

The Billboard

This Week in the center of

AUDITION
THE MUSICAL SHOPPING GUIDE

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MAY 30, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Execs Seek Ideas For Singles Lag

Radical New Approaches May Be Attempted by Midsummer or Fall

By PAUL ACKERMAN

NEW YORK — A desperate groping for a solution to the declining singles business is now under way, with much of the "activity" thus far being at the planning and intellectual levels. A wide range of attitudes toward the singles field is developing, and it is quite possible that by midsummer or fall some radically new approaches may be attempted.

One such approach would involve a drastic price cut—which would entail renegotiation of artists contracts. Should the thinking of this company crystallize to the point of action, it could materially change the face of the single record business inasmuch as promotional patterns would obviously change. The extensive use of free records, for instance, would be impossible in view of the "water" being taken out of the price.

Such a move, sketched above, is in the minds of certain major disk company executives. There are other facets to this planning, which may not be revealed at this time. It is also necessary to point out, however, that all major labels do not take the same view of the singles field and its problems.

A Major View

One major label view is that singles should be regarded strictly as a promotional cost. Implicit in this company's thinking are these elements: It is necessary to remain in the singles business owing to its importance as a promotional and talent-building segment of the record business. But the company's chief energies must be allocated to

the album field, wherein, they feel, lies the real money. Such artists as are developed via singles must be exploited fully via packaged goods.

Another major takes a diametrically opposite view: That the singles field must be revived not merely because it is important promotionally, but because there is a lot of profit in it—at least at current singles prices. This view is more in line with that of indies, who point out that even the albums represent 80 per cent of the industry's dollar volume, the proportion of profit in singles is very high—much higher, proportionately, than in LP's.

A number of factors lend a sense of immediacy, or urgency, to the skull sessions seeking a modus operandi for the singles business. One factor is the generally "shook-up" condition of the radio and record industries following the payola probe. Promotional patterns at stations have changed; programming patterns have changed.

Another Factor

Another factor has to do with product—and it is apparent that many manufacturers are seeking new material of an other-than-rock and roll nature. A trend, something to latch onto, is anxiously being sought.

Meanwhile, such profit as there might be in the singles business is being diminished drastically by bootlegging, which seems definitely

(Continued on page 55)

KENTON TAKING BIG JAZZ DOWN MEXICO WAY

MEXICO CITY — What is believed to be the first extensive booking of a big jazz group below the border will take place here next month when Stan Kenton's entire orchestra will come down to Mexico for a minimum of one week. The band will play a series of one-nighters that will include Monterey, Tampico, Guadalajara and Mexico City, with the largest possible arena secured in each instance. That means bullrings, stadiums and concert halls.

The tour is regarded as precedential in many ways. Should the box-office returns be good, it could warrant a new era of bookings for U. S. talent in Latin America, with many dates set up for other acts and bands. It is also looked upon as a test of the acceptability of the appearance of jazz artists and groups here, with a possibility that a major full-fledged annual jazz festival may eventuate. Another unusual aspect of the deal is that the tour is being commercially sponsored by Carta Blanca, a major Mexican brewery, thru the Mexican office of Kenyon & Eckhardt.

Details of the pact were revealed by Dan Rosenman, U. S. businessman and entrepreneur now residing in Mexico, with the arrangements having been set by Sherrell Dacey, who also now is residing in Mexico. Kenton was represented in the deal by General Artists Corporation's Hollywood office.

Changing Times Spark Face Lift For Major Firms

New Look for Labels on A.&R., Sales and Advertising Levels

By BOB ROLONTZ

NEW YORK — Many major changes, or face liftings, are currently taking place among the large and even the medium-size record firms. The changes are occurring in the a.&r., sales and the creative departments, such as advertising, art, and packaging, and they are all part of a pattern in which the firms are deliberately—or due to the pressure of events—changing the style or appearance of the firm. Along Madison Avenue this would be known as changing the corporate image, in the record business it is known as a new approach or putting on a new face.

Possibly the most radical changes are taking place within the largest companies. At Columbia Records over the past year there have been profound changes on many levels, especially in the a.&r. and the advertising, publicity, and art and packaging departments, all of which are now grouped under a new super-department called creative services.

Started Last Year

The changes in the Columbia a.&r. department started last year when all a.&r. men were ordered to report to prexy Goddard Lieberman, and all a.&r. men, on executive level like Mitch Miller and Irv Townsend or regular staffers were made completely independent of

each other. Since that time in addition to hits coming from artists waxed by Mitch or Don Law in Nashville, there have been hits with the Brothers Four, waxed by new a.&r. man Bob Morgan, and Percy Faith has come up with a million seller. There has also been a whole slew of new young talent signed to the label by all of the a.&r. staff, as part of the firm's new push on young talent. The West Coast office has sprung into new life under Townsend.

A New Look

The art, advertising, publicity and packaging areas of Columbia are undergoing a complete face lifting. A whole new staff, under the direction of creative services chief Debbie Ishlon is striving to put a new look on all of the company's product, from album covers to consumer magazine ads, display pieces, and album packages. Bob Cato and Jerry Lieberman in the art department, Bill Levy in advertising and Peter Fremd in publicity are part of this "new wave" at the diskery.

On the other side of town down at RCA Victor's 24th Street headquarters, Bob Yorke is putting his own new look on Victor's a.&r. and promotional activities. Yorke pulled back from the Coast by prexy George Marek to be in charge of administration of a.&r., and recently made a veepee by the firm,

(Continued on page 6)

NEWS OF THE WEEK

Bootleg Activity Seen Building; Dealers Get Hits for 35 cents . . .

Record company men this week posed the question, how bad is business, really, in light of continued reports of bootleg activity. Leading top single hits were found available to dealers in Bronx, Brooklyn and Queens, N. Y., for 35 cents each in quantity. Investigations reported under way. . . . Page 2

Harry Fox, British Execs, Hold Talks on "Ephemeral" Rights . . .

American copyright owners are likely to receive more royalties from overseas as a result of talks being held by Harry Fox, publishers' agent and trustee, and reps of British performing and mechanical rights societies. Basic agreement has been established in England, which would provide for a combination performance and synchronization levy for "ephemeral rights." These are one-shot uses on video tape or film. . . . Page 2

Huge Expansion Plan Unveiled for Memphis' Mid-South Fairgrounds . . .

The Mid-South Fair at Memphis, Saturday (28) unveiled plans for a new multi-million-dollar, year-round fairgrounds that will be developed over the next 10 years. The grounds will be designed to not only handle an expanded fair, but also a series of major shows and events to serve the 11-State Mid-South area. . . . Page 56

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7-Inch 33 Could Help

NEW YORK — One of the possible panaceas to sagging single sales, it is hoped by many observers, might be the seven-inch 33 stereo disk which is now being manufactured by three majors and many indie labels. However, only Columbia Records to date has offered the stereo seven for sale thru retail stores; the other manufacturers are selling them to operators exclusively.

It is possible that by fall many other manufacturers will sell them via retailers as well. But even those most hopeful about the small 33 admit that it needs a big promotional and educational drive aimed at consumers, and that it would have to be released for monaural machines as well as stereo.

New Look Via Product Ch'ge

NEW YORK—Whereas the corporate image of a company can be changed by the addition of one important executive; or, strictly speaking, by the subtraction of a key exec, a record company's image can also be changed by the addition of the basic product of a record firm, the artists themselves. At present time, for instance, with the switch in programming from rock to sweet, many companies are changing their style of product. Some are going out on folk kicks (college folknik type), others are swinging toward the big bands or the ballads. A few of the firms once most prominent in the rock and roll business are returning to the older, more primitive blues, since these types of disks have retained a loyal following in many areas of the country.

Supreme Court to Hear Sam Fox Intervention Plea

Roosevelt Pleased With Latest Development on ASCAP Scene

By MILDRED HALL

WASHINGTON — For the first time in its long history, the American Society of Composers, Authors and Publishers will be called before the Supreme Court for an accounting of its stewardship of small member interests, as a result of the high court's decision last week (23) to hear the plea of dissident publishers for a review of the 1960 Consent Decree amendments.

A precedent-making decision on representation for third-party interests in consent negotiations could come out of the Supreme Court's decision to review the terms negotiated by ASCAP and Justice Department, and protested as non-representative and injurious, by publishers Fred Fox, Movietone Music Corporation, Pleasant Music Corporation and Jefferson Music. The amendments to the 1950 ASCAP decree were signed into effect last January by Judge Sylvester Ryan, of the U. S. District Court of New York. Ryan refused to grant "party-in-interest" status to the dissident publishers at oral

hearings held before him. (The Billboard, March 21, 1960.)

The publishers, spearheaded by Fred Fox, of the Sam Fox publishing firm, protested Judge Ryan's finding that they had been sufficiently represented by the ASCAP board-appointed attorneys, and by Justice Department. Judge Ryan had also ruled out dissident publishers because they were not parties to the originally negotiated decree. In their plea to the Supreme Court, publishers Fox, et al., asked review on the ground that their interests were not fairly represented, yet they would be bound under terms satisfactory to the dominant ASCAP board members, whose interests are exactly opposite those of the smaller publishers.

The whole issue of fair representation of smaller interests in negotiated consents has also been strongly raised by Rep. James Roosevelt, in connection with his 1958 Small Business Subcommittee hearings on complaints by ASCAP membership, and in a staff report on the "failures" of the negotiated ASCAP consent. The Subcommittee staff document was filed with the New York court at the time of the Ryan hearing — at which time Fox, et al., were allowed oral protest, but only as "friend of the court."

Roosevelt Pleased

On the Supreme Court decision to permit argument for third-party rights in the ASCAP consent, Roosevelt (Continued on page 44)

Bootleg Platters Flood New York

By REN GREVATT

NEW YORK — How big is the record business today — really? That was a question a number of manufacturers were asking themselves this week in view of recurring reports of bootleg operations in this area.

The point is, according to traders, that many companies have been complaining bitterly of the sad state of the disk business, particularly in singles. These observers now reason that there's considerably more business being done than might be apparent to manu-

facturers, inasmuch as a growing quantity of the sales are being funneled off to bootleg operators. There is, of course, no accurate count ever available on how many sales are lost this way.

This week, reports circulated, especially in the areas of the Bronx, Brooklyn and Queens, of heavy bootleg activity on the top pop disks on any label, as one dealer close to the scene put it, "except Victor, Columbia, Capitol and M-G-M." In the areas mentioned, it was possible for dealers to get copies at 35 cents of such hits as "Sixteen Reasons," by Connie Stevens; "Night," by Jackie Wilson; "Let the Little Girl Dance," by Bobby Bland; "Paper Roses," by Anita Bryant; "Lonely Weekends," by Charlie Rich; and "Nobody Loves Me Like You," by the Flamingos.

One responsible local distributor here has estimated that "on some numbers our loss of sale is as high (Continued on page 44)

12 Sign FTC Agreements

WASHINGTON — A round dozen consent agreements were processed by the Federal Trade Commission last week for record companies and distributors cited for payola.

Record manufacturers signing consent agreements prohibit any undercover payments to push their music were: Atlantic Recording Corporation; Fury Records; Jay-Gee Records Company; Time Records and affiliate Brent Music Corporation (also trading as Shad Records and Brent Records, Inc.), all of New York City. Also on the consent bandwagon were Jamie Rec- (Continued on page 55)

HEALTHY TREND FOR BRITISH DISK SALES

LONDON — The healthier trend in the British disk industry continues. Manufacturers' sales for March this year were 61 per cent greater than in the same month last year, according to figures just released by the Board of Trade, a government agency.

The improvement, tho sound, is not quite so spectacular as it first seems. In March 1959, there was a big recession as changes in tax were expected and this caused dealers to cut down stocks. Nevertheless, disk sales this year are generally at a higher level.

The end of 78's is near, only 374,000 being produced — about half the quantity of a year ago. Sales of 45's, both singles and EP's, totalled 4,222,000 — an increase of 75 per cent. LP's were up 43 per cent to 1,450,000.

Total sales, exclusive of purchase tax, were \$3,430,000 during the month. Of these, \$1,128,400 were exports, 36 per cent more than a year ago.

Magnuson Cool To FCC Pitch For \$'s Aid

Solon Rates New Complaint Set-Up As Controversial

WASHINGTON — The establishment by Federal Communications Commission of a new complaints and compliance division to handle complaints concerning the conduct of radio and TV broadcast operations and to keep watch on payola and other matters is "controversial" and could give rise to many "complex situations" according to Sen. Warren G. Magnuson.

Magnuson, who chaired a Senate Appropriations Subcommittee which heard FCC Chairman Ford's plea for funds for the new division last week (24) expressed the fear that such an operation would duplicate Federal Trade Commission's works, and would possibly be looked on by some as censorship.

Chairman Ford assured the lawmakers that the division would not duplicate FTC's work. The two agencies have a liaison agreement, he said, but in many cases FCC (Continued on page 18)

Roulette Asks Jocks' Aid in FCC Fight

NEW YORK — Roulette Records is asking deejays to help them in contesting the FTC's action against the label by signing an affidavit saying they (the jocks) have never accepted any "consideration" for playing Roulette disks.

In general, the open letter to deejays and program directors—signed by Roulette prexy Morris Levy—said that deejays, etc., are aware of the upheavals attendant upon investigations of some historical and traditional concepts of the music business. Levy opined that some unjust accusations about the industry have come out of these accusations, and said Roulette is interested in clearing the air. (Continued on page 44)

Fox-PRS Talk On Video Payment

NEW YORK — American copyright proprietors are likely to receive additional income from England as a result of negotiations now being carried on by Harry Fox, publishers' agent and trustee, H. L. Walter, of PRS, the British performing rights society, and Leslie Boosey of MRS, the mechanical rights organization.

The discussions have to do with payment for song uses on so-called ephemeral recordings. These uses in the United Kingdom are on video tape or film, and are used only once—hence "ephemeral."

In England, a concerted drive by publishers is being made to obtain payment for such a use. Problems are the difficulties of policing such uses, who should get paid, and how much.

Execs in England have already settled upon the principle of a combined performing and synchronization fee covering such a one-time use on TV. This fee would be paid by the independent TV contractor. (Continued on page 55)

Basic thinking involving a blanket license has been agreed upon; altho it is not yet established how extensive the "blanket" may be.

One of the matters which must be cleared up is the use and payment for American-owned tunes. In many cases, American songs are handled overseas by foreign representatives, subpublishers, etc., but often the American owner reserves the TV or synchronization rights. In such cases the foreign representative may not offer these.

An effort to iron out this difficulty is being made by Fox. In addition to current talks, Fox will go overseas shortly to iron out details. Points to be wrapped up include how much payment annually, and how much of the total sum may be allocated to performance and sync rights. Also, how much of the pot will go to American copyright owners. It is figured the latter could be considerable, in view (Continued on page 55)

DISC Co-Op Set to Debut

NEWARK, N. J.—"Orders have been placed with local distributors and stock is expected to be in the warehouse by Thursday (2) of this week," said Irving Randolph, prexy of the newly organized dealer disk buying co-operative here known as Dealers in Sound, Inc. (DISC).

In addition, Randolph pointed out: "We are going in with a complete IBM installation. This is one reason we had to delay in getting operations started. We feel, however, that the IBM set-up will be worth it all the way. It will provide us with a complete inventory and back order logging system. Most distributors place a low value on a back order system but we will have it. We feel that our IBM installation will prove to manufacturers and distributors that we mean business."

Randolph noted that as of this date there are 45 members in the co-op, each of whom have paid their \$1,000 initiation fee. "We are also getting a lot of out of state interest," Randolph continued, "with the entire Pittsburgh local dealer association of 16 planning to come in. Six are already definitely in. The Florida association in the Miami area is also considering membership."

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RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 23, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

RECORD MANUFACTURERS

Musidisc International, Inc.
666 Fifth Avenue
New York 19, N. Y.

Tuxedo Records
132 Nassau Street
New York 38, N. Y.

Johnston Sound Services
111 Sweet Avenue
Pawtucket, R. I.

SPA Records
404 Broadway
Saratoga Springs, N. Y.

RECORD DISTRIBUTORS

Dara Exports, Ltd.
424 Madison Avenue
New York 17, N. Y.
John R. Weinberg, vice-president

Dale Enterprises, Inc.
792 Commonwealth Avenue
Boston 15, Mass.
Herb Dale, president
LABELS: Berklee, Century, C. G., CJ, Del Fi, Donna, Dooto, End, GNP, Golden Crest, Goldisc, Gone, Interlude, Janus, Jay Jay, Lyric, Master-seal, Mark X, Nasco, Paris, Seebro Racks, Saeco, Showboat, Tabb, Warner Bros.

Richloy Records, Inc.
208 North Broad Street
Philadelphia 2, Pa.
LABELS: Apex, Myers, Nightingale, Peak, Richloy, Skyrocket.

DB Distributing Co.
2506 West 21st Street
Minneapolis 5, Minn.
R. Gruenberg, owner

Portem Distributing, Inc.
601 West 50th Street
New York, N. Y.
Mrs. Pare, president

RECORDING, EDITING, MIXING AND MASTERING STUDIOS

Johnston Sound Services
111 Sweet Avenue
Pawtucket, R. I.

Moss Recording Studios
1908-1910 California Street
Omaha 2, Neb.

TAPE DUPLICATORS

Cus Recordings, Inc.
117 West 46th Street
New York 36, N. Y.

Johnston Sound Services
111 Sweet Avenue
Pawtucket, R. I.

Moss Recording Studios
1908-1910 California Street
Omaha 2, Neb.

RECORD MERCHANDISERS SELLING RECORDS VIA RACKS

KC Distributors
4508 Homer Avenue
Cincinnati 27, O.

Platters, Inc.
496 Chenango Street
Binghamton, N. Y.
(Erroneously listed as a One-Stop)

Col. 'Greatest Hits' Set for Big June Push

NEW YORK — Columbia Records is going on an all-out push on the firm's line of "Greatest Hits" albums made up of single hits by its pop and country and western artists. Sixty albums, which date from the time the firm first released hit collections will be featured in the June drive. The program is aimed primarily at consumers who want the singles hits but want them on LP.

Columbia has had some fabulous sellers in its Greatest Hits collections. The first Johnny Mathis Greatest Hits set has sold well over 500,000 albums. Other albums of greatest hits feature Doris Day, Johnnie Ray, Tony Bennett, Marty Robbins, Rosie Clooney, Johnny Horton, Jo Stafford, Percy Faith, Frankie Laine, Guy Mitchell and the Four Lads. There are also albums by Johnny Cash, Stonewall Jackson and the Chuck Wagon Gang.

Merchandise aids being offered to dealers by Columbia to promote the Greatest Hits LP's, include a 60-album floor display rack as well as two consumer brochures.

WB to Rep Indies Abroad

LONDON — Warner Bros. is planning to strengthen their overseas repertoire by representing independent U. S. manufacturers in world markets.

The first release under the new scheme is Sammy Masters' "Rockin' Red Wing," which was issued in Britain last week. Masters recorded it for the U. S. Lode label from whom Warners obtained world rights.

Robert Weiss, international chief of Warners, told The Billboard that his firm is planning to buy rights on several more disks for exploitation outside America using the world-wide organization that has been built up.

Miami to Get Col. Sales Meet Again

NEW YORK — This is about the time of year that the preparations for the Columbia Records international sales convention swing into high gear. The Columbia meet will be held again this year at the Americana Hotel in Miami, and will be attended by all Columbia brass, and by distributor

STEREO ALBUM CHARTS CHANGE REQUIREMENTS

NEW YORK — The increased production of stereo albums in the past several months has so altered the competitive sales picture that a change has become necessary in The Billboard's charts covering stereo LP's. In recognition of the fact that only the strongest stereo albums now can remain heavy sellers for any substantial period of time, The Billboard is changing its eligibility requirements for a listing on the Stereo Essential Inventory chart.

Effective with this issue, an LP must be listed on the Stereo Action Album chart for 30 weeks before it can be classified as Essential Inventory. In the past, only 20 weeks of listing was necessary. The change will result in shifting back to the Action Album chart a few LP's which had been on the charts for more than 20 weeks, but under 30 weeks. Such listings will show no position for last week in the current chart.

The monophonic charts remain unchanged, with 40 weeks of listing still required on the Action Album chart to make an LP eligible for listing on the Essential Inventory chart.

MORE WORK FOR MITCH

Studebaker Sponsors Jazz Fiestas on Air

NEW YORK — All of the major jazz festivals to be held in the eastern U. S. this summer will be sponsored on the CBS radio network by the Studebaker-Packard Corporation. Included are the Dail News Jazz Festival to be held in New York's Madison Square Garden June 4 and 5; the Newport Jazz Festival in Newport, R. I., July 1 thru 4; the French Lick, Ind., Jazz Festival, July 29, 30, 31; the Detroit Jazz Festival, August 19, 20 and 21, and the Philadelphia Jazz Festival, August 26, 27 and 28.

This means that Studebaker-Packard will sponsor 15, 55-minute jazz presentations on CBS over the summer, one of the largest single package sales of special programs. Each show will run from 9:05 to 10, EST, each night. The total cost of the 15, 55-minute shows is estimated to be about \$300,000. The emcee for all of the jazz festivals will be Mitch Miller, who has been handling the commentary on the Newport Jazz Festival radio shows for the past two years.

Studebaker-Packard will tape the performers on all of the jazz festivals, and will issue a special jazz LP called "World Jazz Series" late in the fall which will be avail-

able only thru Studebaker-Packard dealers. Customers who want the LP will obtain a coupon from Studebaker dealers and then will send the coupon and the money directly to Studebaker to receive the disk. Price has not yet been set for the record, and clearance negotiations are still going on with both artists and record companies so that Studebaker can release the disk.

All of the jazz concerts except the ones in New York and Philadelphia will be under the direction

(Continued on page 18)

Anka Sets Fifth Tour Of Europe

NEW YORK — Paul Anka's fifth European tour, slated to get under way June 30, testifies once again to the drawing power of American recording artists on European audiences. The 18-year-old ABC-Paramount singing star kicks off his personal appearance jaunt around the Continent with a three-week stand on the Italian Riviera and then covers Knocci, Antwerp, Osten and Brussels in Belgium, winding up in mid-August.

One of the unique features of Anka's European tours this time around as well as in the past is the fact that he sings mainly in huge amphitheaters which hold anywhere from 10 to 40 thousand people. In Rome during his tour a while back, the demand for tickets necessitated his show being moved from a theater to an arena.

Prior to his sojourn to Europe, Anka will perform at the Copacabana in New York June 23 and appear on ABC-TV June 27 on the "Coke Time" spec. He will make his sixth European appearance in Paris next February.

Briefing for Rank Distributions

NEW YORK — Distributors of Rank Records of America and Rank's subsidiary, Jaro Records, will meet in Atlantic City for a special two-hour meeting and briefing on upcoming product on Sunday, June 12. The meet will coincide with the convention of the Association of Record Manufacturers and Distributors of America (ARMADA) which begins the following day.

Attending the Rank meeting, according to exec Harold Friedman, will be Bernard T. Ness, prexy of the company and general manager of the record division of J. Arthur Rank; Len Levy, sales chief; Sonny Lester, a.&r. chief, and Miss Vicki Rohrbach, of the Rank international co-op.

Fisher Turns Pic Producer

NEW YORK — Eddie Fisher, who's come a long way since he was the production singer at the Copacabana nitery here, will produce two pictures for Columbia Studios, one of which will star his wife Elizabeth Taylor.

Fisher will also appear in both films as an actor. The singer will continue his TV activities. Fisher also operates his own diskery, Ramrod Records, and produces his own TV shows.

Cap's \$220,000 For Willson's 'Molly'

HOLLYWOOD — Capitol Records took its first serious plunge into the Broadway musical market last week by investing \$220,000 in Meredith Willson's upcoming show, "The Unsinkable Molly Brown." Capitol bankroll represents more than 50 per cent of the show's \$400,000 total capitalization. In addition, Cap prexy Glenn Wallichs made a personal

investment of \$20,000 in the Theater Guild-Dore Schary production.

"Molly" will open in New York November 3 at the Broadway Theater, the city's largest legit house. The 1,900-seat theater (it now houses "Gypsy") can bring a potential gross of more than \$80,000 per week. It will open a five-week pre-Broadway run at Philadelphia's Schubert on September 26.

Capitol will issue its original cast album several weeks after the show's Broadway debut. Cap artist-repertoire producers Dick Jones and Andy Wiswell will handle the recording.

Willson's "The Music Man" is currently one of Broadway's top money-makers and as an original cast album provided Capitol with one of its all-time best sellers. Show passed the 1,000th performance mark on the 10th of this month, grossing more than \$10,000,000 since it opened in December of 1957. Its backers invested \$300,000 and so far have reaped a return of more than \$1,250,000. Warner Bros. Pictures paid \$1,000,000 for its movie rights. Cap's album passed the \$1,000,000 sales milestone.

(Continued on page 18)

Schwartz New Holley V.-P.

NEW YORK — Art Schwartz, former advertising chief for Columbia Records, has joined the Holley Associates Company as vice-president. Holley Associates manufacture point-of-purchase material and displays. Schwartz in his new post will be responsible for expansion of sales promotional services and will head the firm's New York offices. He will expand the current creative merchandising services to include sales presentations, incentive contests, tie-in and merchandising campaigns, direct mail and sales bulletins.

Local Dealer Meets to Precede Natl. Conclave

NEW YORK — Meetings with representatives of other local Eastern dealer groups are in the works for the Association of Record Dealers of New York and New Jersey. These get-togethers will precede the national gathering of members of the Society of Record Dealers of America, which will occur during the upcoming Music Merchants show in Chicago, July 11, 12 and 13. These plans as well as new problems facing dealers were discussed at the monthly ARD meeting last week at the Hotel Henry Hudson, according to prexy Sy Bondy.

One of the most annoying of the

current crop of dealer headaches, according to Bondy, is what he called the manufacturer's attempt to "make direct contact with the consumer."

"We've had clubs right along to contend with," Bondy said, "but now it seems that more and more record companies slip cards inside their LP's, asking the buyer to fill in their names and address, etc., and send it back. This practice is very irritating to us. It's just one more way they have of circumventing the dealers."

"A lot of us are now doing something about it. What can we do?"

(Continued on page 18)

executives, sales managers and salesmen of Columbia U. S. and Canada, as well as by executives of the firm's world-wide affiliates from Europe, the Middle and Far East and South America. It is expected that over 300 people will attend the affair. It is set for July 21 thru 24, altho some of the men in charge of the convention will leave early to set the scene for the meet.

As at all Columbia sales conventions held to date there will be much emphasis on new product, with new releases from the classical, pop, country, jazz and specialty division presented by the a.&r. men from the department involved. This year, as in other years, prexy Goddard Lieberman will again emcee the entire affair, and it is possible also again that Columbia will record the convention to present mementos to distributors and salesmen who attend the meet.

In addition to the showing of new product there will also be a stress by the sales department on new sales plans and discount plans on the firm's fall product, which this fall is expected to be very potent merchandise. John Hammond will present two of his archive-type albums taken from the

(Continued on page 18)

TOE TICKLING SOUND

Current LP Output Keys Dance Disks Big as Ever

NEW YORK — The dance, as practiced by teen-agers and those of the businessmen's bounce set alike, is as important as ever, according to some of the album material coming out of diskeries today.

Capitol Records, for example, has released at least 16 new albums since the first of the year, specifically designed to meet various types of dance requirements. RCA Victor has also released a set of four special albums, employing the Arthur Murray tag.

Many of the sets now available include dance instructions on the back cover of the album, outlining footwork patterns. This is seen as particularly interesting in view of the emergence on the singles chart recently of the first tune, directly associated with a new style of dance to come along in quite a spell. The tune is "The Madison," which contains a sort of square dance type of call, but with hip, teen-age phraseology rather than the hoedown approach.

The craze started quietly in Baltimore several months ago and two records of the tune have had a long, slow climb up the Hot 100. This week, the original "Madison" by Al Brown on Amy, reached the 28th spot, with Columbia's "Madison Time" version following closely in the 33d position.

On the album side, Capitol tied in with Arthur Murray by using the name in association with the tunes used for various dances by the Murrays. Such well-known maestros as Billy May, Ray Anthony, Les Baxter, Enric Madriguera, Chuy Reyes and Francis Scorta are all a part of this group. Among the balance of the 16, every type of dance accompaniment is represented, including the cha cha, samba, rumba, waltz, fox trot, merengue, tango, dixie and

New Prestige Subsid Keys Folk Music

NEW YORK—Prestige Records has added its first non-jazz label to the firm's stable of subsidiaries bringing the total to six. The jazz waxeries has branched into the folk market with its "Golden Songs of Greece" album under the recently created Prestige International banner. The new line will feature folk music from all over the world.

Meanwhile, the other subsid in prexy Bob Weinstock-ville are building catalogs in specific areas of jazz. Bluesville, for instance, has added set by Lonnie Johnson and Roosevelt Sykes; Swingsville has entries by Buddy Tate's band, Al Casey and Pee Wee Russell among others, and the new Moodsville line puts the accent on ballads with its initial release teaming Red Garland's Trio with Eddie (Lockjaw) Davis.

The parent company has signed Willis Jackson and Bill Jennings, while the New Jazz wing has inked Gigi Gryce and Eric Dolphy.

SIMS TO COAST; ADDS NEW MAN

NEW YORK—Lester Sims, Bournie Music exec, always known for his satirical elegance, left here this week to add a man to firm's West Coast branch. He was nattily attired in the traditional Brooks Brothers regalia topped (or rather bottomed) by a pair of fashionable alligator shoes.

even polka. All the Murray sets are reissues, and include free dance certificates.

The RCA Victor group of four all carry the line "Arthur Murray's Music for Dancing." One album each deals with the fox trot, waltz and cha cha, while another takes in the mambo, rumba, samba, tango and merengue in one full swoop. All these sets carry diagrams of how to do the steps.

Increasing interest and activity in the dance field is credited at least to some extent to current radio station programming policies. Many stations, in an endeavor to get on what might be called "safe" programming ground have resorted more and more to instrumental and dance fare. With the accordingly increased opportunity for exposure, diskeries can logically be expected to go more and more for this type of product.

Eliminate Deals, Distrib Warning

By JUNE BUNDY

NEW YORK — Two record distributors—Record Sales, Memphis, and Davis Sales, Denver — last week came up with positive plans, designed to help eliminate transshipping and other industry problems. However, one firm urged diskeries to discontinue deals and discounts entirely; while the other offered retailers a discount deal of its own.

In a letter to Columbia's sales director Bill Gallagher (copies of which were sent to seven other labels, including M-G-M, Atlantic, Liberty, London, and Somerset), Bob Adams said: "We (distrib) feel most of our ills could be cured by the elimination of the 'Three D's': Deals, Discounts and Dam-Transshipping.

"There was a time," continued Adams, "when a discount program or a special deal meant something to the phonograph record business in the way of accelerated sales, etc. On today's deal-and-discount-

Buck Ram To Produce For Felsted

NEW YORK—Buck Ram, manager of the Platters and other acts, has signed a non-exclusive pact to produce masters for London Records' subsidiary label, Felsted. Contract covers the U. S. and Europe.

Initial Ram masters involved are waxings by the Flares, Stewart Rose, and the Ramrocks. The Flares' first release on Felsted — out this week — is tagged "Loving You," backed by "Hotcha Cha Cha Brown." Rose's first Felsted release — "I Complained" — will be on the market sometime in June.

Distrib Switch By 3 Indies

NEW YORK — Three key distributor changes were made by Atlantic, Roulette and Liberty last week.

Atlantic and Roulette switched from Scan Distributors to Carl Glaser's Metro Distributing firm in Buffalo. Liberty pulled out of its distributing deal with Astor-Ajz and signed with Cosnar in Pittsburgh.

ARMY CONTEST FINALISTS SET

WASHINGTON — Some 200 of the Army's hopefuls in music and dramatic talent are getting ready to compete in the grand finals of the 1960 All-Army Entertainment Contest, to be held at the Wallace Theater, in Fort Belvoir, Va., June 16 to 18. Soldier-entertainers from major Army commands throuout the world will compete in vocal, instrumental and specialty performances. "Recorded" classes have already been judged, with the highest points earned for chorus and dramatic recordings by the Second U. S. Army.

Contestants will try to win the coveted Irving Berlin trophy for the command scoring most points in the contest, last year's winner being the Second U. S. Army. Selected acts will be featured in the Army's world-touring show, "Rolling Along of 1960."

RANDLE WAX

It's All For Mama Says Jock

NEW YORK — In the wake of the recent payola hearings in Washington, "thinking" deejays are becoming increasingly cautious about outside disk activities, as witness the following letter to the trade from Bill Randle, WERE, Cleveland.

The jock states: "I am writing this letter to you to give you complete information on the Jaro Record release of 'You're Part of Me' and 'East of the Sun.' I think it is a very good record and am quite proud to have been associated with (Continued on page 6)

'Freedomland' Salute Tops Col. June List

NEW YORK — Columbia Records is issuing 15 albums in June, sparked by a salute to Freedomland, the al fresco entertainment center which opens in the Bronx, N. Y., June 19. Columbia album is called "Freedomland, U. S. A." and it contains 11 songs penned by Jule Styne that serve as a musical score for the album. Words are by George Weiss, and artists on the set are Johnny Horton, Jill Corey and others. Jule Styne is also represented on the Columbia release "List in June with an album titled "The Best of Jule Styne" with sides by Johnny Mathis, Doris Day, Tony Bennett and other hitmakers.

Other new albums include "Percy Faith's Biggest Hits," an album with thrush Sandra Church, a "Sentimental Sing Along With Mitch," an album of Frank Sinatra sides, (Continued on page 18)

crazy market, the only thing they actually mean is that illegitimate (and some supposedly legitimate) operators can buy up this merchandise at the special price and then make his deal as he goes."

'Established Fact' He added: "With transshipping no longer an isolated thing, but rather an established fact, exactly how can a distributor's share of the total market be estimated? Certainly not by previous standards. We would list the following as the most important to be cleaned (Continued on page 18)

MITCH'S LIVE 'SING ALONG' RIVALS WAX

NEW YORK — Mitch Miller presented his "Sing Along With Mitch" Show over the NBC network last Tuesday night (24), and the live version was just as satisfying and as successful as the Sing Along waxings have been for Mitch and Columbia for the past year. Smart staging, smart chorus work and the presentation of some of Columbia's talented younger artists (Diana Trask, Leslie Uggams and the Brothers Four) made it one of the best shows presented on the "Ford Startime" hour this year. On the basis of this one-hour spectacular Mitch should have a monthly TV seg based on his Sing Along waxings.

Mitch himself came over very well in most of the scenes in which he appeared. Altho a bit ill at ease at the start, as time rolled on and

Mitch got a chance to play hop scotch with the kids staging "This Old Man" his warm and effusive personality had a chance to break thru.

The program was dedicated to the old songs in the main, songs from the '20's, songs from the first World War, etc. Producer-Director Bill Hobin, Writer Gordon Cotler and Choreographer James Starbuck deserve a bow for their work, as (Continued on page 6)

Marty Gold Joins Victor

NEW YORK — Marty Gold, arranger - conductor, has joined RCA Victor a.&r. staff, it was announced by Steve Sholes, pop a.&r. manager. Gold has had a long association with the label, first as an arranger scoring for the Three Suns and later doing work for the Vik label. Recently he has been an indie producer, cut such packages as his RCA Victor album, "Swingin' West."

In addition to a.&r. functions, Gold will continue to be a recording artist and arranger and conductor for the label.

AGAC Seeks Look at Fox Books

NEW YORK — The American Guild of Authors and Composers has called upon all publishers who have signed the basic AGAC agreement to make their books available to AGAC accountants, David J. Algase & Company, Inc.

In a letter dispatched Tuesday (24) to publishers, AGAC prexy, Burton Lane, said: "The undersigned hereby request that in accordance with paragraph 6 (a) of the basic agreement, you instruct Harry Fox, your agent and trustee, to make available all books, records and documents in his possession or control relating to all compositions acquired by your firm from members of AGAC. May we ask that these instructions be given promptly and that we be notified when that is done."

The paragraph referred to became a bone of contention when AGAC originally set up its plan to dispense a writer shares of mechanicals. A number of publishers, tho they did not oppose the idea of AGAC becoming the writer collection agent, took a firm stand against having to make their records available to AGAC. The trade is thus expected to watch the response to the current AGAC request with considerable interest.

WRCV Backs Dance Party

PHILADELPHIA — Station WRCV here, which features big band music exclusively, will sponsor a free "Dancing in the Square" program—aimed at the "over 30" category—at the Levittown Shopping Center, June 3, in co-operation with the Levittown, Pa., Businessmen's Association (LBA).

The station is supplying a 13-piece orchestra to play for outdoor dancing, and WRCV deejays will act as emcees, distribute door prizes and appear on a half-hour remotes aired by WRCV sometime during the 9 p.m. to midnight event.

Horace Greely McNabb, who is handling the program for LBA, said: "There is a need for this type of adult promotion in shopping centers. We hope we can set the pattern so that 'Dancing in the Square' can be road-showed from one shopping center to another. I think it's about time everyone stopped trying to live in Disneyland and that some part of recreation time be set aside for people over 30."

PRESS GETS PHILCO 'REVERBAPHONIC' DEMO

NEW YORK—Reverberation or re-echo of sound as it bounces off the walls and ceilings of the concert hall, and its accurate electronic reproduction became the latest gimmicks to generate discussion in the audio trade this week, as the Philco Corporation introduced what it called a "Reverbaphonic Sound" system. The Philco press demonstration in the Park Lane Hotel here, Wednesday (25) followed by only a few days an announcement of a similar process by the Zenith Corporation.

Oddly enough, both new systems of adding the reverberatory or echo component to sound reproduction, were tied in with a reverberation unit originally developed by the Hammond Organ Company. In discussing the new developments of the week, tradesters also noted the existence for more than a year of another re-echoing system known as Reverbatron-Z, de-

veloped on the West Coast by engineer Paul W. Holt. The Holt unit is a separate one which can be tied in with any type of existing component high fidelity or packaged phono set-up. With Philco and Zenith, the new technique is available only in the new lines of each firm, due on the market shortly.

Essentially, the new reverberation units are designed to create a spatial or extra-dimensional effect to monaural or stereophonic disks and AM or FM radio.

According to the Philco announcement, the Reverbaphonic is "a device with two spring-like delay lines (which) generate the re-echo or reverberant component from the signal source. This energy is fed to two stereo amplifiers within the phonograph. The loudspeakers are connected in such a manner that both the primary signal and its reverberant component (Continued on page 21)

AMY

PROMOTION DISTRIBUTION SALES



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OF THE WEEK

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THE FAST MONEY RECORD IS...

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THE FAST MONEY ALBUM IS...

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Changing Times Spark New Look

• Continued from page 1

has pared the Victor artist roster to a tight level, and has concentrated the firm's promotional activities on a number of young artists, with the biggest push on Rod Lauren. Working with a.&r. chief Steve Sholes, Yorke and Sholes have cut Victor releases to only a few a week in order to give them more promotion, and have brought Hugo and Luigi directly into the Victor organization as regular a.&r. execs. Part of the Victor drive, as exemplified by Yorke, is an attempt to regain for Victor the No. 1 sales position claimed by Columbia for its combined sales via dealers and its record club in 1959.

Capitol on March

Capitol Records recently hired Joe Csida as vicepres of its Eastern operations, in another important move to bring back the vitality and drive that had thrust Capitol Records into the limelight in the last half of the 1950's as one of the fastest growing record firms in the business. Capitol Records in 1960 has returned to the competitive battle with the same aggressive drive that made it a major in less than 10 years. This year it has put in a bid for almost every new musical up for recording, and put up over \$200,000 backing for "The Unsinkable Molly Brown" in order to obtain the cast rights to the show. Also at Capitol the firm made major operational changes when it split the production and the merchandising-distribution ends into two separate corporations a few months ago.

Warner Bros. Records, six months ago a label that had a tough time getting its records played, has suddenly sprung to life with two records in the first 10, and one of these "Cathy's Clown," by the Everly Brothers, No. 1, and the new album by the boys already on the best selling album chart. WB accomplished its face-lifting by trimming off a lot of fat, putting in a whop-

Randle Wax

• Continued from page 4

ping bid (\$800,000) to pick up the Everly Brothers contract and working hard on the new releases. Firm has also come up with a hot LP seller in Bob Newhart.

Am-Par Advance

ABC-Paramount Records, which only six months ago purchased the Grand Award, Command and Waldorf lines run by Enoch light for a sum better than \$3,000,000, has racked up the highest four months' total business in the history of the firm, and hopes to hit a gross of over \$12,000,000 in 1960 if business continues in the same way. The reason for the record-breaking gross was undoubtedly due in large part to the solid business being racked up by the Command and Grand Award lines, and marks ABC-Paramount as a new power in the album field via its ownership of these labels.

Mercury Records has been transformed with the addition of recording man Clyde Otis whose a.&r. touch has helped the label come up with a string of hits by Brook Benton, Dinah Washington, Sarah Vaughan and many others. Mercury has almost completely changed its personnel face with the departure from the firm over the past year of Morris Price, Lou Klayman, and most recently Art Talmadge, and others.

These are only a few of the changes occurring on the part of big labels, but many of the smaller labels have felt or created similar face liftings. Atlantic Records' solid sales with Bobby Darin has transformed its album line into a strong seller. Kapp Records has started a new "class" label called Medalion which is bidding for the stereo traffic. These are only a few of the transformations taking place with many labels, as they alter course, trim sail and tack with the wind to stay up with the changes and shifts in the record business, and to develop and expand their own lines.

Live 'Sing Along'

• Continued from page 4

does Musical Arranger Jimmy Carroll. The songs were staged to good effect and the costumes were all in the right mood. And the Sing Along Gang sold the old songs with feeling.

Of the young talent on the show, Diana Trask came thru solidly, and indicated she has a real future in the business. The Brothers Four handled their hit, "Greenfields," very well, and Leslie Ugams, all grown up now, belted her gospel item, "Just a Little Sparrow

FTC Cites Hugo-Luigi Productions

WASHINGTON — The Federal Trade Commission cited Hugo and Luigi Productions, Inc., last week, in a payola complaint against the New York firm which produces master records for RCA Victor. The FTC named principals Hugo Peretti and Luigi Creatore, in the complaint.

Also cited last week were manufacturing firm Specialty Records, Inc., Hollywood, and its President Arthur N. Rupe, who is also cited as a general partner in Specialty Record Sales Company of the same city, same address. Two other affiliated manufacturers cited were Starday Recording and Publishing Company, and Starday International Sales, and their president, Donald F. Pierce, whose address is a post office box in Madison, Tenn., the Federal Trade Commission reports.

Complaints charge payola to radio and TV disk jockeys to push records, by all three firms, with additional charge that Specialty paid the radio station itself, and both Specialty and Starday paid other personnel besides deejays.

Set New Disk Promo Service

NEW YORK—A new, unique record promotion service called R.S.V.P. has been formed here. The initials R.S.V.P. stand for Record Sales Via Promotion, according to Jerry Simon, who heads the new organization, and will present a number of promotional and sales services not previously available to independent record makers.

Simon, who is resigning his post as national promotion manager of Gone and End records to run R.S.V.P., said that the new promotion outfit will bridge the gap between indie manufacturers and disk jockeys, distributors, one-stops and dealers. He will attend distributor meetings, take orders, check inventories, co-ordinate D.J. promotions and give subscribers to the service up-to-the-minute accounts of sales activity on their releases.

Simon will outline and define the R.S.V.P. features at the upcoming ARMADA meeting in Atlantic City. Already in the new service firm fold are Goldisc and End Records, Lute, Transcontinental Records and Alan K. Records.

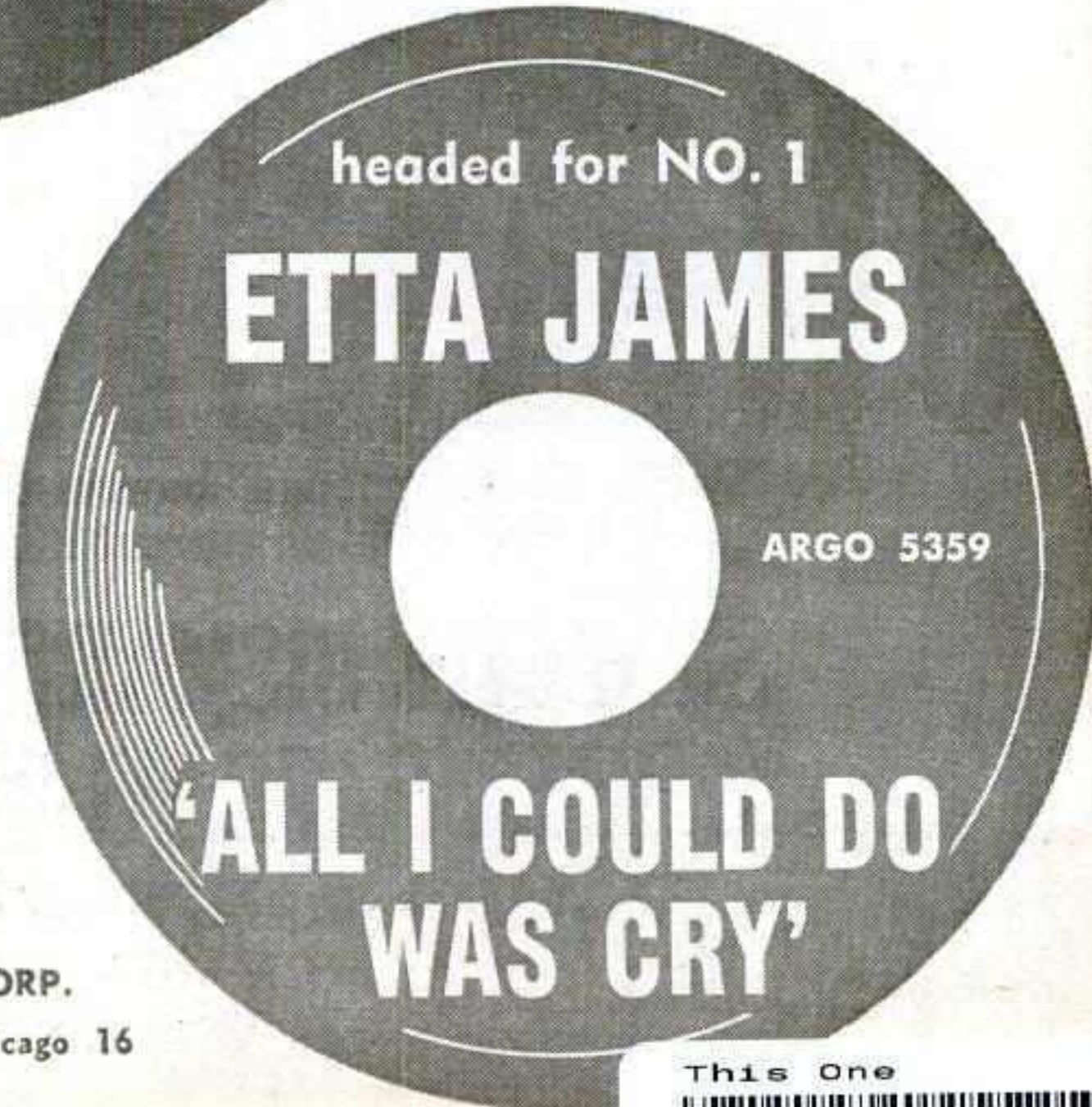
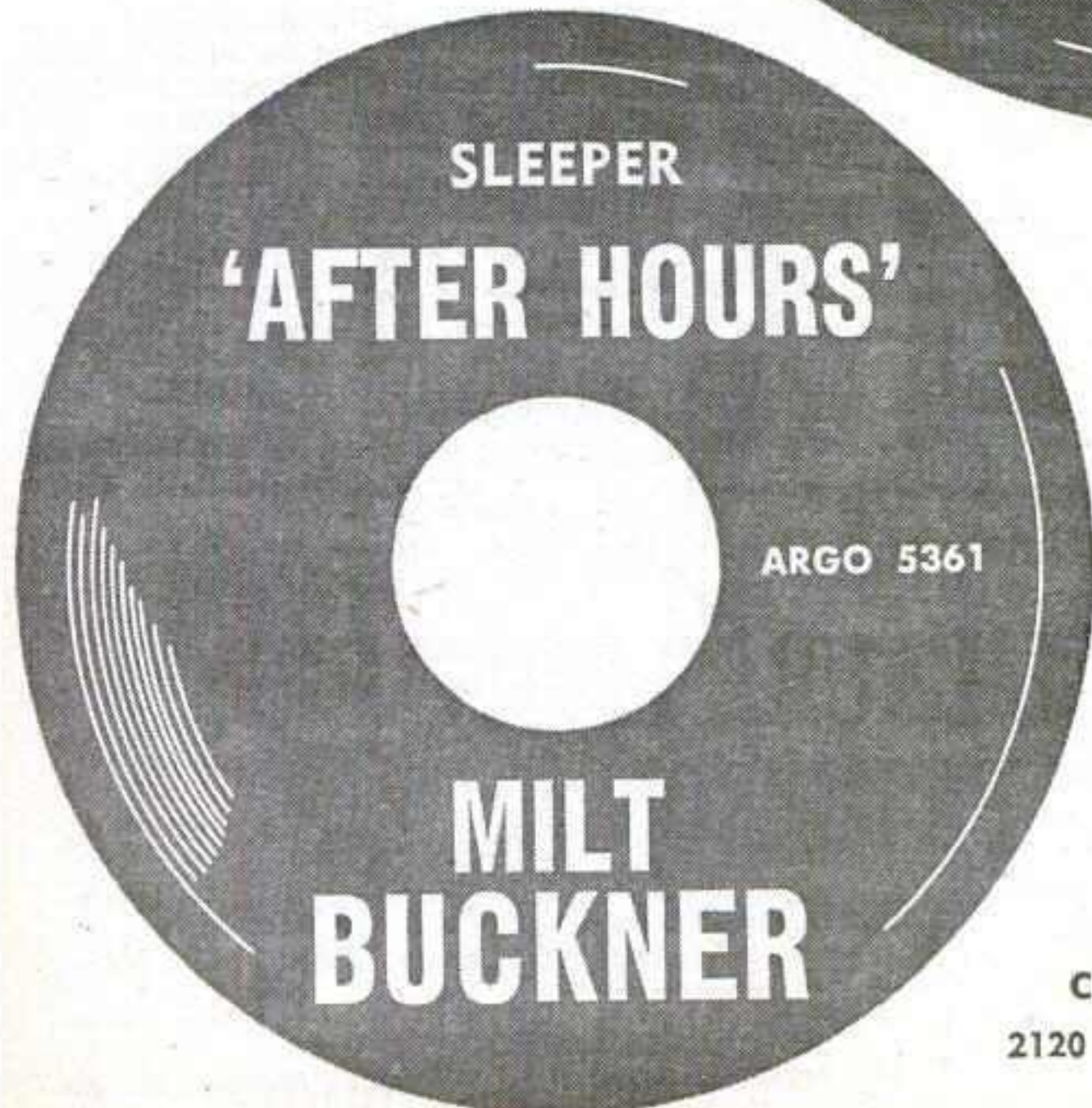
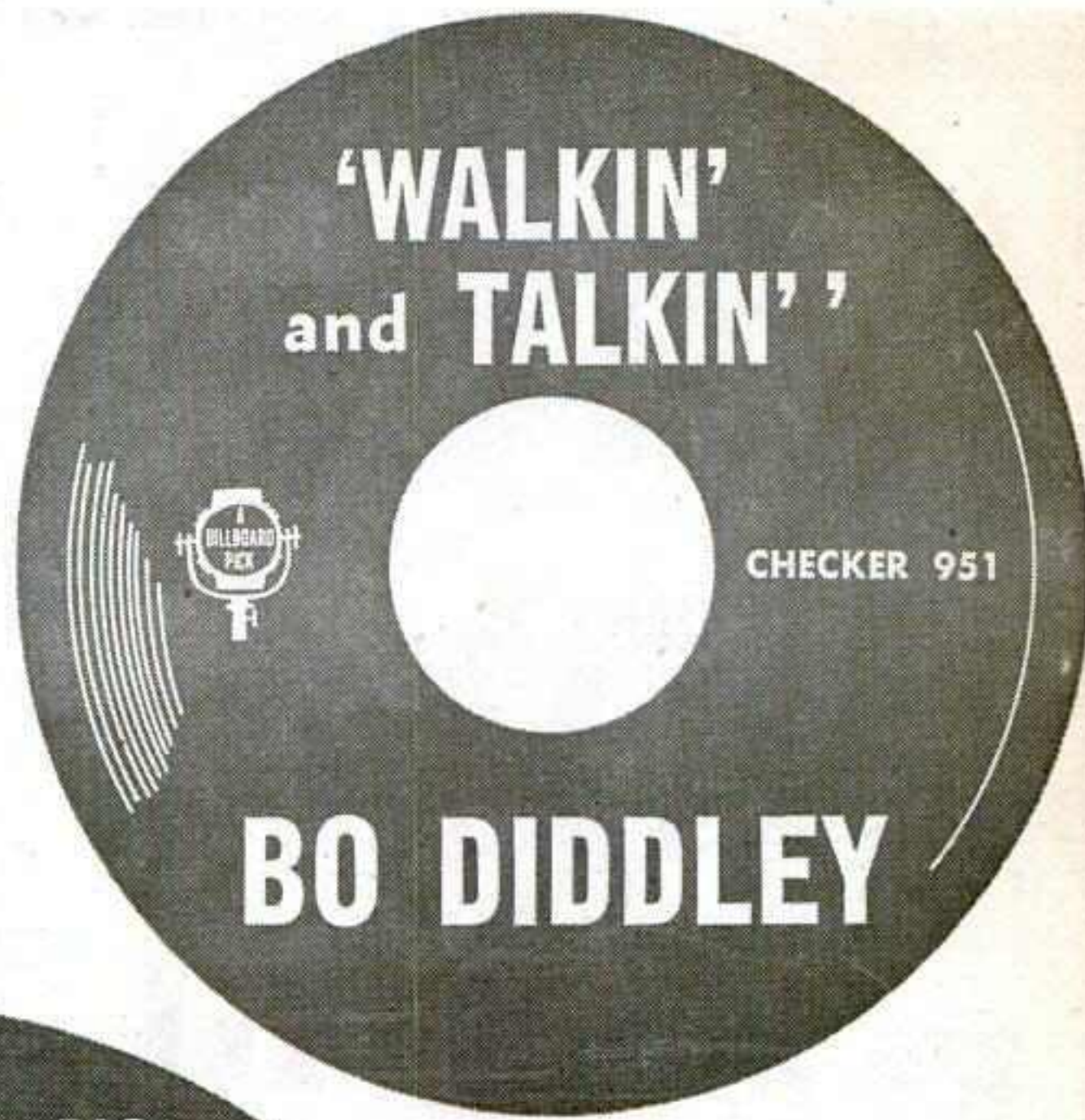
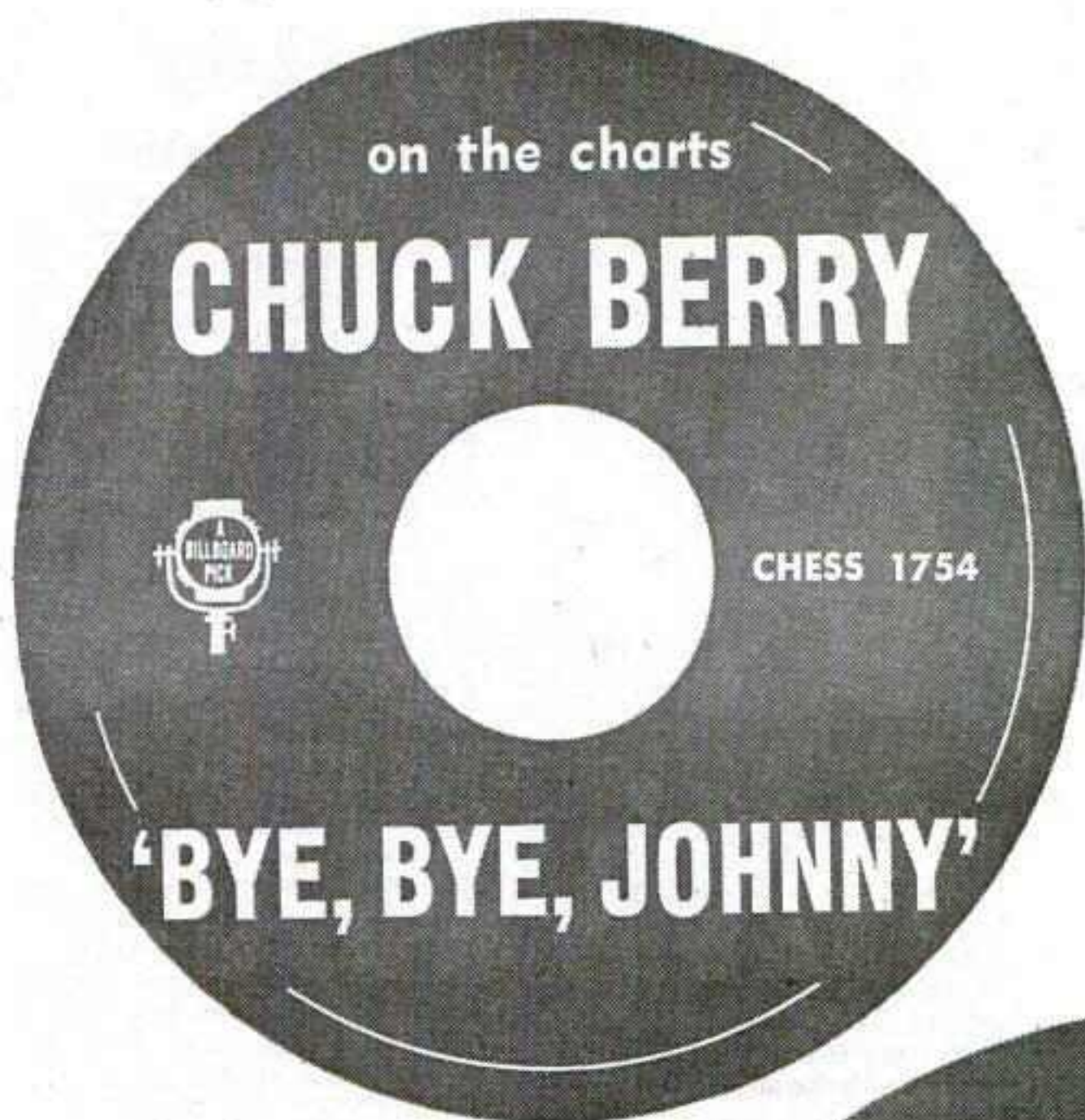
in the Nest of the Lord," with gusto.

A business note is in order here. One day after the telecast, Columbia Records reported exceptional sales action on the already solidly selling nine Mitch Miller Sing Along albums. Bob Rolontz.

HOT 100 ADDS 12

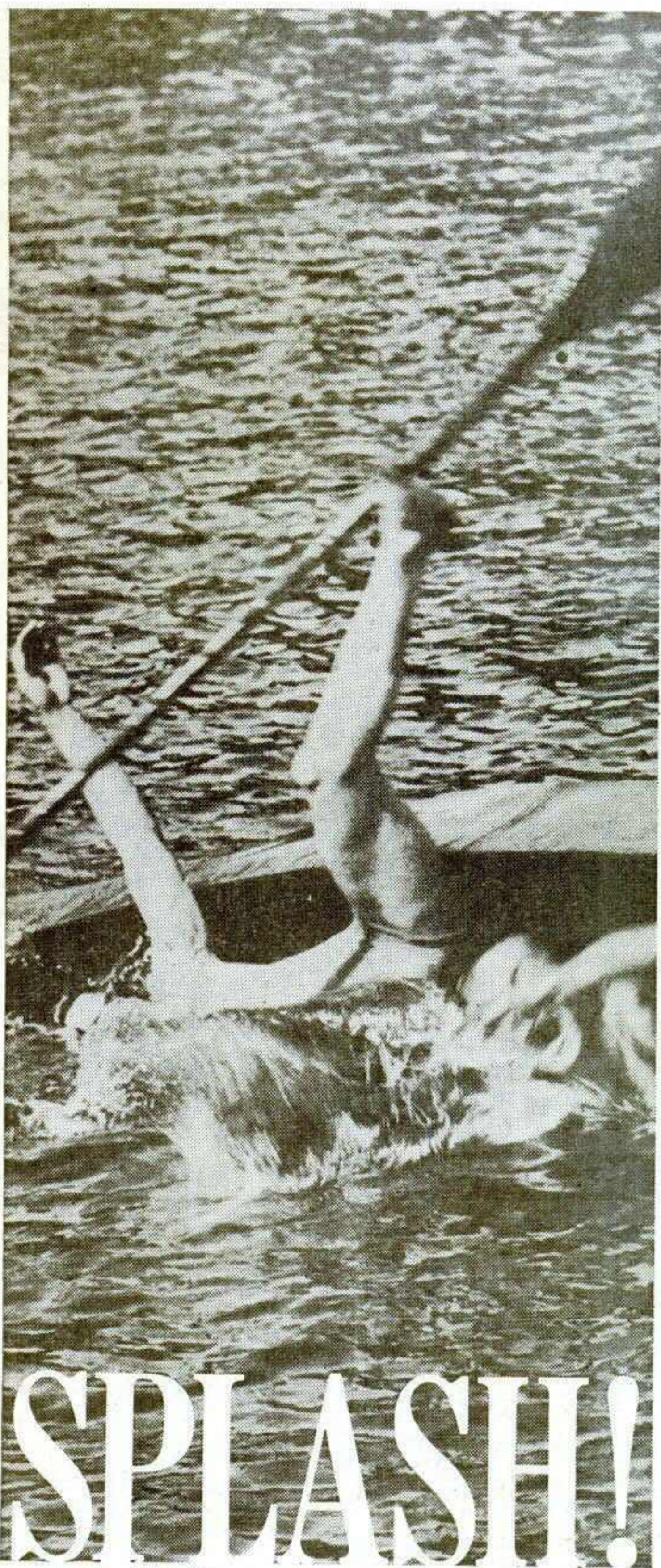
NEW YORK — The "Hot 100" Chart added 12 new sides this week. They are:

76. **I'm Sorry** (Champion, BMI) — Brenda Lee, Decca
81. **Down Yonder** (LaSalle, ASCAP) — Johnny and the Hurricanes, Big-Top
82. **River Stay Away From My Door** (Shapiro-Bernstein, ASCAP) — Frank Sinatra, Capitol
85. **Alley Oop** (Kavelin-Maverick, BMI) — Hollywood Argyles, Lute
86. **Spring Rain** (Enterprise, ASCAP) — Pat Boone, Dot
90. **Heartbreak (It's Hurtin' Me)** (Pamco, BMI) — Little Willie John, King
94. **Alley Oop** (Kavelin-Maverick, BMI) — Dante and the Evergreens, Madison
95. **Comin' Down With Love** (Leeds, ASCAP) — Mel Gibson, Big Top
96. **When Will I Be Loved** (Acuff-Rose, BMI) — Everly Brothers, Cadence
98. **Something Happened** (Spanka, BMI) — Paul Anka, ABC-Paramount
99. **Ain't Gonna Be That Way** (Jobete, BMI) — Marv Johnson, United Artists
100. **Maria** (Schirmer, ASCAP) — Johnny Mathis, Columbia



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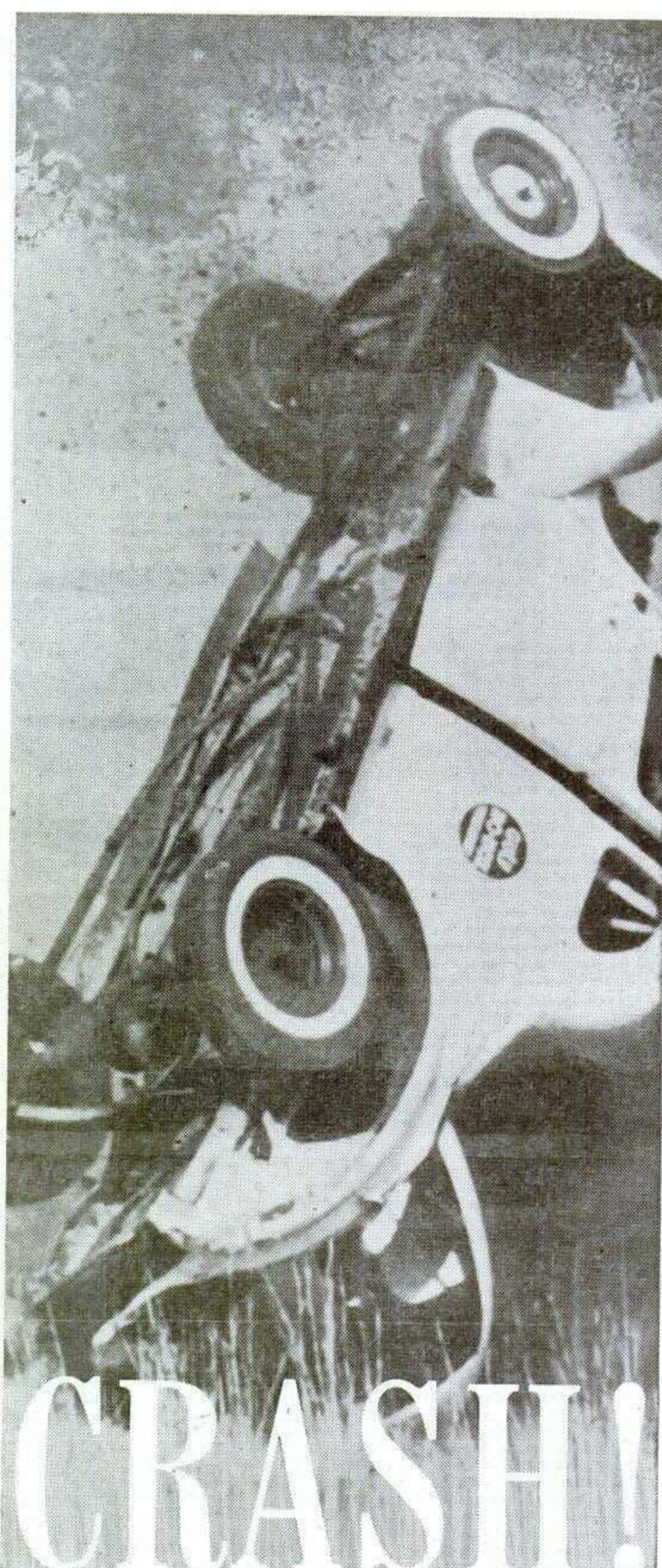
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SPLASH!

The "Battle of Kookamonga" boys in two zany take-offs on current hits—

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A sports car driver racing for cash, meets an untimely end. His last words—

TELL LAURA I LOVE HER
RAY PETERSON 47/61-7745



RCA **RCA VICTOR**
RADIO CORPORATION OF AMERICA



BRITISH Newsnotes:

By DON WEDGE

News Editor, New Musical Express

London belongs to **Sammy Davis, Jr.** The reputation that had preceded him has been lived up to. He is over here for cabaret, but his first appearance was an eight-minute spot in the tough atmosphere of the Royal Variety Performance — and he stole all the notices next morning. He was among the artists subsequently presented to the Queen and her husband, the Duke of Edinburgh, who told him: "I'm coming to hear you on a quiet night." Whether Prince Philip will make it is open to some doubt. There may well be no quiet night.

Davis' contract for the cabaret season was understood to rule out any television appearance, but permission was given for his act to be included in the filmed version of the Royal Show transmitted by ATV May 22. ABC-TV, which has Davis under contract to film a show during his stay, now has scheduled it for a June 11 showing — the day after his London season ends. BBC-TV gets in with the first major showing of a filmed show Sammy did in Australia for a May 28 showing. "Juke Box Jury" was dropped for the purpose of fast scheduling.

Radio Luxembourg, the commercial station beamed at Britain, taped a set of interviews with Davis and he has been under heavy pressure for sessions with other deejays and journalists.

Nat Cole's visit at the end of his Continental tour — his first in six years — was another triumph. His two concerts were absolute sellouts and his appearance in ATV's "Sunday Night at the London Palladium" proved a personal success. **Dave King** was his main guest when he taped a spectacular at ATV's Wood Green studios with a theme based on his recent visits to Paris, Rome and London. In the Royal Performance, he was the only musical artist to come near to Davis' acclaim. (New Musical Express critic **Derek Johnson** note that Cole's spot got more enthusiastic clapping from the royal box than at any other time of the evening.) Cole left promising to come back soon — a statement made by many visiting American stars, but not always kept. He has been away a long time and only received limited exposure on this visit. He would probably be wise to fit in an early return.

Coral here feels that there is still great potential in the late **Buddy Holly's** disks and has issued two more sides, "True Love Ways" and "Moondreams" — both previously unreleased, as a single. Label manager **Tony Hall** has taken the tracks from Volume II of the "Buddy Holly Story" LP's and plans another single coupling of new material before issuing the album. . . . **Johnny and the Hurricanes'** disks will continue to be issued here on British Decca's London label. Their U. S. switch from Warwick to Big Top in no way affects the outlet on this side of the Atlantic. The first release under the new deal is set for June 3, when the coupling will be "Down Yonder" b-w "Sheba."

M-G-M President **Arnold Maxin** has commissioned the label's British manager, **Norman Newell**, to cut more show albums with the **Cyril Ornadel** ork. . . . **Fran Warren** televises in Granada-TV's "The Variety Show" June 21. . . . The **Pee Wee Hunt** hit "Twelfth Street Rag" has been revived on Top Rank by British guitarist **Bert Weedon**. . . . British-born multi-instrumentalist **Victor Feldman** — now a leading jazz musician in America — returns to this country June 14. He will figure in major TV programs and attend the Beaulieu Jazz Festival at the end of July.

BBC-TV has been able to book virtually all the artists associated with winning numbers for its special June 5 program for the presentation of the annual **Ivor Novello Awards** to songwriters. They include the **Ted Heath** ork, **Anne Shelton** and **Russ Conway**. . . . **Eartha Kitt** now opens her Talk-of-the-Town season September 6; her provincial theater tour now follows her eight weeks there. . . . **Les Paul** and **Mary Ford** now play in Italy (opening July 16) before visiting London for ATV dates. . . . The film version of "L'll Abner" has its London premiere at the Plaza June 2.

Among the Decca group's May LP releases was **Pat Boone's** "He Leadeth Me," "The Coasters' Great est Hits," **Andy Williams'** "Lonely Street" and Volume III of **Martin Denny's** "Exotica" — on the London label; the Coral list included "So Much" by **Jackie Wilson**, while on Brunswick were a **Bing Crosby** package, "In a Little Spanish Town," and the **Sammy Davis Jr.** "Sammy Awards."

New Musical Express carried a two-part feature of U. S. impresario **Norm Riley's** reminiscences written by **Keith Goodwin**. . . . In a very frank interview, also with **Goodwin**, **Nat Cole** was asked if rock 'n' roll had had any good effects on the music business. He replied: "So far as I personally can see the only good effect is that it has made a lot of money for a lot of people — record companies, managers and many youngsters who ordinarily wouldn't have got any place. On the other hand, I'm of the opinion that it has given the music business a completely false sense of values, and I don't think this is a particularly good thing."

Pathe-Marconi, EMI's French subsidiary, will present some bills at the Olympia Music Hall, Paris, during the fall, with the first one set for three weeks in September. Artists represented on the label are being invited to take part. . . . **Eddie Fisher** plans to spend most of the summer in London, while his wife, **Elizabeth Taylor**, is filming at the Rank studios. . . . The social side of **Connie Francis'** European visit — to record three LP's and televise in London and film a TV show in Austria — was enlivened by German hit parade star **Peter Kraus**, Britain's current top-seller **Adam Faith**, and visiting American **Freddy Cannon**.

Altho "Robot Man" was the first side of **Connie Francis'** latest release to begin to sell, the coupling "Mama" is now the stronger and this week entered the British top 20 at No. 10. "Robot Man" is placed at No. 20 as a separate entry. . . . **Jim Reeves'** "He'll Have to Go" has made a notable jump to No. 16, and **Freddy Cannon**, who is currently touring Britain, maintains his chart consistency with "The Urge" at No. 19. . . . Sharing 20th place with **Connie Francis'** is "Milord" by **Edith Piaf**. It is very unusual for a Continental artist to be represented in the British charts. It seems as tho there will be more. The Continental smash "Mustapha" is breaking here with the **Bob Azzam** version on British Decca the first to show. . . . The **Four Preps** have had little success here, but their "Got a Girl" is a potential hit. The late **Eddie Cochran's** "Three Steps to Heaven" continues its upward climb and is now at No. 7. There are also indications that another posthumously released recording, **Buddy Holly's** "True Love Ways," is likely for the top frame.

There is great competition on **Paul Evans'** Guaranteed hit, "Happy Go Lucky Me," released here on London. Most companies are involved — EMI with Australian **Frank Ifield** (Columbia),

Best Selling Pop Records in BELGIUM

Week ending May 27, 1960
(Courtesy Juke Box Magazine)

Last This Week Week

- 1 1 MUSTAPHA—Bob Azzam (Barclay)
- 2 2 T'AIMER FOLLEMENT—Dalida (Barclay)
- 5 3 ADAM AND EVE—Paul Anka (ABC-Paramount)
- 4 4 EEN HUTJE OP DE HEIDE—Bobbjeaan (Decca)
- 5 TOM PILLIBI—Jacqueline Boyer (Columbia)
- 11 6 SALADE DE FRUITS—Bourvil (Pathe)
- 10 7 LEILA—Regento Stars (Moonglow)
- 19 8 TOO YOUNG—Bill Forbes (Columbia)
- 9 BLUE, BLANC, BLOND—Marcel Amont (Polydor)
- 10 DIEP IN MIJN HART—Jo Leemans (Philips)
- 17 11 KLEINE LUCIENNE—Conny (Electrola)
- 16 12 KRIMINAL TANGO—Hazy Osterwald (Heliodor)
- 13 RUNNING BEAR—Johnny Preston (Mercury)
- 3 14 MILORD—Edith Piaf (Columbia)
- 9 15 PILOU PILOU HE—Gilbert Becaud (Columbia)
- 18 16 IK BEN BOOS OP DE MAAN—Bobbjeaan (Decca)
- 17 STUCK ON YOU—Elvis Presley (RCA)
- 8 18 OH CAROL—Neil Sedaka (RCA)
- 19 FOREVER—Louis Neefs (Palette)
- 20 SAG WARUM—Camillo (Columbia)

Best Selling Pop Records in HOLLAND

Week ending May 27, 1960
(Courtesy Foon Magazine)

Last This Week Week

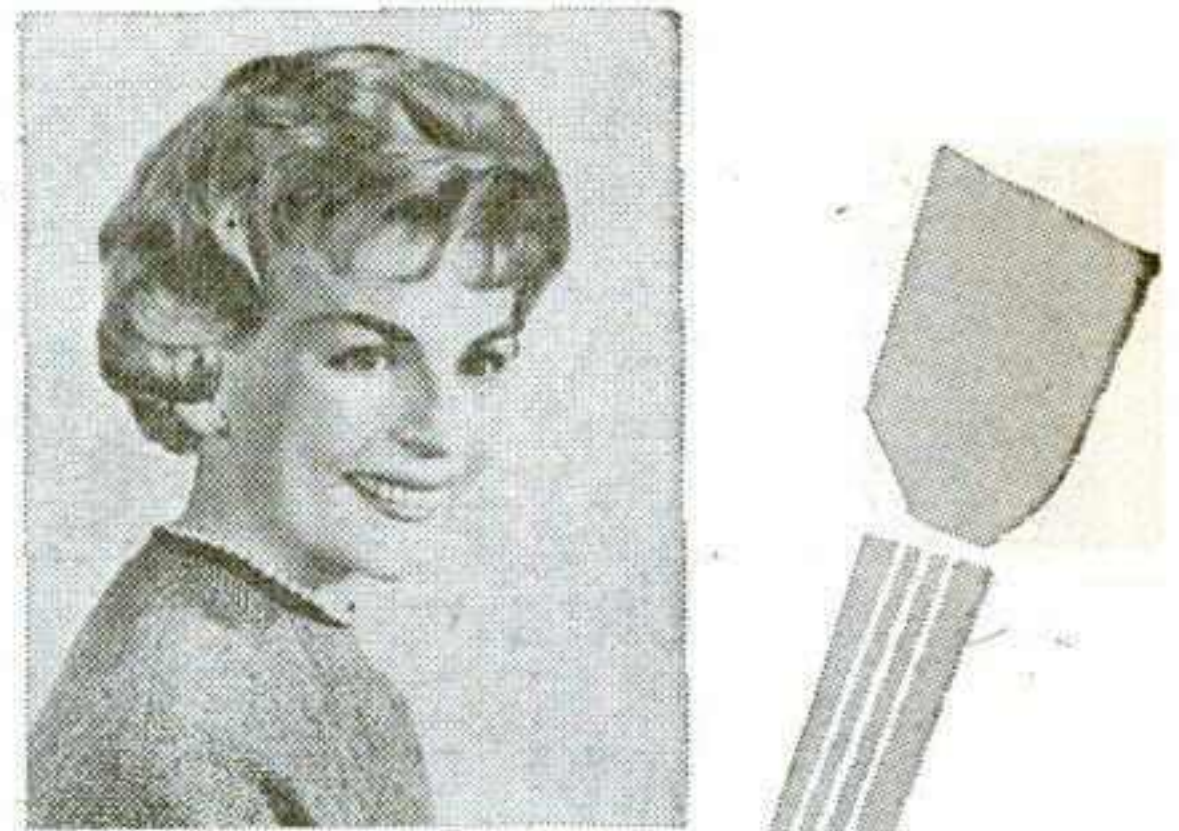
- 1 MILORD—Corrie Brokken (Philips)
- 2 SCHLAFE MEIN PRINZCHEN—Papa Bue's Viking Jazz Band (Storyville)
- 3 CATHY'S CLOWN—Everly Brothers (Warner Bros.)
- 4 CATHY'S CLOWN—Blue Diamonds (Decca)
- 5 BANJO BOY—Jan and Kjeld (CNR)
- 6 KOM VAN DAT AP—Peter en zijn Rockets (Imperial)
- 7 LAILA—Regento Stars (Tivoli)
- 8 JAPIE DE PORTIER—Jackie van Dam (Fontana)
- 9 MILORD—Edith Piaf (Columbia)
- 10 MILORD—Dutch Swing College Band (Philips)
- 11 SEND ME THE PILLOW—Lydia (Imperial)
- 12 FALL IN LOVE WITH YOU—Cliff Richard (Columbia)
- 13 HE'LL HAVE TO GO—Jim Reeves (RCA)
- 14 SILVER THREADS AMONG THE GOLD—Papa Bue's Viking Jazz Band (Storyville)
- 15 MUSTAPHA—Bob Azzam (Barclay)
- 16 BACIARE—Selvera's (CNR)
- 17 BEATNIK FLY—Johnny and the Hurricanes (London)
- 18 STAIRWAY TO HEAVEN—Neil Sedaka (RCA)
- 19 MARINA—Dutch Swing College Band (Philips)
- 20 PRETTY BLUE EYES—Steve Lawrence (Artone)

2 New Labels to Bow

CINCINNATI — Organization of the Vital and Con-Ga diskeries was announced last week, with product scheduled for the rock and roll and rhythm and blues markets. Heading the operation are **Ed Wright**, president, formerly a deejay at WCIN, and **Chuck Harris**, national promotion director.

new discovery **Russ Saintry** (Top Rank), and **Pye** has signed vet comic **George Formby** to carry its chances. . . . **Formby** is also involved, thru the coupling, in the battle for another heavily covered number — the Continental hit "Banjo Boy," which has English lyrics by **Buddy Kaye**. Opposition comes from the **Raindrops** on Oriole and others. . . . **Ifield's** coupling, incidentally, is a revival of "Unchained Melody." . . . Other new releases include the **Platters'** "Ebb Tide" (EMI-Mercury), altho the coupling "Apple Blossom Time" is given precedence. . . . Top Rank has issued a "King Size 45" (a long-play single) by the **Tony Pastor** ork, and **Pye-International** has a **James Darren** EP, "P. S., I Love You."

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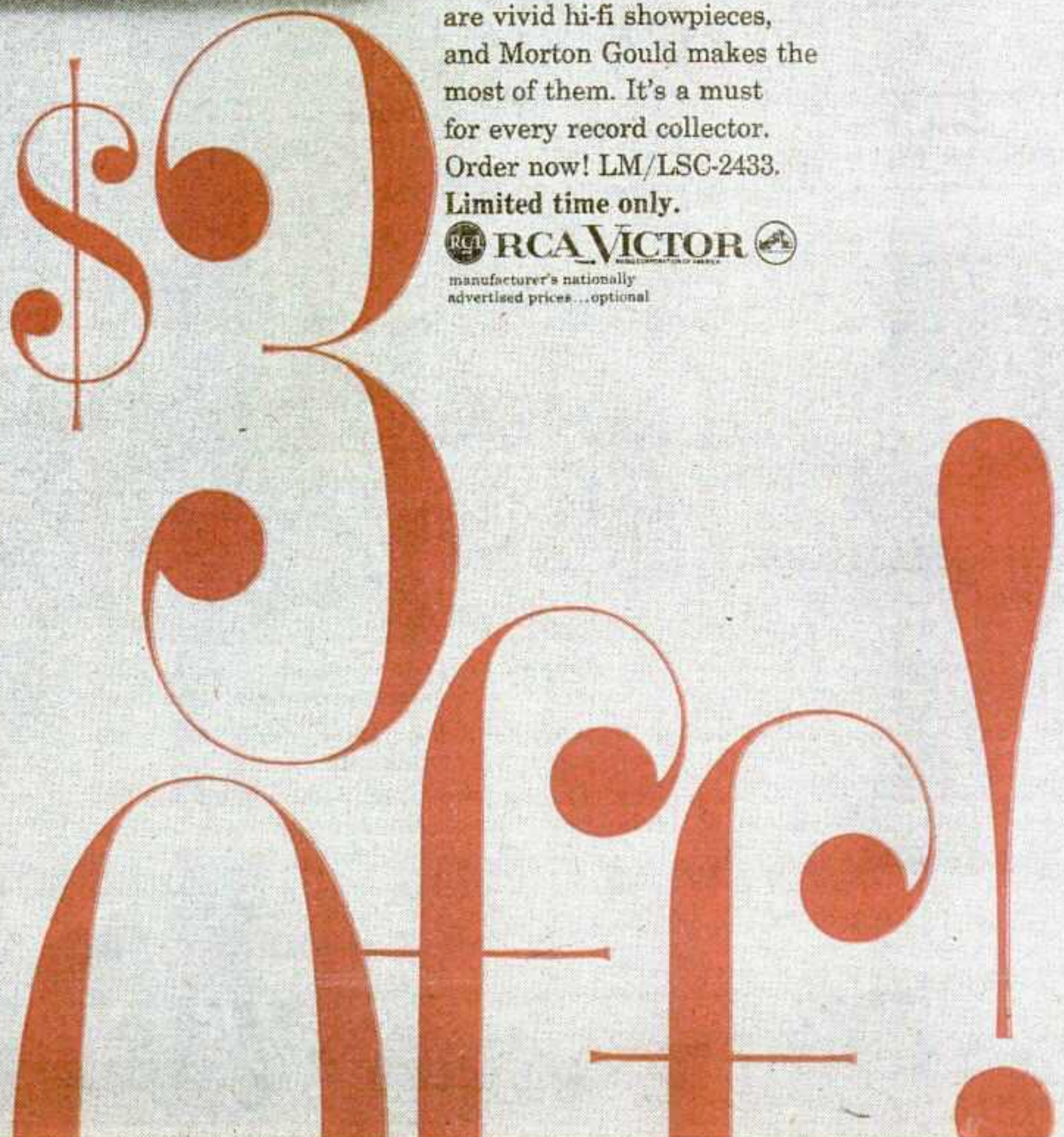
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GERMAN Newsnotes:

By JIMMY JUNGERMANN
 Producer, Bayerischer Rundfunk,
 Munich

Movies seem to make money these days using horror themes. Said **Karl Heinz Busse**, of Munich gramophone shop, "Platten - Busse": "Let's try it with disks." He put a horror department in one of the windows with these highlights—the Warner Bros. spooktacular "Spike Jones in Stereo" and Coral's "Themes from Horror Movies," and, presto, Herr Busse makes money with horror disks. His shop is situated between two cinemas specializing in shockers. . . . Publisher **Johann Michel** sold his song contest winner "Bonne Nuit, Ma Cherie" to Italy, France, England, and Sweden. At the moment he's negotiating with publishers in the States.

Former AFN deejay **Mal Sandock** started his new job as German deejay at the Westdeutcher Rundfunk in Cologne. Besides this he is touring the German towns with his Record Hops, sponsored by Coca-Cola. . . . Ex-GI **Al Hoosman** started a campaign years ago to help the orphans of American-German parents. Al collected plenty of money and has a helpful hand in German radio and press. Now he found a new friend and backer in **Nat King Cole**.

Publisher **Peter Meisel** has just returned from his 12th trip to the States on which he buys American hits for Germany. His Broadway - Kurfurstendamm "bridge" is successful in many ways; among others Peter gave Ivo ("Morgen") Robic the chance to start in the States. . . . The industrial town of Essen ended its jazz season of 1959-'60 with a concert in the mighty Gruga Hall (capacity: 14,000). Guest stars were **George**

Lewis, Muggsy Spanier, Mezz Mezzrow, the Dutch New Orleans Syncopaders and the Danish **Papa Bue's Viking Jazzband**. . . . Radio Bremen has started a monthly feature titled "Jazz — Made in Germany." These German groups played and will play: **Michael Naura Quintet**, the **Siggi Gerhard Swingtet**, the **Bucktown Six**, the **Berlin Jazz Quintet** starring **Helmut Brandt**, the **Horst Geldmacher Quartet**, the **Herman Wilson** combo and a selection of amateur groups.

Bobby Darin's bio plus pic fills a quarter page of the Berlin newspaper "Der Abend." **Walden Robert Cassotto**, **Bobby Darin** to you, is still Berlin's U. S. favorite. His "Mack the Knife" spins night and day in Berlin's juke boxes. . . . **August Seith**, German partner of **Chappell**, is very happy with the LP's he has to handle. Month by month over a period of years, these LP's have continued to sell strongly: "Oklahoma," "My Fair Lady," "Porgy and Bess" and "High Society."

Fini Busch wrote the German lyrics for two U. S. hits — "The Old Lamplighter" (Das alte Marchen) and "Sweet Love" (Mondschein und Liebe). The first is sung here by **Heinz Sagner** on the Polydor label and by the **Ping Pongs** on Decca; the other one is sung by the **Kessler Twins** and **Peter Kraus** on Polydor. . . . The U. S. hit "Oh Valentino" starts in Germany with these disks: **Caterina Valente** on Decca, and **Angelo Durand** on Electrola.

Connie Francis invited **Peter Kraus** for a TV show in the States. Her opinion of Peter: "He's groovy!" . . . American born Franc singer-German actor **Eddie Constantine** has recorded the songs

Best Selling Pop Records in ITALY

Week ending May 27, 1960
 (Courtesy Musica E Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	SCANDALO AL SOLE	Percy Faith (Philips)
8	2	WORDS	Pat Boone (London)
3	3	PERSONALITA	Caterina Valente (Decca)
2	4	MARINA	Rocco Granata (Bluebell)
4	5	MORGEN	Eddie Calvert (Columbia)
6	6	LONELY BLUE BOY	Conway Twitty (M-G-M)
5	7	TILL	Caterina Valente (Decca)
7	8	IT'S TIME TO CRY	Paul Anka (Columbia)
13	9	PICCOLA	Adriano Celentano and Anita Traversi (Jolly)
10	10	KRIMINAL TANGO	Piero Trombetta (Columbia)
11	11	BELIEVE ME	Royal Teens (Capitol)
19	12	STUCK ON YOU	Elvis Presley (RCA)
14	13	ENCHANTED SEA	Islanders (Top Rank)
12	14	WHY	Frankie Avalon (Chancellor)
—	15	PUPPY LOVE	Paul Anka (Columbia)
—	16	TOO MUCH TEQUILA	The Champs (London)
—	17	GIUGGIOLA	Corrado Lojacono (Fontana)
16	18	RUN, BOY, RUN	Sanford Clark (London)
—	19	HELL HAVE TO GO	Jim Reeves (RCA)
—	20	NESSUNO AL MONDO	Peppino Di Capri (Carisch)

B & C Firm Expansion

NEW YORK—B&C Recording, Inc., of Westbury, L. I., has moved to new quarters as the first step in its plant expansion program. New Recording facilities are in operation; additional space has been acquired in adjoining buildings, and a construction campaign is starting, scheduled for completion by midsummer.

from the remake of the old **Eric Pommer** film, "Bomben auf Monte Carlo." **Eddie** plays the same role in the '60 version that **Hans Albers** did back in the early 'thirties.

ITALIAN Newsnotes:

By SAM'L STEINMAN

Italian jazz and hot combos are preparing for the First European Festival of Jazz which will take place July 6 to 14 on the French Riviera at Antibes and Juan-Les-Pins. July 10 will be devoted to a **Sidney Bechet** tribute and U. S. groups will be featured July 11-12 with prizes to be awarded on July 13.

Italian TV appearances of **Pat Boone** and **Nat King Cole** on the "Il Musichiere" program have skyrocketed the sales of their records in Italy. Boone was in Italy for a TV film and came to Rome to appear on program where he sang "Words" and three other numbers, with **Pier Angeli**, his TV co-star, acting as interpreter. Cole, making a concert tour, played to sellout houses everywhere, thanks to the added impetus of his TV shows which have been aired here for some weeks with everything but the singing voice dubbed in Italian. He sang "It's Only a Paper Moon" and "Non Dimenticar."

Performers are not paid for appearances on "Il Musichiere," but they compete in a quiz with their winnings donated to an Italian charity of their choice. It is estimated that they had audiences of 10 million listeners. . . . Same is true of **Perry Como's** London TV shows, thanks to tie-in efforts by RCA-Italiana press office. Latter has also issued an LP of **Teddy Reno** songs titled "Souvenir," the name of the latter's successful weekly TV variety show. Reno sang the winning song at 1959 Naples Festival and second place song at this year's San Remo event while the year before he sang the No. 3 song, an over-all record second only to **Domenico Modugno**. . . . The latter's label, Fonit,

is pushing disks made here by two foreigners, **Carol Danell**, an American, and **Van Wood**, a Dutchman. Latter has recorded "You and Me in the Via Veneto" with his combo of Neapolitan musicians, while former is currently listed with "Vivro Per Sognare" (I Live to Dream).

Another street known to foreign visitors to Rome, "Via Margutta," Rome's Bohemian quarter, is the title of a new film and the song recorded by **Miranda Martino** for RCA Italiana. . . . Success of **Johnny Dorelli** at the recent Italian Song Festival in New York's Carnegie Hall is recognized by CGD in its new Festival of New York single release, which features the winning numbers sung by the American-raised Italian pop singer.

Cetra has opened a new series (LPF-1) with a commemorative record dedicated to **Fred Buscaglione**, whose career was cut short by an auto crash earlier this year. The disk, prepared by **Leo Chiosso**, his lyricist and collaborator, features 22 numbers, including one sung by **Fatima Robbins**, his widow and soloist, and one by **Gino Latilla**. The others all present the voice and the band of **Buscaglione**. . . . Hollywood label is pushing **Victor Somma** as "The Voice of the Empress" because his presence at Rome's Cabala brings out **Princess Saroya**, former empress of Iran. Among others for whom he has sung in this locale are **Princess Margaret** and **Maj. John Eisenhower**, altho the publicity release just says "Eisenhower."

Fonit, better known for pop artists, is out with two LP's by Venetian pianist **Giovanni Dell'Agnola** featuring top Italians, **Clementi**, **Busoni** and **Scarlatti** on one and other great composers for the piano from all lands on the other.

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13. JJ174 Fiesta Waltz
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17. JJ167 Tick Tock Polka
18. JJ166 Just Because Polka
19. JJ157 Zip Zip Polka
20. JJ154 Blue Skirt Waltz
21. JJ152 Memories Waltz
22. JJ148 I'm In Love With You Polka
23. JJ147 Happy Anniversary Waltz
24. JJ145 Wish I Was Single Again Polka
25. JJ216 Our Breakup Polka
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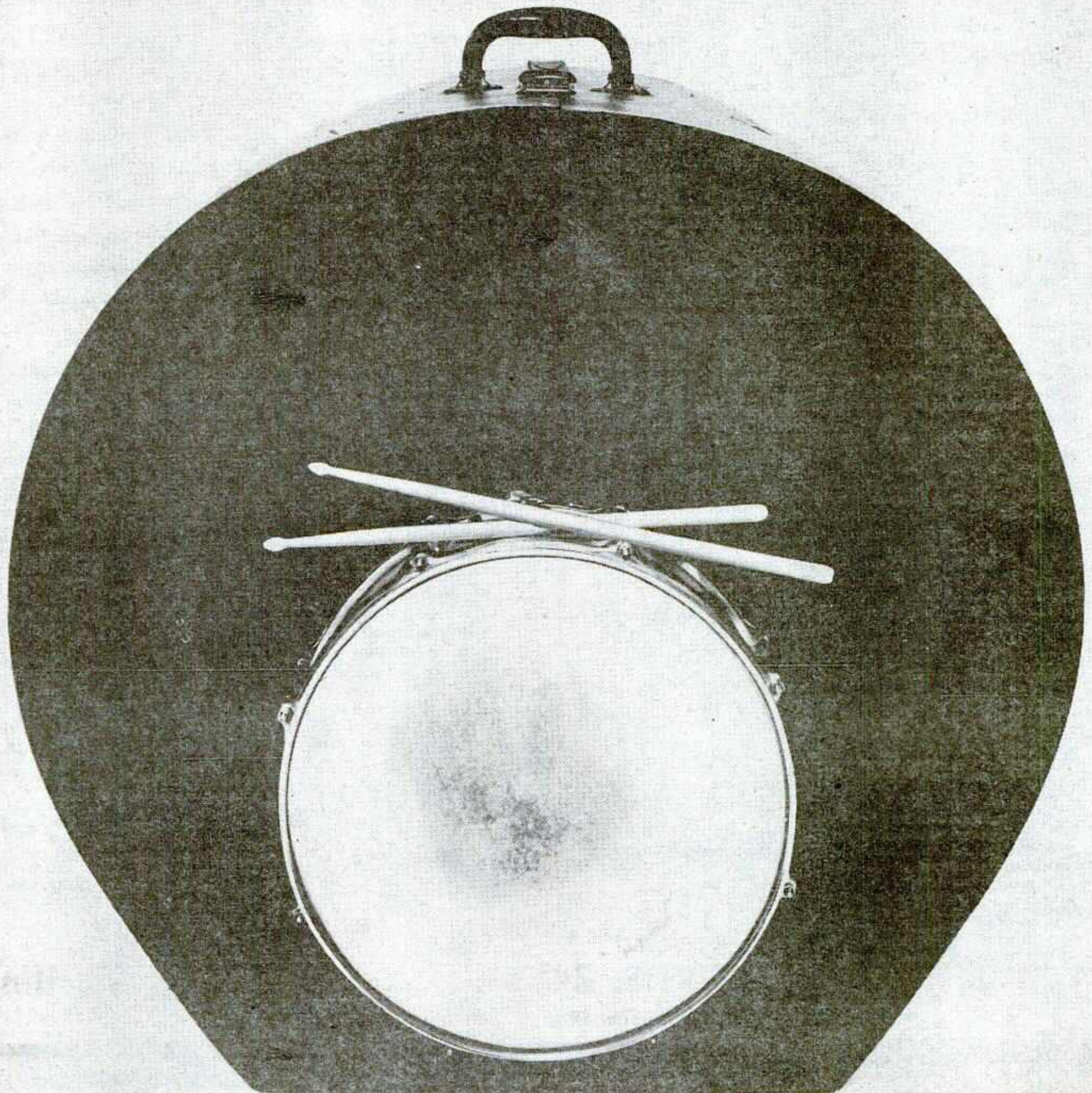
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Restrictions Hamper Electronic Exports

WASHINGTON — Spokesmen for manufacturers of phonographs, radio and TV receivers, and other electronic products, last week told the Department of Commerce that overseas sales were hampered by tariffs and other restrictions imposed by foreign countries.

Complaints by a cross-section of the country's electronic producers and traders were made in an informal conference called by Commerce to get helpful information in the interest of expanding foreign sales of electronic products. The meeting was one of a series, in which the Bureau of Foreign Commerce, and the Business and Defense Services Administration are co-operating as part of the government export trade promotion pro-

BMI AGAIN IN ASOL MEET TIE

NEW YORK — BMI for the fourth consecutive year will join the American Symphony Orchestra League (ASOL) in co-sponsoring a series of musicians' workshops at the annual ASOL convention in St. Louis June 15-18.

Three distinguished American composers who license their performing rights thru BMI will appear. They are 1959 Pulitzer Prize winner Elliott Carter, Ulysses Kay and Vladimir Ussachevsky. Carter and Ussachevsky will speak at the June 17 composers' luncheon, on the subject of Real vs. Reel Music. The three composers will participate in various convention sessions.

gram. Information gathered will be used by U. S. negotiators during forthcoming sessions under the general agreement on tariffs and trade (GATT), when mutual tariff concessions are considered.

The phono and other electronic manufacturers, representing companies which totalled \$400,000,000 in export sales last year, said restrictions against electronic sales were resulting in exclusion of many U. S. products in countries in Latin America, Europe, the Middle and Far East. They said conditions are growing worse, with barriers set up in some cases even the local industry cannot meet the needs of the country.

Among those attending the conference were Tyler Nourse and James D. Secrest, Electronic Industries Association, headquartered in Washington; Charles D. Cushman, for RCA International Division; John A. Miguel Jr., Zenith Radio, and Robert Adams for Packard Bell Electronics, of Los Angeles.

NEW YORK — Cleffer William Martin recently filed suit against BMI, United Artists Records, Gotham Broadcasting Company, Bruce and Robert Morrow, Elliott Loebel and Ed and Rudy Meyerowitz, alleging infringement on the tune, "Babalu's Wedding."

Suit seeks an injunction restraining the defendants from recording, publishing and using the tune in any manner, and seeks damages and impounding of the alleged infringing material.

Complaint charges defendants recorded and used the tune without permission.

Atlantic Puts 4 New LP's on June Agenda

NEW YORK—Atlantic Records is marketing four new albums this week, featuring Ray Charles, Woody Herman, Ornette Coleman and Mabel Mercer. At the same time, the label is extending its May 1-cent stereo campaign (buy one LP, get another for a penny) until June 15.

The new "Ray Charles in Person" LP spotlights a "live" performance at Herndon Stadium, Atlanta, taped by deejay Zenas Sears. The concert was part of a fifth anniversary celebration staged by the jockey's station, WAOK, Atlanta.

The Woody Herman package also features a "live" performance. Tagged "Woody Herman's Big New Herd at the Monterey Jazz Festival," it was recorded by Atlantic's Nesuhi Ertegun at Monterey, Calif., last fall. The album marks Herman's first recording in a year.

The Charles album is available in monaural only. The other three are available in both stereo and monaural, and will be included in the 1-cent stereo plan. Atlantic proxy Ahmet Ertegun reports that stereo album sales resulting from the new plan "have passed 200,000."

Stuart to Exit Contemporary

NEW YORK — David Stuart exits Contemporary Records, headquartered on the West Coast, June 1 after an association of seven years.

Stuart, who has been in the jazz field 25 years, opened the first new and rare jazz record shop, the Jazz Man, in Hollywood, in

SOLON COOL TO FCC 'COMPLAINT' OFFICE REQUEST

WASHINGTON — Chairman Frederick W. Ford, of the Federal Communications Commission, has asked the Senate Appropriation Subcommittee for a \$300,000 fund to set up a "Complaint and Compliance" office to become effective June 10.

The proposed body would maintain a continuing audit of station compliance to sponsorship identification commensurate with the controversial Section 317 and all other Commission rules, and would monitor programming, maintain a field force to investigate instances of payola and any other complaints resulting from the FCC questionnaire, the public, congressmen, or the Federal Trade Commission.

In response to the Ford request, Sen. Warren G. Magnuson, chairman of the Senate Committee said that the proposal was "controversial" and likely to duplicate the FTC's work and liable to be regarded as censorship in some quarters.

In answer, Ford said that his division would not duplicate the FTC's work, for it needed to go into much greater detail. He also added that the monitoring would not be censorship, because it would not be programming per se, but only a check for obscenity and compliance with Section 317.

the late 1930's, and in 1941 he formed the Jazz Man label to record Lu Watter's Yerba Buena Jazz Band. In 1942 he recorded Bunk Johnson's first records.

Van Waxes Schumann

NEW YORK — Van Cliburn's third RCA Victor classical recording will be released this week by the company's Red Seal Division. It is the Schumann Piano Concerto, a recitalist's warhorse, and features Fritz Reiner and the Chicago Symphony along with the young pianist.

The new recording will be heralded with much promotional display thruout the summer, with a full-page ad in The New York Times among other newspapers and spot announcements on FM and good music radio.

The brilliant young pianist left this country for a two-week concert tour of the Soviet Union this past week (25) under the aegis of Sol Hurok. He is slated for appearances in Kiev, Leningrad, Thilisi, Yerevan and Baku with a final performance in the Moscow Sports Palace July 2.

Davis Decca Exit Reported

LONDON — Sammy Davis is not renewing his recording contract with American Decca. It is understood here that his deal with the label expired in April.

He is switching to Frank Sinatra's independent recording setup, Essex, and has in fact cut two sides for the new firm. Both were songs from "Ocean's 11," the film he made earlier in the year with Sinatra, Dean Martin and Peter Lawford, in Las Vegas.

Davis said he thought his future records would be issued either on Capitol or Dot, probably the former.

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4 June LP's By Everest

NEW YORK — Everest Record is releasing four albums for June, three in the pop category and one in the classical field.

Leading the pop entries is Walter Brennan's "A World of Miracles," followed by Gloria Lynne singing on "Try a Little Tenderness" and "Dancing on the Riviera" with Bob Azzum's orchestra. The lone classical selection is by Jorge Bolet, the pianist from "Song Without End," playing the music of Franz Liszt. He is accompanied by the Symphony of the Air, Robert Irving conducting.

'Finian' Revival Waxed by Victor

NEW YORK — RCA Victor has cut the original cast album of the musical revival, "Finian's Rainbow," according to Bob Yorke, division vice-president, commercial records creation department.

This is the first original cast album of the musical available in stereo. The musica, which drew critical kudos, stars Jeannie Carson, Howard Morris, Biff McGuire, Carol Brice, Sorrell Booke and Bobby Howes. Bob Ballard, assisted by Marty Gold, handled the a.&r. chores. Package is scheduled for dealers shortly.

GOOD START FOR NAT'L CULTURE CENTER DRIVE

WASHINGTON — The Capital's performing arts kick-off for a national fund-raising campaign for the U. S. National Cultural Center was judged a show-stopper, last week, with more than 700 of the elite jamming the Statler Hotel for dinner and the performances.

Talent serving to boost a national showcase for performing arts in America included the National Symphony Orchestra, directed by Howard Mitchell, courtesy of the Music Performance Trust Fund; Jose Greco, the Spanish dancer; Eleanor Steber, Metropolitan opera soprano; Jaime Laredo, young Bolivian violinist, and Jerome Hines, also of the Met.

Talks were given by Sen. J. W. Fulbright and Rep. Frank Thompson, the two legislators credited with getting passage of legislation to create the National Cultural Center. Also speaking briefly were Secretary of Health, Education and Welfare, Arthur S. Fleming, chairman of the Center's board of trustees; L. Corrin Strong, executive vice-chairman, and Robert W. Dowling, chairman of the advisory committee on the arts.

The reason for world-wide interest in the proposed center was made evident by a showing by Edward Durell Stone, the architect, of his plans for a building to contain an opera house, symphony hall, theater and two auditoriums, all under one roof. The architect's concept has aroused considerable, and controversial comment among the world's architects, as well as American builders, as would be expected.

NEW YORK — New diskery has been organized under the guidance of Alex Bard, one-time head of RCA Victor's International department, and LeRoy Loubriel, export distributor of London Records and other labels. Tagged Extra Record Company, the label has started to function with the release of 12 albums and 15 singles, all in the Latin and International field. Singles are available both in 45 and 78 r.p.m.

Extra's product includes performances by singers Carlos Gardel, Daniel Santos and Libertad Lamarque, and orchestras such as Casino de la Playa and Rafael Munoz. Monthly releases are planned.

NIGHT CLUB REVIEWS

La Morgan in Nitery Stint

In one sudden unexpected blast, Elvis Presley invades the polished decor of the Hotel Plaza Persian Room in the current show there. The brief recorded splurge of "Hound Dog" is all part of lovely Jane Morgan's ultra smart, neatly prepared act. The platinum blonde thrush is in for a six-week stay.

The Presley bit, which includes in the next moment a fast reprise on "Purple People Eater," is part of Miss Morgan's running saga of the Academy Award winning songs over the years. She spots the rock and rollers to give her a chance to move in with "And this is how the movie songs answered rock and roll that year." It's well planned, embraces a flock of great standards and is smoothly thrashed.

In eye-catching and colorful evening cape, the gal opens with a cute salute to "Local 802," as the big ork complement moves onstage one by one to join in. The act is built on a series of sub-acts, one of which is the Academy Awards series. Another is a musical tour of the world with songs from Italy, France and other areas which meet with equal audience approval. A highlight seg called "There's Always Got to Be a Girl and Boy," finds her in a flock of tunes with an attractive male partner, all with a "couple" angle, such as Norworth and Bayes in "Shine On, Harvest Moon," Irene and Vernon Castle, Fred Astaire and Ginger Rogers, and others in the famous tunes associated with them.

As a wind-up, la Morgan sheds her wrap, returns in a clinging gown, and belts out a pounding rhythm number, "What Does It Take?" It's a powerful get-off that would surprise disk buyers used to her usual warm and sultry ballad approach. The gal has class in every respect in this fine stint and in case he hasn't thought of it, disk man Dave Kapp, who makes Miss Morgan's records, should consider a "Jane at the Persian Room" album approach.

Ren Grevatt.

Gateway Group Adept, Versatile

The Gateway Singers, who have turned out a couple of attractive LP's for Warner Bros., are more than just another folk-singing quartet. In their current nitery appearance at Art D' Lugo's Village Gate, the three men and a girl prove versatile in the varying types of songs they can handle, while their wit and good spirit are also important plus factors. They win over the audience immediately, for they prove quickly that they are not only an outstanding singing group, but can do top-notch instrumental work on guitar, banjo and bass. Audience's rapport is obtained quickly and easily when they toss around some good-natured joshing and occasional sight gags, such as jostling for position before the mike.

They are adept with all types of folk ballads, from spirituals and sea chanteys to cowboy songs, calypsos, novelties and Spanish stanzas. As come to be almost standard with such groups, one of their numbers comes forth with funny introductions, these being of the egghead variety and usually quite effective. The group should be as good a concert attraction as they are a club act.

Also on the bill is a young attractive Israeli lass named Ruthie Ben-Zvi, who is a perfect guest attraction for a network TV variety show. She's said to be the best drummer in Israel, and to have won numerous international awards. What she does with a jar covered with goatskin is nearly unbelievable. Ed Sullivan, take note.

Sam Chase

English Horror Pic Tune Stirs Singles Recording

HOLLYWOOD — Hollywood's disk front was astir last week as the result of a tune from a "horror" film. American-International "Circus of Horrors" pic contains an oft-

repeated ditty, "Look for a Star," warbled by a Gary Mills. After its first week's run, disk dealers reported to distributors that teen-agers were flocking in seeking a recording of the tune. Distributors in turn conveyed the info to the various labels. Mills is not seen on the screen but gets screen credit for his sound track voice.

In a singles-hungry market, four labels rushed out versions of "Star" in the hope of cashing in on the reported demand, and a fifth one buttoning up the original sound track. Diskeries are still not sure whether all this excitement is the result of a unique hype or an even more unique hit.

Lew Chudd is currently deep in negotiations for the original sound track to be issued on his Imperial label. Deal has been delayed pending clearances which have become unusually entangled by the fact that the film was produced in England. (Rank label has the Garry Mills original version of the song in England).

Imperial released a single featuring a Garry Miles, an artist whose name is coincidental with the vocalist who voices the sound track's version or was so named for the sales snaring similarity to the film's single. Dore features Dean Hawley. Label is credited with taking a portable tape ma-

(Continued on page 36)

A HIT!

TAKE THIS HAMMER


Arranged and conducted by **STAN APPLEBAUM** AND

NOBODY UNDERSTANDS ME

Arranged and conducted by **STAN APPLEBAUM**

LONNIE DONEGAN

2063



ATLANTIC
RECORDING CORPORATION
157 WEST 57 STREET, NEW YORK 19, N. Y.

JIMMY REED'S

on the HOT 100 again!

veejay 347

'FOUND LOVE'



1449 SO. MICHIGAN AVENUE
CHICAGO 5, ILLINOIS

“WILL FLY AWAY”

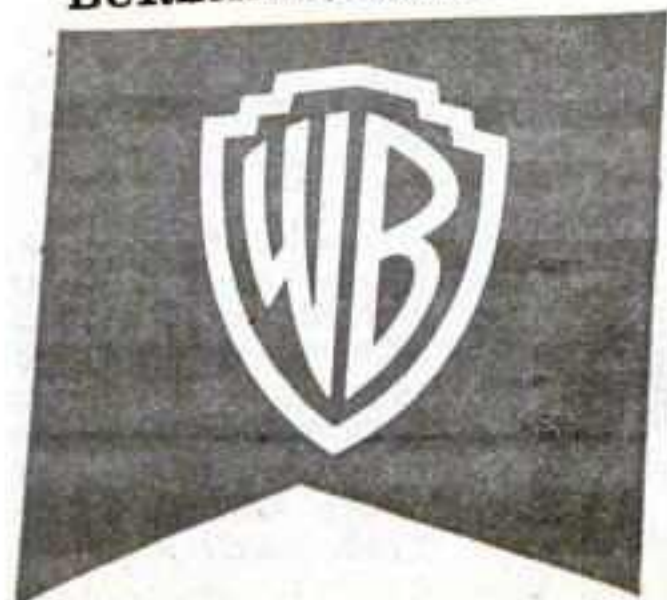


LONNIE SATTIN

5158

WRITE, WIRE, PHONE, ORDER FROM YOUR NEAREST DISTRIBUTOR

the first name in sound
**WARNER BROS.
RECORDS**
BURBANK, CALIFORNIA



Cut Out Deals, Distrib Urging

Continued from page 4

up if distributor organizations are to continue:

"1. An immediate reduction in price of records to the point where discounts are not feasible. 2. Immediate discontinuance of special 'discount and deal' programs by the manufacturer. (Adoption of point 1. would almost inevitably

help in making effective point 2.) 3. Immediate discontinuance of direct selling by the manufacturer to rack-jobbers, one-stops, chain stores or anyone not formally or officially recognized as a distributor."

In line with point 3, Adams said he was excluding record clubs because "there is some merit to the argument that these functions broaden the base of demand enough to off-set their disadvantages insofar as the dealer and distributor are concerned."

The exec said he had received "just this week" an offer from a manufacturer to buy 1,000 of an album — "and it's a very good album" — and receive 300 free. When this happens, he opined, "those of us sitting in the small marketing areas have to know that we're fighting something bigger than we."

Summing up, Adams commented: "So long as the margin to play with remains in the price structure of phonograph records, we see no way for the (small market) distributor to remain in business."

The Adams letter was sent in response to a mail survey made by Columbia's Gallagher asking distributors if they could "recommend a program of immediate collective action that would assure a sound future for Columbia and its distributors." In his letter to Gallagher and the seven other labels, Adams asked in turn for "some expression from you (the diskeries) as to what we can expect in the way of future policy and co-operation to eliminate some of these problems."

Another Solution

S. William Davis, of the Davis Sales Company, also wrote record manufacturers last week to discuss the problems of transshipping and the distributors' plight. However, Davis suggested a different solution, via stepped-up merchandising and promotion efforts (involving rack outlets, consumers, dealers and juke boxes) on the part of the distributor.

He opined: "It would be unwise for any manufacturer to consider selling directly to one-stops and rack jobbers without first expending every effort to shake his distributor out of his 'Rip Van Winkle' existence. For only he can fully exploit your new product and new merchandising plan effectively. One record distributor functioning at full capacity is all any rec-

Magnuson Cool

Continued from page 2

has to go into greater detail to do a job properly. Proposed monitoring would not be censorship, Ford added, because it would not be of programming per se, but only checking for obscenity and compliance with Section 317.

In cases where serious violations are uncovered, field hearings would be held, which would be open to the public. At this point, Senator Magnuson said that a "town hall" would be needed to hold the public if they were complaining about programming.

In pressing for the needed \$300,000 to set up the new division, the FCC head said his commission was not on top of the payola situation because it "didn't know it was going on." Senator Magnuson replied: "That is the understatement of the year."

Sen. Gordon Allott wondered if FCC really had justification in asking for money to do further checking. George Turner, chief of field engineering at FCC, said there is a "definite history of carelessness" in log keeping and in other areas such as instrument checking. He cited one case in which a deejay played one record over and over, but announced different titles. To this Allott replied: "The music goes 'round and 'round.'" Most of the mistakes in log keeping were made on small, technical points, however.

On the question of a probe of ratings, Chairman Ford said he and the Commission had conferred with FTC, but no active project is under way.

Senator Magnuson told the commissioners present that he felt a group of experienced probers could do a good job along the lines desired by FCC. Group he referred to is an association of some 250 former special agents of the Federal Bureau of Investigation and the Secret Service. Some industries have used the agents, Magnuson said, and have been pleased with their performances.

Magnuson said it would be necessary to talk further with FCC before the appropriations group could decide whether or not to grant the funds.

ord manufacturer needs to sell his product in each area."

In line with this, Davis said he has hired Don Thorn, formerly with Mercury, as sales manager to help activate the firm's big merchandising push. Davis said he hopes to "compete with as well as selling to one-stops and rack jobbers," by creating and servicing complete record departments in supermarkets and chain outlets; gearing local and national promotions "to the consumer who will motivate the dealer to sell more records at a lower profit margin," and servicing the juke box operator "directly once again," thereby getting exposure for singles.

"We firmly believe," said Davis, "that a distributor operating one-stops to control an area is not the answer to his problem. Let him sell the operator direct, and service the small dealer, and the one-stops will disappear as a threat to the industry. Transshipping would also be minimized and eventually disappear."

Davis launched an important part of his merchandising program this month, via a deal whereby dealers are offered a bonus-LP plan on a 100 per cent guarantee-return (freight prepaid) basis. Davis will supply a group of his hottest and current album releases on the following monthly basis: 50 assorted LP's plus four free LP's (not more than four LP's of one title); 30 assorted LP's plus two free LP's, (not more than three LP's of one title); 20 assorted LP's, plus one free LP (not more than two LP's of one title); 10 assorted LP's — no free LP's (not more than one LP of one title).

Local Dealer

Continued from page 3

We just tell our salespeople to check thru all the LP's and pull these cards out. We throw them away, that's all. Some of us felt that unless this practice comes to a stop, we will just have to stop carrying the lines that do it. This sort of thing really bugs us."

Another thing, according to Bondy, that is causing much concern is the use by big dealers of loss leader records. "For instance," Bondy explains, "Alexander's sells the Presley LP for \$1.89. With all these spot lures on price, people don't know what a legitimate price is and they will not buy at all because they think that the record they want may suddenly go on a terrific sale the next day or the next week. It's like chaos for us."

Bondy had kind words for the co-op buying operation now in existence in nearby Newark, known as Dealers in Sound, Inc. (DISC). He said that many dealers in the five boroughs of New York and in Nassau County were interested in joining.

The local association will meet with people from the Philadelphia group and other Eastern dealer groups to discuss mutual problems, Bondy noted, prior to the national SORD convention in Chicago. Also, a year-end meeting is being planned for ARD early in June, to be held at the Henry Hudson Hotel.

Miami to Get

Continued from page 3

company vaults that are expected to create a lot of noise in the jazz world. It is reported that the firm is readying a considerable line of newly designed dealer point of sale aids, as well as new album cover designs and new advertising and promotion plans.

Columbia will also tell about its new FM radio advertising campaign, which is due to start this fall as a result of a national dealer survey recently taken by the firm. In this dealer survey Columbia asked what type of advertising would help most to bring customers to their store and the majority of dealers replying named FM radio as their first choice. Columbia will spend a lot of ad loot in local FM radio, some in local newspaper advertising and will probably considerably reduce co-op advertising plans between distributors and dealers.

There will be a grand banquet at the Columbia convention again this summer, too, and the sales department, it is believed, will once again put on its own special skit with a sales moral. With business at Columbia Records so far this year ahead of last, which incidentally was its greatest year ever, it is probable that the 1960 Columbia sales convention will be one of the most cheerful ever held.

More Work

Continued from page 3

of George Wein and his associates, Ed Sarkesian and Al Grossman. The New York festival is under the direction of George Simon. Wein will, however, be involved in an advisory capacity with the Philadelphia show.

The hottest jazz acts in the country will be appearing at some or all of the various Eastern festivals. Studebaker - Packard will lean heavily on advice from the Columbia Records jazz a.&r. staffers as to what tapes to use and whose tapes to use on their special jazz recording.

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

Cap's \$220,000

Continued from page 3

Willson has written music and lyrics for "Molly Brown." Richard Morris, TV's "Loretta Young Show" author, penned the "Molly" book. Schary will direct the show in addition to serving as co-producer. Tammy Grimes, recently featured in the NBC-TV "Four for Tonight" and "Hollywood Sings" musicals, was cast in the title role. She portrays the chambermaid who became the Queen of Colorado society during the silver strike era of the 1870's. Harve Presnell, a former Roger Wagner Chorale soloist, was assigned the male lead.

Since its success with "The Music Man," Capitol has moved into the Broadway musical arena as a more aggressive contender. During the past year it has been slugging it out with Columbia and RCA Victor in bidding for new properties. Last December Capitol released its original cast package of "Fiorello," a production which won the Pulitzer Prize, the Drama Critics Circle Award and was thrice blessed in the "Tony" Awards. Earlier this year Capitol issued the original cast cutting of off-Broadway's "Little Mary Sunshine."

Fact that Capitol is putting its own chips on "Molly Brown" indicates the label is ready to bid for Broadway plums on a level with Columbia and RCA Victor who have been bankrolling shows to secure their disk rights. Altho this is not the first time Capitol has put money into a Broadway show — a decade ago it had a small piece of Phil Silvers' ill-fated "Flahooly" which reappeared after successful doctoring as the more rewarding "Top Banana" musical — but it does mark the first time the label has made a serious investment in a Broadway venture.

'Freedomland'

Continued from page 4

and an album of music from the flick "The Sand Castle." There are jazz sets with Duke Ellington and Mose Allison.

Classical albums feature "The Choir of the Church of St. Dominic in Catholic Hymns," an Andre Kostelanez set, an album joining Maurice Gendron and Philippe Entremont, and an album of Prokofiev compositions. There is also new "Adventures in Sound" set featuring Marino Marini.

PROTECT YOUR FUTURE

Self-operating taxpayer easy to manage in the heart of Philadelphia. Triple A tenants such as Montgomery Ward and Freeman Shelton. Long net leases. Gross rental, \$47,600. Net in-pocket income, \$13,000 per year, almost completely income tax free. In addition, \$260,000 mortgage will be amortized in 15 years. \$135,000 cash required. Excellent for investors seeking tax-free income or seeking to form corporations which will avoid personal holding corporation classification. Contact

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RECORDING STUDIO

& Record Processing & Pressing
from your tape or master.
Record Broadcast Corp.
P.O. Box 278, San Marcos, Calif.

MY TANI
(Pronounced "Tahnee")
THE BROTHERS FOUR
Columbia

WHEN YOU WISH UPON A STAR
DION & THE BELMONTS
Laurie

INDIANA WALTZ
JACK SCOTT
Carlton

I'M CONFESSIN'
THE CLOVERS
UA

OBJECT OF MY AFFECTION
RANDY PAIGE
RCA Victor

HONESTLY
SI ZENTNER
Libertor

BOURNE, INC.
(ABC MUSIC CORP.)
136 West 52nd St., New York, N. Y.

Billboard Spotlight Pick!

THEME
FROM THE
APARTMENT

Ferrante and Teicher
with orch. and chorus
United Artists 231
MILLS MUSIC, INC.

A TOP HIT ON BOTH SIDES!
JEANNE BLACK
"HE'LL HAVE TO STAY"
and JEANNE and JANIE
"UNDER YOUR SPELL
AGAIN" Cap. 4368

CENTRAL SONGS, INC.
6308 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-9347

COMING SOON!
2 Great Names Together Again!
NAT (King) COLE
with **STAN KENTON**

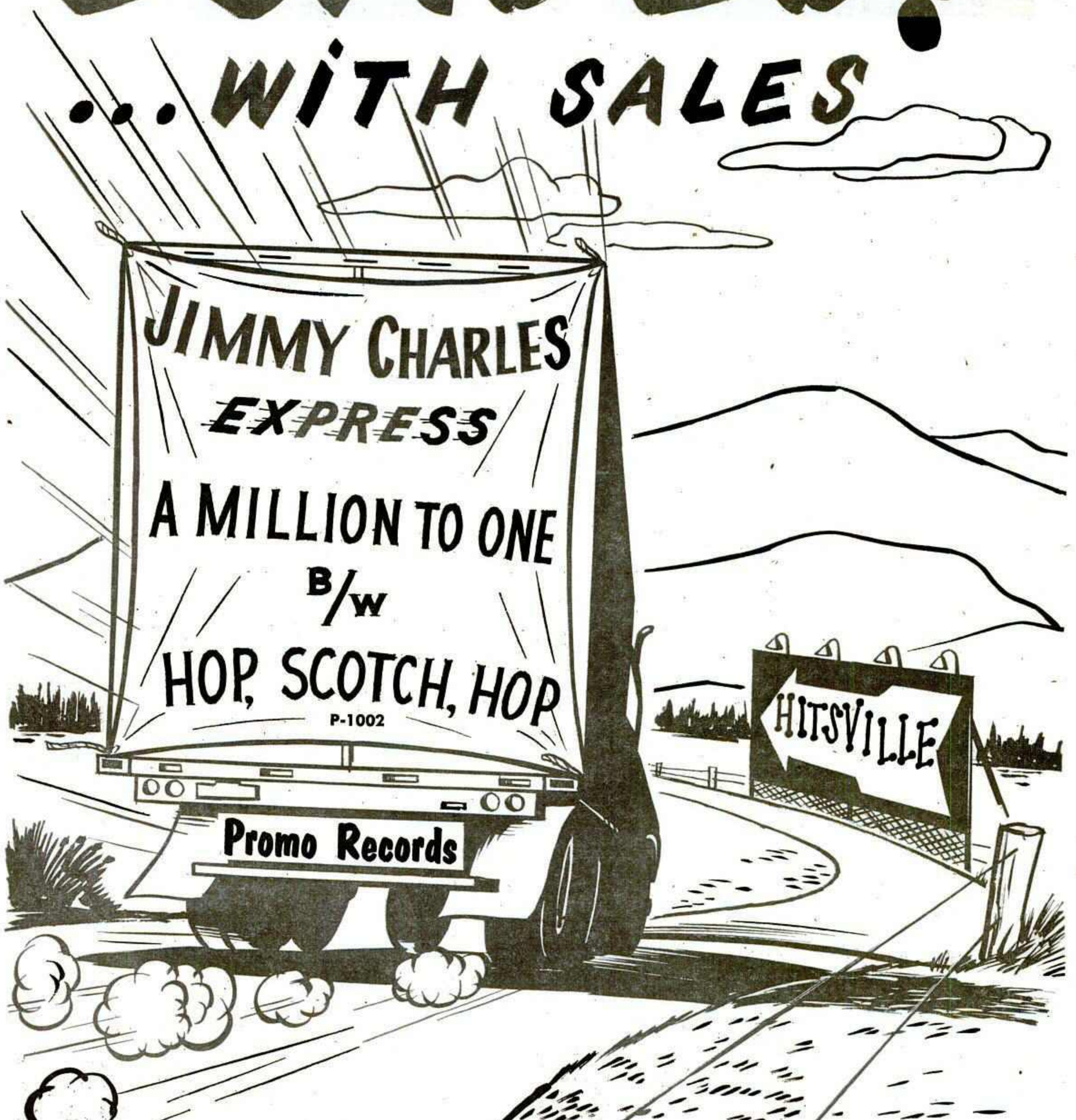
ROOSEVELT MUSIC (BMI)
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The trade magazines agree—
IT'S A HIT!
A Terrific Song!
A Terrific Artist!

"CITY LIGHTS"
Debbie Reynolds
DOT-16071
Published by
TNT MUSIC, Inc.—BMI
1422 W. Poplar St., San Antonio, Texas

LOADED!

... WITH SALES



ADDIT RECORDING CORP. 1107 Broadway, New York 10, N.Y. AL. 5-2448

THE HIT:

LOOK FOR a STAR



As Featured in the American International Film "CIRCUS of HORRORS"

#55261

GARRY MILES

HITTING THE CHARTS

"RUNAROUND"	The Fleetwoods <small>Dolton is distributed in Canada by Quality Record Distributors, Toronto</small>	DOLTON #22
"THREE STEPS TO HEAVEN"	Eddie Cochran	 #55242
"NATIONAL CITY"	Joiner, Arkansas Junior High School Band	 #55244
"ONE LAST KISS"	Bobby Vee	 #55251
"BORN TO BE WITH YOU"	The Echoes	DOLTON #18

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

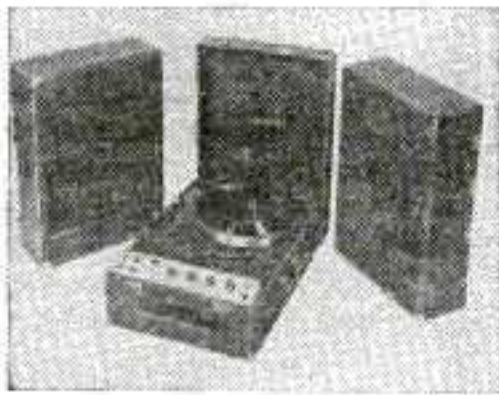


NEW AUDIO PRODUCTS

25 to 100 R.P.M. Turntable

Near - complete turntable control is the outstanding feature of the Rek-O-Kut Rhythmmaster, which allows the user a variety of speeds from 25 to 100 revolutions per minute. The unit is uniquely adapted to education and therapy in that the rhythm of a dance or calisthenic, or the pitch and tempo of a musical performance, can be altered without stopping the turntable.

The three - piece sound system, which can be used out-of-doors as well as in, consists of the turntable and two portable speakers. Besides its obvious listening advantages, the Rhythmmaster



can be used as a public address system merely by plugging a microphone into the 20-watt amplifier. The mike can be used while the records and instructions can be given while groups are dancing or exercising to the music. Retail price of the unit is \$349.95.

Stop, Look and Speak

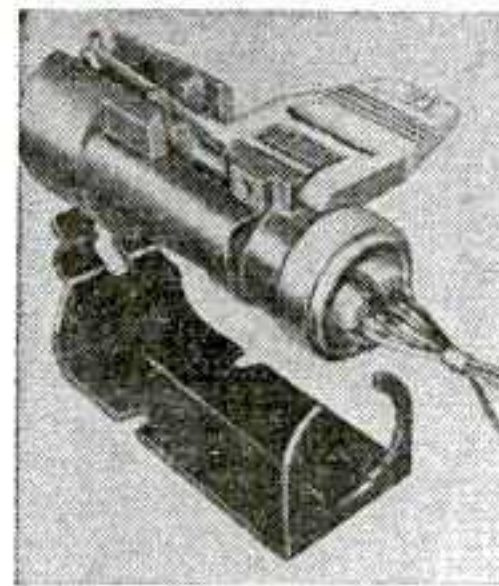
An unusual promotional gimmick is being used to attract and hold customers intending to buy tape recorders. The Uher Company, whose sole American representative is Warren Weiss Associates of New York, has come up with what they call a product talker which is placed alongside the dealer's demonstration model of the Uher Universal. On the display is the hand microphone from the West German tape unit, and the sign itself urges the prospect to speak into the mike. When the potential customer speaks the machine records; when he stops speaking the machine stops recording, thus demonstrating one of the Universal's



prime features, what the company calls voice actuation.

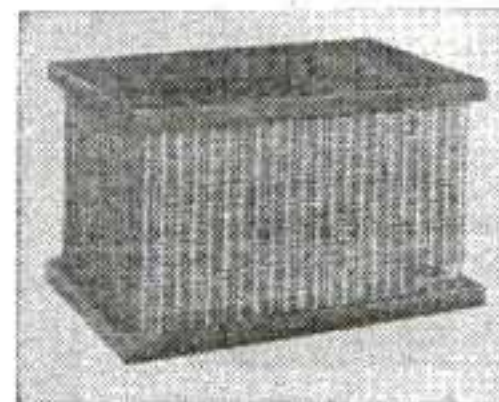
Crystal Stereo Cartridge

The Sonotone Corporation of Elmsford, N. Y., has come out with two new crystal stereo cartridges, the 12TH and 12TL. Both have an all-plastic cartridge (with the exception of the styli, of course), crystal elements and mounting assembly. The needle assembly snaps in and snaps out. Both units with sapphire needles sell for \$5.95 or \$6.45.



Bookshelf Speaker a Troubadour

The Troubadour, a new low-priced speaker marketed by the Madison - Fielding division of Crosby Electronics, has compactness and convenience features. Standing 9 by 9 by 14 inches, the unit is meant for use as an extra speaker or bookshelf stereo. The speaker is available in walnut, mahogany or ebony cabinets and is priced at \$29.95.



Cabinets in Modern Mode

Universal Woodcrafters of La Porte, Ind., has introduced a new line of record cabinets which are made to hold 150 records or more. The new pieces of furniture are styled in the modern mode, and are led by the Carlton, which is priced to sell at a suggested list price of \$19.95.

Converter Employs Transistors

A transistorized power converter is the latest thing from Webster Electric, Racine, Wis. The unit is used for the operation of standard tape recorders, phonos, radios, amplifiers and other 115-volt AC equipment where only a 12-volt power supply is available and where extreme precision of frequency control is not required. The unit prevents overloading automatically, and is modestly priced.

(Continued on page 23)

3M SLASHES TAPE PRICES

CHICAGO — Prices on their polyester line of raw tape have been slashed by Minnesota Mining and Manufacturing.

Typical cuts show that a \$7.65 reel has been reduced to \$6.70; a reel priced at \$7.70 will retail for \$5.10; and the \$6.65 reel size has been reduced to \$4.25.

EIA Meet Elects Execs; New Members

CHICAGO — The final meetings of the Electronic Industries Association held here last week brought more elections of officers and presentation and approval of reports by various divisional committees.

In addition to the election of L. Berkley Davis as president (reported last week (23) in The Billboard), the board of directors re-elected Leslie F. Muter treasurer, James D. Secrest executive-vice president, and Robert S. Bell as senior vice-president. Eight new directors were also elected by their respective divisions. Leading them was Chris J. Witting who heads the Consumer Products wing.

The Legislative Policy Committee saw its three recommendations approved by the board. It gave its support to HR 7123 permitting tax deductions incurred in normal legislative activities; opposed the reporting of requirements for prime and subcontractors for retired military officers employed by defense contractors (HR 10959) and opposed the dumping of foreign surplus parts and equipment in the U. S. with or without Secretary of Commerce approval (HR 9996).

The Phonograph Section of the Consumer Products Division has abandoned its institutional advertising program for stereo and hi-fi phonos. The reason given was that there was not enough support in industry circles. The division as a whole rejected a Phono Section proposal that money be appropriated for the preparation of a consumer booklet on stereo hi-fi units. It was turned down by the division on the grounds that no estimates of cost and distribution had been made available prior to the writing of the book.

Ten new members were also admitted to the organization: Astron Electro-Dynamics; the Crowley Division of A. O. Smith; Crystalonics, Inc.; Erskine Precision Wire; Lear, Inc.; Merck and Company; Microwave Electronic Tube; Simplex Wire and Cable; Weller Electric and the Wilmington Group, Inc.

CORRECTION

CHICAGO — In outlining the debut of the new Waters Conley Phonola line (The Billboard, May 9), three errors in suggested list price were made. The correct list price of Model 1460, equipped with a five-and-a-quarter-inch middle speaker and four-inch speaker in each wing, is \$79.05, while Model 2260 is correctly priced at \$149.95, equipped with an eight-inch center speaker and a six-inch speaker with tweeter cone in each wing. Both models are four-speed automatic changer portable units in the three-channel playback portable category, which Phonola terms "Triple Source Stereo."

Opinions Vary On Re-Echo Gimmick

• Continued from page 4

are reproduced, imparting a spatial naturalness to the sound output. The Reverbaphone works independently of all normal phonograph controls; it can be turned on and off by the listener."

"Today's 'Reverbaphonic Sound' is the result of an engineering program initiated five years ago, as well as a co-operative project between Philco and the Hammond Organ Company," the announcement concludes.

In like manner, the Zenith announcement points out that its "Reverba-Tone" uses "an engineering method of 'time-delaying' and reverberating sound. The Zenith development employs a four-position switch.

The reverberation idea is another version of the so-called phantom third channel (in the case of stereo) which has been the subject of considerable discussion in the trade in recent months. It is recalled that in CBS Laboratories' Dr. Peter Goldmark's announcement of the Minnesota Mining and Manufacturing Company's tape cartridge

unit, mention was made of the fact that tapes for the equipment would be made available with three separate channels—a right and left track and a center or combined reverberatory track. Since Zenith is one of the few licensees already assigned by 3 M's to produce the unit, it was seen as a logical step that Zenith would push the third "reverberatory" channel in its disk playback equipment.

Trade reaction to the latest developments was mixed. Some seemed to feel that any new wrinkle on the sound reproduction scene, especially something that would have a bearing on monaural as well as stereo recordings, could only generate new enthusiasm on the part of the consumer. Others felt that the introduction of new trade terms (Reverbaphonic, Reverba-Tone, etc.) into the sound reproduction vernacular would only serve to confuse a consumer who already is somewhat bewildered by many so-called "magic formulas" for getting the utmost in quality sound reproduction.

A listener attending the Philco demonstration could not but be struck by the difference in sound quality between straight reproduction and the use of the Reverbaphonic unit. In all cases, an echo or space quality was clearly evident. Some noted, however, that at least in the case of the set-up used, switching in the Reverbaphonic unit tended to maximize mid and high frequencies while attenuating the bass component, while also tending to increase the volume.

All traders were looking forward with interest to initial dealer reaction to these latest advancements on the sound front.

Revere, 3M Mull Tie-In

CHICAGO—Minnesota Mining and Manufacturing Company, St. Paul, and Revere Camera Company here are known to be deliberating a "joint venture" in the correlated field of magnetic recording tape and playback. Herbert P. Buetow, 3M prexy, confirmed that his firm has been huddling with the local camera-tape recorder manufacturer.

"For several months, Minnesota Mining has been in contact with Revere Camera regarding possible participation by Revere in the 3M tape cartridge system of recorded music for the home," Buetow stated. "While there has been some consideration given to the possibility of a joint tape cartridge venture, the matter is still only in the talking stage. It is impossible to say what future action there may be, if any," he added.

A spokesman for 3M, when contacted, said that the "joint venture" comment by Buetow might conceivably be construed to mean a variety of arrangements, including the establishment of a jointly owned subsidiary by two or more companies.

Sam Briskin, prexy of Revere, would not comment other than to say that Revere has been holding discussions with several companies in recent months.

Radios Show March Gain

WASHINGTON — Figures released by the Electronic Industries Association this past week showed that 200,000 more radios of all types were produced by manufacturers in March of this year than in February. Biggest increases were registered among the FM and auto radio lines.

The EIA report showed that 1,667,550 sets of all types were produced in March, while 1,442,368 was the February total. FM receivers showed a 32,000 unit upswing. A 37,000 total over February was recorded by the auto sets.

Retail sales for March showed that some 53,000 more sets (with the exception of auto radios) were sold than in the prior month.

AUDIO NEWS BRIEFS

Gerald S. Butts has been named to the district sales manager job for Miami by Sylvania Corporation. ... Robert O. Whitesell received the third annual President's Award from Bell Sound. Whitesell is the Indiana and Kentucky representative for the company. ... Audio Devices, Inc., has appointed James R. Ramsey quality control manager. George W. Fouser is the new production control manager of the same company. ... John Gill has been named as representative of Crown International. The same company has also announced that

Hilmer Lindahl is the new vice-president of radio broadcast equipment. ... New Southeastern regional manager for Capehart is B. Bernard Halpern. ... Edward Feinberg and Edward Meagher have been made product manager of industrial and government sub-conductors and special purpose tubes and product manager of entertainment tubes respectively by the Amperex Electronic Corporation. ... Harry Proudman is Stromberg-Carlson district manager for hi-fi sales in the Hartford, Conn., territory.

AUDIO NEWS BRIEFS

Continued from page 26

ter C. Hirninus is vice-president and chief engineer.

The Admiral Sizes organization has appointed William H. Geddes as regional manager for the Buffalo, Syracuse and Rochester area. Geddes was formerly associated with General Electric and Radio Corporation of America. . . . The Bell and Howell Company is asking its shareholders to vote in a proceeding that will decide whether the projector and tape machine company will extend a stock option plan for key employees. Vote will be held in Chicago Thursday (28).

cialists. The firm, a former service outfit exclusively, now handles all TV, radio and stereo sets for the company. . . . Altec Lansing has formed its own national sales company. The company association with Graybar Electric ends June 30. H. S. Morris will head up the new wing as national sales manager and will supervise sales and a special consultant service which will supply engineering assistance to contractors and distributors. Ten districts are set at present and 10 salesmen are in charge of each area. . . . Columbia

Reynolds to S-C Ex Post

NEW YORK — Victor jazz salesman Reynolds has been district manager of products in the by the Strom of General D Reynolds, a & r, capacity years and left a year ago, is writer on bi-fil subjects. His string

memo from dan collins:

This is an actual nice sample of a Billboard page. We illustrate it here to show you how the unique and colorful 8 1/2 X 11 slick-stock "Profit Opportunities" section of Billboard's July 11 NAMM Convention Issue will look.

Your Billboard man will be in touch with you soon with other important details about this special section...and the reasons why it represents an outstanding advertising buy for manufacturers of stereo phonographs and records, radios, tape and tape recorders, and record accessories.

That editorial theme—"Profit Opportunities for Music-Record Dealers"—and the excellent material being developed to support it, will give solid support to your advertising message in Billboard's July 11 NAMM Convention Issue.

Special NAMM CONVENTION SECTION including the ANNUAL EQUIPMENT MARKET SURVEY

The Billboard July 11, 1960

1960 FACTBOOK OF PROFITS

STEREO PHONOGRAPHS & RECORDS ★ RADIOS ★ TAPE & TAPE RECORDERS ★ RECORD ACCESSORIES

OPPORTUNITIES

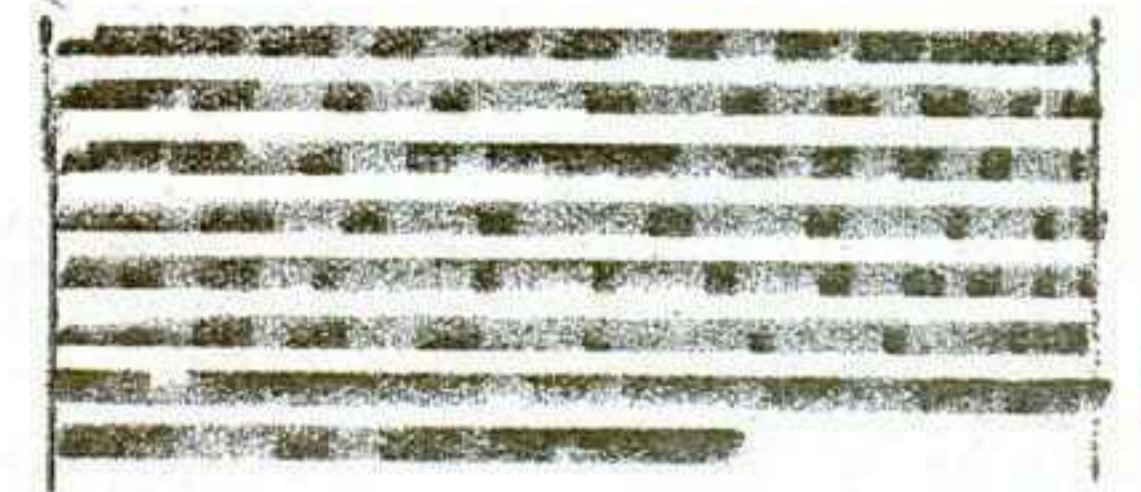
FOR MUSIC-RECORD DEALERS

Featuring HOW-TO ARTICLES... SALES SURVEYS... FEATURED BRANDS... MANUFACTURERS DIRECTORIES...

Spotlighting the strongest areas of new and increased sales and profits for today's music-record dealer

See Pages 37 thru 40 for an unveiling of

THE BIG Profits LINE FOR 1961



NAME OF MFG. CO.

... or get face-to-face with your future at the

NAMM CONVENTION CHICAGO Room xmx

a Exits Post

K — Ozzie Cadena, man for Savoy, subsidiary labels, has order to handle his production firm called America. Sound of America in albums for the folk and pop fields. Production includes Altonie McGhee and the Tomlin Choir, and Memphis Sim. All release both albums in the Sound of America. The Tomlin and McGhee albums are compatible \$4.98. Distrib net set up. Cadena is special introductory of s and dealers on first

TION — The National Relations Board has throw open Edward Relations, Inc., to collecting vote, over the pro-American Federation, and at the behest of the American Guild of Music Small Productions in Pictures, Inc., Peckham, Inc., and Tremont, Inc., all of Los

for musicians to vote on picture industry is payment for two or more the year, by the em- guration.

NEW AUDIO PRODUCTS

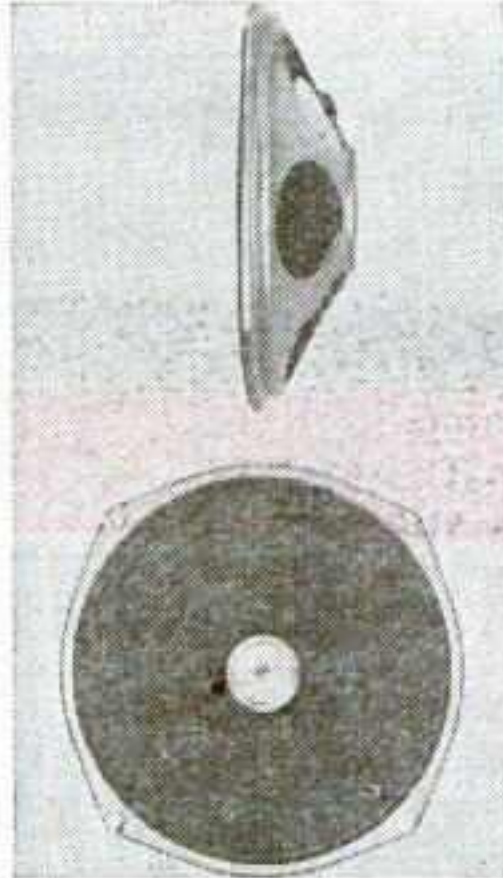
• Continued from page 21

Pint-Sized Juke Box

A miniaturized version of juke box, the Jr. Juke, was introduced at the Electronic Parts Show, Chicago, last week by Shell Electronics, maker of components and testing equipment. Modeled identically after a juke box of molded high impact styrene, featuring interior lighting similar to the new juke, the four-speed phonograph lists at \$49.95 with a manually operated turntable, while the Jr. Juke with automatic changer is \$79.95. The monaural unit contains a six-inch speaker and comes packaged fully assembled, with measurements of 36 inches high, 22 inches wide and 14½ inches deep.

Slim, Trim, 8-Inch Speaker

A new inverted eight-inch loudspeaker has been debuted by Utah Radio and Electric. The inversion comes thru the fact that the new speaker carries its magnet assembly inside the cone rather than at its rear. The space-saving unit has been tagged "Magni-Magic" by the company, which says that it is the first practical inverted speaker which shows little or no efficiency loss.

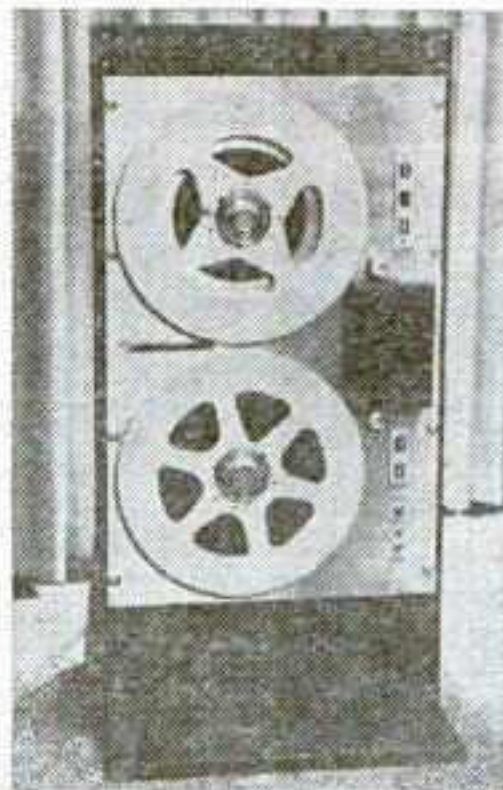


Speaker System Consumer Catalog

A consumer catalog has been introduced by Radio Frequency Labs of Boonton, N. J., which lists, in eight pages, all the specifications and descriptions of the company's single cabinet speaker line.

Unit Plays for 16 Hours

Model C-540 is an automatically reversing tape machine being produced by American Concertone, a division of American Electronics, Inc., Culver City, Calif. It is available in either stereo or monaural and is capable of playing 16 hours of music without duplicating selections. The machine also has mechanical fail-safe braking and a safety cut-off sensor that stops it if and when the tape breaks or runs out.



RCA Shows 4 New Radios

MIAMI BEACH, Fla. — An Eastern distributor and dealer sales meeting here was the scene at which RCA Victor debuted four new radio models. The sets, two of them FM and two of them AM-FM, feature pin-point tuning, electro-dynamic speakers, automatic volume controls and Flair-Line styling.

The Galahad sets the pace for the two AM-FM units (model 1XF3) which retails for \$79.95, and has automatic frequency control preventing signal drift and will be available in three two-tone colors. The Signature (model 1XF1) will sell for \$54.95.

The straight FM sets are 1F1 and 1F2 and both have been christened the Consul. They will retail for \$39.95.

NEW YORK — The Reeves Soundcraft Corporation has sold the 350,000 shares it held in Cinerama, Inc., to Nicholas Reisini for \$1,400,000.

The money, which is being paid in cash installments, will be poured into the research and de-

IHFM Sets Promotion Committee

NEW YORK — A promotional committee has been named by the Institute of High Fidelity Manufacturers and has been formed to "inform the public of the advantages of component high fidelity music in the home, to clear away the confusion that has grown up and to develop means of identifying quality components manufactured by members of the IHFM."

Members of the committee, which is headed by Arthur M. Glassman of British Industries (maker of Garrard changers and turntables), are Thomas Dempsey of Reeves Soundcraft; Sidney Harman of Harman-Kardon, Inc.; Howard Harwood, Shure Bros.; Leon Knize, Stromberg-Carlson; H. L. Morris, Altec-Lansing; and Lee Solomon of St. Regis Publishing.

velopment projects currently under way and planned for the future at the magnetic tape recording company.

RCA Sparks Battery Push

CHICAGO — A trio of promotional aides have been introduced by Radio Corporation of America to spark distributor sales of RCA batteries.

The first is a wall chart on which the size, shape and color of the RCA cells are noted; second is a revolving merchandiser; and finally a list noting the proper RCA battery replacements for practically all radios manufactured thru the last 10 years.

Mallory Intros New Battery

CHICAGO — A new all-purpose dry-cell battery has been marketed by the P. R. Mallory Company which gives longer life to portable record players, radios and other battery-operated products. The company claims that dealers can expect the dry cell to have a two-year shelf life without serious loss of capacity and to out-perform any of the conventional power-packs on the market. It is available in penlite or AA sizes and the suggested retail price is 50 cents.

RCA to Set Style Center

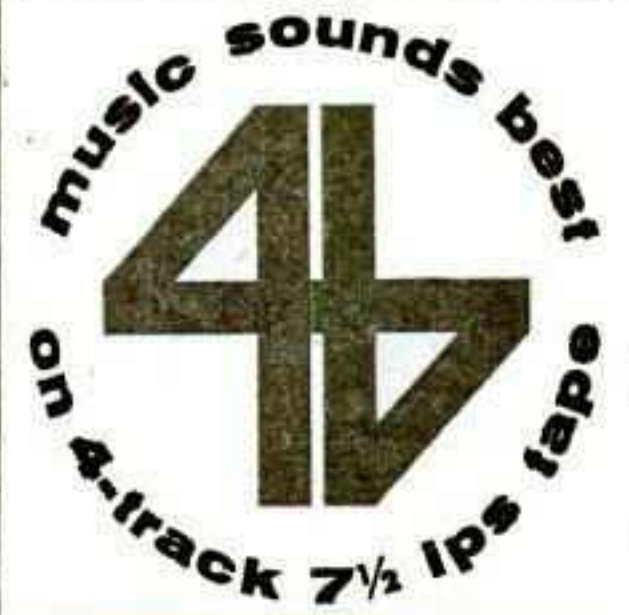
LAS VEGAS, Nev. — RCA Victor announced at a Western States distributor meeting here that plans are being set to establish a styling and technological center for audio and TV products.

Altho no particular site has been set as yet, a spokesman for the company said that the new center would be maintained for the purpose of putting and keeping the firm out in front of the consumer products market with a heavy ac-

S-C Enters Pkg. Field

ROCHESTER, N. Y. — Stromberg-Carlson made its entrance into the packaged music business this past week when the company announced that a complete program package had been designed for on the premises music service. Long playing tape decks, amplifiers, speakers and an extensive music library comprise the parts of the package and are available for private or commercial use.

cent on "fine" furniture design and experimentation with a view to long range planning.



ON 20th FOX

ALL YOU HEAR IS BEAUTY

sell the
AUDIO BOOK

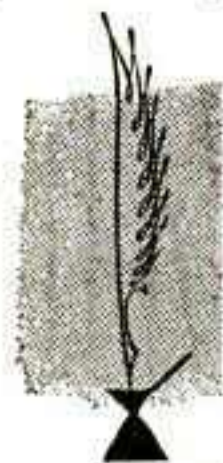
DO VOLUME
BUSINESS
DURING THE
MARK TWAIN
CENTENNIAL!

The best of
Mark Twain

and Make Profit
NOW!

Here is your big chance! Now—during the centennial celebration honoring America's great humorist, Mark Twain, sell this famous Audio Book Album that contains 17 hilarious stories and sketches done with the profound wit that makes Mark Twain the idol of all America.

4 Ultra-Microgroove 16 rpm Records . . . \$4.95 List



Profit with these other Audio Books

THE AUDIO BOOK OF GREAT ESSAYS 8 Ultra-Microgroove 16 rpm Records . . . \$8.95 List




WALDEN by Henry David Thoreau 6 Ultra-Microgroove 16 rpm Records . . . \$6.95 List

Order these Profit making 'Audio Books' from your Distributor Today!

Write for Complete Catalogs

AUDIO BOOK COMPANY / ST. JOSEPH, MICHIGAN

"Great Literature in High-Fidelity"



NEW JUNE MASTERWORKS RELEASES

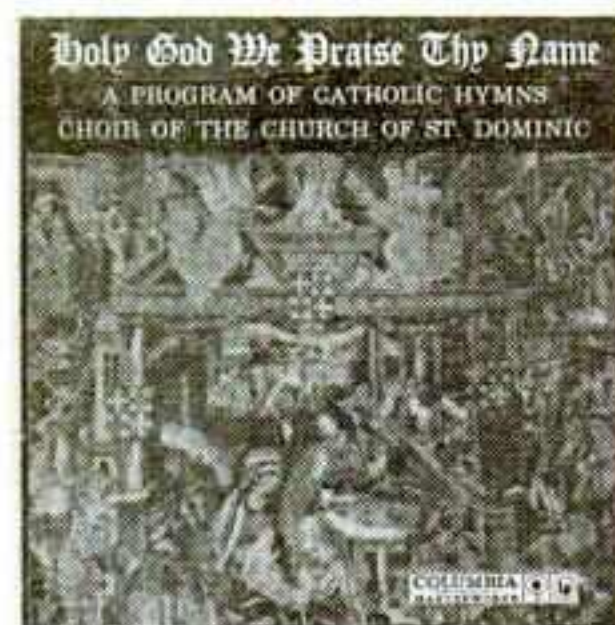
ML 5465 / MS 6135



ML 5463 / MS 6133



St. Louis Sym.; Van Remoortel
ML 5462 / MS 6132



ML 5468 / MS 6126

COLUMBIA

#1 IN CONSUMER SALES

VOX JOX

By JUNE BUNDY

GAB BAG: Fred White, music director of KLOH, Pipestone, Minn., writes: "We have recently discovered that some person not connected with the record department here at KLOH sent a card to a record company stating that we did not want their new releases. I would like to publicly repudiate this erroneous statement and further invite any and all record companies, large and small to send new releases, which I promise to personally audition."

EDWARDS' GIMMIX: Tommy Edwards, WADC, Akron, has added several new gimmix to his country and western "T. E. Jamboree." At present he is conducting a "Country Sweetheart" contest, looking for a fem who will "typify the ideal American country girl." He has also added a character, tagged Uncle Ned Mahon, to program. Uncle Ned recites poetry in a homely philosophical vein. Third promotion is a "country calendar," whereby Edwards lists places in the area where live country music shows (name and local talent) may be seen and spots featuring square dancing to live music.

CHANGE OF THEME: Howard Clark has joined WKY, Oklahoma City, in the 9 p.m. to midnight time slot. . . . New jocks at KING, Seattle, are Jim Roberts, ex-KGEE, Bakersfield, Calif., in the all-night (midnight-5 a.m.) period, and Bill Terry, ex-KLUB, Salt Lake City, in the 3-7 p.m. "Bandstand" slot.

Dick Clayton, WIL, St. Louis, started the first of a season-long series of weekly "Splatter Platter Parties" at the Forest Park Highlands Swimming Pool, marking the third year the jock has emceed the weekly Friday night, 7-11 p.m. programs. . . . Newly appointed promotion-public relations director of KOB, radio and TV, Albuquerque, N. M., is deejay Paul Bain.

Station WBTM, Danville, Va., is starting its fourth decade of broadcasting. . . . Bill Gormly, formerly with WHO, Des Moines, has joined WOW and WOW-TV, Omaha. . . . New program director at WTIX, New Orleans, is deejay Dick Braun, who replaces Marshall Pearce. Latter exec, after 20 years in New Orleans radio, is entering the advertising agency field.

Bruce Bradley, ex-WAME, Miami, has replaced Murphy (no first name given) at WBZ, Boston, with four separate shows—7:30-8:30 p.m., and 10:30-midnight, Monday thru Friday; 7 p.m.-midnight, Saturdays, and 12:15-6 p.m., Sundays.

Thomas B. Jones, ex-program director of WJIM, AM and TV, Lansing, Mich., has joined WNBK, AM-FM-TV, Binghamton, N. Y., as program director. . . . New program director at KOMA, Oklahoma City, is Phil Nolan, ex-p.d. of KALL, Salt Lake City. Nolan was one of Salt Lake City's top-rated deejays.

Paul Norton (ex-"Voice of America" deejay and ex-WTOP, Washington) and J. J. Moran, ex-WGLI, Babylon, N. Y., have joined WFIL, Philadelphia. Norton will feature show tunes and other LP selections from 7 to 11 p.m.; while Moran will host three hours of dance music, 10 p.m. to 1 a.m., Monday thru Saturday.

Vince Lee, heretofore heard in the evening, will take over WFIL's 11 a.m. to 1 p.m. time slot during the week and 10 a.m. to 1 p.m. on Saturdays — time period previously filled by Stu Wayne, WFIL's newly appointed music director. Robert E. Klose follows Lee, 1-4 p.m.; Phil Sheridan remains in his 6-10 a.m. time slot, and Bill Webber, the 4-7 p.m. period.

TEXAS: Lew Lowry has started a new show, "Open House," on KTRH, Houston, from 2 to 3:30 p.m. . . . New jock at KXYZ, Houston, is Bill Bailey. . . . Lew Western has joined KHTH, Houston, in the 6-8 a.m. and noon-2 p.m. time slots. . . . New staffer at KRCT, Houston, is Bill Edwards, one-time spinner at the old KLEE (now KILT) same city.

A new spring schedule of "better music" has been launched by KRBE-FM, Houston. The new format will feature special hour and half-hour programs, spotlighting "recitals, waltzes, band concerts, organ, violin and keyboard recitals," etc. The station's program director, Ellis Gilbert, also reports that the outlet will offer more "live" broadcasts. . . . Max Cohen, manager of KRCT, Houston, is upping his country and western music schedule to two hours a day.

WAKE UP SERVICE: A telephone "wake up" service will be introduced on his show this week by Jim ("Morning Mayor") Tate, WCKR, Miami. The 24-hour service will be made available without charge to any listener in the Greater Miami area, seven days a week. The station has hired several local answering services and will be able to handle thousands of calls daily. Operators will telephone dialers at any specified time, waking them up "Courtesy of Jim Tate and WCKR."

Eddie Gale, KELP, El Paso, Tex., has featured a similar public service-type gimmick for some time now, and believes he may have originated the idea for early morning jockey shows. The feature was originally designed by Gale, who holds down the 6-9 a.m. spot, to assure El Pasoans of getting up in time to go to work or school. The demand for the service has increased so much that Gale recently added another telephone operator to handle the calls.

GIMMIX: Station WBSC, Bennettsville, S. C., is putting out a special weekly list of "30 most requested oldies" on its "Rhythm Rock," a teen-age request program, in addition to a "Teen Top 60" list, compiled on the same show. Adults, accustomed to thinking of an oldie as "Stardust" or "Apple Blossom Time," may be slightly jarred to find this "oldie" chart refers to Elvis Presley's "All Shook Up," "You Win Again," by Jerry Lee Lewis, the Platters' "The Great Pretender," etc.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Bright Scores on Debut Disk for Tide

Larry Bright, whose name spins on the Tide label, was born August 17, 1939, in Louisville. He left his home in the Bluegrass State to make good for his mom.

The versatile young singer plays the electric guitar and writes his own material.

He has been performing for four years at high school hops and dances in Texas, Kentucky and California. Bright was appearing at a local club in Los Angeles when his recording talents were discovered.

Bright hopes he will someday be able to write a book. Other hobbies include working on hot rods and songwriting.

His career began when Tide Records waxed the singer and released his current chart-climbing single, "Mojo Workout."



Charlie Ryan Hip With 'Hot Rod Lincoln'

Altho Four Star recording artist Charlie Ryan was born in Graceville, Minn., he was raised in Montana and now calls that State his home.

A World War II veteran, Ryan served as an Army radio operator in the Philippines.

He started his recording career on the Keyboard label in 1951 with a disk tagged "Double Track Woman" b-w "Daddy Can I Night Herd in the Sky."

Ryan has made many personal appearances, radio, TV and night clubs. He has also been successful with a comedy routine as "Sylvester Slurp the Hillbilly Rube."

His leisure-time hobbies are horses and hunting.

The guitar strumming country-oriented artist currently has a pop hit riding the Hot 100 chart in "Hot Rod Lincoln."

YESTERYEAR'S TOPS—

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

JUNE 4, 1955

1. Unchained Melody
2. Cherry Pink and Apple Blossom White
3. Ballad of Davy Crockett
4. Dance With Me, Henry
5. Whatever Lola Wants
6. Melody of Love
7. A Blossom Fell
8. Heart
9. Learnin' the Blues
10. Honey Babe

JUNE 3, 1950

1. Third Man Theme
2. Bewitched
3. My Foolish Heart
4. Hoop-Dee-Do
5. Sentimental Me
6. It Isn't Fair
7. If I Knew You Were Comin', I'd've Baked a Cake
8. Dearie
9. Old Piano Roll Blues
10. I Wanna Be Loved

MUSIC AS WRITTEN

New York

Van Cliburn departed for the Soviet Union last week with Sol Hurok, on a concert tour that will last until July 2. Concert is part of a U.S.-U.S.S.R. cultural exchange agreement. . . . Floyd Fellows, recording engineer of Cambridge, O., suggests that bootlegging of records might be stopped if all disks bore a Copyright Protection stamp issued by the federal government, and that all records that did not have the stamp would make the owner or seller liable to penalties. Sounds like a good idea. . . . RKO Master Records are now called Boyd Records, after prexy Bill Boyd of Oklahoma City. New exec veepee of the label is Oscar Nichols, and the offices of the firm will be located in Hollywood. Boyd Records has just signed Pamela Lou to a contract.

The Dukes of Dixieland, now at the Roundtable in New York, will play a week at Steel Pier in Atlantic City, starting July 15. . . . The United States Information Service will record the entire Newport Jazz Festival on video tape for televising abroad. . . . Cannon Records of Hoboken, N. J., has revamped its exec set-up, with Pat Montesano continuing as head of the firm, Ralph Fichetto, veepee, and Edward DeFazio secretary and treasurer. . . . Music Exploitation Enterprises, who publish books for the professional musician, will invade the pop music field now that the firm has been admitted to ASCAP. First pop release is "Vermont in the Springtime." . . . Bill Snyder is now at the Embers in New York. . . . Carl Fisher Music has started a choral composition contest to run from June 1 to December 30, 1960. Prizes of \$300 and \$150 will be awarded. The big award is for a six-minute work, the smaller prize is for a three-minute work. Information can be obtained from Carl Fisher in New York.

Dick Linke, one of our favorite personal managers, is recovering from an elbow injury incurred while acting as emcee of the Ohio University alumni dinner in New York last week. . . . The Four Coachmen open at the Facts 2 Club in San Francisco June 7. . . . Adonis has signed warbler Dane Roberts. . . . The execs at Epic Records, Al Shulman, Herb Linsky and Rick Von Seekman, are out on the road visiting distributors. . . . Al Hibbler is now playing the Jazz Gallery in New York along with saxist Johnny Coltrane. . . . Gene Krupa opens at the Metropole in New York the end of June for a three-week stand. . . . The Rover Boys have signed with United Artists Records. . . . Austin Cromer, former vocalist with Dizzy Gillespie, has signed with Everest Records.

Hollywood

Si Rady concluded a deal with M-G-M Records for the latter to release a single cut by the three Crosby brothers (Dennis, Philip and Lindsey): "The Green Grass Grows All Around" b-w "Dinah." Marks the first single master handled by Rady who, heretofore, has placed albums only. According to M-G-M's Jesse Kaye, an album featuring the Crosbys is in the offing. Threesome was recorded by Rady's Project Records, a disk subsid of Bing Crosby Enterprises.

On the sick list: RCA Victor's Toni Harper at Temple Hospital with a kidney ailment. . . . Disk promotion man Milt Glabman at Cedars of Lebanon Hospital bedded by a heart condition. Disk promoters in town rallied to the cause. They've been pitching jockeys to spin the wares Glabman normally handled for Al Sherman's record sales. They've sent circulars to jockeys and librarians suggesting get-well cards, etc., but above all reminding them Glabman's recovering will be speeded by hearing his labels getting air attention while listening to his hospital radio.

ON THE SOUND TRACK: Elvis Presley warbles 11 tunes in his "G.I. Blues" pic for Paramount. . . . Capitol's coverage of Metro's "Bells Are Ringing" film includes the original sound track album, co-starring Judy Holliday and Dean Martin, a Guy Lombardo album of the score, plus a Dean Marin single of "Just in Time" from the musical. . . . Hugo Friedhofer was re-elected to another two-year term on the Motion Picture Academy Board representing the music branch. . . . Sammy Davis Jr. recorded the title theme for Warners' "Lawman" TV series. It's a Jerry Livingston-Mack David tune. . . . Dot will issue the sound track package of Paramount's "It Started in Naples" plus a single of the title tune. Score for the Clark Gable-Sophia Loren film was penned by Alessandro Cicognini and Carlo Savina.

Mickey Goldsen has concluded a deal with the Matson Lines to play his South Seas tapes as background music on the firm's South Sea Cruises. . . . Si Zentner and ork leave on a three-week 20-city tour of the Northwest. Batoner, who recently broke his foot in Mexico, conducts his 17-man aggregation from atop a high stool. Lee Zhitto.

Nashville

Local coins were flipping, along with their possessors, last week over whether Jaye P. Morgan will be in town this week for sessions at Bradley Studio. Thrush is booked in by M-G-M for two dates. . . . Decca's Owen Bradley headed out for New York sales meetings. . . . Bassman Bob Moore set up a session at RCA Victor Studio Monday (23) with a 16-piece jazz "spectacular" coming out of the rehearsal.

RCA Victor's Chet Atkins flew to Houston to record a Dave Gardner album at Tidelands Motel there. Engineer Bill Porter accompanied Atkins. . . . Wayne Walker was skedded for a recent Everest session at Bradley Studio. . . . Gary Miles and Smiley Wilson were at Bradley to cut sessions for Liberty, with Snuff Garrett in to a.&r., these and other sessions for the label. . . . Anita Kerr Quartet brought their renowned "background" voices up front and center last week to cut a Decca album session, with Owen Bradley directing. . . . Decca's Harry Silverstein directed a Connie

(Continued on page 28)

WATCH THE BIRDIES!
WATCH THESE TWO SMASH SINGLES



THE KIRBY STONE FOUR
"KIDS" 4-41668
 b/w "The Honeydripper"



CRASH CRADDOCK 4-41677
"ONE LAST KISS"
 b/w "Is It True or False?"

BOTH FROM THE HIT BROADWAY MUSICAL
ORIGINAL CAST RECORDING
EXCLUSIVELY ON
COLUMBIA RECORDS



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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.

AMES BROTHERS, Joe, Gene, Vic and Ed., turn in two potential hit sides on their latest for RCA Victor, *Carnival*, tune from the movie *Black Orpheus*, b-w *A Happy Pair*. The title of their new album, *The Blend And The Beat*, pretty much describes the distinctive mellow sound that has made them one of the singest groups in the land for years. Included in the album are bouncy swingin' songs like "S Wonderful and Is You Is Or Is You Ain't My Baby. Romantic mood tunes, September Song and Mood Indigo. And, jump renditions of *Begin the Beguine* and *On a Little Street In Singapore*. The quartet is presently performing at the Radisson Hotel, Minneapolis.

PAUL ANKA: Although Paul has played many cities on "concert" tours, he is making his first swing around the nite-club circuit that began with his highly successful opening at the *Holiday House*, Pittsburgh, recently and continues with his appearance at the *3 Rivers Inn*, Syracuse, June 3 thru 12, and his cafe debut in N.Y.C. at the *Copa*, June 23 thru July 6. Paul's latest for ABC-Paramount, *Something Happened*, turns up on the *Hot 100* this week. The flip side, *My Home Town*, was penned by the youthful singer-composer.

EVERLY BROTHERS: Here's a little background on the brothers who continue to hold down the number one spot on the *Hot 100*. It all began in *Brownie, Ky.* That's where the boys were born. Don was born first in 1937 and Phil followed in 1939. Born into a musical family, the Everlys appeared all over the country as one great big happy family. Gradually they worked their way to *Knoxville, Tenn.*, where Mom and Pop decided to settle. They came to the attention of *Chet Atkins* (an a.&r. director) who sent them to *Wes Rose*, head of *Acuff-Rose Publishing*, who directed them to *Archie Blyer*, head of *Cadence Records*. What followed made musical history: *All I Do Is Dream, Bye Bye Love, Bird Dog, Wake Up Little Susie*—all million sellers. And, there three *Cadence* albums, *The Fabulous Style Of The Everly Brothers, The Everly Brothers' Best and Songs Our Daddy Taught Us*. Although no longer affiliated with *Cadence*, they are in *The Billboard Spotlight* with a single just released by *Cadence*, *When Will I Be Loved* (a ballad penned by *Phil*) b-w *Be-Bop A-Lula*.

BIRTHDAYS OF THE WEEK:
May 30, Benny Goodman. June 1, Nelson Riddle, Marilyn Monroe. June 2, Jimmy Jones, Marvin Rainwater, Sammy Turner. June 3, Dakota Staton, Jan Peerce. June 5, Bill Hayes.

THE FLEETWOODS, *Gretchen Christopher, Gary Troxel and Barbara Ellis*, are the three 19-year-olds from *Olympic, Washington*, who first hit the scene with their own composition, *Come Softly To Me*. Currently they are represented by their new *Dolton* single, *Runaround* b-w *Truly Do*—a double-sided *Billboard Pick*.

BILLY GRAMMER is in *The Billboard Spotlight* with his first release for *Everest Records*, *Unknown Soldier*, a moving folk-flavored tune. Flip is *Princess of Persia*. *Billy*, who hails from *Benton, Ill.*, made the million-seller list with his recording of *Gotta Travel On*.

ART MOONEY: The *Mooney* complement may have a hot one in their newest for *MGM*, *Banjo Boy*. Art's biggest releases were his million sellers: *Baby Face, Four Leaf Clover and Honey Babe*. A product of the *State of Mass.*, Art went to *Michigan* to form his first band, and promptly became the toast of *Detroit*. *Maestro Mooney's* popularity is certainly well deserved, for he can play sweet music as well as novelties, and all of it makes easy-listening.

ROY ORBISON, well-known on the *Nashville-Memphis* scene, has a solid entry on *Monument Records*, *Only The Lonely (Know The Way I Feel)* b-w *Here Comes That Song Again*. Born in *Odessa, West Texas*, the 24-year-old singer-songwriter penned the top side. Roy just returned from a cross-country tour with *Jimmy Clanton*, and is spending a little time in *New York* promoting his newest, which was picked by *The Billboard*.

ELVIS PRESLEY: *Elvis Is Back!*—The title of his first album since his discharge from the *Army*—and singing better than ever in the rock and roll style he made famous. This album is a collection of tunes that lend themselves to his classic styles: *Fever, Dirty Dirty Feeling, Soldier Boy and Such A Night*, etc. The double-fold cover and photos of him in the *Army* add interest to the album. One of the top all-time record salesmen, *Elvis* is currently putting the finishing touches on the movie *G. I. Blues*.

JIMMY RODGERS, *Roulette Records'* singing star, has rented an apartment in *New York* (nursery and all) so that his wife and six-weeks old daughter, *Michele*, can join him during his current engagement at *Jack Silverman's International Club* in *N. Y.* which runs thru *June 18*. The "balladeer-with-a-beat" has been touring the country and Canada to enthusiastic reviews and has had only one day to spend with his wife and baby since the baby's birth because of his busy schedule. *Jimmy's* gold records include *Honeycomb, Kisses Sweeter Than Wine, and Secretly*. *Jimmy* is represented on the *Hot 100* Chart this week as a *Star Performer* for this fast-climbing disk *Just a Closer Walk With Thee*.

JOANIE SOMMERS is a newcomer on the entertainment scene who is off to a great start with her new *Warner Bros.* single, *One Boy b-w I'll Never Be Free*—both *Billboard Spotlight* Winners. And, her current appearance at the *Left Bank Club, N. Y.*, was heartily accepted by an enthusiastic audience.

JON THOMAS is a new name on the scene off to a fast start with his first for *ABC-Paramount*, *Heartbreak* (It's

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

Hurtin' Me). Tune is a down-to-earth blues vocal with a solid blues beat provided by *Thomas' combo*. Rates a *Billboard Spotlight*. *Jon* handles the vocal and play organ. Born in *Cleveland* and currently living in *Cincinnati*, he is co-author of the tune.

ANDY WILLIAMS, *Cadence* recording star, received a letter of thanks from the *Vatican* for a gift of his latest album, *The Village of St. Bernadette*. He also received a letter of thanks for the album from *Cardinal Spellman*. *Andy* is planning a vacation trip to *Europe*, during which he will record an album. This will be strictly a three-week vacation to take time out to indulge in his hobby of collecting oil paintings.

PROMOTION DAYS & WEEKS:
May 30 is *Memorial Day or Decoration Day*. It is *Confederate Memorial Day* in *Virginia*, and the *500-Mile Memorial Day Race* is held in *Indianapolis*. *June* is *Mute Your Muffler Month, National Home Permanent Month, National Ragweek Control Month, National Recreation Month and Portable Radio Month*. *June 1* Begins *National Circus Week*, and the *Kraut Salad Season* begins. *June 3* is *Jefferson Davis' Birthday, Confederate Memorial Day* in *Ky., Louisiana and Tenn.* It is also *Memorial Day* in *Arkansas*. *June 4* starts "Let's Play Golf" Week, and it's *Old Maids' Day*. *5* begins *National Home Maker's Week*.

See you in seven days.

Tom Rollo.

THIS WEEK'S NEW Money Records

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

SINGLES

A MILLION TO ONE—*Jimmy Charles* *Promo*
BAD MAN BLUNDER—*Kingston Trio* *Capitol*
DO YOU MIND?—*Andy Williams* *Cadence*
HOP, SCOTCH, HOP—*Jimmy Charles* *Promo*
I'LL FLY AWAY—*Lonnie Satin* *Warner Bros.*
SINK THE BISMARCK—*Homer & Jethro* *RCA Victor*
SO BLUE—*The Vibrations* *Chess*
TELL LAURA I LOVE HER—*Ray Peterson* *RCA Victor*
THE ESCAPE OF OLD JOHN WEBB—*Kingston Trio* *Capitol*
YEN YET SONG—*Gary Cane* *Shell*
LONELY WEEKENDS—*Charlie Rich* *Sun*

ALBUMS

GRAND CANYON SUITE—*Morton Gould and Ork* *RCA Victor*
RAY CHARLES IN PERSON—*Ray Charles* *Atlantic*
WELLINGTON'S VICTORY—*Morton Gould and Ork* *RCA Victor*

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 26

Hall session for the label at *Bradley Studio*. . . . *Marty Robbins* and *Lefty Frizzell* cut sessions for *Columbia* at *Bradley* recently. . . . *Homer and Jethro's* new *Victor* release, parodies on "He'll Have to Go" and "Sink the Bismarck," is getting play on local stations.

Don Gibson came into town, infoed he was in the mood to record, and *Victor* set up a session with the artist at the local studio. . . . *Chet Atkins* plays for graduation breakfast at *Peabody College* *June 3*. . . . *Dub Allbritten* infoed that *Decca* artist *Bob Beckham* is moving to *Nashville* from *Oklahoma City*. . . . *Carl Perkins* has completed a week at the *Flame Theater Cafe, Minneapolis*. . . . *Webb Pierce* and family are vacationing in *Florida*. . . . Despite painful injuries suffered in a recent auto accident, pianist *Del Wood* completed her latest album for *RCA Victor* *Thursday (26)*. . . . The new *Jim Reeves* follow-up to "He'll Have to Go" is skedded to be shipped *June 7*. . . . *Victor's Archie Campbell*, golfing *Thursday (26)*, was eyewitness to a near-fatal lightning bolt which left one *Nashville* golfer in critical condition and knocked several others to the ground. *Pat Twitty*

BELGIAN Newsnotes:

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

Jean Walter, popular singer in *Belgium*, has recorded a German version of "Tequila" titled "Zu viel Tequila." Strangely enough, there are now German, French, Flemish lyrics to the tune but (as far as we know) no English lyrics. . . . *Mercury Records* are distributed here by *Discotrade* and distribution of all new records is really going at top speed now. Sometimes it even happens a *Mercury* record is released the same day it is released in the States.

Bobbejaan Schoepen, most popular recording artist in *Belgium*, is

WNTA-TV Sets Outdoor Summer Segs

NEW YORK—*Station WNTA-TV's* two record-dance shows—"Ted Steele's Dance Party" and "Clay Cole's Record Wagon"—will return to nature for the summer, via a series of outdoor broadcasts from local amusement centers, starting *June 13* and running thru *August*.

The outdoor telecast tour will start at *New Jersey's Palisades Amusement Park*, followed by *Steeplechase Park* in *Coney Island*; *Playland* at *Rye Beach*, and the new *Freedomland* in the *Bronx*. Both shows will incorporate park facilities as scenery—*Roller Coasters, Ferris Wheels, swimming pools*, etc. Plans are also in the works to use the miniature golf courses for celebrity tournaments which will be incorporated into the program formats.

During the summer, "Record Wagon" which is aimed at teenagers, will be expanded to one hour from 6:30 to 7:30 p.m., Monday thru Saturday; while "Dance Party" designed for adults will be seen from 10 to 11 p.m., Monday thru Friday, and from 9 to 10:30 on Saturday nights.

Utah Speaker

CHICAGO—*The Electronics Parts Show* here last week was the occasion for the *Utah Radio and Electronics Corporation* to announce that it intends to offer a lifetime guarantee on its line of "Popular replacement speakers."

The guarantee calls for a replacement should there be any performance failure during the owner's lifetime.

A new "Magni-Magic" line of speakers will be marketed by the company but no list prices have yet been quoted.

making his first picture now. Titled "Cafe Zonder Bier" after his big hit, "A pub with no beer," the picture is being made in *Flemish* as well as in *English*. *Jaak Kluger* of *World Music* told us he was amazed by the acting capabilities of *Bobbejaan*. The songs will be sung by *Bobbejaan* and include old timers such as "The Yodeling Whistler" as well as new tunes. The picture will be ready in *October*.

"Leila," a German tune that became a big hit in *Holland* and *Belgium* (already *No. 7* in this country) will soon be introduced in the *U. S. A.* . . . A *Flemish* version of "Romantica," the prize winning song in the *San Remo Contest*, is now available on *Decca Records*, sung by *Ray Frankly*.

The annual singing contest of the *Belgian* national television company came to an end. There were three winners: *Simone Simons* with *French* tune (*Milord*); *Maria Wouters* with an *Italian* tune (*Tua*), and *Staf Wesenbeek* with an *American* oldie (*My Friend*). All three singers have already been offered recording contracts. . . . At the annual *Film Festival* in *Cannes* we saw an *English-spoken Greek* picture titled "Never on Sunday." There's a lot of beautiful music in the flicker and we predict songs from "Never on Sunday" to be as popular as "Orpheu Negro."

MERCER-DARIN TO WAX DUET

HOLLYWOOD—An album now being prepared calls for *Johnny Mercer* to team vocal talents with *Bobby Darin*. Project is in the song selection stage (11 of the 12 tunes have been picked) and will include several *Mercer* cleffings. All the material will be either fairly recent or standard in vintage and *Mercer* does not contemplate writing anything specifically for the album.

Mercer-Darin duet album will mark a rare disk appearance by the songwriter. *Mercer*, one of the top selling disk artists of the mid and late 1940's when he served as prexy of the then newly founded *Capitol Records*, has retreated from the wax world during the past decade to concentrate all his efforts on writing.

His most recent dinking was approximately five years ago when he warbled "Doodle-Dee-Do" with *Les Brown's* ork on the *Coral* label. *Mercer* agreed to duet with *Darin* at the latter's request, altho he has turned down innumerable pitches from labels and artists seeking his vocal talents.

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.

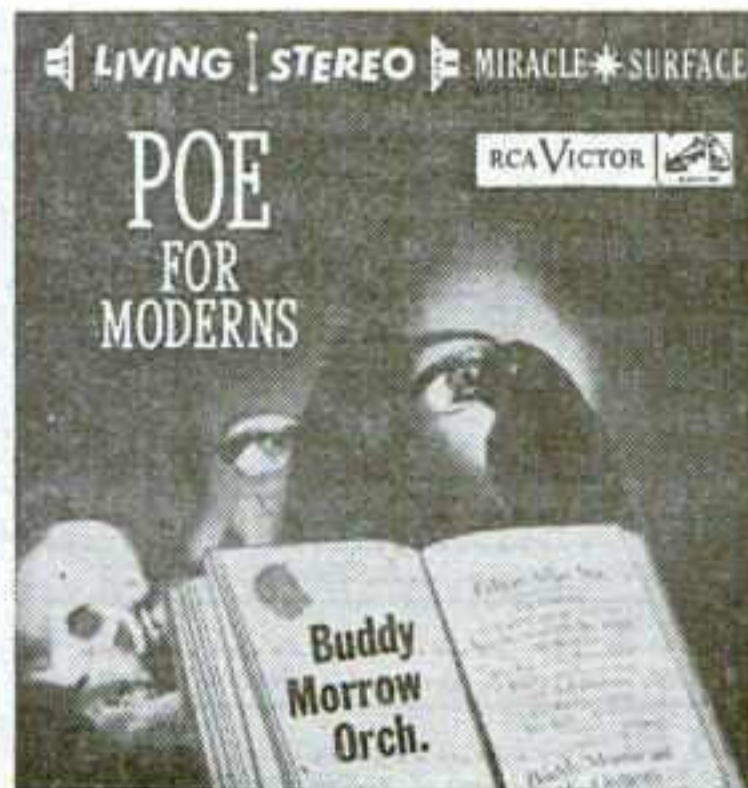
June goes POP!



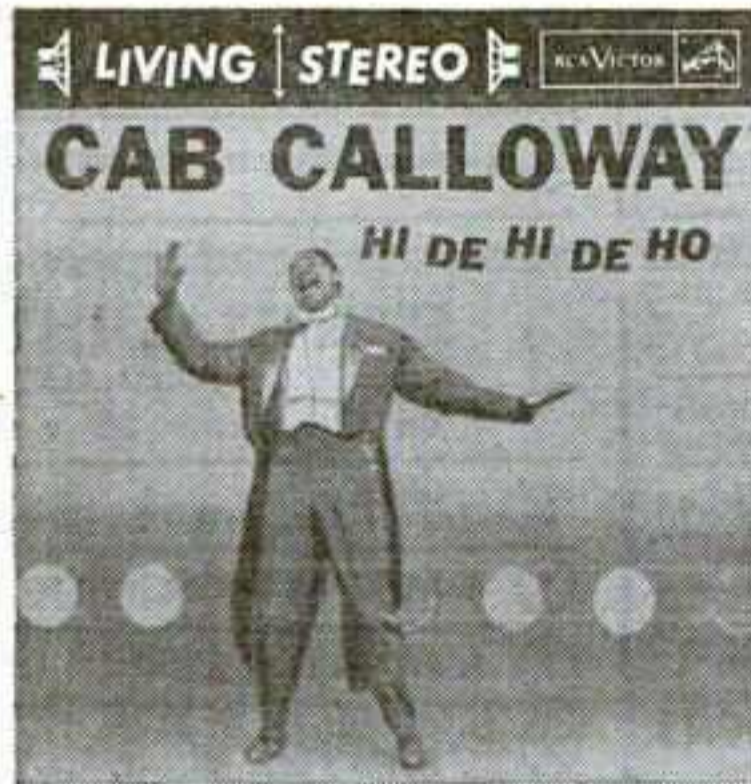
BALLADS BY SUZUKI! Here's news, as the big-voiced little girl turns mellow. Backed by Ralph Burns and his Orchestra, Pat sings *Let Me Love You*, *My Funny Valentine* and 10 other popular standards. LSP/LPM-2186.



MARTIN SINGS HIS BEST, on the scene in Las Vegas! Favorites of Tony's fans, including: *There's No Tomorrow*, *Autumn Leaves*, *Arrivederci, Roma*. A smash performance at the Inn; a sure-fire hit with your customers. LSP/LPM-2146.



FREE TRANSLATION OF POE into music! That's what Buddy Morrow creates in this unique album of eerie tone-poems. It includes *The Raven*, *The Black Cat*, *The Murders in the Rue Morgue* . . . some with exciting narrations. LSP/LPM-2208.



OUT OF THE THIRTIES! New recordings of the hits that made Calloway king of the madcaps. *The Hi De Ho Man*, *Minnie the Moocher*, and others, make up an album his followers will be asking for. LSP/LPM-2021.



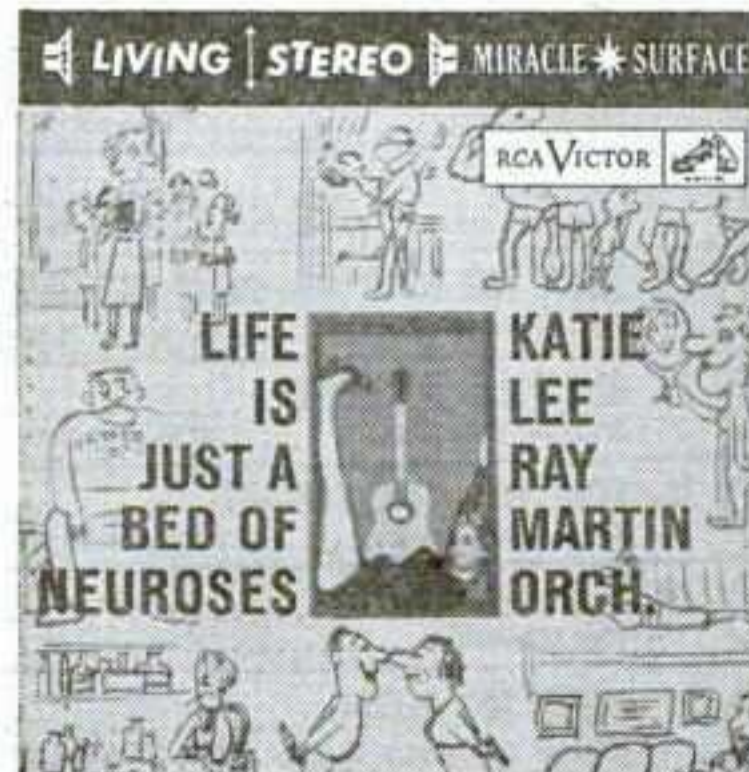
SPEAKEASY . . . What's the Password? . . . The Flivver Song! Fun-loving collectors will jump for these top pops of the '20s, distinctively styled by Del Wood. LSP/LPM-2203.



SONGS OF THE SEA, with the Norwegian touch! This young Scandinavian trio sings *Cindy, Oh Cindy* . . . *Sailor Man* . . . *Kari Waits for Me* bringing a new personality to ballad and shanty. LSP/LPM-2196.



WORLD-WIDE FAVORITES get the high-stepping treatment of the Coldstream Guards. Local colors—national spirits—come to life in exciting new renditions of *Funiculi Funicula*, *Waltzing Matilda*, *Lilli Marlene* . . . to name just a few. LSP/LPM-1946.



KATIE LEE combines satire with folk singing. In this hilarious musical jab at "sick" society. Armed with her guitar, and such unlikely songs as *We Must Adjust* and *Be Miserable*, she brings a timely refreshment to pops. LSP/LPM-2214.



CUGAT GOES CONTINENTAL! Musical sketches of his recent European tour translated into the inimitable Cugat style. *Under Paris Skies* and *Valencia* are among many that gain through Cugie's translation. LSP/LPM-2173.

ALL AVAILABLE IN LIVING STEREO AND REGULAR L.P.

FOR WEEK ENDING JUNE 5

The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOLD OUT Kingston TrioCapitol T 1352	6
2		2. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	11
3		3. ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	4
4		4. THE SOUND OF MUSIC Original CastColumbia KOL 5450	24
5		6. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	27
6		5. MR. LUCKY Henry ManciniRCA Victor LPM 2198	10
7		8. BUTTON-DOWN MIND OF BOB NEWHARTWarner Bros. W 1379	3
8		9. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	12
9		7. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	17
10		10. THIS IS DARIN Bobby DarinAtco LP 33-115	13
11		12. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	6
12		13. HERE WE GO AGAIN Kingston TrioCapitol T 1258	30
13		18. CAN CAN Sound TrackCapitol W 1301	5
14		29. HEAVENLY Johnny MathisColumbia CL 1351	37
15		16. LATIN A LA LEE Peggy LeeCapitol T 1290	8
16		17. THAT'S ALL Bobby DarinAtco LP 33-104	35
17		25. FAITHFULLY Johnny MathisColumbia CL 1422	20
18		14. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	30
19		36. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CL 1349	23
20		19. OUTSIDE SHELLEY BERMANVerve MGV 15007	27

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		15. LANZA SINGS CARUSO—CARUSO FAVORITES . . 2 Mario Lanza-Enrico CarusoRCA Victor LM 2393	2
22		22. SATURDAY NIGHT SING ALONG WITH MITCH . . 9 Mitch MillerColumbia CL 1414	9
23		23. OLDIES BUT GOODIES37 Assorted ArtistsOriginal Sound 5-001	37
24		27. SING A HYMN WITH ME4 Tennessee Ernie FordCapitol TAO 1332	4
25		11. BROTHERS FOUR7Columbia CL 1402	7
26		30. SANTO AND JOHNNY20Canadian-American CA 1001	20
27		34. HE'LL HAVE TO GO2 Jim ReevesRCA Victor LPM 2223	2
28		21. PERSUASIVE PERCUSSION7 Terry Snyder & the All StarsCommand LP 800	7
29		31. STUDENT PRINCE11 Mario LanzaRCA Victor LM 2339	11
30		24. WOODY WOODBURY LOOKS AT LOVE AND LIFE. 13Stereoditties MW 1	13
31		37. CONCERT IN RHYTHM, VOL. II13 Ray ConniffColumbia CL 1415	13
32		32. WONDERFUL WORLD OF JONATHAN WINTERS. 14Verve MGV 15009	14
33		— LISTEN TO DAY1 Doris DayColumbia DD 1	1
34		— PETE FOUNTAIN DAY3Coral CRL 57313	3
35		20. GENIUS OF RAY CHARLES15Atlantic LP 1312	15
36		35. LORD'S PRAYER26 Mormon Tabernacle ChoirColumbia ML 5386	26
37		— CONNIE'S GREATEST HITS3 Connie FrancisM-G-M E 3793	3
38		— ALWAYS8 Roger WilliamsKapp KL 1172	8
39		— STORMSVILLE2 Johnny and the HurricanesWarwick W 2010	2
40		— FIORELLO!14 Original CastColumbia WAO 1321	14

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 1500358	58
2		2. MY FAIR LADY, Original Cast, Columbia OL 5090217	217
3		7. 6161, Sound Track, M-G-M 3641 ST100	100
4		4. FROM THE HUNGRY I, Kingston Trio, Capitol T 110768	68
5		6. KINGSTON TRIOCapitol T 99650	50
6		5. THE MUSIC MAN, Original Cast, Capitol WAO 990118	118
7		3. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 116099	99
8		9. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133109	109
9		14. HYMNS, Tennessee Ernie Ford, Capitol T 756151	151
10		10. KING AND I, Sound Track, Capitol W 740187	187
11		13. PETER GUNN, Henry Mancini, RCA Victor LPM 195667	67
12		8. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032114	114
13		12. PORGY AND BESS, Sound Track, Columbia OL 541046	46
14		16. COME DANCE WITH ME, Frank Sinatra, Capitol T 106965	65
15		19. KINGSTON TRIO AT LARGECapitol T 119950	50
16		20. FLOWER DRUM SONG, Original Cast, Columbia OL 535062	62
17		11. SOUTH PACIFIC, Original Cast, Columbia OL 4180313	313
18		15. ONLY THE LONELY, Frank Sinatra, Capitol W 105372	72
19		18. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 134445	45
20		17. BUT NOT FOR ME, Ahmad Jamal, Argo LP 62872	72
21		21. EXOTICA, VOL. I, Martin Denny, Liberty LRP 303445	45
22		— GEMS FOREVER, Mantovani, London LL 303265	65
23		24. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 300062	62
24		23. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 225274	74
25		25. BLUE HAWAII, Billy Vaughn, Dot DLP 316544	44

STEREO ACTION ALBUMS --- on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. PERSUASIVE PERCUSSION19 Terry Snyder and the All StarsCommand S 800	19
2		1. SOLD OUT5 Kingston TrioCapitol T 1352	5
3		5. PROVOCATIVE PERCUSSION19 Enoch Light and the Light BrigadeCommand S 806	19
4		4. THEME FROM A SUMMER PLACE9 Billy VaughnDot DLP 25276	9
5		3. MR. LUCKY10 Henry ManciniRCA Victor LSP 2198	10
6		— SOUND OF MUSIC21 Original CastColumbia KOS 2020	21
7		— BELAFONTE AT CARNEGIE HALL28 Harry BelafonteRCA Victor LSO 6006	28
8		6. LANZA SINGS CARUSO—CARUSO FAVORITES . . 3 Mario Lanza-Enrico CarusoRCA Victor LSC 2393	3
9		7. BOUQUET12 Percy FaithColumbia CS 8124	12
10		12. FAITHFULLY17 Johnny MathisColumbia CS 8219	17
11		11. GUNFIGHTER BALLADS AND TRAIL SONGS . . . 16 Marty RobbinsColumbia CS 8158	16
12		15. THIS IS DARIN7 Bobby DarinAtco SC 115	7
13		13. NEW ORLEANS14 Pete FountainCoral CRL 7-57282	14
14		18. AMERICAN SCENE10 MantovaniLondon PS 182	10
15		— QUIET VILLAGE28 Martin DennyLiberty LST 7122	28

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		— SING ALONG WITH MITCH29 Mitch MillerColumbia CS 8004	29
17		8. SAIL ALONG SILVERY MOON20 Billy VaughnDot DLP 25100	20
18		24. KINGSTON TRIO15Capitol ST 996	15
19		10. RACHMANINOFF: PIANO CONCERTO NO. 3 . . . 17 Van CliburnRCA Victor LSC 2355	17
20		29. PORGY AND BESS2 Harry Belafonte and Lena HorneRCA Victor LSO 1507	2
21		17. MORE SING ALONG WITH MITCH17 Mitch MillerColumbia CS 8043	17
22		14. BEN-HUR2 Rome Symphony Orch./SavinaM-G-M IEI	2
23		19. MUSIC FOR BANG, BAA-ROOM AND HARP . . . 12 Dick SchoryRCA Victor LSP 1866	12
24		9. AMERICAN SHOWCASE16 MantovaniLondon PSA 3202	16
25		16. OPEN FIRE, TWO GUITARS17 Johnny MathisColumbia CS 8056	17
26		20. 'S AWFUL NICE14 Ray ConniffColumbia CS 8001	14
27		21. MUSIC FOR DINING14 George Melachrino StringsRCA Victor LSP 1000	14
28		30. BROTHERS FOUR2Columbia CS 8197	2
29		25. MUSIC FOR READING11 George Melachrino StringsRCA Victor LSP 1002	11
30		23. BILLY VAUGHN PLAYS MILLION SELLERS . . . 16Dot DLP 25119	16

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		3. SOUTH PACIFIC, Sound Track, RCA Victor LSO 103254	54
2		4. MY FAIR LADY, Original Cast, Columbia OS 201554	54
3		16. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 222652	52
4		5. HERE WE GO AGAIN, Kingston Trio, Capitol ST 125830	30
5		8. GEMS FOREVER, Mantovani, London PS 10642	42
6		14. COME DANCE WITH ME, Frank Sinatra, Capitol SW 106954	54
7		6. 6161, Sound Track, M-G-M SE 3461 ST54	54
8		7. HEAVENLY, Johnny Mathis, Columbia CS 815236	36
9		13. STRAUSS WALTZES, Mantovani, London PS 11838	38
10		— FILM ENCORES, VOL. I, Mantovani, London PS 12448	48
11		11. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 195652	52
12		— BLUE HAWAII, Billy Vaughn, Dot DLP 2516535	35
13		15. KING AND I, Sound Track, Capitol SW 74042	42
14		— MUSIC MAN, Original Cast, Capitol SWAO 99043	43
15		12. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 225249	49
16		— FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 233831	31
17		— KINGSTON TRIO AT LARGECapitol ST 119939	39
18		— MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 815030	30
19		— NO ONE CARES, Frank Sinatra, Capitol SW 122133	33
20		— OKLAHOMA! Sound Track, Capitol SWAO 59530	30

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREO PHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- LOVE SCENES** . . . Hollywood Bowl Symphony Orchestra (Newman), Capitol P-8516
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LM 2345
- GERSHWIN: RHAPSODY IN BLUE**
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343

STEREOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- RAVEL: BOLERO** . . . Boston Symphony Orchestra (Munch), RCA Victor LSC 1984
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- LOVE SCENES** . . . Hollywood Bowl Symphony Orchestra (Newman), Capitol SP-8516

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

MONOPHONIC

- Soul of Spain, Vol. 1**
101 Strings . . . Somerset P 6600
- Soul of Spain, Vol. 2**
101 Strings . . . Somerset P 9900
- Good Housekeeping Reducing Off the Record**
Harmony HL 7143
- 101 Strings Play the Blues**
Somerset P 5800
- Hawaii in Hi Fi**
Leo Addeo Orchestra . . . RCA Camden CAL 510
- Perry Como Sings Just for You**
RCA Camden CAL 440
- South Pacific**
Al Goodman Ork. . . RCA Camden CAL 421
- Huckleberry Hound**
Daws Butler and Don Messick . . . Colpix CP 202
- Backbeat Symphony**
101 Strings . . . Somerset P 11500
- John McCormick Sings Irish Songs**
RCA Camden CAL 407

STEREOPHONIC

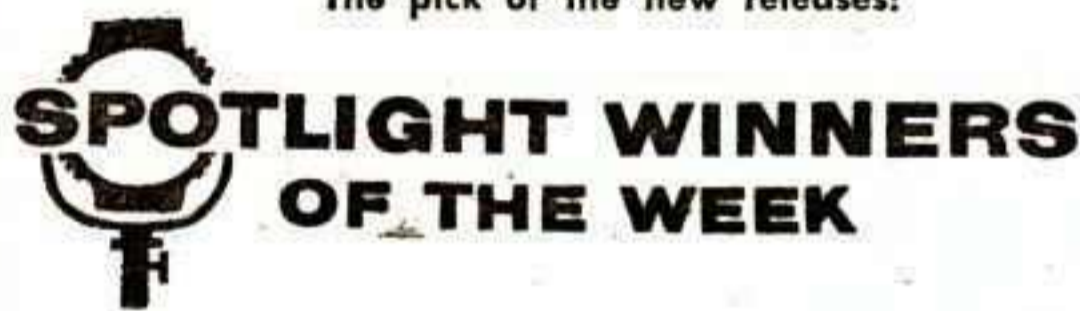
- Soul of Spain, Vol. 2**
101 Strings . . . Stereo Fidelity SF 9900
- Soul of Spain, Vol. 1**
101 Strings . . . Stereo Fidelity SF 6600
- 101 Strings Play the Blues**
Stereo Fidelity . . . SF 5800
- South Pacific**
Al Goodman Ork. . . RCA Camden CAL 421
- Silver Screen**
101 Strings . . . Stereo Fidelity SF 7000
- Rhapsody in Blue**
Hamburg Philharmonic Orchestra . . . Stereo Fidelity SF 5700
- Backbeat Symphony**
101 Strings . . . Stereo Fidelity SF 11500
- Hawaii in Stereo**
Leo Addeo Orchestra . . . RCA Camden CAS 510
- East of Suez**
101 Strings . . . Stereo Fidelity SF 11200
- Concerto Under the Stars**
101 Strings . . . Stereo Fidelity SF 6700

BEST SELLING POP EP'S

- Party Sing Along With Mitch**
Mitch Miller . . . Columbia EPB 13311
- Because They're Young**
Duane Eddy . . . Jamie J-304
- He'll Have to Go**
Jim Reeves . . . RCA Victor EPA 4357
- Faithfully**
Johnny Mathis . . . Columbia EPB 14221
- Gunfighter Ballads and Trail Songs**
Marty Robbins . . . Columbia EPB 13491
- Kingston Trio at Large**
Capitol EAP 1199
- Hymns**
Tennessee Ernie Ford . . . Capitol EAP 1-1818
- Spirituals**
Tennessee Ernie Ford . . . Capitol EAP 1-818
- Heavenly**
Johnny Mathis . . . Columbia EPB 13511
- Come Dance With Me**
Frank Sinatra . . . Capitol 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

THE BEST OF JULE STYNE



The Golden Dozen. Columbia CL 1462—A blockbusting collection, performed by some of the finest pop artists on the label, including Johnny Mathis, Tony Bennett, Doris Day, Harry James, Carol Channing, the Four Lads, Les Brown and the Kirby Stone Four. The tunes are all out of the top drawer, and most of the performances are closely identified with the songs. Among the best are Bennett's "Just in Time," Miss Channing's "Diamonds Are a Girl's Best Friend" and Miss Day's "It's Magic" and "Three Coins in a Fountain." Should be a strong seller.

BONGO BONGO BONGO



Los Admiradores. Command RS 809 SD (Stereo & Monaural)—Here's another set in the "hot" Command line that should turn out to be a best seller. It again features exceptional stereo sound, this time spotlighting the staccato rhythms of the bongo. The bongos come thru in sparkling fashion on such standards as "Bidin' My Time," "Tenderly," "Blue Moon" and "Unchained Melody," played in wonderfully satisfying manner by Los Admiradores. Potent wax for the stereo fans. Cover design is eye-catching.

GOOD TIMIN'



Jimmy Jones. M-G-M E 3847—Jimmy Jones has come thru with two solid hits in "Good Timin'" and "Handy Man," and both tunes are included in this bright new album. In addition the singer is featured on ballads and rhythm tunes here that show off his outstanding vocal work as well as his sincerity and feeling. Singer's performance on "A Wondrous Place," and the standards "For You" and "Where in the World," are very attractive.

MR. PERSONALITY'S 15 HITS



Lloyd Price. ABC-Paramount ABC 324—This package by the magnetic Lloyd Price includes his great smashes, "Personality," "Stagger Lee" and "Lawdy Miss Clawdy," plus 12 others—15 in all, ballads, blues, novelties, etc. A fine value. Cover helps merchandise the disk, for it contains an eye-catching shot of the vocalist, with all the titles clearly displayed.

SING ALONG WITH MITCH



Mitch Miller and the Gang. Columbia CS 8251 (Stereo & Monaural)—Another new one in this hot series by the bearded genius. "Jeannine," "Three o'Clock in the Morning," "Little Annie Rooney" and others of a sentimental nature are here. Great for a gang-sing effect or for actual sing-along participation. Packing is in book-style, with inner leaves carrying the lyrics, with appropriate turn-of-the-century arts.

SOUND

THE SOUND OF STRINGS



Michael Leighton and His Ork. Medallion MS 7502 (Stereo & Monaural)—The new label, a subsidiary of Kapp Records, comes thru with a first-rate waxing here, featuring the Michael Leighton ork in wonderful performances of a group of standards. The sound is up to anything yet put on wax, and the arrangements are smartly handled for stereo. Tunes include "Cheek to Cheek," "I Had the Craziest Dream" and "Dancing on the Ceiling." A fine album that should garner solid sales.

THE SOUND OF TOP BRASS



The Peter London Ork. Medallion MS 7500 (Stereo & Monaural)—This is apparently Kapp's answer to ABC-Paramount-Enoch Light's successful Command LP series. Excellent sound techniques and arrangements are utilized to showcase trumpets, trombones and French horns on three different groups of standards, tagged "The Sound of Brilliant Brass" and "The Sound of Sweet Brass." Strong entry.

(Continued on page 33)

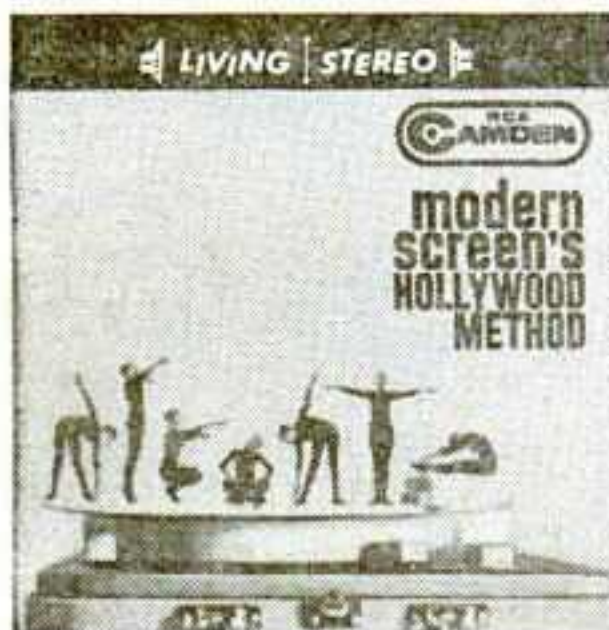
ALBUM COVERS OF THE WEEK



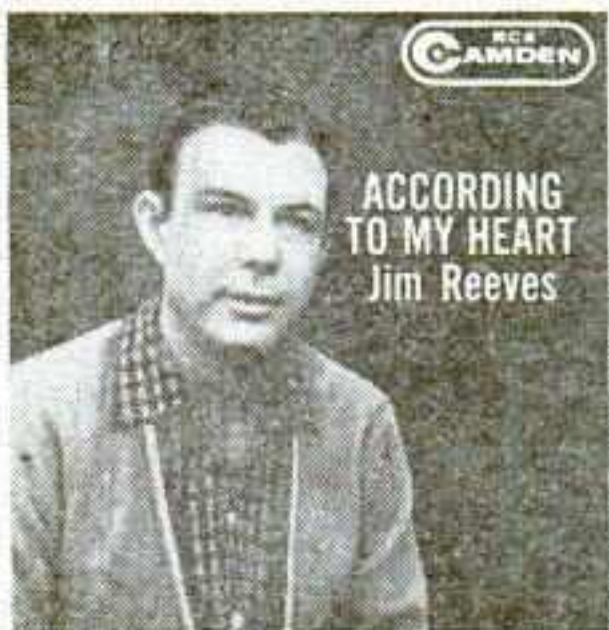
I THANK GOD—Sam Cooke, the Gospel Harmonettes, the Original Blind Boys, Keen 36103. Cooke in a lovely, serene scene, blended in blues and greens.



COOL HANDS—Buck Clarke Quintet, Offbeat OJ-3003. Attractive cover designed by Ivan X. Spear in bright blue, white, fuchsia and yellow.



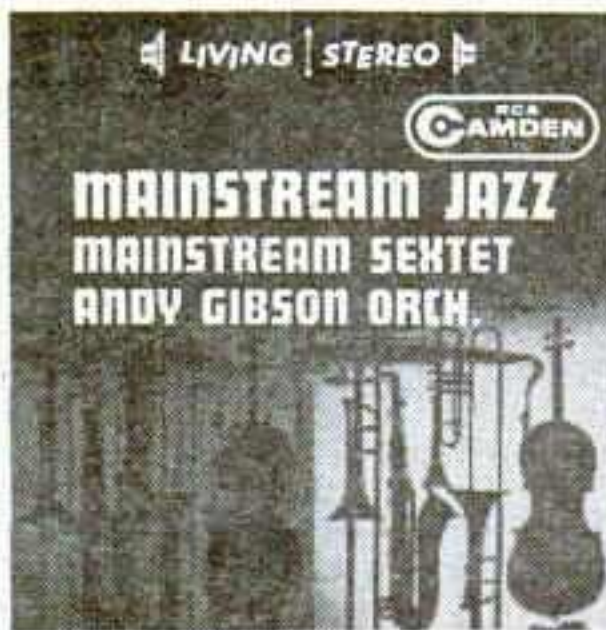
CAS/CAL-581. Reduce-to-music album complete with illustrated booklet - plus a sales-fattening tie-in with the Dell Publications.*



CAL-583. Jim Reeves makes his RCA Camden debut! Watch the "He'll Have to Go" man go to town with ten great numbers!



CAL-573. The Three Suns shine forth in a bright new L.P. - "Lady of Spain," "Granada," "Avalon," and seven other important hits!



CAS/CAL-554. Two of the most talked-about jazz groups in the country team up for some lively action on the RCA Camden label.*



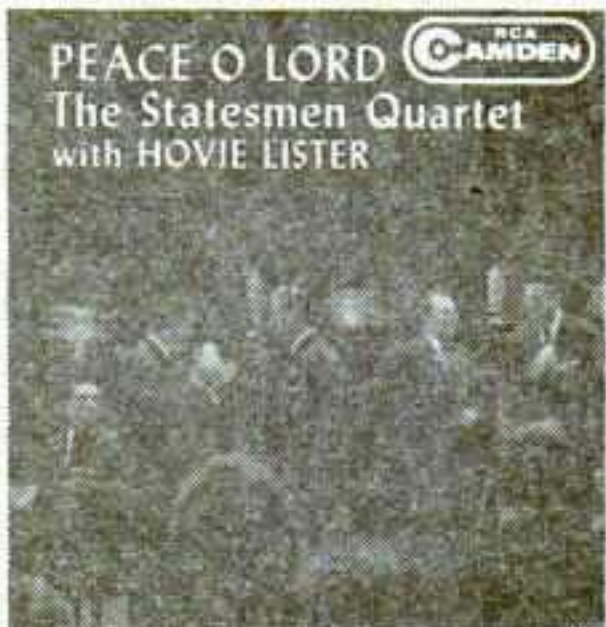
CAL-547. A sensational new L.P.! Perez Prado rides high and wild with "Mona Lisa" and eleven more of his hottest recordings.



CAL-588. Singin' the Blues - in every conceivable shade! The list of performers reads like a roster of the all-time jazz greats!



CAL-587. Ten trail-blazing favorites by a group of singers who haven't missed since they saddled up - way back in 1933!



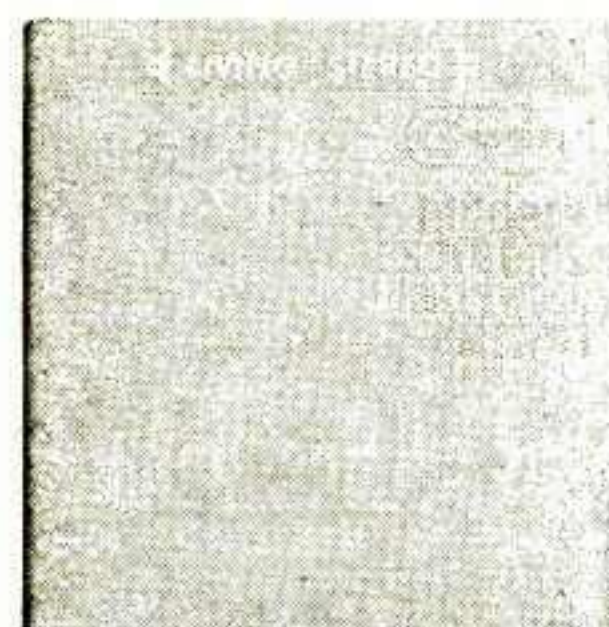
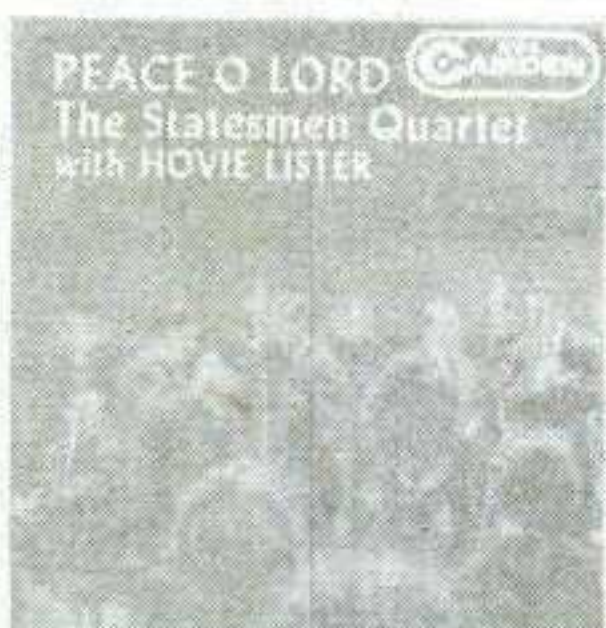
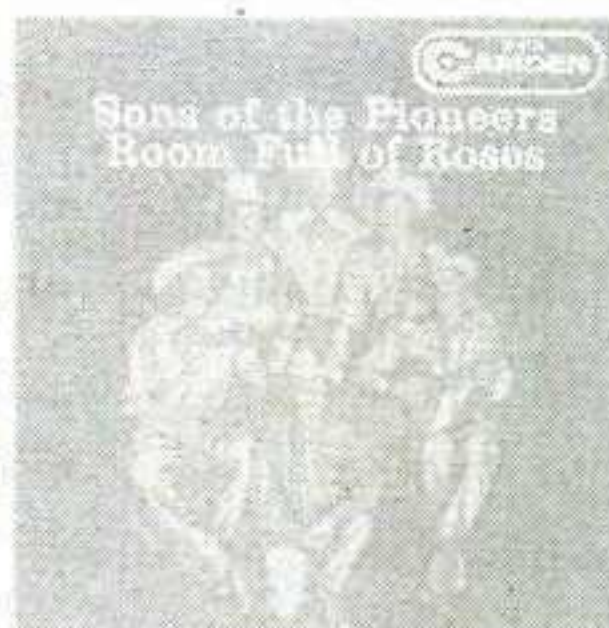
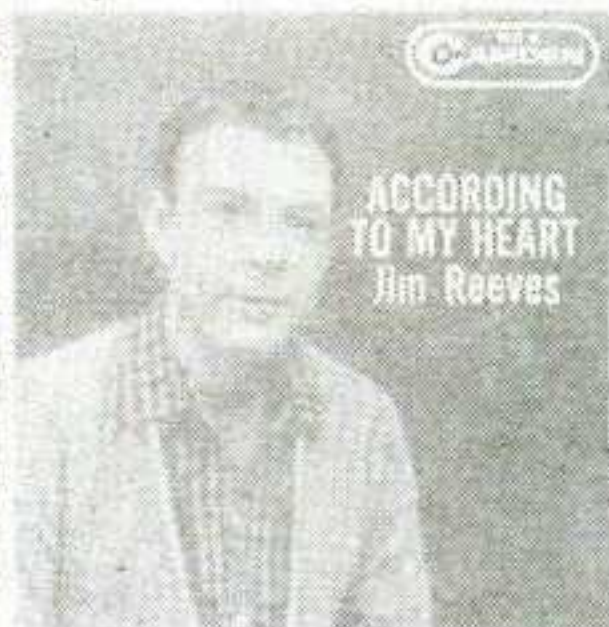
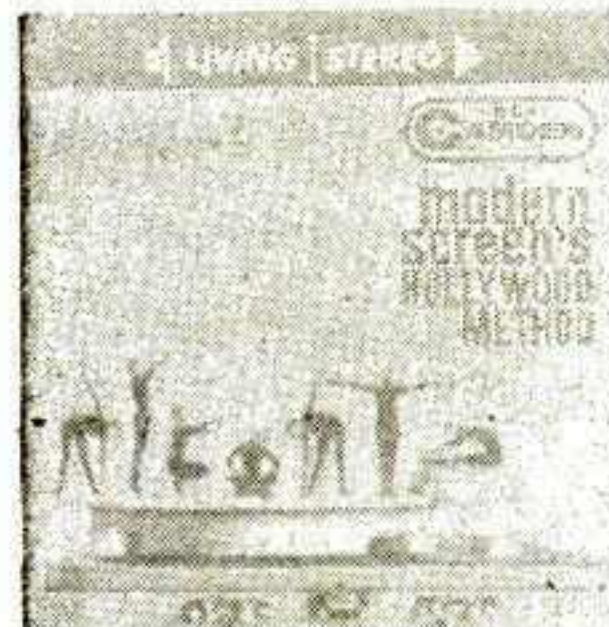
CAL-574. Made to order for the dependable Country and Sacred market. Album features "Peace in the Valley," 11 more numbers.



CAS/CAL-589. Delmonico with Orchestra, Chorus, and 10 hit themes of 1960, including "A Summer Place," "Puppy Love."*



CAL-518. Collector's Issue! New album featuring eleven dazzling examples of Fritz Kreisler's incomparable violin virtuosity.



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The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 31

Jazz

THE GREATEST TRUMPET OF THEM ALL



Dizzy Gillespie Octet. Verve MGVS 6117 (Stereo & Monaural)—Benny Golson and Gigi Gryce have worked out octet arrangements for Gillespie, thus presenting the great trumpeter in a new instrumentation. The package is a great one for discerning jazz cats, both buyers and deejays. It includes "Sea Breeze," "Out of the Past," "A Night at Tony's"—eight in all—imaginative pieces which not only showcase Dizzy but the entire group. Good notes by Leonard Feather will be appreciated.

OSCAR PETERSON PLAYS THE JEROME KERN SONG BOOK

Verve MG VS 6087 (Stereo & Monaural)

OSCAR PETERSON PLAYS THE HARRY WARREN AND VINCENT YOUmans SONG BOOKS

Verve VS 6090 (Stereo & Monaural)

OSCAR PETERSON PLAYS THE HAROLD ARLEN SONG BOOK

Verve VS 6091 (Stereo & Monaural)

OSCAR PETERSON PLAYS THE JIMMY McHUGH SONG BOOK

Verve VS 6092 (Stereo & Monaural)

Devotees of jazz piano have a treat in store with these four new Peterson albums. Material-wise, much of the glory of the ASCAP catalog is here. Performance-wise, Peterson is brilliant—giving the songs new structure and playing with a technique that is sensitive and flawless. The four packages each have a reproduction of a different water color on the cover, yet they give the impression of a series, for the typography on each album carries out a similar motif. For record buyers who are discerning, and for deejays seeking tasteful, sophisticated material which is modern yet familiar to the general listener—this is hard to beat.



Semi-Classical

JUST FOR LISTENING



Andre Kostelanetz conducting New York Philharmonic. Columbia MS 6133—Kostelanetz provides rich symphonic impressions of works of three great American composers—Gershwin, Kern and Grofe. Kern is represented with a group of his tunes, played in chronological sequence, Gershwin by Prelude II in C Sharp Minor and "Bess, Oh Where's My Bess"; Grofe by "On the Trail" and "The Mississippi Suite." Fine performance with strong sales potential for both the pop and semi-classical buyer.

STEPHEN FOSTER SYMPHONY—JEROME KERN SYMPHONY



Pittsburgh Symphony Orchestra (Steinberg). Everest SDBR 3063 (Stereo & Monaural)—This package has strong name power in Conductor Steinberg, the Pittsburgh Symphony Orchestra, and Robert Russell Bennett, who arranged and orchestrated both symphonic medleys. The Mendelssohn Choir of Pittsburgh gives Steinberg fine support on Bennett's commemoration symphony, based on Foster melodies. The style features a richly melodic medley of nine Kern songs in chronological order of his career.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ PRETTY MUSIC PRIMA STYLE, VOLUME ONE

Louis Prima. Dot DLP 25264 (Stereo & Monaural)—A mute Prima is featured on this instrumental package of pretty mood music, spotlighting the star's warm trumpet solo work on a group of nostalgic standards—"Ruby," "There's a Small Hotel," "A Sunday Kind of Love," etc. Appealing picture of Prima and his small daughter, Toni, gives package strong display value.

★★★★ SWING, YOU LOVERS

Keely Smith. Dot DLP 25265 (Stereo & Monaural)—The swingin' Miss Smith addresses herself to a flock of fine tunes, many of them in an uptempo vein and she gets some solid big band backings. Her tunes here include such things as "I Love to Love," "Swing You Lovers" and "Hello Young Lovers." It's a gassy set and it should be due for good jock exposure.

★★★★ DELLA BY STARLIGHT

Della Reese. RCA Victor LSP 2204 (Stereo & Monaural)—Della Reese sells a

group of fine ballads in her own individual style here, backed warmly by the Glenn Osser band. The thrush performs the tunes with feeling and her many fans will enjoy them. The tender songs include "He Was Too Good to Me," "Lamplight," "How Did He Look" and "Two Sleepy People."

★★★★ EDDY ARNOLD SINGS THEM AGAIN

Eddy Arnold. RCA Victor LSP 2185 (Stereo & Monaural)—Chet Atkins has taken a package of songs associated with Arnold and has re-done them with modern engineering. Some are pop-ish, some are in the traditional c.w. groove, some are folk, and together they make up a fine album. Bouquet of Roses, "You Don't Know Me," "I Really Don't Want to Know," "Molly Darling" are examples of material.

★★★★ REFLECTIONS

Frank Sinatra. Columbia CL 1448—Columbia has packaged another group of old Sinatra sides in this album which should enjoy pleasant sales prospects. Nostalgic lineup includes "Stella By Starlight," "Nature Boy," "All the Things You Are,"

"Where Or When" and other durable standards. Strong jockey wax.

★★★★ NOW, THERE WAS A SONG

Johnny Cash. Columbia CS 8254 (Stereo & Monaural)—Fine product, containing performances of songs noted, for the most part, in the country field, as "My Shoes Keep Walking Back to You," "I'm So Lonesome I Could Cry," "Honky Tonk Girl." This material harks back to the days of Hank Williams, and includes songs by Hank Thompson and Bob Willis. Cash really hews close to the c.w. style here, and aficionados will appreciate that. Too, his pop fans must get a boot out of this disk.

★★★★ MELTORME SWINGS SHUBERT ALLEY

Verve V 56146 (Stereo & Monaural)—The Velvet Fog here put his jazz-phrased vocalizing to work on a group of songs which had their origins in Broadway musicals. Torme is at his best in this kind of swinging, and he effectively sells his original phrasing, backed by an orchestra fronted by Marty Paich. Among his best are "Too Close for Comfort," "Just in Time," "Old Devil Moon" and "Hello Young Lovers."

★★★★ THE SOUND OF A CHORUS

The Companeros De Mexico. Medallion MS 7503 (Stereo & Monaural)—Here's one of the first four sets of Kapp Records' new label which places its emphasis on special high quality of sound. This production—featuring a colorful chorus, the Companeros de Mexico, along with the rich baritone voice of Carlos Ramirez—made in Mexico and contains exciting reading of numerous great Latin standards like "Cielito Lindo," "La Paloma" and "Ti Pi Tin." Accompaniment is provided by a barrage of mighty percussion instruments plus accordion, piano, bass and guitar. A fine workout for the equipment. Set is due for high-powered merchandising efforts.

★★★★ WHAT IN THE WORLD'S COME OVER YOU

Jack Scott. Top Rank RM 326—Hitmaker in the singles field, Jack Scott turns in some good new tunes and arrangements, which also include two recent hits, the title tune, and "Burning Bridges." The artist is in good form vocally and this plus the good, driving, rocking arrangements all makes for salable teen dancing fare. Other tunes include "Good Deal, Lucille," "Window Shopping" and "Am I the One." Set can probably spring good new singles.

★★★★ THE BLEND AND THE BEAT

The Ames Brothers. RCA Victor LSP 2128 (Stereo & Monaural)—The Ames boys continue to turn out an appealing commercial sound as they demonstrate their familiar harmony sound to interesting backings by Sid Ramin. As the title suggests, the accent is on blend and rhythmic beat. All the tunes are of a vintage nature and they include "Autumn Leaves," "Begin the Beguine" and "Night Train."

★★★★ IT TAKES TWO

Warren Covington and the Tommy Dorsey Ork. Decca DL 8980—The Tommy Dorsey ork, fronted by Warren Covington, shows its versatility by the handling of all the standard Latin dances, including the cha cha, tango, merengue, mambo, rumba and samba. The band combines a rock-steady tempo, that is perfect for dancing, with imaginative big band arrangements of some of the best known music for each of the dances. Should be a leader among mixed Latin albums.

★★★★ CLEBANOFF PLAYS GREAT SONGS OF THE CONTINENT

Mercury SR 60163 (Stereo & Monaural)—The well-known maestro again turns out a superb sound with his strings augmented by a full orchestra. The repertoire is designed to click, too, with a flock of favorite songs identified with the Continental scene. These include "La Ronde," "Moritat Theme," "Non Domenticar" and "Heart of Paris." Lush listening, beautifully recorded stereo or monaural.

★★★★ DO IT YOURSELF WEDDING ALBUM

June Valli-Florian ZaBach. Mercury SR 60145 (Stereo & Monaural)—A striking tongue-in-cheek cover of a beatnik-type wedding couple gives this package solid display value for the June bride season. Contents feature a mish-mash of straight wedding music (Mendelssohn, Wagner, "Oh Promise Me,") pleasant pop vocals by Miss Valli ("Crying in the Chapel," etc.) and six dreamy instrumental sides by ZaBach's fiddle and ork.

★★★★ THE SOUND OF MUSICAL PICTURES

The Medallion Concert Band. Medallion MS 7501 (Stereo & Monaural)—A subtle album idea: pictures in sound, that is, selections which evoke a mental picture. Natural sounds coupled with descriptive music do this. Thus, the selections are "The Whistler and His Dog," "In the Clock Store," "In a Monastery Garden," etc. Performances are full of mood and good musicianship. Packing is lush and extremely tasteful, done with a book-style cover and attractive art.

LOW-PRICED POPULAR ★★★★★

★★★★ LEROY ANDERSON SOUVENIRS

Somerset Ork. Perfect PS 14025 (Stereo & Monaural)—Attractively orchestrated and

performed versions of 10 of Leroy Anderson's most popular compositions, including "Fiddle Faddle," "Blue Tango," "Sleigh Ride" and "Syncopated Clock." They're all classics among American musical novelties, and they are played with charm, grace and humor.

JAZZ ★★★★★

★★★★ LOUIS BELLSON SWINGS

JULE STYNE
Verve MGVS 6138 (Stereo & Monaural)—Bellson's solid, swinging drum solo work
(Continued on page 34)

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Reviews and Ratings of New Albums

Continued from page 33

ably showcased for a group of nostalgic Jule Stune tunes. Jazz-flavored, yet melodic enough treatment to rate pop spins, the line-up includes "Everything's Coming Up Roses," "Three Coins in the Fountain," "I'll Walk Alone" and "Sunday."

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"WHEN YOU WISH UPON A STAR"

★★★★ BLUES IN ORBIT
Duke Ellington. Columbia CL 1445—A great collection of blues-oriented sides by the Ellington band, which includes as soloists such names as Johnny Hodes, Jimmy Hamilton, Harry Carney, Paul Gonzalves, Ellington himself and Ray Nance on violin. Included are "Three J's Blues," "Blues in Orbit," and the well-known "C Jam Blues." Ellingtonia comes alive in this exciting flock of arrangements. Fans will certainly want it.

★★★★ GENERALISSIMO
The Buddy DeFranco Men. Verve MG VS 6132 (Stereo & Monaural)—Aside from the somewhat dubious title, this album is a strong sales package, featuring the usual standout clarinet technique of DeFranco. He is aided by a solid line-up of swing-era sidemen—Harry (Sweets) Edison, Bob Hardaway, Jimmy Rowles, Alvin Stoller, and Curtis Counce. Tunes include "Sunday," "Funky's Uncle," "Tea for Two" and a ballad medley of four standards.

THE DIZZY GILLESPIE GILLESPIE QUINTET
★★★★ Theme From Formula 409—VERVE 10213—The great trumpet man and his quintet have a haunting and infectious disk. Material has a Latin rhythm. Watch it. It's worth very strong exposure, and will get it from discerning jocks. (Vivid, ASCAP) (2:50)

CLASSICAL ★★★★★
★★★★ MENDELSSOHN: FINGALS CAVE OVERTURE-SYMPHONY NO. 3 London Symphony Orchestra (Dorati) Mercury SR 90123 (Stereo & Monaural)—The two works by the composer, both of which have Scottish folk derivations, are presented in a highly polished and extremely attractive style. Dorati's recordings with the Minneapolis Symphony are already top sellers and this is one of several recent editions with the maestro at the helm of the London group. Here he gets the same splendid sound quality and performance values. The recording is the stereo counterpart of an already released monaural version.

★★★★ WEBER & SCHUBERT OVERTURES
Concertgebouw Orchestra of Amsterdam (Dorati). Epic BC 1078 (Stereo & Monaural)—The new outstanding European organization, the Concertgebouw Orchestra of Amsterdam, under Antal Dorati, turns in its usual fine performance here of a group of warhorses. The Weber works are the familiar overtures from "Der Freischutz," "Oberone," "Euryanthe" and "Percosia," and the Schubert is the "Overture in C Major." Good item for the new collector.

★★★★ HANDEL: CONCERTO GROSSI
Handel Festival Orchestra. Epic BC 1074. (Stereo & Monaural)—This is a beautiful set of performances of three Concerto Grossi (No. 1, 2, 3), bringing out the beauty of the baroque style. Majesty and lush and stately tonality are here, and the engineering is excellent. Another plus is the set of discerning liner notes by David Johnson, tracing Roman influences in Handel.

★★★★ BEETHOVEN: SONATA NO. 3; BRAHMS: SONATA NO. 2
Gendron, Cellist; Entremont, Pianist. Columbia MS 6135. (Stereo & Monaural)—These pieces for piano and cello are performed with a rare singing tone on the latter instrument and a flawless technique in the piano parts. Truly a fine disk for chamber music devotees. Entremont and Gendron work as one, yet neither outshades the other.

SACRED ★★★★★
★★★★ IN THE SPOTLIGHT
Joe and Marion Tally. Word WST 8037. (Stereo & Monaural)—Very good instrumental performances here (with occasional chorus work) of a strong group of sacred tunes by Joe and Marion Tally. Joe Tally is featured on electric guitar, banjo and trombone, and his wife Marion plays the piano and organ. Selections range from "Onward Christian Soldiers" and "What a Friend We Have in Jesus," to "Beyond the Sunset" and "The Holy City."

★★★ GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★ HAWAII ON THE ROCKS
Georgie Auld Ork. Jaro JAM 5003 — Here's a Hawaiian LP with a twist, with Georgie Auld putting a triplet beat behind the likes of "Song of the Islands" and other famed Island tunes, and combining some funky solo sax work with a couple of steel guitars. The result is a somewhat bizarre sounding compote that could register with the younger set and which many adults may find an interesting innovation. The rock is not raucous, but definitely makes itself felt. Some good disk jockey programming material here.

★★★ "BIG" TINY LITTLE'S 20'S
Big Tiny Little and His Honky Tonk Piano. Brunswick BL 54057 — Honky-tonk piano played with bounce, verve and drive is the asset of this disk. The music all dates from the '20's, and includes such big favorites as "Charleston," "Black Bottom," "Running Wild," "Don't Bring Lulu," "Peggy O'Neill" and "I'm Just Wild About Harry." Enjoyable while either sitting or dancing, this LP can be recommended to brighten any party.

★★★ MUSIC FROM THE SAND CASTLE
Alec Wilder. Columbia CL 1455 — Here's a delightful, multi-mood orchestral suite that is actually an augmented version of a sound track score. The score was written by Alec Wilder for the film fantasy "The Sand Castle," produced by Academy Award-winning Jerome Hill. The work is composed of 10 short movements and it adds up to an appealing group of good listening items. Some bands are also appropriate for moody jockey segs.

★★★ LET ME ENTERTAIN YOU
Sandra Church. Columbia CL 1461 — Sandra Church, one of the stars of the musical, "Gypsy," is featured here in a group of songs somewhat in the burlesque tradition. Altho Miss Church tries hard on the tunes, little really comes off, perhaps because these songs are meant—in this context—more for the eye than the ear. Tunes include the title song, "Wild Rose," "Zip," and "My Heart Belongs to Daddy."

★★★ CAROUSEL
Lois Hunt and Harry Snow. Epic BN 563. (Stereo & Monaural) — Pleasant renderings of the songs from "Carousel" featuring Lois Hunt and Harry Snow, with Charmaine Harna, Kay Lande, Helena Seymour, Charles Green and Clifford Young. Tunes include "June Is Bustin' Out All Over," "If I Loved You" and "You'll Never Walk Alone." Good stereo sound.

★★★ SING ALONG IN SPANISH
Los Campaneros. ABC-Paramount ABC 332. (Stereo & Monaural) — This is an interesting variant on the sing-along style. It is just what it says, Spanish language versions of familiar tunes, from "Besame Mucho," to "Frenesi." Occasionally Los Campaneros sing a chorus or two in English, but the accent is on Spanish. And included is a song sheet in Spanish with Spanish phonetic pronunciation. A fan album or one that can be used for Spanish students.

★★★ AFTER THE BALL
Frank D'Rone. Mercury SR 60246. (Stereo & Monaural) — D'Rone warbles in the hip Sinatra tradition with sock backing by Billy May on a group of standards and oldies. Excellent selection of tunes and attractive performance by singer makes LP good deejay wax. Best sides are "Oh! Look at Me Now!" and "Now I Know."

★★★ THE KING AND I
Various Artists. Epic BN 564. (Stereo & Monaural) — Here's an excellent musical comedy package, featuring able vocal performances by Lois Hunt, Harry Snow, Samuel Jones and Charmaine Harna on the memorable Rodgers and Hammerstein score, recently revived at New York's City Center and a favorite summer stock vehicle. Should pull sales.

★★★ THE WILDEST CLAN
Sam Butera and the Witnesses. Dot DLP 25272. (Stereo & Monaural) — Prima has put together a lively package featuring Sam Butera and various of the Witnesses. Tenorman Butera can be smooth or frantic and he's featured on "Let the Good Times Roll," "You Send Me" and others. Robin Roberts' guitar and vocal is featured on "Don't You Know," vocalist Rolly Dee on "C'est Si Bon," etc. Lively for jocks.

★★★ PLAY GYPSY PLAY
Tata Mirando. Perfect PS 14026. (Stereo & Monaural) — The sobbing fiddle is a prominent feature of this collection of gypsy music, most of which stems from traditional sources. There's an authentic sound to the music, which ranges in mood from gay to morose. An excellent low-priced collection which should do especially well on racks.

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LOW-PRICED POPULAR ★★★★★

★★★ LIKE FRANK MAROCCO
Verve MGVS 6141. (Stereo & Monaural) — Accordionist Frank Marocco bows on the Verve label with a jazz album that is in the vein of "polite" jazz, yet is attractive enough to actually interest jazz fans. Like the old Art Van Dam sets this album could have appeal in both the pop and jazz markets, with Marocco performing on accordion in a modern, yet relaxed style. The songs include standards such as "It Could Happen to You" and "Take the 'A' Train," and his own "Frank's Tune."

★★★ THE ARRIVAL OF KENNY DORHAM
Kenny Dorham. Jaro JAM 5007 — This is an impressive set for Kenny Dorham, featuring the trumpeter performing in a more relaxed style than he usually does on records, yet coming thru with his usual taste and imagination. His group here consists of Tommy Flanagan on piano, Charlie Davis on baritone, Butch Warren on bass, and Buddy Enlow on drums. Originals include "Stage West," and "Butch's Blues." Standards are "I'm an Old Cowhand" and "Stella By Starlight."

★★★ THE BIG MEN
The Paul Smith Trio. Verve VS 6135. (Stereo & Monaural) — The Paul Smith Trio features Smith on piano, Leroy Vinnegar on bass and Stan Levey on drums. Smith turns in some mighty listenable piano work on his solos on "S Wonderful," "It Never Entered My Mind" and "Who's Afraid of the Big Bad Wolf, Parts I and II," with the two rhythm men backing him in fine style. A good jazz set.

★★★ RHYTHM MEETS RUGOLO
Peter Rugolo and His All Stars. Mercury SR 60119. (Stereo & Monaural) — Pete Rugolo and His All Stars come thru with bright, and occasionally wild readings of some solid jazz items here. Rugolo's arrangements are startling modern, and the hip jazz fans will enjoy them. The stereo sound, however, is disappointing. Tunes include originals, "Fawncy Meeting You," and "Later Team," and standards, "Nancy With the Laughing Face" and "Sunday, Monday or Always."

★★★ THE MESSAGE
J. R. Montrose. Jaro JAM 5004 — J. R. Montrose has an expressive, breathy style of tenor which occasionally gets off on a jerky rather than a flowing kick. Two of the better sides are "I Remember Clifford," in which J. R. waxes on the lyrical and "Violets for Your Furs," a soft and succulent horn interpretation of the old Sinatra hit. Montrose is assisted by Tom Flana-

gan on piano; Jimmy Garrison on bass and Pete LaRoca on drums. When it's handled right, Montrose has a tone highly worthy of hearing.

(Continued on page 55)

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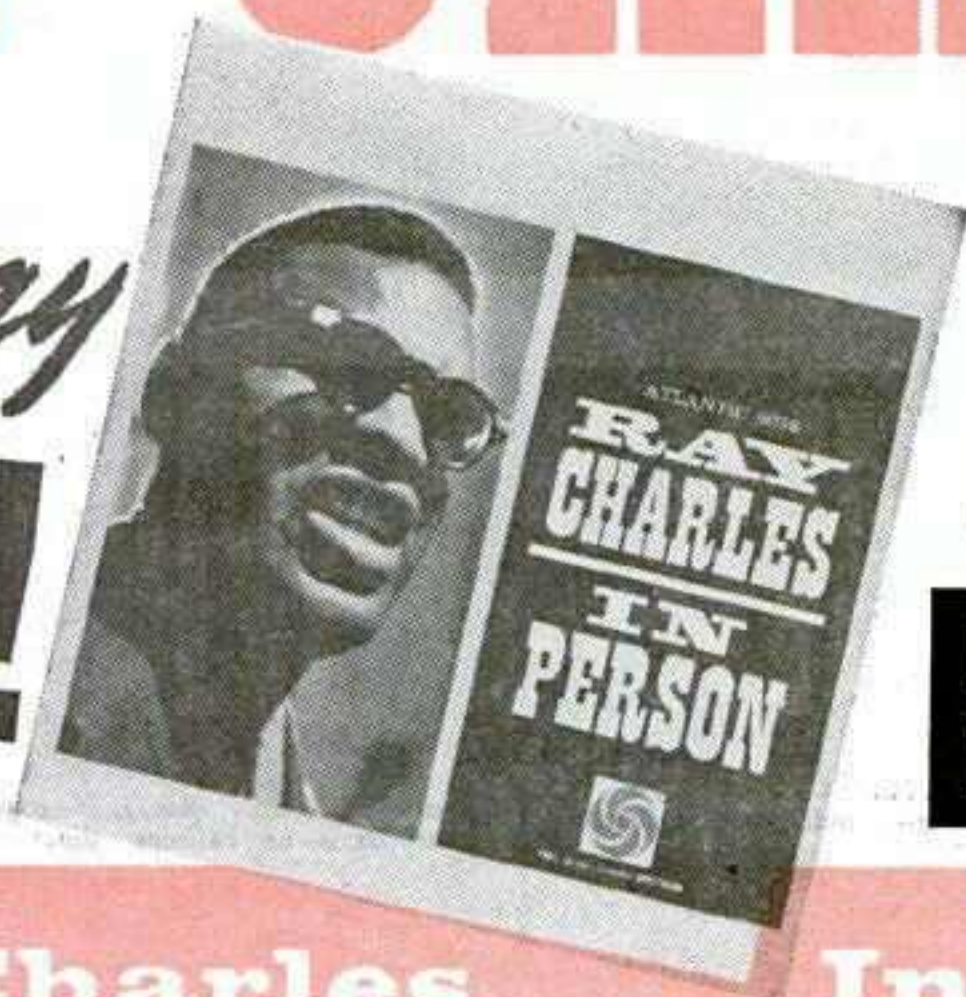
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ATLANTIC RECORDS

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JUNE 5

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1		1 CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	5
2		2 STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	8
3		3 GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	11
4	6	6 GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	4
5	4	4 SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	11
6	7	7 NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	7
7	8	8 HE'LL HAVE TO STAY	By Charlie Grean-J. and A. Allison—Published by Central Songs (BMI)	4
8	12	12 PAPER ROSES	By Spielman-Torre—Published by Pambill (ASCAP)	4
9	5	5 SINK THE BISMARCK	By J. Horton and T. Franks—Published by Cajun (BMI)	11
10	14	14 BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	3
11	13	13 LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	8
12	11	11 CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (ASCAP)	8
13	9	9 LOVE YOU SO	By Holden—Published by Maravilla (BMI)	4
14	16	16 CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	5
15	10	10 THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	9
16	15	15 STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	7
17	18	18 YOUNG EMOTIONS	By David-Livingston—Published by Nelson (ASCAP)	3
18	20	20 SWINGING SCHOOL	By Lowe, Appell and Mann—Published by Columbia (ASCAP)	2
19	—	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	1
20	17	17 WHITE SILVER SANDS	By C. G. Mathews and G. Reinhart—Published by Sharina (BMI)	10
21	23	23 THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	19
22	—	HAPPY-GO-LUCKY ME	By Evans-Byron—Published by Pambill-Lyle (ASCAP)	1
23	19	19 HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	21
24	21	21 DING-A-LING	By Lowe, Appell and Mann—Published by Lowe (ASCAP)	2
25	25	25 FAME AND FORTUNE	By Ben Wiseman and Fred Wise—Published by Gladys (ASCAP)	6
26	26	26 MOUNTAIN OF LOVE	By Dorman—Published by Baughn (BMI)	3
27	—	WONDERFUL WORLD	Published by Kags (BMI)	1
28	27	27 DOGGIN' AROUND	By Lena Agree—Published by Lean (SESAC)	4
29	28	28 LONELY WEEKENDS	By Rice—Published by Knox (BMI)	5
30	—	MADISON	By Brown—Published by Aim (BMI)	3

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

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. CATHY'S CLOWN**—Everly Brothers, Warner Bros. 5151.
- 2. STUCK ON YOU** — Elvis Presley, Vlc 7740.
- 3. GREENFIELDS** — Brothers Four, Col 41471; Julius La Rosa, Kapp 323.
- 4. GOOD TIMIN'**—Jimmy Jones, Cub 9067.
- 5. SIXTEEN REASONS**—Conole Stevens, Warner Bros. 5137.
- 6. NIGHT**—Jackie Wilson, Brunswick 55166.
- 7. HE'LL HAVE TO STAY**—Jeanne Black, Cap 4368; Corina Minette, ABC-Paramount 10097.
- 8. PAPER ROSES** — Anita Bryant, Carlton 528.
- 9. SINK THE BISMARCK** — Johnny Horton, Col 41568.
- 10. BURNING BRIDGES**—Hometowners, Sage & Sand 527; Jack Scott, Top Rank 2041.
- 11. LET THE LITTLE GIRL DANCE** —Billy Bland, Old Town 1076.
- 12. CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- 13. LOVE YOU SO**—Rod Holden, Donna 1315.
- 14. CHERRY PIE**—Skip & Flip, Brent 7010; Marvin & Johnny, Kent 303.
- 15. THE OLD LAMPLIGHTER** — Browns, Vlc 7700.
- 16. STAIRWAY TO HEAVEN** — Neil Sedaka, Vlc 7709.
- 17. YOUNG EMOTIONS**—Ricky Nelson, Imperial 5663.
- 18. SWINGING SCHOOL**—Bobby Rydell, Cameo 175.
- 19. EVERYBODY'S SOMEBODY'S FOOL** — Connie Francis, M-G-M 12899.
- 20. WHITE SILVER SANDS** — Bill Black's Combo, HI 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- 21. 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, Vlc 7599.
- 22. HAPPY-GO-LUCKY ME** — Paul Evans, Guaranteed 208.
- 23. HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vlc 7643.
- 24. DING-A-LING** — Bobby Rydell, Cameo 175.
- 25. FAME AND FORTUNE** — Elvis Presley, Vlc 7740.
- 26. MOUNTAIN OF LOVE** — Harold Dorman, Rita 1003.
- 27. WONDERFUL WORLD** — Sam Cooke, Keen 82112; Jack Lewis Ork and Chorus, United Artists 159.
- 28. DOGGIN' AROUND**—Count Basie, Ork/J. Rushing, Dec 28926; Jackie Wilson, Brunswick 55166.
- 29. LONELY WEEKENDS** — Charlie Rich, Philips International 3552.
- 30. MADISON** — Al Brown and Tune-toppers, Amy 804; Bill Doggett, King 5204.

ADULTS ONLY

Beer's OK In Texas, Says Exec

AUSTIN, Tex. — An official of the Texas Liquor Control Board stated that the "Beer Barrel Polka" is safe from any attack by that organization.

According to A. A. Bachak, officer supervisor of marketing practices in the board's State headquarters here, "All we are interested in, all we can be interested in, is the advertising of alcoholic beverages."

Bachak revealed that RCA Victor recently submitted for approval a "kit" containing a record entitled "Everything But the Beer," and two beer mugs. The record featured Arthur Fiedler and the Boston Pops Orchestra.

Bachak said, "We told them the kit could be sold in its present form by places licensed to sell alcoholic beverages because the album and the mugs carry an advertisement for Budweiser Beer. If they want to take the Budweiser advertisements off, the record album can be sold to anyone. We have no objection to the word "beer" in the title. That would be silly."

Bachak said he had been asked if the board ever objected to the song "Beer Barrel Polka."

"Of course not," he said. "We are just interested in the advertisement of alcoholic beverages. That's State law."

Merc Sets Up Col. Club Deal

NEW YORK—As carried exclusively in The Billboard two weeks ago (May 16), Mercury Records has concluded a deal with the Columbia Record Club to sell selected items from its catalog thru the club. Altho not all of the Mercury line will be distributed thru the club, all strong selling items, including LP's by Dinah Washington and Brook Benton in pop, and many of the best selling Detroit Symphony Orchestra slicings on the classical side, will be used. Mercury jazz and country LP's will also be included in Columbia Club offerings.

First Mercury sets to be sold thru the CRC will be introduced in September and October. Deal was set by Mercury prexy Irving Green.

Musidisc Stereo Promotion in N. Y.

NEW YORK — The Record Hunter dealership on Fifth Avenue here was the scene of novel promotion this past week when Musidisc International Inc., staged a listen and buy demonstration. Set up in one corner of the store was component record playing equipment, installed by the disk manufacturer, on which its records were continuously played. So as not to disturb others in the store, however, stereo head sets were given to listeners interested in hearing the Musidisc LP's. Placards in the front display window of the store invited those interested to come in and give a listen. Musidisc stated it was a very successful stereo promotion.

Horror Pic

Continued from page 18

chine into the theater to capture the original arrangement so that in its own version it could retain the flavor of the original. Warner Bros. is introducing Jericho Brown in its

10-PERCENTER FEE DEDUCTIBLE

WASHINGTON — Fear spreading thru the industry that entertainers with agent representation would no longer be able to write off the 10 per cent fee as a necessary business expense was calmed by Internal Revenue Service last week.

Furor arose late last month when IRS revoked a 40-year-old directive which made fees paid to employment agencies an allowable deduction in computing net income subject to the tax. Many performing artists apparently feared that with revocation of the directive, IRS might not look upon agent fees as deductible expenses.

IRS now has revoked its recent ruling, and will again allow fees paid to employment agencies to be deducted.

One IRS spokesman told The Billboard he doubts whether worry was justified in the first place, because the directive was aimed at employment agencies, and the service does not consider agents as employment agencies.

Simon Pub Sale Deal Still Active

NEW YORK — Negotiations were still going on at the weekend between publisher George Simon and record man Eli Oberstein for the sale of the Simon publishing firms, Melrose Music and George Simon Music, to the latter. It was understood that negotiations had reached the point where contracts were due to be sent to Oberstein from Simon this week.

Altho no one was talking price, it was learned that the figure being discussed was in the neighborhood of \$200,000 for the firms. If the firms are sold, General Professional Manager Harry Smith will go with the new owner. It is probable that negotiations will continue over the next few weeks.

Epic Issues 5 for June

NEW YORK — Five new albums are due for release in June by Epic; three in the classical field and two in the popular line.

Leading the classical releases are Bach's Cantata Number 169, "Gott Soll Allein Mein Herz Haben," and Christian Riiter's Cantata "O Amantissime Spouse Jesu," performed by the Chorus of the Netherlands Bach Society and the Netherlands Chamber Orchestra. Also due for issue are Shubert's Overture in C Major and four overtures by Weber played by the Concertgebouw Orchestra of Amsterdam, Antal Dorati directing, and the "I Musici" chamber group playing works by Albinoni.

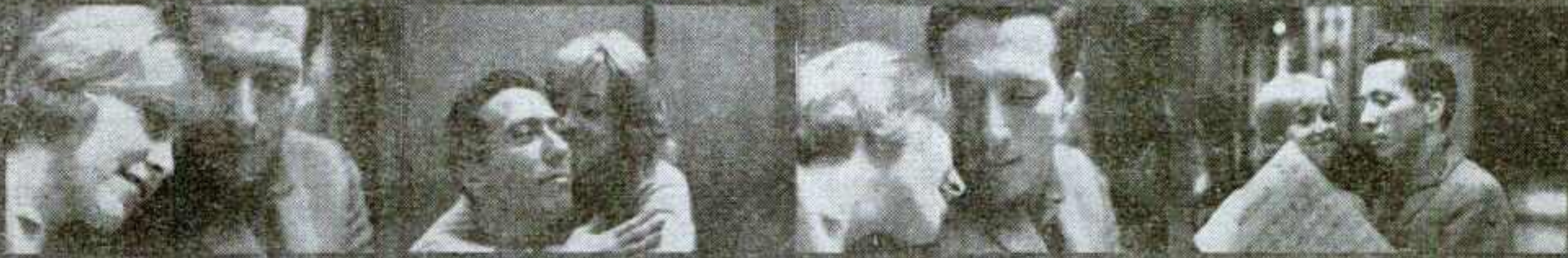
"Ping Pong Percussion by Chuck Sagle" and a set by Michael Sammes Singers with Johnny Gregory and orchestra are the two pop albums.

treatment while Laurie has issued a two-sided version of the tune. Top side features Nicky Como in a vocal treatment while the back-side is devoted to Glen Stuart's ork and chorus in an arrangement of the same song.

Diskeries are eagerly awaiting reaction as the film starts playing other markets to see whether the same teen reaction results. It opens this week in Atlanta, Miami Beach, Cleveland, Dallas, New Orleans and 120 theaters in Tennessee.



SHE OBVIOUSLY DOESN'T MIND
ANDY WILLIAMS
 ASKING HER
"DO YOU MIND?"
 AND INVITING HER TO JOIN HIM IN
"DREAMSVILLE"

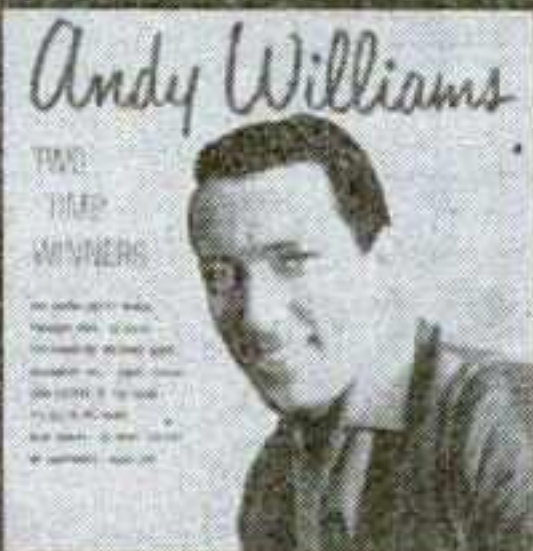


These shots were taken when Andy recorded the big British hit DO YOU MIND? and Henry (Peter Gunn) Mancini's DREAMSVILLE

..... **CADENCE 1381**

CHECK STOCK ON THESE BEST SELLING LP's BY ANDY

TWO TIME WINNERS



CLP 3026
 Stereo CLP 25026

TO YOU SWEETHEART, ALOHA



CLP 3029
 Stereo CLP 25029

LONELY STREET



CLP 3030
 Stereo CLP 25030

THE VILLAGE OF ST. BERNADETTE



CLP 3038
 Stereo CLP 25038

PETER MAURICE MUSIC CO., LTD. • WRITER: LIONEL BART

& 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

- *BECAUSE THEY'RE YOUNG Duane Eddy
(Columbia, ASCAP) Jamie 1156
- PLEASE HELP ME, I'M FALLING Hank Locklin
(Ross-Jungnickel, ASCAP) RCA Victor 7692
- *MY HOME TOWN
(Spanka, BMI)
- SOMETHING HAPPENED Paul Anka
(Spanka, BMI) ABC-Paramount 10106

- *I'M WALKING THE FLOOR OVER YOU
(American, BMI)
- SPRING RAIN Pat Boone
(Enterprise, ASCAP) Dot 16073
- * I REALLY DON'T WANT TO KNOW... Tommy Edwards
(Hill & Range, BMI) M-G-M 12890
- C&W
- THAT'S MY KIND OF LOVE Marion Worth
Guyden 2033
- R&B
- I'VE GOT A RIGHT TO LOVE MY BABY... B. B. King
(Modern, BMI) Kent 334
- YOU'VE GOT THE POWER
(Wisto, BMI)
- THINK James Brown & the Famous Flames
(Armo, BMI) Federal 12370

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. LA MONTANA Roger Williams, Kapp
2. APPLE BLOSSOM TIME Platters, Mercury
3. ONE OF US (WILL WEEP TONIGHT)... Patti Page, Mercury
4. BIG BOY PETE Olympics, Arvee
5. BORN TO BE WITH YOU Echoes, Dolton
6. TRAIN OF LOVE Annette, Vista
7. MR. LONELY Videls, JDS
8. LIKE LOVE Andre Previn, Columbia
9. ALLEY OOP Dyna-Sores, Rendezvous
10. BONGO BONGO BONGO... Preston Epps, Original Sound
11. HEARTBREAK (IT'S HURTIN' ME)
Jon Thomas, ABC-Paramount
12. BIOLOGY Danny Valentino, M-G-M
13. I CAN'T HELP IT (IF I'M STILL IN LOVE WITH YOU)...
Adam Wade, Coed
14. OOH WHAT A DAY Sarah Vaughan, Roulette
15. BREEZE AND I... Santo and Johnny, Canadian-American

HOT 100: A TO Z

A Cottage for Sale	69
A Rockin' Good Way	49
Ain't Gonna Be That Way	99
All I Could Do Was Cry	85
Alley-Oop (Hollywood Argyles)	85
Alley-Oop (Dante)	94
Always It's You	71
Angela Jones	84
Another Sleepless Night	38
Apple Green	62
Barbara	46
Because They're Young	42
Burning Bridges	9
Cathy's Clown	1
Cherry Pie	11
City Lights	67
Clap Your Hands	87
Comin' Down With Love	95
Cradle of Love	10
Ding-A-Ling	18
Doggin' Around	25
Down the Aisle	91
Down Yonder	81
Dutchman's Gold	31
Ebb Tide	56
Everybody's Somebody's Fool	20
Exclusively Yours	75
Fame and Fortune	23
Finger Poppin' Time	67
Footsteps	52
For Love	61
Found Love	93
Good Timin'	3
Got a Girl	29
Greenfields	5
Happy-Go-Lucky Me	27
He'll Have to Go	54
He'll Have to Stay	40
Heartbreak	90
Hot Rod Lincoln	78
I Love the Way You Love	45
I Really Don't Want to Know	79
I'll Be Seeing You	76
I'm Sorry	76
I'm Walkin' the Floor Over You	59
Jealous of You	43
Jump Over	32
Just a Closer Walk With Thee	58
Let the Little Girl Dance	13
Lonely Weekends	26
Lonely Winds	89
Love You So	14
Mack the Knife	36
Madison	108
Maria	103
Madison Time	74
Mr. Lucky	39
Montana, La	92
Mountain of Love	22
Mule Skinner Blues	72
My Home Town	57
National City	66
Night	6
No If's—No And's	40
Nobody Loves Me Like You	30
Oh, Little One	37
Old Lamplighter, The	19
Ooh Poo Pah Doo (Part 2)	34
Paper Roses	7
Pennies From Heaven	80
Pink Chiffon	70
Please Help Me, I'm Falling	53
Right by My Side	73
River Stay Away From My Door	82
Rumaround	83
Shadows of Love	88
Sink the Bismarck	16
Sixteen Reasons	98
Something Happened	98
Spring Rain	86
Stairway to Heaven	17
Step by Step	41
Stuck on You	41
Sweet Nothings	63
Swinging School	15
Tell Me That You Love Me	51
Theme From Young Lovers	65
Theme From a Summer Place	74
Theme From the Unforgiven	77
Think	35
Ties That Bind	60
Urge, The	97
Way of a Clown	47
What Am I Living For	44
When Will I Be Loved	96
When You Wish Upon a Star	59
White Silver Sands	24
Wonderful World	21
(Won't You Come Home) Bill	81
Bailey	81
Young Emotions	12

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.

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

THE KINGSTON TRIO

BAD MAN BLUNDER (Sanga, BMI) (2:37) — **THE ESCAPE OF OLD JOHN WEBB** (Highridge, BMI) (2:28) — The boys have two strong sides here. "Bad Man Blunder" is a snappy blues effort about a man a step ahead of the sheriff. Flip features the group's fine harmony on a listenable folk-flavored ballad. **Capitol 4379**

THE COASTERS

STEWBALL (Tiger, BMI) (2:15) — **WAKE ME, SHAKE ME** (Progressive-Trio, BMI) (2:26) — "Stewball" is an infactious waxing about a horse of the same name. Flip is a bright novelty. The group is at its showmanly best. Watch It. **Atco 6168**

THE CRESTS

TROUBLE IN PARADISE (Winneton, BMI) (2:22) — **ALWAYS YOU** (Winneton, BMI) (2:23) — The Crests turn in bright readings on both tunes. "Trouble in Paradise" is a light, melodic rocker. Flip is a rhythm ditty. Potential dual-market sales prospects. **Coed 531**

RAY PETERSON

TELL LAURA I LOVE HER (Marks, BMI) (2:50) — **WEDDING DAY** (S.P.R., BMI) (2:08) — Peterson provides a moving performance on "Tell Laura I Love Her," a tender weeper with hit potential. Flip is an attractive theme with interesting lyrics. **RCA Victor 7745**

BILL BLACK'S COMBO

DRY BONES (Jec, BMI) (2:14) — **JOSEPHINE** (Leo Feist, ASCAP) (2:22) — Black wraps up two catchy oldies in sock instrumental treatments. "Dry Bones" is particularly effective. Both sides are prime juke and jockey wax and potent dual market sales items. **Hi 2022**

JOHNNY FERGUSON



I UNDERSTAND JUST HOW YOU FEEL (Jubilee, ASCAP) (2:42) — **FLUTTER-FLUTTER** (Cedarwood, BMI) (2:10) — "I Understand Just How You Feel," a hit of a few years ago, is handed a first-rate reading and simple, attractive backing. Flip spotlights a pretty novelty sold in solid vocal fashion. **M-G-M 12905**

JOHNNY BURNETTE



CINCINNATI FIREBALL (Arch, BMI) (2:42) — **DREAMIN'** (Sherman-DeVorzon, BMI) (2:20) — Burnette's showmanly vocalizing is aptly showcased on "Cincinnati Fireball," an infectious r.&r. ditty with a catchy beat. Flip is pleasant theme with attractive reading by the lad. One to watch. **Liberty 55258**

THE BROTHERS FOUR



ELLA LOU (YOU LEFT ME THERE IN CHARLESTON) (Essex, ASCAP) (2:46) — **MY TANI** (Bourne, ASCAP) (2:18) — The Brothers Four should stay on the hit charts with these two fine sides. They sing both ballads with the warmth and tenderness they displayed on "Greenfields." **Columbia 41692**

THE LANE BROTHERS



MIMI (Famous, ASCAP) (2:00) — **TWO DOZEN AND A HALF** (Music Development, BMI) (2:20) — The Lane Brothers, a new group on the label, come thru with a rollicking version of "Mimi," and they sell a novelty rocker with spirit on the flip. **Leader 804**

THE STATUES



KEEP THE HALL LIGHT BURNING (Cedarwood, BMI) (2:54) — The Statues sell a most unusual tune, with touches of gospel and country, with excitement here over strong backing. Group could have a big one with this. Flip is a ballad, "Blue Velvet." (2:20). **Liberty 55245**

FRANKIE AVALON



WHERE ARE YOU (Debmar, ASCA) (2:29) — **TUXEDO JUNCTION** (Lewis, ASCAP) (2:42) — Avalon has two potential winners in this coupling. On top is a lovely ballad handled totally without triplets in lush fashion to string accompaniment. Flip is a nice, rhythmic versions of the old Glenn Miller hit. Watch these. **Chancellor 1052**

ANDY WILLIAMS



DREAMSVILLE (Northridge, ASCAP) (2:56) — **DO YOU MIND** (Peter Maurice, ASCAP) (2:14) — The fine, smooth-styled chanter turns in a highly salable pairing. He's a real crooner on the ballad "Dreamsville," from "Peter Gunn," while the flip is a nice, finger-snapping rhythm item. Both can go. **Cadence 1381**

(Continued on page 41)

YOUR CHECK LIST ON

United Telefilms **HOT PARADE**

POP

Sunny Gale
CHURCH BELLS MAY RING

Warwick 540

The Craftsmen
ROCK ALONG

b/w

GOOFUS

Warwick 538

See and Hear Them on the Dick Clark Show
June 7th

Climbing All the Charts

The Videls

MISTER LONELY

JDS 5004

Louise O'Brien

**I DON'T MIND BEING ALL ALONE
WHEN I'M ALL ALONE WITH YOU**

b/w

I LOVE YOU SO MUCH IT HURTS

Warwick M-537

Shirley & Lee

LIKE YOU USED TO DO

Warwick 535

R&B

Shirley & Lee
LIKE YOU USED TO DO

Warwick 535

Roy Milton
EARLY IN THE MORNING

Warwick 549

Ann Cole
BRAND NEW HOUSE

Sir 275

The Fidelitys
(OH WHAT A GIRL)
THIS GIRL OF MINE

Sir 276

The Distant
COME ON

Warwick 546

Fay Adams
LOOK AROUND
AND
I'M SO HAPPY

Warwick M-550

The Harptones
WHAT KIND OF FOOL
(DO YOU THINK I AM)
AND
NO GREATER MIRACLE

Warwick
M-551

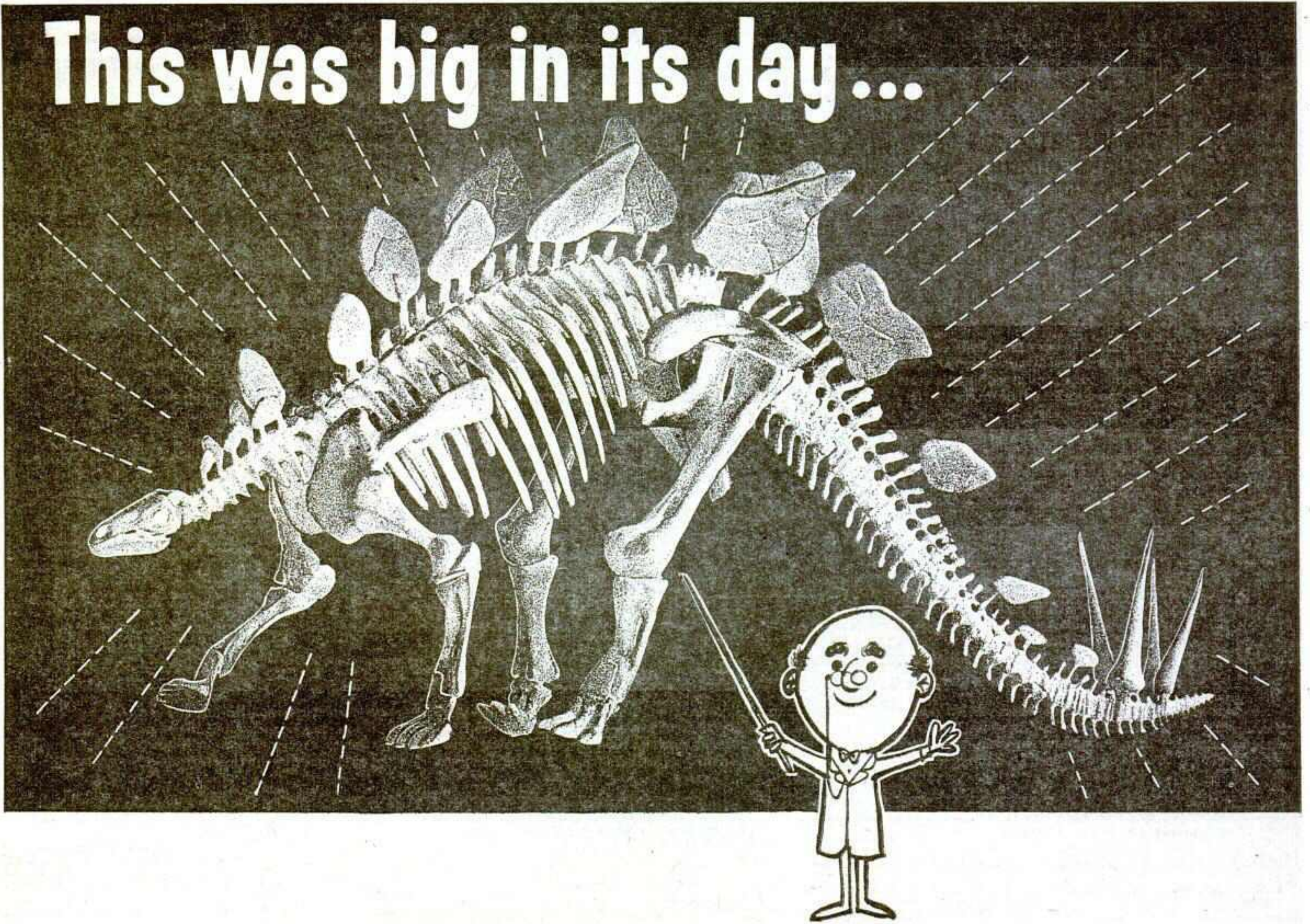
WARWICK, A DIVISION OF

DISTRIBUTED BY

United Telefilm Records, Inc.

MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6 1450

This was big in its day...



But right now the biggest thing going is

“LONELY WEEKENDS”

by

CHARLIE RICH

Phillips International 3552

HOT! HOT! HOT!
 Chicago,
 Detroit,
 Memphis,
 St. Louis,
 New York,
 Cleveland,
 Boston
**BREAKING
 ALL OVER!**



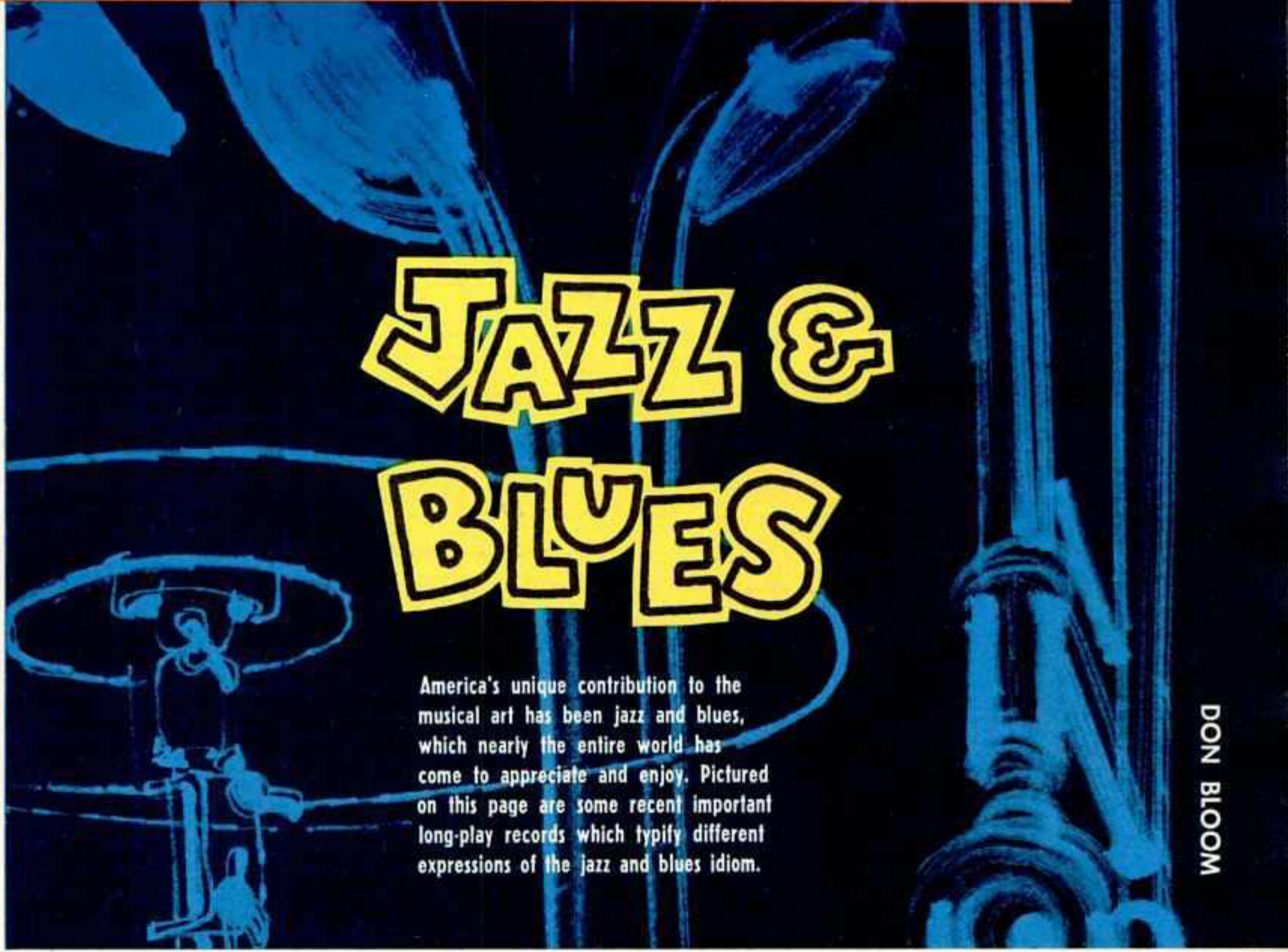
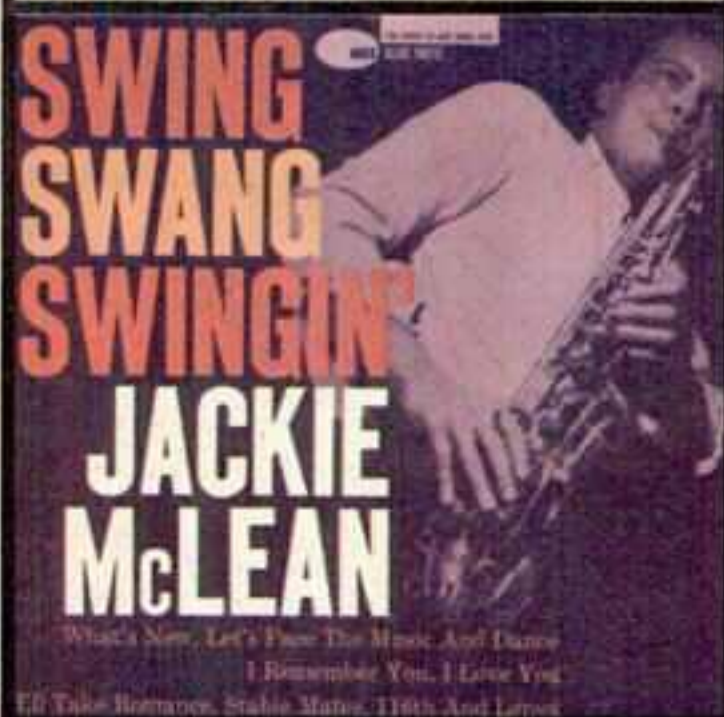
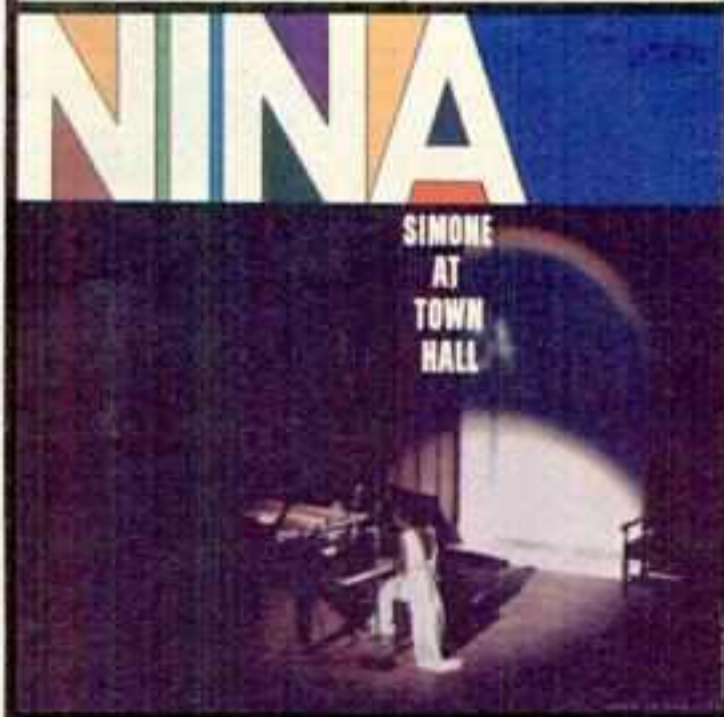
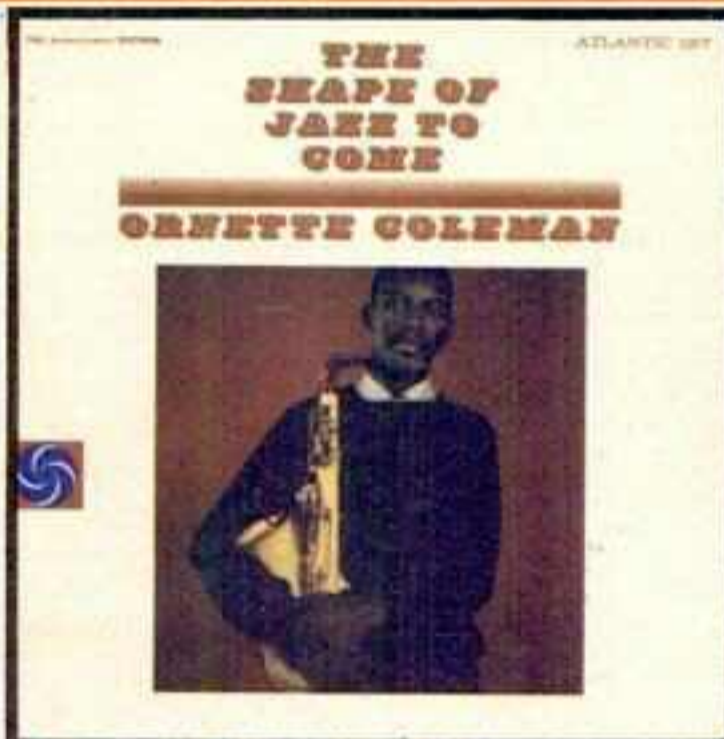
Records
 639 Madison
 Memphis, Tenn.

MAY 30, 1960

AUDITION

THE MUSICAL SHOPPING GUIDE

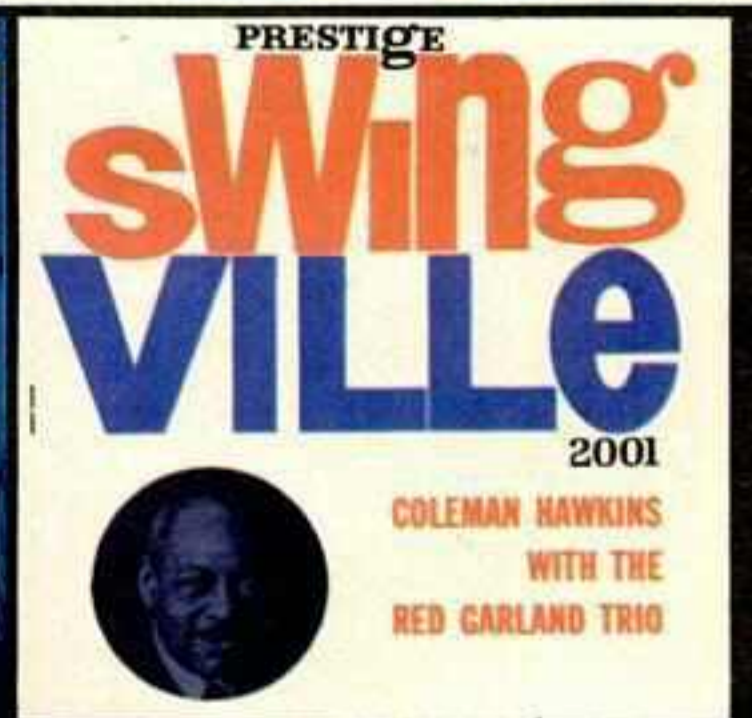
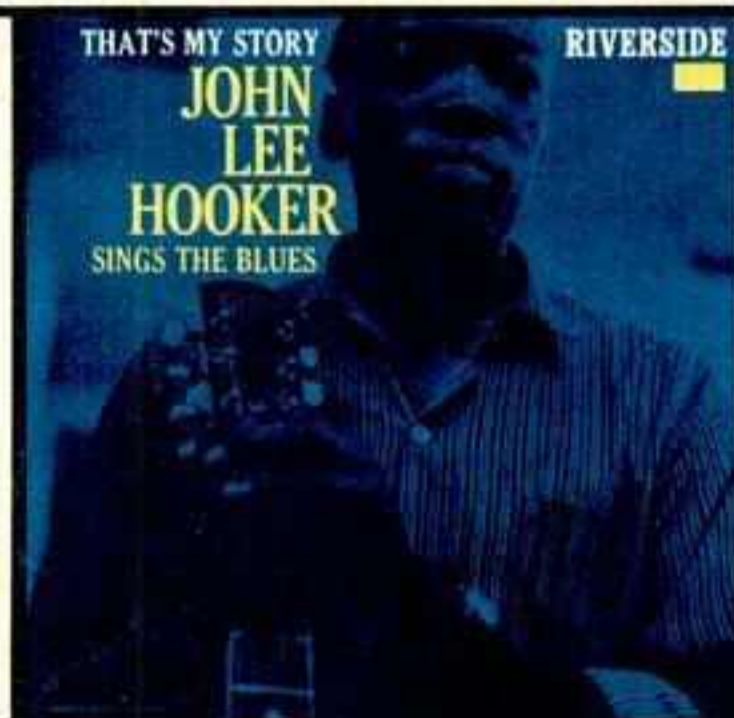
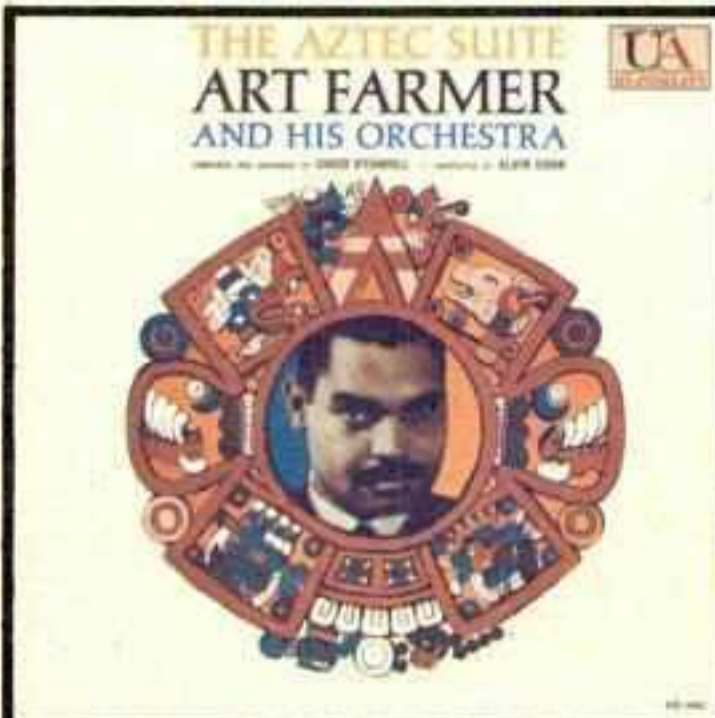
Listings and capsule descriptions of the month's top new LP's, by type of music: popular, classical, jazz, etc.



JAZZ & BLUES

America's unique contribution to the musical art has been jazz and blues, which nearly the entire world has come to appreciate and enjoy. Pictured on this page are some recent important long-play records which typify different expressions of the jazz and blues idiom.

DON BLOOM



The material shown on this page—as well as on the inside pages of AUDITION—is a valuable monthly supplement to the important buying and inventory aids provided elsewhere in every weekly issue of The Billboard. Dealers are advised to use AUDITION'S LP data as an order guide on the musical tastes and buying habits which prevail within their own special retail sales areas.

Showcase

OF NEW AND OUTSTANDING LP'S

The records listed on these pages are the new 12-inch, long-play releases with the greatest potential appeal to the record-buying public, in the opinion of the review panel of The Billboard, the record industry's leading business publication. All were reviewed since the last issue of Audition was prepared. For the convenience of readers, listings have been separated by type of music. Illustrations on these pages feature some recent interesting and colorful LP's which are receiving special promotional attention by the manufacturers.

POPULAR

BAKER, DON TRIO — Hammond For Dancing. Capitol ST 1357

BAXTER, LES—Teen Drums. Capitol ST 1355

BEL-IRE GIRLS — Sing Along With Teen-Agers. Everest SDBR 1081 (Stereo)

BERGEN, POLLY — Polly Bergen's Four Seasons of Love. Columbia CL 1451

BEVIN, JESSE — Mr. Easy. RCA Victor SP 2105 (Stereo & Monaural)

BOONE, PAT—Moonglow. Dot DLP 3270

BOSTON POPS (Fiedler) — Everything But the Beer. RCA Victor LM 6082

BREWER, TERESA — Ridin' High. Coral CRL 57315

BRYANT, RAY — Madison Time. Columbia CL 1476

BURNS, RALPH ORK—New York's a Song. Decca DL 9068

BYE BYE BIRDIE—Original Cast. Columbia KOL 5510

CARLE, FRANKIE—Golden Touch. RCA Victor LSP 2139 (Stereo & Monaural)

CASTLE, LEE & JIMMY DORSEY ORK. — Goodies But Gassers. Epic LN 3681

COOPER, JACKIE — Hennesey. Signature SM 1049

COSTANZO, JACK — Afro Cann. Liberty LST 7137 (Stereo & Monaural)

CRAWFORD, JESSE—Songs of Love. Decca DL 8941

DALE, ALAN—Alan Dale Sings Great American Hits in Italian. United Artists UAL 3091

DE VOL, FRANK & STRINGS — The Old Sweet Songs With. Columbia CS 8209; CL 1413 (Stereo & Monaural)

DOGGETT, BILL—For Reminiscent Lovers By Bill Doggett. King 706

DOO, DICKIE & THE DON'TS—Madison. United Artists UAS 6094 (Stereo & Monaural)

DORS, DIANA — Swinging Dors. Columbia CS 8232. CL 1436 (Stereo & Monaural)

EDDY, DUANE — Because They're Young. (1-EP). Jamie JEP 304

ELGART, LES — The Band With That Sound. Columbia CL 1450

ELLIS, ANITA—The World in My Arms. Elektra EKL 179

EVERLY BROTHERS — Fabulous Style of the Everly Brothers. Cadence CLP 3040

FIELDS, IRVING — Irving Fields Favorites. King 703

FISHER, EDDIE — Tonight With Eddie Fisher. Ramrod T 6002

GENE & EUNICE—Gene & Eunice (1-EP). Case EP 100

GOLD, MARTY — Swingin' West. RCA Victor LSP 2163 (Stereo & Monaural)

HARDAWAY, ROSE—It's Time for Rose Hardaway. Seeco CELP 460

HEATH, TED—The Big Band Dixie Sound. London PS 184

HENDERSON, JOE—Happy Piano. Signature SM 1043

HUGO & LUIGI & CHILDREN'S CHORUS—The Sound of Children. RCA Victor LSP 2159 (Stereo & Monaural)

HUMPHREYS, EARL — I Remember You. Verve VS-6136 (Stereo & Monaural)

JOHNSON, MARY—I Love the Way You Love. (1-EP). United Artists 10007

KANE, JACK—Raisin' Kane. Signature SM 1002

KARAS, ANTON — Zitherama. Omega OSL-36 (Stereo & Monaural)

KENNEY, BEVERLY — Like Yesterday. Decca DL 8948

KING, ALAN — Alan King in Suburbia. Seeco SAW 2101

KNIGHTSBRIDGE STRINGS — More Swinging Strings. Top Rank RM 325

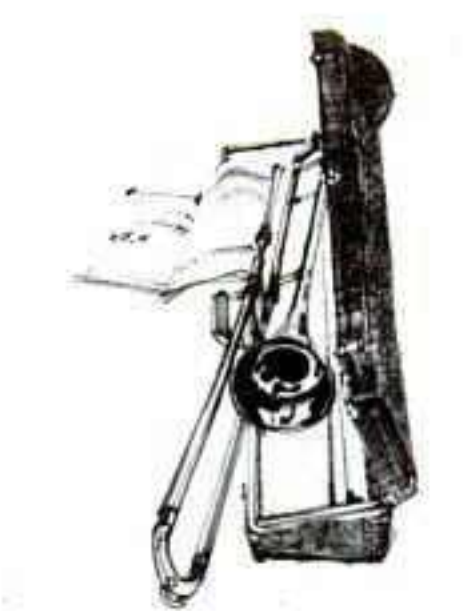
LECUSSANT, ROGER & ORK — Under Skies of Paris. Omega OSL-30

LEGRAND, MICHEL — I Love Paris. LeGrand Piano. Columbia C 1441

LIBERACE & GORDON ROBINSON—The Magic Pianos of Liberace and Gordon Robinson. Coral CRL 57305

LIGHT, ENOCH & THE LIGHT BRIGADE. Provocative Percussion Vol. 2. Command RS 810-S.D. (Stereo)

LONDON, JULIE—Julie At Home. Liberty LST 7152 (Stereo & Monaural)



LONDON POPS ORK — Strings Around the World, Vol. 2. Omega OSL-55 (Stereo & Monaural)

LOPEZ, VINCENT — Lopez Playing. Columbia CL 1433

MACRAE, GORDON & SHEILA—Our Love Story. Capitol ST 1353 (Stereo & Monaural)

MANTOVANI—Songs to Remember. London PS 193

MARSHALL, JACK—The Marshall Swings. Capitol ST 1351 (Stereo & Monaural)

MARTERIE, RALPH ORK. — Big Band Man. Mercury SR 60183 (Stereo & Monaural)

McNAIR, BARBARA — Love Talk. Signature SM 1042

MELBA, STANLEY—Stanley Melba at the Horse Show Ball. United Artists UAL 3075

MORGAN, RUSS — Dance Along With Russ Morgan. Everest S 1083

OLYMPICS—Doin' the Hully Gully. Arvee 423

OWEN, REG—Get Happy. Palette MPZ 1004

OWEN, REG ORK.—Fiorello! Palette 1018

PETERSON, OSCAR TRIO—Fiorello! Verve MG V 8366

PRESLEY, ELVIS — Elvis Is Back. RCA Victor LSP 2231 (Stereo & Monaural)

PREVIN, ANDRE — Like Love. Columbia CL 1437

PRIMA, LOUIS & KEELY SMITH—Together. Dot DLP 3263

RICHARDS, BARNEY & HIS REBELS—Dixie in High Society. Mercury SR 60185 (Stereo & Monaural)

RINALDI, JOE—Joe Rinaldi. Signature SM 6010

SCENT OF MYSTERY — Original Sound Track. Ramrod T 6001

SCOTT, JACK — What Am I Living For? Carlton LP 12-122

SLATKIN, FELIX—Fantastic Brass. Liberty LSP 7157 (Stereo & Monaural)

SMITH, KEELY & LOUIS PRIMA—Together. Dot DLP 3263

SNYDER, BILL & ORK — The Magic Touch. Decca DL 8958

SONS OF THE PIONEERS—Cool Water. RCA Victor LSP 2118 (Stereo & Monaural)

SYMS, SYLVIA — Torch Song. Columbia CL 1447

TEAL, JOY — Mood in Mink. Seeco CELP 457

UNFORGETTABLES, THE — Forgotten Hits. Forget-Me-Not LPF 101

VALENTE, CATERINA — Classics With a Chaser. RCA Victor LSP 2119 (Stereo & Monaural)

VAUGHN, BILLY ORK. — Linger Awhile. Dot DLP 25275 (Stereo & Monaural)

VIOLA, AL — Imagination. Liberty LST 7155

WAGNER, ROGER CHORALE—Voices of the South. Capitol SP 8159 (Stereo & Monaural)

Time. Warner Bros. WS 1381 (Stereo & Monaural)



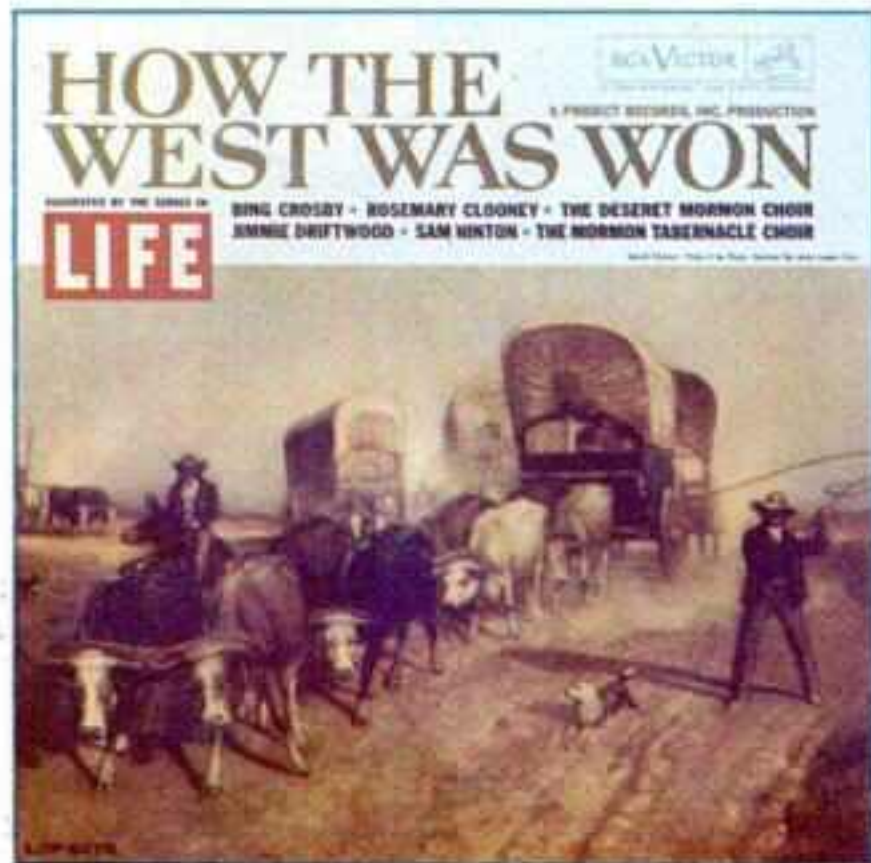
WITH MY LOVE—Ernest Maxin conducts. The songs all have roses or flowers in their titles—La Vie En Rose, Petite Fleur, In Apple Blossom Time. A love note is attached to the attractive cover. Rank RM-321(M), 321(S).



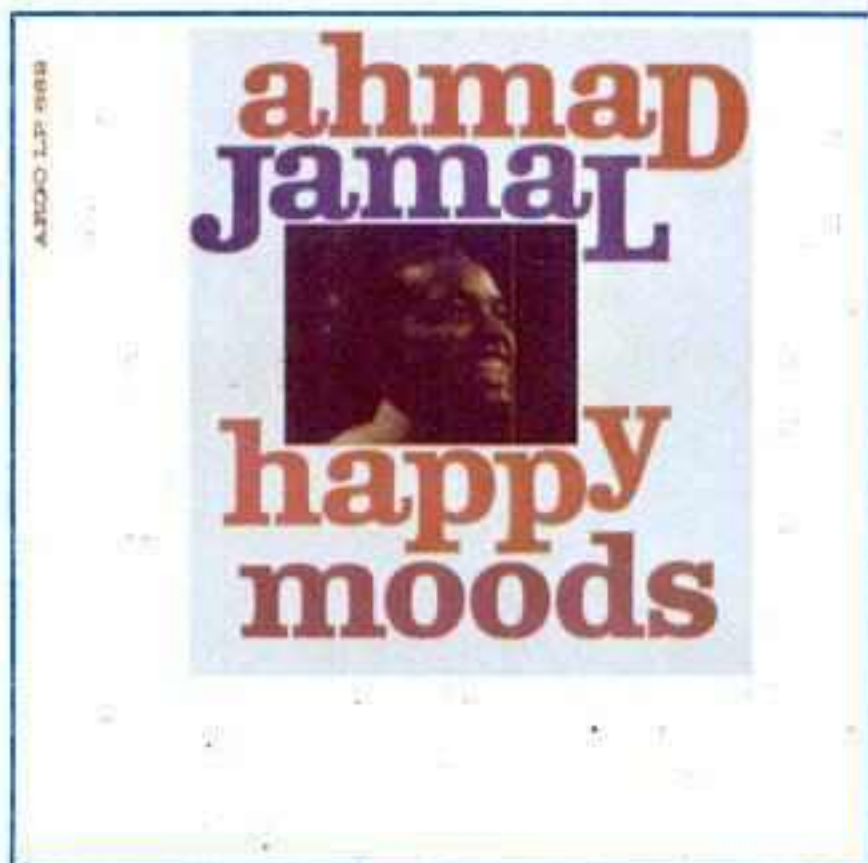
MUSIC FROM MR. LUCKY—Composed and conducted by Henry Mancini. From the CBS-TV Series. The creator of the famous Peter Gunn TV background music has created fresh and exciting music. RCA Victor LPM-2198(M), LSP-2198(S).



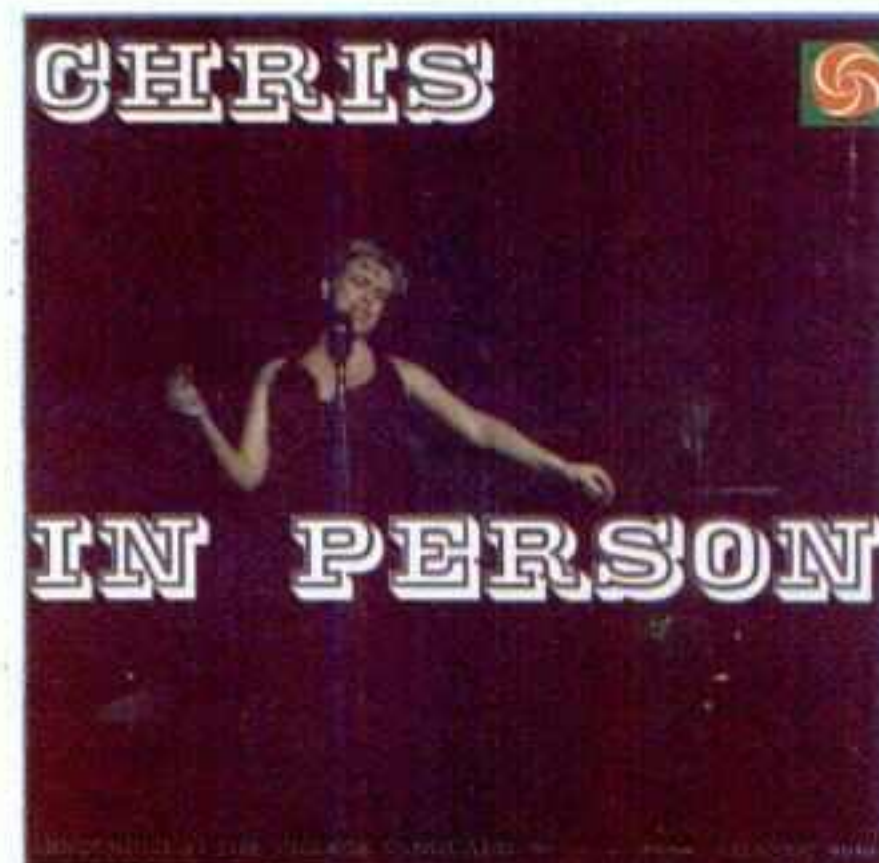
I REMEMBER HANK WILLIAMS—Jack Scott, one of today's top vocal stars, salutes the late, great Hank Williams with a collection of his great country flavored hits. Cold Heart is but one. Rank RM-319(M), 319(S).



HOW THE WEST WAS WON—On two LP records the most complete collection of Western songs and hymns ever compiled—plus actual Life Magazine text and color prints on the Winning of the West. RCA Victor LOP-6070(M), LSO-6070(S).



HAPPY MOODS—Ahmad Jamal, Argo 662(M), 662(S). The fabulous Jamal trio in a bubbling collection of great tunes, beautifully recorded. "His best album to date," say the critics.



CHRIS IN PERSON—Chris Connor, Atlantic 8040 (M), SD-8040(S). Chris' strikingly individual interpretations on Strike Up the Band, Lover Come Back to Me, Don't Worry 'Bout Me, and others, will please her fans.



SONGS AND SOUNDS FROM THE ERA OF "THE UNTOUCHABLES"—Skip Martin and his Prohibitionists. All the excitement and nostalgia of the late '20's and early '30's shine thru this driving musical portrait. Somerset P-12900(M), SF-12900(S).



TOUJOURS MAURICE—The finest recordings of Maurice Chevalier—in RCA Camden Collector's Series CAL-579. One side has six songs in French, the other six in English to capture the complete charm of Maurice Chevalier!



THE TROMBONES, INC.—Ten trombonists from each Coast do "battle." Tunes include "Lassus Trombone," "Old Devil Moon," "Dues Blues" and "Soft Winds." Warner Bros. W-1272, WS-1272.



THE BUTTON-DOWN MIND OF BOB NEWHART—Hailed as the best new comedian of the year by Playboy. Newhart's fun is fit for all the family. Warner Bros. W-1379, WS-1379.



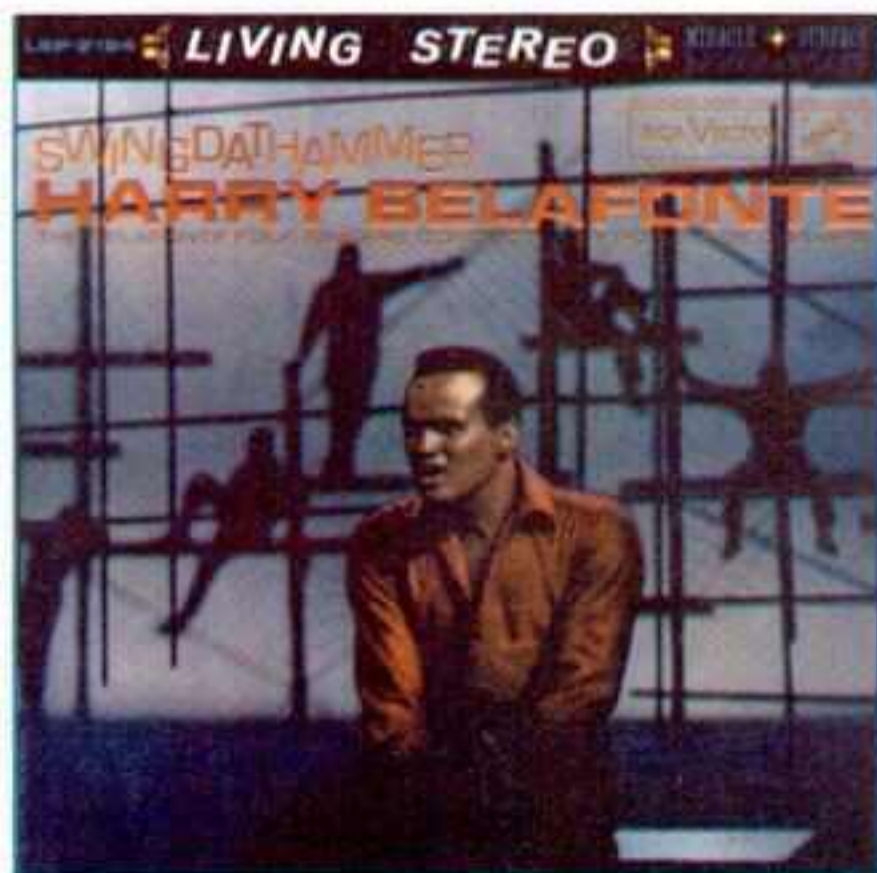
REFLECTIONS—The Platters. "Harbor Lights," "Ebb Tide," "Sleepy Lagoon" and nine other standards guaranteed to bring out the moon-June-croon in anybody by the world-famed vocal group. Mercury MG 20481(M), SR 60160(S).



GOODIES BUT GASSERS—Lee Castle and the Jimmy Dorsey Orchestra swing the great million-seller tunes. Big band swing comes to "Personality," "Bye Bye Love," "Tequila," "Fever," "Don't Be Cruel," others. Epic LN 3681(M), BN 565(S).



THE FRANZ LISZT STORY—Inspired by the motion picture, "Song Without End," is musically portrayed in magnificent style by Carmen Cavallaro. Includes Liebestraum and Hungarian Rhapsody. Decca DL 8999, 78999(S).



SWING DAT HAMMER—Harry Belafonte and the Belafonte Folk Singers conducted by Robert De Cormier. Belafonte and these chain gang songs he always wanted to record are an explosive combination. RCA Victor LPM-2194(M), LSP-2194(S).

LOW PRICE CLASSICAL

BACH: ST. JOHN PASSION—Weiner Sym. Orch. (Grossmann) (3-12"). Vox VBX 202
GRIEG: PIANO CONCERTO IN A MINOR; LITOLFF: SCHERZO—Katin, piano. London Phil. Orch. (Davis). Richmond B 19061
GRIEG: PIANO CONCERTO IN A MINOR; LITOLFF: SCHERZO—London Phil. Orch. (Davis) Richmond S 29061
LISZT: LES PRELUDES; TCHAIKOVSKY: CAPRICCIO ITALIEN—Sym. Orch. of Belgian Nat. Radio (Andre). Telefunken TC 8034

LITOLFF: SCHERZO; GRIEG: PIANO CONCERTO IN A MINOR—Katin, piano; London Phil. Orch. (Davis). Richmond B 19061

LITOLFF: SCHERZO; GRIEG: PIANO CONCERTO IN A MINOR—London Phil. Orch. (Davis). Richmond S 29061

MAHLER: DAS LIED VON DER DE; SYMPHONY NO. 2 IN C MINOR — Vienna Sym. Orch. (Klemperer) (3-12"). Vox VBX 115

MOZART: SYMPHONY NO. 39 (Haffner); SCHUBERT: SYMPHONY NO. 8 — Vienna Phil. Orch. (Schuricht). Richmond B 19062

RHAPSODY IN BLUE — Liberace. Harmony HL 7237

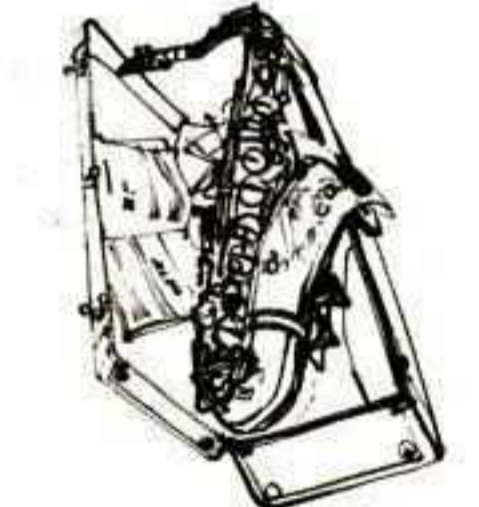
SCHUBERT: SYMPHONY NO. 8; MOZART SYMPHONY NO. 35—(Haffner) Vienna Phil. Orch. (Schuricht). Richmond B 19062

TCHAIKOVSKY: CAPRICCIO ITALIEN; LISZT: LES PRELUDES—Sym. Orch. Of Belgian Nat. Radio (Andre). Telefunken TC 8034

SEMI CLASSICAL

COLLINS, MICHAEL ORK — Bitter Sweet. Angel S 35815 (Stereo & Monaural)

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



OSBORNE, TONY ORK—White House Inn. Angel S 35815 (Stereo & Monaural)

MARX, GROUCHO — The Mikado. Columbia OL 5480

SCHUBERT: LILAC TIME—Michael Collins Ork. Angel 35817 (Stereo & Monaural)

MISCELLANEOUS

CHILDREN

PROKOFIEF: PETER AND THE WOLF — Narrated by Captain Kangaroo, Bob Keeshan; the Stadium Sym. Orch. (Stokowski). Everest SDBR 3043 (Stereo)

RELIGIOUS

GRAHAM, BILLY CHOIRS — Billy Graham International Crusade. RCA Victor LPM 2088

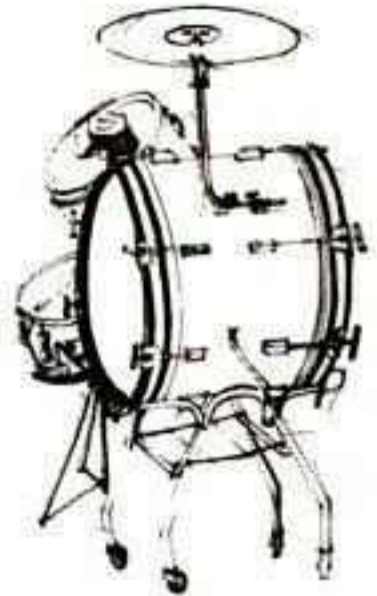
HONEYDREAMERS — This is Our Faith. Hanover HM 8008

SISTINE CHOIR-ST. JOHN LATERN CHOIR — Hymn of Heaven On Earth. Chancellor CHV 5006 (Stereo & Monaural)

SPIRITUAL

CARAVANS — Old Time Religion. Sharp MG 2000

KNIGHT, MARIE—Lift Every Voice and Sing. Carlton LP 119



SACRED

HYMNS, GOSPEL & SACRED SONGS — Don Reno & Red Smiley. King 693

SACRED SONGS—Wilma Lee and Stony Cooper. Harmony HL 7233

INTERNATIONAL

BAUER, ALFONS — My Vienna. Capitol T 10206

SILBERMAN, BENEDICT ORK — Jewish Memories. Palette MPZ 1012

TWELVE GREATEST HITS FROM THE 1960 SAN REMO FESTIVAL —Various Artists. Epic LN 3487

LOW PRICE INTERNATIONAL

THIS IS HUNGARY — Various Artists. Parliament PLP 125

LATIN AMERICAN

CALZADO, RUBEN ORK—Chiquito. Palette MPZ 1006

MORAND, JOSE ORK — Rhumbas. Fiesta FLP 1271

PALMIERI, CHARLIE ORK — Let's Dance the Charanga. United Artist UAL 3082

RIVERA, HECTOR—Let's Cha Cha Cha. Wing MGW 12197

FOLK

CHOATES, HARRY—Jole Blon. D 7000

DAVRATH, METANIA—Sings Folk Songs of Russia. Vanguard VSD 2056

DRIFTWOOD, JIMMIE — Westward Movement. RCA Victor LSP 2171 (Stereo & Monaural)

FOLKSINGERS 'ROUND HARVARD SQUARE—Various Artists. Veritas 1

HOLLOWAY, STERLING—The Grasshopper and the Ants. Disneyland ST 1905

KARMON ISRAELI FOLK DANCERS & SINGERS — Songs of the Sabras. Vanguard VSD 2059 (Stereo & Monaural)

LEWIS, FURRY—Furry Lewis. Folkways FS 3823

LISHNER, LEON — Out of the Ghetto—Songs of the Jews in America. Vanguard VRS 9068

MONTEREO, GERMAINE — Spanish Folk Songs, Vol. II. Vanguard VRS 9067

MORALES, LUX—Folk Songs of the Philippines. Folkways FS 8791

SEAFARERS—We Sing of the Sea. Elektra EKL 182

TAYLOR, CATHIE — A Little Bit of Sweetness. Capitol ST 1309



Auditioning NEW AND OUTSTANDING LP'S

For the convenience of our readers, here is a compilation of descriptive review data published over the past few weeks in The Billboard concerning some of the outstanding new LP's now available.

POPULAR

LIKE LOVE

Andre Previn, His Piano and Ork. Columbia CL 1437—Previn, who left his former label soon after a pop single hit, "Like Young," bows on Columbia with a selection of tunes about love. The title tune has much the construction of "Like Young," with the piano setting up an interesting figure with strings moving in for the melodic content. The other numbers, like "Falling in Love Again," "In Love in Vain," etc., similarly feature Previn's unique style, abetted by banks of strings in the big ork backing. A lot of nice programming fare here and the set can find a solid demand.

UNFORGETTABLE: DINAH WASHINGTON

Mercury SR 60232. (Stereo & Monaural)—Dinah Washington proves why she's entitled to be called "The Queen." She takes a brace of pop tunes and infuses them with believability so that they take on the aura of classics. Her own type of blues feeling is injected into such songs as "I Understand," "This Love of Mine," "Alone" and "The Song Is Ended." Deserves and should win wide popularity.

ALAN KING IN SUBURBIA

Secco SAW 2101—Here's a comic who has turned out an album that's original in format and very funny in content. Furthermore, the subject matter is so near to the lives of so many millions of people that it should strike a responsive note in a sufficient number to become a strong seller. Alan King has fashioned a virtual one-man revue on the tribulations of becoming and remaining a suburban homeowner. He alternates hilarious monologs with clever songs, nearly all on a high laugh level. Should fracture commuters and their friends.

SING AGAIN WITH THE CHIPMUNKS

David Seville. Liberty LST 7159. (Stereo & Monaural)—The electronic stars have another sock sales package. Solidly established as characters in their own right, the boys and mouthpiece Seville utilize their familiar tricks (Alvin's "okay!" etc.) to hilarious effect on a group of their old single hits and community sing-type standards—"Witch Doctor," "Row Your Boat," "Swanee River," "Coming 'Round the Mountain" (their current single), etc. Displayable cover.

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.

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," "L'il 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.

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.

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.

SIXTEEN TONS

Tennessee Ernie Ford. Capitol T 1380—Tennessee Ernie's country boy personality, sometimes played straight and at others with a wink, is shown to good advantage in this collection. It includes his famed version of the title song, as well as his early "Shot Gun Boogie" and "Smoky Mountain Boogie," his lusty "Wild Goose" and "Mule Train," and such novelties as "Milk 'Em in the Mornin' Blues," "Philadelphia Lawyer," and "Bright Lights and Blonde-Haired Women."

ALL AGLOW AGAIN

Peggy Lee. Capitol T 1366—Peggy Lee is "All Aglow Again" and so will be her many, many fans when they hear this fine collection of sides by the thrush. The recordings include her big single hits "Fever" and "Hallelujah, I Love Him So," "Manana," "Whee Baby" and "My Man." Solid wax with a sharp cover of the gal, too.

HIT ME AGAIN

Jonah Jones. Capitol T 1375—Another top flight collection of familiar standards and show tunes, all played persuasively by Jonah Jones and his quartet. The sides include "Blueberry Hill," (on which Jonah takes a vocal), "Gentleman Jimmy," (from "Fiorello"), "The Surrey With the Fringe on Top," and "High Hopes." Very pleasant listening, and an album that should be another big seller for Jonah.

I'M IN THE MOOD FOR LOVE

Joni James. M-G-M E 3837—The canary contributes her usual expressive vocal job on a group of Jimmy McHugh tunes. She spotlighted McHugh songs in her recent Metropolitan Opera concert with 50 voices and 100 strings. A solid commercial package which should equal the thrush's recent "100 Strings and Joni."

EDDIE COCHRAN

Liberty LRP 3172—The late Eddie Cochran, who was killed recently in a London auto accident, is featured here on a collection of country and r.&r. items, including five of his own tunes—"Sittin' in the Balcony," etc. The memorial album should do well sales-wise with his fans.

GUITARS, GUITARS, GUITARS

Al Caiola. United Artists UAL 3077. (Stereo & Monaural)—A very unusual disk, using adaptations of the original arrangements dating to the swing era of classics from that time as played by such bands as Benny Goodman, Glenn Miller, Jan Savitt, Artie Shaw, Stan Kenton and Count Basie. But the instruments used here, except for rhythm section, are six electric guitars, adjusted in various ways to provide the proper effect for various instruments, then overdubbed. The result is a striking collection with a most unique and original sound.

NEW YORK'S A SONG

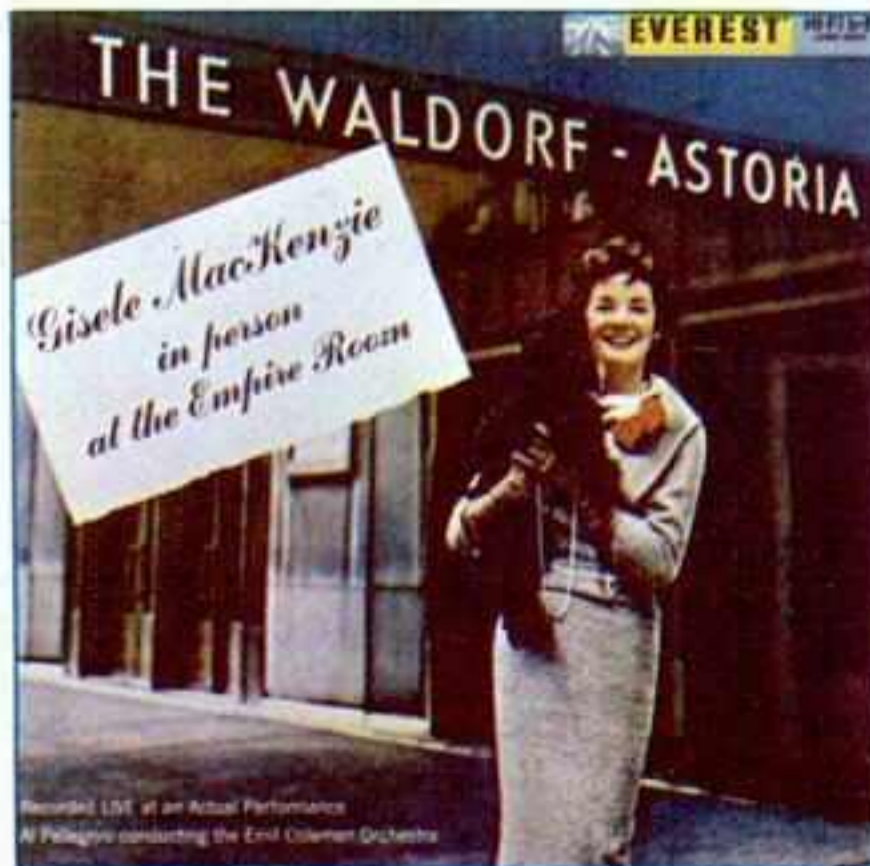
Ralph Burns Ork. Decca DL 9068—This is a noteworthy new album by Ralph Burns and his orchestra. It could be called an up-to-date version of "Manhattan Tower," altho instead of having an original musical score, it has tunes about New York ("Manhattan," "I Happen to Like New York," "Lullaby of Broadway," 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.

LIKE IN LOVE

Nancy Williams. Capitol ST 1319. (Stereo & Monaural)—Capitol is readying an all-out campaign on Nancy Wilson's first LP. The young thrush has a warm, expressive vocal style with a strong jazz flavor and is equally effective on rhythm items or ballads. Fine backing by Billy May with alto solos by Willie Smith. Standout selections include "Night Mist," "On the Street Where You Live" and "The More I See You."

HOME MADE SONGS AND BALLADS

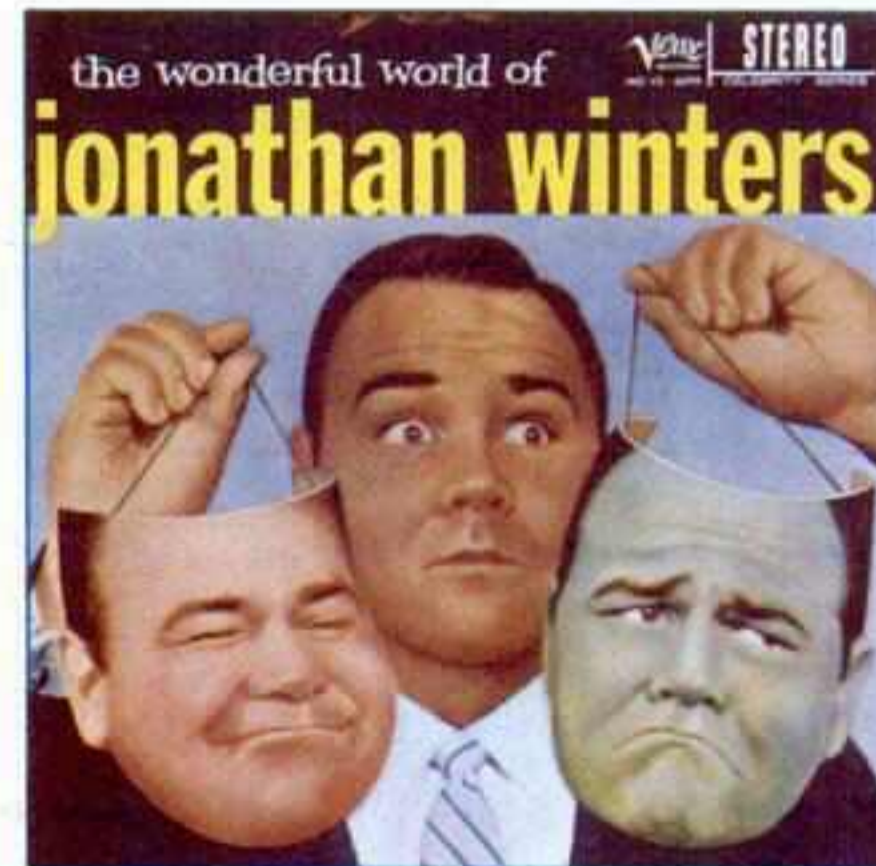
Paul Clayton. Monument M 4001—Here's one of the most promising folk artists to hit wax in quite a spell. Clayton, who makes his home in the Blue Ridge Moun-



GISELE MACKENZIE IN PERSON AT THE EMPIRE ROOM—Starry-eyed reviews greeted Gisele in her appearance this winter at the Waldorf-Astoria. Here is her actual performance recorded live. Everest LPBR 5069(M), SDBR 1069(S).



MARIO LANZA SINGS CARUSO FAVORITES & FROM THE BEST OF CARUSO—The tenors of the century in a 2-album, banded package for the price of one album! RCA Victor LM 2393 & SP 33-75(M), LSC 2393 & SP 33-75(S).



THE WONDERFUL WORLD OF JONATHAN WINTERS—A smash on all the charts. A must for every dealer to stock in quantity to keep up with the demand for this wonderful album. Verve MG V 15009(M), MGVS 6009(S).

tains, gets credit for writing all of the tunes, but in a way, they are simply classy updatings of older repertoire. Clayton, the writer of "Gotta Travel On," ranges in different moods and alternately accompanies himself on guitar, banjo and three-string dulcimer. To lend polish to the set, voices and added rhythm instrumentation are used, too. The artist has a smart, authentic sound and his songs are highly entertaining for the buyer looking for a new voice and sound.

IN TIMES LIKE THESE

Gene McDaniels. Liberty LST 7146. (Stereo & Monaural)—McDaniels sings a group of nostalgic ballads with gentle effectiveness and rich tenderness. Selections include "It Might as Well Be Spring," "Gone With the Wind," "The Sound of Music," "Love Is Here to Stay," etc.

HERE COMES THE SWINGIN' MR. WILKINS

Ernie Wilkins. Everest LPBR 5077—Ernie Wilkins rates certainly as one of the best big band arrangers. In this set his ork interprets a flock of oldies. The arrangements are imaginative—both the swingers and slower items. It's good jockey programming set and also a fine easy-listening item. Tunes include "Falling in Love With Love," "Somebody Loves Me" and "All of You."

SKY HIGH

Evelyn Freeman & Exciting Voices. Imperial LP 9101—With exposure, this might be a sleeper. Evelyn Freeman's choir blends with a rocking ork background and sock organ solo work to produce an exciting blend of swing, rock and roll and spiritual flavors. Standout side is "He's Got the Whole World in His Hand."

BILL HENDERSON SINGS

Vee Jay LP 1015—A singer with the ability to get inside the feeling of a tune, not merely sing the words, Bill Henderson is truly musical. He does an especially meaningful job on deeply emotional ballads such as "Joey," "Moanin'," and "My Funny Valentine," as well as on up-beat numbers like "The Song Is You" and "This Little Girl of Mine." These and others make excellent jockey material.

STRINGSVILLE

Harry Lookofsky. Atlantic 1319—It has been a long time since the violin meant much in jazz, and certainly the violin to date has had no impact on the modern jazz scene. All this may be changed due to this album and the exceptional work of Harry Lookofsky, a former classical violinist. He plays modern jazz on the violin and viola, and via multiple tracks forms an entire string section. The tunes are jazz classics, including "Round Midnight," "I Let a Song Go Out of My Heart" and two new Bob Brookmeyer originals.

POPULAR LOW PRICE

MODERN SCREEN'S HOLLYWOOD METHOD

RCA Camden CAL 581 — This disk is obviously aimed at the large market uncovered by Harmony with its best selling Good Housekeeping Reducing record. This release also contains an attractive booklet with photos showing a model doing each step of every exercise. The musical background is satisfactorily rhythmic for the purpose, and the narrator is easy to understand. What with a major promotion for it in Modern Screen and the other Dell magazines, this disk should become a best seller.

THE MADISON BEAT WITH CALLS BY EDDIE MORRISON

The Buddy Tate Sextet. Harmony HL 11034; HL 7257. (Stereo & Monaural) — Here's a sock teen-package, featuring the current dance fad. Morrison and Tate are doing well with their single disk version, and this package should enjoy similar success in the low-priced field. Danceable selections — with comments by Morrison — include title tune, "Crazy Nine," "Madison Bird," "Lambeth Stroll" and "Frisky Feet."

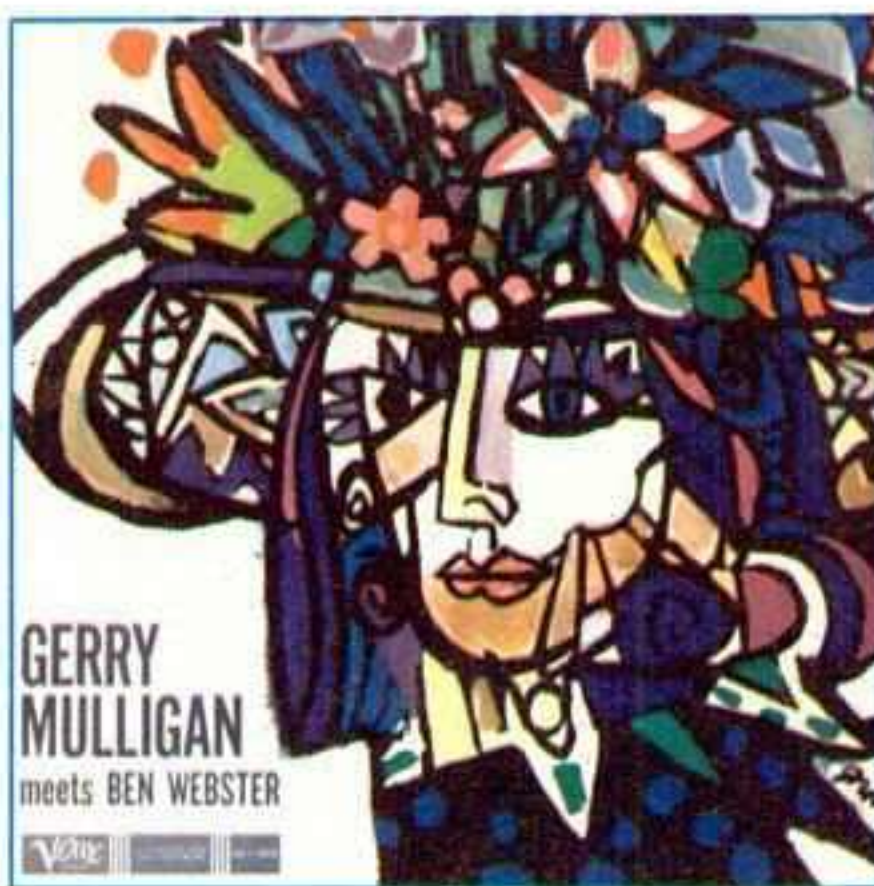
JAZZ

SOUTHERN SCENE

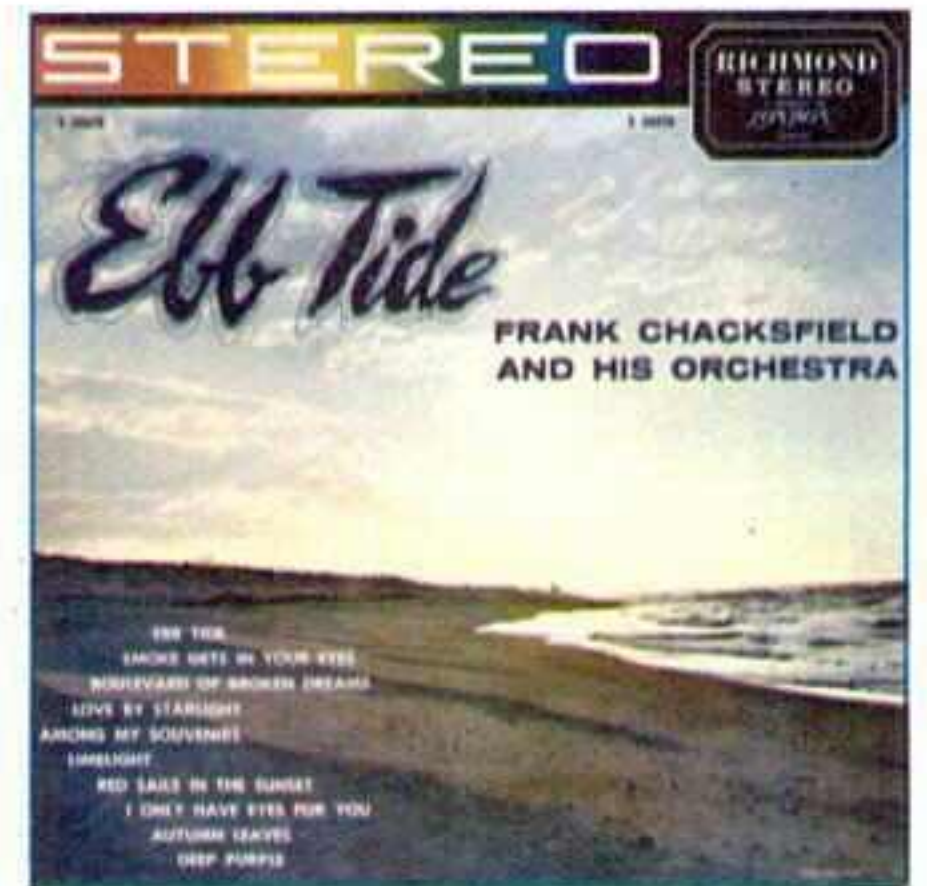
Dave Brubeck Quartet. Columbia CS 8235; CL 1439. (Stereo & Monaural) — The Brubeck ensemble is in swinging form here and that means on outstanding disk. The material consists of Southern favorites ranging from "Oh Susanna," and "Darling Nelly Gray" thru "Nobody Knows the Trouble I've Seen" and "Darktown Strutters' Ball" to "Deep in the Heart of Texas." Brubeck's amiable piano, Paul Desmond's inventive alto and the live beat of Joe Morello on drums and Gene Wright on bass make these old timers come alive. Should move strongly, especially in college towns.

SWINGIN' LIKE SIXTY, VOLUMES 1, 2, 3

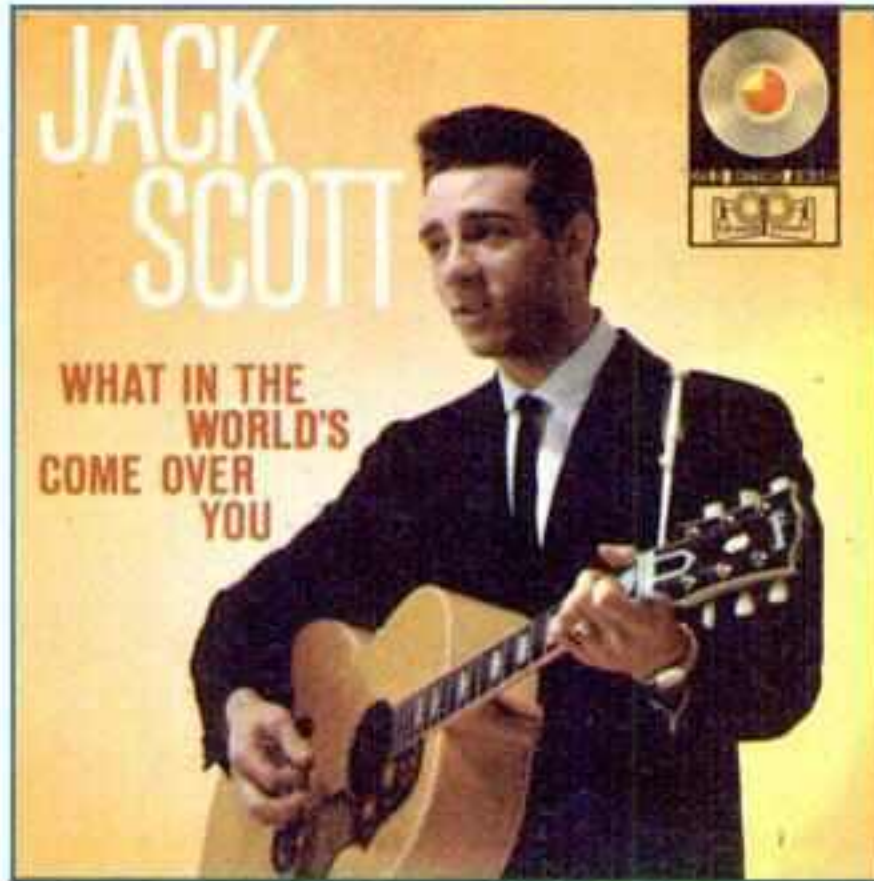
Various Artists. World Pacific WP 1289, 1290, 1291. (Stereo & Monaural) — These three albums contain some of the best sides from various albums the diskery has released over the past few years. Volume One



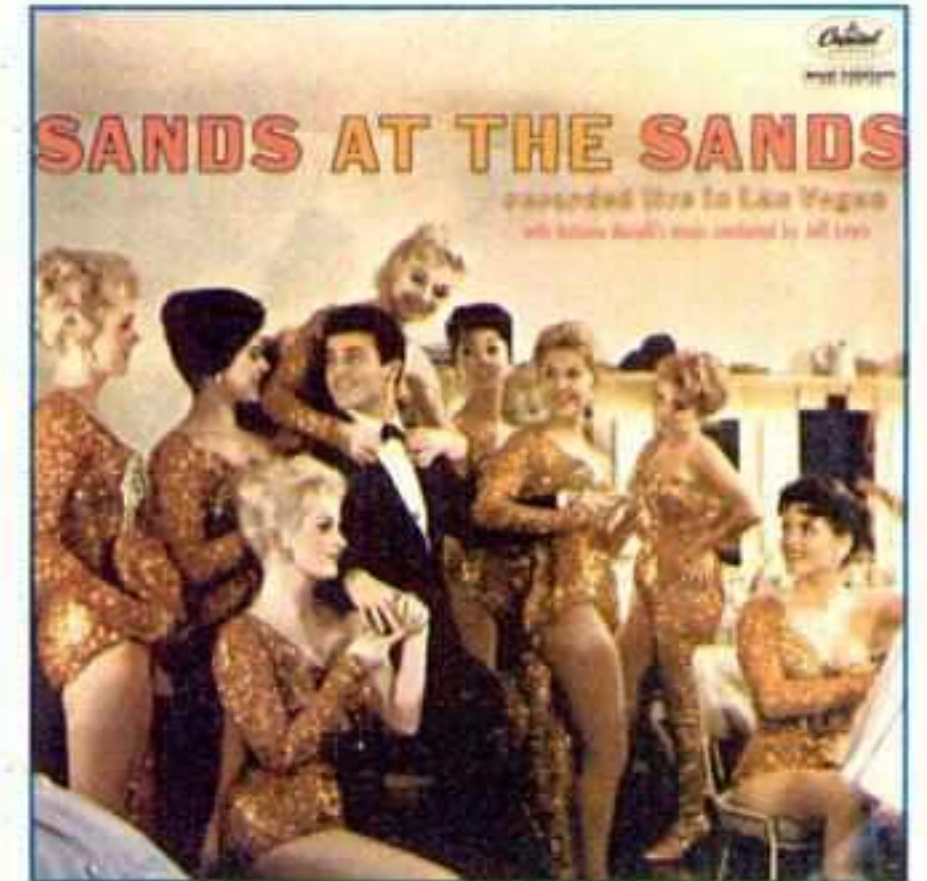
GERRY MULLIGAN MEETS BEN WEBSTER—A classic meeting! A must for the fan of either and for the uninitiated a treat that will make him a fan of both. Verve MGV 8343(M), MGVS 6104(S).



EBB TIDE—Frank Chacksfield and his orchestra. The sensitivity of fine arrangements plus a top tune selection merge in an extremely listenable package. "Limelight," "Smoke Gets in Your Eyes," etc. Richmond 300 8(S), 20078(M).



WHAT IN THE WORLD'S COME OVER YOU is the title of Jack Scott's recent hit and the title of this new album which includes "Burning Bridges" and "Oh, Little One." Top Rank RM 326, RS 626 (Stereo).



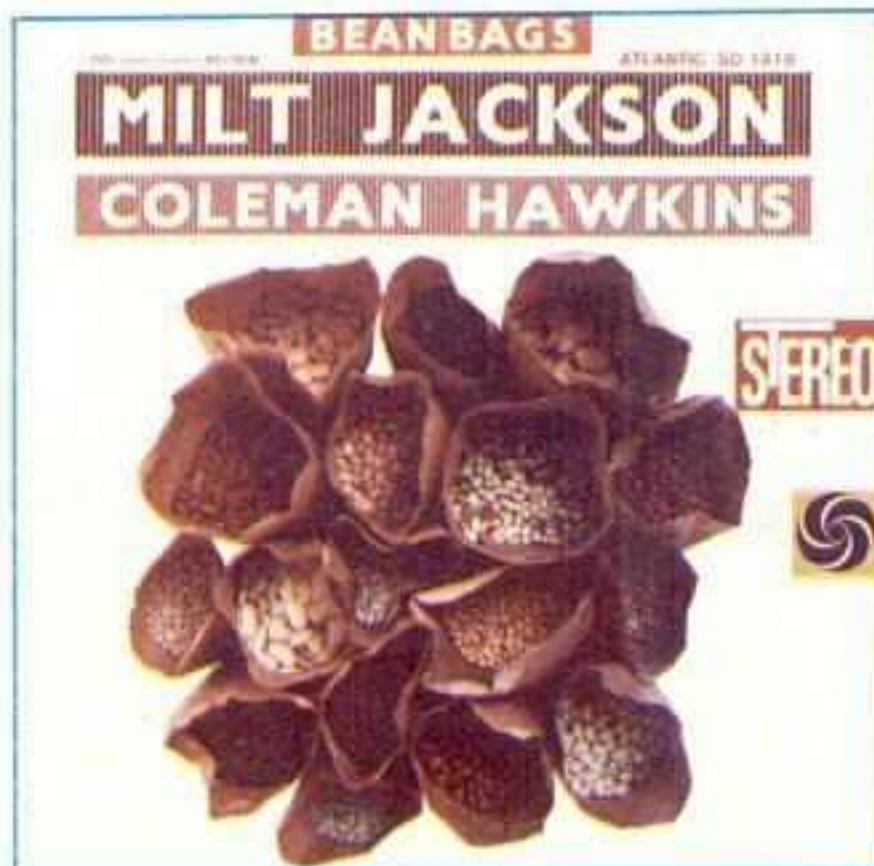
SANDS AT THE SANDS—Tommy Sands. Recorded on location at the fabulous Sands Hotel in Las Vegas. He showcases his hits and proves that his talent will shine for a long time to come. Capitol T1364(M), ST 1364(S).



HELLO LOVE—Ella Fitzgerald. Here like in her earlier album "Like Someone in Love" are some of the most beautiful songs ever written about emotion. Verve MGV 4034(M), MGVS 6100(S).



INSIDE SHELLEY BERMAN—The best selling album that will prove to be a standard in the field of the spoken word. Verve MGV 15003(M).



BEAN BAGS—Milt (Bags) Jackson, Coleman (Bean) Hawkins, Atlantic 1316(M), SD 1316(S). Bags' feeling for jazz tradition and Bean's ear for what's happening now combine to make this an outstanding jazz album.



THE CHAD MITCHELL TRIO ARRIVES!—Colpix CP 411(M), SCP 411(S). This talented group brings a refreshing sound to folk music. The boys are currently appearing at the Palmer House in Chicago. Selections include Gallows Tree, Tina, etc.

TALENT ON THE ROAD

Mike Ansara Tops Western Bill at Allentown Fair

Michael (Broken Arrow) Ansara will head up the Western show program booked into the Greater Allentown, (Pa.) Fair by the Barnes-Carruthers office. Ansara will be in for three days, August 18 thru 20. B-C also has the country and western program at the annual, August 16-17. On that bill are Brenda Lee, Pee Wee King, Minnie Pearl and one more country name plus supporting acts. . . . Phil Harris, band leader, singer and movie actor, will serve as grand marshal of the Calgary (Alta.) Stampede's annual opening day parade July 11. Also in the parade will be Duncan ("Cisco Kid") Renaldo and trick roper Monte Montana.

Rex Allen has signed for a personal at the New Mexico State Fair, Albuquerque, on September 21, 22 and 23, Tex Barron, fair general manager, disclosed. . . . George Gobel will lead off a June 28 show in Dallas Memorial Coliseum for the one day. Supporting the comic will be the Amazing Mr. Ballentine, Carla Alberghetti, Tito Guizar, Uncle Willie and Paul Neighbor's orchestra. . . . The Great Nordeen, sway pole act, will spend the season at Pacific Ocean Park, Santa Monica, Calif., as the featured free attraction. He'll play weekends thru May and then go on a daily basis during the summer.

TV SHOWCASE: Phil Harris, Jonathan Winters and thrush Patrice Munsel will head for the May 30 Steve Allen video show. . . . Paul Winchell, Hal March and Alan Young guest on the May 31 Arthur Murray Party. . . . Talent on the Jack Paar upcoming segments include Eddie Fisher, May 30; Linda Darnell, 31; Anders and Hadley, June 1; Faye Emerson, Shelly Winters, 2. . . . Stubby Kaye will join other guests on the May 31 "Ford Startime" offering. . . . David McLean, who will shortly introduce a new Western series, will visit Perry Como June 1.

Charlie Byrnes

Como-Kraft Good-Will Tour; Howdy Doody Unit Books Parks

Perry Como visits five cities next month on a good-will tour for Kraft Foods and RCA Victor Records. He'll circulate and attend meetings and luncheons in San Francisco, June 13; Chicago, 17; Cincinnati, 19; Atlanta, 21; Philadelphia, 23, and New York, June 25. . . . Pianist Van Cliburn left last week to begin a concert tour of the Soviet Union under the cultural exchange agreement. It is his first visit to the USSR since winning the Tchaikovsky Competition in 1958. . . . Tony Lavelli's one-man show plays New Albany, Ind., Tuesday (31). On Sunday (5) he's in Racine, Wis., for the American Legion. . . . Comedian Jack Carter stars in "Operation Madball" at Bucks County (Pa.) Playhouse, June 6-18. . . . Howdy Doody bookings include Clara-bell the Clown at Kennywood Park, Pittsburgh, June 11-12, then on the 19th, Zippy the Chimp, Chief Thunderhead and Gus Gasbags. Zippy was at Glen Echo Park, Maryland, over Decoration Day weekend. A unit also goes to Youngstown, O., June 8-10.

Irwin Kirby

Kid & Adult Tickets Same at Steeplechase

NEW YORK — Full schedule by Steeplechase Park got under way Saturday (28), following two preceding Saturday-Sunday operations. As in the past, the park will remain closed every Monday except holidays, which this year includes both Decoration Day and July 4.

A straight \$1 combination ticket has been adopted, with the same number of attractions (10) for both adults and children. Prior years had two kinds of \$1 ticket.

One of the venerable devices has been removed, and a modern ride installed in its place. The old Human Pooltable, a slide onto spinning wooden discs, is no longer evident in the big fun building. The replacement unit is a Round-up. Also new is a Flying Coaster, owned by Charles Rose and spotted outside, along the Coney Island boardwalk.

Frank Tilyou recently was given an award of merit by the Newspaper Reporters Association, for cooperation with the press over the years. Son Ned Tilyou received it for him at an affair in the Hotel Manhattan. On the staff side, manager Jimmy Onorato began his 33d year at Steeplechase in January. The park began its 64th year, thus having his services for more than half its existence. Milt Berger continues as publicist.

James Circus Opens Season

SAN FRANCISCO — James Bros. Circus opened in Northern California last week and will go to Oregon. With it are the Cline's Dogs; clown Harry Ross; Ross and Ross; Rickey & Libonatti, comedy acrobats; Cline's Liberty Ponies; Valenty's unicycles; Cline's Animals including an elephant.

TOPEKA RACES INVITE FEM HIKER TO WALK

TOPEKA, Kan. — The annual Decoration Day stock races here got a shot in the arm publicity-wise last week when Dr. Barbara Moore, the 56-year-old British hiker, was invited to stroll around the track for an hour before the drivers received the green flag.

Maurice Fager, manager of the Mid-America Fair, where the races were scheduled, invited the hiker, who was strolling thru Kansas. She was offered \$500 if she'd wind up her walk here by the holiday and do the pre-race stunt.

The races were under the aegis of Al Sweeney's National Speedways.

Stream of Units Pour From Herschell Plant

NORTH TONAWANDA, N. Y. — Recent weeks have seen the pace of Allan Herschell ride deliveries maintained. Dozens of units have gone out, including a large number of trains and Helicopters. Seaway Kiddieland at Grass River Road and Eisenhower Locks Road, Massena, has received its G-16 train, 36-foot Merry-Go-Round, Helicopter, Roadway, Roller Coaster and Boat Ride. Other deliveries are:

G. A. Boeckling Company, new owner of Cedar Point Park, Sandusky, O., 1865 Miniature Train and Helicopter; G. L. Smith, four

more coaches for his two G-16 Trains at a San Antonio city park; R. L. Arnold of Chattanooga, a Roller Coaster for Lake Spivey, Jonesboro, Ga.

Also, Charles R. Wood, a Roller Coaster for Gaslight Village, Lake George, N. Y.; CNF Amusements, a Mite Mouse for Ocean Beach Park, New London, Conn.; Charles Walsworth, pickup of a Helicopter for Al Brown Shows of Madison, S. D.; E. W. Cook of Fun Park, Memphis, a Helicopter for new Lakeland Amusement Park, Memphis.

Also, William J. Goodman of Kingston, Pa., a Helicopter; Carl Puline of Erie, Pa., a Helicopter; George Whitney Jr., Helicopter and Kiddie Auto Ride for Whitney's-at-the-Beach, San Francisco; Santic Amusements, a Kiddie Merry-Go-Round for Falcon Park, New Kensington, Pa.; Ken R. and Quin Gambill, a Kiddie Auto Ride for Gambill Amusements, Steubenville, O.; Bedford (Ind.) Drive-In Theater, a G-12 Train; Normand A. LaJoie, a 36-foot Merry-Go-Round for Fernando's Supermarket, Brockton, Mass.

Michigan Park Builds 30G Miniature Golf

UTICA, Mich.—Utica Amusement Park is completing construction of a championship type miniature golf course at a cost of close to \$30,000. Myron Brown, park owner, is introducing a new concept of professional type construction rather than flash.

Construction is of natural stone and concrete, which is being left in its natural color. The bridge is constructed of natural brown mahogany. The brilliant colors ordinarily used in miniature golf courses are missing here, in favor of the subdued tones characteristic of a standard golf course—a feature designed to appeal to regular golf fans.

The new course was scheduled for opening Decoration Day (30), with finishing touches being completed this past week.

Brown has also been appointed Midwest representative for the International Miniature Golf Tournament to be held at Asbury Park, N. J., November 10-11. He is currently awarding franchises under the tournament set-up to other golf courses in Central States.

Aim of the new type of construction is to upgrade miniature golf in its appeal to the public from a casual game into an accepted sport with its own standards and prestige, he said.

Bob-Lo Picnics 100 Over '59

DETROIT—Prospects for 1960 business at Bob Lo Park, opening for the season May 28, are excellent, according to Ray Scheetz, passenger agent. Advance picnic bookings, the backbone of patronage at this park which is accessible only by boat, total 700—compared

One-Price Policy At Pleasure Island

WAKEFIELD, Mass. — Under the billing of the New Pleasure Island, the \$4,000,000 funspot 12 miles from Boston, has received a financial shot in the arm and will reopen Saturday, June 12, under new management.

A new "pay one price—have fun all day" policy—will be instigated. This will mean \$2 for adults and \$1.50 for children and will entitle visitors to all rides and attractions during one day. The park will open with the Three Stooges as the feature attraction and will continue this plan using name artists. Park's new slogan is "You can buy an island for a day."

The funspot will be under the

direction of Walter A. Smith Jr., who will take a leave of absence from the Esso Company which he serves as district manager for Massachusetts and Vermont.

The two other businessmen who picked up the second mortgage from the Merchants National Bank of Boston are Herbert C. Lee, director and vice-president of the Shoe Corporation of America, Shoe Corporation of Canada and A. S. Beck Company, and Robert C. Linnell, trustee and executive vice-president of Cabot, Cabot & Forbes, local real estate developers. Active as resident press agent is Norman Prescott, former disk jockey and lately a vice-president with Joe Levine Film Productions. Boston press agent is Guy Livingston, local theatrical press representative.

A newly constructed Show Bowl will be used to house the Three Stooges and other acts. It has a capacity of 5,000. Bookings are being arranged for the "Howdy Doody Show," "Popeye," "Huckleberry Hound," "Rocky and Friends," "The Rifleman" and others. Plans are firm for "Bozo the Clown" for nine days following the Three Stooges thru the July 4 weekend. A zooland and monkey island are among new features.

An innovation will be the United Nations Cartoon Theater, where cartoons from all over the world will be shown for the first time in this country. Original features of the park also will be in operation under the "free ride" plan.

Heinz Ruhe, animal importer, has been hired to transplant the park into a "tropical paradise" with flamingoes and other tropical birds. He also will bring in many baby animals.

Men are now reported to be working overtime constructing and painting in readiness for the opening June 18, which was a sudden decision. It is believed that the 70 acres of rides will be in shape for the debut. Two of the new owners, Lee and Linnell, also are directors of Freedom Land, Inc., recreation center in Bronxville, N. Y.

Walled Lake Weekends Off, But Picnic Bookings Boom

DETROIT—With three weeks of weekend operation already chalked up since park opening on May 8, Walled Lake Amusement Park has been running about 25 per cent under last year's business for the same period, according to Manager A. M. (Brownie) Brown, who is now in his third year with the park. The weather has been highly adverse thruout this section to outdoor show enterprises, with rain every weekend.

The early weekend dropoff news is more than offset, however, by the heavy booking of industrial picnics, which are running 20 per cent ahead of last year, and constitute the prime source of profitable business for this park, located 25 miles northwest of the city. The number of industrial bookings has actually run so heavy that the park season will be extended until about the middle of September in order to work them all in.

Midweek bookings for smaller industrial and other firms are also

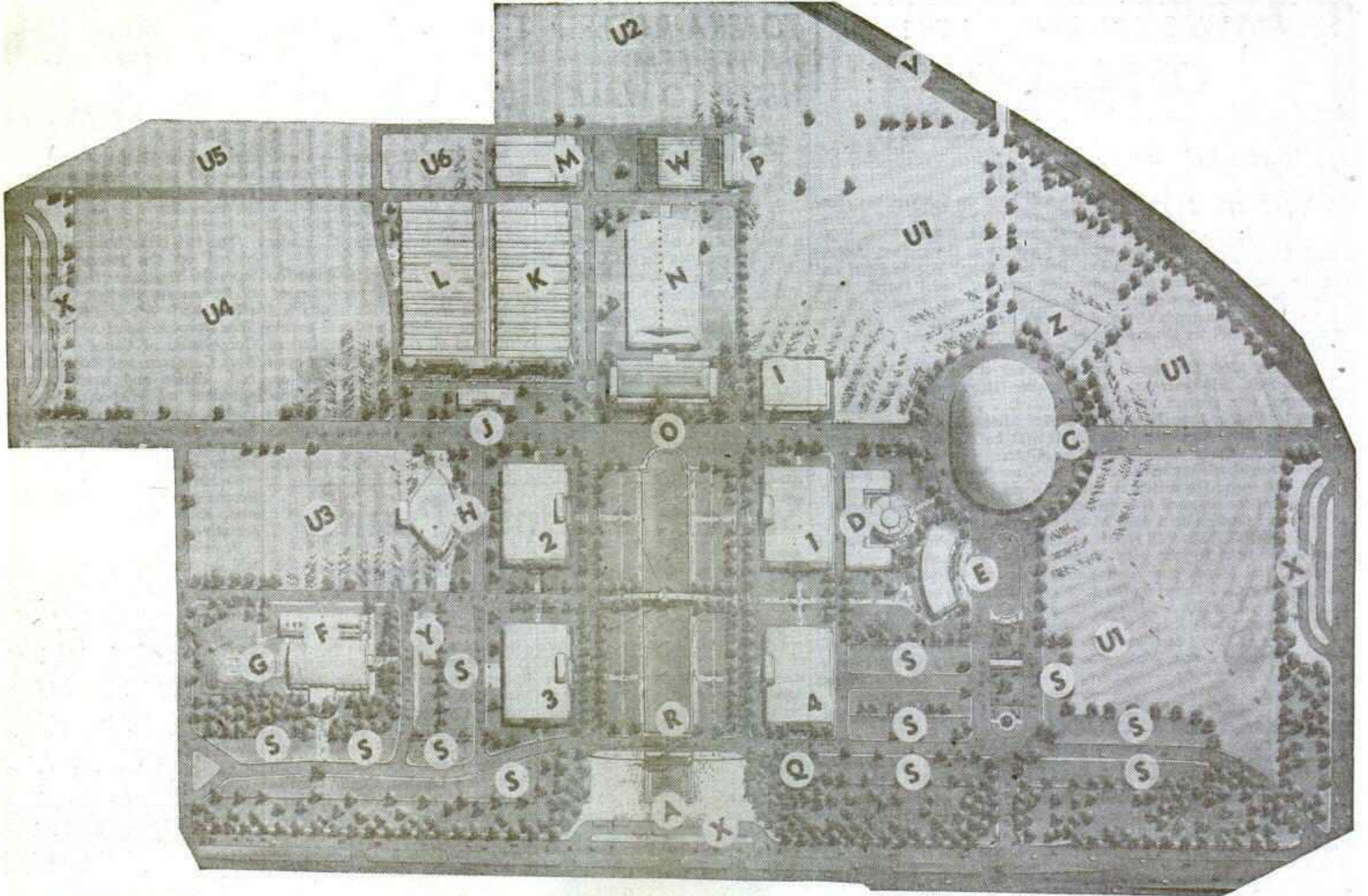
to 600 a year ago at the same time. In addition the park is booking an exceptional number of convention groups for charter cruises in the late afternoon, following the regular convention sessions, in place of the usual 6 p.m. sailing to the park which usually draws a maximum of 300 people.

running higher, with the Wednesday and Thursday dates well ahead of recent seasons. These dates are generally used for firms with payrolls under about 300 employees, while the weekends are reserved for the big industrial firm picnics.

Walled Lake Park, under the management of Fred W. Pierce Jr., has had a number of school picnics and has opened on special days for these events only. Regular park operation on a six-day basis—with Mondays dark—will start June 15.

A feature this season is a new Mother Goose Land with a host of story-book characters. George Bertoli, of Philadelphia, has installed a battery of 16 Skee Ball alleys in the former Arcade Building, while the latter has been moved to a section of the former skating rink. The rink, operated by Joseph Aulton, of Michigan Midget Movies, is now 40 by 100 feet, double its former size. The remaining portion of the rink building will probably be used this season for some special attractions. Currently under consideration is a dramatic stock company, a new "first" for parks in this area.

Manager Brown was on duty in Detroit at the NAAPPB exhibit at the National Industrial Recreation Association Convention at the Hotel Sheraton-Cadillac, presenting the amusement park story to these industrial leaders.



AN AERIAL VIEW of the new fairgrounds of the Mid-South Fair and Exposition as the plant is scheduled to appear upon completion in 1970. Details are: A—Miniature model of fairgrounds and information center. B—Exhibition buildings 1, 2, 3 and 4, to be erected in that order, 40,000 square feet each. C—Coliseum; permanent seating, 8,000; expanded total, 12,000; 87,000 square feet. D—Youth Center and flexible dormitory area; provides for small auditorium and canteen; dormitory, 19,500 square feet; Youth Center, 7,854 square feet. E—Memphis and Shelby County permanent exhibit building; 15,000 square feet. F—Women's building; covered pool and exhibit area. G—Supervised playground. H—Concert Auditorium; capacity, 2,000. I—Agriculture, dairy and animal industry building; 25,000 square feet. J—Administration Building, 5,250 square feet. K—Cattle barn; 80,000 square feet. L—New cattle barn, progressively added up to 80,000 square feet. M—Horse barn; 24,000 square feet. N—Arena; 60,000 square feet. O—Shelby County building; 33,288 square feet. P—Maintenance and warehouse; 5,000 square feet. Q—Concession warehouse; 2,500 square feet. R—Dual purpose lagoon. S—Midway area; 250,000 square feet. U—Total parking area for approximately 7,400 cars at six locations. V—Siding for livestock and exhibit equipment. W—Sheep barns; 13,900 square feet. X—Bus depots; up to 58 buses. Y—Quonset hut children's theater. Z—Livestock corral for Coliseum events.

MID-SOUTH FAIR UNVEILS PLANS

Area Leaders Get Preview of 10-Yr. Plant Construction, Development

• Continued from page 56

CHI TRADE FAIR COOLS OFF, WILL WIDEN AISLES

CHICAGO—The Chicago International Trade Fair, to be held here at Navy Pier, June 20-July 5, should operate in a much cooler atmosphere than last year's run, according to Richard Revnes, manager. And wider aisles should also help overcome complaints that were registered in '59.

A new air-cooling system will utilize a water spraying and evaporating method that is claimed will reduce the temperature in the long pier by 40 per cent. A total of 84,000 gallons of water daily will be sprayed over the roof area from low trajectory sprinklers spaced 25 feet apart.

So. Fla. Fair Names Yount New Manager

WEST PALM BEACH, Fla. — Fred G. Yount, this city, has been named manager of the South Florida Fair and Exposition, succeeding Lamar Allen.

Mrs. Jean Ecker continues as administrative assistant and Mac-Allister Marckres as booker of the midway attractions. A special seven-man committee has recommended abolishment of the fair's downtown offices and establishment of a bookkeeping system.

Dates are January 27-February 4, 1961.

In addition, one hundred large sections of permanent panes of glass between 8 and 17 feet high, will be removed from the exterior walls to give cross-ventilation. Canvas awnings or jalousie windows will be installed at these openings to protect the exhibits from weather.

The aisles will be increased 40 per cent in width and better movement of visitors will be accomplished by a new requirement that exhibit pavilions be separated by 15 feet.

Mayor Sees Peace For Detroit Hall

DETROIT—Assurance of peaceful labor relations for shows coming into Detroit's new \$54,000,000 Cobo Hall was voiced by Mayor Louis C. Miriani, following a conference he called with L. M. Weir, president of the Carpenters Union, and Stephen I. Kish, secretary of the Civic Center Commission, having jurisdiction over the new hall.

The new understanding apparently removed possibility of the type of flareup which seriously handicapped the recent show of the American Society of Tool Engineers at the Artillery Armory. Picketing discouraged attendance, jurisdictional labor disputes were involved, and charges of excessive fees to get exhibits in place or removed were widely aired at that time.

Navy Rockets, Missiles on Fair Circuit

NEW YORK—Exhibits of Navy rocket and missile capabilities will be at 34 fairs this season. Four distinct routes have been charted for as many touring units. They consist of a pair of Talos missiles, a big Polaris missile, a pair of connected walk-thru trailers, and a walk-thru bus exhibit.

In each case the exhibit will serve as a recruiting station, tying in with the local Navy recruiting office.

From single units to an assemblage of units, they will be shown at the following fairs:

Illinois State, Springfield; Ozark Empire, Springfield, Mo.; Iowa State, Des Moines; Minnesota State, St. Paul; Mid-America, Topeka, Kan.; New Mexico State, Albuquerque; Tri-State, Amarillo, Tex.; Texas State, Dallas; Tulsa (Okla.) State; Ionia (Mich.) Free Fair; Missouri State, Sedalia; Wisconsin State, Milwaukee; Indiana State, Indianapolis; Kentucky State, Louisville; Mid-South, Memphis; Alabama State, Birmingham; Arkansas Livestock Exposition, Montgomery; North Carolina State, Raleigh; Louisiana State, Shreveport.

Also, North Dakota State, Bismarck; Frontier Days, Cheyenne.

(Continued on page 74)

and the new coliseum and its program of events. The first such units of permanent parking will be included in the 1960 construction schedule and expanded annually to our goal of 7,400 units.

"In 1960, we hope to add 18,000 feet of new livestock exhibit space and break ground for the Tennessee lagoon and exciting esplanade entrance to the new fairgrounds.

"In my view, the coliseum and its attendant parking represent our initial 'blue-chip' bid for the new fair and evidence of our faith and belief in Operation Mid-South Unlimited."

Cites Techniques

Wynne cited some of the techniques used by Vandeburg-Linkletter in developing co-operative business and industrial support for the expanded plant. The planners sought to capitalize upon the changing economy of the Mid-South and the emergence of a strong industrial trend. Some 350 national and regional companies were asked to contribute to the planning of the new fair and to pledge participation thru exhibits, structures, facilities or events.

Of the 126 companies responding to a detailed questionnaire, 51 designated specific participation in a variety of categories. In addition, 24 companies planned further plant expansion and 40 intend to increase production and distribution facilities. A majority of all companies responding indicated a desire for modern exposition structures and facilities in the Mid-South where they could display

and demonstrate products and services.

The Vandeburg and Linkletter firm has served a long list of fairs and expositions over the years in various capacities.

Background

They were master planners of the proposed California World's Fair which was to be held at San Diego but canceled due to the Korean War; Colorado Centennial, 1959; International Aviation Exposition, Cleveland; Detroit Golden Jubilee Celebration; Michigan Festival of the Great Lakes; Office Equipment Manufacturers' Institute and the Business Equipment Exposition, Washington, 1959, and Los Angeles, 1960; State of California new State Fair and Exposition, Sacramento; International Jet Age Festival, Los Angeles, 1961; Long Island Association and major group of industrial participants for New York World's Fair Exhibit, 1964-'65.

The firm was also active in planning or consulting on California Pacific International Exposition, San Diego, 1936-'37; Texas Centennial Central Exposition, Dallas, 1936-'37; Golden Gate International Exposition, San Francisco, 1937-'39; Oregon Centennial, 1959, and Century 21 Exposition to be held in Seattle in 1963.

They also served as organizers and consultants to President Eisenhower in the formation of the International Trade Fair program and planned, organized and presented the official entertainment program for contestants at the Winter Olympic Games, Squaw Valley, 1960.

AMUSEMENT PARK OPERATION

Origin of Trampoline Fad Told in AP Feature Story

AN ASSOCIATED PRESS feature carried in papers during the past weeks tells how Jess Robinson, Burbank, Calif., launched the current trampoline fad. Eighteen months ago, Robinson advertised his own trampoline for sale in a classified ad. The phone rang for three days, says AP. So Robinson invested \$400 and opened the first center. He dug the holes and installed the several bounding mats at ground level to start the present format for such centers. Next step was for a customer to ask how he, too, could get into the business. Robinson became a factory representative for American and sold trampolines for 80 centers in just 14 weeks. Robinson sees a possible gross this year of \$500,000 for his enterprise. He was quoted as saying it takes about \$7,000 to set up a 10-mat trampoline center. The trampolines sell at about \$300 each.

Shop Centers, Theme Parks Join in Promotional Plans

THEME PARKS, SHOPPING centers and a tourist attraction museum all are intermingled in recent and planned activities in California. Frontier Days, a Wild West entertainment, was at Valley Fair Shopping Center in San Jose May 26-28. It was a joint promotion of the shopping center and Frontier Village, a new fun spot being built just south of San Jose by Bill Meyer. Frank Dean was booked to supply the Western show and exhibits. He brought horses, stagecoach, covered wagon, chuck wagons, nine Indians headed by Chief Red Feather, and a display of whip-cracking, sharpshooting, knife-throwing and rope spinning. Shopping center store windows displayed exhibits from Dean's Old Town Museum, of New Almaden, and Doug Perham's New Aladen Museum. Arrow Development exhibited some of its antique cars. Next will be a similar Western show at the Bay Fair Shopping Center, June 9-11. This center is near Oakland, Calif., and works closely with the other one. Nora Hampton, of Bay Fair, has signed Dean for the June show also. Dean appeared on several "You Asked for It" TV programs.

Flashbacks to 1871 to Mark Atlantic City's 90th Season

ATLANTIC CITY will turn back the clock on June 26, and show both visitors and residents how things looked back in 1871. The occasion will be the 90th anniversary celebration of the resort's first Boardwalk. And part of the atmosphere will be furnished by a replica of the original promenade. The replica of the first Boardwalk will be 50 feet long, and will be installed on the center of the present promenade. It will be in an enclosure, with sand under and around it. Plans call to have it there from June 25 thru July 5. The celebration program, to be staged only June 26, will have some 50 models parading on the original walk, wearing clothing that was the height of style during the past nine decades. This will include bathing suits as well as street clothing and evening wear. An amphitheater will be set up around the crest at Park Place. There will be barbershop quartets, beer garden bands, bicycling and other entertainment. Old fire engines will be on display along with other relics. Merchants will have window displays identified with the early days. The event will be staged by the city in co-operation with the Greater Atlantic City Chamber of Commerce.

Themer Opens; POP Veteran; Coney Extras; Pennsy Plug

STORYBOOK CITY U.S.A., Chicago area theme park, opened Sunday (29). Spot closes on Mondays, gets 50-cent and 90-cent gate charges, and features such rides as Trolley, Train, Old Cars and others. It also has a Toyland, Fairyland and a restaurant. . . . A State publication, Internal Affairs, has a feature about Western Pennsylvania resorts and State parks. It mentions Idlewild Park and Story Book Forest of Ligonier. . . . Palisades Park claimed 112,000 persons saw its circus in April and May. Now it is accepting entries for the Miss Universe contest. . . . Pacific Ocean Park, Santa Monica, Calif., opened the second in a series of art exhibits on Saturday (28). Charlie Goss, who has several units at POP, including the Mirror Maze and a two-story dark ride, has chalked up 55 years in the business. . . . Extra features at Coney Island in Cincinnati include Happy Kellems, clown; Sungani Indian Dancers, name bands and water skiers. Park has a new Spook ride from Arrow Development. . . . Pion-Era, Saskatoon, Sask., celebration and museum, will be July 4-9.

Gymnast Bows Daytona Beach Bounceland

DAYTONA BEACH, Fla.—Charles Parrott Jr. is opening his Westgate Bounceland this week with the installation of 12 pit-type

trampolines. Parrott, a teacher and coach in the Holly Hill School system, is an experienced gymnast qualified to instruct novice jumpers.

He also has a franchised dealership with the American Trampoline Company, of Jefferson, Ia., for sales in this area. Adjacent to the busy Westgate Shopping Center his lot is the fifth in Florida, the other four being in the Miami area.

Oklahoma Park Filled to Brim For Robertson

LONEWOLF, Okla. — Frank Rush's Craterville Park, 20 miles from any town and at the gate of a State park, scored capacity crowds Sunday when TV's Dale Robertson was the featured name act. Rush said it was impossible to estimate the number of people who came out for the event, but that traffic was lined up in a double row of cars for eight miles. Extra police and civil defense people helped with the throngs.

The park advertises in a 120-mile radius and draws from Oklahoma City and Wichita Falls. Robertson, first of several names set for the season, was booked thru MCA's E. O. Stacy.

Coming in future weeks are "Johnny Ringgold" from Clyde Baldschun (30); Gabby Hayes (5), and Smiley Burnette (12), MCA; the Promenaders (18), Top Talent, Springfield, Mo.; Bill Mac (25), Wichita Falls singer; Homer & Jethro, July 4-5, MCA, and Red Foley, Top Talent.

Rush said that business was curtailed because of the overwhelming size of the crowd. On the season so far, the park is comfortably ahead of last year's business, and April was up 25 per cent.

McClure Concessions, Inc., Oklahoma City, were added to the park's own concession facilities for the Robertson appearance.

MARINELAND, Fla. — A new all-day sight-seeing cruise from Daytona Beach to Marineland was inaugurated this week by Florida Fleet Charters, Inc. The yacht, Seabreeze II, will leave Daytona each Saturday at 9 a.m. and proceed via the inland waterway, arriving here for lunchtime.

Passengers will have adequate time to catch the Marineland shows and return to Daytona by early evening. A package deal will be offered which includes boat fare, admission to the Marineland attractions and snacks while en route, at a flat rate.

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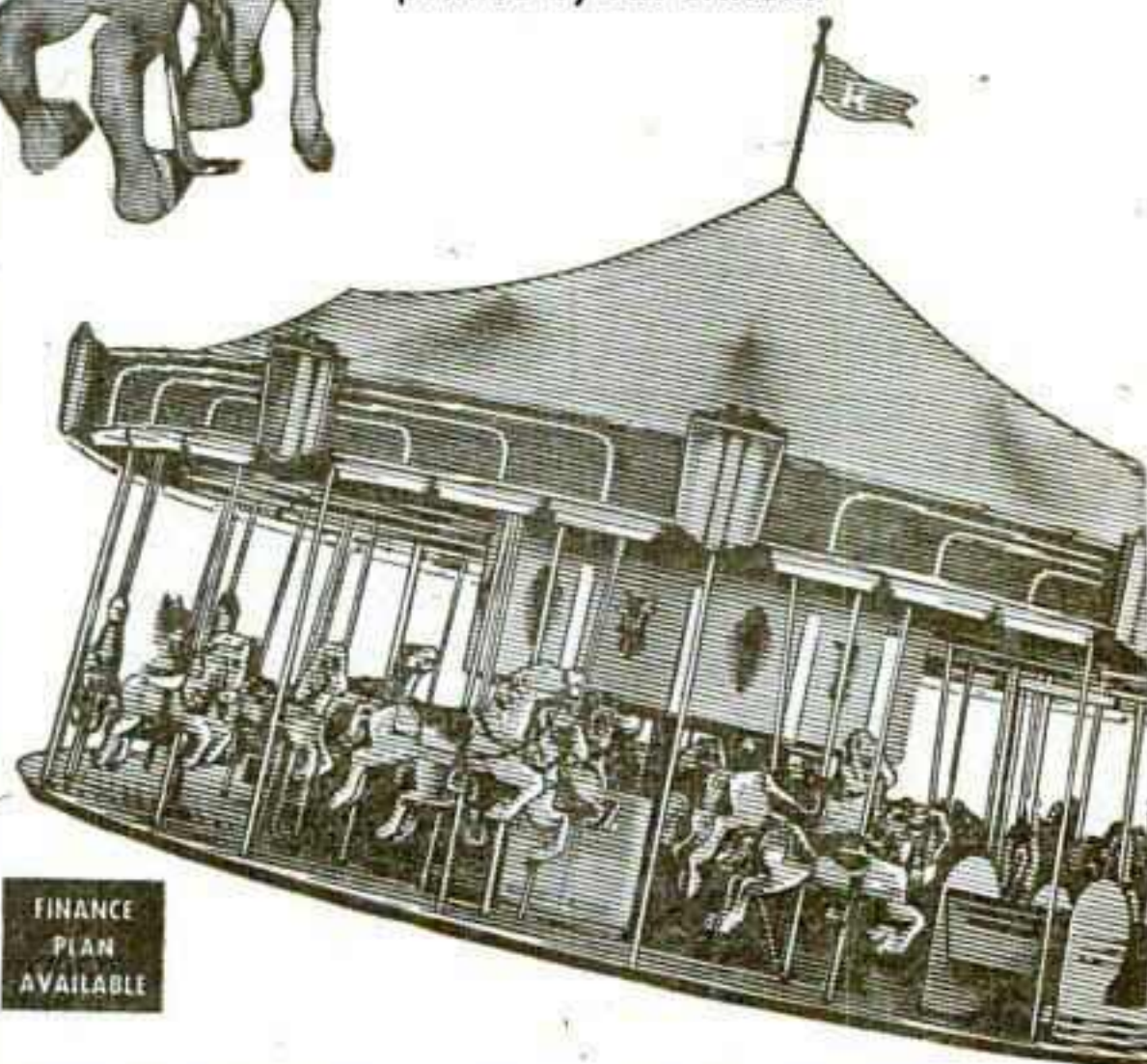
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FAIR-EXHIBITION MANAGEMENT

San Antonio Exposition Nets \$42,953 on 1960 Run

SAN ANTONIO—The 1960 San Antonio Livestock Exposition yielded a net profit of \$42,953, officials reported, terming the week-long show "one of the best yet held."

Officials noted that the 1960 show was a "real success" despite a flu outbreak prevalent during the show's run.

Officials further reported that two new additions to the 1960 show—the wool and mohair exhibit hall and 10,000 square feet additional space to the sheep barn—have been paid for out of revenue from this year's show.

The exposition now has more than 350,000 square feet of exhibit space under roof, not including the coliseum. The membership also was informed that the life membership fund of \$117,300 remains intact in San Antonio banks and is drawing interest.

In the 11 years of operation of the annual exposition, the show has invested some \$402,500 in permanent buildings at the coliseum grounds. Dates of the 1961 show were announced as February 10-19.

A slate of 383 directors was elected for the coming years, and the same group of officers will guide the show for another term.

They are Joe Freeman, chairman of the board; E. W. Bickett, president; Mark L. Browne, first vice-president; Fred Shield, second vice-president; Lucian T. Jones, treasurer. Elected to the executive committee were Harry Freeman, R. H. Friedrich, G. A. Lowrance, Howard Murphy, Perry Kallison and Joseph S. Morris. Eight other members of the executive committee are to be named by this group at a later date.

Spencer, Ia., Features 150,000-Watt Lighting

SPENCER, Ia.—The Clay County Fair will brighten its track this year with eight portable light towers that will cast 100,000 watts of illumination over the area, Bill Woods, veteran executive secretary, disclosed. In addition, the fair's own 50,000 watts will be beamed from the top of the grandstand.

For the first time in the 40 years of the fair night harness racing will make its debut, and the first major rodeo ever presented will be after dark.

The portable lighting equipment has been rented from the estate of the late Charles F. Connolly and will be brought here from the Missouri State Fair, Sedalia. Each of the eight towers is powered by its own generator.

Night production lineup during fair week includes rodeo, Monday and Tuesday; harness racing, Wednesday; thrill show, Thursday; stage revue, Friday, and modified stock car racing on Saturday evening.

Mass. Fair Total, 1,532,544; \$232,650 Prizes Given in '59

BOSTON—There were 1,532,544 visitors to fairs in Massachusetts last year, it is reported, with a total of 142 events being held. Majority were community, grange, youth and livestock fairs. Of the total gate the major fairs predominated. Eastern States Exposition, for example, pulled better than 500,000 visitors and the other majors drew a similar total when combined. Premiums awarded came to \$232,650, of which the State donated \$102,689.

At the Western Massachusetts Fairs Association meeting May 16 in West Springfield, it was brought out that these statistics applied to the four Western counties: fairs, 48; agricultural exhibits, 35,344; youth exhibits, 14,456; ribbons awarded, 171. Elected were Charles F. Chunglo of Southwick, president; Sven Anderson Jr. of Blandford, vice-president, and Mary E. Carlon of West Springfield, secretary. Eastern association leaders are Clarence E. Anderson, president, and the following vice-presidents, in order: Rudolph Christianson of Rehobeth, Paul Corson of Topsfield, Charles J. Meyer of Centerville, and William F. MacIntyre of Quincy. Elsie M. Gorman of Avon is secretary and Henry Giguere of Weymouth, treasurer.

PNE Hosts 2,291,971 During 1959 Operations

VANCOUVER, B. C.—Exactly 2,291,971 officially counted persons attended the year-round functions at Pacific National Exhibition Park in 1959.

To drive that statistic home more emphatically, the count was 43 per cent more than the total population of B. C., estimated today to be 1.6 millions.

Of the grand total attendance 880,325 were visitors to the 14-day fair. The remainder, recorded in the off-fair seasons, attended events which ranged from flower shows to football playoffs.

Playland counted 100,000 thru its games and rides before the fair; 83,000 paid admissions were noted at the Garden Auditorium and the renovated Showmart marked up an unsurpassed 195,067.

The Forum did an epic job in packing them in. A total of 359,391 turned out to cheer the Canucks to victory, skate or participate in the many skating parties.

Empire Stadium performed to a grand total attendance of 371,972. This included football, rugger, soccer and other sports.



THE MID-AMERICA FAIR AT TOPEKA, KAN., will unveil this new \$400,000 exposition center in the spring of 1961 to coincide with the Kansas centennial year. The structure will provide nearly 40,000 square feet of floor space and will double the floor space of any other exhibit building on the grounds, according to L. J. Marshall Jr., fair president. The L-shaped structure, designed by George H. Eicholtz, Topeka, will have a west wing 190 by 103 feet and an east wing 165 by 84 feet. The east wing will contain the main lobby, restrooms, concession counter and basement fallout shelter to be financed by Civil Defense participation. In the other wing will be an air-conditioned assembly room with stage and capacity for 750; a demonstration room, also air-conditioned; dressing rooms, toilets and a work room for use in food service and exhibit preparation. Construction will be steel roof framing with built-up gravel roof. Walls will be block faced with brick, with some insulated steel wall panels in the west wing. Terrazzo floors in lobby and toilets, concrete in all other areas with vinyl tile finish in assembly and demonstration.

Alberta Fair Seeks B Rate

MEDICINE HAT, Alta.—The Medicine Hat Exhibition and Stampede, a Class C fair, is expected to have a Class B rating by July, 1961.

The matter has been discussed between representatives of the provincial government and the exhibition.

Rating of fairs is based on the prize money made available to exhibitors. If the Medicine Hat show can qualify for a B category, it will mean larger grants from the federal and provincial governments. This will help enlarge the building program for agricultural exhibits and prove a benefit to 4-H Clubs.

Lethbridge, Alta., Offers 30-Year Fairgrounds Lease

LETHBRIDGE, Alta. — City council has offered a 30-year lease on the exhibition grounds to the Lethbridge and District Exhibition. In a letter to council, C. E. Parry, secretary-manager of the exhibition, stated that to finance construction of a \$450,000 livestock pavilion, lending institutions would require a lease of the grounds for a term exceeding the term of the debenture issue or loan repayments.

Copenhagen Tivoli Gets Good Crowd

COPENHAGEN — Favorable weather and a number of holidays and special celebrations during the first half of May puts Tivoli attendance beyond the 500,000 mark.

Big days were the opening day, May 1, with a 64,600 pay gate, and the two weekends—first, with a 100,000 two-day gate; second, with 96,300. "Refugee Aid Day," on Thursday (12), drew 33,500 and Friday, a holiday, brought in 45,400. There has been only one low day—a chilly Friday (6)—when the gate dropped to 12,500. It was not a poor day as many season ticket holders also turn out on such days, to patronize the restaurants under leisurely conditions and to attend the concerts.

Moose Jaw Fair To See Jet Team

MOOSE JAW, Sask. — Already scheduled to appear at several Western Canadian exhibitions, the Royal Canadian Air Force jet team, the Golden Hawks, will present one display at the Moose Jaw Exhibition on the afternoon of July 15.

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Mills Displays Flashy Performance, Equipment

WESTCHESTER, Ill. — Mills Bros.' Circus this season gives its best appearance so far as equipment is concerned, and the performance is fresh and better balanced. The outfit displays the results of free spending over the winter for new wardrobe, new floats, new trucks, new paint and a new spread of canvas from front to back.

Opening spec is dressed up in wardrobe by Jack's of Hollywood and set off with a string of nice floats by Tracy. Music is geared to the spec so that announcement of each float comes just as that float reaches the front side reserves. The band, directed by Joe Rossi, has 10 more men and plays real circus — big, loud and fast. Johann Schmidt is the equestrian director. Long before one act finishes the next usually is waiting at the bandstand, evidence of good pacing and good discipline.

Carlos Carreon makes a fancy riding entry. Then the Juggling Girards and Don Mauricio and Julia work end rings. Pony drills follow them, and then a clown high stilt walker gets a laugh. Roy and Zelda have center ring contortion while Walter Reith and Poulo work hand balancing at the sides. Carreon returns with a dancing horse.

While eight girls work swinging ladders, Rita Sgraves does giant loops and at the center spot are Pedro and Gerda in their nifty double-traps business. Looks and stunts are good. Concert announcements has several riders on the track.

Rudy Dockey is here with his basketball-playing boxer dogs. Among the newly imported acts are the Van Loos (2) who do a teeterboard and ground acrobatics turn, and Doris and Karen, a pair of pretty twins in precision work atop a dual tower of chairs. Clowns come in with a take-off on the teeterboard and here is unusual evidence that clowns can come up with something a little bit different.

Mills Bros. is strong on horses and carries as many as anybody. Now comes eight Liberty horses in one ring and five in another, for good flash. The Vodo Chimps used three animals here; one had died and another is sick. Another concert announcement follows and is a taped pitch by Jack Mills.

Wire acts work each end ring. The Two Pedrolas work pleasing routines and introduce their small daughter, Dagmar, into the act. Gerda Pedrola has recovered from a winter tumble; injuries were not so serious as once feared. In the other ring are Les Carlos. This has the twin girls and their father back. One girl works on the wire, then the father takes over for backward somersaults and other work, climaxed by some bounding wire work while wearing Dutch wooden shoes.

Clowns return. They include Herman Joseph, Rudy Dockey and Coco Jr., as well as others. The Three Carcheris have the center ring alone for head balancing and perch stunts. Then father and son do head-to-head balancing while moving up and down a ladder for a good hand.

Bad weather has forced the show to save back some of its new wardrobe, according to Jake Mills, producer. But in the web number the 10 girls wear new wardrobe with a winter theme. The wardrobe mistress, Gwen Weedon, made these and they display freshness in color tone and design. Web sitters are wearing old wardrobe pending good weather, when they will blossom out in snowman suits. At that time also, the number will be decorated with snow effects, according to Mills.

Walter Reith works a comedy truck act starting on a ladder and

climbing to a single trap. Rudy Dockey is back, this time with his popular balloon music. He plays a long tune on an ordinary toy balloon. Miss Gerda comes in for a top-long iron jaw slide for life. Next are the Mills menage riders, eight girls in red and black riding habits and riding horseback in the three rings and later on the track. A ninth rides side saddle. Then several horses ride to high jumps. This is a good circus number and Mills is about the only show retaining this type of act.

Coco Jr., English clown who was with the show a few seasons ago, is back with his slapstick comedy number. Rudy Dockey and others work with him. There is a lot of water throwing plus cake in the face. And this brings a lot of big laughs. Juggling display has Les Petit (Drouette) working from a ladder, Poulo Duo hand balancing and juggling on a ladder, and Mary Girard's juggling number in the center ring.

Final act is the elephant ensemble, with K. Y. Sgraves in charge of the five bulls. Girls ride each animal as the good routine progresses. Rita Sgraves does the head carry. After that is the Western concert.

REPEATS ON ISLAND

Beatty to Canada; New Top at Philly

NEW YORK—The Beatty-Cole Circus has finished its second visit of the season to Long Island. With both it and the Wirth show having appeared on the island earlier and both Hunt Bros. and Hagen Bros. coming this way, the suburban region is getting one of its most intense goings-over.

Hagen Bros. Circus is due on the Island in June. The Hunts will be there late in the summer, not far ahead of their usual September closing.

On June 27 Beatty-Cole kicks off its Canadian swing in St. Catherine's, Ont., following a series of New England dates. Rather than alternating years in Canada, the big tent has preferred to scour different regions up there, but not the same one every season. Last year it hit the Maritimes, for example. Four weeks are booked in Ontario, with the U. S. re-entry set for July 24 in Sault Ste. Marie, Mich.

The June Crossing will be at Niagara Falls. Beatty-Cole opened

this year with a nine-day stand indoors, at Long Island Arena, Commack. It is understood that the eight days just finished under canvas on Long Island had been booked before the arena date was set.

Roosevelt Field shopping center on Thursday (12) drew less than one-third houses for both shows. Friday at Green Acres shopping center, Valley Stream, pulled a half-filled matinee and three-quarters night crowd. Syosset on Sunday (21) pulled an overflow matinee and fair night business. Amityville was satisfactory on Tuesday.

The big new Beatty-Cole top, a 145-footer with three 50-foot middles, went up Friday (20) in anticipation of the nine-day Philadelphia date. Lulu Shrine Temple is sponsoring it, but not participating in the two Sunday promotions. Combined ticket and advertising sales was given last week as \$70,000 for the date, which opened Sunday (22).

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ROLLER RUMBLINGS

By AL SCHNEIDER

BECAUSE OF LITTLE ROCK'S central geographical location, the 1960 convention and national championship contests of the Roller Skating Rink Operators' Association, to be held in Barton Memorial Coliseum there, July 23-30, are expected to draw record attendance of both operators and contestants. High in appeal will be the Coliseum's excellent facilities for the convenience and physical comforts of both operators and contestants. The air-conditioned building, with its new Porto-Bilt 90-by-190-foot maple floor, will provide 6,500 seats and a clear skating surface. The Coliseum will also be the site for manufacturers' displays, the building management providing space for 25 such booths. Preliminary inquiries, according to word at RSROA Detroit headquarters, indicate a record number of

exhibitors in this year's trade show. In addition, the building's parking lot provides space for 7,000 automobiles. In a nearby building will be held the RSROA convention and Board of Control meetings. Early plans call for gold medal tests to be held on Sunday, July 31, with the Society of Roller Skating Teachers of America slated to hold its conference on Monday, August 1. Social affairs during the week will be held in downtown Little Rock's Marion Hotel. Reserve-seat tickets, good for the entire span of the contests, are being offered at a price of \$7.50, representing a 50 per cent saving and giving purchasers in-out privileges at the Coliseum. Tickets may be ordered at national RSROA offices. Orders must be accompanied by cash or money order.

An all-male jury on May 19 acquitted Mrs. Jean Van Horn, 35,

of the shotgun killing of her 62-year-old husband, Earl Van Horn, who for many years operated Mineola (N. Y.) Roller Rink. Mrs. Van Horn based her defense on the fact that she did not realize the gun was loaded. The killing occurred last October 20 when her husband, according to dispatches, taunted her to shoot him during an argument.

An increasing number of rinks and other amusement enterprises are including in their projects play areas for children too young to participate in activities with parents, thus freeing parents for maximum enjoyment of the amusement facilities available. This eliminates the necessity of a baby sitter at home. M. M. Levitt, of Mitchell Rubber Products, Inc., Los Angeles, says that his firm's product, Safety Surf matting, is well suited for play areas, and points out that it has been approved many times for use in schools and playground areas. Such play areas equipped with satisfactory surfacing are apt to exert a "persuasive pull" on parents' decision to participate in commercial recreation, Levitt points out.

Rip Van Winkle Bowlskate of Norwalk, Conn., a combination of roller rink and bowling lanes, observed its first anniversary the night of April 24. Special awards were presented to skaters thruout

German Moon Ride Plays Copenhagen

COPENHAGEN—The Stefan-sen Brothers are operating a new German ride, the Moon Rocket, a circular jet plane ride with 12 "jets," which seats 24 passengers. It has a good spot in Dyrehavsbakken park and is doing top business.

The ride resembles an Octopus, with jets at the ends of metal arms that radiate out from a wide metal ring on which 12 hydraulic pistons are attached, and which moves up or down on the rocket center when the jets are in the air. The rocket can be tilted at an angle that makes it possible for those in the jet to zoom into the air and dive.

the evening. Advertising marking the occasion heralded a charge of only \$1 for two lines of bowling, including shoe rental, or "an evening of skating fun, including shoe skate rental," for the same price.

Seasonal roller skating has resumed at Babb's Beach Roller Rink, West Suffield, Conn. The rink is open on Wednesday, Friday and Sunday nights and Saturday and Sunday afternoons for skating. Dancing is offered on Saturday nights.

Exhibit Dept. Heads Chosen For Syracuse

SYRACUSE — A number of department heads have been named by Harold L. (Cap) Creal, manager of the New York State Fair, among them Chief Harry Patterson of Lewiston's Tuscarora Reservation. Patterson will head the fair's big Indian Village section for the third year. Fair dates are September 2-10.

Harry F. Duncan, assistant director of the State's Division of Markets, is in charge of the horticulture building and fruit department. Other officials of departments are as follows:

Herbert MacDowell of Syracuse, farm products; Dr. Alfred M. S. Pridham of Ithaca, flowers; Charles N. Burmaster of Watertown, poultry; Fred H. Gaag of Syracuse, pigeons; Howard F. Carr, rabbit and cavy; Richard P. March of Ithaca, dairy products; Gus Braun of Syracuse, bantams.

Also, Ernest J. Cole of Ithaca, agricultural extension exhibits; Prof. John W. Layer of Ithaca, Farmstead exhibit; Charles H. Riley of Sennett, Grange; Charles E. Ostrander of Ithaca, Eggland exhibit; Arthur W. Horton of Lodi, breeding, draft and heavy harness horses; Dr. Samuel T. Slack of Ithaca, cattle department; Robert W. Spalding, Myron D. Lacy and Dr. Warren F. Brannon, professors of animal husbandry at Cornell University, Ithaca, superintendents of dairy cattle, beef cattle, and sheep, swine and goats, respectively.

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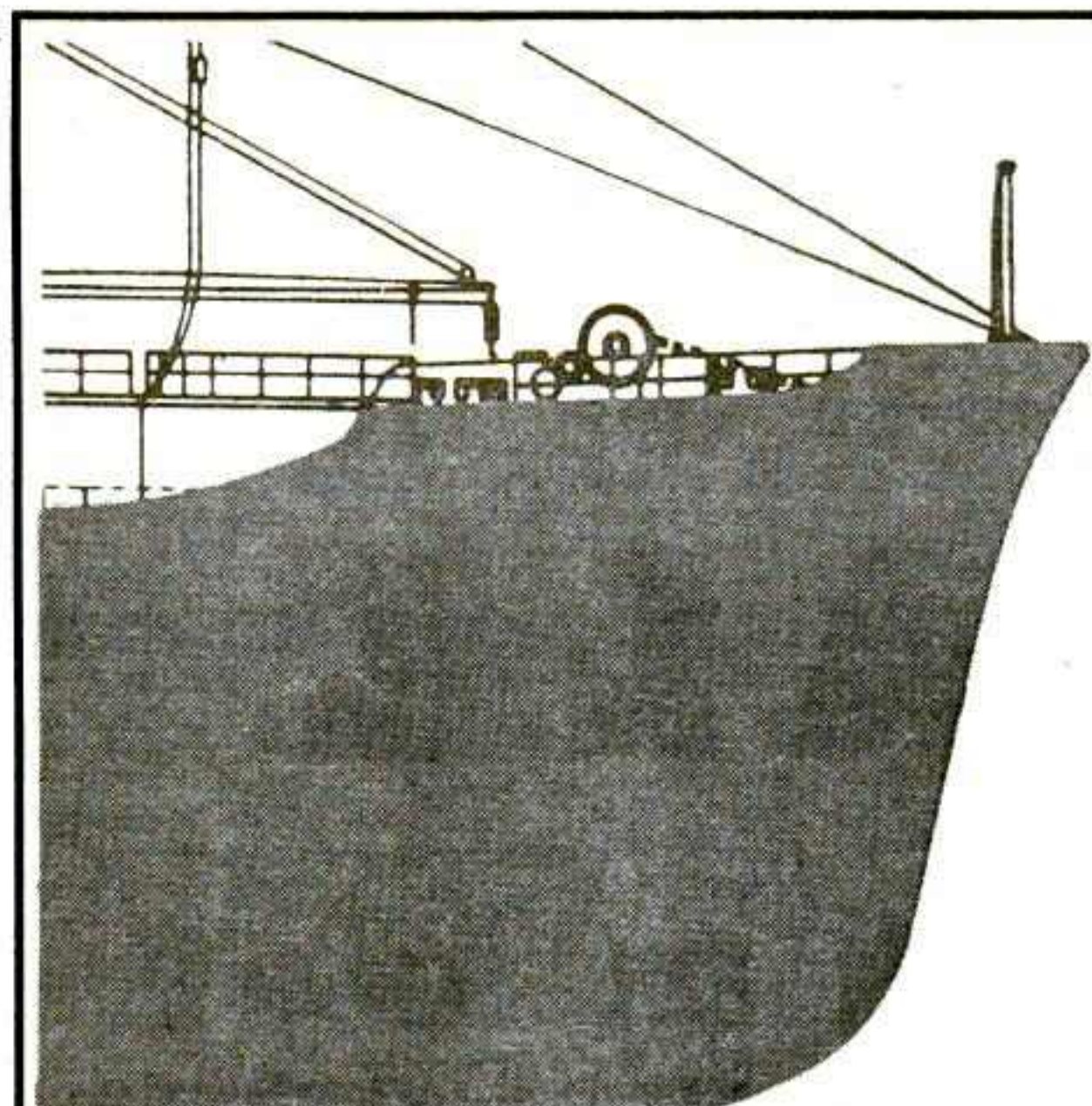
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Manager for Portable Rink. Good equipment, salary or commission for experienced man. Must be able to furnish references. State all about yourself in first letter.

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c/o The Billboard Cincinnati 22, Ohio



For SMOOTH SALE(ing)

(and PROFITABLE, too)

THROUGHOUT THE FAIR SEASON JUST AHEAD PLAN NOW TO BE WELL-REPRESENTED IN

The Billboard's

SUMMER SPECIAL

Dated June 13

DATED AND DISTRIBUTED A FULL TWO WEEKS BEFORE THE BIG 4TH OF JULY HOLIDAY, KICKING OFF WHAT IS EXPECTED TO BE THE GREATEST SEASON OF FAIRS EVER WITNESSED.

Every Food & Drink Concessionaire, Ride Owner, Parkman, Show Operator, Circus Owner, Fair Manager and others will soon be making ready for the tremendous business ahead during July, August, September and October.

These four months represent the period when an overwhelming portion of money will be spent by the fun-seeking public on all types of Outdoor Amusements and Recreation. Naturally, individual Showmen playing Fairs, Parks, Carnivals, Circuses, Centennials, etc., will buy big, stocking up. Take full advantage of the record-breaking amount of money that will be spent.

Highlighting the SUMMER SPECIAL will be an updated list of 1960 FAIR DATES

with many important changes and additions . . . PLUS, of course, ALL the latest news, developments, routes, etc., that will be MUST READING for many weeks after publication.

Its PRECISE TIMING, WIDE DISTRIBUTION AND INTENSIVE READERSHIP have made the SUMMER SPECIAL a traditional PROFIT-PRODUCER for advertisers using its columns prominently. This year everything points to even GREATER SALES POWER for its advertisers.

DON'T MISS IT! RESERVE SPACE TODAY! ADVERTISING DEADLINE . . . WEDNESDAY, JUNE 8

- CINCINNATI 22, OHIO 2160 Patterson St. Dunbar 1-6450
- NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800
- CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9818
- ST LOUIS 1, MO. 812 Olive St. Chestnut 1-0443
- HOLLYWOOD 28, CALIF. 1520 N. Gower Hollywood 9-5831

SNOW BALL
Ice Shaver

A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

GARBICK RIDES

FLYING SAUCER

42 Foot Wheel | CHAIR
36 Foot Wheel | SWING
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Trailer Mounted Kiddie Rides
GARBICK MFG., INC.
Lewis H. & Lewis A. Garbrick
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DISPLAY FIREWORKS

"The Nation's Finest"
Direct from our factory to you at Rock-Bottom Prices.
Catalogue ready for the asking
Write—Wire—Call
Illinois Fireworks Company, Inc.
P. O. Box 792 Phone: Hickory 4-1776
Danville, Illinois

THE FINAL CURTAIN

BAKER—Cannonball, 78, veteran auto race driver and official, May 11 in Indianapolis. He was one of the pioneers in the auto race industry, starting out as a driver of motorcycles and later shifting to cars. In his early years he was a vaudeville acrobat. Baker, whose real name was Edwin, was well known for his races against time from coast-to-coast in the early days of automobiles. For many years, Baker has been national stock car racing commissioner for the National Association of Stock Car Auto Racing. Death came following a heart attack.

BROWN—Louis Rella, 86, former clown known as Happy Jack Nelson, at Monroe, Ind., in a gun duel with a police officer after a lengthy dispute with a neighbor over location of a property line. The officer was wounded. Brown was born on the Forepaugh circus and later was with John Robinson, Walter L. Main and others. At one time he did a strong man act, towing a car with an iron jaw device. Survivors include his widow, Dorothy.

etry, Springfield Gardens, New York City. He was a member of the National Showmen's Association.

NEILSON—H. N. (Whitey), 58, a member of Eddie's Exposition Shows, who spent 30 years in show business, May 25 in a South Connellsville, Pa., hospital.

REINKING—Erwin William, also known as Erwin King, May 2 in Cincinnati.

BIRTHS

HALL—
A son, Friday, May 27, to Scott and Evelyn Hall, at Sarasota, Fla. Father is son of L. D. (Doc) Hall and now with the family's shopping center show. Mother is a member of the Yong Family of circus performers.

SCHRADER—
A daughter, May 20, to Mr. and Mrs. Harlan L. Schrader at St. Francis Hospital, Cape Girardeau, Mo. Father is owner of Rose City Rides.

Elitch Opening Has New Music, Calypso, Coaster

DENVER — Elitch Gardens greeted its first customers Thursday (19) with music to fit their mood via a new tape-recorded system with 15 channels which pipes custom music to all sections of the park—each melody matching the mood of the particular area.

As usual, the park's first night was a benefit for a neighborhood church. The second night was the Denver Policemen's Ball, with the seasonal opening Saturday (21).

Elitch's offers three new rides this season. They include a new Haunted House, which replaces the old Laff-in-the-Dark, the Calypso and a new Kiddie Coaster.

The Haunted House ride winds in and out in a series of sharp turns on two levels. Some of the stunts include a dummy painter who falls backward off a scaffolding toward the path of the speeding car; a huge moving spider weaving a net just above the track; a Keystone cop who blows a whistle so hard his head comes off and a high-speed crash thru a brick wall.

Don Jeris and his orchestra played at the Trocadero thru the Decoration Day weekend.

IMCA Annual Meet Set for Shreveport

ST. PAUL—The International Motor Contest Association this year will hold its annual awards banquet and driver-owner meeting in Shreveport, La., on October 24, John Libby, association secretary, announced.

For the past several years the meeting has taken place in Des Moines just preceding the annual convention of the Iowa Fair Managers' association.

The Shreveport meeting will come after both stock car and sprint car drivers close their seasons at the Louisiana State Fair. The banquet, which will include entertainment and dancing, will be held in the Captain Shreve Hotel.

Attendance Up 5,000 at Polack Spokane Stand

SPOKANE—Polack Bros. Circus outdrew its previous stands here this year. Under Shrine auspices, the show was at Spokane Coliseum May 13-15. The attendance totaled 37,319 for an average of 6,220 persons per show and an increase of 5,000 over last year's total.

This business was scored despite the competition of good weekend weather for outdoor events, according to Joseph C. Sturckler, acting manager of the building. He said that on Saturday and Sunday afternoons a check of the parking lots and vicinity showed that 75 per cent of the cars were from outside of Spokane County and 40 per cent were from States other than Washington, indicating wide drawing power of the circus.

Sterling Plays Texas, Arkansas

TALIHINA, Okla. — Sterling Bros. Circus has been doing okay. In Texas there were five good towns in a row, Winnie, La Porte Anahuac, Vidor and Kirbyville. Visitors included Perry Luth and Manual King.

In Oklahoma the show got half and three-quarter houses at De-Queen, Dierks and Wright City. Visitors were Doc and Babe Sherwin, and Bryan and Billie Woods. From Antlers, Okla. (18) a number of people with the show went to Hugo for a party.

Petersburg Working on New Front, Free Shows

PETERSBURG, Va. — Pre-season work is advancing in several directions at the Southside Virginia Fairgrounds. With the departure of the Cetlin & Wilson Shows, winter occupants, work crews will step

up the pace on remodeling and other improvements.

Final asphalt coating for the midway will be applied in July. The paved midways were a blessing in 1959, Manager Stanley Hutcherson reports, recalling the inclemency which attended the fair. This year's midway is provided by Prell's Broadway Shows. Fair dates are October 3-8.

The commercial exhibit building will be revamped, and a new grandstand entrance constructed. The latter will be 46 feet long and 22 feet high, indirectly lit and mounting letters on steel mesh background. It is similar to the newly built front gate.

A free Circus Land will be offered this year in the building used last season for the children's zoo. Front will be decked in red and white stripes. Boswell Bros. Shows will provide animals, clowns and acts.

Grandstand entertainment calls for fireworks on Monday night, Hollywood Aquaram Tuesday thru Friday, Buddy Wagner's auto thrill show for two performances Saturday, then a 10 p.m. rock 'n' roll show Saturday night and auto giveaway plus fireworks. Television, and other appliances for the home will be awarded, plus ponies on two children's days.

Requests for school tickets for Saturday are in excess of 60,000 at present, Hutcherson noted, and for Wednesday, in excess of 20,000. Other fair officers are William G. Traylor Jr., president; C. Frant Scott Jr., vice-president, and Otto W. Parker, secretary-treasurer. Sponsors are the Petersburg Lions Club Civic and Charity Corporation.

Carroll Cited In Plea Vs. Wage Boost

WASHINGTON—A House Labor Subcommittee, which recently concluded exhaustive hearings on upping the minimum wage to \$1.25 an hour was reportedly ready last week (26) to approve the increase over a four-year period.

It appeared doubtful, however, that coverage would be extended to amusement parks, pools or other fun locations. Coverage would be aimed primarily at large retail companies.

Edward J. Carroll, past president of the National Association of Amusement Parks, Pools and Beaches, appeared before the Subcommittee earlier this month and told the lawmakers that application of the law to fun locations would create more unemployment and economic hardships. (The Billboard, May 23.)

Rep. James Roosevelt, author of the bill, commended Carroll for his remarks and indicated he felt the industry should continue to be exempt.

IN MEMORY
of
RALPH J. CLAWSON
Who Passed Away
June 4, 1956
ROSE

CANTOLI—John C., 50, veteran theater projectionist and stagehand, and member of the National Showmen's Association, May 13 at home in Hasbrouck Heights, N. J. Mass was celebrated there at Corpus Christi Church and burial was in the family plot.

CASEY—Leo, 60, director of public relations for the New York World's Fair, May 23 in St. Claire's Hospital, New York City. A native of Burlington, Vt., where he was born June 21, 1899, he served on newspapers there and in Washington, Hartford, Conn., and New York. After entering public relations work he represented the Republic National Committee, Democrats for Willie, American Cancer Society and many public figures. Surviving are his widow, the former Mildred A. Kosin, and two daughters, Mrs. Ralph H. Major Jr. of New Canaan, Conn., and Mrs. John G. Underhill of Darien, Conn.

FRANCIS—Roy, former vaudevillian, May 7 of a heart attack in Savannah, Ga.

MABIE—William A., 43, former worker with Bill Rice's bingo and last year with W. A. Stacey's bingo, March 25 in Paterson (N. J.) General Hospital of a heart ailment, it has just been learned. Survived by his widow, Louise, Richton, Miss.

MOSCOWITZ—Herman, former concessionaire on the Max Goodman and other shows, April 25 at home in New York. A brother-in-law of the Miller brothers, concession family, he leaves his wife, Ida, two daughters, and several grandchildren. Burial was in Montefiore Cem-

Flying

COASTER

Greetings from the Aeroaffiliates' Personnel. Mechanical experience and pride of workmanship goes into every Aeroaffiliates' Amusement Ride.

Parks and permanent locations—We can still deliver and set up a Flying Coaster for you in late May or early June. Electrical 40 H.P., 50-foot circle.

FINANCING ARRANGEMENTS AVAILABLE

You are cordially invited to see the Flying Coaster under construction at our plant.

AEROAFFILIATES

INCORPORATED

HICKS FIELD, P. O. BOX 4125, FT. WORTH 6, TEXAS

Tommy E. Walker, Sales Manager **Don Quinsey, Sales & Service**

PHONES: Market 6-5477, 6-5478, 6-5479.
After Hours Phone: Market 6-5470.

LICENSED UNDER NORMAN BARTLETT, U. S. Patent No. 2,895,795

Make your Picnic Reservations Early!

ATTENTION, CONCESSIONAIRES!
GOODING AMUSEMENT CO.
 Can place Hanky Panks and some Direct Sales (no Eats, Sno, Corn, Apples, Floss).
 June 20-25—Fairview Park, Ohio, Athletic Club Carnival
 June 22-25—Union City, Ohio, Foremen's Convention
 June 27-July 4—Henderson, Ky., Sesqui-Centennial Celebration
 July 1-4—Brecksville, Ohio, 4th of July Celebration
 July 2-4—Hillsdale, Mich., 4th of July Celebration
R. G. CASHNER, Conc. Mgr.
 3200 VALLEYVIEW DRIVE COLUMBUS 4, OHIO

WM. T. COLLINS SHOWS
 LAST CALL LAST CALL
SHOW LEAVES WINTER QUARTERS JUNE 1.
OPENS AUSTIN, MINN., JUNE 5.
 CAN PLACE SEVERAL RIDE FOREMEN. WANT SECOND MEN ON ALL RIDES. (All must have chauffeur's license and drive semis.) Can place Wives as Ticket Sellers. WANT MAN FOR FRONT GATE AND TOWERS. CAN PLACE A FEW MORE HANKY PANKS. Also GRIND SHOW OF MERIT. All replies to
WM. T. COLLINS
 801 E. 78th St., Minneapolis, Minn., until June 1; then Austin, Minn.

NEW ENGLAND AMUSEMENTS WANT
 East Pepperell, Mass., May 31-June 4.
 Brookline, Mass., June 6-11
RIDE HELP: Merry-Go-Round Foreman, Foreman for Wheel or Octopus, Foreman for Tilt or good Second Man. TOP PAY plus BONUS. Merchandise Concessions of all kinds.
 Wire **HARRY J. KAHN, Gen. Mgr.**

GOLD MEDAL SHOWS #2
 JOHNNY DENTON, Owner—AL WALLACE, Manager—TOMMY CARSON, Legal Adjuster
 Our 4th of July Celebration is East Rainelle, W. Va.
 Want for route of 15 fairs starting August 1 at Luray, Va., and ending Armistice week in Florida.
 Need a few more Ride Help who drive semis, good treatment and we pay every Wednesday.
 CONCESSIONS: Will book Photo, Mitt Camp, Ball Games, Fish Pond, Age & Scales, String Game Nickel Pitch, Buckets, Six Cats, Swingers and any other legitimate Concessions. Good opening for Bingo, Bear Pitch and Glass Pitch. B. C. (Silm) Cunningham and Whitey Byers, contact Tommy Carson.
 SHOWS: Will book Girl Show, Fun House, Snake Show, Monkey Show and any other family-type Show.
 Contact **AL WALLACE, GOLD MEDAL SHOWS #2, Freeburn, Kentucky, this week.**

SWANTON, OHIO, PARK-A-RAMA
 Sponsored by Retail Merchants' Association, June 1-2-3-4.
 WANT CONCESSIONS, SHOWS AND RIDE HELP. HELP: First Men for Wheel, Merry-Go-Round, Flying Scooter, Loop-O-Plane and Kid Rides and Second Men for all rides.
FRED NOLAN, NOLAN AMUSEMENT CO.
 Route #2, So. Zanesville, Ohio

BEE'S OLD RELIABLE SHOWS, INC.
 WANT TO JOIN AT ONCE
 WHEEL AND TILT FOREMEN AND SECOND MEN ON MOST RIDES.
 CONCESSIONS: Need Hanky Pank Agents, Scales, Long and Short Range and Hanky Panks of all kinds.
 SHOWS: Fun House or any Grind Show with own equipment.
 All replies: **RAYMOND C. HULS, Norton, Va., this week.**

RIDE HELP WANTED
 FOREMEN FOR MERRY-GO-ROUND ALSO NO. 5 WHEEL
 Prefer semi drivers. Top wages and bonus for sober, reliable men. Need Second Men on all Rides.
 Can place a few more Hanky Panks.
CARROLL'S GREATER SHOWS as per route

GALA EXPOSITION SHOWS
 "The Show Beautiful!"
 Can place at once for 20 bona fide Fairs and Celebrations and 3 more still spots—Photos, Hanky Panks of all kinds. Want Shows not conflicting. We always have a winning route carrying 15 rides and shows if you can stand prosperity, wire or call at once.
 DuQuoin, Ill., Lions Club, June 7-11 uptown; Poplar Bluff, Mo., this week.
B. E. MILLER

FOR SALE
 New 80 Model Schiff Hi-Road Model Coaster, all latest improvements, with or without transportation. 39 Model Tilt, like new. Loaded, ready to go on two 30 ft. semi trailers with Chevy Tractors.
 Calumet Coach Popcorn, Snow and Floss Trailer, first-class, glassed in and screened in. Looks like new.
 75 kw. GMC Diesel Light Plant mounted in special-built semi trailer, with Chevy tractor equipped with winch. Tops and Frames, Sets, Bee Hives, Concessions. CASH, TERMS OR TRADE. Want older Eli #5 Wheel.
FORREST C. SWISHER, Box 125, Ph.: 468, CANEY, KANSAS

COMPLETE CARNIVAL
Merry-Go-Round, Ferris Wheel, Roll-O-Plane, Kiddie Auto
 With trailers to carry equipment, sound truck, 10 booths, main switches, junction boxes, several hundred feet of wire. All in running condition. Selling due to illness.
COLBERT'S AMUSEMENTS, 218 Main Street, Boylston, Mass.

DROME RIDERS WANTED
 Will pay \$100.00 a week for still dates and \$125.00 at fairs. Will give guarantee or P. C. Have big fairs in Canada and U. S. A. John Reed, Little Sixty, Lester, Vaughn and Joe Lowery, contact
DONALD PORTER
 World's Finest Shows, Eglinton & Pharmacy, Scarboro, Ont., Canada. Playing suburbs of Toronto for two weeks.

Freedomland
 • Continued from page 58
 Miniford Yacht Yard, City Island, N. Y. — Tugboats and nine Trapper Ride boats.
 Bliss Display Company, Long Island City — Animated display units.
 Sound Systems, Inc., Long Island City — Sound work thruout the park.
 Gignac Coach Company, Chicago — Horse-drawn vehicles.
 Stevenson - Adamson Company — Moving sidewalk.
 Todd Shipbuilding Company — Paddlewheel boats.
 Von Roll Iron Works — Ore Bucket ski-lift ride.
 Bethlehem Steel Company — Sky ride cable.
 Macglashen Guns, Stanton, Calif. — Shooting gallery equipment.
 Paddock Pool Company — Reflection pool.
 Percy Turnstile and Globe Tickets — Admission systems.
 Camera Equipment Corporation — Space ship auditorium installation.

Ringling Show
 • Continued from page 56
 This was also the first year in a long time that extensive billposting was used. Response in city and local papers was excellent, with at least one picture daily appearing in major newspapers with rotos giving good displays in Sunday papers.

Navy Rockets
 • Continued from page 58
 enne, Wyo.; Central Wyoming, Casper; Black Hills Exposition, Rapid City, S. D.; Colorado State, Pueblo; Nebraska State, Lincoln; Kansas State, Hutchinson; Erie County, Hamburg, N. Y.; Oklahoma State, Oklahoma City; Lawrence County, New Castle, Pa.; Morgan County, Berkeley Springs, W. Va.; New York State, Syracuse; York (Pa.) Inter-State; Virginia State, Richmond; Dixie Classic, Winston-Salem, N. C.

NEED CARNIVAL
 FOR LARGE PARISH FAIR, JUNE 24, 25 & 26
PLENTY RIDES—CONTACT IMMEDIATELY!
FATHER LEWINSKI
 MU 5-4224 Oklahoma City, Oklahoma

WANTED
 FOR BIG ILLUSION SHOW
 Show Talkers, Ticket Sellers and Girls for Illusion. Want Canvasmen and working Men. (Joe Darpe, Bill Kennedy and Fritz Dede, contact me.)
MILO ANTHONY
 c/o The Billboard
 812 Olive St. St. Louis 1, Mo.

WANTED
 Tilt-A-Whirl, M-C-R and Ferris Wheel Men. Must be sober and reliable.
 Contact
DAVID SWARTHOUT
 5813 Northwest Highway, Chicago, Ill.

RIDE MEN
 Can use Foremen on all rides, Second Men who drive. Good pay, long season.
 Marshall, Missouri, this week.
HOLIDAY AMUSEMENT CO.
 FIELDING GRAHAM

COOKHOUSE WANTED
 Starting week of June 13.
SUNSET AMUSEMENT CO.
 Marshalltown, Iowa, this week;
 Dubuque, Iowa, next.

WHEEL FOREMAN
WANTED
 RAIL HEAD, WIRE
O. C. BUCK SHOWS
 YORKVILLE, N. Y.

HEART OF AMERICA SHOWS
 12—RIDES—12 4—SHOWS—4
 NOW BOOKING RIDES, SHOWS AND CONCESSIONS FOR BIG AMERICAN LEGION CELEBRATION, IN THE HEART OF KANSAS CITY, MO. 10 DAYS AND NIGHTS, JUNE 3-12. LOCATION: 20TH AND BROOKLYN STREETS.
 WANT HANKY PANK CONCESSIONS OF ALL KINDS: Short Range, Long Range, Photos, all kinds of Pitches, etc. Followed by other locations in the city until July 1, then 17 of the best Fairs and Celebrations in our territory. All contact:
TED CORY, Mgr.
 516 FITZGERALD, KANSAS CITY, KANSAS (Phone: FAirfax 1-9040)

S. & W. SHOWS
 WANT FOR CARTHAGE, MO., THEN BENTONVILLE, ARK., LIVE STOCK AND DAIRY SHOW, JUNE 6-11; TO BE FOLLOWED BY BRANSON, MO., HOMECOMING, JUNE 14-18; THEN FAIRS AND CELEBRATIONS UNTIL LAST OF OCTOBER.
 CONCESSIONS all kinds. SHOWS: Girl Show, Glass House, Fun House and any family-type Show. RIDES: Will book Paratrooper, Coaster or any Ride not conflicting. RIDE HELP: Foremen for Ferris Wheel and Tilt-a-Whirl. No Second Men need apply. Must be licensed truck drivers. Contact:
JAY STANLEY or LYLE WELLS
 Carthage, Mo., this week; Bentonville, Ark., June 6-11; Branson, Mo., June 14-18; all Fairs and Celebrations to follow.

FOR SALE
DODGEM AND FLY-O-PLANE PORTABLE 12-CAR BUILDING
 Six like new cars, extra motors and parts, ready to go but floor needs some minor repairs. \$4,000.00 or best offer. TRANSPORTATION OPTIONAL. Fly-o-Plane, portable, 1941 model, loads on one specially built trailer with 3 KW. power generator, electric hoist for easy set up. Ride in good condition and ready to go, \$3,500.00 or best offer. No pictures, come and see.
 A. J. APRIL
 c/o Coleman Bros. Shows, South Windsor, Conn., May 31 to June 4; Webster, Mass., June 6 to 11, and Wallingford, Conn., June 13 to 18.

CAPABLE AGENTS WANTED
 Percentage, Picture Frame, Short Range, Buckets & Grind Store. ACTION in all spots. We play nothing but Fairs, Celebrations & Military Dates from now thru November. Sober, useful Help such as Drivers, Up & Down, and Hanky Agents always welcome. Write or wire immediately, or come on in.
BERNIE FELDMAN
 c/o Ross Manning Shows, Middletown, N. Y., this week.
 Then Arlington, N. Y., week of June 6. Terrific spot.

GRAND AMERICAN SHOWS
 Want for a Route of Celebrations thru June and July
 Two each week starting June 6 at Jewell, Iowa
 WANT: Concessions, Photos, Novelties, Hanky Panks and Alibi Stores. Want Second Ride Help who drive semis.
 Evansdale Lot, Waterloo, Iowa, now.
L. O. WEAVER, Mgr.

JAMES H. DREW SHOWS
AMERICAN LEGION FESTIVAL, CHARLESTON, W. VA., WEEK JUNE 6TH.
TRI-STATE FAIR, MIDDLESBORO, KY., WEEK JUNE 20TH.
 Wanted: Merchandise and outright Sale Concessions of all kinds. Good opening for Long Range, Photo, Novelties, Arcade, Nut Bar, Pitches, Pronto, Foot Long, etc. Want Mechanic with tools, also need Foreman for new Eli Ferris Wheel. SHOWS: Any family-type Grind or Bally Show with equipment.
 Address this week, **JAMES H. DREW SHOWS**, wire c/o Western Union, Gallipolis, Ohio.

NEW NEW NEW
 1960 Model, Brand-New Schiff High-Road Model Roller Coaster, loaded, ready to go, with or without transportation. CASH, TERMS OR TRADE.
FORREST C. SWISHER
 Phone: TE 8-8432, 5305 E. Admiral Place, Tulsa, Okla.
 Also DeLuxe Calumet Coach, Popcorn, Snow and Floss.

JOHNNY J. JONES WANTS
 Kiddie Ride Help and experienced Turnpike Foreman. Good pay and treatment for good help. Opening with Wm. T. Collins Shows, Austin, Minn., June 4, then per route.
 Contact **JOHNNY J. JONES** or come on.

WANT CAPABLE MAN TO ASSIST IN THE MANAGEMENT OF FREAK ANIMAL SHOW
 CONTACT: **LOU DUFOR**
 c/o ROYAL AMERICAN SHOWS, ST. LOUIS, MO., until JUNE 5

WANT BAKER'S UNITED SHOWS WANT
 CONCESSIONS: Custard, Cork Gallery, Pitch-Tilt-You-Win, Short Range, Bear, Bird and Lamp Pitches or any clean, legitimate Concessions that work for stock. SHOWS: Can place Glass House, Illusion, Ape or any worthwhile Show. RIDE HELP: Foremen for Ferris Wheel, Merry-Go-Round and Kid Rides; Second Men on all Rides. Must drive semis.
 All replies to **ERNIE ALLEN, MGR.** Columbus, Ind., this week; Noblesville, Ind., June 6-11.

SHOTGUN PAGE WANTS
Girl Show Operator with Girls, P. A. & Wardrobe
 I have the rest or will book complete Girl Show. Will book Kiddie Rides for season. Six Cats, Mitt Camp, Ball Game, Photo, Diggers, Arcade, Grind Shows, Wheel Foreman and Second Men. Littlefield wants Agents.
 Phone: Congress 2-9029, Nashville, Tenn., from 4:00 to 6:00 p.m. ONLY.



QUALITY

to increase Your SALES

PRICED

to increase Your PROFITS

140—170—210—240 and "King" 100 count

Ask your Distributor to stock Cramer "Star-Brite" for you. Save Money!



150 Orleans Street
West Boston 28, Massachusetts
Member of National Vendors' Assn.



FTC Orders Allied, Mo. Firm, To Halt Blue Sky Ads, Claims

WASHINGTON — Federal Trade Commission ordered Allied Merchandising, Inc., University City, Mo., vending machine distributor, to stop its deceptive employment offers, exaggerated earnings claims, false assurances of assistance to purchasers and other misleading claims.

Commission adopted, with slight modification, an initial decision filed earlier by a hearing examiner who ruled that Allied had used a program of "fraud and deceit" to sell its machines. The company's newspaper advertising has misled the public into believing that jobs are offered to service established routes, that such routes are offered for sale and that no soliciting or selling or investment other than for inventory is required, FTC found. It ordered a halt to such claims.

Based on the testimony of 15 purchaser witnesses who appeared at hearings, the examiner had found that the "location man is never present upon arrival of the machines, which usually are a small seven-column model (obsolete for several years) of inferior construction." He appears only after Allied has been prodded by correspondence or telephone calls, and the purchaser then learns no survey has been made to determine profitable locations. In some instances, the man who is supposed to find locations for the purchasers will locate and install only some of the machines, and the purchasers are on their own to find locations and install the remainder of the machines.

After starting operations, the purchaser finds that nowhere near the

promised sales are being made. No Allied representative calls again to be sure the operation is successful. When dissatisfied purchasers call the company requesting relocation of the machines, they get little satisfaction. Eventually they must relocate the machines themselves, and usually the new locations do not boost sales.

Joined in the order are Peter A. Krane, individually and as company official, and William Dardick and Vern F. Hawkins, in their individual capacities only. The latter two were officers until resigning in July, 1958.

GIMMICK

Lost & Found Idea Helps Boost Sales

DENVER—Here's a simple idea which will help the bulk operator with locations in large supermarkets to increase good will, as well as collections.

When Frank Thorwald, veteran Denver operator, found a child's glove near his double-bank, six-machine location in a large Republic drugstore, he put the glove in plain sight between two of the machines. The next day its tearful, six-year-old owner was back after school to claim it.

The same thing happens so often in large-scale supermarkets and super drugstores that Thorwald felt

SERVICE, PUBLIC RELATIONS FILMS AVAILABLE THRU NAMA

CHICAGO—Need some films to train your routemen or servicemen on how to repair a rejector, or how to deal with customer complaints? How about a film explaining the vending industry to use as a sales tool for local supermarkets or schools? How about one for public relations?

These and others are now being made available by the National Automatic Merchandising Association to its membership. The films are priced at \$15 (for rental) and run from 13 to 26 minutes, in color or black and white. All are 16mm. in sound.

All members need do is drop NAMA a line, tell what films they want and they'll be mailed. A partial list of films now available are:

Titles

"At the Drop of a Coin"—13 minutes or 25 minutes, a comprehensive description of all phases of automatic merchandising from the beginning of vending to the diversified and complex machines of today. Narrated by Westbrook Van Voorhees. Best suited for general audiences to inform them better about the nature of automatic merchandising.

"Sell More Candy"—25 minutes, ideal for training servicemen in the basic principles of candy merchandising.

"The National Slug Rejector"—30 minutes, simple instructions in the operating principles, maintenance and adjustment of the slug rejector for faster, lower-cost servicing.

"Satisfaction Guaranteed"—17 minutes, how to handle customer complaints; how to handle refunds.

"Personal Appearance Pays"—17 minutes, why route servicemen should be neat and maintain a good appearance, and how.

Additional films are in NAMA's stock. A full list can be obtained from the association.

it would pay to ask the store manager to make the handy rack on which the machines are located a permanent lost and found department. Usually the items are lost by children, and they are invariably one glove, one sock and, occasionally even one galosh, and there isn't any likelihood that anyone but the rightful owner will pick them up.

Like Idea

Supermarket and super drugstore owners go along with the idea, since it saves them the trouble of taking

the lost item turned in by clerks or customers to the rear of the store and making a notation and a description of it on a form.

In every location in which the Denver operator has followed this plan, youngsters have become so accustomed to seeing their lost items displayed between bulk vendors on the rack that they automatically check the machine location whenever they come into the store. This, of course, is definitely good for sales.

★ ★ ★ YOUR AUTHORIZED VICTOR DISTRIBUTOR ★ ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.

TOMORROW'S VENDORS TODAY

VICTOR'S

PEN VENDORAMA®

Victor's revolutionary and unique method of selling ball point pens.

The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enameled in beautiful complimentary colors. Size 12" x 7" x 16½" high. Capacity 168 ball point pens, vending at 10c each.

SUPER-100 CONSOLE MODEL

A show piece, designed for those choice locations. Fast Play—Big Profits—Holds two cases of Century 100 Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 15½" x 15½" x 48" high.



GREAT NEW SUPER 100 CONSOLE MODEL

WRITE YOUR NEAREST VICTOR DISTRIBUTOR FOR COMPLETE DETAILS AND PRICES

Bernard K. Bitterman
4711 E. 27th St.
Kansas City, Mo.
WA 3-3900
Iowa, Neb., Mo., Kan., Colo.

Champion Nut Co.
1194-1198 Tremont St.
Boston 20, Mass.
Highland 5-8935
Mass., Conn., R. I., N. H., VI., Me.
Ed Flanagan

Ellingworth Supply Co.
659 Adams St., N.E.
Mpls. 13, Minnesota
SUnset 8-6972
Minn., N. D., Mont., S. D., Wyo.

Graff Vending Supplies
2817 W. Davis
Dallas 2, Tex.
WHitehall 8-7117
Okla., Ark., Tex., Miss., La.,
N. M., Ariz.

H. B. Hutchinson, Jr.
1784 N. Decatur Rd., N.E.
Atlanta 7, Ga.
DRake 7-4300
N. C., Ala., S. C., Tenn., Ga., Fla.

Logan Distr. Co.
1850 W. Division
Chicago 22, Ill.
HUmboldt 6-4870
Ill., Ind., Ohio, Wis.,
Mich., Ky.

Northwestern Sales &
Service Co.
446 W. 36th St.
N. Y. 18, N. Y.
LONGacre 4-6467
New York State

Parkway Machine Corp.
715 Ensor St.
Baltimore 2, Md.
EAslern 7-1021
Va., Md., W. Va., Del.

Standard Specialty Co.
1028 44th Ave.
Oakland 1, Calif.
AN 1-9037
Wash., Ore., Idaho, Calif., Nev.,
Utah and Hawaiian Islands

Veedco Sales Co.
2124 Market St.
Phila. 3, Pa.
LOcust 7-1448
Pa., N. J.

★ ★ ★ VICTOR VENDING CORPORATION ★ ★ ★



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

Table listing music machines such as D-40 (40), 1951 for \$90, E-80 (80), 1953 for \$190, etc.

ROCK-OLA

Table listing Rock-Ola machines such as 1438 (120), 1953 for \$195, 1442 (50), 1955 for \$320, etc.

SEEBURG

Table listing Seeburg machines such as M100B (100), 1950 for \$215, M100C (100), 1952 for \$250, etc.

WURLITZER

Table listing Wurlitzer machines such as 1250 (48), 1950 for \$65, 1400 (48), 1951 for \$95, etc.

Table listing machines 2300 (200), 1959 for \$1,020, 2304 (104), 1958 for \$970, etc.

BOWLERS & SHUFFLES

Table listing bowling machines such as ABC Super-Deluxe Bowler 9/57 for \$250, ABC Bowling Lanes 12/58 for \$220, etc.

CHICAGO COIN

Table listing Chicago Coin machines such as All-Star Team Bowler 11/55 for \$150, Blinker 8/55 for \$190, etc.

PINBALLS

Table listing pinball machines such as Balls-A-Poppin' 10/58 for \$70, Ballerina 6/59 for \$85, etc.

Table listing machines TV Bowling League 11/57 for \$310, Twin Bowler 10/58 for \$695, etc.

UNITED

Table listing United machines such as Ace Shuffle Alley 5/54 for \$90, Atlas Shuffle Alley 9/58 for \$400, etc.

GOTTLIB

Table listing Gottlieb machines such as Ace High 2/57 for \$120, Add-A-Line 7/55 for \$90, etc.

Table listing machines Sea Island 2/59 for \$550, Show-Time 4/57 for \$135, etc.

GOTTLIB

Table listing Gottlieb machines such as Ace High 2/57 for \$120, Add-A-Line 7/55 for \$90, etc.

ARCAD & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

Table listing machines Colors 11/54 for \$50, Crossword 5/59 for \$240, etc.

ARCAD & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

ARCAD & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

Table listing machines Dale Pom Pom (Dale) 4/59 for \$360, Davy Crockett (Genc) 10/58 for \$170, etc.

ARCAD & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

ARCAD & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

Table listing machines Red Ball (Mid) 5/59 for \$335, Rifle Gallery (Gen) 8/54 for \$125, etc.

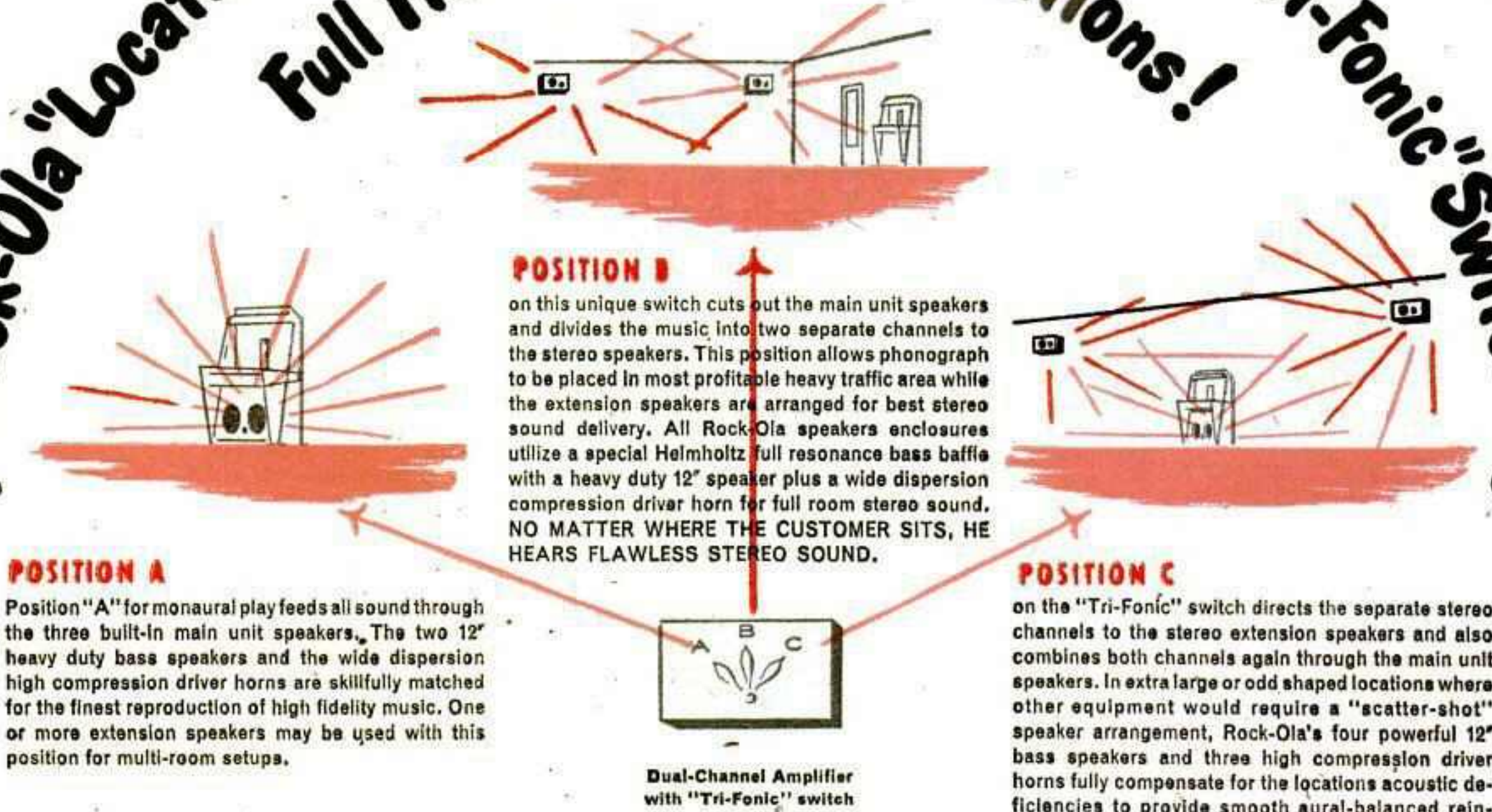
ARCAD & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

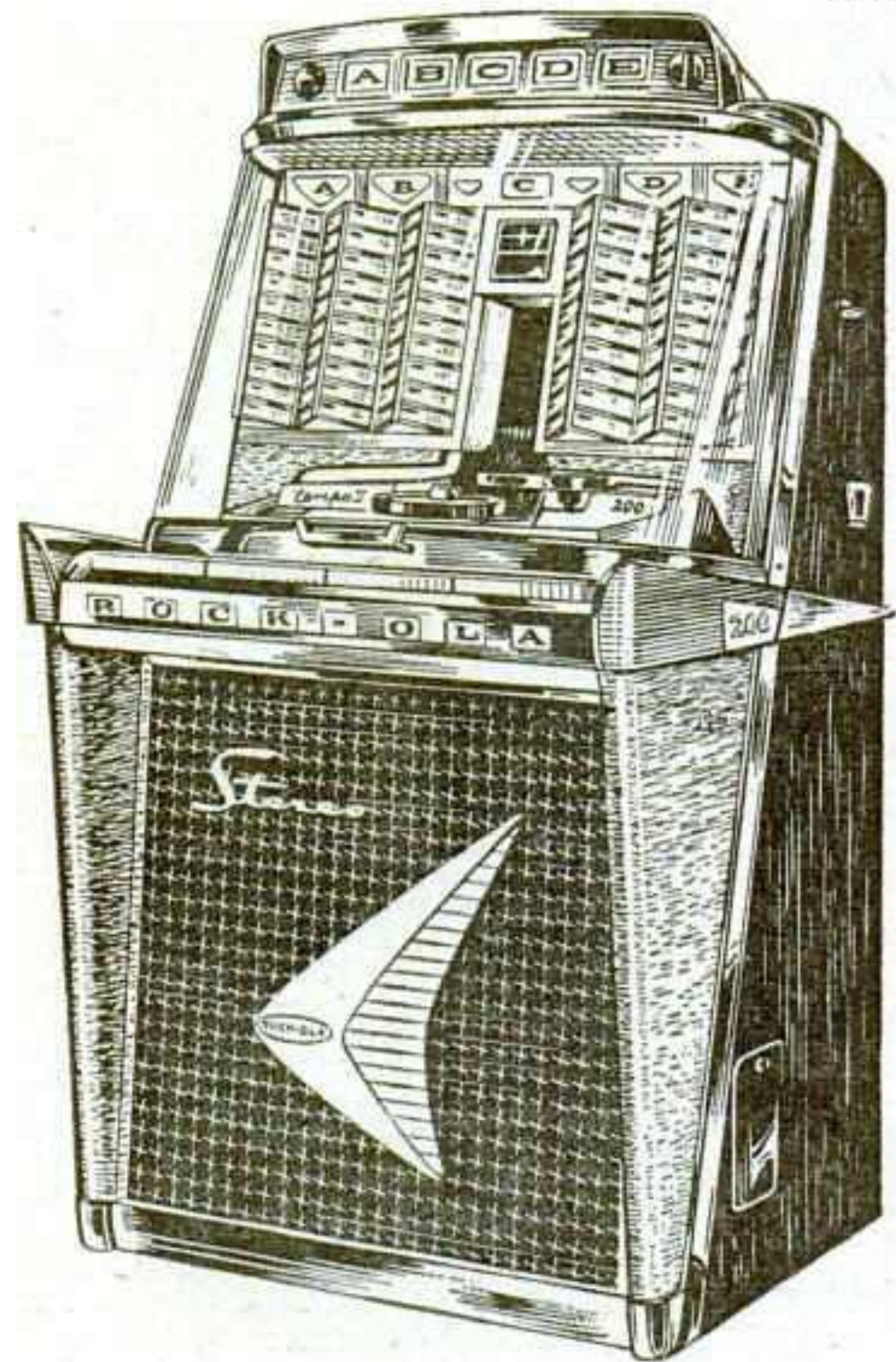
ARCAD & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

Only Rock-Ola "Location Engineered" Phonographs have "Tri-Fonic" Switching for Full Flexibility in All Locations!



Rock-Ola's new three way "Tri-Fonic" switch and dual-channel amplifier permits instant conversion from monaural to stereophonic sound at no extra cost to the operator for expensive conversion parts. Because all components for stereo and monaural play are integrated into the TEMPO II phonograph, only extension speakers are needed for stereophonic reproduction. Now you can buy an all-purpose stereophonic phonograph for the same price you used to pay for just a monaural machine.



See What the All-Purpose Rock-Ola Flexibility can do for you!

Before you buy another phonograph, stop in and see your Rock-Ola distributor and get the full story on the 1960 all-purpose TEMPO II phonograph. No other phonograph can match it for all around versatility and field tested dependability. For fuller profits and ease of operation see the new Rock-Ola today.



The All-Purpose Stereophonic Phonograph

ROCK-OLA tempo II

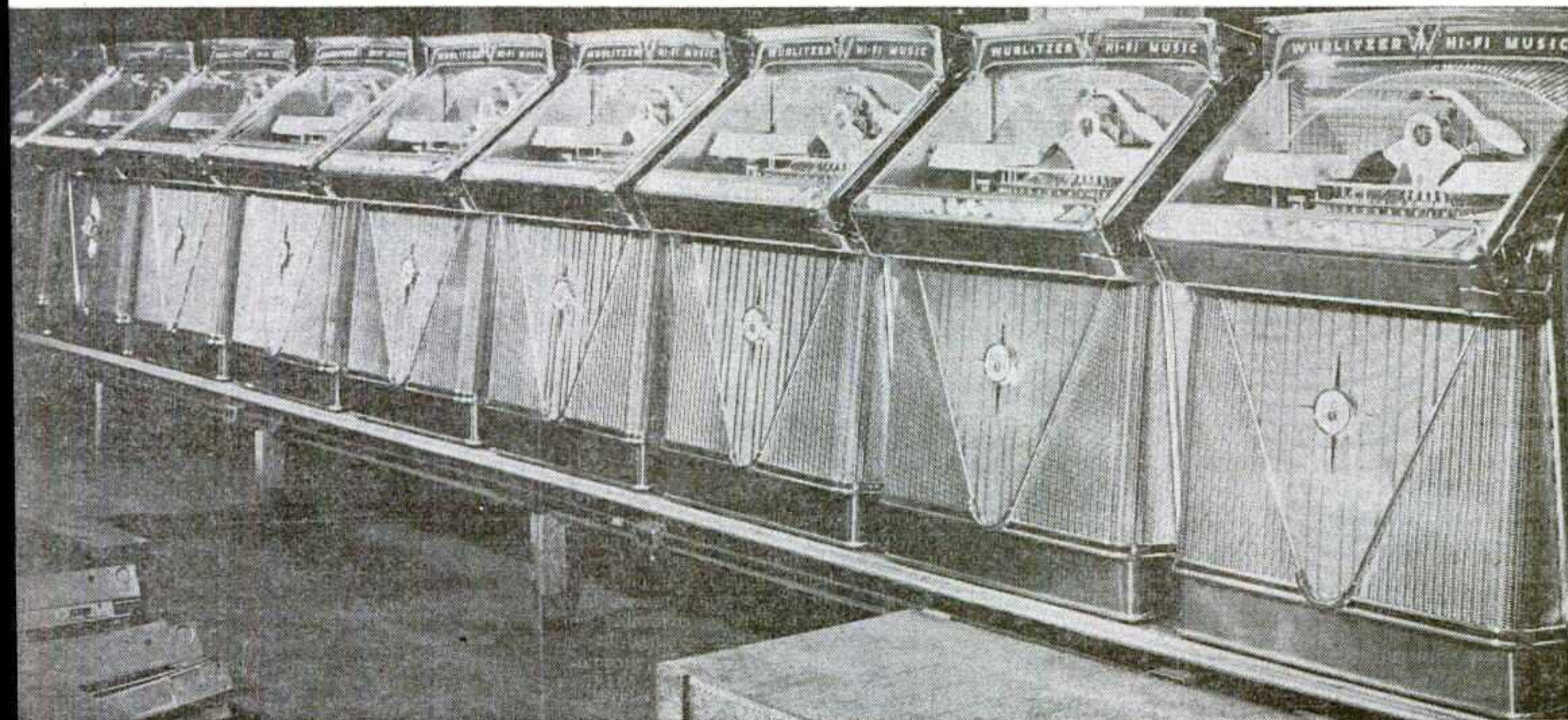
Twenty-fifth Anniversary Model

Available in 200 or 120 Selection Model

Rock-Ola Mfg. Corp.
800 No. Kedzie Ave.
Chicago 51, Ill.

QUALITY IS OUR WATCHWORD

(AND WE REALLY WATCH IT)



Nothing eats away at operator profits like the necessity for high frequency service calls. That's why at Wurlitzer quality is the watchword.

There are two reasons why Wurlitzer has the World's Greatest Money-Making Music Systems. Musically they outplay all others. Mechanically they outperform all others. It's a nice profitable combination to have working for you — and for the location owner, too.

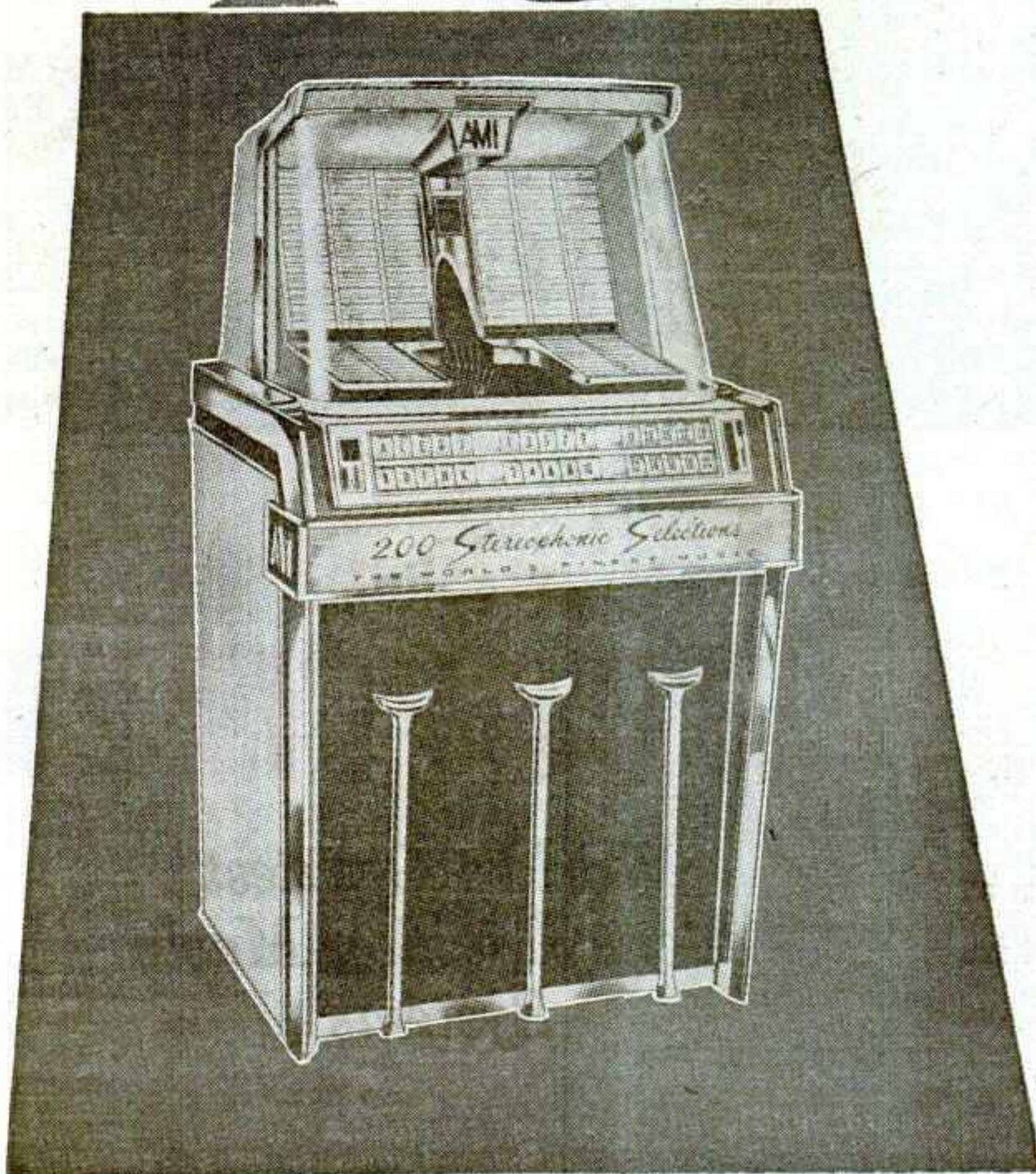
WURLITZER

*World's Greatest
Money-Making Music
Systems*

THE WURLITZER COMPANY
Est. 1856 • NORTH TONAWANDA, N. Y.



Album Play



The Model "K" plays records in rotation

- side 1*
- side 2*
- side 3*
- side 4*

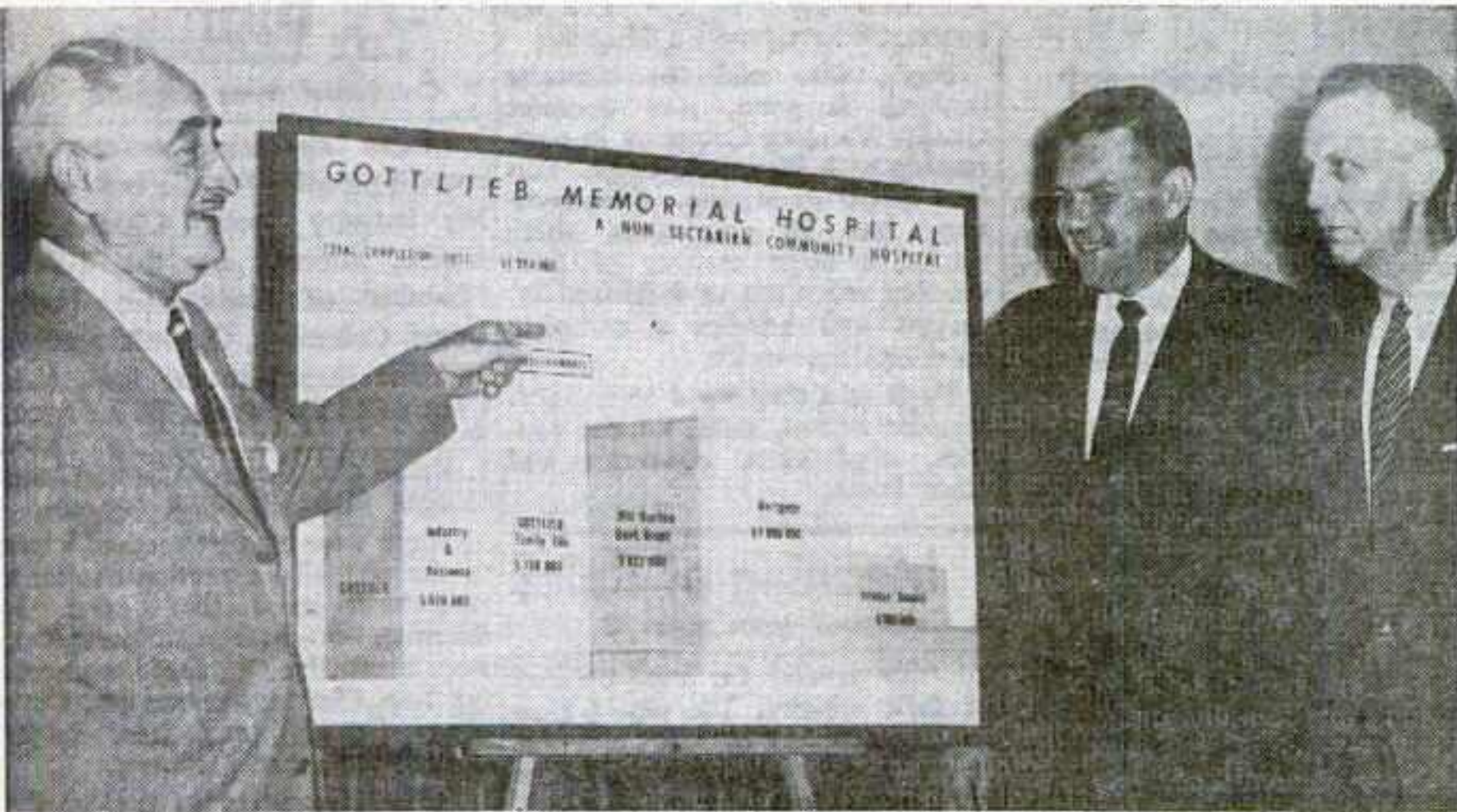
in the self same order as the music was heard in the original performance.

No other juke box does!

AMI

and its family of distributors in the United States and Canada

Affiliate of AUTOMATIC CENTER COMPANY of AMERICA
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY



CHICAGO'S WEST suburban civic leaders joined in a cornerstone dinner last week marking the halfway point in construction of the new non-sectarian \$4 million Gottlieb Memorial Hospital. More than 250 attended. David Gottlieb explains progress chart to Martin J. Bussert, Hammond Organ Company, and John Ferren, Zenith Radio Corporation.



THE FIRST Shuffleboard Tournament ever held in New England took place April 30 and May 1 at the Club National, Brockton, Mass. Twenty-three teams, from all six New England States, competed for the top prize of \$250 before a crowd of 3,000 spectators. Rambler Cafe, Brockton, won the first prize. From left to right, front row: John Pombo, Joseph Gouveia, Dick Grumgool, co-captain; Ralph Bolinder, Frank Sergi, Joe Arciouli. Back row: Harry Starcia, Fran Newall, Harry Hinchcliff, Cliff Perry, Don Richardson, co-captain; Gilbert Glenn and Art Sergi.

10,000 Coinmen
• Continued from page 82

as well as the business world and government officials, of the tremendous economic contributions of the industry to the nation—through employment at all levels of the industry, taxes and licenses at all levels of government, necessary revenue to thousands of small merchants who often depend on coin equipment to keep their doors open, and the purchases of component parts and supplies from manufacturers in all parts of the country.

7. To present the members of the industry as "next-door neighbors"—men and women of responsibility in their communities, who contribute constantly to the common good through civic, church,

United Bows
• Continued from page 82

Sunny Shuffle Alley is 8½ by 2½ feet. Savoy Bowling Alley is available in 13 or 16-foot lengths, expandable to 17 or 20 feet with four-foot sections.

Both games are six-player units, keeping score for each player separately and providing bonus scores for strikes and spares made when the game is set for bonus scoring. Bonus points build up during the game and collect at the end.

club and charitable activities.

8. To tie all these objectives into an image of the industry in the public mind—a "new look"—that will benefit all in the industry now and through the years.

BUY LOCATION-READY EQUIPMENT FOR ALL YOUR SUMMER SPOT NEEDS!

AMI	SEEBURG
K-200 Stereo NEW... WRITE	HF100G \$395
I-120 \$595	100W 375
H-120 495	M100C 350
G-120 395	M100B 275
E-120 175	
E-80 175	CIGARETTE VENDORS
D-80 125	COMPLETE AND WORKING

WURLITZER
2250 \$495
2150 395
2000 349

TERMS: 1/3 Deposit Required.

World Export Corp.
WESTERN EXPORT DISTRIBUTING
Exclusive Seeburg Distributors

738 East Erie Blvd.
Syracuse 3, N. Y., U. S. A.
Phone: GRanite 5-1631

Record Buying Do's and Don'ts Mullied at Meet

CHICAGO—Some of the do's and don'ts of record buying by juke box operators were reshaped by a pair of industry veterans during a Music Operators of America record purchasing forum.

Jake Friedman, Atlanta juke box distributor, and Gabe Orland, Los Angeles one-stop operator, were the principals, with the problem of just how to decide which records to put on and when occupying most of the discussion.

Friedman pointed out that most operators now spend close to 15 per cent of their take on records, but that the old problem of buying the right disks still is, always has been and probably always will be the trick of the business.

Disks have to be put on the monograph before they're popular for the machine to get maximum earnings. Friedman added, however, that this is easier in theory than practice.

Going into the role of the one-stop, Orland pointed out that in his area of Los Angeles juke box operators could deal with as many as 32 separate record distributors and that saving time, guidance in record selection and a title strip service were three of the one-stop's major services that juke box operators could utilize.

Stressing speed, Orland said his firm prided themselves on 24-hour service—even for disks not in stock.

NEW!

FLASH!
COLOR!
ACTION!

All Williams games are National Slug Rejected Equipped

TESTED FOR 16 WEEKS
APPROVED AND RECOMMENDED
ON 25 LOCATIONS

SERENADE

Twin chutes at slight extra cost

PROVED BY ACTUAL PLAYING TEST...
THIS IS YOUR TREASURE CHEST...

Williams TWO PLAYER
SERENADE

- POWERFUL COMPETITIVE 5-BALL
- Optional 3 Ball Scoring
- 2-Way Double Match Feature Adjustable Replays
- Scoring Target Skill Shot

New Front Coin Entry
an exclusive feature with Williams Amusement Games

Order **SERENADE** NOW!

Williams

WILLIAMS
ELECTRONIC Mfg. Corp.
4242 W. FILLMORE ST. CHICAGO 24, ILL.

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

UNITED'S

BIG BONUS

SHUFFLE ALLEY

with 2-way proven player appeal

OFFERS PLAYERS CHOICE OF

Regulation Scoring
TOP SCORE 300

Bonus Scoring
TOP SCORE 990

PLAYERS PRESS BUTTON FOR CHOICE OF SCORING

BIG BONUS STRIKE AND SPARE SCORES

FRAMES SCORE			
1st-THRU-7th		8th-THRU-10th	
30 X STRIKE	20 X SPARE	60 X STRIKE	40 X SPARE

BONUS FRAME COLLECTS	BONUS SCORE ADVANCES
<input checked="" type="checkbox"/> FULL <input type="checkbox"/> 1/2	<input checked="" type="checkbox"/> 40 X STRIKE <input type="checkbox"/> 20 X SPARE

bonus builds up during game . . . collects at end of game to insure last frame suspense

1 to 6 Can Play

DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR

FLASHY Cabinet and Backglass

10c PER PLAYER

SIZE 8 1/2 FT. LONG 2 1/2 FT. WIDE

SHIPPING WEIGHT (CRATED)
430 LBS.



SEE **FALCON** BOWLING ALLEY NOW AT YOUR DISTRIBUTOR



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR UNITED DISTRIBUTOR NOW!

WHY SEEBURG CREATED THE

"ARTIST of the WEEK"

PHONOGRAPH AND

MERCHANDISING PLAN FOR YOU

Every experienced music operator knows that a phonograph which can create interest and excitement at the location level is good for his business.

Such a phonograph maintains income in top locations, cements the operator-location relationship and sustains high resale value for later trading.

Most important, however, where new equipment is revolutionary enough in character to create an insistent demand, many operators have been able to use it to obtain more equitable commission arrangements with their locations.

Under today's conditions with continually rising costs this is more than just desirable. *It is a necessity.*

Another important factor must be considered. It's this. Your business is directly related to that of the record manufacturers. You must, if you are to obtain

maximum location revenue, be able to offer the best selling music played on millions of home turntables.

Here's the record situation today:

- . . . 33 $\frac{1}{3}$ album records are outselling singles about 7 to 1 in dollar volume. And the music from these best-selling albums is largely unavailable in singles form for operator use.
- . . . the most important factor in retail record selling today is "impulse buying"—the willingness of the customer to buy the album principally from the appearance of the colorful jacket.
- . . . the sales of 33 $\frac{1}{3}$ stereo albums to the public and the rapid decline of 45 RPM single sales add up to a revolutionary trend in the industry. *This is a trend that the music operator has been unable to capitalize upon.*

SEEBURG HAS THE PHONOGRAPH PLUS THE MERCHANDISING PLAN YOU NEED!

Seeburg's "Artist of the Week" phonograph can play both the old 45 and new 33 $\frac{1}{3}$ RPM Stereo Singles. And the dynamic new 33 $\frac{1}{3}$ Stereo Single (now being released by 18 top record companies) brings heretofore unavailable best-selling albums to coin-operated phonographs.

Furthermore, Seeburg now brings the industry's top music salesman—the album cover—to the phonograph in a brilliantly illuminated display panel. It sells records in retail stores by the millions. It will sell more music to more people in your location.

And finally, an audio-visual method of presenting this plan to your location has been developed which takes all the guesswork out of selling it.

So here is an unbeatable combination: The music the public likes best in 33 $\frac{1}{3}$ Stereo, the phonograph that can merchandise it properly at the location level, and a Master Merchandising Plan to translate it into more dollars in your pocket.

See your Seeburg distributor without delay and ask for a demonstration of the Seeburg "Artist of the Week" phonograph and merchandising plan.

SEEBURG
THE SEEBURG CORPORATION - CHICAGO 22, ILL.

America's finest and most complete music systems

