie and Beverly Allen had Allen's Bears in Hartford, Conn., for the Frank Wirth Circus. While Prince El Kigordo was ill a few days, the bears opened the show. The Allens will play parks for the GAC-Hamid office this season. During he winter they were with Orrin Davenport Circus and also appeared at the big Montreal Sports Show for the Shilling office. . . . Gloria Bale, Ringling aerialist, was pictured on the cover of Gotham Guide, a tourists' paper in New York. . . . Philadelphia area fans will see Cristiani Bros. Circus at Bridgeport, Pa., May 20. . . . Major Joe Short, Detroit midget clown, has been working on promotion for "Tall Story," a movie. . . . Byron Gosh, of the All-American Circus, visited Lester Lake, former magician.

mounted on a motorized unit that looks like a Cleopatra barge. Chipperfield also continues the act in which it uses five camels and five llamas, to which are added a hippo and two giraffes. Girls ride the backs of the otherwise free-running giraffes. The British show recently opened its tenting season.

Madeleine Park, who died April 1 in Sarasota, Fla., was named to the National Academy of Design just 15 days after her death. Some of her sculpturing will be placed in the National Academy at New York. She did many pieces with a circus theme, and she also went to India to do important elephants for Hunt Bros. Circus a few years ago.

From Chuck Burnes on the Ringling-Barnum show comes word that the annual benefit at Bellevue Hospital in New York was a success. Those taking part were Izzy Cervone's band, Trevor Bale, Kolmedys, Hugo Schmitt's animals, Sons of Algiers, Toni Durkin, Jane Yong, all the clowns and the elephants. . . . Dante Morrotto, of the Bokara Troupe, is recovering from a fractured leg. Bobby Johnson has taken his place in the act for now. . . . Clowns Ernie Burch, Chuck Burnes, Otto Griebing, Frankie Saluto and Albert White worked the Circus Saints and Sinners dinner at the Waldorf-Astoria Hotel. . . . Recent TV appearances include Harold Alzana on "To Tell the Truth," Gloria Bale on "What's My Line?" and Earl Shipley on "Play Your Hunch." . . . Recent visitors to the Ringling show included nearly all of the personnel of the Hunt Bros. Circus and the Clyde Beatty & Cole Bros. Circus, plus Gordon Turner, the Elsworth Sommers, Louis Brusie, Zsa Zsa Gabor, Ali Kahn, Carlton Carpenter, Joe Beach, the Emmett Kelly family and the Jackie Bostock family.

Veteran agent and biller Charles (Kid) Koster is back at his Hollywood home after a brief fling in advance of "Maid of the Ozarks," legiter which folded recently at Tucson, Ariz.

John Augustus Jones Strong, son of John A. and Ruth Strong, owners-operators of Big John Strong's Circus, was baptised by Rev. G. I. Knutson, pastor of the Lutheran Church, Thousand Oaks, Calif., Tuesday (3). Sam Abbott, of The Billboard, Hollywood, was godfather and Jennie W. Abbott acted as the godmother in the place of Mrs. Fred Bruderlin, wife of the secretary-manager of the Solano County Fair in Vallejo, Calif.

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Rex-Clyde Holds Dates Others Claim

MOORHEAD, Minn.—Howard Suez' Clyde Bros. Circus will operate as Rex Bros. Circus in Canada. The show played the State Teachers College Fieldhouse here. Suez said that his organization is contracted to play a series of late Southern dates, altho another circus recently announced it would play the same dates. Suez did not name the towns involved.

Adams Does Okay

MARSHFIELD, Mo. — Adams & Sells Circus drew half and three-quarter houses here April 26. Show had Lions auspices.

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ROLLER RUMBLINGS

By AL SCHNEIDER

ACTIVE support of National Youth Fitness Week, proclaimed by President Eisenhower for May 1-7, was given by the nearly 600 member rinks of the Roller Skating Rink Operators' Association of America. Tying in directly with the industry's special appeal to youth, rinks used special promotions to emphasize the healthful benefits of roller skating. The RSROA was represented at a special meeting of the President's Council on Youth Fitness by Charles E. Cahill, secretary-treasurer, who reported that "The RSROA is always responsive to requests for support where the cause is worthy and the goal is in the best interest of the youth of the country."
 "Members of the President's Council have expressed concern that many American youths are content as spectators rather than as active competitors in many sports," said Cahill. "Roller skating, along with many other participant sports and recreations, is helping the council improve this condition by informing the American public of the situation and providing a solution thru roller skating," he said. "This provided roller skating with an excellent opportunity to co-operate with the government in a program that

should prove beneficial to our youth and to the roller skating industry."



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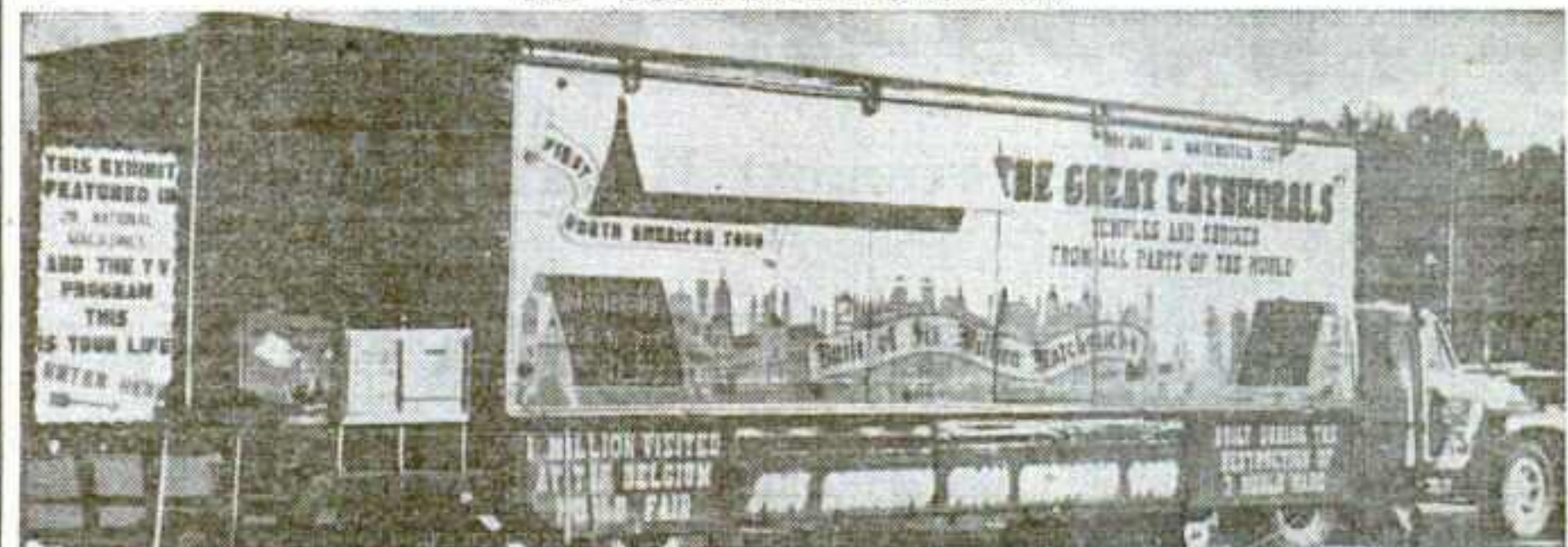
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Final Curtain

ADAMS—Josephine, 51, in recent years with Heart of America and Central States shows, April 30 in Paris, Tex. Survived by her husband, Candy; her father, John C. Mayes; a sister, Mrs. Donna Gears, and two brothers, Marvin and Jack Mayes. Burial in Red Hill Cemetery, Paris.

DUFOUR—Ada, wife of Lou Dufour, May 4 in a St. Louis hospital. (Details elsewhere in this issue.)

FISHER—Earl, 62, formerly of the Johnny J. Jones, World of Mirth and Strates shows, April 28 in Tampa. Services May 2 in St. Petersburg, Fla., were followed by cremation, with the remains sent to Niagara Falls, N. Y.

JULIUS—Hyman, 90, father of Harry Julius, Arcade operator on Royal American Shows, May 1 in a Chicago hospital. He was a pioneer real estate developer in the Chicago area, first president of the Brighton Park Hebrew Congregation and was first president of Fox River Heights, Ill., which he helped develop. In addition, he is survived by two other sons, Sidney and Emanuel; four daughters, Mrs. Sarah Mann, Mrs. Belle Franklin, Mrs. Tillie Mor-

(Continued on page 112)

CY HOLLIDAY
Died May 4, 1959
Always in our hearts.
Charles, Pearl,
Little Cy and
Pat

In Loving Memory of Jimmy Dunn
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B. & K. Am. Co.: Cherry Grove (Cincinnati), O.; New Miami 16-21.
Baker's United: *L. F. Tyra; Indianapolis, Ind.
Bell-Form: Plainville, Conn.
Belle City: *Joe Henke; (S. 16th & W. Cleveland) Milwaukee, Wis.; (S. 27th & W. Morgan) Milwaukee 17-24.
Big State: *Joseph Sima; Eastland, Tex.

(Continued on page 113)



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A. of A. Scores in 2-Wk. Phila. Date

Quick Lot Shift Overcome; 22 Rides Upped Including Show's New Skooter

FEASTERVILLE, Pa.—A two-week date in Philadelphia turned out okay for Amusements of America after apprehension over the location. Originally slated for 7th and Bigler Streets, the show tore down Monday (25) and shifted to 10th and Pattison, opening Tuesday. The move was required because of proximity to a church.

As it turned out, the move was not a damaging one, with a fine week's work being won. The new lot was an established show location of South Philadelphia.

Friday and Saturday (29-30) were very big. Rides only were scheduled to run on Sunday, but cold and rain cut into the action. Second week's business was just fair. Coming on the heels of the Sumter, S. C., opening and Colonial Heights, Va., the date produced much appreciated revenue.

Dark Ride Rebuilt

The light towers were set up in the parking lot in front of the entrance, and the bigger lot permitted 22 rides, 8 shows and 40 concessions to be fielded. The Dark Ride is being built under Stacy Johnson's supervision, with Howard Hurst and Steve Roman also on the job.

On the back end were Tarzan Banks' Funhouse, Pop Akers, with Unusual World; Tonton's Snake Show; Bob Perry, Midget Horses; Dickie Hilburn, Side Show and Picture Show, and two others. Concessionaires included Joe Ross, J. R. Howard, 3; Herbie Kaplan, 3; Frank Prestler, long range gallery; Morris Friedenheim, 5; Dutch Whiteside, 3 hanky panks and Osceola Club; Art Lewis, 5; Don Crown, French fries; Guiliano's

cork gallery; Parker's ball game, Lillian Russell, pitch-till-U-win; Bill Cism, short range gallery; Floyd Homer, diggers; Rusty's pitch, and Al Dorso, cookhouse and bingo.

The new Skooter is having its finishing touches applied and is seeing action. It has been under construction since mid-winter.

The Vivona family has its bazaar unit working in Northern New Jersey. For fairs the units combine with three dozen rides or more.

Ada Dufour Passes Away

ST. LOUIS—Ada Dufour, wife of veteran showman Lou Dufour for the past 42 years, passed away here May 4 after being in ill health for 17 years. During the past five years she had been confined to bed.

Funeral services were held here Saturday (7) at the Albert H. Hoppe Chapel with private burial.

Her husband has been in outdoor show business for the past 45 years. During that time he owned and operated his own carnival, had amusements at world's fairs in Chicago, New York, San Francisco, Dallas and Fort Worth. Currently, he has attractions at a number of amusement parks and on Royal American Shows. He is a vice-president of the Showmen's League of America.

Other survivors include a sister and brother, 21 nieces and

Jimmy Drew's Early Stands Pan Out Okay

KNOXVILLE, Tenn.—James H. Drew Shows moved into this city last week after experiencing a rather slow start at Gainesville, Ga. Despite the light week, the show has been making a profit since it left quarters, James H. Drew, owner-manager, noted.

Drew played host to 50 orphans from the John Tarleton Home and also had a host of newsboys from The Knoxville News-Sentinel as their guests.

A total of 14 rides are being carried including the new trailer-mounted Paratrooper, two new Big Eli No. 5 Ferris Wheels and a new 12-car Skooter. Fun zone is lighted by six 50-foot towers and several late model Chevrolet tractors have been added to the fleet.

Jimmy and Malenda Drew, children of the Drews, flew in for a Sunday (1) visit to the show but then headed back to Augusta, Ga., where they're still in school.

Recent visitors included Mr. and Mrs. Norman Anderson and children, Bob Robertson, Heavy Caldwell, Ann and Francis Galligan, Pat Nicely, Mr. and Mrs. Steve Lako, Ollie Bradley, Martin Arthur, Miss Mickey Wayland, Phil Cook, Clarence Ballarene, Mr. and Mrs. Fred Cantrell, Wayne Bell, Floyd King, Jim Fennell, Mrs. Dolly Young, Hymie Cooper, Billy Shaffer, Joe Denton, Don Anderson, Joe Anderson, Mrs. Mabel Burkert; Mr. and Mrs. Bob Broome and daughter, Susan, and Jimmy Snow and his son.

nephews, 64 grand nieces and 24 great-great-nieces.

Mrs. Dufour was a native of Stacey Basin, N. Y., and received her education in Glens Falls, N. Y.

CARNIVAL CONFAB

HARRY JULIUS, operator of the Arcade on Royal American Shows, was in Chicago Tuesday (3) for the funeral of his father, Hyman, who passed away at the age of 90. . . . Ralph Lockett, secretary of Foley & Burk Combined Shows, also stopped off in the Windy City en route from his Petersburg, Va., home to join the show on the West Coast. . . . Windy Lewis, long-time concessionaire, spent a couple of days in Chicago, and Jimmy Donahue spent about two weeks around the clubrooms of the Showmen's League before heading for the hinterlands. . . . Hank Shelby, SLA secretary, reports member Paul Marr is in Ravenswood Hospital, Chicago, following a stroke. . . . Chairman of the SLA finance committee, Fred H. Kressmann, is taking it easy at his Newaygo, Mich., home.

One of the first Chicago Shows to get back into operation after the winter lay-off is Captain Cheney's outfit which bowed Thursday (5) in nearby Gary, Ind. Included among the front-enders there were Petey Pivor, Max Brantman and Sam Glickman. . . . Word from Tampa before Royal American left was that C. J. Sedlmayr Jr., assistant general manager, was scheduled to visit the Oktoberfest in Munich, Germany, in the fall to look over the latest in rides that usually operate at the celebration.

Vincent Kuropatawa reports from Crafts Exposition Shows that Betty Kent and Patsy Duran were hostesses at a recent stork shower for Linda Kuropatawa at the Blyth, Calif., stand. Plenty of gifts and refreshments were the order of the day. Guests included Mrs. Roger Warren, Evelyn Lantz, Etta Ballard, Blanche M. Henderson, Stella Ingle, Carol Cummings, Toni Raab, Georgia Bartley, Beatrice Keylon, Mabel Hoeye and Elsie Silver. . . . It's a girl for Dick and Carol Ann Llewellyn, April 24, at Santa Barbara, Calif. Mrs. Llewellyn is the daughter of Mr. and Mrs. Roger Warren, of Crafts 20 Big Shows and is their first grandchild. Incidentally, they've named the newcomer Katherine Ann. . . . The Milwaukee Journal had quite a spread in its Sunday, April 24, photo section about Sam Costas restoring a 35-year-old Merry-Go-Round. Costas had originally owned and operated the Jenny at a Fond du Lac, Wis., drive-in, but sold it in 1955. Last fall he found it in bad condition, bought it and the half dozen photos dealt with his refurbishing the ride.

★ ★ ★

Raymond C. Dixey, who operates Dixey Amusements, Inc., in Northern Indiana and Southern Michigan, opened his season at a Hammond, Ind., shopping center last week and reported early business okay. The organization is scheduled to play a number of sponsored stands, including 12 church carnivals, and a long route of stands for two grocery chain stores. *Charlie Byrnes.*

The Troy, N. Y. opener for Lee's Funland Shows was surprisingly good, giving the new show a fine send off. Lee Hilt commuted between the lot and his diner. Rides in addition to the office units were booked on by Colegrove, Pearly Sweet and Teddy Bartosik. . . . Boosters present included Phil Cook, who wrote up the insurance for the Lenz office. . . . Oscar Buck was bedded several days with ptomaine poisoning but is over it now. Something he ate. . . . Max Sonn, the Hat King of Times Square, scored a big victory in snagging Allentown (Pa.) Fair's first fence-to-fence exclusive on hat sales. He also has monogrammed hat X's at the Reading Fair and Middletown (N. Y.) Fair plus independent spots. Allentown will take 10 stands. *Irwin Kirby*

Earl B. Walsh, operator of Matchstick Cities, has undergone surgery in Presbyterian Hospital, Charlotte, N. C., and would like to hear from friends. . . . Marge and Jimmie Leahy, former concessionaires for Bucky Allen on World of Mirth Shows, have opened a package store and cocktail lounge in Fort Lauderdale, Fla. . . . Fred A. Thumberg, co-owner of Key City Shows, entered White Cross Hospital, Columbus, O., April 29 for a gall bladder operation. The show's Loretta Smith reports him recuperating, tho still hospitalized.

Mrs. Rose Spillers, wife of the late Marion H. Spillers, former owner of Marion Greater Shows, visited the Wolfe Shows at its opening date in Greer, S. C. Greeting her were Ernie Sylvester, Mr. and Mrs. Buck Denby, Mr. and Mrs. S. R. Holt and Red Dover. Mrs. Spillers also was a visitor on Page Combined Shows, renewing acquaintances with Bill and Sue Page, Roland and Joan Page and Frank and Mickey Hurt. . . . Joe (Red) George Stanley, of 2537 Troost, Kansas City, Mo., advises that mail for Joe and Millie Stanley has been misdirected to him. He requests that the latter send him an address to which mail may be forwarded. . . . Carmen Del Rio returned recently from Mexico City to rejoin Helen Alter's Side Show. While in Philadelphia recently she visited Amusements of America and Steve Russell. . . . Carl F. Parsons, vet foot concessionaire, reports that his equipment was destroyed in an April 19 fire at his home in Branchville, S. C.

Al Schneider

The Minneapolis winter quarters of the William T. Collins Shows are buzzing with make-ready for the opener on June 4 in Austin, Minn. First fair of the season is June 26-July 2 at Grand Forks, N. D., and fairs will be on the route thru the Tulsa State Fair and Exposition, October 1-7. Joe Mandrick, concessions manager of the Collins organization, arrived here last week after wintering in Winnipeg. . . . Word from winter quarters of Cetlin & Wilson Shows is that activity is well under way with Izzy Cetlin supervising work at the Petersburg, Va., base. Show will play Fort Campbell, Ky., June 27-July 2 and then move to Owensboro, Ky., for the July 4 celebration. *Frank Joerling.*

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FLASHBACKS: 15 Years Ago—J. C. McCaffery, chairman, and G. L. (Mike) Wright, co-chairman of the Red Cross outdoor amusement fund drive, said fund-raising efforts would be intensified now that the shows were hitting the road. Letters and work sheets would be sent to all show owners, they said. . . . Frank Conklin signed a five-year pact to provide the midway attractions at the Winnipeg Lions Club annual celebrations. . . . Ben Braunstein closed as general agent of Wonder Shows. . . . Billy Breese joined Endy Shows as general agent. . . . Showmen's League of America announced it had sent mustering-out checks to 33 returning war veterans. . . . Altho the Tennessee State Fair had been canceled, Nashville was scheduled to see plenty of amusement. Set for the city were Mel Dodson's World's Fair Shows, Regal Exposition Shows, Johnny Denton Shows and Hennies Bros.' Shows, all within a few weeks.

LAS VEGAS, NEVADA

15th ANNUAL ELKS' HELLDORADO & RODEO

May 18 to May 22 inclusive

Uptown Location — 100,000 Attendance. All Paved Midway. Now Booking Shows and Concessions. Space \$8.00 Per Foot, Center Stand Side and a Half.

RIDES FOR SALE: Allan Herschell Looper, Eyerly Octopus, 14 tubs; 18 car Caterpillar; Allan Herschell Little Dipper or Roller Coaster, Hrubetz Portable Paratrooper, numerous Kiddie Rides. All in A-1 running condition. Can be seen in operation now at Elks' Helledorado, Las Vegas, Nevada.

CRAFTS HAS OPENINGS for Man and Wife or single Man for Watchman at Winter Quarters. Must know show business, be absolutely sober, furnish references and be bondable. Year 'round job in California. We furnish complete living quarters. Write for particulars and send late photo.

PHONE, WRITE OR WIRE: CRAFTS EXPOSITION SHOWS, NATIONAL ORANGE SHOW SAN BERNARDINO, CALIF., UNTIL MAY 9. PHONE: TURNER 80201, Ext. 30. Then as per route or our North Hollywood Office: 7283 Bellaire Ave., North Hollywood, Calif. PHONE: POPLAR 5-0909 or POPLAR 5-0320

NOVELTY EXPOSITION SHOWS

"A Strong Show With a Strong Route"

BOOKED SOLID — BOOKED SOLID

WE HAVE A GOOD ROUTE OF FAIRS AND CELEBRATIONS. WE PLAY THE 10,000 CRESTONIANS CLUB JULY 4 CELEBRATION—4 BIG DAYS, 4 BIG NIGHTS—CRESTON, IOWA—BANDS, FREE ACTS, FIREWORKS AND BOAT RACES.

HELP WANTED—Foremen for Merry-Go-Round, 8-Tub Short-Arm Octopus. Second Men on all Rides, especially for Tilt, Octopus, Wheel and Merry-Go-Round.

RIDE SUPERINTENDENT—Who knows above rides and can handle same. An exceptionally good job for a good, sober man.

Best of working conditions for all above. Good salary and bonus if you stay. Best of equipment. Short jumps, only one stand a week. Best of motor equipment. All must drive semis.

CONCESSIONS—Can place small Cookhouse or Sitdown Grab, Photos, Long and Short Range, Pitches, Hanky Panks. We carry only one of a kind.

SHOWS—Place Shows with own equipment.

Address **CAPT. E. H. HUGO, Owner**
Leavenworth, Kan., May 7-14; Kansas City, Mo., May 16-21.

PENN PREMIER SHOWS

worlds • cleanest • midway

BAILEY'S CROSS ROADS, FALLS CHURCH, VA., May 16-21; FOLLOWED BY THE HEART OF BALTIMORE, MD.

CONCESSIONS Can place Hats, Novelties, Short Range, Fish Pond, Photos, Basket Ball and any other legitimate Concession.

RIDES Can place Paratrooper, Scrambler, Flying Scooter or any Ride not conflicting.

SHOWS Can place Wildlife, Monkey Circus, Fun House or any worth-while attraction, Jerry Lipko can place Fire Eater; good, sober Annex Attraction, or other good Side Show Acts. Jimmy Faye and Jack Connors, Fat Boy, answer.

Our #2 Keystone State Shows open May 30, Hunker Spring Fair, Hunker, Pa. No still dates and no gate on this show. All fairs and celebrations. Hunky Panks only.

Address all mail and wires to LLOYD D. SERFASS, Owner, Harrisonburg, Virginia.

BILLPOSTER Can place Billposter or Lithographer with transportation immediately.

HELP CAN PLACE GOOD SCENIC ARTIST AND LETTERING MAN AT ONCE. Fritts, call me collect. Have important message for you.

Can place good, sober Ride Men who drive semis. Can place Wives as Ticket Sellers. Can place Foreman for Hot Rod Ride. All Ride Men come on.

LAST CALL

AMERICAN CANADIAN TOUR

KING REID SHOWS

OPENING MAY 23, NEWPORT, VT.

WELCOME AMERICAN AND CANADIAN SHOWFOLKS

We enter Canada May 30. Join at once for a profitable season of Celebrations, Old Home Weeks and Fairs. Exceptional opportunity for legitimate concessionaires and independent showmen. All those already contracted please acknowledge this advertisement.

CONCESSIONS Hats, Novelties, Photos, Age and Scale, Derby, Water Games, Pitch-Till-You-Win, Glass Pitch, High Striker, Custard, Short Range and Basketball. No Alibis or Flat Stores needed.

RIDES Live Pony Ride, Roll-o-Plane or Octopus. We have everything else.

SHOWS Shows with own outfits, 10-in-1, Motordrome, Life and Crime Show, Midget Horses, Snake and Monkey Shows and Grind Shows of all types.

All replies to KING REID SHOWS, Manchester, Vermont.

SHOWFOLKS Can place capable Billposter at once. Harold Young and C. P. Henry, please contact. Irene Burton and Russell Rice, please contact.

FOR SALE Caterpillar, \$6,000.00; Ride-o-O, \$2,500.00. These rides can be inspected at our winter quarters now.

Telephone 444

CETLIN & WILSON SHOWS

Opening Petersburg, Va., May 28 thru June 4; Fort Campbell, Ky., June 27 thru July 2, Big Army Pay Day (First Show in Four Years); Followed by July 4 Celebration at Owensboro, Ky.

WINTER QUARTERS NOW OPEN. ALL EMPLOYEES REPORT.

CONCESSIONS
All Hunky Panks and any Legitimate Concessions.

RIDE HELP
Place Roll-o-Plane Foreman. Second Men on all Rides.

HELP
Want Shop Foreman-Welder and Carpenter.
Caterpillar Tractor Drivers, Also Mule Drivers.

SPECIAL—Due to disappointment, need Office Assistant.
EARL PURTLE CAN PLACE MOTORDROME RIDERS AND GENERAL HELP.

ADDRESS: P. O. Box 787, Petersburg, Va. (Phone: REgent 2-4445)
Winter Quarters—Fairgrounds.

BAKER UNITED SHOWS

CONCESSIONS: Can place Concessions for spring route of fairs. Want Cork Gallery, Duck Pond, Pitch-Till-You-Win, any legitimate Merchandise Concessions.

SHOWS: Glass or Funhouse or any worthwhile Attractions.

HELP: Want Foremen for Wheel, Merry-Go-Round, new Tilt-a-Whirl, Scrambler and Kid Rides. Must drive and be sober.

SHERIDAN, IND., CENTENNIAL, JULY 2-9

CAN PLACE MAJOR AND KIDDIE RIDES NOT CONFLICTING WITH WHEEL AND MERRY-GO-ROUND FOR THIS DATE. ALSO WANT ANY TYPE OF LEGITIMATE CONCESSIONS, INCLUDING BINGO FOR THIS DATE. Address

ERNIE ALLEN

or

TOM BAKER

3300 English Ave., Indianapolis, Ind., this week; then as per route.

2235 Ramsdell, Indianapolis, Ind., Phone: STate 7-1711, this week and next only.

NEW ENGLAND AMUSEMENTS WANT

RIDE HELP: Foremen for Jenny, Wheel, Tilt, Helicopter and Kiddie Rides. Pay every week plus bonus.

CONCESSIONS: Will Book Pitches, Fish Pond, Jewelry Spindle, Shooting Galleries and any other legitimate concessions.

Athol, Mass., May 9-14; Fitchburg, Mass., May 16-21.

Wire or call HARRY J. KAHN, Mgr. Phone: Athol, Mass., Churchill 9-9841.

WANTED AGENTS AGENTS

Balloon Store, Duck Pond, 1-Ball, Basket Ball, Under 11-Over 30 and other stock stores. Opening in North Pekin, Ill. Be there no later than Thursday May 12. Only capable agents will qualify. Proven route of fairs and celebrations.

JOE STEVENS

c/o Gold Bond Shows, North Pekin, Ill., until May 21; then Ottawa, Ill., until May 30.

Fred Silber Named Prez By Mdse. Assn.

DETROIT — Fred Silber, head of the Ferndale, Mich., firm bearing his name, and new president of the National Wholesale Distributors Association, last week outlined plans for the organization.

Major points are:

1. Operation of a nationwide credit exchange for credit information thru the establishment of a central clearing house.

2. Publication of a monthly bulletin by the executive secretary that will contain credit information.

3. Establishment of two social events annually, one to be held in Chicago in January, the other in New York in March.

Also elected were Bill Carsky, Casey Company, Chicago, vice-president; Dennis Silber, Fred Silber Company, secretary-treasurer; Wayne Brownlee, The Tipp Novelty Company, Tipp City, O., executive secretary.

Directors are Tom Dawson, Acme Premium Supply Co., St. Louis; Buzz Greenberg, John Robbins Co., Pittsburgh; Archie Rothbard, Kravitz and Rothbard, Baltimore; Nat Gellman, Gellman Bros. Minneapolis; Ben Hoff, J. K. Novelty Co., Brooklyn, and Ned Torti, Wisconsin Deluxe Co., Milwaukee.

Rohrs Bows In Rain, Cold

CHILLICOTHE, Ill. — Rohr's Modern Midway opened the season here April 29 in cold and rainy weather. However, Sunday and Monday warmed up and a fair tip turned out for the frolic.

The show has 10 rides, 25 concessions, two shows and two hand-carved aluminum-painted fronts, one at the main entrance and one at the kiddieland entrance.

Added to the route this year are four Illinois fairs and five fairs and cotton spots in Missouri and Arkansas after Labor Day.

WANTED

Salineville, Ohio, Annual Firemen's Homecoming, June 6-11, Games and Straight Sales. Also want Ride Help.

DINE AMUSEMENTS

4057 Martindale Rd., N.E. Canton, Ohio
Phone: GY 2-1475

Thank You JACK GALLAGHER

Owner, Gallagher's Amusements For your new Spartan Villa Mobile Home purchase.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

HELP WANTED

First and Second Men on Eli #5 and new 7-tub Tilt. Opening 5601 South Washington, Amarillo, Texas, May 9; Borger, Texas, May 17.

S. B. RHODES
1701 Harrison Amarillo, Texas
Phone: DRake 2-5783

EDDIE'S EXPO. SHOWS

Want Picture Frames, Punk Rack, Break the Dish or Records, Novelties, Nickel Pitch or Glass Pitch.

EDDIE DIETZ
This week, South Connellsville, Pa.; May 16-21, Donora, Pa.

THOMAS JOYLAND SHOWS

Want Girl Show Operator with or without transportation. (Buzz Roberts, wire.)

Address

L. I. THOMAS, Mgr.

Fayetteville West Va.

this week.

FEATURED THIS WEEK

GAUCHO PULL-UP SLAT PUNKS
\$306.00 for 12 Ft.
\$357.00 for 14 Ft.

WRITE FOR FREE CATALOG

RAY OAKES & SONS

P. O. Box 4344 Day Ph.: Re 69774
Tampa 7, Fla. Nights: Re 65467

SKERBECK AMUSEMENT CO.

OPENING MAY 10-15, ESCANABA, MICH.

Can place following Concessions: Pitch-Till-You-Win, Basketball, Short Range, String Game, Huckly Buck, Coke, Bowling Alley and all legitimate Concessions that work for stock. Will buy Roll-o-Whirl if the price is right. Agents for Scales and Ball Games. Sheik Hennessey can place Help for Cook House. Jimmy Mitchell, missed call; please contact. Call Fairgrounds, daytime:

EUGENE or PAULINE SKERBECK.

FOR SALE

1—3-Abreast Herschell Spllman 36 Ft. Merry-Go-Round. Completely rebuilt and repainted.
1—Trailer Mounted Auto Ride with Tandem Wheels.

One trailer-mounted Auto Ride with tandem wheels. Tops and sidewalls are in very good condition. Can be seen in operation here in Altoona. Contact

THOMPSON BROS.

2906 Fourth Ave. Altoona, Pa.

HELP WANTED

Want Foremen for Rolloplane, Schiff Hi-Boy Roller Coaster and Kid Rides; Second Men on all rides. Chillum, Md., 5708 Sargent Rd., May 9-21; Riverdale, Md., 3700 St. Bernard Drive, May 23-June 4. Address all mail and wires to

R. M. McSPADDEN, JR.

NEW MOTORDROME FOR SALE

Three motorcycles, two P.A. systems, like-new flameproof top and a nice front, trucks and trailers, motors, everything ready to go—sell all for \$2,500.00. Will consider trading Drome for Rides. SPEEDY SAYRES, 902 Wiant Ave., Newark, Ohio. Phone: Diamond 4-4495.

WANTED

Clean Carnival for week July 11 to 16, 1960. Community 110-year-old celebration. Contact

W. J. DAHM, Mayor
Lovington, Illinois

ROBERT EARL ODUM

CALL B. A. SLOVER
Collect RE 6-2047
Tampa, Florida
Very important.

CALL

SYCAMORE, OHIO, 7-5552
for
BABY DUCKLINGS
BARE'S HATCHERY

SHOWS WANTED

Want Independent Shows With Their Own Outfits for the

SELINGROVE FAIR

Selinsgrove, Pa.

Week of July 18

The largest Night Fair in Pennsylvania.

Can also use Concessions that don't conflict. Write

ROLAND E. FISHER, Mgr.

350 S. Market Street, Selinsgrove, Pa.

THE GREEN TREE SHOWS, INC.

OPENING NICHOLASVILLE, KY., MAY 16

Concessions: Hanky Panks of all kinds, Pitches, Jewelry, Prize-Every-Time Concessions, Straight Sales, Long and Short Range, Diggers, Bingo and others. Shows: Girl Shows (Earl Roberts, contact). Family-type Shows of all kind. Help Wanted: Foreman and Second Man for new Rock-o-Plane. Second Men on Octopus, Ferris Wheel, Coaster. If you drink, don't waste my time and yours. Top salaries with bonus. You do not have to drive. Bill Hunter wants Agents for Six Cat, Roll-Down, Razzle, also Hanky Pank Agents. Wire or write

JOHN M. HULS

Jeffersonville, Ind.

FUNLAND SHOWS

Now booking for Iowa, Nebraska and Missouri route.

Winter quarters officially open May 15. All ride men, semi-drivers report or be here not later than May 21. Need Help on 2 Wheels, 2 Jennys, 2 Octopuses, 2 Roll-o-Planes, Tilt, Looper, Flying Scooter, Coaster, Comet, Mixup and Whirly Bird. Need couple to take over management of 8 or 7 Kiddie Rides. Also have Side Show Tops with bannerline fronts. What have you? Would like to book or buy nice Funhouse. Also have Rides to sell or trade. Office-owned Cookhouse. Can use up and down help on Concessions (must be experienced). Would like to hear from all former help. No collect calls.

R. E. THOMAS (Manager), Phone UN 4-7720, 3005 W. 46 Hwy., Springfield, Mo.

MOTOR STATE SHOWS

"THE CLEANEST SHOW ON EARTH"

12 Rides—3 Shows. Want for long route Fairs & Celebrations. Melvindale, Mich.; Waterville, Ohio; Libbey Glass, top-notch Celebrations. Some Hanky Panks open, no flats or alibis. Want capable Operator for Jungle Show. Help—Octopus, 2 Wheels, Merry-Go-Round; 2nd Men on other Rides. Must drive and have license. Merle Sloane, come on. Want Scenic Show Painter, Concession Help.

J. J. FREDERICK

2263 Newton, Detroit 11, Mich. Phone: TR 3-2860

WM. T. COLLINS SHOWS

WANT WANT WANT

Can place Foremen for Tilt, Twin Wheels and Rock-o-Plane. Also want Ride Superintendent who can handle and understands all Rides. Can place Second Men on all Rides. Winter quarters now open. Show opens first of June. All replies: WM. T. COLLINS, Mgr., 801 E. 78th St., Minneapolis, Minn.

D. S. DUDLEY SHOWS

Opening May 14, Wichita Falls, Texas, soldiers' payday, and two Saturdays, downtown location. Show plays 14 Fairs and Celebrations in Texas, New Mexico, Oklahoma, Colorado and Kansas.

SHOWS: D. R. Thompson needs Ticket Agents, Grinders, Man for trained Elephant Act. CONCESSIONS: Agents for Milk Bottle, Coke Ring, Coke Bottle, Spot, Cat Back, Balloon Dart, Mug Joint, Baskets and Bingo Caller. Will book Long Range Gallery or any non-conflicting Hanky Pank. RIDES: Need Merry-Go-Round Foreman. Can place a few Second Men. Leonard Garcia, answer. For Sale: Set of 8 Octopus Tubs, \$550.00. All replies to

D. S. DUDLEY, Phone 2857, Mankins, Texas.

CONCESSIONS WANTED

Miners' Picnic wants Concessions all kinds and small Side Shows for the 44th annual picnic, August 5, 6, 7, 1960. Alex Cliver, Concession Chairman, 1013 Maple Ave., Terre Haute, Ind. Phone: Crawford 1807.

HARVEY HAMMOND, General Chairman

2334 NORTH 13 1/2 ST., TERRE HAUTE, IND. Phone: North 4316

WANTED - - - WANTED

Opening May 18, 19, 20 and 21. Armed Forces Day, Saturday, May 21, 1960. Parade, bands, floats, climaxed by gigantic fireworks display. All activity where show is playing. County-wide celebration. Shows, Rides, Balloon Darts, Basketball, Buckets, Color Game, Jewelry, Photo, Fishpond, Cork Gallery, Bumper, Hoopla, Milk Bottles, Age and Scales or any others not conflicting; one of a kind. Need help in all departments, on Rides, etc. Expecting 25 to 40 thousand people.

Write, wire or phone: HAROLD "SPIKE" MORLEY, Ontario Amusements, R.F.D. #6, Hillside Avenue, Oswego, New York. Phone: Fireside 3-8370.

PAGE BROS.' SHOWS

Want Girl Show, girls for office-owned Girl Show. Top salary. Want Wheel Foreman, ride help on all rides and concession help in all departments. Will book Kiddie rides, Grind Shows of all kinds. All replies American Legion Showgrounds, Madison, Tenn.

ART B. THOMAS SHOWS

WANT FOR 1960 SEASON

RIDES: Dark Ride and Flying Coaster. SHOWS: Family-type Grind Shows. Good opening for Funhouse. HELP: Openings for two Foremen, Second Men on all rides. Top wages and bonus.

BERNARD THOMAS, Mgr., Grand Island, Nebr., May 9-14; Hastings, Nebr., May 16-21.

AL BROWN



SHOWS

Permanent Address: BOX 547

MADISON, SO. DAK.

Opening May 6-11, Madison, S. D., and Pipestone, Minn. (Fairgrounds), May 12-15; Sioux City, Iowa, May 16-22; then all Minnesota.

WANT IMMEDIATELY—SHOWS—Side Show, Fun House, Snake, Monkey, or any Bally or Grind Show that caters to family trade.

CONCESSIONS—Buckets, Six Cats, Scale and Age, Novelties, Hi-Striker, Pitches of all kinds, Short Range, Tip Up Coke, Balloon Dart, Coke Ring, others. Will book one Grind Store that can work for stock.

NEED RIDE HELP ON ALL RIDES.

Bob Myers needs Agents for all types of Concessions. Timmy George and Johnny Davis, call me. Gene Davis, what happened?

All contact AL BROWN, as per route.

WANTED

Erie County American Legion Convention and Field Days, June 22 thru 26 inclusive. Will have two parades. Need Concessions and Free Act. Contact

EDWARD ALDRICH

AMERICAN LEGION POST #63

546 Ridge Rd. Lackawanna, N. Y. Tel.: South 9430

COLEMAN BROS. SHOWS

On account of disappointment, can use Operator for our Motordrome; we have complete outfit.

WANT SHOWS AND RIDE HELP

Dick Coleman

Coleman Bros. Shows

Norwich, Conn.

New London to follow

WANTED

Ferris Wheel and Tilt Foremen, \$75.00 per week. Must know the ride, stay sober and drive semi. Also Help on other Rides.

Gostlin & Wabash, Hammond, Ind.; this week; 10050th & Calumet, next week.

SAM MENCHIN

4520 N. Claredon St. Chicago, Ill. Phone: LO 1-8600

RIDES FOR SALE

2-Abreast Parker; 3-Abreast Allan Herschell; No. 5 Eli Wheel; 8-Car Hodges Hand-Car Ride, plenty track, used 8 months; Schiff B Road Coaster; Ford Truck, new motor, good rubber; Kiddie Cars; Airplanes; several Pony Tractors and Trucks; several Tractors and Trailers, some racked, to haul this equipment.

WM. DYER, Box 341, Bald Knob, Ark. Phone: 4-3340

BIG SAVINGS

New Wells Cargo, Yellowstone, Avion Fan, Holiday Rambler, Franklin, Pathfinder. Contact me for discount on any make trailer.

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

CARNIVAL WANTED

For Plymouth Cheese Derby Days, June 24, 25, 26.

Over 20,000 attendance last year.

Contact

EDWARD J. SHIELDS

Plymouth, Wis.

LAST CALL LAST CALL

Peter Paul Amusement

Opening May 19, Humboldt, Tenn.; then Woodhull, Ill., Firemen's Memorial Day. For Season: Book Pitch-Tilt-U-Win, Jewelry, Pond Sets, Ball Games, any prize every time. Also Stock Concessions, one clean Reader, worth-while Shows, small Grab or Cookhouse. Can use one or two major Rides for season. All replies: MANAGER, Hill May 10, Sanford, Fla.; then Western Union, May 15, Humboldt, Tenn., or show lot.

SIDE SHOW ACTS

WANTED

Girls to bally, Marie, answer. Iron Tongue, Alligator Boy or Freaks of all kind, Ticket Sellers, Tattooed Man, Good territory. Franks and wife, answer. To join here at once. Last ad, mail lost. EARL MEYER, John Marks Shows, Portsmouth, Va.

VIRGINIA GREATER SHOWS

POCOMOKE CITY, MARYLAND, THIS WEEK; MIDDLETOWN, DELAWARE, MAY 16-21

WANT AT ONCE: Photos, Novelties, Ball Games, Bear Pitch, Glass Pitch, Long and Short Range Shooting Galleries and French Fries.

WANT: One Razzler, one Pin Store, Long Range Buckets and Six Cats. (You must have Hanky Panks and take one side of Midway, you work every week.) Jimmy Seacrist, answer. Want Hanky Pank Agents and P. C. Dealers.

WANT: Manager for Five-In-One Show, Monkey Show, Freak Animal Show, Fun House or Glass House or any good platform show. Will book Roll-o-Plane, Spitfire and Roller Coaster for five big dates.

Mail and wires to WM. C. (BILL) MURRAY

WANT - JOE MANDRICK - WANT

WM. T. COLLINS SHOWS

Agents for Six Cats, Buckets, Picture Frames, Bear Pitch Help, Gunner for Picture Frames, Cat Boy for Six Cats. Can use Up and Down Help for Concessions. All must be sober.

ALL OTHER AGENTS CONTRACTED, GET IN TOUCH. OPENING DATE—AUSTIN, MINN.—JUNE 4

JOE MANDRICK, Parkway Hotel Minneapolis 3, Minn. Phone: Federal 2-8481.

A. J. CARL #2 SHOW

Opening Fruitport, Mich., May 17-22

Wanted Ride Help—Octopus Foreman, Kiddie Ride Foreman and Second Men. Must drive and have license.

Concessions—Hanky Panks of all kind. Popcorn, Floss & Jewelry sold.

Ride Help, Contact

JIM CARL

Concessions, Contact

ROBERT LEWIS

Royal Madison Shopping Center

12 Mile Rd. & Campbell

Madison Heights, Mich.

Monarch EXPOSITION SHOWS

COLUMBIA, MO., NEXT, FOLLOWED BY MOBERLY AND 14 FAIRS STARTING JULY 4

CONCESSIONS: Want Long and Short Range, Novelties, Pitches, Ball Games and Hanky Panks of all kinds. Also can place neat Grab Joint. HELP: Opening for good Ride Men who drive. George Gloyd wants Concession Agents.

M. E. REID, Mgr.

GEO. GLOYD, Asst. Mgr.

Belleville, Ill., this week; Columbia, Mo., next.

RIDE HELP WANTED

Two Wheel Foremen, two Kid Ride Foremen, First Men for Paratrooper, Tilt, Rock-o-Plane, Merry-Go-Round and Loop-o-Plane. Second Men for all rides.

Want Ride Superintendent - Unit Manager

FRED NOLAN, Route 2, South Zanesville, Ohio

MOUND CITY SHOWS

Want Ride Foreman and Second Men on Tilt, First Man on Scrambler. All must drive and have chauffeur's licenses. No cars. WANT FERRIS WHEEL MAN TO OPERATE WHEEL IN BLANCHETTE PARK, ST. CHARLES, MO., ALL SEASON, GOOD SALARY. Will book Photos, High Striker, Cork Gallery, Short Range, Hoop-La, Slum Spindle, Pitch-Tilt-You-Win. Address:

CLARENCE SLATEN, 515 Sotier Pl., Wood River, Ill. (Phone: Clinton 4-4707). Heman Park, St. Louis, Mo., May 15-21.

Want—OKLAHOMA EXPOSITION SHOWS—Want

CONCESSIONS: Concessions of all kinds, Long and Short Range, Photos, Buckets, Bushel Baskets, Coke Ring, Roman Targets, Cookhouse or Grab. Due to disappointment, will book Bingo for season.

SHOWS: Side Show, Monkey Show and Wildlife.

RIDE HELP: Foremen for Allan Hirschell Merry-Go-Round and Octopus. Second Men on all Rides. WALKER OSBOURNE WANTS AGENTS—P. C. Dealers, Six Cat Agents, Count Store Agents and Hanky Pank Agents. (Johnnie and "Ice Water," get in touch with me.) Contact JOE STARR or BOB BUNCH, Shawnee, Okla., this week.

—JUST A NOTE OF THANKS—

We most sincerely thank our many friends who have helped make our past season one of the most successful ever.
As a reminder, please let it be known that in the forthcoming season our goals are set toward even far greater heights—offering the largest, most complete merchandise line at prices of equally great incentive.
Thank you once again!

FRED, BILL & DENNIS (The "Silber Boys")

FRED SILBER CO. Carnival—Bingo—
Bazaar—Merchandise

22007 Woodward Ave., Ferndale, Detroit 20, Mich. Phone: JOrdan 4-6253
"HOME OF THE FAMOUS SIL-BEAR"

AMERICAN LEGION FESTIVAL

Marion, Va., May 16-21

ANNUAL SPRING FESTIVAL

Oak Hill, W. Va., May 23-28

With long and complete route of first-class fairs starting in June.

WANT Merchandise and Outright Sales Concessions of all kinds. EX open on Arcade, Novelties, Age and Scale, Photo, Long and Short Range, Glass Pitch and others. SHOWS: Opening for family-type and bally shows. Note: Mr. Cranshaw, answer. WANT TO BUY Sit-Down Show with wagon front on semi trailer; must be priced to sell and in good condition. HELP: Can place Workingmen in all departments; must be licensed semi trailer drivers. All address:

This week, e/o Western Union, JAMES H. DREW SHOWS, Bristol, Va.

AGENTS WANTED

Harry Ross wants Hanky Pank Help for Talley Alley, Pitch-Till-You-Win, 1-Ball Bottles, Balloon Darts, Set-Up Coke Bottle, Crazy Ball, Cork Gallery, B. B. Cat and Hoopla. Sam Martin wants Cookhouse counter help, Chef, Cooks, Griddle Man and Crab Help. Above help must be sober and reliable. Truck and semi drivers preferred. For a spring route of fairs and celebrations. No still dates. Opening May 31-June 4, Alton, Ill., River Front Park. Now in winter quarters, Knoxville, Tenn. Wire or write Box 1270, Knoxville, Tenn.

ROYAL UNITED SHOWS

All people connected, opening Welcome, Minn., May 20

Can use Ride Men on Tilt, Scrambler, Coaster, Octopus, Merry-Go-Round and Wheels. Can place a few more Hanky Panks. No flats or gypsies. Good opportunity for Man to take charge of Sky Fighters. Salary and percentage. Need one more Act that can do two acts for our stagemat. All inquiries to

JOHN DORLAND, ROYAL UNITED SHOWS

Box 326, Sioux Falls, South Dakota



HELP: Can place several Second Men, sober, single, licensed semi drivers, without cars. SHOWS: Grind Shows, Side Show with own equipment. CONCESSIONS: Buckets and Six Cats, each with Hanky Panks. Ball Game, Break the Record, Basket Ball, Milk Bottles, Punk Rack, Dip and Slats, Short and Long Range, Ice Cream, Age and Weight, Photos, Pitch-Till-You-Win, Coke Ring, Roman Targets, Ponds, Bushel Baskets and all Pitches. ADDRESS: Lexington, Mo., this week; Shenandoah, Iowa, next.

LAST CALL!!

Girls with or without experience, young and attractive, for three Strip Shows. One show now open—another one opening in Indianapolis, Ind., May 9. Good salary. Also want first-class Geek Man; must be sober and reliable. Jerry Bannon, please get in touch with me immediately. (William "Bill" Mike Smith, Geek Man, please call me collect immediately, c/o Drago Amusements, Indianapolis, Ind., week May 9; then par route.

ED McKELVEY GIRL SHOW

e/o DRAGO AMUSEMENTS, INDIANAPOLIS, IND.

WANTS AL WALLACE WANTS

for Neon Junction, Ky., May 9-14; followed by Wheelwright, Ky., May 16-21. Everybody working and plenty of money here.

Want Legal Adjuster with Grind Stores, Alibi Stores and Hanky Panks. This is a 12 ride show and have 15 fairs booked. Want good Ride Help who drive semis. Will Book Mitt Camp, Glass Pitch, Photos, Guess Your Age, Fish Pond, Bear Pitch and Alibi Stores. Good opening for Bingo. SHOWS: Want Flashy Girl Show, Fun House, Glass House or any type of Family Show. Jerry Wallace wants capable Digger Agents also can place Percentage Agents. Contact

AL WALLACE
NEON JUNCTION, this week; Wheelwright, Ky., next week.

STEELE'S AMUSEMENTS, INC.

OPENING LADD, ILL. STREET CELEBRATION
MAY 19 THRU 22

RIDE HELP WANTED—Foremen for Roll-o-Plane, Wheel, Octopus, Chairplane and Kid Rides. Second Men for Merry-Go-Round, Rock-o-Plane, Octopus and Wheel. Ride Men come to Winter Quarters at Valparaiso, Ind. Want Man to run office-owned Fun House. Must be able to drive semi and stay sober.

FOR SALE—Allan Herschell Roller Coaster, good as new.
ALL REPLIES TO: AL STEELE SR.
R. R. 4 (Phone: HOward 2-1568) Valparaiso, Ind.

WANT SIX EXPERIENCED RIDE FOREMEN

Wheel, Octopus, Tilt and Kiddie Rides. Only sober, clean men. No cars. Must drive and have licenses. We furnish sleeping quarters. This is work, but we pay every week. If you drink, do not answer this ad. If you can qualify, come now to Market Square Shopping Center, La Fayette, Ind., until May 14. Ask for

W. R. GEREN

Final Curtain

Continued from page 108

ris and Mrs. Marion Shaffer; 13 grandchildren, 23 great-grandchildren and one great-great-grandchild.

LOCKETT—Mrs. Martha, 81, mother of Ralph Lockett, secretary of Foley & Burk Combined Shows, April 28 in a Petersburg, Va., hospital. Mrs. Lockett was known to many show people thru her visits around the country to shows with which her son was associated.

OPOLKA—Doris, 18, member of a teeterboard troupe that arrived recently from Europe and joined Mills Bros. Circus, at a Cleveland hospital April 21. She was injured while practising aerial work at the Mills winter quarters.

WEST—Julian, 59, former owner of West Bros. Circus and one-time staff man with Wallace Bros., Austin Bros. and other circuses, at Wichita, Kan., recently. He was a native of South Carolina, where he was once a State tax collector. Survivors include his widow, Clara. Burial at Neola, Ia.

BIRTHS

WIESNER—A daughter, Robin Ann, April 28 in Elmira, N. Y., to Arnold J. and Gloria Wiesner. Father is president of International Theatrical Productions, Elmira.

AGENTS WANTED

Starting July 1—four months of solid fairs. Man and Wife preferred. Six Cats, Long Range Bucket Agents work for stock. Wheel Agent, new stock; Ham and Bacon, P.S. dealer for Pan Game.

JAMES ROSE

c/o Siebrand Bros. Shows, Grants, New Mexico, May 8-14; Santa Fe, 16-22.

WANT WANT REITHOFFER SHOWS

AGENTS and CONCESSIONS not conflicting. Call Charlie Davenport, N.Y.C., IN 2-7313. AGENTS for ALIBIS and HANKY PANKS, contact Van Helman, Dallas, Pa., OR 4-2504. SHOW IS NOW OPEN. All former employees contact me. Richard Keith, call me collect, Dallas, Pa., OR 4-4686. All replies to

PAT REITHOFFER

Shrine Acres, Dallas, Pa.

HELP WANTED

Wheel Foreman
Merry-Go-Round Foreman
Tilt Foreman
Second Men on all rides

Top wages to sober, reliable Help.

A. J. SUNNY AMUSEMENTS

13422 Prospect Road, Strongsville, Ohio
Phone: CEnter 8-6256

FOR SALE

4 Geek Show Banners, 7x10' (like new), \$100.00 • 4 Snake Show Banners, 8x10', \$100.00 • 3 Amplifiers, \$25.00 each • New Tape Recorder, \$50.00 • Wax 2-Headed Baby, \$100.00 • Ventriloquist Figure, \$20.00 • Large Box of Girl Show Wardrobe, \$25.00 • Portable Electric Organ, \$75.00 • Set of Ten Throwing Knives, \$25.00 • Complete Punch and Judy Outfit, \$20.00. WANT Side Show Acts and Freaks. **WARD HALL**, c/o Ringling-Barnum Circus, Madison Square Garden, New York, N. Y.

B. & K. AMUSEMENT CO.

New Miami, Ohio, May 16-21. Need Foreman for 2-Abreast Allan Herschell Merry-Go-Round. Cody, answer. Would like to book set of Kid Rides, two or more. Will book non-conflicting Hanky Panks. Can use Hanky Pank Agents. **CHAS. KREKELER**, Mgr. Cherry Grove Shopping Center (Cincinnati, Ohio, suburb) until May 14.

GOODING WANTS

→ RIDE FOREMEN ←

**MERRY-GO-ROUND—FERRIS WHEEL—ROLLER COASTER
TILT-A-WHIRL AND OCTOPUS**

Can also use other ride employees. Semi drivers preferred. Good equipment, pleasant working conditions, year-round employment.

At the close of the season we will need 50 additional men in our new factory.

Must be sober, no floaters and chasers; stay away. No collect wires or transportation. If you qualify, address:

GOODING AMUSEMENT CO.

3200 VALLEYVIEW DRIVE Broadway 6-5131 COLUMBUS 4, OHIO



RIDE MEN WANTED

Foremen for Tilt and Scrambler, also Foremen for other late rides. Want Second Men for Octopus and Kid Rides. Other useful Ride Men, come on. All must drive. Good salaries, treatment and bonuses paid. Must be sober; no cars, please. SHOWS WANTED that are clean family type and meet our standards. Opening Fairbury, Ill., May 19, 20 and 21; Alton, Ill., May 31-June 4.

JOHN GALLAGAN, Owner-Mgr.

Winter Quarters, Fairgrounds, Fairbury, Ill.

MORRIS HANNUM SHOWS

Scranton, Pa. (Greenwood), May 16-21

SHOWS: Want any Family-Type Shows with own equipment. CONCESSIONS: All games open except Bingo. Eats and Drinks open. Prefer Cookhouse. HELP: Can place experienced Ride Men who drive. Want Counter-men for Mack's Bingo. Andy Osack wants Red Brink, Charlie Prentice and Bud Drumm to come on. All replies

MORRIS HANNUM

Casey Hotel SCRANTON, PA.

CAPITAL CITY SHOWS

Want for Dayton, Tenn., Strawberry Festival, week May 16 thru Saturday, May 21. Parades, Bands, Floats, Big Kid Day, 10,000 Free Merchant Tickets Out Now.

CONCESSIONS: Long and Short Range, Center Pitches, Ball Games, Fishpond, Hanky Panks of all kinds.

SHOWS: Any family-type show not conflicting. DICK PALMER wants Girls for Girl Show. Ticket if I know you. Also Half & Half for Single-O Show, must be young and make up well.

FOR SALE: Allan Herschell 10-car Auto Ride, completely overhauled, new top, fluid drive, like new, \$2,500.00.

Allan Herschell Kiddie Merry-Go-Round, 20 aluminum horses, all new fluorescent lights, new top and center canvas, fluid drive. This ride has been completely overhauled and is like new, \$3,500.00. All replies:

J. L. KEEF, e/o WESTERN UNION, LA FAYETTE, GA.

ALLIANCE, OHIO, MAY 13 THRU 21

ANNUAL JAYCEE CELEBRATION AT COLLEGE PLAZA SHOPPING CENTER

Want legitimate Concessions of all kinds. No racket.

Want Ride Help, First and Second Men who drive.

Contact Manager, **BUCKEY STATE SHOWS**

Phone Zanesville, Ohio, GL 2-8252 or CL 2-3398

KING BROS.' SHOWS

Bill Richie, ride man, call collect; also Clarence Auskins, general agent, call me collect. Want general Ride Help, must drive. Will book small Sit-Down Grab and Mug Joint. Jim Decker is ride foreman here. All replies:

JOE L. KING

Phone: ATlas 8-9174 or ATlas 8-5065, Derby, Colo.

Celebrations start May 25.

Last Call — Carroll's Greater Shows — Last Call

OPENING MAY 16, SPRING LAKE PARK, MINN. (Suburb of Minneapolis), WITH A ROUTE OF GOOD BONA FIDE CELEBRATIONS AND FAIRS TO FOLLOW.

CONCESSIONS: Cookhouse, Penny Arcade, Derby, Novelties, Photos, Pitches, Ball Games, Age and Scales, Long and Short Range, Roman Targets, or What Have You? (No Flats or Mitt Camps.) HELP: Foremen for 25 Wheel and Allan Herschell Merry-Go-Round. Also Second Men on all Rides. Must be able to drive and have chauffeur's licenses. Top wages and bonus. First-class equipment to work with. Contact: **CHARLES H. CARROLL**, 10754 Central Ave., N.E., Minneapolis 21, Minn. (Phone: SUNset 4-5018) No collect calls. Will have phone in office when open.

GOLD BOND SHOWS

Opening North Pekin, Illinois, Firemen's Celebration, May 14 thru 22

WANT WANT WANT

CONCESSIONS: Hanky Pank Concessions only, all types. SHOWS: Want 5-in-1. Monkey or Motordrome, Monkey Show, Illusion or any worth-while attractions. Want Operator for office-owned Snake Show on trailer, 64-ft. front. All replies: **MICKY STARK, MGR.**, Box 229, Mt. Sterling, Ill., Winter Quarters, Fairgrounds. (Phone: 7791) Call After 7:00 P.M.

PAGE COMBINED SHOWS

CONCESSIONS of all kinds that work for stock. SHOWS: Side Show, Wildlife, Big Snake and Fun House. RIDES: Scrambler, new and novel Kiddie Rides. RIDE HELP: Foreman for Tilt, Second Men on all rides who have license drive semis. Drunks and tourists go the other way.

All replies **BILL PAGE**, Bowling Green, Ky.

WANTED

Rolloplane, Spinaroo, Merry-Go-Round Foremen, Top wages. Must drive semi.

DIXEY AMUSEMENTS, INC.

2130 West 44th Ave. Gary, Ind.
Phone: TURner 4-8806

FOR SALE OR LEASE

Pony Cart Ride, good top, fluorescent lights; Kiddie Chairplane, new motor and clutch; 5 Kw. Plant, perfect condition. All in good shape and ready to go. Cheap for cash. Terms to responsible party. Lease with deposit and guarantee. No reasonable offer refused. Must be disposed of this week. Call or come and get it. **L. C. DAVIS, Maury City, Tenn.** Phone: OL 6-2148.

Carnival Routes

Continued from page 108

Brown, Al: Madison, S. D., 9-11; Pipestone, Minn., 12-15; Sioux City, Ia., 16-22. Buck, O. C.: *Wm. L. Hurst; Menands, N. Y., 9-21. Buckeye State: Alliance, O., 13-21; Wooster 23-28. Burkhart, Carl: *G. W. Cain; Carrollton, Ill. Byers Bros.: *James L. Reed; Pine Bluff, Ark. Capital City: *C. C. Miller; Lafayette, Ga.; Dayton, Tenn., 16-21. Carpenter Bros.: *Jim Stevenson; St. Marys, O.; Fremont 17-22. Carroll's Greater: *Betty Carroll; Spring Lake Park, Minn., 16-22.

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire Circulation Director BILLBOARD Cincinnati 22, Ohio

Cavalcade of Amusements: Fort Payne, Ala. Cetlin & Wilson: *Tony Lewis; Petersburg, Va. Chanos, Jimmie: *Chas. D. French; Connersville, Ind. Cherokee Am. Co.: *J. W. Mahaffey; Parsons, Kan.; Broken Arrow, Okla., 20-21. Colbert's Fiesta: Auburn, Mass., 9-16. Continental: *Bob Sherry; Kingston, N. Y. Crafts Expo.: *V. Kuropatwa; (Fair) Barstow, Calif., 11-15; Las Vegas, Nev., 18-22. Crafts 20 Big: Fillmore, Calif., 11-15; Placencia 18-22. Davidson United: Des Moines, Ia., 11-15. Davis Am. Co.: *Martha Davis; Camas, Wash., 10-15. De Luxe Rides: Muskegon, Mich. Drago Ams.: Indianapolis, Ind. Drew, James H.: Bristol, Va.; Marion 16-21. Eddie's Expo.: *Eddie Dietz; Connelville, Pa.; Donora 16-21. Farrow Am. Co.: *Clarence Walter; Memphis, Tenn. G. & B.: *Beulah Bros.; Lumberport, W. Va. Gala Expo.: *Carolyn Miller; Bald Knob, Ark. Garden State: McAdoo, Pa., 21-28; Taylor 30-June 4. Gavland No. 2: *Ron Dunbar; Castlegar, B. C., 9-11. Gentsch, J. A.: *Fay Curtis; Pascagoula, Miss. Georgia Am. Co.: *Horace Williams; Commerce, Ga.; Dahlonega 16-21. Geren, W. R., No. 1: (Market Square Shopping Center) Lafayette, Ind. Gladstone Expo.: *Betty Jolley; Union City, Tenn., 8; Fulton 16-21. Gold Bond: North Pekin, Ill., 9-21; Ottawa 23-30. Gold Medal, No. 2: *Jerry Wallace; Neon, Ky. Golden Gate: *A. R. Sistrunk; Oroville, Calif.; Lodi 15-21. Grand American: *L. O. Weaver; Keokuk, Ia.; Newton 16-21. Greater Kastl: *G. Pelan; Albuquerque, N. M., 9-15. Hale's Shows of Tomorrow: Kansas City, Mo., 9-17. Hammontree's Ride & Circus Bazaar: (Hill's Shopping Center-East Ridge), Chattanooga, Tenn. Hannum, Morris: Olyphant, Pa.; Scranton (Greenwood), Pa., 16-21.

Happyland: *Russ Stager; Royal Oak, Mich., 9-13. Heart of America: *Jack Wilson; Eldorado, Kan.; Kansas City 16-28. Holiday Am. Co.: *Mrs. Kenneth McComak; Fairmount, Mo. How-Reit: Elmont, N. Y., 27-June 4. Hunt Am. Co.: (Broadview Shopping Plaza) Atlanta, Ga., 9-21. Imperial: Fairbury, Ill., 19-21; Alton 31-June 4. Inland Empire: Kennewick, Wash., 10-14; Granger 17-22. Johnny's United: *Ray Jackson; Andalusia, Ala. Key City: *Loretta Smith; Columbus, O. King Bros.: Derby, Colo. L & L: *Bryan Carter; Portland, Tenn., 16-28. L. & N.: Merrick, N. Y. Lagasse Am. Co., No. 1: *Roland Poor; Harverhill, Mass. Lagasse Am. Co., No. 2: Lawrence, Mass. Lagasse Am. Co., No. 3: Quincy, Mass. Lajoie Ams.: (Shopping Center New Bedford, Mass., 9-21. Lee's Funland: *Roy F. Peugh; Bennington, Vt. Leeright's Midway: *Ralph C. Bowers; Smithfield, Utah; Richmond, 18-24. Lindle, Jack: Beardstown, Ill., 13-21; Pearl 23-28; Divernon 30-June 4. Manning, Ross: *Nelson Wilkins; West Harverstraw, N. Y. Marks: Portsmouth, Va. Marvel: *Carolyn Merriman; Springfield, Ill. McSpadden Rides: Chillum, Md., 9-21; Riverdale 23-June 4. Midway of Mirth: *Frank X. Lavelle; Barry, Ill. Monarch Expo.: *Earl W. Carpenter; Belleville, Ill.; Columbia, Mo., 16-21. Moore's Modern: *Jack Moore; Muleshoe, Tex., 10-15. New England Am. Co.: Athol, Mass.; Fitchburg 16-21. Northern Expo.: *C. Dallas Egan; Canton, S. D. Norton's United: *Stan Reed; Pueblo, Colo. Oklahoma Expo.: *Joe Starr; Shawnee, Okla. Page Bros.: Madison, Tenn. Page Comb.: Bowling Green, Ky. Palmetto Expo.: *Milton McNeace; North Wilkesboro, N. C. Penn Premier: *R. L. Gilman; Harrisonburg, Va.; Falls Church 16-21. Peter Paul Ams.: Sanford, Fla. Playtime Am. Co.: *John A. Corcoran; Randolph, Mass. Powelson Ams., No. 1: *Happy Powelson; Canton, O.; Niles 16-21. Powelson Ams., No. 2: *Happy Powelson; Uhrichville, O.; Barnesville 16-21. Prael's Broadway: *Lillian Sylvester; Sanford, N. C. Reed Am. Co.: Gallatin, Tenn. Reid's Golden Star: Gainesville, Ga. Reid, King: Newport, Vt., 23-28. Reithoffer: East Meadow, N. Y. Rock City: *L. J. Latimer; East St. Louis, Ill. Rohr's Modern Midway: *Sam Martino; Chenoa, Ill., 10-14; St. Anne 18-22. Rose City Rides: *Dutch Schrader; Ironton, Mo.; Owensville 16-21. Royal American: Memphis, Tenn.; St. Louis, Mo., 18-June 5. Royal United: Welcome, Minn., 20-28. Royal West: Dixon, Calif., 10-15. S & W: *Tex McCrary; Harrison, Ark.; Rogers 16-21. Siebrand Bros.: *Don Hanna; Grants, N. M., 10-15; Sante Fe 16-22. Smiley's Ams.: *J. R. Fasolas; Stanley, Va.; Jeannette, Pa., 20-28. Sol's Greater: *Mrs. Sol Rosenfeld; Mason, W. Va. Steele's Ams.: Ladd, Ill., 19-22; Valparaiso, Ind., 24-30. Strates, James E.: *John Asel; Wilmington, Del.; So. Plainfield, N. J., 16-21. Sugar State: *Ted Dion; Franklin, La., 13-15.

Sunset Am. Co.: *Daniel Dunning; Lexington, Mo.; Shenandoah, Ia., 16-21. Sutton's Pacific Coast: Monrovia, Calif.; Huntington Park 16-22. Thomas, Art B.: Grand Island, Neb.; Hastings 16-21. Thomas Joyland: *Chas. C. Jacobs; Fayetteville, W. Va. Uncle Joe's Ams.: *Joe Seaboalt; Elgin, Tex. United Expo.: Shively (Louisville), Ky. Virginia Greater: *Geo. Gillespie; Pocomoke City, Md.; Middletown, Del., 16-21. West Coast, No. 1: *John Franco; Stockton, Calif.; Chico 16-21. West Coast, No. 2: *Wm. Snelson; Campbell, Calif.; Chowchilla 16-22. Whitey's Ams.: Flint, Mich., 12-14; Davison 19-22. Wilson Famous: Canton, Ill., 14-21. Wolfe Ams.: *S. R. Holt; Gaffney, S. C. World of Mirth: Plainfield, N. J., 27-June 4. World of Pleasure: Meridian, Miss. Young, Monte: Vernal, Utah.

Circus Routes

Beers-Barnes: Salem, Va., 9; Floyd 10; Hillsville 11; Galax 12; Independence 13; Saltville 14; Tazewell 16; Narrows 17; Alderson, W. Va., 18; White Sulphur Springs 19; Marlinton, Va., 20. Carson & Barnes: *Leona Hill; Ness City, Kan., 14. Christy, James: Mangum, Okla., 9; Altus 10; Hollis 11; Erick 12; Elk City 13; Thomas 14. Clyde Beatty-Cole Bros.: *Buster Odle; Paterson, N. J., 9; Phillipsburg 10; West New York 11; Garden City, N. Y., 12; Valley Stream 13; Glen Cove 14; Syosset 15; Levittown 16. Cole, Geo. W.: *Helen Walters; Yates Center, Kan., 11. Cristiani Bros.: *L. O. (Hoot) Black; South Plainfield, N. J., 9-10; Verona 11; Dover 12; Elizabeth 13-15. Dobritch, Al: (Gardens) Fort Williams, Ont., 12-14; (Veterans' Aud) Des Moines, Ia., 13-14. Hagen Bros.: *Buck Leahy; Falls Church, Va., 9; Alexandria 10; Herndon, Md., 11; Hyattsville 12; Laurel 13; Frederick 14; Gettysburg, Pa., 16; Chambersburg 17; Mechanicsburg 18; Middletown 19; Northumberland 20; Shamokin 21. Hamid - Morton: *Mike Malko; Providence, R. I., 9-15; Montreal, Que., 19-28. Hunt Bros.: *Jim Conley; Palisade, N. J., 9-22. King Bros.: *Eva Hinckley; Huntington, W. Va., 10; Portsmouth, O., 11. Mills Bros.: *Jos. Stefan; Port Huron, Mich., 9; Flushing 10; Saginaw 11; Lansing 12; Grand Rapids 13; Muskegon Heights 14; Niles 16; Mishawaka, Ind., 17; Hobart 18; Schererville 19; South Chicago Heights, Ill., 20; Lincolnwood 21; Wilmette 23. Packs, Tom: (Fairgrounds Coliseum) Nashville, Tenn., 10-14. Rex Bros.: (Garden) Sault St. Marie, Ont., 9-11; (Arena) Sudbury 13-14; (Garden) North Bay 17-18; (Centre) Pembroke 19; (Arena) Ottawa 20-22. Ringling Bros. and Barnum & Bailey: (Garden) New York 9-15. Wallace & Clark: Tulare, Calif., 10; Selma 12. Wirth: (War Memorial Aud) Syracuse, N. Y., 10-15.

Legitimate Shows

Look Homeward, Angel: (Municipal Aud.) San Angelo, Tex., 9; (McAllister Aud.) San Antonio 10-11; (Aud.) Harlingen 12; (Del Mar Aud.) Corpus Christi 13-14; (Strand) Shreveport, La., 16-17; (Robinson Memorial Aud.) Little Rock, Ark., 18-19.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only if you are having mail addressed to you in our care look for your name EACH WEEK Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning

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 New! Handsome! Jeweled!
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\$2.99
 Sweep second hand! Yellow goldtone! Smart new style. Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6 25% cash - Bal. C.O.D.
CEL-MAX, Inc.
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 Include postage. All merchandise shipped F.O.B. Memphis.
 Expansion bands to match, 35¢ extra!

PRICE LIST READY
 Send for Your Copy at Once
SLUM . . . Greatest Line Ever Assembled
PLUSH TOYS and DOLLS
FLASH . . . Superb Values
NEWS ITEMS When They Are New
 If you have not dealt with us in the past, ask those who have
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SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE
 Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines
A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.
 Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices
GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

CLOSEOUT SPECIAL!
 Gold-Filled and Sterling Silver Friendship Rings. Assorted Styles; Reg. \$81 Gross—
CLOSEOUT PRICE \$36 Gross Beautiful 6-Doz. Ring Tray Only \$3 Extra
 Write for list of other closeouts
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Frisko Pete Enterprises, Inc.
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SPECIAL WATCH SALE
 FREE WATCH with order of 12
6 Ass'd Watches
 Elgins, Bulovas, Gruens, etc.
\$38.95
 Rebuilt, guaranteed like new—in BRAND NEW 1960 style cases. Expansion bands included. Gift boxes 50% additional at 25% with order, bal. C.O.D. 5-day money-back guarantee.
 SAMPLE \$7.95
 Single Watches: 15-J, \$9.95 17-J, \$10.95; 21-J, \$12.95.
 Write for free catalog
MIDWEST WATCH CO.
 5 S. WABASH AVE., CHICAGO 3, ILL.

MAKE BIG MONEY SELLING
 Combination "ELECTRIC" Lighter and POWERFUL FLASHLIGHT
 Only \$7.00
 Here's a unique, practical item a battery-operated Cigarette Lighter and Flashlight in one! Push one button for strong flashlight. Push another button and light your cigarette "electrically." No fluids, no wicks, no flints! Rich, beautiful gold-colored metal case (measures 1 3/4" x 3"). Lightweight—easily carried by men or women, in pocket or purse. Operates on 2 tiny pen-light batteries, included FREE of extra charge. Imported from thousands of miles away so supply is limited. Order now. Only \$1.00! Or buy larger quantities at these low, low prices. In lots of 1 dozen, 60¢ each or \$7.20 per dozen. In lots of 6 dozen, 55¢ each or \$39.60 for 6 dozen. In lots of 12 dozen, 50¢ each or \$72.00 for 12 dozen. In lots of 50 dozen, 45¢ each or \$270.00 for 50 dozen. Become our agent and make extra big money! Our low prices in nominal quantities—so get on the bandwagon NOW!
L & M COMPANY, Dept. FC-19, Box 881
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 All Colors
LOW PRICES
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 Write for information and prices.
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SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc.

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25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog.

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Extra Fancy Beaded Ropes \$9.00 Dz. Scarab Pendant, Fine Chain 3.00 Dz. Simulated Pearls, Rhine, Clasps 2.00 Dz.

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1818 Westminster St. Providence, R. I.

BEAUTIFUL EARRINGS, FILLIGREE, Pearls, Magno, Rhinestones, gross \$30. Three dozen samples, \$8 postpaid.

CARNIVAL BARGAINS

Double Heart Pins E/G \$1.50 Dz. Asst. Rings in Display 1.25 Dz. Tie Bars, Carded 3.60 Gr.

FAIRGROUNDS SUPPLIES

1816 Westminster St. Providence, R. I.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement.

FAMOUS MFR. CLOSEOUTS

ANNIVERSARY SALE FREE!

\$10.00 worth of any item listed below with the regular purchase of \$25.00 in merchandise. This offer for a limited time only.

Asst. Earrings \$1.75 & \$3.00 Dz. Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.

Asst. Boxed Sets \$4.50 to \$6.00 Dz. Boxed Sets, Asst. \$9.00 & \$18.00 Dz.

Asst. Pearl Sets, Boxed \$4.50 Dz. Cultured Pearl Pendants, Boxed \$3.50 Dz.

Asst. Pearl Tie Slides, Carded \$2.00 Dz. Asst. Boxed Sets \$4.50 to \$6.00 Dz.

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Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

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.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

MAGAZINE SUBSCRIPTION HEADQUARTERS for Crew Managers and Salesmen. Best commissions on trades, newsstands, farm magazines.

MEXICO IMPORTS - COMPETITIVE prices! Gift & Fruit Baskets, Hats, Child's Chairs, Novelties.

NEW 7"X11" SIGNS - COMEDY, Religious general, 50c sellers. Send for free catalog.

SPECIAL PURCHASE!

MEN'S LEATHER WATCH BANDS

Asst. on Display. WHILE THEY LAST-\$1.25 per dz.

\$12.00 per gr. lots-money-back guarantee.

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1816 Westminster St. Providence, R. I.

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65c; Mackinaws, 35c; Shoes, 12 1/2c.

ALLIGATORS, PYTHONS, BOAS, COBRAS, Rattlers at all times.

ATTENTION, SHOWMEN: RED TAIL BOAS, 8 ft., \$14.80; 7 ft., \$20; 8 ft., \$30; 9 ft., \$40.

CALIFORNIA OR STELLER SEA LIONS, Leopard Seals, fresh caught or trained.

PORTABLE SKATING RINK, 40X100, Complete, like new condition.

PENNY ARCADE NEAR NAVY LANDING, in Southern California.

YOUR OWN BUSINESS - WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses.

RARE & UNUSUAL ZOO EXHIBITS, Bears, exotic Deer and Birds.

SEALS AND SEALIONS - MAIN SUPPLIERS, zoos and circuses past 15 years.

TAME ADULT MINIATURE CHIMP Stumptails, \$50.

WANTED: WELL-BROKE PERFORMING Dogs. Must be outstanding females.

WANTED

1960 BEAR CUBS

State price in first letter.

BOX C-608

c/o The Billboard Cincinnati 22, Ohio

Business Opportunities

COIN OPERATED KIDDIE RIDES FOR Sale. Used Space Rangers, \$225; Carousel, \$225; Metal Typers, \$245.

AMUSEMENTS PARK & KIDDIE ZOO - Monmouth Co., N. J. 1 mile Cowboy City, 3 mile Storyland.

BATTER UP BATTING GAME-TRAILER mounted, good condition.

BAZOOKA GAME - COMPLETE WITH Background and 10 Guns.

FOR SALE

Factory of manufacturing Shooting Galleries and supplies.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

HOW TO MAKE MONEY WITH FAIR-grounds and Carnival Concessions.

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs.

PARTNER WANTED FOR COCKTAIL BAR. Have famous nude painting Stella.

This is a DISPLAY CLASSIFIED AD

Your Advertisement Display in a space this size will cost only \$14 per insertion

PENNY ARCADE NEAR NAVY LANDING, in Southern California.

PORTABLE SKATING RINK, 40X100, Complete, like new condition.

PENNY ARCADE NEAR NAVY LANDING, in Southern California.

YOUR OWN BUSINESS - WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses.

RARE & UNUSUAL ZOO EXHIBITS, Bears, exotic Deer and Birds.

SEALS AND SEALIONS - MAIN SUPPLIERS, zoos and circuses past 15 years.

TAME ADULT MINIATURE CHIMP Stumptails, \$50.

WANTED: WELL-BROKE PERFORMING Dogs. Must be outstanding females.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment.

For Sale-Secondhand Show Property

ALLAN HERSHELL MITE MOUSE-Excellent condition.

A KIDDIE BOAT RIDE TANK-STANDARD size. Make offer.

ARROW STREAMLINE TRAIN

Hos Wisconsin air-cooled motor, two regular coaches.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment.

For Sale-Secondhand Show Property

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A KIDDIE BOAT RIDE TANK-STANDARD size. Make offer.

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For Sale-Secondhand Show Property

ALLAN HERSHELL MITE MOUSE-Excellent condition.

RETIRING COUPLE DESIRE TO SELL FINE established business, equipment, trucks, good will.

SHOW BOAT, USED ONLY 100 HOURS since new, size 8x24, holds 30 passengers.

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built.

TRUCK-MOUNTED LONG RANGE LEAD Gallery, ready to go.

WILD MOUSE - SCHIFF SMALL SIZE. Trade for 2 50-foot majors like Round-Up.

12-POUND PORTABLE RAILROAD TRACK. 20-inch gauge straight and curved sections.

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents.

Help Wanted

FERRIS WHEEL MAN TO ERECT, OPERATE and dismantle, \$75 per week plus bonus.

HANKY PANK AGENTS WANTED-What's your game? Everything open, new location.

TATTOO ARTIST WANTED FOR CONEY Island, N. Y.

Instruction and Schools

LEARN AUCTIONEERING - TERM SOON. World's largest school. Big free catalog.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism.

Miscellaneous

FOR SALE-FOLDING PAPER BOXES. 1 1/4 x 1 1/2 x 3 1/4; 2 x 2 x 4; 2 1/4 x 1 1/4 x 3 1/4.

Personals

REWARD-INFORMATION OR RECOVERY 1957 Cadillac coupe, serial #5672094914.

Photo Supplies and Developing

D. P. PAPER, PHOTO MOUNTS, CHEMICALS, Backgrounds, Glass Frames.

EASTMAN DIRECT POSITIVE PAPER, Chemicals supplied to Carnival Photographers at lowest prices.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography.

Printing

SHORT RANGE TARGETS - PRINTED Right; one-day service; \$7 per 1,000.

Salesmen Wanted

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own.

Tattooing Supplies

TATTOOING - I WILL TEACH YOU THIS profitable, fascinating business.

Trucks, Trailers, Accessories

FOR SALE-1957 CALUMET CONCESSION Trailer equipped for Pop Corn, Caramel Corn.

Wanted to Book

ONLY LARGE JULY 4 CELEBRATION IN Southwest Wyoming wants to book Rides and/or Carnival for at least five days.

WANTED-ONE MAJOR RIDE TO AUGMENT others at Abilon, Ind., June 9 to 11.

WANTED—RIDES FOR JULY 1-4. MERRY-Go-Round, Ferris Wheel, major rides. Kiddie Rides, small Airplanes, Cars, etc. Odin Area Centennial Corp., Odin, Ill. my9

WANTED TO BUY OR LEASE—USED ELI Ferris Wheel and 36-inch Merry-Go-Round. Condition, price, location. D. Caffey, 126 North Court St., Montgomery, Ala.

Wanted to Buy

WANTED—53 WHISTLE NATIONAL CAL-lope, also set Tangley Whistles. State condition and price. Robert Senhauser, 422 W. High, New Philadelphia, Ohio, 68892, 42081.

WANT GIRLIE PHOTOS FOR GIMMICK IN Carnival and Pitch Joints. Paying \$3-\$50 each. Require negative or clear print for mass reproduction. Colin (Clink) Raubeson, Freeport, Me. (Betty Nelson, write:)

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.

Musicians

AT LIBERTY—PIANIST. WOULD LIKE TO join a good unit. Plenty experience. Desire change. Pianist, 912 9th St., Bismarck, N. D. Tel. CO 32067.

BASSMAN-VOCALIST AVAILABLE JUNE 1. Location desired. Neat, dependable; play concert, society. All replies considered. Musician, Box 42, Nashua, Iowa. my23

COMMERCIAL TRUMPETER, DOUBLE Bass, Tenor Sax and Vocals. Read, Fake, Married, prefer Southern locale. Rick Creighton, Box 5173, Sarasota, Fla. WA 7-1883. my16

DRUMMER — NAME EXPERIENCE ON shows, Latin, swing, society, etc. All good offers considered. Dean McCullom, 317 S. Galena, Dixon, Ill. Phone: ATLantic 2-3851.

HAMMOND ORGANIST WITH EXCELLENT background of fine music desires cocktail lounge booking. Write or wire Organist, Box 942, Liberty, N. Y. my16

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. my23

WORDS CAN'T CONVEY THE DEEP DIS-appointment if you must bypass the opportunity to book High Diving Extraordinary Hollywood style. Here's bang-up real he-man suspense and action. It's the thrill of a lifetime for a public that is on the prowl seeking, looking for and demanding a re-vitalizer or a cure for a stupefying overdose of TV make-believe. Happy day and glory be, the big hunt and search is ended. This is it, the real answer to their prayers. Eyes that were bleary and lackluster will once again sparkle and shine and real life will once again take on a meaning and purpose. This is for those who want quality but are afraid they can't afford it. American Guild of Variety Artists member, your guarantee of experienced professional talent. Contact Mac Productions, 456 Lamphier, Warren, O.

WANTED PITCHMEN—DEMONSTRATORS FOX VALLEY HOME SHOW Livestock Center St. Charles, Ill. MAY 11 thru 15, 1960 10 x 10 Space \$100.00 Phone: GENEVA, ILL. CEnter 2-7540

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS TIP BOOKS BASEBALL BOOKS at very, very reasonable prices. Phone Wheeling—CEdar 34282 Columbia Sales Co. 302 Main St., Wheeling, W. Va.

COIN MACHINES

Help Wanted

JUKE BOX ENGINEER WANTED

If you want to work under ideal conditions in Sunny California, the oldest state-wide distributor is looking for a reliable shop man who has complete knowledge of all types phonographs and who can excellently rebuild and recondition.

Finest working conditions. Our shop has 12 years' average employment term. Write fully about experience. Recommendations important, too.

BOX C-606 c/o The Billboard 2160 Patterson St., Cincinnati 22, Ohio

Parts, Supplies

ARCADES — WRITE FOR 1960 CATALOG. World's largest selection of coin operated machines, supplies. Locations wanted. Mike Munves Corp., 577 10th Ave., New York 36. ch-1fm

CAPSULE JEWELRY — ASSORTED EAR-rings, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$6 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. my30

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 1/3 cash with order, balance C.O.D.

C. S. FACTORY P. O. Box 2170 Miami 1, Fla

Routes For Sale

HERE IS THE OPPORTUNITY YOU HAVE been looking for. An established bulk vending route, over 650 machines, gum pistachio nuts. Located in Southeast Georgia and Charleston, S. C. Climate excellent. \$5,000 req. down. Write Box C-607, c/o Billboard, Cincinnati 22, Ohio.

Used Equipment

SHIPMAN 3 COL. STAMP MACHINES. \$34.50; Duos, \$12; Roll Type, used, \$55; new, \$69. Folders USP. 100 Grand. Waterbury 2, Conn. my16

SIX NEW CONDITION SHOE SHINE MA-chines. Cost new, \$375. Take all \$50 each. A. R. Compton, 4004 N.E. 56th Ave., Vancouver, Wash.

STOCK REDUCTION SALE! GOOD USED Premiere Card Vendors while supply lasts, \$15 each. Star Vending Supply Co. P. O. Box 14027, Houston 21, Tex. my23

VICTOR 1 1/2 GUM AND CHARM MACHINES. \$6.95 ea.; 10 or more, \$5.95; 100 or more, \$4.95. Charley Wilson, Carrizozo, N. M.

MUSIC-RECORDS ACCESSORIES

Miscellaneous

PRE-RECORDED MERRY-GO-ROUND Tape. A program of Merry-Go-Round music played on a large band organ in brisk, lively Merry-Go-Round style, with all of the drums, cymbals, etc. 2,400' of all different tunes on a reel of pre-recorded tape at the speed of 7 1/2 R.P.M. Please, no personal checks. Send bank drafts or money orders. Price is \$10 each. Make all checks payable to William R. Kelley, 145 Strongs Ave., Rutland, Vermont.

Unusual Moneymakers for the Hustler!

Ladies' Electric Shavers in attractive case. \$60.00 doz. Sample \$8.95. Pillow Speaker, listen to radio or T. V. in bed. Place under pillow. Complete instructions. \$47.50 doz. Sample \$6.95. 12 Needle Files, assorted shapes, Swiss type, ideal to use in those tight places where precision filing is de-manded. \$47.75 doz. sets. Sample set \$7.00. Tube Tester, 90% of all radio and T. V. troubles are caused by bad tubes. Your customers can now test their own and replace the bad ones themselves, they can test appliances, etc. Save one service call and it's paid for. \$47.75 doz. Sample \$7.00. Dynamo Flashlight. No batteries needed, operated by thumb lever. \$36.75 doz. Sample \$4.98. Photo Electric Nite Lighter. Turns lights, signs, appliances, displays, etc., on at dusk, off at dawn. Keeps prowlars away. Just plug in and forget it. \$138.00 doz. Sample \$16.88. Order from ad. No catalog. Terms: Cash on these items, or 50% cash, balance C.O.D. F.O.B. Chicago. BEHMS, 1447 Balmoral, Chicago 40, Ill.

You Can't Beat BRODY For Merchandise

OUR NEW 1960 CATALOG, 72 illus-trated pages, many new items and PRICES for Auctioneers, Concession-aires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY

M. K. BRODY & CO., INC. 916 So. Halsted Chicago 7 Illinois L. D. Phone: MOnroe 6-9520-9521 — in Business in Chicago for 49 years — OPEN SUNDAYS—9 TO 1

- 5' CASTING ROD \$.60 6' SPIN ROD 1.25 7 1/2' FLY ROD 1.80 CASTING REEL95 SPINNING REEL 1.75 4-PLAY BADMINTON 3.60 3 BAR B 2 TOOLS 1.25 25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION

Porky Hats WITH FEATHERS \$4.75 Dz. \$54.00 Gr. F. O. B. San Francisco 25% With Order, Balance C. O. D. FREEDMAN NOVELTY CO. 1055 Mission San Francisco 3, Calif.

JOBBER AND DISTRIBUTORS We manufacture a com-plete line of new summer flower earrings from a gross and up. Write for \$10.00 sample assortment. Guaranteed \$1.00 sellers. Write on your own letterhead. Sales-men, write for protected territory. \$24.00 MILKARD JEWELRY & NOVELTY CO. Manufacturers and Distributors Since 1930 1227 W. Girard Ave., Philadelphia 23, Pa. Phone: PO 3-5706

GUITARS \$36.00 Doz. Two Styles Single Sample, \$4.00. Both Styles, \$7.50 p.p. Rock and Roll or Western. Over 30" long. Ideal for Games, Auc-tionees, Premium Users. PREMIER CREATIONS Box A-1, Russells Point, Ohio Phone: TH 3-3112

ARCADE FOR SALE Ideal location. Main Street, Hartford, Conn. Write BOX 275 The Billboard, 1564 Broadway New York 36, N. Y.

MAKE BIG MONEY SELLING WORLD'S LARGEST SAFETY MATCHES—EACH MATCH 11 INCHES LONG!



Sensational! Brand New! Giant Safety Matches 11 inches long. Perfect for lighting barbecue grills, picnic fires, fire places, ovens, kerosene flares, gasoline lanterns, gas lamps, hot water heaters, spirit lamps, canned fuels like Sterno, blowtorches, oil-burning heaters, etc.—without being exposed to the usual dangers of lighting with a small match. Our Giant Safety Matches are hand made from safety impregnated se-lected wood without usual dangerous after-glow. Packed in beautiful decorative box which looks attractive on mantels or in wall holders. You'll sell thousands of boxes to sportsmen, campers, picnickers, Girl Scouts, Boy Scouts, Variety Stores, pitchmen, etc. Big box of 100 Giant-Size Safety Matches only \$1.00! In lots of 3 boxes, 80c per box or \$2.40; in lots of 6 boxes, 75c per box or \$4.50; in lots of 12 boxes, 60c per box or \$7.20. Lower prices in larger quantities. ORDER NOW! Supply limited. GIANT MATCHES, Dept. LS-4, Box 881 St. Louis, Mo.

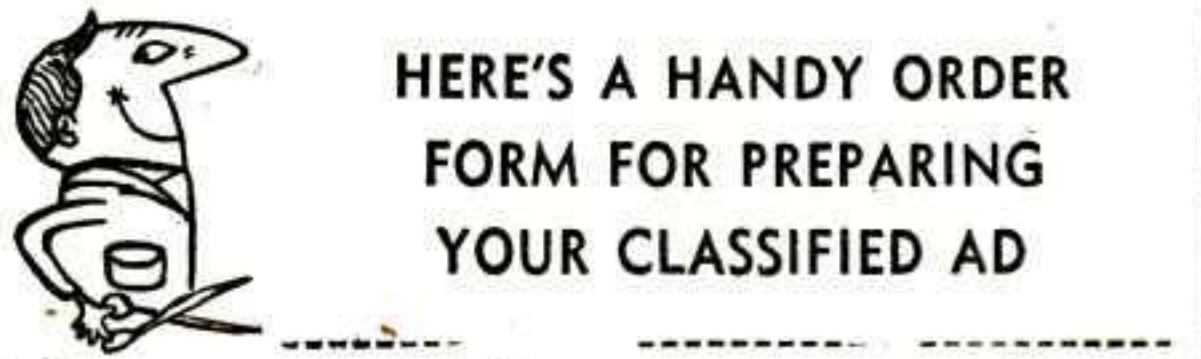
ELGIN—BULOVA—BENRUS—GRUEN WALTHAM—LONGINES—WITTMANER WATCHES Repossessed & Out of Pawn Ladies' & Gent's Watches in 1st class condition guaranteed two years Six Watches \$33.00 Six 15-Jewel 43.00 Six 17-Jewel 53.00 Six 21-Jewel 63.00 Expansion Bands—Japanese, 50¢, American \$1 additional. JOSEPH BROS. JEWELERS 5 So. Wabash, Suite 1308, Chicago 3. State 2-2774

SPECIAL! SPECIAL! STRAW GONDOLIER Exclusive New Straw With Full Kerchief and Matching Ribbon. All Colors. \$8.00 DOZEN \$84.00 GROSS ALSO HAVE OTHER NOVELTY HAT ITEMS! 25% Dep. with order Bal. C.O.D., F.O.B., N. Y. JEFFREY HAT CO. 30 Allen Street New York 2, N. Y. Worth 6-0955

"BELL" SPECIALS MECH. JUMPING DOG \$36.00 27" (Approx.) BEAR. All Plush. \$21.60 Asst. Colors. 1 Doz. Min. Order. DANGLING PANDAS, SMALL... \$8.40 PLUSH DONKEYS, \$24.00 MED. \$2.00 LARGE \$2.60 Ea. 25% dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago. *OPEN SUNDAYS BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, Ill.

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National Vendors Association Convention Highlights



STANLEY KREUTZER

Urged industry participation in legislation, saying, "Government without people's interest is like cooking without a cook."



ROLFE LOBELL

Called for increased participation in convention planning. Re-named convention chairman for 1961 and received plaque for association work.



MILTON T. RAYNOR

"NVA is at a crossroad," said Raynor, citing expansion of services, growth on local level and increased fund raising efforts as future goal.



EVERETT GRAFF

Re-elected president for 1961 and received plaque, together with Jane Mason and Lobell, for outstanding contribution to association.



DON MITCHELL

Asked operator help in keeping association posted on local developments. Cited association work in Pittsburgh, Florida and Ohio.

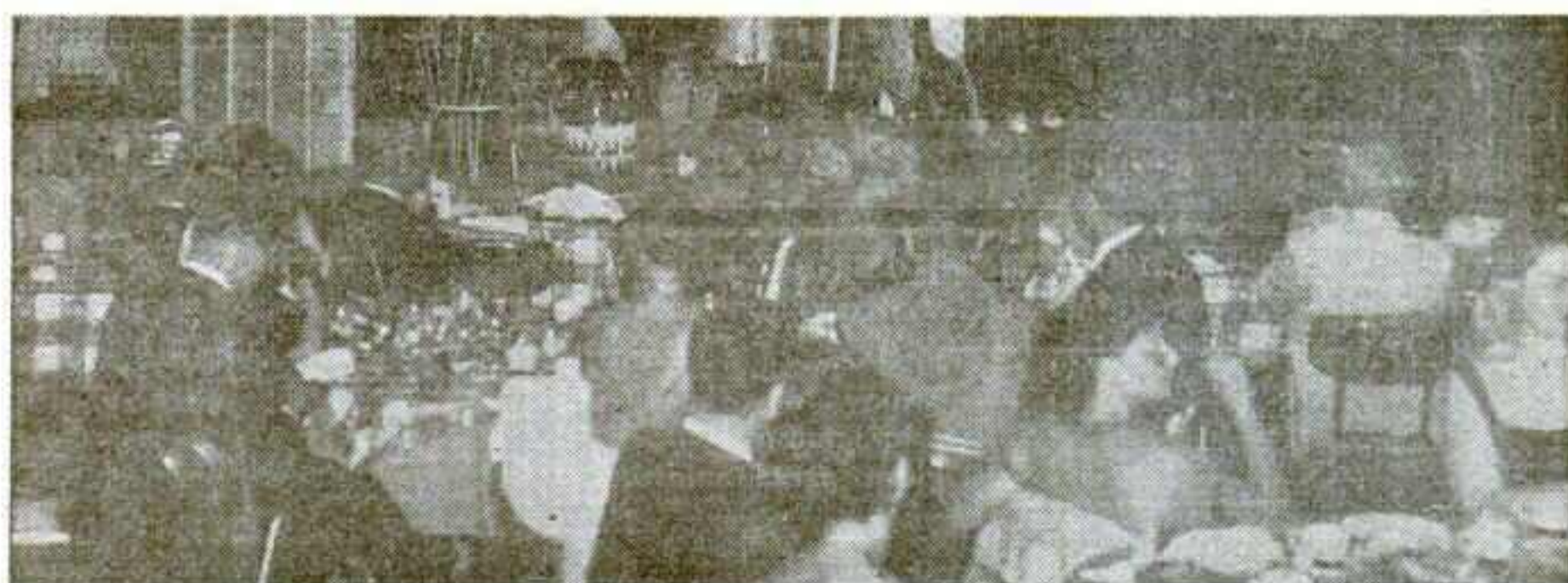


ROBERT GREENFIELD

Outlined association's new life insurance and comprehensive medical plans. Cited operators' need, as small businessmen, for protection.



MANUFACTURERS AND DISTRIBUTORS showed their wares in a large exhibit hall for the first time in NVA's history. Previously, exhibits were held in hotel rooms. Above view shows hall shortly after opening with booths still being set up.



ONE OF MANY social events to take place at the convention was the Leaf Brands' party which wound up the conclave, Saturday (23) evening. Other affairs on the social agenda were a dinner-dance by Samuel Eppy and Company, luncheon by Atlas, Oak, Northwestern and Victor, an afternoon cocktail party by the distributors association, a luncheon by NVA, a hotel sponsored beach party and numerous separate activities for the ladies.

Dues Hike Passed By NVA Committee

CHICAGO—An increased dues structure has been announced by National Vendors Association as its first step toward an expanded program of service and increased activity on a local level, agreed to at its recent Bahama convention.

The new dues calls for graduated payments by operators ranging from \$40 to \$125, depending upon number of machines, plus a flat fee of \$125 for distributors and \$300 for manufacturers.

The structure was recommended by NVA's ways and means committee and approved by the executive committee. It becomes effective May 1.

Purposes cited by the committee in hiking fees were threefold: (1) Make additional funds available for travel to local trouble spots and work with local counsel as directed by the executive committee.

(2) Aid in formation of local associations. (3) Set up a regular publication program including establishment of monthly bulletins to

keep members posted of developments.

A new classification was also set up for "associate members" which would include "companies that serve the bulk industry but do not exhibit or vote." Fee is \$100.

In all cases, the new dues still includes a \$1,000 life insurance policy taken out by the association for members.

The dues for operators breaks down as follows: Operators with 1,000 or less machines, \$40 per year; operators with 1,000 to 2,500 machines, \$75 per year; operators with more than 2,500 machines, \$125 per year.

Under the old dues structure, operators paid a flat \$36 with distributors paying \$100 and manufacturers paying \$250.

The committee named during the convention to determine best means of raising funds included: Sid Bloom, Jack Nelson, Leonard Quinn, Bert Fraga, Les Herdman, Harold Folz, Irv Katz, Herman Eisenberg and Bob Kantor.

Raynor: NVA Plans More Local Groups

CHICAGO—Outlining what will probably be the association's plank for the coming year, Milton T. Raynor said National Vendors Association is at a crossroad and the association should move to expand its services and form regional and State groups to work with the national association.

Raynor spoke to kick off the business sessions of NVA during its recent Grand Bahama convention, April 21-24. He cautioned, however, that the move to growth was not an easy one. Operators are not naturally inclined to form associations.

However, if they're to protect their interests this is necessary, he noted, citing recent legislative difficulties in Ohio and Florida, where operators were hurt by insufficient information being known by legislators about their industry.

NVA Progress

Recounting NVA's progress in this area, Raynor said that 15 years ago, the federal government wanted to include vending machines in its gambling tax code. A group of operators got together and presented their case to the Legislature and were successful in being excluded.

Their efforts however were expensive, Raynor noted, pointing out that the single effort cost each of the participating operators more money than a member's combined dues in NVA for the past 10 years.

And, Raynor added, similar difficulties have occurred four different times in the past 10 years, and didn't cost operators anything, since NVA handled the entire matter as part of its association business.

One of the most recent difficulties said Raynor, occurred when the federal government wanted to include a provision in the health code prohibiting the co-mingling of ball gum and charms. NVA was successful in having this deleted from the code after pointing out there were no violations of sanitary practice involved.

In emphasizing the need of local groups to supplement NVA, Raynor said they would be most effective in dealing with legislators and officials in presenting facts concerning tax, license and sanitation requirements.

Such groups could utilize the national group's facilities, he noted,

and yet establish closer relationship with business and civic interests that would be possible for the national group.

Raynor noted that a committee had already been formed to study ways of raising money to expand NVA services (see separate story). He urged members to think together for the industry good, regardless of any special interests involved.

Sales Climb Reported by Cramer Gum

CHICAGO—Sales and earnings of the Cramer Gum Company, though not published, were reported as satisfactory for the previous year with a rise expected for 1960, President Wellington M. Cramer Jr. revealed recently.

The firm is currently in midst of expansion moves. Two new factories were acquired, one in Oakland, Calif., and one in Granby, Que. Both are running full time.

Cramer has also completed several engineering projects in its Boston plant, designed to increase output for the coming year.

The firm's new plant in Granby appears to have gotten off to a flying start with local citizens. Its operations and history were the subject of a feature article in the local paper, La Voix de L'Est. The article, entirely in French, praised the firm highly and reported its product was being chewed all the way from Halifax to Vancouver.

BB's Editors Hit By Spelling Goof

CHICAGO—Billboard's editors, somewhat overwhelmed by the flood of exotic Grand Bahama Island convention copy last week, got a few stars in their eyes when all the names were spelled out. Hence, apologies are in order to Richard Rollins and Art Bianco. Seems the "C" was omitted from Art's last name and inserted into Rollins, omitting the "R". For the many friends of both, the names appear correctly above.

Census Reports 25% Increase In Number of U. S. Vending Ops

WASHINGTON — The number of vending machine operators in business in 1958 totaled 8,152, according to an advance report from Commerce Department's 1958 census of business. Total was an increase of 2,437 over the number of operators in 1954, the last year

in which a census was taken. Sales of merchandise by the operators amounted to \$841,523,000 in 1958, an increase of \$205,427,000 over 1954. Breakdowns of the various types of merchandise vended were not given in the advance report, but are expected to appear in the final report to be issued in the future.

It must be kept in mind that there can be wide differences in the statistics released by Commerce's Census Bureau and those by the industry. The census classifies vending operators in its retail trade reports, and defines them as "establishments primarily engaged in the sale of merchandise thru coin-operated vending machines which generally are located on the premises of other businesses."

Census cautions that since "a large number of merchandise vending machine operations are conducted in conjunction with the operations of manufacturing plants, and of wholesale and other establishments not classified in retail trade, data for retail merchandise vending machine operators should not be interpreted as providing a measure of total sales thru merchandise vending machines."



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MITCHELL CITES VICTORY

Ohio Approves Bulk Machines But Ops Still Fight \$5 Per Machine

CHICAGO — Ohio bulk operators have won a round in their fight against efforts by the State board of health to ban bulk vending machines.

In regulations sent to the State Health Council last week, bulk machines were approved for operation if "they were filled in a central commissary under approved methods."

Altho only a half victory, the provision in the regulations eliminates the possibility that bulk machines would be outlawed in the State.

Tax

Operators still face a \$5 per machines sanitation inspection tax, part of the Ohio Food Service Law passed last year, providing for inspection of all vending machines, the exempting venders of "pre-packaged and non-perishable confections."

Announcement of the victory first came from National Vendors

Association legal counsel Don Mitchell, speaking at the group's Grand Bahama convention.

Previously, local operators arguing thru NVA had sought to have bulk machines included in the exemption for non-perishable confections and thus not subject to the tax.

Bulk Ban

State Health Director Dr. Ralph E. Dwork indicated however that rather than be exempt from the tax, he felt bulk machines were banned entirely, since they were not specifically mentioned in the legislation.

The implication was that Dr. Dwork would prohibit operation of bulk machines in regulations he would hand down to the State Health Council. It was this ban that NVA sought to prevent, and did successfully.

Still ahead however, is the \$5 per machine tax which operators face.

NVA has argued that the tax is confiscatory and would literally legislate bulk machines out of the State.

They are joined in their contention by the National Automatic Merchandising Association who while approving of the health law basically, feel the bulk machine levy should be reduced.

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Famous for 63 years. Millions and millions sold.

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PRIVATE EYES, FALSE TEETH and FALSE FINGERNAILS

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PRIVATE EYES . . . \$11.00 per 1,000
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F.O.B. Direct From Factory Or: At Eppy Distributors.

Each powerfully effective. Together—Tremendous.

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91-15 144th Pl., Jamaica 35, N. Y.

S. J. Insalata Joins NAMA Legal Staff

CHICAGO—S. John Insalata, a Chicago attorney, has joined the legal staff of the National Automatic Merchandising Association as assistant legislative counsel.

Insalata was formerly an attorney with the Social Security Administration and a graduate of Chicago's Loyola University Law School.

Insalata will be working with Herbert M. Beitel, NAMA counsel

West Coast Ops Discuss Tax Hassle

LOS ANGELES—Plans to fight the per-machine tax and the increased gross sales assessment were discussed at the monthly dinner meeting of the Western Vending Machine Operators' Association at the Nickabob Restaurant Tuesday night (26).


The 25 cents per decal per machine was again brought to the floor, with the discussion centering around a procedure in the event any of the machines are sealed. The new regulations carry a cost of \$10 for unsealing a machine.

The session was conducted by William Siegle, president, with William Coombs, secretary, and Daniel Lally, treasurer, in attendance. Minutes of the last meeting were read by Coombs and approved.

Dinner

A vote was taken to set a new time for the dinner and later the meeting. In the future, dinner will be served at 7 p.m., with the meeting scheduled to get under way about 8 p.m.

President Siegle welcomed Mrs. Carl Bruun, Earl Osborn and Robert Wormer to the meeting.



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Beautiful, large, lustrous Single Pearl Ring. Brilliantly plated in gold and silver. \$16.80 per M

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Ball Gum and Picture Card Vendor
Both for 1c. Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum. Same fool-proof coin mechanism proved best on the famous Acorn Vendors.

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H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia	QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada	VEEDCO SALES 2124 Market Street Philadelphia, Pennsylvania
IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland	OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California	

MAGNIEY SALES with Penny King's own MAGNIFYING GLASS. Closes into bright, sturdy case for perfect vending. Only \$12.50 per M for over 5M.

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Detroit Prepares New Health Code; Includes Bulk Vending

DETROIT—Bulk vending operators will face some fairly stringent new regulations in Detroit under a new health code ordinance, which is expected to be adopted by the city within the next 60 to 90 days.

The health code has been in preparation for a considerable time, and is designed to furnish a reasonable degree of regulation of food handling thru vending machines.

Miscellaneous regulations require inspection of all machines and commissaries and inspection and identification of vehicles as well. Violations of the ordinance will carry a \$500 fine or 90 days or both.

this ordinance is that it brings us under the law for our own protection. If we were forced into this by some food catastrophe, we would have far too stringent regulations, but by working closely with the Health Department in the preparation of this ordinance, we can secure an ordinance that we can live with and something that we can afford," said Trudeau.

Altho emphasis in the preparation of the ordinance has been primarily upon major vending units, it is drawn to cover all types of machines serving food products—including bulk candy, ballgum, peanuts and other nuts, etc.

Fees

Fees for machines have been set on a graduated scale: 1-10 machines, \$15 tax; 11-25 machines, \$25; 26-50 machines, \$35; 51-100 machines, \$50, and over 100 machines, \$75.

This graduated scale is felt to be more equitable than the flat fee per machine originally proposed, since the flat fee would provide an easy temptation to city authorities for increases from year to year, until it became excessive.

Commissary

One important phase of the ordinance, which could have a conceivably disastrous effect upon the typical small bulk operator, is the requirement for a commissary. The only exception permitted is for operators who handle packaged goods only—which would apparently not apply to bulk vendors—and who do not warehouse or store their merchandise, but rather place it immediately on the truck for distribution.

The reasons for this co-operative attitude were summed up by Executive Secretary Raymond T. Trudeau, of the MVA, who referred to the recent case of food poisoning of several customers in a local restaurant.

An even more crucial regulation is to be the prohibition of commissaries in residential homes or garages. This would effectively bar many of the bulk vendors in Detroit who now function out of their homes, with merchandise stored in the basement or in the garage.

The reasons for this co-operative attitude were summed up by Executive Secretary Raymond T. Trudeau, of the MVA, who referred to the recent case of food poisoning of several customers in a local restaurant.

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VACUUM PLATED	
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Bulk Banter

MEMPHIS MEMOS:

Russ Thomas, owner of Vendor Distributing Company, made a special trip to Chicago recently to look at new vending machines for the trade and contact factories and his sources of supply. He reports he had a successful trip. . . . **J. Tunkie Saunders**, 39, stepson of the multi-millionaire grocery store tycoon Clarence Saunders, is in Europe for several weeks. He went to see manufacturers of vending machines he handles for them in this area and is combining it with a pleasure trip. He is president of Memphis Canteen Company.

Mrs. **Andrew T. Manning**, who owns a penny gum and charm route and is sometimes assisted by her husband, took off recently to help him paint the house. The weather was perfect for it—sunny and in the 70's. . . . **Harold Troxel**, who operated a route before and stopped during the winter, has started back again. The good spring weather is the best time of the year for penny gum and nickel charm business, he reports. He's off to a good start, he reports, and expects a good year.

Henry J. Wilkerson, Vending Service Company, reports a good spurt in collections. He is busy these days servicing his route with the big jump in business. . . . **C. D. Gill**, who has the largest penny gum and nickel charm route in the area, reports success with charms. He believes the kiddies like to get them as well as the gum. Some collect the charms; some make necklaces or bracelets, he reports. He believes the opportunities are better now in penny vending with charms.

Jimmie Wilkie, operator and distributor, reports success with his penny gum machines he has on porches of residences in areas where there are many children and no stores close to them where he can put machines. Wilkie also reports a pick-up in business since good weather came a few weeks ago. . . . **H. C. Gimm** was seen cleaning and servicing his route. He's also adding some gum machines and is expanding his route



MARGARET WICK, San Antonio, accepts prize for winning the globe dressing contest from Rolfe Lobell, convention chairman. Mrs. Wick was among seven contestants who participated. Each received an identical amount of gum and charms—the one with the most attractive globe won.

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 N.W. 1c Model 39 8.50
 N.W. 1c Model 49 12.50
 N.W. 5c Model 49 12.50
 Silver Kings, 1c 8.50
 Silver Kings 5c 8.50
 Jewel 5c, 2 column 7.50
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\$25.00
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 4541 W. Lake St., Chicago 24, Ill.
 Est. 1889
 Telephone: COLUMbus 1-2773, 1-2770
 Cable Address: WATLINGITE, Chicago.

Move to Drop Vending Tax in South Carolina

COLUMBIA, S. C.—A vending machine tax bill, introduced at the beginning of the year, was amend-

ed recently by the State lower House to "eliminate the license tax on vending machines," and is currently being studied by the Senate.

The amendment was passed March 24 after recommendation by the House Ways and Means Committee that the tax be removed.

The amended bill has been referred to the Senate Finance Committee. As originally proposed, the measure was to impose a tax of \$1 for each machine vending merchandise for 4 cents or less and a tax of \$3 per machine on those vending merchandise for 5 cents or more.

The measure was to correct an existing law that called for \$10 per machine for operators with less than five machines and \$150 for larger operators regardless of number of machines.

gradually as the business will pay for it.

Charles E. Pugh, manager of Quality Vending Service for Douglas Partee, owner, reports the route has been expanded and added to a great deal. Business is good, he said, and keeps him busy. . . . **Hayden F. Criswell** has also increased his route some. He reports the best time to have more machines in operation is now when warm weather brings families out to locations more than in winter months, and before the severe heat of the summer.

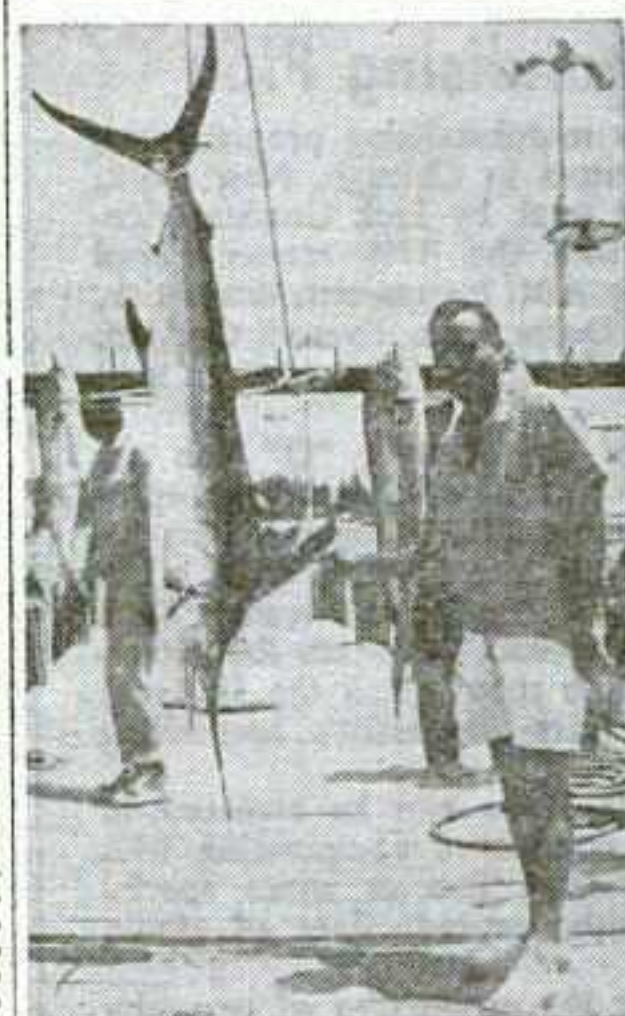
ed recently by the State lower House to "eliminate the license tax on vending machines," and is currently being studied by the Senate.

The measure was to correct an existing law that called for \$10 per machine for operators with less than five machines and \$150 for larger operators regardless of number of machines.

If you pride yourself on being able to pick a winner — take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY'S outshining anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write

THE NORTHWESTERN CORPORATION
 2052 East Armstrong Street Morris, Illinois



DON MITCHELL, staying on at the Grand Bahamas for a week following the National Vendors Association convention, proved the time wasn't wasted. Mitchell latched on to a giant white marlin of undetermined weight (no scales available big enough to weigh the monster).

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

ABD

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices
 715 Lincoln Place, Brooklyn 16, N. Y. President 2-2900

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

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c \$14.50
 N.W. DeLuxe 1c or 5c Comb. 12.00
 N.W. 239 1c Porc. 7.95
 N.W. Model 233 1c Porc. Combined for 100 ct. B.G. 6.50
 Silver King 1c B.G. or Mds. 5.50
 A.B.T. Gum 30.00
 Mills 1c Tab Gum 12.00
 Acorns 1c or 5c 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.68
 Pistachio Nuts, Jumbo Queen, White63
 Pistachio Nuts, Large Tulip65
 Pistachio Nuts, Vendor's Mix61
 Pistachio Nuts, Sheik64
 Cashew, Whole69
 Cashew, Butts61
 Indian Nuts78
 Peanut, Jumbo42
 Spanish32
 Mixed Nuts57
 Baby Chicks30
 Rainbow Peanuts32
 Boston Baked Beans32
 Jelly Beans38
 Licorice Gems28
 M & M, 550 ct.59
 Hershey's47

Rain-Blo Gum, 72 ct. \$.30
 Malt-ette, 100 ct., per 10035
 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
 Beach-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.

THERE ARE BIG PROFITS IN **GUM**

GET YOUR SHARE WITH **Northwestern**

TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y. LOngacre 4-6467

3,500 Tradesters Turn Out for MOA Convention

CHICAGO—An estimated 3,500 tradesters began checking into the Morrison Hotel here Sunday (8) for the 10th annual convention of the Music Operators of America, which began its three-day stand the following day.

While the turnout is a far cry from the record set three years ago, it is on a par with the 1959 figure — about average. Holding down the attendance somewhat were the primary elections in West Virginia and Nebraska, two States which normally provide healthy turnouts.

The 1960 show is a departure from previous conventions in two major respects: The actual format of the business sessions and the make-up of the exhibitors.

Open Forum

Traditionally, the MOA convention format has been based on formal talks by industry leaders and experts in allied fields. This year the traditional program has been largely scrapped in favor of the open forum.

Theory is that the operator is much more apt to be interested when he actually participates in the discussion. Among the subjects to be covered in the forum meetings are diversification, tax problems, legislative matters, programming, service problems and relations with the record companies.

Performance Royalties

The perennial MOA bugaboo—the attempt of the licensing societies to extract performance royalties from juke box operators—will be covered in a forum with George A. Miller, MOA president, and Nick Allen, MOA counsel, on the platform.

While any attempt to remove the juke box performance royalty exemption is certainly dead for this session of the Congress, MOA conventioners are preparing for its certain revival in the next session.

The forum session which will probably generate the most heat will be the final one—covering stereo records and the relationship between the juke box operator and

the record company. Certain to come up will be an attempt to affix responsibility for the scarcity of stereo records at the operator level.

Exhibitor Changes

The second departure from past MOA conventions is the breakdown of the exhibitors. While most of the 61 firms displaying their wares are familiar to juke box operators, there are a few notable omissions and additions.

Of the five juke box manufacturers, only AMI and United Music will display their equipment. Seeburg, Wurlitzer and Rock-Ola have decided to pass up the show. Reasons cited by the three companies generally came under the heading of economy.

But the loss of the three juke box manufacturers has been more than made up for by vending machine company participation. The Continental Vending Machine Company, one of the giants in merchandise vending, will occupy three

booths to show a good part of its full line.

The Bally Vending Corporation will show its drink machine line, J. H. Keeney Company will show its popcorn vender, and the Cole Products Corporation will display its hot and cold food line. Schroeder Industries and the Hava Java Corporation will be on hand with coffee machines.

Vending Talks

Nor will the emphasis on merchandising vending be confined to the exhibit hall. On the opening day of the convention, Lou Casola, Rockford, Ill., operator who went full line, will discuss the problems of an operator entering full-line vending, while a representative of the Rowe Manufacturing Company will speak on the future of the industry.

Public relations will come in for a greater share of the spotlight at this MOA show. While the Coin Machine Council, the industry's PR arm, is not a creature of MOA,

the degree of co-operation between the two groups is high.

Kraus Talk

The CMC will maintain a booth on the exhibit floor, and Herbert M. Kraus, the CMC's professional advisor, will address the membership at the general meeting.

Also Al (Senator) Bodkin, who has worked wonders on a local level in New York, will speak before the group, as will Willie Blatt, veteran Miami operator and father of the Police Athletic League-coin machine industry team to combat juvenile delinquency.

Viewed in terms of a constructive format, this year's program probably tops any MOA convention ever held. The probable reason is that the performance royalty situation is at least under temporary control—the danger, from the operator's viewpoint, has abated—and the operators find more time available to delve into diversification, public relations, record industry relationships and other positive topics.

United Unwraps Big Bowler and New Phonograph

Bowlarama: First Change In 4 Years

By KEN KNAUF

CHICAGO — United Manufacturing's Bowlarama alley game, the coin trade's most talked about secret of 1960, was to be officially let out of the bag today (9) at the Music Operators of America show here. It represents the first major

(Continued on page 139)

Juke Box Industry Healthy

• Continued from page 1

nographs. Of the diversified operators, some 94 per cent of them operate amusement games and 41 per cent operate cigarette vending machines. Another 15 per cent operate kiddie rides and 9 per cent have food and drink venders.

There is little doubt that mergers between juke box and game manufacturers on one hand and vending firms on the other have encouraged this diversification.

Examples are Seeburg's acquisition of various vending machine manufacturers, AMI's joining of

Automatic Canteen's corporate family, the Williams alliance with the Schroeder coffee machine, and the expansion of Bally and Keeney into the vending market.

Background Music

And while background music hasn't made as much progress among juke box operators as a lot of tradesters had predicted, the 1960 Music Machine Survey shows that 22 per cent of all juke box operators have background music of some sort.

The hideaway unit—actually a juke box programmed for the location and operated without coin insertion—accounts for 80 per cent of the background music operators among juke box people.

But 19 per cent of operators are using tape and another 18 per cent are using the central studio system. And if the juke box operators go more heavily into industrial vending, chances are that the background music system will be used as a wedge to acquire new locations, with background music usage increasing in rough ratio to vending expansion.

Programming

A common complaint among juke box operators is that programming is too heavily weighted toward the teen-ager. This complaint has some merit, as 51 per cent of the juke boxes on locations

are in taverns and bars—where teen-agers usually cannot frequent legally—and another 33 per cent in restaurants—which are still primarily adult locations. Soda shops, the traditional teen-age hangouts, account for less than 10 per cent of juke box locations.

Juke box operators often have difficulty getting by with the traditional 50-50 split between operator and location. But the 50-50 split shows few signs of disappearing.

(Continued on page 131)

Dual Pricing Main Addition To Juke Box

CHICAGO—Dual pricing is the principal new feature of United Music Corporation's 1960 phonograph, timed for its first showing to operators with the Music Operators of America exhibits opening today (9) at the Morrison Hotel here.

The new music machine plus a

(Continued on page 130)

Bulletins

Seeburg Bows Merchandising Plan

NEW YORK—Seeburg's new merchandising program was disclosed to the company's distributors in Chicago, New York, New Orleans and Los Angeles last week by Jack Gordon, vice-president. The program ties in with the 33 1/3 stereo record which is currently being produced by ABC Paramount, Brunswick, Cadence, Capitol, Columbia, Coral, Decca, Epic, Everest, Guyden, Jamie, King, Laurie, Liberty, M-G-M, Roulette, Verve and World Pacific.

Display panels for models of the Seeburg "Q" line are designed to accommodate a seven-inch square lithographed reproduction of a specific best-selling album (The Billboard, May 2). Each album features a top vocal or instrumental artist. The balance of the display panel says: "Seeburg Presents THE ARTIST OF THE WEEK in 33 1/3 Stereo." Beneath the illuminated display panel, five separate title strips detail the 10 tunes from the single records selected from the artist's best-selling featured album.

Album reproductions and title strips can be replaced in seconds. Each of the 18 record companies co-operating with Seeburg in the promotion is releasing one or more special packages complete with records, litho reproductions of album covers and title strips.

Seeburg has also arranged for the production of two film presentations—one to explain the program to the operator and the other for the location.

Wurlitzer Names Abe Lipsky

PHILADELPHIA—Abe Lipsky, who has been associated with Wurlitzer distributorships for the last decade, has formed a new company, Libra Distributors Corporation, to take over the Wurlitzer distributorship in the metropolitan area. The announcement was made this week by Robert H. Baer, Wurlitzer sales manager.

Lipsky also heads Vend-All, the Wurlitzer Philadelphia outlet. He is no stranger to the New York area, holding key sales posts with two former Gotham Wurlitzer distributors—Joe Young and Sandy Moore.

Libra opens its doors for business at 607 10th Avenue

(Continued on page 130)

BB Coin Editor Set For Europe Survey

CHICAGO—A six-week survey of the European coin machine industry will soon be undertaken by Aaron Sternfield, editor of The Billboard's Coin Machine Division.

Sternfield will fly to London immediately after the annual convention of the Music Operators of America here Wednesday (11) to meet with Bingo Beaufort, The Billboard's United Kingdom correspondent, and then spend three days with British industry leaders.

Purpose of the trip is to gather information on the European market for the foreign readers of The Billboard Overseas Edition and for the domestic readers of The Billboard's regular edition.

Overseas Edition

The Billboard Overseas Edition began regular weekly publication with the May 2 edition. It is jet-flown from New York to Amsterdam over the weekend, and it reaches the European reader on the same day the regular edition reaches the domestic reader.

From London, Sternfield flies to Paris, where he will begin a motor trip of the Continent. He will visit operators, distributors and manufacturers in France, Belgium, the Netherlands, Germany, Berlin, Austria, Switzerland and Italy.

He will be accompanied on a

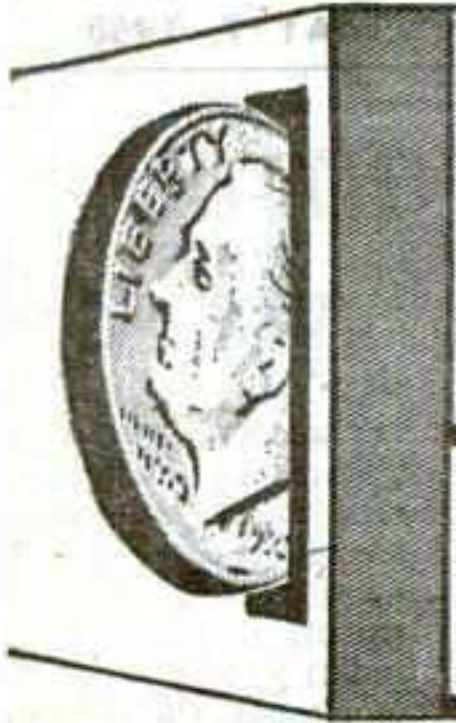


AARON STERNFIELD

portion of the trip by Omer Anderson, The Billboard's European correspondent. Anderson visited New York and Chicago last week to discuss with Billboard personnel the European coin machine market.

Sternfield also has tentative plans to meet with Ted Wolfram, The Billboard's Scandinavian correspondent.

He will file weekly reports for both the domestic and overseas editions of The Billboard during the trip.



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 section containing sub-sections for AMI, ROCK-OLA, SEEBURG, and WURLITZER, listing various machine models and their prices.

CHICAGO COIN section listing various bowling and shuffle machines with their respective prices.

PINBALLS section containing sub-sections for BALLY, GOTTLIB, and WILLIAMS, listing various pinball machine models and prices.

ARCANE & NOVELTIES section listing various novelty machines such as shooting stars, target games, and other amusement devices.

Section listing various amusement machines including quarterbacks, rangers, rifles, and other shooting games.

Section listing various amusement machines including sky riders, space games, and other novelty rides.

Section listing various amusement machines including king cars, meteor hot rods, and other novelty rides.

Section listing various amusement machines including ponies, space ships, and other novelty rides.

now: capitalize on your experience diversify with AMi

AMI BACKGROUND MUSIC OPENS NEW BUSINESS AND OFF-STREET LOCATIONS

When you offer AMI Background Music, a whole new world of prospective locations opens for you: offices, restaurants, clinics, showrooms, cocktail lounges, industrial plants, stores, clubs, super markets, institutions, hotels and many, many more. Wherever people congregate for business or recreation, there are new opportunities to provide the benefits of background music—and to profit from them.

USES FAMILIAR EQUIPMENT

AMI Background Music is a logical, common sense way to diversify your present operation and make the most of a field you know best. Modified versions of the familiar, rugged AMI Hideaway unit and auxiliary speakers form the heart of this new, "on location" background music system. Installation will be second nature to you. *AMI equipment is outstanding for its continuing top performance, its easy maintenance and sturdy dependability.* They add up to low, low service costs and greater background music profits for you.

MEETS A REAL NEED

Background music, long proved a valuable tool for industrial use, is now recognized as well for its profitable adaptation to a long list of businesses. Yet, with all its acceptance, background music has barely scratched the surface of its vast potential market. Many likely locations are without background music. Others are inadequately served and eager to obtain the full benefits of this new system and service which is professionally planned and programmed to meet their requirements. Talk about opportunity . . . it's here with AMI Background Music!

INCLUDES A GROWING KIT OF SALES AIDS

To help you inform prospects of the benefits of background music AND the advantages of AMI Background Music, there is a complete sales manual with a down-to-earth section on "Sales Training" to make you quickly at home in this new field. Handy installation plotting sheets, slide rules for quickly estimating speaker needs, and a variety of descriptive folders and mailing pieces provide further help in bringing you the greatest profits from this opportunity to diversify your operation within the familiar music business. This kit is constantly growing as AMI finds effective new ways to help you build your background music business.

OFFERS STEADY INCOME WITH NO INVESTMENT

AMI Background Music brings you new opportunities that conflict in no way with your present juke box business—and that require no investment on your part. This is an opportunity to grow and prosper immediately that deserves the careful consideration of every profit-minded music man.

GIVES YOU EXCLUSIVE FEATURES AND ADVANTAGES

The AMI Background Music System offers an enviable and hitherto unavailable combination of features which you and your customers will immediately recognize as essential to developing the full potential of background music. The music itself is recorded by renowned artists and specifically programmed for a wide variety of mood requirements and motivational purposes.

Constant additions keep the music fresh and free of monotony, productive of maximum response. Flexibility of programming and timing meet the varying requirements of personnel, patron and location purpose.

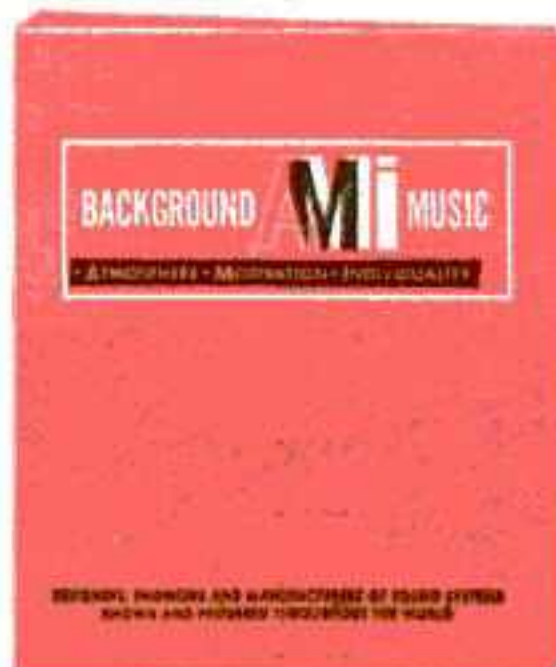
AMI Background Music is fully integrated with components of uniform quality, starting with custom made micro groove transcriptions of heavy vinyl which play at the accepted high fidelity speed of 33 1-3 rpm.

Optional equipment for paging, special events and sports broadcasts is available to earn extra profits for you. Auxiliary costs are low. Just the one heavy-duty AMI amplifier, for example, can provide power for all but the largest installations, driving as many as 40 speakers at one time under average conditions with no need for line amplifier additions.

THE RED BOOK THAT KEEPS YOU IN THE BLACK

This distinctive red binder contains the complete AMI Background Music Story—for you, and for your many prospects. Open it to the extra profits you've been looking for to help you

MAKE THE MOST OF MUSIC

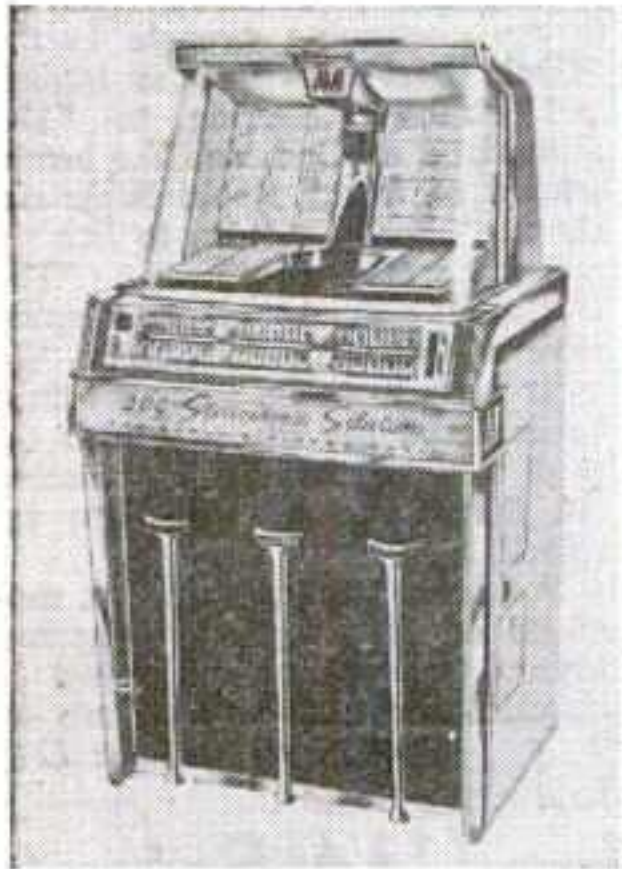


GET THE FACTS FIRSTHAND, HERE AT THE M.O.A.
CONVENTION, BOOTHS 6 AND 7, OR WRITE:

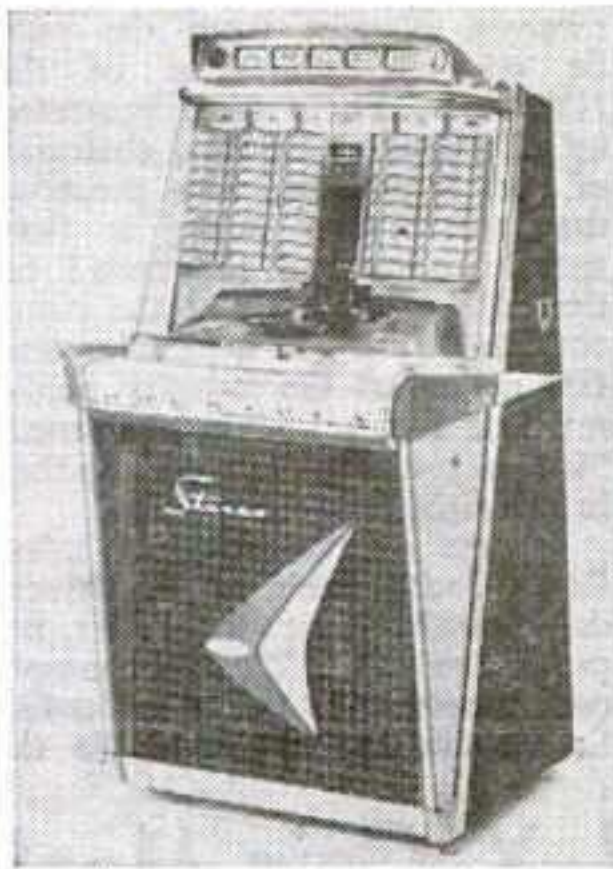
AMi BACKGROUND MUSIC DIVISION
and its family of
distributors in the
United States and Canada

1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE
1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-
MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

1960 Juke Boxes in Production



AMI Booths 6 & 7



Rock-Ola

UNITED BOWS NEW PHONOS

CHICAGO — United Music Corporation is bowing a new line of equipment at this week's Music Operators of America convention here. Due to the fact that the firm's new machine is being kept under wraps until convention time, a photograph was not available by press time. Operators will be getting their first look when exhibits open, Monday afternoon, 2:30 p.m., booths 32-36.



Seeburg



Wurlitzer

Ark. High Court Boosts Op Hopes

By ELTON WHISENHUNT

LITTLE ROCK—The Arkansas Supreme Court last week reversed and remanded for trial a case in which the State had previously won in Chancery Court a lawsuit challenging constitutionality of an Arkansas law placing heavy restrictions on operators.

The law also prohibits non-residents from operating coin machines in the State.

Late last year the State's lawyers won the case in trial court when Chancellor Murray O. Reed held that the law was constitutional. D. D. Panich of Little Rock, attorney who represents two operators who brought the suit, appealed and

won before the Supreme Court. **Tests Constitutionality**

The case will now be tried on its merits and if Panich wins (and is upheld by any subsequent appeal), it will mean that the law is unconstitutional.

The case is styled W. Jake Brown, doing business as Tia Wanna Club, 9210 West Markham Street in Little Rock, and Lynn Farr, owner of Central Music Company of Texarkana, Tex.-Ark., versus J. Orville Cheney, Commissioner of Revenue.

The law they are contending is unconstitutional, arbitrary, capricious, discriminatory and confiscatory is Act 120, Arkansas Acts of 1959, placing heavy restrictions on operators.

Requirements

The law required the following: That no one not a resident of Arkansas can operate "coin-operated amusement devices" in the State.

That operators of such machines must have lived in the State for one year before applying for a license to operate.

That if a corporation applies for a license (and all who operate must have a license) at least 50 per cent of the stock must be owned by an Arkansas resident.

\$250 License

That a \$250 tax be paid the State with the issuance of each license (this is in addition to the \$5 per machine State privilege tax, city and county tax of \$5 each and federal tax of \$10 each.)

That each person issued a license must post a \$3,000 bond to insure "faithful performance."

That each operator must pay, in addition, a 3 per cent tax on all gross revenue from his machines.

Panich in his bill challenging the law charged that it violated Article II of the Arkansas Constitution and the XIV amendment to the U. S. Constitution.

Contents Monopoly

Panich's contention is that the law restricts free enterprise, restrains lawful trade and is an unwarranted attempt by the Legislature to create a monopoly for one group of citizens—Arkansas residents who are coin machine operators.

Panich further contended that the law will drive the small operators out of business and that the \$250 tax and \$3,000 bond requirement is confiscatory.

Article II of the Arkansas Constitution sets forth the many freedoms of the citizen, equal rights of all before the law, freedom of press and speech, jury trials, redress of grievances and other rights.

No Privileges

It states, with regard to restraint of trade and free enterprise, that the General Assembly (Legislature) "shall not grant to any citizen or class of citizens privileges or im-

munities which upon the same terms shall not equally belong to all citizens."

The XIV amendment to the U.S. Constitution is:

"No State shall make or enforce any law which shall abridge the privileges or immunities of the citizens of the United States; nor shall any State deprive any person of life, liberty or property without due process of law; nor deny to any person within its jurisdiction the equal protection of the laws."

Panich said of the Supreme Court's reversal of Chancellor Reed's holding that the law was constitutional:

"The reversal means that we shall be able to try the case at a later date before the court upon the allegations of the complaint. According to the opinion of the Supreme Court, if our allegations are proved, then the statute (in my opinion) will be held to be unconstitutional."

Wurlitzer Group On Hawaii Junket

NORTH TONAWANDA, N. Y. —Seven Wurlitzer distributors and their wives leave from San Francisco Monday (8) for a two-week Hawaiian vacation as guests of the Wurlitzer Company. The distributors, winners of a company sales contest, will be accompanied by Roy F. Waltemade, Wurlitzer vice-president and manager; Bob Baer, Wurlitzer sales manager, and their two wives.

Making the trip are John Bilotta, Newark, N. Y.; C. B. Brady, Charlotte, N. C.; A. J. Hawkins, Atlanta; W. N. Hawes, Macon, Ga.; R. B. Williams, Dallas; M. H. Rosenberg, San Francisco, and Harry Jacobs Jr., Milwaukee.

The group sails on the U.S.S. Matsonia from San Francisco and returns to Los Angeles May 22 on a jet flight. While in L. A. the Wurlitzer group will spend a couple of days at the Ambassador Hotel.

Penn. Operator Association Toasts First Anniversary

HARRISBURG, Pa. — The Amusement Machine Operators' Association of Pennsylvania will mark its first anniversary this week.

The group, which has quickly become one of the leading coinmen's groups in the nation under the guidance of Leon Taksen, manager, and Felix Kadel, president, will hold a "birthday party" Wednesday (4).

Plaques will be presented to those persons who have helped build the Pennsylvania group into the strong organization it is in 12 short months.

New Members

Two of the newest members to join the AMOA of Pennsylvania are David Rosen, of Philadelphia, and Mickey Anderson, of Erie.

The group has decided to hold its meetings at different hotels in this State capital city, moving around each month.

Taksen said he would like to publicly thank Paul Huebach, vice-president of J. H. Keeney & Company, manufacturers, for his help to the organization.

Pushes Drive

The State-wide group is currently pushing its RPM drive. This stands for Relations, Prestige and Membership.

Kadel, at a recent meeting of the board of directors, pointed to the recent legislation enacted in the

State of New Jersey governing amusement games as "positive, constructive co-operation between the groups involved."

He said this enabled a "very acceptable coin machine law to be written into the statutes by the New Jersey authorities."

Kadel drew a likeness between coin machine conditions in New Jersey and Pennsylvania.

Attending the meeting were Fred Lex, Marvin Speigalman, Al Greb, Ben Sterling, Bob Fetters and his wife, Marjorie; Paul Smith, Pat Houser, Harry Beck, William Triplet, John Butala, Bill Magaro, Bill La Bre, Taksen and Kadel.

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Finest grade powder or paste. Chromed Weights, Scoreboards, Liquid Cleaner, Paste Wax, Dance Floor Powdered Wax. Write for free color brochure and prices.
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X MARKS THE SPOT TO BUILD PROFITS
with the nation's oldest & largest **ONE-STOP** Record Service
Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales' has it at . . .

DISTRIBUTOR WHOLESALE
Nothing over!

- Singles
- Albums
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- Accessories

45 R.P.M. 60¢

33 1/3 R.P.M. \$2.47 \$3.09 \$3.71

Write, wire or phone your order today to The **MUSICAL SALES CO.**
Musical Sales Bldg. Seeburg Dist for Md.-Va.-D.C. Baltimore 1, Md. VERNON 7-5755

EDOLITE'S CINE SONIC SOUND REPEATER
... a thoroughly tested, low-cost, compact **BACKGROUND MUSIC UNIT**

Ideally suited for Hotels, Super Markets, Factories, Offices, Stores, Restaurants, Banks, Clubs, Terminals, Shopping Centers, Motels, Parks and Rinks.

- Over 15,000 units placed on location by music operators who have DIVERSIFIED THEIR ROUTES with Cine Sonic Sound Repeater Background Music units.
- Plays tape cartridges. Library of 1,000 hours of fine music available from Cine Sonic Sound Library, Inc.
- Exchange privilege on old cartridges. Send \$7.00 and old cartridge for a new refill.

SIZE: 14" WIDE, 8" HIGH, 12" DEEP
Our 18-watt unit 70-volt line output will accommodate 24 speakers.

Uses tape cartridges of one or two hours. Available in 300, 600 and 1,200 foot sizes. Each cartridge designed for continuous, multi-hour use. Takes only seconds to change cartridge.

MUSIC RECORDED ON ONE LEVEL NO REPEATED TONAL ADJUSTMENTS NECESSARY

Send today for brochure on Cine Sonic Sound Repeater and Catalog of Cine Sonic Library of PROGRAMMED BACKGROUND MUSIC. Contains both Monaural and Stereophonic.

SEE! HEAR! the Cine Sonic Sound Repeater Model 10 which accommodates up to 10 speakers and includes a paging system. ON DISPLAY

AT BOOTH 72, M.O.A. CONVENTION

CINE SONIC SOUND, INC. 481 8th Avenue New York, N. Y. Phone: LO 3-1000, Ext. 1686	EDOLITE PRODUCTS 3717 3rd Detroit, Mich. Phone: TE 2-1498
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ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

300 Attend Gotham UJA Banquet

NEW YORK — A turnaway crowd of over 300 persons jammed the Century Room of the Hotel Commodore here, Saturday evening (30) for the annual Victory Dinner and celebration of the coin industry division of the United Jewish Appeal fund drive. Notables in the local industry scene turned out en masse to pay their respects to the triple guest of honor line-up of Tom Greco, prexy of the New York State Coin Machine Association; Carl Pavesi, prexy of the Westchester Operators Guild; and Jack Wilson, prexy of the New York State Operators Guild.

Holzman. Another colorful moment came when the three also received plaques from the public relations committee of the NYSCMA. These were presented by Al (Senator) Bodkin, chairman of the committee, who preceded the presentation with a fiery speech which had the crowd on the edge of its seats at the rising emotional pitch. In a plea for unified action on the industry public relations front, Bodkin exclaimed, "We've got to march on together in this fight."

gether, why can't they live together," the Rabbi asked, referring to the continuing struggle in the Middle East between the Israelis and Arabs. Referring to "The Fatherland of God, and the brotherhood of man," Rabbi Sable declared, "We must learn to live together." He continued, "The United Jewish Appeal is keeping alive a beacon of democracy. We must keep it going!" Beyond this, he deplored the situation with regard to the Suez Canal, pointing out that "Human beings are involved here."

All three honored guests were presented with handsome United Jewish Appeal plaques by banquet chairman and toastmaster, Irving

In one of the principal talks, Rabbi Jacob Sable of the Riverdale Jewish Center, the Bronx, recalled the "One World" concept, once espoused by the late Wendell L. Willkie. "If men can die to-

Following the more serious moments of the program, comedian Myron Cohen kept the crowd in chuckles for a 15-minute turn of
(Continued on page 127)

Seen at the N. Y. Coin Machine UJA Fete



DIAS GUESTS at the Coin Machine United Jewish Appeal banquet in New York at the Hotel Commodore are, left to right, Mrs. Al Denver; Al Denver, president of the Music Operators of New York; Mrs. Al Bodkin, and Al (Senator) Bodkin, the industry's good will ambassador.



PRESENTED WITH SPECIAL UJA PLAQUES were the three guests of honor. Left to right, Carl Pavesi, president of the Westchester Operators' Guild; Tom Greco, president of the New York State Coin Machine Association, and Jack Wilson, president of the New York State Operators' Guild. Irv Holzman, right, made the presentation.



IRV HOLZMAN, chairman of the UJA Coin Machine Division campaign, left, and Mrs. Holzman, sit on the dais with Myron Cohen, the comic, and Barry Gray, the commentator.



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Grass Roots PR Important

NEW YORK—Altho public relations at a national level is of vital importance to the over-all coin machine industry, good public relations at the grass roots, local and regional level can effect considerable benefits. An example of just how much can be achieved by a nucleus of dedicated adherents has been provided in the past 10 months by the public relations committee of the New York State Coin Machine Association.

The group started small, almost a year ago, when exploratory meetings were held in the offices of the Music Operators of New York. A wise decision of the steering group was to name Al (Senator) Bodkin to the chairmanship of the committee. Bodkin, a sparkplug of keen enthusiasm and drive, has helped to bring about at least some concrete results, on a budget of a size that, frankly, does not even allow for a paid secretary, let alone professional public relations counsel.

Perhaps the most interesting aspect of the committee at the moment is the depth of industry participation it can boast. Distributors, for example, have readily gotten aboard the bandwagon along with key operators' associations, have closed ranks with the public relations minded New York City people.

Much of the financial support for the committee has so far come from distributor donations. These have, in turn, been matched by donations from various groups within the State. Beyond this, all operators in the State have been solicited for a donation of \$5 in support of the cause. This, in the view of committee members, has been the basis of an encouraging start for the public relations campaign. However, the committee's most urgent problems, in meetings scheduled for soon after the Music Operators' Convention, will be those dealing with the development of sustained sources of operating funds.

But what of specific results? The committee came thru with its first impressive effort last December 19, when it sponsored and paid all costs of a teen-agers' Christmas party at the Church of the Resurrection, Brooklyn. This event was attended by over 600 kids, and there were record albums for each of them, acquired by the committee for donation at the party.

The party, which featured two live bands, plus records, plus a juke box which was donated to the church for its recreation program, was strongly identified with the coin industry, via colorful gold and yellow emblems and banners hung in



AL BODKIN

the hall. The event received coverage in several New York papers.

A few days after this affair chairman Bodkin, along with other com-

mittee members, made a donation of \$500 to the Jewish Children's Orphan Home on New York's Lower Eastside. This, too, achieved notable trade publicity.

A day later members of the committee journeyed to White Plains, N. Y., where a meeting of the Westchester Operators' Guild was held. The committee explained to the Guild members the nature of the public relations program and its ultimate aims.

In another effective effort, the public relations committee undertook the annual coin industry Christmas solicitation for funds for the Cardinal Spellman Serviceman's Center. At the completion of the drive, Bodkin, along with distributors Meyer Parkoff and Barney Sugarman, and Msgr. John Kelly, were pictured with the Cardinal as they presented him with the coin industry check for \$2,000.

On another front, the committee presented a juke box to the Creed-

moor State Hospital for mentally retarded children in Creedmoor, Long Island, N. Y.

The committee plans further activity along these lines and will strive at every opportunity to have such a presentation tied in with the appearance at the scene of the donation of important public figures. This it is believed, will enhance the chances of good mention in the public prints.

Active on the local committee along with the Senator have been Mayer Parkoff, Barney Sugarman and Irving Holzman, Westchester Operators' Guild prexy, Carl Pavese; New York Operators' Guild prexy, Jack Wilson; New York State Coin Machine Association prexy, Tom Greco, and Mrs. Millie McCarthy, an operator of Hurlville, N. Y., who is not only treasurer of the NYSCMA, but is known everywhere as an invaluable campaigner on behalf of the coin field on the Albany legislative front.

Bodkin will address the MOA Convention on Tuesday (10) on public relations at the grass roots for the coin industry.

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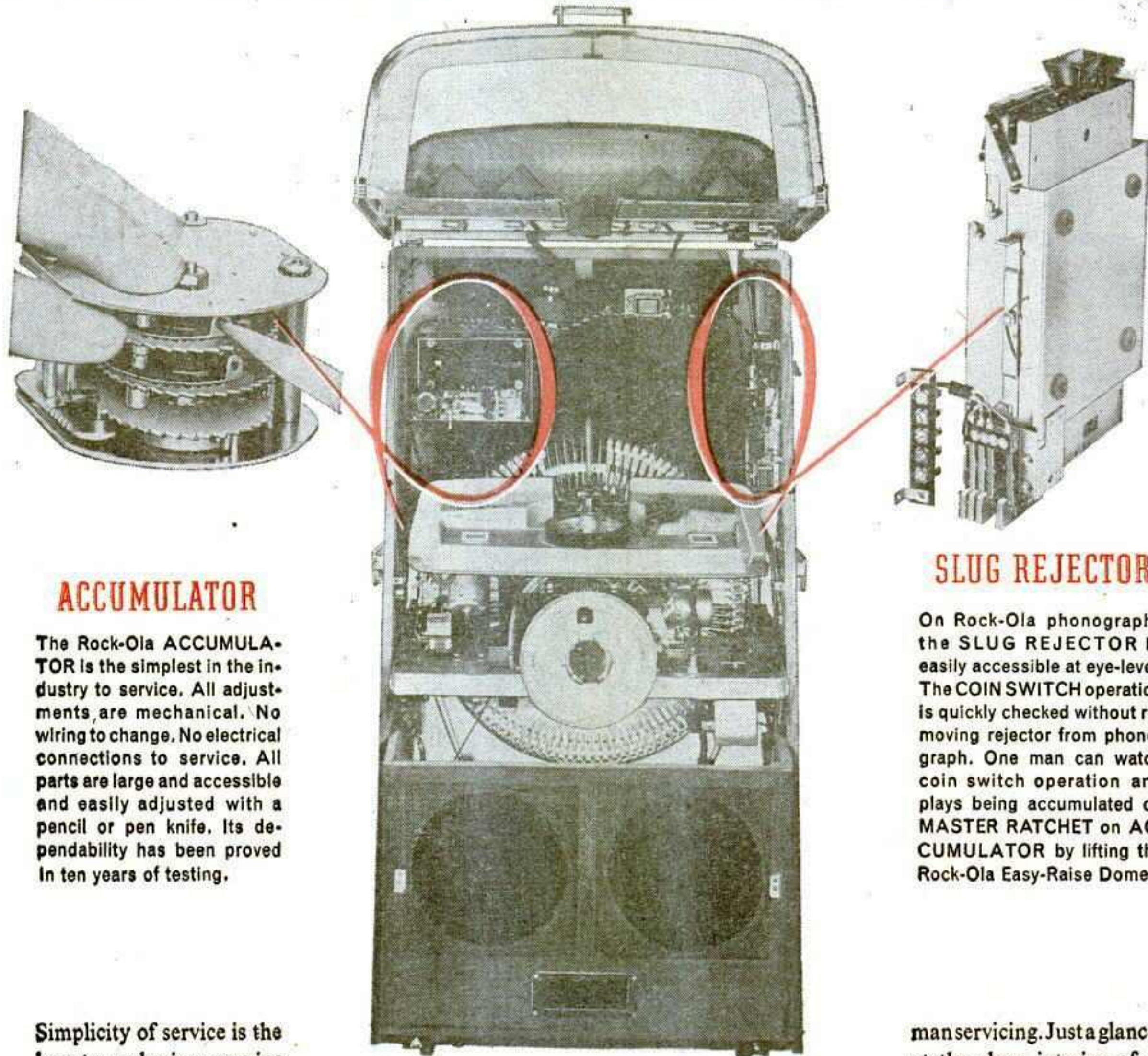
UJA Banquet

• Continued from page 126

his typical comedy material. Another speaker was disk jockey, interviewer, Barry Gray, who has been associated with UJA activities in the past and is well known here for his late night programs which focus often on discussions of controversial topics.

Gray took the occasion of the UJA banquet to launch an unexpected attack against the recently concluded Congressional hearings into matters of payola in the radio and television industries. He called the investigation, "the most shocking miscarriage of Congressional authority I've ever seen," noting how seldom such inquiries as this and the "Kefauver road show" of several years ago, ever resulted in effective new controlling legislation. Following this, Gray turned his attention to Israel, "Our one real friend in the Middle East," calling for continuing support of the UJA drive for funds.

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COIN MACHINE GLOSSARY

ACCUMULATOR—Juke box device which totals the number of coins received, so customers doesn't have to make selection after insertion of each coin.

BACKGLASS—The silk-screened scoreboard of a game, or the upright portion, as opposed to the playfield or cabinet.

BALL BOWLER—10-pin bowling game played with duck-pin type ball. (Also called "long alley.")

BINAURAL—A two-channel sound system.

BINGO—Standard-type pinball game usually with added coin, increasing odds features. Name derives from score system resembling bingo card scoring. (Also called "in-line.")

BONUS—Flat payment by operator to location for "privilege" of placing machines at the location. Can be payment to secure location, or series of payments or "loans" to retain location.

BUMP—To take over location from competing operator. Usually used in derogatory sense where "bonus" is used to win location, but also used where op offers better service or equipment than his competition. Also called "jump."

BUMPER TABLE—Pool game with ball holes instead of pockets and with rubberized ball bumpers. Game is played under different rules than standard pool.

CABINET—Refers to the wooden parts or exterior housing of a machine.

CONVERSION UNIT—A kit or group of parts and instructions which enable op to add newer mechanical, electrical or play features to an older machine.

DE LUXE—Most often refers to a slightly higher-priced amusement game often with special added play features, usually shipped in conjunction with the regular model.

DOG—Machine which is a poor earner or poorly built. Most often, a new machine which doesn't live up to expectations.

DOWNGRADE—See "step down."

DUAL PRICING—Juke box feature enabling op to charge two different prices for record plays. For example, 10 cents for singles, 15 cents for EP's.

EP—Extended play disk. A 45 r.p.m. seven-inch record with two or three tunes per side—generally standards.

FIVE-BALL—Standard-type amusement pinball game, usually delivering five steel balls per game played, altho some models can be set to deliver fewer. (Also called "novelty" game.)

FLIPPER—Button-operated pinball playfield lever which hits balls back up the playfield. (In Britain "flipper" refers to the five-ball pin game itself.)

FRONT MONEY—See "off the top."

GUARANTEE—Amount of gross receipts demanded by op before split with location is made. Example: Total gross \$15. Op gets \$5 guarantee. Remaining \$10 split. Differs from "front money" in that if above guarantee was \$15 or more, op would get total gross, location nothing. Often demanded by op when he moves in new, high-priced machine.

HIDEAWAY—A lovely placed juke box, housed in plain cabinet. Selections are made from wall boxes with the mechanism generally hidden under a counter or in a basement. Used where space is a factor.

IN-LINE—(See "bingo"). Name derived from scoring arrangement of numbers on backglass cards. Player tries to light up numbers in horizontal, vertical or diagonal lines.

JOBBER—A non-franchised distributor. Usually deals mainly in used equipment.

JUMP—(See "bump.")

LONG ALLEY—(See "ball bowler.")

LP—Long-play record. At 33 r.p.m. record, generally 12 inches in diameter, tho some 10-inch LP's have been issued. Not to be confused with new 33 r.p.m. singles recently introduced.

MATCH PLAY—Amusement game light-up feature challenging player to match last digit of his score with a number or symbol appearing on the backglass at termination of each play.

MONAURAL—A single channel sound system. Sound may emit from any number of speakers, but only one sound is reproduced.

OFF THE TOP—Flat amount of gross receipts for op before dividing total gross with the location. Example: Total gross \$15, op takes \$5 off the top, splits remainder (\$5 to each) with location. Also called "front money."

ONE-BALL—Pinball game delivering one ball per game played.

ONE-STOP—Record store catering to juke box operators, carrying a complete selection of labels, as differentiated from a distributor, handling only a select number.

PLAYFIELD—Horizontal portion of a game where play action takes place. Most often used in connection with games played with small steel balls.

PLAY METER—Meter on a juke box which indicates number of times each record is played.

RENTALS—Practice (usually by distributor) of renting machines to operators rather than selling them outright. Not common in most areas. Also, to rent equipment to location for short period, or to private organizations for parties.

ROLLOFF—General name for game featuring rolling of balls into score holes. Does not include shuffles, bowlers or pinballs.

SCHOOL—Mechanical-electrical instruction session for ops and servicemen, usually hosted by local distributor and conducted by factory engineers or field men.

SHILL—Playing of a juke box by the location to stimulate play, usually with marked coins which can be separated from actual receipts. Location "shills" the juke box; or, referring to the marked coins as "shills."

SHUFFLE ALLEY—10-pin bowling game played with shuffle puck. Also called "shuffle bowler."

SHUFFLE BOWLER—(See "shuffle alley.")

SIX POCKET—Standard type pool game with six ball pockets. 60-40—Split of total gross receipts with greater amount to the op. Example: Total gross \$15, op gets \$9 (or 60 per cent), location

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GG	Top Twenty Tunes, Inc.	26	Press Room
H	Standard Financial Corp.	27-28	Valley Sales Co.
X	Music Operators of America	29	Paul Bennett & Co.
XX	California Life Insurance Co.	30	National Vendors, Inc.
1	Hava Java Corp.	31	Auto-Photo Co.
2-3	National Rejectors, Inc.	32-33-34-35-36	United Music Corp.
4	James Cabinet Corp.	37	Valley Sales Co.
5	Tape-Athon Corp.	38	Joe Munves Co.
5A	Cole Products Corp.	39-40-41-42-43	United Manufacturing Co.
6-7	Automatic Music, Inc.	44-45	Capitol Projector Corp.
8	Stereomatic	46	Automatic Products Co.
9	Shasta Records, Inc.	47-48	Wico Corp.
10	The Billboard	48A-48B	Irving Kaye Co., Inc.
11	Jay Jay Records	49-50-51-52-53	Bally Manufacturing Co.
101	Pandora Distributing Co.	54	Logan Distributing Co.
102	Hawes Kiddy Rides	55-56-57	Tusko Manufacturing Co.
12	The Cash Box	58-59-60	Southland Engineering, Inc.
13	Christy Records	61	Con Sel Corp.
14	Klopp Engineering, Inc.	62-63-64	American Shuffleboard Co.
15	International Crystal Manufacturing Co.	65-66	Bally Vending Corp.
16	Red Robin Records	67	J. H. Keeney Co.
17	Star Title Strip Co.	68-69	Fischer Sales & Manufacturing Co.
18	M-G-M Records	70A-70B	Chicago Dynamics Industries, Inc.
19	Mercury Record Corp.	71	Schroeder Industries, Inc.
20	Columbia Records	72	Cine Sonic Sound, Inc.
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Bulletins

Continued from page 122

Monday (9). Henry Slavis, veteran automatic phonograph service expert, will head the service department.

National Rejectors Cited

ST. LOUIS—National Rejectors, Inc., manufacturer of coin mechanisms for the music machine and amusement game industries, is one of the 19 companies invited by the U. S. Department of Commerce to tell the story of its patent system and its contribution to the economy in the annual Patent Office Mechanical Exhibit opening in Washington Tuesday (10).

The firm, a pioneer in the development and manufacture of automatic coin mechanisms, is the first company in the coin machine industry to be invited to participate. Nine NRI patents will be represented, including the original which dates from 1935. This was a slug rejector developed by John Gottfried, who founded NRI in the same year.

Also in the NRI exhibit will be the rejector which accepts nickels, dimes and quarters thru a single insert. This revolutionary development took place in 1946.

Dual Pricing in the Juke Box

Continued from page 122

new United Bowling alley game with "automatic pin-setting" features were to be shown beforehand to United distributors at a pre-convention premiere last Saturday (7). Neither of the two models had been seen before, publicly.

Styling of the new phonograph, by Raymond Loewy, noted designer, follows basically that of the previous United machine, also Loewy-designed. Dial selection is retained.

With the versatile new dual-pricing system, the operator can make all price adjustments via simple switch settings. Mechanical coin flip-over mechanisms are eliminated. When set for basic dime pricing, the machine can be set to automatically charge 15 cents for an EP or stereo selection. In areas still operating on basic nickel play, the machine can be automatically set to charge 10 cents for EP and/or stereo selections. Any number of selections (in groups of 10) may be priced either in the higher or lower price group by simply setting a switch.

Stressed along with dual pricing, is fast over-all mechanical action and the United play stimulator idea used to draw attention during periods of slow play.

Every United phonograph also includes a 50-cent coin chute, step-up credit accumulator and "anti-cheat" coin switch circuit.

Dual Cone Units

From the standpoint of sound, the separate sound reproducing components have been consolidated into special 15-inch dual cone sound reproducing units. One is located in each monaural phonograph, two in each stereo machine.

LOOK AT THE FACTS

THE SECURE WAY TO A SECURE BUSINESS

- Thousands of locations available — New customers every minute.
- Use the same rides year after year — Life-like in appearance, our animals never become out of date.
- No supplies to replenish or buy — Collect once a month.



ESTABLISH A KIDDIE RIDE ROUTE

Write, wire or phone

TUSKO MFG. CO.

2177 VENTURA BLVD.
THOUSAND OAKS, CALIFORNIA
Phone HUDson 5-2212

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

LIBRA DISTRIBUTORS CORP.

607 10TH AVENUE, NEW YORK, N. Y. Longacre 3-4028-9

Abe Lipsky, President

Exclusive Distributors for

THE WURLITZER COMPANY

Now delivering the fabulous Wurlitzer 2400 line

All parts, supplies, equipment are available from our parts department.

A wide assortment of reconditioned phonographs now ready for immediate delivery.

Export inquiries invited.

AMERICAN EQUIPMENT FOR EXPORT SHOPPED BY EXPERT MECHANICS

Large Stock of \$20.00
8205 Wallboxes ..
5210 Wallboxes\$69.50

SEEBURG
Model R\$395.00
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100 Sel. Chrome37.50

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ROCK-OLA
1438\$210
1446255
1455425

BINGOS
Key West\$115
Show Time130
Big Time55
Big Show75
Carnival Queen365

UPRIGHTS
Mermaid (new)WRITE
Super Twin WildcatWRITE
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5 BALLS
Duette\$ 80
Dragonette75
Smoke Signal70
Balls a Poppin'60
Peter Pan75
Easy Aces95
Bally Circus85
Diamond Lil65
Hawaiian Beauty90
Sweet Adaline85
Wishing Well95
Snafu60
Un. Carnival145
Shoot the Clown495
Criss Cross195
Straight Flush225
Roto Pool175
Steepchase165
Register110

ARCADES
C.C. Rocket Shuffle\$ 85
Bally Magic Shuffle95
Coon Hunt125
Polar Hunt Gun165
Un. Team Shuffle85
Un. Star Slugger115

Call, Write or Cable
Cable: LEWJO.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 N. Capitol Ave. 1635 Central Pkwy.
Indianapolis, Ind. Cincinnati, Ohio
Tel.: ME1956 5-1593 Tel.: MAin 1-8751

when answering ads...
say you saw it in THE BILLBOARD!

To our many friends of M.O.A.:

Previous commitments make it impossible for me to join you at M.O.A., 1960.

Your most important mission at M.O.A. will be to stop first at the "COIN MACHINE COUNCIL" information booth, hear the facts, and join the movement. The future of our industry depends on your immediate support.

Our sales offices across New York State are stocked with the equipment being exhibited at the show. Call on us when you return home. Baseball games, all types of vendors, kiddie rides, bowling games and all other types of coin equipment are available.

The Stereomonic Music booth is another must to see at the show, as are the many other products we distribute.

Sincerely,
John Bilotta
President

Rex-Bilotta Corp.
821 S. Salina St.
Syracuse 8, N. Y.

BILOTTA ENTERPRISES
1226 Broadway, Albany 4, N. Y.
224 N. Main St., Newark, New York



Midwest

MOA ITEMS

Two billiards pros are performing at the MOA show under the auspices of pool game manufacturers. **Don Tozar** is trick shooting at the Valley booths while Fischer features **Frank Olivet**. **Whispering Joe Wilson**, famed TV bowling broadcaster, will also be on hand at the Fischer booths. **Bill Weikel**, Fischer sales chief, says that the TV bowling shows have done a lot for the sport, and he expects they will boost interest in the coin billiard games as well. **Ewald Fischer**, head of the Fischer organization, will miss the MOA show for the first time this year. He's recovering at his Tipton, Mo., home from a recent heart attack. He'll be happy to hear from his friends in the trade.



Joe Wilson

DETROIT TOPICS

John J. Broses Sr., and **Helen M. Broses** are returning to active operation in the coin machine business with formation of the Ajax Vending Company, cigarette vendors, in the West Side suburb of Taylor. They formerly operated the Tempo Music Company, a juke box route, but sold out that business in 1956. Broses was formerly a collector for Music Service for nine years. They are confidently returning to the industry, Mrs. Broses says, because "Jack wants a business with a future," and they feel they have found it in cigarette vending.

Central Vending Company, one of the city's largest cigarette operators, headed by **Mervin S. Jacobson**, has absorbed the business of Reliable Vending Company, formerly operated by the **Saperstein** brothers, **Meyer (Red), David and Lewis**, but owned for some time past by Jacobson. The Reliable name has now been dropped and operations consolidated. The company now concentrates exclusively on cigarettes, having dropped the bulk vending department formerly run by Reliable. **Harry Hintz** remains as general manager. Owners of the company, in addition to Mervin Jacobson, are his father, **Isadore Jacobson**, **Nathan Schreiber**, a theater circuit owner, and **Maxine Fidler**.

Myron Axenfield who operates Westwood Vending in suburban Redford Township, has been having bad luck with robberies. Earlier

(Continued on page 136)

Juke Box Industry Healthy

Continued from page 122

ing. Juke box operators split the take down the middle with 78 per cent of all locations and get front money or minimum guarantees in 19 per cent of the locations.

(Front money is an arrangement whereby the operator keeps a specified amount for the coin box each week, with commission beginning after that amount is withdrawn. A minimum guarantee is an arrangement whereby the operator takes the first \$10 each week, the location takes the next \$10 and the

commission goes into effect thereafter.)

60-40 Split

However, the 60-40 commission split—with the operator on the long end—is becoming more common, and one operator actually reported an 80-20 deal with the location.

More than two-fifths of all juke boxes on location grossed between \$10 and \$20 a week before commissions, with the average weekly take of \$17-\$8.50 to the operator and \$8.50 to the location.

Altho juke box operators are generally fairly substantial businessmen, half of them had net incomes of less than \$5,000 a year from their juke box operations. Of course, most of them had total incomes of considerably more when revenues from amusement machines and other types of coin equipment are considered.

Based solely on juke box income, 29 per cent of the operators had incomes of from \$5,001 to \$10,000 and another 10 per cent were in the \$10,001-\$15,000 bracket. Earning more than \$15,000 from their juke box operations were 11 per cent of the operators.

The complete report on the 1960 Music Machine Survey is contained in the MOA Directory Section in this issue.

ELECTRONICS



Trade for a bright future as a leading electronic specialist in the modern Navy

SEE US IN BOOTH #61 AT THE M.O.A. CONVENTION MORRISON HOTEL, CHICAGO, MAY 9-10-11

MAKE YOUR OPERATION MORE PROFITABLE

POPCORN VENDING WILL BRING BIG PROFITS TO YOU

It's here—the new Gold Medal Automatic Popcorn Vender. The best value in popcorn vending machines.

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.

Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

GOLD MEDAL PRODUCTS CO.
308-18 E. THIRD ST. CINCINNATI 2, OHIO
For over 25 years the most respected name in the Concession Industry.

SPECIAL

ON TUBES FOR THE JUKE BOX

Tube Number	List	Net	Made by
12AX7	\$2.55	.77 ea.	GE
6SL7	3.30	.99 ea.	GE
2D21		.85 ea.	RCA
7025	2.95	.89 ea.	GE
12AT7	3.05	.92 ea.	GE
6CG7	2.45	.74 ea.	RCA
5V4	3.30	.99 ea.	RCA
6BJ6	2.60	.78 ea.	GE
6J5GT	2.55	.77 ea.	Sylvania
6SK79T	3.05	.92 ea.	Sylvania
5U4CB	2.10	.76 ea.	CBS
6SN7GTB	2.60	1.04 ea.	CBS

These are name brands, not pull-outs or rejects. Brand new, such as RCA, GE, SYLVANIA, CBS. All individually boxed. 1-year guarantee. Any other tubes not listed, 60% and 10% off list. Example: List \$2.00—YOUR COST 72c. Open account if rated, else C.O.D. We will prepay if check in full accompanies orders.

THE ENGLISH SALES COMPANY

3324 W. North Ave. (Phone: Dickens 2-2700) Chicago 47, Ill.
Wholesale Electronic Parts—"When Talking Tubes Talk English"

TO THE MUSIC OPERATORS OF AMERICA

All Manufacturers and Suppliers Participating in

THE 1960 MOA CONVENTION

Our SINCERE CONGRATULATIONS

To the Operators from Virginia, West Virginia, and East Tennessee, please accept our standing invitation to join with us at the AMI display, Booths 6 & 7, for our annual get-together.

CONGRATULATIONS also to AMI for their continued support this year to the greatest show of our industry, by showing their newest model phonograph—the best in the field of monaural and stereophonic music!

ROANOKE VENDING EXCHANGE, INC.

4930 West Broad Street, Richmond, Virginia. (ATlantic 2-4221)

JACK G. BESS

Branch

625 Ohio Avenue
Charleston, W. Va.
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Branch

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Automatic Products Co.
Bally Manufacturing Co.
Irving Kaye Company
Mike Munves Corporation

American Shuffleboard Co.
Chicago Dynamic Industries
J. H. Keeney & Co., Inc.
Walling Manufacturing Co.

- AMI -

Williams Electronic Mfg. Co.

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ALUMINUM DE-GREASED DISCS FOR STANDARD AND HARVARD



METAL TYPERS
Packed in rolls of 100 • Available with special imprint
Call our PARTS & SERVICE Dept. for all your Typer needs

STANDARD HARVARD METAL TYPER, inc.
1318 N. WESTERN AVE.
CHICAGO 22, ILL. • EV 4-3120

Indiana Supreme Court Upholds Tough Pin Law

INDIANAPOLIS — Indiana's tough anti-pin law, the 1957 Hasbrook Act, was upheld Thursday (5) by the Indiana Supreme Court.

Affirming the constitutionality of the measure, Justice Arch. N. Bobbit declared that "anyone who owns, rents, leases or possesses any gambling device whether stored in places, accessible to the public or in private homes, religious, patriotic, charitable or fraternal clubs is guilty of violating the law."

He said that a pinball machine used for gaming is a gambling device.

Justice Bobbit spoke also for three other justices in handing down a four-zero decision.

State Senator Thomas C. Hasbrook, of Indianapolis, author of the law, was defeated for re-election in 1958. He has been the proponent of similar legislation ever since he entered the Indiana General Assembly in 1951.

The tribunal ruled today an appeal from a decision of Special Judge John L. Niblack of Indianapolis in Boone Circuit Court in Lebanon.

Other phases of the 1957 law are under challenge in several county and circuit courts of the State.

Observers speculated that the ruling of the high court may not be the final word on the anti-pin issue in Indiana.

Some quarters anticipated changes in the law when the State Legislature meets in January.

400 Expected at Westchester Fete

PORT CHESTER, N. Y. — The Westchester Operators Guild reports it has received nearly 400 reservations for its upcoming annual affair. The affair will be held Tuesday evening May 17 at Holiday Inn, Scarsdale, N. Y., according to general chairman Seymour Pollack.

Well-known comic, Jack Wakefield, heads the list of talent lined up by entertainment chairman, Nat Bensky. Wakefield will act as emcee. Playing for dinner, show and dancing will be a band unit provided by maestro Lester Lanin.

Rodstein Joins Scott Crosse

PHILADELPHIA — Albert M. Rodstein, has left his sales post with Banner Specialty Company here to join the staff of Scott Crosse Amusement Company. Rodstein's resignation from Banner became effective April 29.

Scott Crosse has already blueprinted a heavy expansion into the export field, wherein Rodstein is expected to play a part. He'll also operate as part of a two-man sales force in the Southern New Jersey, Eastern Pennsylvania area. In line with these expansion moves, S-C will move into expanded quarters May 22.

Rodstein has been connected with the coin industry here for over 20 years, having spent 15 years with Active Amusement Machines Company and seven years with Banner.

Mass. Op Firm Changing Name, Moving Offices

NEWTON, Mass. — Commonwealth Music Corporation, formed late last year by three veteran music and vending operators, changed its name to International Vending Corporation effective May 2. The shift was made because of the nature and scope of the business which has been expanded to vending concessions in several new Ten Pin bowling alleys and interests in Puerto Rico as well as the distributorship for Rock-Ola phonographs.

The firm also will shortly move to a location in the Boston area from its present suburban location. The new spot will allow for increased space and future development, according to Sales Manager Richard Mandell, who was formerly in a similar capacity with Associated Amusements, Inc. Other officers of the company are Phil Swartz, president; David J. Baker, vice-president, and Sidney Wolbarst, treasurer.

M.O.A. Convention Guests — It will pay you to talk business with us! Come in and see us — any time.

N. ILLINOIS, N. INDIANA and IOWA OPERATORS ...

We're Delivering Gottlieb's 4-Player

TEXAN

See Page 141

WANT TO BUY

GONDOLIER—ROTO POOL—SILVER—CRISS CROSS—STRAIGHT FLUSH—ROCKET SHIP—ROYAL FLUSH—ATLAS—RACE TIME—QUEEN OF DIAMONDS—MADEMOISELLE—SUPER CIRCUS—CONTEST—MAJESTIC—DOUBLE ACTION—SWEET SIOUX—ATLAS.

Best Prices Paid!

FOR SALE

RIFLE BOWLER CARDS
100-Number Cards \$12.50 per 100
200-Number Cards 15.00 per 100

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.
BUckingham 1-8211

GIVE TO DAMON RUNYON CANCER FUND



ALIVE! FAST! ACTION!

A "NEW TWIST" CAPTURES THOUSANDS OF NEW FANS

Williams OFFICIAL BASEBALL

represents years and years of Baseball game experience. It has more reality and real Baseball fun.

NEW! 3 - dimensional "Life Like" Players on Playfield

NEW! An exciting Faster Play board arrangement.

NEW! 1-2 or 3 innings. 3 outs per inning

WHEN YOU BUY A BASEBALL GAME — BUY THE BEST
BUY WILLIAMS
EXCLUSIVE WILLIAMS DISTRIBUTOR
DAVID ROSEN
855 N. Broad St. Philadelphia 23, Pa.
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115 WAYS TO SCORE on the DUAL PLAYER



TWIN SUPER WILD CAT

NEW PLAYER APPEAL/SCUFF PROOF BASE
LOCATION TESTED/TERRIFIC EARNING POWER

MANUFACTURED BY **GAMES, INC.** Originators of Electric Upright Free Play Games
2950 NORTH CAMPBELL AVENUE
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Height 56"
Width 34"
Depth 18"
Shipping Weight 200 lbs.

Start the Baseball Season With a Williams OFFICIAL BASEBALL



This game answers the need for a NEW BASEBALL GAME. The new faster play board design—The new "Batting Skill" required by the "Changing Lites" feature, combined with all of the PROVEN features of the past years, produces a game that is **proof positive** of Williams' continuing ingenuity in Baseball game design.

Exclusive Williams Distributor
GAMES SALES CO., INC.
1051 UNION MEMPHIS, TENN.
Phone: BR 5-1424

New LUCKY HOROSCOPE
5c, 10c or 25c PLAY



✓ NATIONAL COIN REJECTOR in each chute
✓ NOW has TWO coin returns and other new features.
✓ EASY TO LOAD.

Size: 18"x8"x6".
Shipping Wgt.: 20 Lbs.

GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Illinois
Phone: Dickens 2-3444

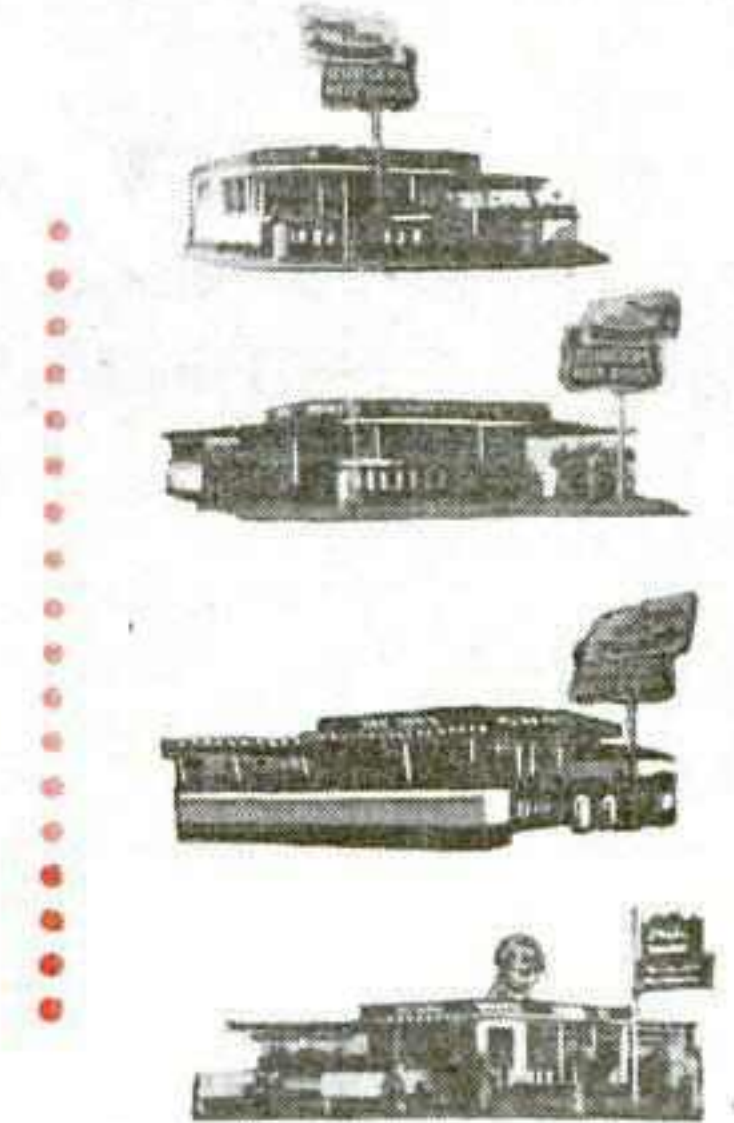
OAKLAND'S
DOGGIE DINER CHAIN
 INSTALLS
WURLITZER
 STEREOPHONIC MUSIC SYSTEMS



Henry Leyson (left), Associated Coin Amusement Company, Oakland, California, receives approval for Wurlitzer installation in all Doggie Diners in the East Bay area, from Al Ross, President (seated) and Andy Knudsen, General Manager of this popular diner chain.

MR. OPERATOR—You, too, can profit from extra business in many locations by installing WURLITZER HIDEAWAYS.

Yes, an even dozen Doggie Diners in Oakland's East Bay area offer patrons tempting food with a pleasant background of True Stereophonic music by Wurlitzer. Progressive operators everywhere have learned that no other music system will so adequately serve their locations regardless of size, shape or number of rooms.



COMMISSARY



WURLITZER

World's Greatest Money-Making Music Systems

THE WURLITZER COMPANY, Established 1856
 NORTH TONAWANDA, NEW YORK

LOW DOWN PRICES

Lotta Fun	\$475.00	Cypress Gardens ..	\$185.00
Sea Island	425.00	Sun Valley	155.00
Ballerina	525.00	Miss America	125.00
Carnival Queen ...	285.00	Show Time	85.00
Beach Time	255.00	Big Show	75.00
		Key West	85.00

LARGEST EXPORTERS IN THE DEEP SOUTH

COIN MART, INC.

1053 Baronne Street New Orleans, La.
Tel. JA 2-7137 and MA 3931

SUMMER SPOT SPECIALS

● SEEBURG

201	\$850
HF100G	395
100W	375
M100C	350
M100B	275

● WURLITZER

2250	\$495
2150	395
2000	349

COFFEE VENDORS

Complete and Working
HOT SPAS, 1,000-cup
Model HS

CIGARETTE VENDORS

Complete and Working
Smokeshop, 18-column

● AMI

I-120	\$595
H-120	495
G-120	395
E-120	175
E-80	175
D-80	125

Terms:
1/2 Deposit
Required.

WORLD EXPORT Corp.
WESTERN EXPORT
DISTRIBUTING
Exclusive Seeburg Factory Distributors
738 East Erie Blvd.
Syracuse 3, N. Y., U. S. A.
Phone: GRanite 5-1631

Seeburg Names R. F. Jones New S. Calif. Background Distrib

LOS ANGELES—The R. F. Jones Company has been named background music distributor for Seeburg in the Southern California territory.

Jones currently represents Seeburg for all lines in Northern California, Utah, Colorado, Washington and Oregon. He is one of Seeburg's largest and oldest distributors, with six offices in five States and 15 years of association with the parent factory.

Jones will set up offices and showrooms in the Los Angeles area with full service and sales facilities for background music. The Southern California territory for all Seeburg lines was formerly handled by the Minthorne Music Company. Recently Seeburg took over as its own distributor in Los Angeles. Minthorne continues with offices in Phoenix, Ariz.

Police-Operator Co-Operation Stems Coin Machine Thefts

MEMPHIS—Drew Canale, president of Memphis Music Association, group of phonograph operators, reported to members at the April meeting that coin machine break-ins in the first four months of 1960 had decreased by 50 per cent over the same period last year.

The report was good news to operators who had lost, on the whole, tens of thousands of dollars during 1959 when coin machine burglaries increased four-fold over the previous year.

Canale told the group that the decrease had been effected in working with a special police coin machine burglary squad which went into operation January 1.

In addition to the police squad, some operators had put out burglar alarm systems at locations. It was a simple but effective alarm which cost only \$25 each. A break-in would set off a red light in front of the cafe and not make a noise to scare the intruders out.

The police patrolmen drive about the areas constantly and when they see a light they know a burglary has been committed or is in progress and seal off entrances. They have caught a number of such burglars this way, Canale reported.

Canale read a letter he had written to Police Commissioner Claude

A. Armour commending him for the help he has given the operators in reducing break-ins.

"We cannot heap enough praise upon you, Police Chief James C. Macdonald and Detective Chief Charles Young for the splendid work you have done in accomplishing this," Canale wrote.

"We know that you receive many complaints and we also know of the many hardships you face in police work. We wish to reverse this by telling you what a fine job you have done and are doing in reducing burglaries on coin machines."

Canale also read a reply from Commissioner Armour to his letter. (Canale also included in his letter to Armour a clip from The Billboard of about 12 months ago which told of coin machine break-ins being on the decline because of concentrated efforts by operators and police.)

Armour in his letter thanked Canale for "your fine letter and the clip from The Billboard, national trade news journal, telling of the decrease in coin machine burglaries, complimenting us."

"I wish to thank you for taking the time to write your appreciation of what we are trying to do. We stand ready to help you and the Memphis Music Association in any way possible. If there is anything we can do further, feel free to call on us."

Canale, before he was elected

Who Said That?

• "We feel in analyzing the situation that there is a golden opportunity to capitalize on the proven and logical direction of the music business and to turn it into a merchandising program of substance for the music operator. It stands to reason that if the consumer, and this includes everyone from teenagers to oldsters, buys and wants to hear stereo album records in his home, that desire can be no less in his place of entertainment," Jack Gordon, Seeburg vice-president, in explaining the firm's merchandising program for 33 1/3 records to distributors.

★ ★ ★

• "This is the first Music Operators of America convention I've ever missed. I feel terrible about not being able to make it this year. But I want to take my wife on the Hawaiian trip, and, as the trip comes during MOA, and as I can't be in two places at one time, I'll have to pass it up this year. But I'll be there in 1961."—John Bilotta, veteran coin machine distributor, who stopped in Chicago en route to San Francisco for the Wurlitzer distributor trip to Hawaii.

★ ★ ★

• "The ball actually scatters the pins, which glide into each other."—Roy Kraehmer, United executive vice-president in charge of sales, describing the new United Manu-

(Continued on page 140)

president of Memphis Music Association early this year, was on the committee appointed last year to take action to reduce break-ins. Serving with him were Parker Henderson, general manager of Southern Amusement Company; Alan Dixon, general manager of S & M Sales Company, and Louis Barsotti, partner in Tennessee Tobacco Company.

when answering ads . . .

Say You Saw It in The Billboard

PEACH STATE DISTRIBUTING COMPANY, INC.

Announces

THAT THE MOST COMPREHENSIVE COIN MACHINE PARTS AND SUPPLIES CATALOG EVER PUBLISHED IS NOW AVAILABLE FOR DISTRIBUTORS AND OPERATORS.

It's Absolutely FREE, Too!

A TRULY GREAT BUYING GUIDE

In addition to its complete listings and illustrations, the 1960 Peach State Distributing Company Catalog includes 68 pages of motor and coil information on all game manufacturers.

HERE ARE SOME FACTS ABOUT OUR NEW CATALOG

- 136 pages . . . thoroughly indexed.
- 8 1/2" x 6 3/4" . . . perfect size for desk use or for carrying.
- Heavy glossy stock paper . . . stays good looking, even with constant use.
- Over 900 illustrations.
- Over 2,600 Individual Listings with prices . . . no separate price lists to lose or misplace.
- Everything from a 2c motor gear box screw to a \$309.50 portable electric coin counter.

ORDER YOUR FREE COPY TODAY... USE COUPON BELOW (PLEASE PRINT)



PEACH STATE DISTRIBUTING CO., INC.
130 Boulevard, Northeast, Atlanta, Ga.

Gentlemen:
Please send me your new 1960 Catalog of Coin Machine Parts and Supplies.

IMPORTANT NOTICE
If you have already received our catalog, please do not send for another copy as supply is limited.

My Name _____
Firm _____
Street _____
City & State _____

This is our only advertisement

Absolutely NO INVESTMENT FOR FRANCHISES

Aggressive people wanted for a Sound Investment.

Objective: LONG LASTING MONEY MAKING FRANCHISE

We Offer:

1. Revolutionary background music and public address system.
2. One of the world's largest cartridge music libraries.
3. Complete sales training program.
4. All necessary photographs & literature.
5. National advertising.
6. Protected territories.
7. COMPLETE FINANCING AVAILABLE to responsible parties for small initial inventory.

Enter America's Newest Multi-Million-Dollar business. Send for your Money-Making package now. For complete details write to

MUSI-PAK, Dept. B
145 Hudson St., New York 13, N. Y.

Start the Baseball Season With a Williams OFFICIAL BASEBALL

This game answers the need for a NEW BASEBALL GAME. The new faster play board design—the new "Batting Skill" required by the "Changing Lives" feature, combined with all of the PROVEN features of the past years, produces a game that is proof positive of Williams' continuing ingenuity in Baseball game design.

Exclusive Williams Distributor

COMMERCIAL MUSIC CO.

1550 Edison St. Dallas, Texas
1415 S. Flores St. San Antonio, Texas

Distributors Get Four-Player Gottlieb 5-Ball

Tenn. Ops Mull Drive To Fight Youth Crime

MEMPHIS — Memphis Music Association voted at its monthly meeting, held April 19, to have a committee investigate and report back on whether location owners would be willing to go along with operators on making monthly contributions from collections to the Youth Guidance Commission.

Purpose of the contributions would be to build a fund for some type of program to combat juvenile delinquency. It would be one of several public relations projects sponsored by the phonograph operators' group.

All operators present were enthusiastic about the proposal, which was advanced by President Drew J. Canale, president of Canale Amusement Company and other operations, and it was discussed at length.

It was brought out that the operators could take pride in their community by helping reduce juvenile crime and would be working for the same goals as the churches, schools and Park Commission.

Parker Henderson, general manager of Southern Amusement Company, made the point during discus-

sion that there are at least 1,300 phonographs in Shelby County and if just 10 cents a week were given from each it would amount to a contribution of \$130 a week if all location owners and operators cooperated.

Canale appointed a committee to contact a number of location owners to see if they would not be willing to let 10 cents be contributed from each machine each week. Operators were optimistic that no one would object to so small an amount.

"This way no one would be hurt financially," Canale said.

Canale appointed on this committee:

Alan Dixon, general manager of S & M Sales Company; June Bodenheimer, Shelby Amusement Company, and Guy Canipe, Canipe Amusement Company.

City officials have established the Youth Guidance Commission to

(Continued on page 141)



TEXAN

CHICAGO—Texan, a new four-player D. Gottlieb & Company five-ball pin game, has arrived at distributor showrooms around the country.

Featured is a cowboy-decorated backglass and an "easy to play" style playfield. One, two, three or four players can play, two or more at the same time. Separate score panels record each player's total.

The game has new triple relay kick-out holes. The player landing ball in three of the holes lights up roto targets for 10 times target value and light bumpers and kickers for high score. Target values change as contacts are made on playfield.

When special yellow ball bumpers are lit, top rollovers score 10 times the value of lighted indicators.

Skill shots can be made with two button-operated ball flippers at bottom of the playfield. Texan can be set for three or five-ball play. It has a coin box with a locking cover.



ELEVEN BELLES is the new J. H. Keeney & Company one-ball pin game.

ACT NOW, MR. OPERATOR!

The Coin-Machine Council FOR PUBLIC RELATIONS

75 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

YES . . . we want to see a positive and permanent public relations program for the coin-machine industry. Enroll us as a Member of The Coin-Machine Council. Enclosed is our check for annual membership fee indicated by

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Powdered Wax



Pucks Products for Shuffleboards (Sun-Glo Patent 2704211)



Combination



Paste Wax



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Laboratory and Field Tests Prove Sun-Glo Best

SEE YOUR LOCAL DISTRIBUTOR TODAY!

Sun-Glo Shuffleboard Supplies, Inc.

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Phone: Plymouth 9-4474

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GIVE TO DAMON RUNYON CANCER FUND

AROUND THE WORLD IN 3,650 DAYS

HERE'S WHAT THEY SAY FROM ALL OVER THE WORLD

"We're completely sold on the money making possibilities"

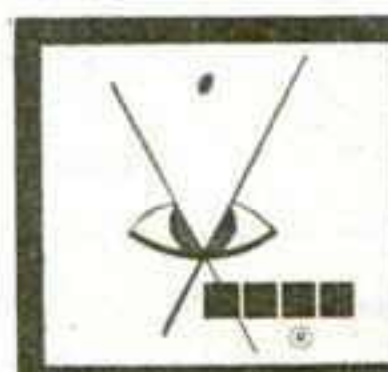
"We like the enduring long-range earning record"

"Customers come back again and again because they're satisfied"

TEN YEARS OF WORLD WIDE ACCEPTANCE AND ACCLAIM FOR AUTO-PHOTO STUDIOS

When one coin-machine product consistently keeps pulling measurable money returns, year after year after year . . . When it works itself up and up and up in the esteem of operators and location owners . . . When it performs outstandingly for a variety of businesses and pulls in traffic . . . then YOU ARE MISSING OUT IF YOU DON'T HARNESS YOUR WAGON TO THIS PERFORMER.

Write for details and name of nearest distributor



AUTO-PHOTO CO., Inc.

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PHOTOME, Ltd.,

Hersham Factory Estate
Hersham, Surrey, England

FOTOFIX, G.m.b.H.,

Kaiserplatz 7
Krefeld, Germany

"THE BEST INVESTMENT IN THE COIN-MACHINE FIELD"



Continued from page 131

robberies took \$7,000 and \$11,000—and this time a lone bandit invaded their home when Mrs. Axenfield was alone, tied her up, and departed with \$5,900 worth of money and jewelry. Axenfield, who is also in the pharmacy business, has an extensive route of cigarette and candy venders, as well as potato chip, popcorn and soft drink machines.

Henry Solomon, sales manager of Edolite Products, is unveiling the company's newest development in background music at the Music Operators of America show. The company now has some 15,000 units, developed over the past five years, on location thruout the country.

Merchandise Vendors Association of Michigan, which includes most of the major cigarette operators in the area, was officially represented on the program for the opening of the sixth annual Coffee Futurama, sponsored by King Coffee Company, by two officers. Floyd Joyce of Joyce Vending Company, the president, officiated at the grand opening and Raymond Trudeau, executive secretary, was consultant on "Legislation, Taxes and Public Relations," and was available for panel discussions as well as personal consultation.

Joe T. Baker, who formerly operated a juke box route under the name Baker's Music Company, now runs a rooming house on Willis Avenue. . . . Everett Dewitt, game operator and director of the Detroit Shuffleboard Association, was called to Iowa by the death of his father, who was 91 years old. . . . Thomas J. Dewberry, DSA vice-president and owner of T. J. Amusement Company, has returned from a seven-week stay in Florida and Nassau. Eddie Baker, service manager, was in charge of operations in his absence.

Hal Reeves

ST. LOUIS LOG

Edward Doris, executive vice-president of Rock-Ola Manufacturing Company, was in St. Louis for a couple of days recently to check on how things are going at Musical Sales Company, distributor of the firm's juke boxes.

Jack Gorelick, of J. Rosenfeld Company, reports that with the coming of pleasant weather business has been better. "We are getting ready for a brisk demand for equipment," he said. Recent visitor at the Rosenfeld Company included Buddy Black, Mexico, Mo.; Marvin Buescher, Washington, Mo.; Val Craven, of B. C. Music Company, Decatur, Ill., and Ted Key, Farmington, Mo.

Central Distributors is "doing a lively business" in Arcade equipment, Tony Koupal said. Sales to operators looking for a variety of equipment amount almost to a sellout, he stated. Central handles all types of arcade equipment. Koupal reports that business conditions are becoming more optimistic.

John Hicks

Southland Eng. Shows at MOA

SANTA MONICA, Calif. — A coin-operated horse that travels and a rustic corral were slated to be shown as a package known as "Western Trails" at the MOA convention by Southland Engineering, Inc. Ride was designed and engineered by D. W. Price, veteran coin machine designer who came out of retirement to build the ride. Altho with major Midwest coin companies, Price recently sold Calcoin, a subsidiary of D. W. Price Corporation.

Southland Engineering, which Price heads, will devote itself to the design, engineering and manufacturing of coin devices.

"Western Trails" includes a redwood rustic corral 7x17 feet with entrance designed to be used on any of the four sides. The mechanism consists of a Fiberglass flat base 10 feet long and four feet wide. The horse, 58 inches long, 29 inches high—hoof to mane—performs like the real animal and moves around the outside of the base. Action is controlled by pulling and loosening the reins and spurring. A safety feature is the stopping of the ride when the front hoofs are contacted.

Coin Mechanism

The horse is powered by a 3/4 hp motor with Oilite bearings thruout. Coin mechanism has one chute and handles nickels, dimes and quarters in combination.

Frank Mencuri, national sales representative for the firm, said that the track for the ride can be lengthened as needed and two tracks, which are actually the sides of the baseboard, can be used racing. While the standard model has one horse on a board, Mencuri said two or more horses could be installed on one track, were it long enough.

Price has been associated in the coin machine field more than 25 years. He has lived in California for the last 15. Calcoin was organized to build the 45 r.p.m. conversions for Seeburg machines. Southland, however, will devote all of its efforts to coin-operated devices.

Mencuri was with Exhibit Supply for nearly eight years and was vice-president in charge of sales for Chicago Coin. On the Coast, he was district sales representative for AMI in the area.

"Western Trails," complete, will sell for approximately \$2,195, f.o.b. Los Angeles.

SLATE TOPS
 BUMPER POOL, 32" x 48" . . \$44.50 2 or more . . \$42.50
 6 POCKET, 35" x 67 1/4" . . . 69.50 2 or more . . 65.00

For other sizes, prices quoted upon request.
 Bumper pool tops are covered with Imperial Rubberback Billiard Cloth and with Jumbo Bumper Posts. 6 Pocket Tops covered with Imperial Rubberback Billiard Cloth, MARVEL'S BEST.
 Replace your old NOVOPLY or PRESSED WOOD BEDS with LIFE-TIME PLAY-FIELDS. You will have professional accuracy and absolutely no warping.
IMMEDIATE DELIVERY—ORDER NOW—SAVE MONEY!
 Complete Stock of Billiard Supplies of All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

MARVEL Billiard Supply Company
 1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOnroe 6-8855

ALIVE! FAST! ACTION!

A "NEW TWIST" CAPTURES THOUSANDS OF NEW FANS

Williams OFFICIAL BASEBALL

represents years and years of Baseball game experience. It has more reality and real Baseball fun.

NEW! 3 - dimensional "Life Like" Players on Playfield

NEW! An exciting Faster Play board arrangement.

NEW! 1-2 or 3 innings. 3 outs per inning

WHEN YOU BUY A BASEBALL GAME—BUY THE BEST
BUY WILLIAMS
 EXCLUSIVE WILLIAMS DISTRIBUTOR

TRIMOUNT Remember . . . IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

Keeney's RED ARROW

NEW INTRIGUING SCORING

The "PANASCOPE" Viewer

INVITING • EXCITING brings back "GOOD OLD TIMES"

Single Coin Operation

Order Red Arrow . . . Now!

Visit Keeney's Booths 60-70 at M.O.A. Show

Visit Keeney's Hospitality Suite LaSalle Hotel May 8-10 Telephone HEmlock 4-5500

Keeney & Co., Inc.
 2400 W. FIFTH STREET • CHICAGO 32, ILLINOIS

Ultra Modern Cabinet

WEIGHT uncrated: 125 lbs.

SHIPPING WEIGHT 150 lbs.

SIZE: 59" High with legs 24" Wide 18" Deep overall

for amusement only

SPECIALS!

- 2-Player Rocket Shuffle . . . \$175
- 1-Player Rocket Shuffle . . . 125
- Explorer Rocket Shuffle . . . 150
- C. C. Batter Up . . . 225
- C. C. Drop Ball (new) . . . Write
- C. C. Star Rocket . . . 275
- C. C. Classic, 13 or 16 (Fl.) . . 395
- Bally Champion . . . 395
- Un. Bowling Alley, 11 or 14 (Fl.) . . . 225
- Bally Bowling Lane, 11 or 14 (Fl.) . . . 225
- C. C. Bowling League, 11 or 14 (Fl.) . . . 225
- Bally A. B. C. S/A . . . 225
- Un. Regulation S/A . . . 225

We have a complete inventory of Arcade and Bingo machines. Write for list.

MONROE
 COIN MACHINE EXCHANGE, INC.
 2423 Payne Ave., Cleveland 14, Ohio
 Phone: SUperior 1-4600

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

Fruit Machines Stir Up Storm in Great Britain

By BINGO BEAUFORT

LONDON—Bell Fruit machines have suddenly become the biggest news of the year in Britain. It has been known for many months that a betting and gaming bill, introduced by home secretary, R. A. Butler, and which would make fruits legal in the U.K., was likely to go thru Parliament this summer. But for a time everyone was lying low and pretending that he did not know what fruits were.

Until last week. Then suddenly the gloves were off. Slots were suddenly advertised, publicised and sold to the tune of hundreds of pieces.

The reason? The distributing companies appointed to handle new Mills and Jennings machines in Britain decided they had waited long enough. Altho the bill was not thru Parliament, they felt that it had reached an advanced enough stage for them to make their plans known.

Pressures

In both cases new machines were arriving in England in quantity every week. In both cases regional distributors had been or were being appointed. In both cases the demand from operators was such that information had to be put out.

They had been asked by the old-timers in the game to keep quiet until the bill was enacted. But they had noticed that some of the old-timers were freely advertising and selling used slots. They felt, therefore, that it was more than time that they got into the act.

As far as the authorities were concerned, the view was that they knew perfectly well that these machines, new and second-hand, were being imported and in what quantities. As far as public opinion was concerned, the view was that if the business was kept in check at distributor level and was subsequently conducted in a clean, fair, respectable and restrained way, there need be no trouble or criticism that would affect the passage of the bill.

It is also felt that other arguments that new fruit machines are too expensive (based partly on pre-war prices) hold no more truth than ones that were leveled some years ago against new juke boxes and later against new flipper pin tables.

A fruit machine (containing well over a thousand parts) takes more punishment in the course of a day than any other comparable machine. Some operators who have attempted to recondition or convert old equipment in the U.K. know this to be true.

Conversion Chore

Conversion of escalators, tubes and slides to the six-penny coin (the most difficult in the world) are particularly tricky. Some firms make a good job of conversion, and there is undoubtedly an excellent market for used fruits as well as new, but, as old-time operators know, there is nothing so depressing—to the location as well as the operator—as a fruit machine with its face turned to the wall.

Both Mills and Jennings have been busy for some time in America

Cine-Sonic Shows Background Music

NEW YORK—Cine-Sonic, Inc., manufacturer of cartridge tape background systems, is demonstrating new additions to its line this week. The various units will be on display at the MOA Convention, Booth 72. Isadore Edelman, head of the firm, said the display would include the Cine-Sonic Sound-Pak systems for location background and home use. This model carries a tag of \$299.

building and extensively testing machines specially designed for the U.K. market, with escalators, tubes and slides carefully made for six-penny play.

As far as the Americans are concerned, both Mills and Jennings have appointed American-owned firms as main distributors. These firms are said to have put up very large sums to secure these rights. They in turn have appointed or are in the course of appointing area distributors thruout Britain. Both are bringing in a full range of spares as well as machines, but claim that spares are seldom necessary.

In the case of Mills the company

McHenry, Ill., Fischer Hqs.

CHICAGO — Fischer Sales & Manufacturing Company, who headquartered its sales offices in the Chicago area for many years, has moved the offices to McHenry, Ill. Bill Weikel heads the sales department for the Tipton, Mo., pool game manufacturer. The new address is Box 223, Ridge Road, McHenry.

is Las Vegas Coin (Machinery Imports-Entertainments, Ltd.) of 21, Poland Street, London, W.1. In the case of Jennings it is Mar-Matic, Ltd., of 22, Hyde Park Gardens, London, W.1.

SEE US AT THE M.O.A. CONVENTION FOR

A. M. I. Music

American Shuffleboards

Gottlieb's Texan
4-Player 5 Ball

Tusco Kiddie Rides

Fischer Pools

Also large selection of used Music, Arcade Equipment, 5 Balls, Bowlers, Shuffle Alleys and Skee Balls.

Chicago Coin

Pony Express
Shoot the Clown
World Series
Queen Bowlers
Bull's-Eye Drop Ball

MILLER-NEWMARK Distributing Co.

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Detroit 8, Michigan

TYler 8-2230

42 Fairbanks St., N.W.

Grand Rapids, Michigan

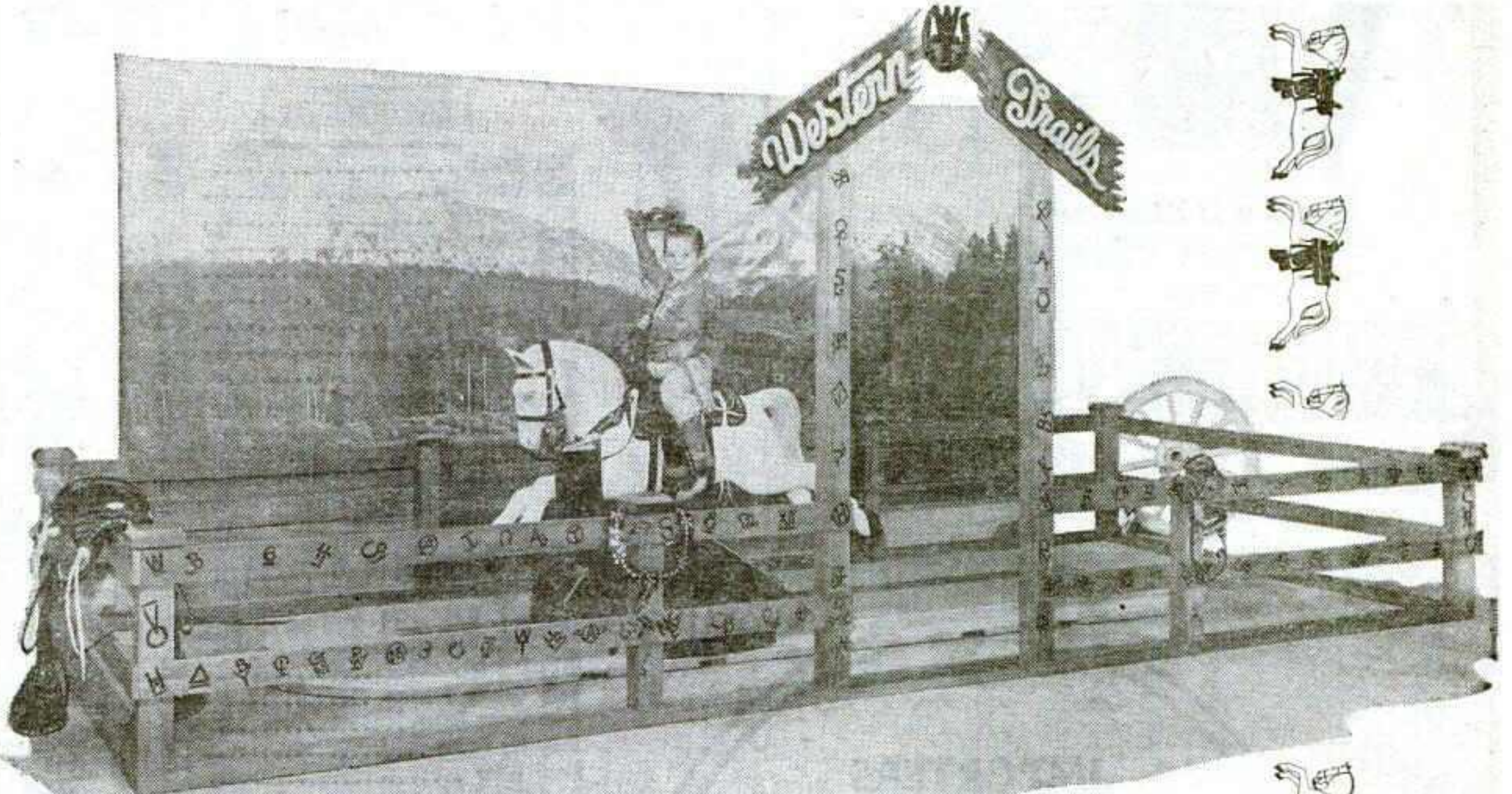
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YOUR AMERICAN RED CROSS IS ALWAYS THERE



for the **FIRST TIME**

LIVE ACTION AS THE HORSE TRAVELS DOWN THE TRAIL



starts on low speed and with a kick of the heel — it gallops ...
a pull on the reins — it stops ... release the reins and it goes ...
just like a real horse.

WESTERN TRAILS

EARN BIG PROFITS WITH A LARGER UNIT FOR A LONGER TIME

THE FIRST TIME IN KIDDIE RIDE HISTORY
A 5¢ — 10¢ and 25¢ COIN CHUTE

ENGINEERED FOR SAFETY AND USE BY ALL AGES

PRECISION ENGINEERED AND HEAVY DUTY CONSTRUCTION
FOR LONG LIFE AND TROUBLE FREE OPERATION

FIBER GLASS HORSE AND FIBER GLASS BASE
FOR ALL WEATHER CONDITIONS

OILITE BEARINGS THROUGHOUT

Southland Engineering, Inc.

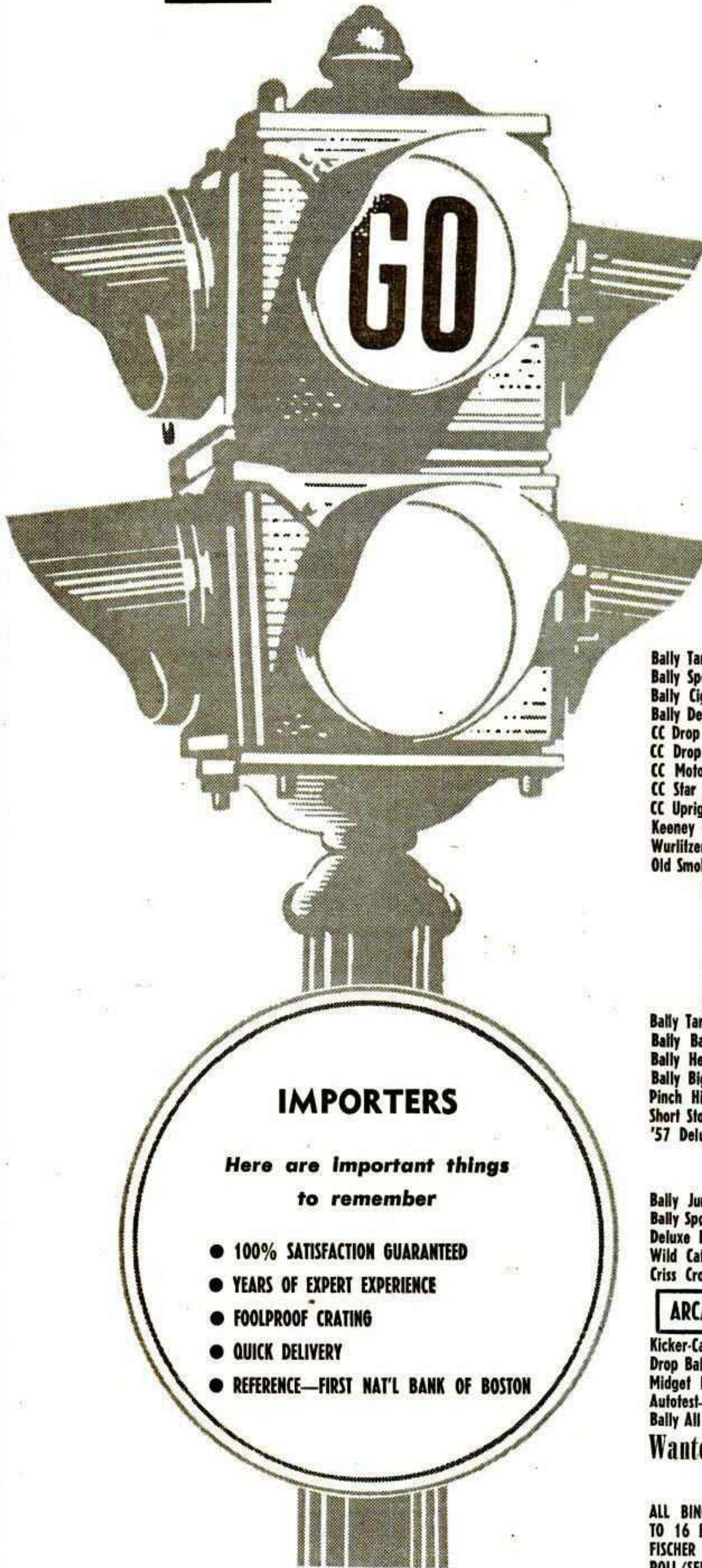
1657 EUCLID STREET, SANTA MONICA, CALIF. • UPTON 0-6431, EXBROOK 9-3724

LICENSED UNDER PATENT 2595811
OTHER PATENTS PENDING

everyone knows that on a traffic light
green means "go ahead" and red means "stop"

BUT IN THE
 COIN MACHINE
 INDUSTRY

**REDD
 MEANS GO!**



M. O. A. SPECIALS

NEW MACHINES

- Bally Targets \$485
- Bally Spook Gun 385
- Bally Cigarette 225
- Bally Derby Gun 595
- CC Drop Ball Deluxe 465
- CC Drop Ball—w/o marbles..... 395
- CC Motorama 395
- CC Star Rocket 285
- CC Upright Drop Ball 465
- Keeney Criss Cross Diamond..... Phone
- Wurlitzer 1959 Stereophonic Phone
- Old Smoky Train Phone

Also 50 Assorted Kiddy Rides

Used Bargains:
 Immediate Delivery

BASEBALL MACHINES

- Bally Targets \$395
- Bally Batting Practice 425
- Bally Heavy Hitter 395
- Bally Big Inning 295
- Pinch Hitter 395
- Short Stop 350
- '57 Deluxe 315

UPRIGHTS

- Bally Jumbo \$575
- Bally Sportsman 475
- Deluxe Big Tent 295
- Wild Cats 375
- Criss Cross Diamond—like new..... 465

ARCADE—GUNS—MISCELLANEOUS

- Kicker-Catcher (counter mach.) \$ 25
- Drop Ball—like new 350
- Midget Movies 75
- Autotest—late, like new..... Phone
- Bally All Star 125

Wanted to Buy—Will Pay Cash
 Or Accept Trades

ALL BINGOS/ALL SHUFFLE ALLEYS/ALL 11 FT.
 TO 16 FT. BOWLERS/ALL SEEBURG MUSIC/
 FISCHER PARTY POOL/SKILL PARADE/TARGET
 ROLL/SEEBURG 3W1 CHROME BOXES/SCIENTIFIC
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BINGOS

- Ballerina Call for Special Price
- Sea Island Call for Special Price
- Carnival Queen Call for Special Price
- Beach Time Call for Special Price
- Cypress Garden Call for Special Price
- Miss America Call for Special Price
- Sun Valley Call for Special Price
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- Key West Call for Special Price
- Big Show Call for Special Price
- Night Club Call for Special Price
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Miami Beach — Gay Time — Big Time — Variety —
 Frolics and all other models, including United.

MUSIC

- | WURLITZER | | AMI | |
|-----------|-------|---------------|-------|
| 1700 | \$275 | AMI G-200 | \$350 |
| 1800 | 325 | AMI D-80 | 125 |
| 1900 | 395 | SEEBURG | |
| 2000 | 350 | Seeburg V200 | \$350 |
| 2150 | 495 | Seeburg C | 250 |
| 2250 | 525 | Seeburg B | 225 |
| 2200 | 595 | Seeburg G & W | 375 |

EXTRA SPECIAL

- 36 BALLY BEAUTY CONTEST—POSITIVELY
 BETTER THAN NEW—USED ONCE..... \$445
- 25 BALLY LOTTA FUN 545
- 30 WURLITZER 1500 135

PINBALLS

- | | | | |
|------------------|-------|--------------|-------|
| Continental Cafe | \$225 | Quartette | \$ 85 |
| Falstaff | 350 | Regatta | 175 |
| Hi Diver | 325 | Shindig | 110 |
| Jubilee | 200 | Scoreboard | 160 |
| Jig Saw | 175 | Target Roll | 185 |
| Kick Off | 220 | Toreador | 175 |
| Majestic | 315 | Turf Champ | 225 |
| Picnic | 340 | Tic Tac Toe | 260 |
| Piccadilly | 110 | Smoke Signal | 95 |

REDD DISTRIBUTING COMPANY, INC.

298 Lincoln St., Allston, Mass., U. S. A.
 Cable "REDDINC" Algonquin 4-4040

First Change in Four Years

• Continued from page 122

change in bowling game design in four years.

A special premiere showing was slated for the United distributor organization last Saturday (7), at the Morrison Hotel dining hall, at which both the new United game and juke box were to be unveiled for the first time.

The United game has been long heralded as the first coin-operated alley with "automatic pin-setting."

Pins Still Suspended

As United vice-presidents Roy Kraehmer (sales) and Glenn Johnson (engineering) explain it, the bowling pins still are retained by a suspension system; but the pins are arranged in such a way that the suspension is not noticed by the player.

There are no rollover switches on the alley board to "ruin the illusion," as Kraehmer puts it.

Kraehmer said that the ball "actually scatters the pins, which glide into each other." Exactly how this works has been left to our readers' (as well as this reporter's) imagination—until the game is seen on the MOA exhibit floor. Neither photographs nor details were made available last week.

Longer & Wider

The Bowlarama, tho, was expected to closely resemble in appearance the standard type United long alley games produced by the firm, altho it is longer and wider than average. Length of the alley will run about 20 to 24 feet, in a two-piece board. Alley sections will likely be made available to increase the length.

While the game is expected to list at a higher-than-average price, United has aimed this game at the "bigger and better" type location, and recommends 25-cent play instead of the customary dime fare.

Pins and balls are set to five-eighths-inch scale, as compared to regular bowling pins and balls. The game utilizes the same four and one-half inch duck pin type ball, with the pins scaled to ball size.

Same Automatic Scoring

Play for "spares" will be the same as on a regular alley, Kraehmer said. The game will retain the automatic score system and back-glass arrangement used on previous coin alleys.

Bowlarama represents the first radically new departure in coin-operated bowling games since United brought out the initial model of a long line of coin alleys late in 1956.

The United firm is also credited with the first shuffle bowling game put into major production. More than 80 individual shuffle bowler models have been introduced by manufacturers since 1954, and more than 33 different coin alley models have been bowed since the first 1956 model.

United has retained its "walk in front door" idea for operating ease and accessibility to the mechanisms. But the rear door has been enlarged to open nearly the full width of the machine. Credit sys-

tem and mechanism control units are mounted on the rear door.

United lists its "six most important technical advancements" in the new phonograph as follows:

1. The power supply has been enlarged to operate the machine over a greater range of line voltage. Enough power has been built in to permit the addition of up to a dozen synchromatic wall boxes without adding a power booster.
2. The record transfer system will handle a greater variety of record defects.
3. Functional lighting has been improved for greater programming convenience.

4. King-size continuous duty coils are added to the control circuits for greater reliability.

5. Rugged metal dust covers have replaced the plastic covers formerly used.

6. Greater safety construction exceeds underwriters' requirements in many respects, according to United. Machines are supplied with a three-wire lined cord to provide an external ground connection. An adapter plug is supplied for use in conventional outlets.

As it has been in the past, the United phonograph line is backed with a full year written warranty and a low cost parts policy after one year.

The synchromatic wall box system uses no steppers and has no additional requirements.

SCOTT CROSSE CO.
of Philadelphia

IS PLEASED TO ANNOUNCE
that

MORRIS (MOE) BAYER

has joined its Sales Department

GIVE TO DAMON RUNYON CANCER FUND

chicago coin's

PONY EXPRESS

NEW WILD WEST RIFLE GALLERY! MOVING TARGETS!

ALL THE TARGET ACTION OF A REAL "WILD WEST" RIFLE GALLERY!



SHOOT AT ELUSIVE DISAPPEARING INDIAN TARGETS FOR ADDED SCORE!

SHOOT AT REALISTIC "WILD WEST" MOVING TARGETS... DROP WHEN HIT!



4-DRUM SCORING

ALL NEW "WILD WEST" TARGETS!
INDIANS... BUFFALOS... BULL'S EYE... etc.

PERFECT SCORE plus MATCH-A-NUMBER FEATURES FOR "EXTENDED" PLAY!!

see these chicago coin's "profit winning" games!

QUEEN BOWLER

WORLD SERIES

4-GAME BOWLER

KING BOWLER

Thrilling
NEW TYPE BASEBALL GAME

SHOOT the CLOWN


Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Give

TO CONQUER

Cancer



AMERICAN CANCER SOCIETY

M.O.A. Visitors . . .
Welcome to Our Hospitality Suite
at the Morrison Hotel

YOUR HOSTS: JOE KLINE · SAM KOLBER
FRED KLINE · NELS NELSON



Now Delivering **CHICAGO COIN'S**
PONY EXPRESS

NEW WILD WEST RIFLE GALLERY! MOVING TARGETS!
 Authentic Wild West Setting—Disappearing Indians—
 Buffalo—Bull's Eye—Flash-O-Matic or Progressive Scoring!

IMPORTERS!
 56-Page Illustrated
1960 CATALOG
FREE!
 SEND FOR COPY TODAY!

Chicago Coin's
 4-GAME BOWLER—4-in-1
 QUEEN BOWLER—16 Ft.
 KING BOWLER—16 & 21 Ft.
 SHOOT THE CLOWN
 WORLD SERIES

SPECIAL! 6-POCKET POOL TABLES
\$165
 RECONDITIONED—REFINISHED!
 LIMITED QUANTITY . . . First-Come, First-Served

FIRST COIN MACHINE EXCHANGE
 Cable: "FIRSTCOIN"—Chicago
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

when answering ads . . .
 Say You Saw It in The Billboard

Coin Glossary

Continued from page 129

gets \$6 (or 40 per cent). Could take other forms, such as 75-25, etc. Often used with new, high-priced machines.

SPLIT—Percentage of total amount of gross receipts which goes to either the op or the location; usually according to arrangement. Example: Total gross \$15, op's split \$7.50, location's split \$7.50.

STEP DOWN—Standard practice of moving older machines to poorer locations when new machines (usually placed at best locations) are moved in. Op is "stepping down" his route. (Also called "downgrade.")

STOP—A location.
UPRIGHT—Currently refers to definite type of fast-play machine with light-up score symbols. Player lights up three or more like symbols to win. Game has no playfield, only scoreglass.

WALLBOX—Small box remote from the juke box, suitable for making program selections and accepting coins.

Who Said That?

Continued from page 134

facturing Company Bowlarama ball bowler game, being shown to the operating trade for the first time at the MOA convention.

★ ★ ★
 "You have been awarded a \$1,000 Wurlitzer Foundation Scholarship for the 1960-'61 school year. Congratulations."—R. C. Roling, president of the Wurlitzer Foundation, in a note to Sue Ann Williams, Tonawanda, N. Y., daughter of a Wurlitzer plant employee.

QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

COUNTER GAMES	Wur. 2150 \$495	Mills 10¢ Hot Choc. \$95.00
Mercury Grippers \$25	Wur. 2200 668	1-Col. Ship. Stamp.... 42.50
Ship. Art Show 35		
Adv. Shoppers 25		
Three of a Kind 25		
Kickers & Catchers 25		
Knotty Peaks 35		
Love Meters 35		
See a View with slides. 45		
Got. Grippers 25		
Film Pictures 35		
MUSIC		
Seaburg C Hideaway . \$350		
Rock-Ola 1436 Fireball. 150		
Wur. 1450 165		
Wur. 1700 275		
Wur. 2000 395		
Wuy. 2100 425		
CIGARETTE		
National, 9 col. 95		
National 9M 115		
National 9ML 125		
National 11ML 165		
Lehigh, 12 col. 85		
Lehigh, 8 col. 85		
U-Select, 72 sel. 65		
CANDY		
National, 6 col. 675		
Shipman, 6 col. 95		
Uneda, 6 col. 75		
U-Select-It, 72 sel. 65		
Shipman, 3 sel. 35		
Shipman Gum & Mint .. 20		
Hershey, 2 sel. 20		
#61 Ice Cream 95		
20 Ball Pen Vendors, 25¢ \$10		
20 San. Napkin, 10¢ \$20		
15 San. Napkin, 5¢ 20		

Wurlitzer Distributors
CLEVELAND COIN
 MACHINE EXCHANGE
 2029 PROSPECT AVE., CLEVELAND 15, OHIO
 All Phones: Tower 1-6715

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contain the best values in coin-operated equipment

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 1423 Spring Garden Street • Philadelphia 30, Pennsylvania

AGAIN! A 'NEW TWIST' CAPTURES HUNDREDS OF NEW FANS.

Williams OFFICIAL BASEBALL

NEW! 3-DIMENSIONAL "LIFE-LIKE" PLAYERS ON PLAYFIELD
 Recognize your own favorite baseball player

NEW! An exciting FASTER-PLAY board arrangement. More hits—More outs—More real Baseball FUN!

NEW! 1-2- or 3 INNINGS.
 3 outs per inning

REPLAYS for HIGH SCORE
 REPLAYS for Beating Previous High Score
 REPLAYS for Match Feature

Order Your OFFICIAL BASEBALL Today!

THE NEW WILLIAMS EXCLUSIVE COIN ENTRY WITH National Slug Rejector

WILLIAMS ELECTRONIC Mfg. Corp.
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

When you buy a baseball game—buy the best—buy Williams

Visit Our Booths D, E & F at M.O.A. Door Prize Donated by Williams: Magnus Console Organ

Tenn. Ops Mull

• *Continued from page 135*

work out a program to reduce juvenile crime, which has increased alarmingly in recent years all over the nation, and find a program to channel teen-agers' energies into construction and wholesome channels.

Memphis Juke Box Ops Aid Tavern Owners in Tax Tiff

MEMPHIS—The refund to cafe owners of \$50 from the city on an additional beer tax assessed several months ago and then rescinded were mailed out by the city controller's office last week.

The refund had been held up for

months while litigation was pending in Chancery Court. The lawsuit was dismissed and the refunds followed.

Numerous small location owners, mostly cafe operators, had appealed to Memphis Music Association to get the matter settled and the music operators' association was instrumental in speeding up the refund.

\$50 Tax

The mix-up began December 29 when the city commission passed several revenue-raising ordinances, including one assessing an additional regulatory \$50 tax on sellers of on-premises beer. The cafe owners also paid a \$10 privilege beer permit tax.

Four location owners, aided in negotiations by Drew Canale, president of Memphis Music Association, and Alan Dixon, general manager of S & M Sales Company, fought the tax. They employed attorney Thomas A. Buford to file the Chancery Court lawsuit charging the tax was unconstitutional.

Canale, a lawyer himself who does not practice but operates Canale Amusement Company and other coin machine operations, had found a State Statute which prohibits any city from assessing a tax on beer sellers of more than the \$10 privilege tax.

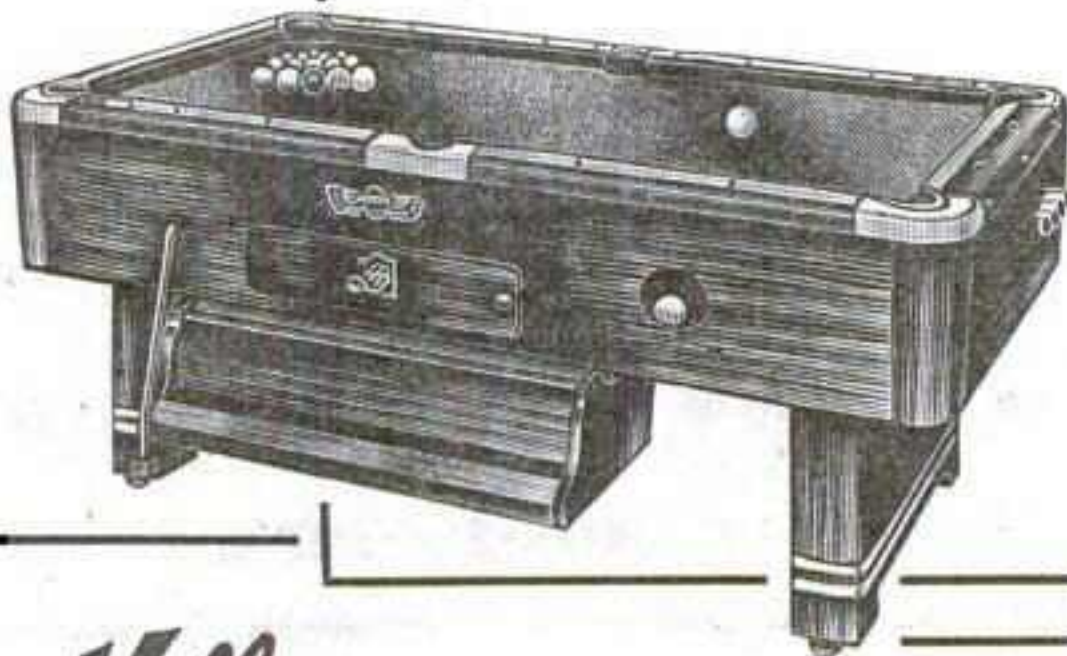
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- Lighting all 3 Kick-Out Holes lights Pop Bumpers and Cyclonic Kickers for high score
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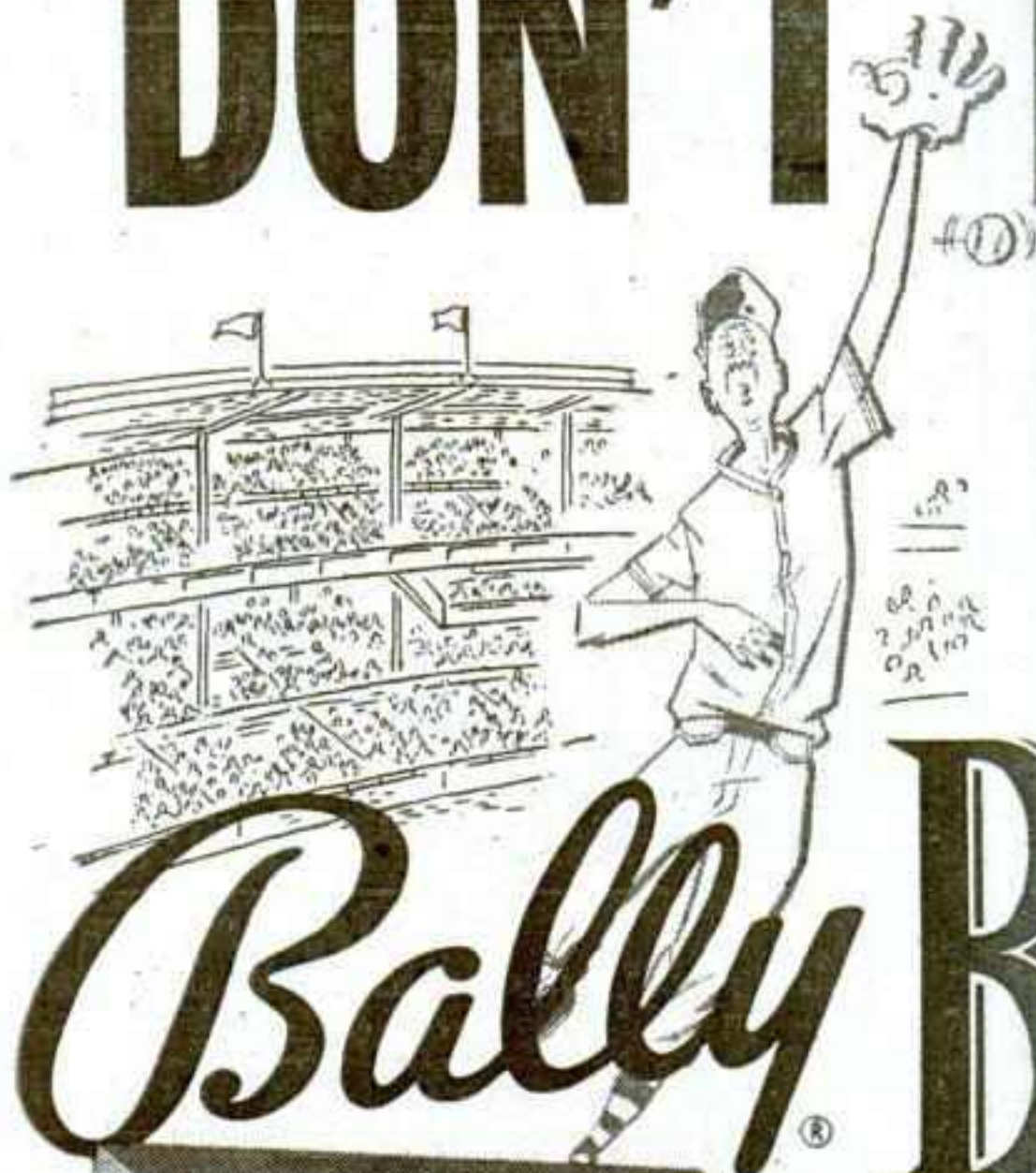


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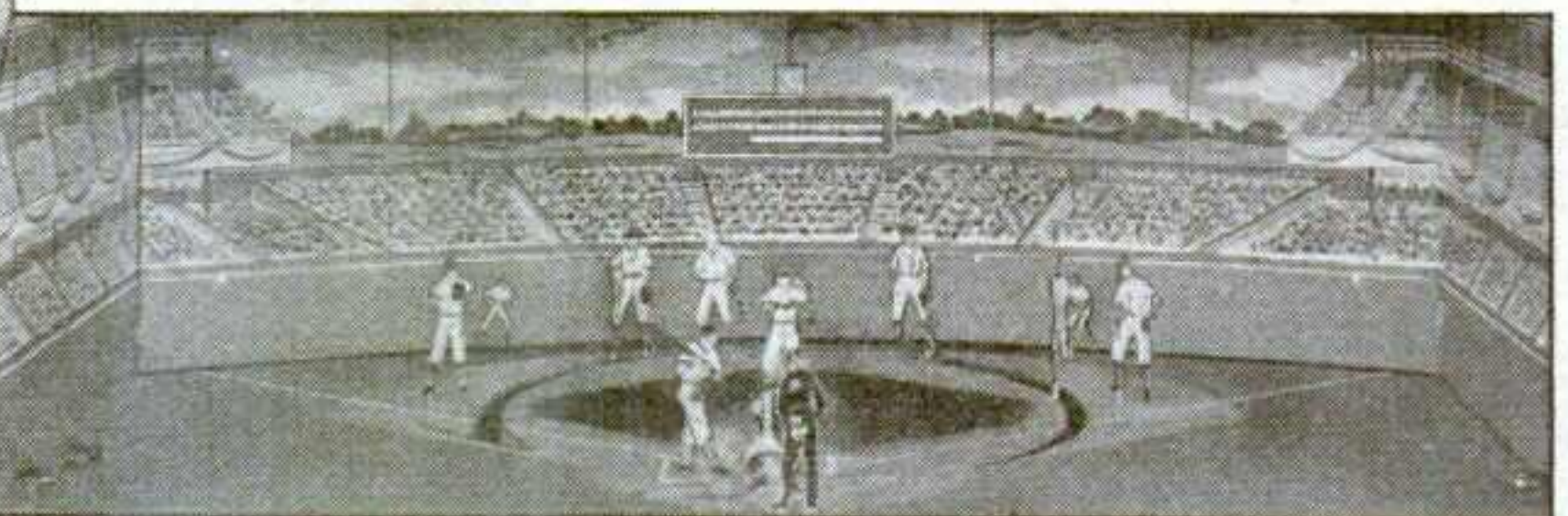
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