

The Billboard

SIXTY-SIXTH YEAR

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APRIL 18, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Charts Run True to Form Despite 317

49 Labels Currently Represented in Hot 100; New Firm Debuts Continue

By REN GREVATT

NEW YORK — It has been exactly one month since the handing down by the Federal Communications Commission of its controversial interpretation of Section 317 of the Federal Communications Act. It has been a number of months since the public revelations of payola abuses. And despite grave warnings that have constantly been sounded in the trade, regarding the potential impact of these developments on the disk business — particularly that of the small indie diskery, today's hot 100 charts a striking resemblance in terms of labels represented and types of performance to those of many months ago.

True, it may be premature to fully assess the effect of the FCC directive, but it can be stated that in this week's Hot 100 chart, for example, 49 different labels are represented with product. Furthermore, Billboard staff reviewers have noted no diminution of new labels in the stacks of singles received each week for review.

Victor, Col. Swing

True, an examination of the charts shows that two of the majors, Victor and Columbia, are in a highly swinging condition. Victor this week has an even dozen disks showing—12 per cent of the total chart, while Columbia has six, including three of the top five. Other majors, on the other hand, for the moment, are not as well represented as Mercury, M-G-M, and Cadence, tho both have had good periods of chart activity recently.

Mercury, in fact, is the second hottest in the business with eight listings, while M-G-M has seven. Cadence with only four active pacts, has six listings, including three by Johnny Tillotson.

Distaffers Hit Charts

NEW YORK — Whether governmental inquiries have anything to do with it or not is a question, but the fact is that girl-singers are back. Not in several years have so many female artists been represented on The Billboard Hot 100 charts.

This week for example, there are three of them in the Top 10, something of a record in itself. These are Brenda Lee and two Connies—Stevens and Francis. On the balance of the chart, Miss Francis is to be found twice as are Dinah Washington and two-thirds of the Browns team, Bonnie and Maxine. Other girl hit makers of the moment include Annette, June Valli, Debbie Reynolds, Della Reese, Ruth Brown, Anita Bryant, Toni Fisher and the Singing Belles.

On the other hand, there are 31

labels which appear on the chart with only one record each. This would not appear to support the contention that smaller, less well-known companies will not be able to break thru with hits.

Selection Still Rule

It has been said that record companies are adopting one of two practices in complying with the new FCC ruling. First they will announce at frequent intervals that the records being programmed have been provided without charge by diskeries. If they are purchasing the records programmed, no announcements whatever are made. In either event a certain process of selection of new releases has to be exercised somewhere along the line in the station operation, and optimistic traders point up the fact that — just as of old — if a record has it, it's going to get played and make it, despite changes in the ground rules of getting a record to the stations and getting it played.

The current situation and the belief among many disk execs that plays would be difficult to obtain on many stations in view of the new situation, has led to new interest in r.&b.-oriented stations. As one East Coast distributor put it: "I have no problem at all getting new records exposed on the r.&b. outlets and I don't pay a cent. Those fellows are just a lot more hip and they believe in giving a guy a chance."

The r.&b. station influence may indeed have some bearing on the continuing presence on the charts of such artists as Dee Clark, Dinah Washington, Jimmy Jones, Ruth Brown, Lloyd Price, Ernie Fields.

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TALMADGE SEES R&R EXPORTS IN TOUGH SPOT

CHICAGO—Mercury Vice-President Art Talmadge told The Billboard this week that American diskeries are facing a tough time in the European market because labels there "have caught the feel" of rock-and-roll and they're turning out an increasing number of homegrown hits.

Talmadge recently returned from a round of conferences with his label's European affiliates. He has concluded that the days of an automatic big sale on the continent of an American hit may be over.

In Italy and England particularly he said, the musicians are turning out an admirable r.&r. sound. Record fans are naturally going to veer, said Talmadge, to tunes warbled in the native tongue by artists locally known.

But the situation is not without its advantages to U. S. labels. The development of continental talent has opened a source of new material to import or cover in the States. For example, Merc's French affiliate, Barclay, recently broke out with a hit, "Mustapha," by Bob Azam. Talmadge ushered Azam into a studio to re-record the opus in English for Mercury. In Italy, three versions of a number called "Carina" were riding high. Talmadge rushed copies to the Gaylords who recorded it here in a combined English-Italian version.

One way American artists can defend their beachhead in Europe is to trek over there for personal appearances. When they're seen and liked by audiences there, artists have a ready-made market. A single TV appearance in Europe said Talmadge, is as good as gold.

Efforts Continue To Unite Industry To Meet Crisis

Billboard-Sponsored Meet Elects 3-Man Committee to Spur Action

By PAUL ACKERMAN

NEW YORK—Efforts to unite the record industry in order to consult with the National Association of Broadcasters relative to the crisis precipitated by the FCC's March 16 directive, could be described, at press time, in only one way: Frantic.

Altho the outlook for a unified approach did not appear too optimistic, it could nevertheless be stated that many segments were still trying.

Late Friday (15) ARMADA was having a board meeting of its own — the session having been deferred one day in order to avoid conflict with a manufacturers' meeting sponsored by The Billboard Thursday (14) at the New York Athletic Club.

At The Billboard meeting Thursday, ARMADA, thru its president, Abner Ewart, expressed some hope that a get-together with RIAA was still possible — based upon talks between Abner and RIAA chief Irving Green.

The Billboard-sponsored meet was opened by Sam Chase, assistant publisher and editorial director, and as quickly as possible was turned over to a chairman elected by the manufacturers — it being The Billboard's view to merely spur a meeting and provide facilities. Attorney Paul Marshall was named and thenceforth chaired the session.

Guest speaker Vincent T. Wasilewski, NAB manager of government relations, urged record manufacturers to come forth with their

views. This is necessary, he said, in order that the NAB may prepare a logical all-embracing statement for the FCC.

Complacency Warning

Wasilewski cautioned the record manufacturers against falling into a state of complacency. The fact that FCC Chairman Ford, in testimony before the Harris Committee, indicated that the interpretation of Section 317 would be ameliorated certainly gave no reason for complacency, according to Wasilewski. In fact, he argued the opposite point of view: namely, that the FCC's willingness to be practical was all the more reason the record and radio industries should do their best to prepare a set of guidelines to help the FCC along the correct path.

Wasilewski answered questions from the floor, then left for appointments in Washington.

Liaison Committee

The meeting, following much pro and con palaver, finally appointed a committee of three which was intended to act as an RIAA-ARMADA liaison group. The committee included attorneys Harold Lipsius and Harold Hofer, and Warners Record exec George Avakian. The group hoped to establish a committee representing both RIAA and ARMADA — and including manufacturers who are members of neither — to do the following:

1. Exchange views before the

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NEWS OF THE WEEK

Harris Hearings Indicate FCC Directive Relief Soon . . .

Radio and TV stations may soon be able to use free disks again without identifying the record firm or distributor who sent them according to testimony this week between the Harris Committee and FCC Chief Ford.

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Deejays Mark Annual Convention By Adopting Code of Ethics . . .

The Disk Jockey Association, in its annual convention, held last week in Minneapolis, adopted a code of ethics governing their responsibility to the public and station employers. For stories on both the convention and the DJA's Code of Ethics, see

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More Jazz and Less Corn At Newport Jazz Festival . . .

George Wein, producer of the Newport Jazz Festival for the past five years, indicated this week that there would be more concentration on pure jazz at the 1960 edition of the outdoor extravaganza.

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DEPARTMENT AND FEATURES

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24 Firms Represented

NEW YORK — Twenty-four leading record companies were represented at the meeting held here this week under the auspices of The Billboard to discuss what action the record industry should take in the current situation. Among those present were the following:

ABC-Paramount: Larry Newton, Irwin Garr, Dave Berger, Abner & Veerjay; Abner Ewart Jr. Atlantic: Miriam Bismack, Ahmet Ertegun, Bob Kornheiser, Cadence: Archie Beyer, Cameo: Bernie Lowe, Capitol: Joe Csida, Carlton: Joe Carlton, Decca: Harry Meyerson, Len Salidor, Everest: Charles Schicke, GONE & END: George Goldner, Jerry Simon, Herald & Ember: Al Silver, Jerry Shifrin, Jubilee: Jane Gans, Laurie: Bob Schwartz, Liberty: Al Bennett, M-G-M: Sid Grant, Harry Anger, Roulette: Morris Levy, J. E. Brill, Phil Kahl, Joe Kolsky, Savoy: Herman Lubinsky, Sun: Sam Phillips, Swan: Bernie Hinick, Top Rank: Len Levy, M. Richard Asher, Triple X: Allen Kallman, United Artists: Bob Asher, Dave Picker, United Telefilm: Morty Crall, Warner Bros.: George Avakian, Music Business Attorneys: Paul Marshall, Harold Orenstein, Walter Hofer, Jack Pearl, Harold Lipsius, Roy Scott.

NAB, FCC at Odds With 317 Amendm't

WASHINGTON — At hearings on legislation to correct payola and other broadcast abuses last week, Vincent Wasilewski, spokesman for the National Association of Broadcasters, opposed most of it, and said that payola was a matter of commercial bribery and should not be legislated thru the Communications Act.

CBS Vice-President and Attorney Thomas Fisher, also testifying before the Harris Communications Subcommittee's two-day hearing, praised the Harris Bill H. R. 11341 under discussion, for getting at indie packagers for payola, and for providing safeguards for the licensee who is "reasonably diligent" in trying to prevent the payola on his programming. Fisher had discreet criticism for some of the bill's failings, but pleased Harris mightily with some constructive suggestions to improve the legislation.

FCC Chairman Ford also had plenty of criticism for the wording of the Harris bill, particularly as it revised Section 317.

Harris was not fazed by the criticism, and said he felt the FCC was in substantial agreement on

the aims of the bill, and the wording could be clarified within the committee.

Fisher noted at once that a large gift of records in volume for later resale, or even to build up a library, is payola, but in a different category from the free sample record sent to a station. He recommended that Congress spell out what material requires announcement under Section 317. Also, the Harris bill pins responsibility for announcing sponsorships on the "person in control" of the particular broadcast, and Fisher feels that if this means station or network, the bill should come right out and say so.

Test Requirements

Fisher proposed two test requirements for material which is free but requires announcement: 1. If the free donation is in exchange

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Berman Tops UST Release

HOLLYWOOD — A monaural, four-track tape recording heads United Stereo Tapes' 47 package release. The monaural offering, first in UST's history, combines Verve's two top-selling LP's, "Inside" and "Outside. Shelley Berman," into a single tape reel. The four sides of the disks occupy the four tracks of the tape.

UST's "Twin-Pak" tape boasts among its advantages a \$9.95 price which is identical to the cost of both Berman LP's. Since the spoken word recording was made in monaural form, its tape version can be reproduced on any type of 7 1/2 i.p.s. tape playback unit including four-track. This package, thus, enjoys the widest possible market potential of any single pre-recorded tape released to date by UST.

The 47 package release is culled from the catalogs of 13 different

(Continued on page 23)

LIBERTY DISTRIB FOR PLAYBOY SET

HOLLYWOOD — Liberty Records last week acquired national distribution of Playboy Magazine's three - LP "Jazz All-Stars, Vol. III" package. Album includes performances by the magazine's 1960 poll winners plus introductory remarks by Mort Sahl, who emceed Playboy's Festival last year. Package includes 32 pages of pix and biog material of the poll winners.

Artists participating in the triple-LP album include Louis Armstrong, Count Basie, Ella Fitzgerald, Four Freshmen, Erroll Garner, Dizzy Gillespie, Benny Goodman, Lionel Hampton, Colman Hawkins, Hi-Lo's, Stan Kenton, Shelly Manne, Gerry Mulligan, Oscar Peterson, Frank Sinatra and Jack Teagarden.

Album effort obviously cuts across many label barriers to assemble this artist roster within a single package. It's interesting to note that Liberty, the label which will be distributing the package, does not own any of the artists represented. Labels involved include Atlantic, Audio - Fidelity, Capitol, Chess, Columbia, Contemporary, Essex Productions (Frank Sinatra's production wing), King, Park Recording Company (Benny Goodman's firm), Prestige, Roulette, Verve, Warner Bros. and World Pacific.

Kaye Joins Decca Fold In August

NEW YORK — Veteran maestro, Sammy Kaye, has been signed by Decca Records to a long term contract. He'll begin recording at the termination of his present contract with Columbia Records in August, according to Leonard Schneider, Decca exec veepee.

The new association, marks the reunion of Kaye and Schneider who at one time worked together on the old Brunswick label. Kaye will record under Milt Gabler. According to Schneider, "Plans are being formulated for a revolutionary new concept in recordings of singles and albums for the 'maestro' and a TV series in the fall."

Columbia Readies Huge Coast Studio for July

HOLLYWOOD — Columbia Records is working full steam ahead to complete what promises to be the largest single recording studio on the Coast. As exclusively reported by The Billboard last summer, Columbia is converting its Huge Radio Studio One at KNX building in Columbia Square into a single recording studio to give the label for the first time in its history its own recording facilities on the Coast. (Columbia leased the Hollywood Legion Auditorium two years ago for disking use and has been renting facilities at Radio Recorders.) Label hopes to achieve a sound identity all its own as a result of the new facilities.

When completed, Columbia's recording studio will be a mammoth hall occupying 290,000 cubic feet. It will measure 8,775 square feet topped by a 40-foot-high ceiling.

Construction is under way. Seats have been removed from the old

Studio One and its walls have been stripped down. Stage will remain and the balcony (sans seats) will be kept for acoustical purposes. Bill Bachman, head of Columbia's research and development operations, has blueprinted the new facilities, along with Eric Porterfield, label's engineering assistant and director of equipment construction. Aul Veneklassen, of Western Electroacoustics Laboratories (firm primarily engaged in the manufacture of fine calibration instruments in the acoustical field for the U. S. Government), is serving as a consultant on the job.

Columbia engineers in the East are currently constructing three special consoles. Two of these are slated for installation in Columbia's New York studios, with one to be used in its new Coast facilities.

A revolutionary concept in sound

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Moss Foursquare Vs. Free Disk Programs

WASHINGTON — Lone dissenter to the general agreement on exempting free records from individual identification on the air, at the Harris hearing last week, was member John E. Moss. Moss objected to the exempting of sample free records from the payola stigma and later in the week put out an individual blast at the demoralizing effect of payola on the youth of the nation.

When agreement was reached between Committee Chairman Har-

ris and FCC Chairman Ford that the order to identify every free record went to extremes, and needed correction, Moss bitingly questioned whether a probe which permits stations to operate on all-free current hits plus some advertising, is truly looking out for the public interest.

Moss said a station which played only free records, and based its revenue on that playing, certainly had "valuable consideration," and announcement was called for any way you looked at it. He also felt that correction of this format of freebies of "so-called music" and ads was called for, Chairman Lee, who was answering Committee questions at the time, said he had to agree it was a poor policy for station management to play only all-free, all-pop tunes. He felt with Moss, that something might have to be done about such set-ups.

Later in the week, Moss issued a scathing indictment of the way teen-agers had come to accept payola and quiz frauds as not so bad. Moss feels that church, schools

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Poor Health Sparks Kruse London Exit

NEW YORK — Veteran disk man, Harry Kruse, has resigned his top management post at London Records. He has been succeeded in the position of executive veepee by D. H. Toller-Bond. Toller-Bond formerly was general manager of the company.

At the same time, the appointment of Leon C. Hartstone to the post of veepee and general manager was announced. Hartstone formerly was veepee in charge of sales.

Kruse leaves the company because of ill health. He was a charter member of the American wing of the British Decca firm and prior to that time, he was for a number of years, associated with the American Decca label.

Crosby Fils Team Up on Project LP

HOLLYWOOD — Si Rady's Project Records, the Bing Crosby Enterprises subsid label, is producing an album featuring the three Crosby boys, titled "Presenting the Crosby Brothers." Crosby clan consists of brothers Dennis, Philip and Leslie. Gary, fourth singing son, is not participating in the session, currently nursing a throat ailment.

Project prexy is currently negotiating with several major labels to distribute the package. Album

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3 New LP's From Comm'd

NEW YORK — Command Records will bring out three new albums to add to its hot LP line this week. The albums are "Persuasive Percussion, Vol. II," "Provocative Percussion, Vol. II," and "Bongos." Both "Persuasive Percussion" and "Provocative Percussion," Vols. I, are very potent album sellers with both of them having passed the 250,000 sales mark. What is even more noteworthy is that sales on these al-

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2 Sign FTC Consent Order

WASHINGTON — In action on the Federal Trade Commission payola front last week, two companies signed consent decrees, while other companies denied that payola is illegal and asked dismissal of the complaints filed against them.

Those signing consent orders were Duke Records, Inc., and Don D. Robey, president, Houston; and Marnel Distributing Company, Inc., and Nelson Verbit, president, Philadelphia.

Robert's Record Distributing Company, St. Louis, denied that it

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Warock Sues Harms Over Renewals

NEW YORK — Warock Music filed suit against Harms Music in New York Federal Court last week (13) over the renewal rights to five tunes written by the late Joe Young and Sam Lewis.

The action seeks to declare Warock co-owner and an equal partner in the tunes, which are "I Kiss

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ARMADA Names 3 for NAB Confabs

NEW YORK — The board of directors of ARMADA, meeting here on Friday (15), named a three-man committee to meet next Wednesday (20) in Washington, to consult with the National Association of Broadcasters and to formulate a comment to the FCC regarding interpretation of Section 317. The committee consists of ARMADA prexy Abner Ewart Jr., Al Silver of Herald-Ember Records, and Harry Schwartz of Schwartz Bros. Distributing of Washington.

The board determined to see that comment from the record industry was filed with the FCC prior to the May 2 deadline, and proposed to continue efforts to

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Supermarket Disk Vending Machine Test

LAS VEGAS, Nev. — The Supermarket News, trade paper of the large self-service retail stores, reports that two prototypes of a record vending machine will be tested in the Milwaukee area. The machine, which has been designed by Musical Aisle, a record service jobbing concern, measures 21-

NARAS EX-PREXY ON EXEC BOARD

HOLLYWOOD — National Academy of Recording Arts and Sciences' (Los Angeles chapter) newly elected board's first official act last week was to unanimously pass a provision calling for outgoing chapter presidents to automatically serve on the board during the following term. Thus, Paul Weston, chapter's first prexy (and still one of the Academy's national trustees) will serve on the local chapter's board.

Sonny Burke, chapter's new prexy, saluted Weston and national chairman Jim Conkling for their untiring, selfless efforts in building NARAS from the germ of an idea into an organization of stature. Burke pledged to follow the high purposes established by the Academy's founders.

In establishing the procedure of retaining the outgoing prexy on the chapter board, the Academy's local wing hopes each new administration will have at hand the experience and assistance of its former exec officer.

inches by 17-inches by 58-inches, and allows the customer to hear his disk before the purchase is made.

The two models, which are due for installation in supermarkets in the Milwaukee area, make purchasing records as simple as buying a pack of cigarettes. Coins are inserted in a specific slot and the record comes easily to hand.

JOCKS' CODE OF ETHICS ADOPTED AT DJA MEET

MINNEAPOLIS—Following is the new deejays' code of ethics as adopted at last week's convention of the Disk Jockey Association (see other story):

WHEREAS, from its promulgation in 1958, the membership of the Disk Jockey Association, Inc., has felt that good taste and ethics in programming can be better achieved through high standards set by organization and industry members, rather than by legislation restrictions; and

WHEREAS, only a very few in the industry have ever broken faith with the public, and the vast majority of our profession are anxious to see the broadcasting industry and its good association become a continually more important entity in the minds of the general public;

THEREFORE, we the members of Disk Jockey Association, Inc., believe that each of our members shares with the station that employs him a primary responsibility to the public. He accepts as continuing requirement of his position the obligation to entertain and to inform the listening audience to the best of his ability within the framework of his station's policies, and industry-wide governmental regulations. In discharging these obligations to the public and to his employer, we believe that the membership must be guided by the following principles:

That such individual judgment and discretion as is granted to him by his station for the selection of recorded music to be broadcast should be based on his fair and unbiased evaluation. In order to prevent having his judgment influenced, he shall avoid the acceptance of any favors from interested parties, which may tend to evoke a sense of personal favoritism or professional obligation.

That he shall have no outside interest, business or professional connections without the advance knowledge and approval of station management.

That he shall so conduct himself, on and off the air, as to bring credit, distinction and public approval to the broadcasting industry.

The DJA, since its inception, has and will continue to be specifically forbidden by its bylaws to bargain with station management as to working conditions, salaries, etc. It is clearly understood that DJA is an altruistic, non-profit organization created for the sole purpose of increasing public respect for our profession and contributing whatever, whenever, and wherever possible to such altruistic and charitable activities as shall be decided upon by its Board of Directors. Every member of DJA pledges whenever and wherever possible to volunteer his services to recognized charitable and public service activities, both local and national. This specifically does not refer to on-the-air promotion, except where station management shall direct.

We have carefully considered the principles set forth above and unanimously approve them as applicable to the highest standards of our profession. We direct that a copy of this Code of Ethics be presented to each member of the organization, who, by his membership in DJA signifies his complete acceptance of this Code, and any violation of this Code shall be considered cause for expulsion from DJA.

Harris Hearings Signpost Early FCC Ruling Relief

Consensus Blames Sec. 317; Free Disks May Return—in Moderation

By MILDRED HALL

WASHINGTON — Broadcasters can almost certainly count on early relief from the recent FCC notice to identify all free records played on the air. In an exchange of views between Chairman Oren Harris of the House Commerce Committee, and Chairman Ford of the FCC, at last week's hearings on broadcast legislation, it was agreed in substance that the order was impractical, and that the commission would come up with a corrective suggestion for the Harris Communications Subcommittee "as soon as possible."

Chairman Harris, members Young and Avery agreed that sep-

arate announcements for each free record had proven a highly impractical move. But Harris also acknowledged that Ford had correctly interpreted the present Section 317 which requires that all matter in any way paid for, by money, services or other "valuable consideration" requires sponsorship announcement. The section itself was at fault, committee members and the commissioners felt.

Harris strongly suggested that Ford not wait for submission of legal briefs and other comment due on the Commission's block-busting March 16 notice, because "This becomes a delaying process."

... We don't want to wait for rule-

making to come up with an answer to meet a problem we know is here."

Ford consulted other commissioners present, and in a moment told Chairman Harris they would come up with a suggestion to alleviate the problem "as soon as possible." Said Harris, "I appreciate that. That makes me very happy."

Suggestion was made that the Commission could act to exempt certain free items from the sponsorship requirements, such as free news releases, or single free records, which Ford said "we would feel to be de minimus"—an item so small as to be negligible.

However, Harris pointed out that the payola probing Subcommittee on Legislative Oversight was in dead earnest about legislation to crack down on payola in broadcasting. He said \$5,000 and \$10,000 collections of free records

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DJ's Adopt Code, Membership Plan

DJA Meeting Draws Management Execs of Key Station Groups

By SAM CHASE

MINNEAPOLIS—The first annual membership meeting of the Disk Jockey Association, Inc., held here last weekend (April 8 and 9), will go down as small in number but large in accomplishment.

For one thing, altho the attendance was under 50 (with another 100 represented by proxies), those present numbered some of the more respected names of the profession. For another, there was representa-

tion from some of the key multiple-station operations by program and management people, indicating that the DJA may be winning acceptance at the critical level.

It was clearly a make or break meeting, for had nothing been accomplished it could well have meant the end of the organization. The observers from the chains obviously were scanning proceedings with a sharp eye for trends. These, incidentally, included such people as Todd Storz, head of the Storz chain; Grahame Richards, program director of the Storz stations;

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WIND Keeps Miller on Job

CHICAGO — Deejay Howard Miller, whose future was in question after recently parting from WMAQ at the same time his WIND contract was expiring, this week landed in his customary manner—on his feet.

Miller signed a three-year contract with WIND, the Westinghouse outpost, for a bigger chunk of time than he has ever occupied on that station. The contract calls for his exclusive services. While WIND has always been Miller's chief association, this is the first time he has committed all his eggs to the station's basket.

His famed morning show is expanded, under the pact, from

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Savoy Offers Extra Discount

NEWARK, N. J. — Savoy Records has instituted a new discount dealer drive that is meant to help record retailers expand their catalogs of Savoy monaural and stereo LP's. The plan, which runs until May 16, offers a 25 per cent discount. Records however, must be bought in lots of 10, and must be sold in pairs, for a suggested list price of \$7.47. This should mean a 61 per cent profit on each sale.

According to Herman Lubinsky, president of Savoy, the special deal has been getting good action, and he has assured his dealers that the plan is not a prelude to a general price lowering.

George Levy Dies at 78

NEW YORK — The industry was saddened this week by the death of George Levy, long-time member of the music publishing fraternity. Mr. Levy was 78 and is survived by his brother, Moe, sister, Mary and his sons George Jr., of Lowell Music, and Lou of Leeds Music.

At the time of his death Mr. Levy was a member of Lowell Music and had been with the firm for the past six years. Prior to that he was a member of Leeds Music.

EDITORIAL

Play Ball!

At press time segments of the record industry were desperately trying to achieve a united front in order to fully apprise broadcasters of their views in the present crisis (see separate story).

The National Association of Broadcasters has been very clear on the matter: It wants the opinions of record manufacturers, so as to be able to present a more rounded set of proposals to FCC Chairman Frederick Ford.

Chairman Ford has been very explicit on the matter: He is anxious to obtain the views of the record industry.

It would be shocking indeed if such views were not forthcoming. It would assuredly be a distressing show of impotence if the record industry, at a milestone in its development, were unable to set aside petty feuds and rivalries in order to meet the reasonable and helpful proposals of the NAB and the FCC.

We need not belabor the point further. Those who in theory represent the industry should be able, figuratively, to get off the ground—in time for the May 2 deadline. All moral and practical reasons point to the logic of this. Opposed are forces of inertia and laissez-faire; those too tired and muscle-bound to give themselves a boost.

We urge all involved to make the best use of the little time remaining.

More Firms May Issue Stereo Seven

NEW YORK — Reports were strong this week that a large group of manufacturers, including one of the larger labels as well as a number of successful independents, were readying the issuing of seven-inch 33 1/2 r.p.m. stereo sin-

(Continued on page 40)

M-G-M Makes A.&R., Sales Staff Swaps

NEW YORK—M-G-M Records, in a move to expand recording and sales and sales promotion departments, has added two new staffers and reassigned two others.

Sol Greenberg, who has been in charge of Lion sales now moves into singles sales. Eddie Heller, who recently has been active on both sales promotion and a.&r. fronts, will now concentrate strictly on a.&r. efforts with emphasis on special albums and product tie-in projects.

(Continued on page 51)

Overseas News Front

London Newsnotes

By DON WEDGE
News Editor, New Musical Express

Sammy Davis is expected to record two albums in London for Capitol during his season at the Pigalle next month. He is also considering an offer from ATV to do a one-man Palladium show on June 12—the last of the series before the annual summer break. . . . Chris Connor makes her British debut April 21 when she stars in Granada-TV's "Variety Show." Her "Witchcraft" album is released this month on London-American. . . . The Delta Rhythm Boys are on the same show.

Few new records were released last week because of the Easter period general slackening in sales. The Decca group issue included on the London label Andy Williams' Cadence waxing "Wake Me When It's Over," the Kalin Twins' "Chicken Thief," Ernie Fields' "Chattanooga Choo Choo" (U. S. Rendezvous) and Johnny Tillotson's "Earth Angel." . . . Warner Bros.' third British release was "Maid in France" b-w "Tin Pan Rag," by Joe (Fingers) Carr.

On EMI's HMV label, Ella Fitzgerald's "Mack the Knife" was the only new American disk on the schedule for the week. . . . Top Rank signed the Brooks Brothers, a fresh British group making their debut with "How Will It End," and a flip-side cover version of the Brothers Four's Columbia hit "Greenfields."

Philips has launched a new series of "Classical Cameos" on the Fontana label. All are 45 r.p.m. singles selling at 6s. 11 1-2d. (98 cents) and include sides by Sir Thomas Beecham, Eugene Ormandy and Isaac Stern.

First touring American singer to join the panel of BBC-TV's "Juke Box Jury" will be Johnny Preston April 30. Poor advance publicity did not help Preston's British opening — (Continued on page 7)

Munich Newsnotes

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Busiest girl in the land is Caterina Valente. Within one year she recorded 98 songs — 12 in English, 24 in German, 36 in French, 18 in Italian, eight in Flemish. . . . Ivo Robic got a gold disk for his million seller "Morgen." . . . Warner Bros. Records start in Germany via Telefunken-Decca this month. The Everly Brothers and Bill Haley are the stars of the first release. But gramophone shops didn't wait and ordered "Spike Jones in Stereo" from the States. This disk is a good seller already.

Nat King Cole will visit Germany for the first time. May 2 is the Munich date. . . . Red, green and yellow are the colors of many new records in Germany. The public likes the idea and seems to prefer them to the black ones. . . . German TV put a George Gershwin spectacular on the air. The title was "Between Brooklyn and Manhattan." The cast included Barbara Lyon, Lucille Mapp, Carmita, Neville Taylor, William Newman, and members of the West Berlin Opera House. Erich Borschel directed the Variety Orchestra of Radio Frankfurt.

Dave Brubeck was in Munich for the first time. The mighty hall of the Deutsches Museum was sold out. "You never heard an applause like this — Mr. Brubeck was fascinating!" That's the opinion of the Munich press. . . . Ernst Krenek will conduct his new opus "A Question of Time," for the North German Radio. The concert is scheduled for September 29.

Como Arrives For London 'Kraft' Show

LONDON — Perry Como arrived here on Saturday (16) to record his "Kraft Music Hall" program for U. S. showing on April 27. Leading members of the Como team flew in a few days ahead to work on the program.

BBC-TV are supplying technical facilities, a camera crew, technicians and program personnel, as well as their Television Theater for interior shots. GAC executive Irving Chezar flew in to London a week ahead of the Como party to review technical arrangements.

The opening sequence of the film was due to be recorded at London Airport soon after Como's arrival. Top British pianist Russ Conway will be appearing on the show, with comedian-singer Harry Secombe, who flies back from a West Indies holiday to take part, musical comedy actress Fenella Fielding, ballerina Dame Margot Fonteyn, actor Sir Ralph Richardson and the Duke of Bedford.

Ray Charles and two of his sing- (Continued on page 7)

Philips '59 Gross Is Up 6% Over 1958

COPENHAGEN — Philips Industry and Trading Corporation, Danish affiliate of the big Netherlands Philips electrical-electronics firm, made public a resume of its annual report for 1959, stating that gross earnings for the year were \$23,322,090 (1958, \$22,057,545), an increase of 6 per cent over the preceding year.

Expenditures for 1959 were \$21,627,620 (1958, \$20,656,990). Net profits for 1959 were \$1,397,800 (1948, \$1,212,490). Dividends of 12 per cent, amounting to \$435,000 were distributed to shareholders (1958, 10 per cent, \$362,500).

A continuous expansion of television-radio-phonos, etc., and the removal of import restrictions and lowering of customs duties — on some items — were in part responsible for important decreases in the sales prices of products in the electronic fields. The introduc-

tion of transistors was a major factor in the expansion of the TV and radio fields.

The current year will be marked by strong competition in the various fields in which Philips is active, but prospects are that the year will be a satisfactory one. To attain more efficient results the Philips firm is decentralizing its activities, and has appointed five new vice-directors to head its principal departments.

Kai Boge, advertising manager, has been placed in charge of advertising, public relations and market analyzing; sales chief A. Fischer has charge of electronics and their components; J. Grunnet heads the lighting department; C. Lydeking runs the phono-radio-TV department; and Svend Rasmussen has charge of the electrical equipment department.

DISK DISTRIB DANISH BATTLE ROYAL LOOMS

By TED WOLFRAM

COPENHAGEN — It looks as if Copenhagen is going to be the arena for an international "battle royal" among the record distributing firms. Since the creation of the Outer Seven Countries group and Denmark's rescinding of import restrictions, plus changes in customs duties on phonos and records, it was to be expected that activity in these fields would start soon after March 1, when restrictions came to an end and tariff rates were altered.

As yet there has been little visible reaction excepting on the part of concert bookers specializing on presenting stars of records, TV and radio. It has been fairly common practice to present singers and musical combos from Scandinavia and other European countries, particularly Germany and England. At present at least two important music publishing firms, also handling records, have entered the field of booking pop and jazz concerts of a similar type.

Eight concerts of recording names were set for the period April 1-20, during which there were three "holy" days on which no pub-

lic concerts, dances or entertainment take place. All were big concerts in big halls and priced from moderate to ultra-high.

April 2, Booker Sigvard Larsen presented a large group (15) of German, English and Scandinavian singers and combos, in Tivoli Concert Hall; April 5, Storyville Records presented George Lewis, Muggsy Spanier and two Danish jazz bands in Odd Fellows Palace; April 6, promoter Gunnar Larsen staged a contest of singers, plus big show, in K B Hall; April 13, Norman Granz presented Modern Jazz Quartet in Tivoli Concert Hall. For Easter Monday three concerts were skedded — teeing off with midnight "Hit Parade" promoted (Continued on page 7)

Italy Distrib On Yank Push

MILAN — CGD, General Phonograph Record Company, which distributes more labels than any other company in Italy, has decided to go in for an American pitch with its two top stars, Betty Curtis, an Italian girl who adopted an American name, and Johnny Dorelli, an Italian boy who was brought up in the U. S. Title of latest Dorelli album is "We Like Johnny," which furthers impression that it is an American issue, an important asset on Italian market.

Postmark Gimmick For Reese Disk

ROME — RCA Italiana is stirring up interest in Della Reese by way of a postmark cancellation which announces "The Singer of 'Don't You Know,' Best Seller in U. S. A., Prohibited in Italy." Puccini heirs objected to the tune because it is based on operatic aria which they claimed was disrespectful to the memory of Italy's great opera composer.

COURT BAN OFF ON 'NUDA' TUNE

ROME — Courts have now freed Domenico Modugno's "Nuda" from charges of immorality and the record which backed "Libero" will be re-issued once again on its own, since "Libero" is now backed by a new record. Publicity has increased the demand for the once-banned tune.

Best Selling Pop Records in ITALY

Week ending April 9, 1960
(Courtesy "Musica E Dischi" of Milan)

Last Week	This Week	Title	Artist
1	1	MARINA	Rocco Granata (Bluebell)
5	2	IT'S TIME TO CRY	Paul Anka (Columbia)
8	3	WHY	Frankie Avalon (Chancellor)
8	4	KRIMINAL TANGO	Piero Trombetta (Columbia)
2	5	DANNY BOY	Conway Twitty (M-G-M)
3	6	ROMANTICA	Tony Dallara (Music)
7	7	ENCHANTED SEA	Islanders (Top Rank)
12	8	PERSONALITA	Caterina Valente (Decca)
6	9	QUANDO VIEN LA SERA	Joe Sentieri (Juke Box)
17	10	MORGEN	Eddie Calvert (Columbia)
13	11	E' VERO	Mina (Italdisc)
9	12	MR. BLUE	Fleetwoods (Top Rank)
10	13	LIBERO	Domenico Modugno (Fonit)
14	14	BELIEVE ME	Royal Teens (Capitol)
11	15	MONA LISA	Conway Twitty (M-G-M)
—	16	SCANDALO AL SOLE	Percy Faith (Phillips)
15	17	OH CAROL	Neil Sedaka (RCA)
16	18	SANDY	Craig Douglas (Top Rank)
—	19	MUSTAPHA	Straiffi (Pye)
—	20	TILL	Caterina Valente (Decca)

HE'S HAD IT

Yank Pub Sings Brit. Firm Blues

NEW YORK — A number of American publishers with their own firms in Britain are discovering that they might be better off without them. In fact one publisher told The Billboard this week that he would disband his British firm and sell his songs one by one to overseas publishers. His firm has over 100 copyrights and has been in existence for about two years.

According to this publisher: "My songs have not been worked on abroad. I figured I grossed \$50,000 all told from my catalog abroad, but my net income is so small it isn't even worth it. I have to fly over to London three or four times a year, take time off from my work here, make sure that my British firm is really working on my songs, etc. It's no good. Instead I think I'll sell my songs to well established firms over there, and I'll charge enough advance so that I know they'll work on the song."

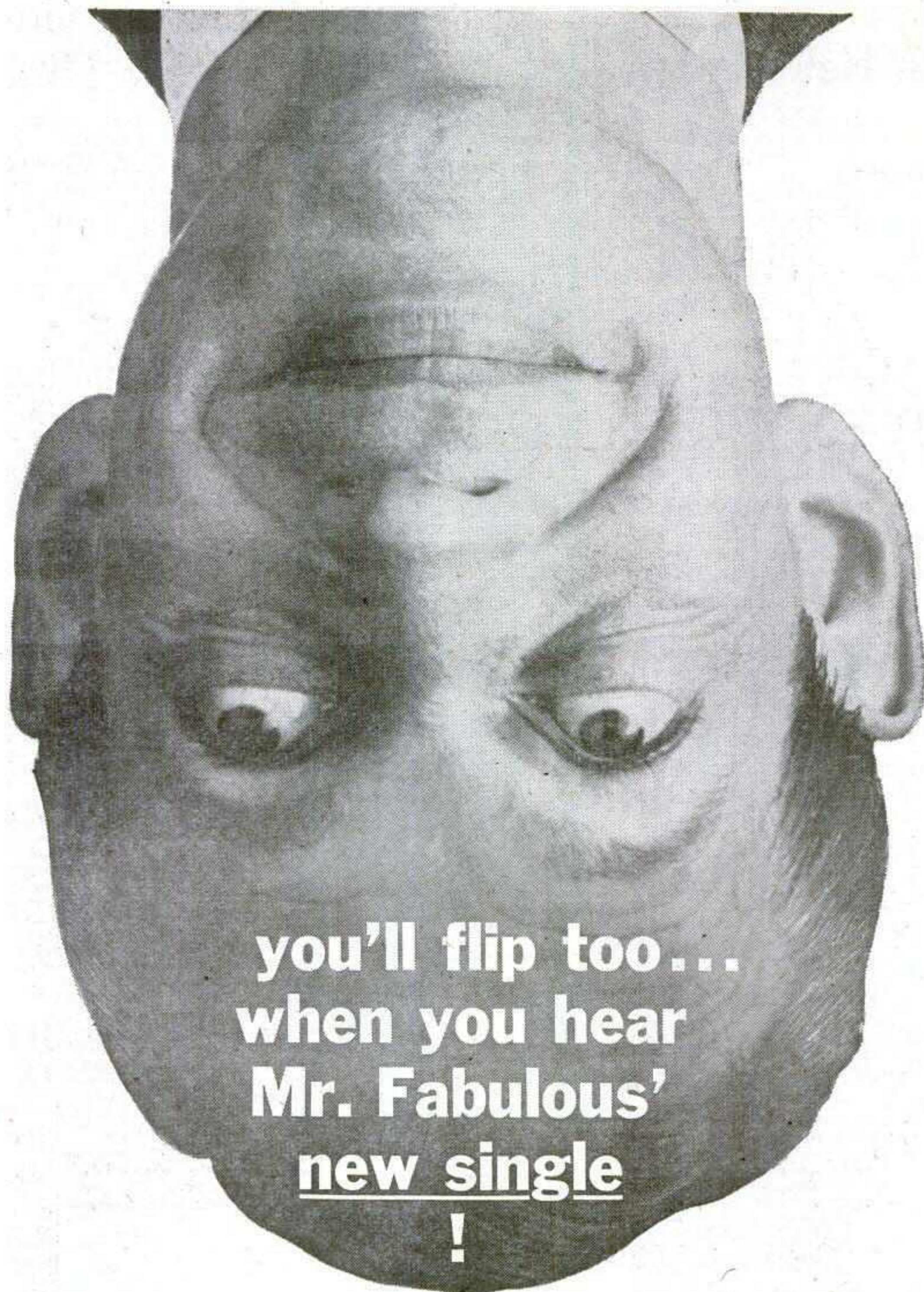
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Billboard's MAY 9 JUKE BOX CONVENTION ISSUE

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K-331



KAPP RECORDS

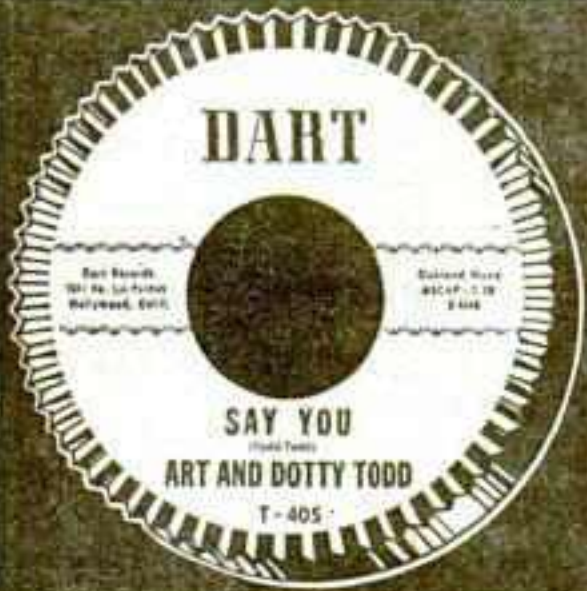


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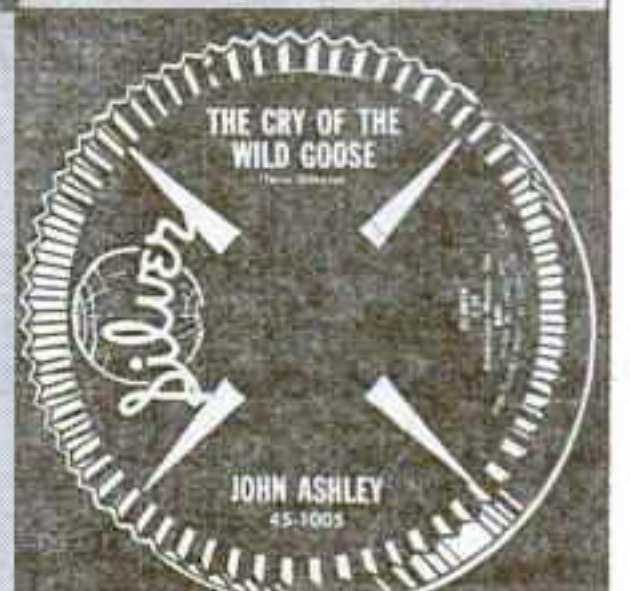
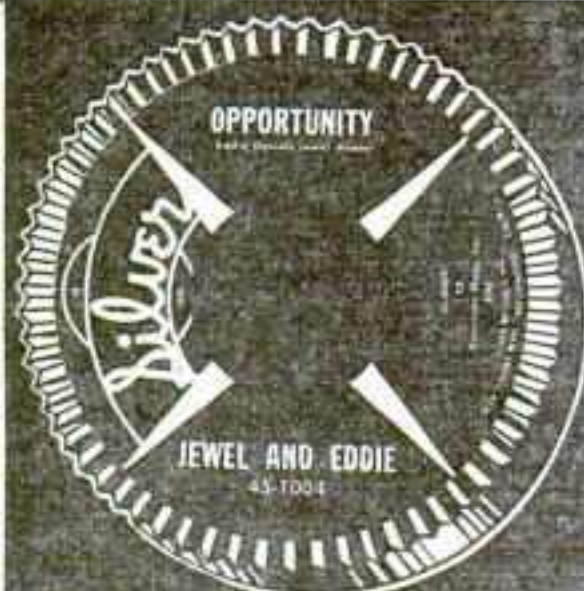
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Overseas News Front

• Continued from page 4

London Newsnotes

his first show at Southend Odeon April 10 was much less than half full. EMI Records, however, is putting a big effort into his new Mercury single "Cradle of Love." Preston did the important "Saturday Club" radio show the day after arrival. . . . **Bunny Lewis**, a leading agent, songwriter and indie record producer, is back after a month in America and is now scheduling visits for the **Kingston Trio**, the **Brothers Four**, the **Four Lads**, the **Cumberland Trio** and **Azie Mortimer**, a new singer soon to make her debut on Big Top.

Warner Bros. lost no time in getting its first British hit. The first release, **The Everly Bros.**' "Cathy's Clown" came into the top 20 at No. 16. . . . Only other American newcomer in the top bracket is, as expected, **Brenda Lee's** "Sweet Nothings" on British Brunswick. . . . **Elvis Presley's** "Stuck on You" is No. 2 and likeliest to take over top spot from **Lonnie Donegan's** "Dustman." There may be strong competition, however, from "Someone Else's Baby," a British composition waxed by very hot newcomer **Adam Faith**, who has had two successive No. 1's. . . . The initial impact of **Steve Lawrence's** "Footsteps" and **Fat Domino's** "Country Boy" seems to have dissipated. **Neil Sedaka** retains an outside chance for top bracket placing with "Stairway to Heaven."

Cyril Berlin, **Lonnie Donegan's** manager, sent a glossary of Cockney terms in "My Old Man's a Dustman" to Atlantic to help promote the U. S. release of the disk. . . . **Vera Lynn** begins a Saturday fortnightly series of hour spectaculars for BBC-TV May 7. . . . British-born **Michael Wynn-Wilson**, until recently a deejay with WESX, Salem, Mass., has returned to London to host new BBC-TV quiz series "Laughline."

Death occurred in London of **Arthur Benjamin**, 66-year-old Australian-born classical composer ("A Tale of Two Cities") who had a pop hit on both sides of the Atlantic with "Jamaican Rumba." . . . "The Music Man" will be staged here by **Harold Fielding** later this year. . . . **Julie Andrews** cut as her first single for British Decca, "Tom Pillibi"—the Eurovision Song Contest winner.

Howard Keel is in London preparing for two ATV shows. . . . Songwriter **Lionel Bart** due back after two weeks in New York. . . . **Marty Wilde** is back after six-week combined honeymoon, exploitation and recording trip. . . . Cinema tax — the last remaining entertainment duty — was lifted in the annual budget, but no relief was given to disks which bear a 50½ per cent duty on their wholesale price. . . . U. S. songwriter **Buddy Kaye** visits Britain at the end of the month and will join the panel of BBC-TV's "Juke Box Jury" April 30.

Connie Francis is expected in London early in May for a series of M-G-M album sessions in EMI studios directed by **Norman Newell**. Her current U. S. hit, "Mama," was made here as part of a similar project last summer. She will do a "Sunday Night at the London Palladium" and other ATV shows during her stay. . . . **Johnny and the Hurricanes** are booked for an eight-week tour from June 5 heading an Anglò-U. S. package which will include **Dick Caruso**. . . . During his recent U. S. trip agent **Leslie Grade** arranged for **Kay Starr** to head the Palladium show for ATV on September 18 — when it resumes after the summer recess.

Danish Battle Royal Looms

• Continued from page 4

by booker Sigvard Larsen, topped by Conny, teen-age German singer, in Tivoli Concert Hall; followed by a Jazz Concert, in the same hall, in the afternoon, arranged by the Wilhelm Hansen music publishing firm; and a big "Miss Denmark 1960" beauty contest, promoted by Gosta Schwark, in K B Hall, with Ib Glindemann's 52-piece jazz band, the Mon-Keys vocal quartet and Pedro Biker (The Voice) on same night.

Sigvard Larsen and the Morks Music Publishing firm presented concert of recording stars, topped by Pat Boone, on Wednesday (20), at K B Hall. From a musical standpoint, the entrance of the Wilhelm Hansen and Morks firms into this special field is of great interest. The Hansen firm is a century-old concern of international renown and has been booking classic musicians for many years. It has booked some American names but its offering at Tivoli Concert Hall on Monday (18) seems to indicate it is going to favor Scandinavian jazz as it presented Erik Moseholm, bass; Bent Axen, piano; Peter Wissing, drums (Erik Moseholm Trio); Bent Axen, piano; Allan Botchinsky, trumpet; Anders Lindskog, tenor sax; Ole Laumann, bass; Finn Frederiksen, drums (Jazz Quintet '60); and Birgit Bruel and Pedro Biker, vocalists.

On Thursday (7) Warner Bros. (record department) threw a party at the Palace Hotel to present their recently appointed distribu-

tor, for Denmark, Ove Hede Nielsen, and to demonstrate their stereo and mono platters.

Judging by the splurging on ad space competition in the record field is going to be keen during the next few months. By the same token the Hansen firm evidently is going to be a big factor in boosting "class" Danish jazz.

Cadence Signs Pianist Shirley

NEW YORK—Cadence Records has pacted pianist Don Shirley to an exclusive recording contract. Immediate plans call for the cutting of a new LP and a single by the artist. Shirley already has six LP's on the Cadence LP, recorded several years ago. The artist is currently appearing at the Tartan, an East Side club here, and he'll do concerts April 25 and 26 at Duke University and the University of North Carolina.

Como in London

• Continued from page 4

ers, Lois Winter and Steve Steck flew in with Como, with the remainder of the vocal backing being supplied by British choir-leader Beryl Stott.

Eric Robinson's house ork will be conducted by Mitchell Ayres. Como's regular announcer Frank Gallop is set to introduce the show, which will be seen in the U. S. on April 27.

Dot '59 Pkge. Sales Double '58 \$ Volume

HOLLYWOOD — Dot more than doubled its album sales during 1959 over the previous year, according to the firm's sales figures. Dot's 1958 album sales gross reached \$2,714,994 as compared to last fiscal year's album sales peak of \$5,570,742 figures represent domestic sales only and are computed at the manufacturer's price to distributors. Approximately one-third of the 1959 package sales total was attributed to stereo albums.

Dot estimated that 60 per cent of its album sales increase was achieved at the record retailer level with the remaining 40 per cent scored on record racks.

Package sales increase is credited to several factors, among them a healthy expansion of the label's album catalog, and a series of month-long sales promotional campaigns saluting Dot artists and product. During 1958, label had 153 titles in its package catalog which it increased during the following year to 212 selections.

Noteworthy among its "special month" promotions was its "Lawrence Welk Month" drive last November which reportedly reaped a \$250,000 sales total. December was its "stereo month" which, the label said, grossed \$700,000 in two-channel LP sales.

Sales strides made by Dot in the package field are significant. Several years ago it was content to be known as a hot singles label with little to offer on the package side. Since then it has built its LP strength to command a mounting share of the package market as reflected in its album sales increases.

Stimler Exits Hanover Post; Diamond In

NEW YORK—Irving Stimler resigned last week as vice-president and general sales chief of Hanover-Signature Record Corporation. The parting was amicable and was the result of policy differences. Morris Diamond, who recently moved into the H-S set-up as promotion manager, has been named national sales manager. Hanover-Signature prexy, Bob Thiele, said he would look to the indie promotion firm of Budd Productions for much of the firm's individual disk promotion.

Stimler already has put into the works plans for a foreign disk import operation here, tentatively titled, Foreign Records, Ltd. Stimler's new organization will become a focal point for packaged merchandise from many countries throughout the world. The records will be imported to the States in their original packaging and will carry a special sticker identifying them as product of the Stimler organization.

"We believe that many people will want to buy this original and authentic product from abroad. They will like the idea of having the material on the original label rather than on an American label that has a reciprocal arrangement with the overseas company," Stimler stated. He added that inquiries posed with various foreign labels and American indie distributors, who will handle the Stimler-imported material, have met with substantially favorable response.

PAUL COHEN TO HEAD TOP RANK C.&W. DEPT.

NEW YORK — Veteran music man Paul Cohen, known in many circles as one of the "old pros" of the Nashville country music scene, will sign a pact next week with Top Rank Records of America. Cohen will head the newly instituted Top Rank country music department. Top Rank spokesmen, contacted at week's end, offered no official comment.

The fact that the British based diskery would move into the rural field at all and that a man of the stature of Cohen would be hired is seen as an indication of the importance the company attaches to country product in today's pop market.

Cohen, who for many years has operated out of New York, is expected to shutter his office here and move to Nashville. This will mark the first time he has officially headquartered in the country music capital, tho his goings

and comings from that city have also been the subject of colorful commentary within the trade.

Cohen will undertake a vigorous program of recording at once, following the official opening of the new quarters around the end of May. New talent will be sought but the company, thru Cohen, is expected to make a strong drive to obtain some of the current crop of top name talent in the country field for the label.

Most recently Cohen has operated Todd Records out of his West 55th Street offices here, along with his various publishing interests. Late last year, he also became affiliated with Dot Records as an indie producer of singles and albums. These duties he carried on in addition to running his own company.

Prior to his independent venture, Cohen for many years was country a.&r. chief for Decca Records, where he made many of the most memorable hits of the likes of Kitty Wells, Ernest Tubbs, Webb Pierce, Goldie Hill, Red Foley, Roy Acuff and others of that colorful coterie. Following his Decca tenure, Cohen also served as a.&r. head of Coral Records.

Foster Salute By Everest

NEW YORK — Topping the special Everest releases for April is a world premiere recording of "A Commemoration Symphony to Stephen Foster" b-w "Symphonic Story of Jerome Kern." The two works have been arranged and orchestrated by Robert Russell Bennett and are performed by William Steinberg conducting the Pittsburgh Symphony Orchestra. Another album release is "Dance the Madison," by Wild Bill Davis and his orchestra.

Pop a.&r. chief Leroy Holmes has in the meantime completed recording a Walter Brennan album and rehearsals for the forthcoming Nelson Eddy-Gale Sherwood disk.

Meanwhile on the business front, Harry Belock, president of Everest, held meetings this past week with distributors in Europe. Prime topic of conferences was the planning of a program thru which the company's LP's and singles will be marketed on foreign soil.

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A NEW SERVICE



'TALENT-MART'

See page 58

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VERVE'S 'OPEN-END'
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*See page 34

Misfit service just doesn't go at RCA Custom. Ed Hines, of our Nashville office, makes absolutely sure that every job gets the custom-tailored treatment. As with all Custom-men, Ed sees that you enjoy all the RCA extras to the fullest. For instance: the advice and supervision of the record industry's most highly-trained, most experienced technicians. Your nearby RCA Custom representative can tell you more about superior RCA service. Call him for the details today!

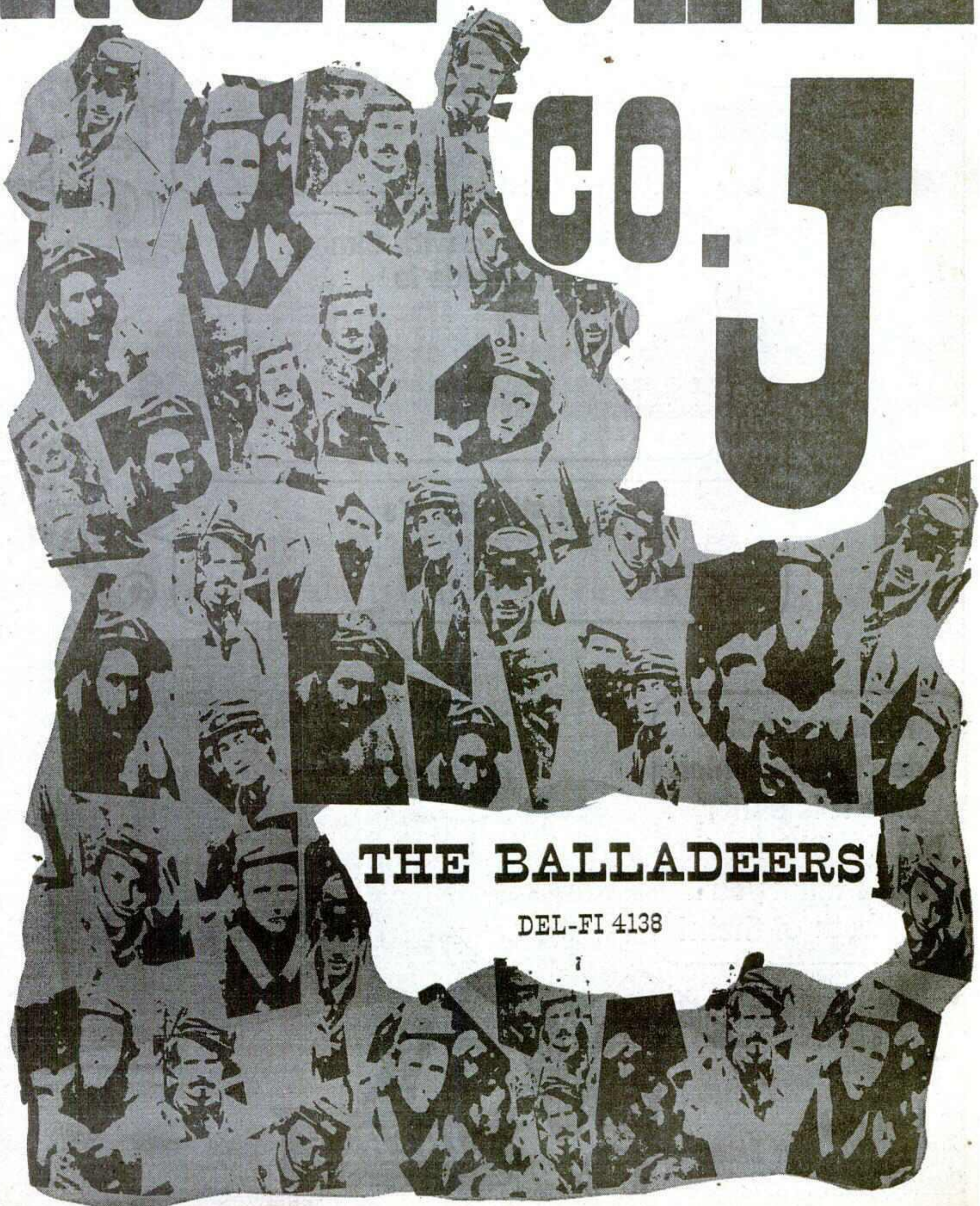
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ROLL CALL

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Our newest record is
**"COMING 'ROUND
THE MOUNTAIN"**!

No, I think the side is
"SING A GOOFY SONG"!

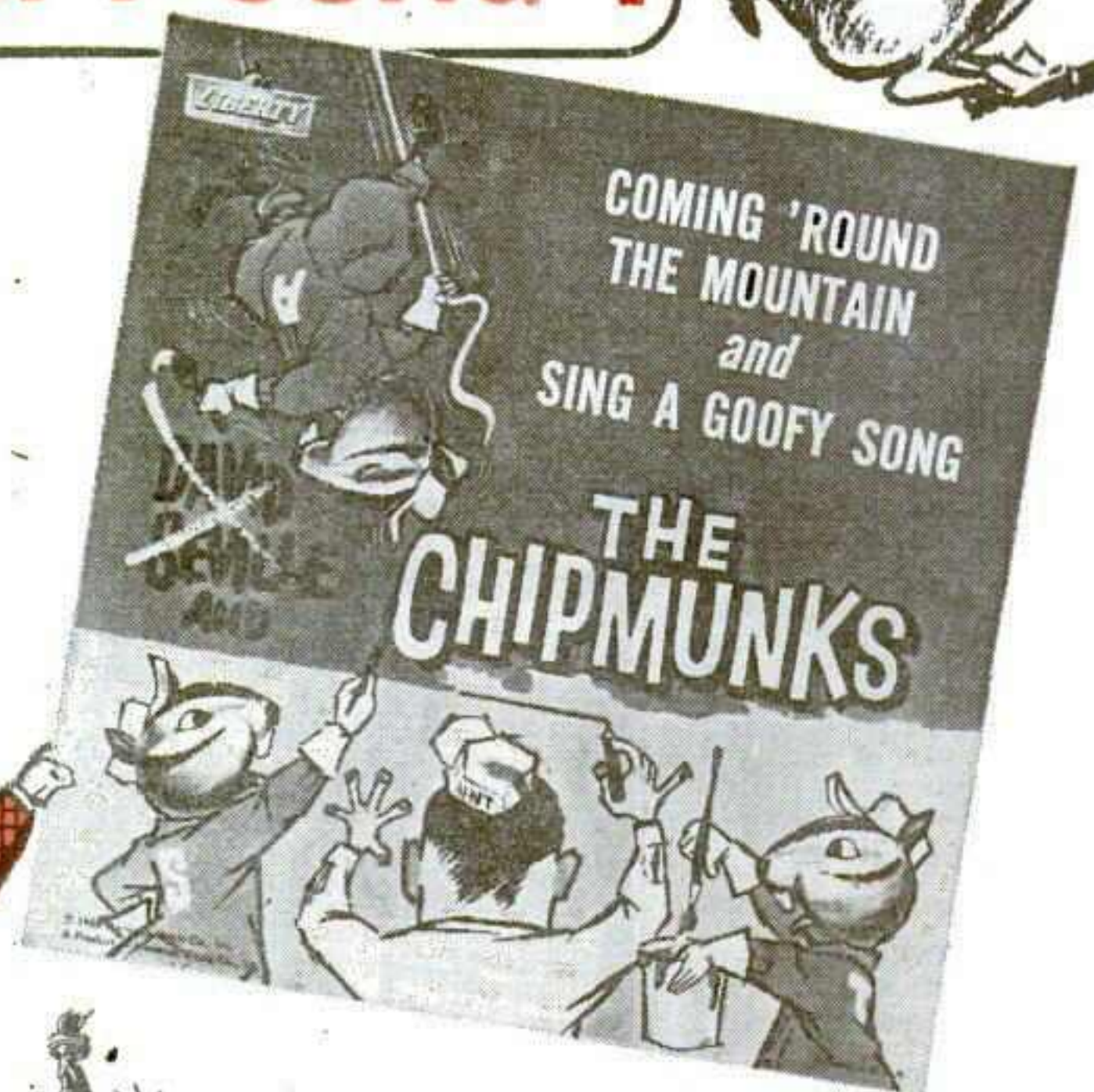


Alvin, I agree with Simon.
The side is
**"COMING 'ROUND
THE MOUNTAIN"**!

I still say it's
"SING A GOOFY SONG"!



Honestly, folks,
I don't know which
side it is either,
but the Chipmunks
and I think you'll
like **both** of them!



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as featured on
The ED SULLIVAN Show
Sunday, April 17th



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

Rank, Jaro Set Spring LP Promotion

NEW YORK — An even dozen albums have been set for release in a spring promotion program by Top Rank Records and its subsidiary, Jaro International. Sales chief Len Levy noted that the Rank slogan will be "Seven for Spring," while the five Jaro sets will be plugged under the reference, "Sale Into Spring."

On the Rank banner are such titles as "Bahama Bash," by Little G; "Scotland's Pride," by the Royal Scots Guards; "With My Love," by Ernest Maxin; "No Greater Love," by Don Butler and the Sentinels; "Warm Hearted Polkas," by Red Maksymowicz; "More Swinging Strings," by the Knightsbridge Strings and "What in the World's Come Over You," by Jack Scott.

To be featured on Jaro will be "Hawaii on the Rocks," with Georgie Auld; "The Message," by J. R. Montrose; "Flaming Guitar," by Jose Motos; "Heartaches," by Ted Weems and "The Arrival of Kenny Dorham. The "Flaming Guitar" and "Heartaches" sets are available in monaural form only.

Decca Holds Annual Exec, Board Election

NEW YORK — Six members were elected to the Decca Records board of directors at the company's annual stockholders meeting this week. The meeting was helmed by proxy, Milton R. Rackmil. Named to the board were Albert A. Garthwaite, Rackmil, Martin P. Salkin, Leonard W. Schneider, Harold I. Thorp and Samuel H. Vallance.

At a later meeting of the board, the following officers were elected: Milton R. Rackmil, proxy; Leonard W. Schneider, exec veepee; Louis A. Buchner, veepee and treasurer; Milton Gabler, veepee; Martin P. Salkin, veepee; Samuel Yamin, secretary; Isabelle Marks, assistant secretary and Irving E. Weiner, assistant treasurer.

Red Carpet For Elvis LP

NEW YORK — Special promotions and advertising will kick off the "Elvis Is Back" LP by RCA Victor which is due this week.

The disk, which is grabbing "one of the largest advance order demands in the history of the industry" according to the company, is being specially produced and designed. The package contains full-color photos of Presley on either side of the flap-type cover, and an inside sleeve holds pictures of the "Greatest Rocker of 'Em All" from his dogface days.

Wild Kick-Off for New Chipmunk Disk

HOLLYWOOD — Liberty Records kicked off its new Chipmunk single on last night's (17) Ed Sullivan Show as the first salvo in an all-out promotional campaign. Disk, "Coming Round the Mountain" backed with "Sing a Goofy Song," will hit the market this week in a full-color sleeve featuring the Chipmunks and David Seville.

Liberty is planning additional air plugs, both TV and radio, to push the single to the fore. Tunes were extracted from the next Chipmunk album, "Sing Again With the Chipmunks," to be issued in May.

CAB. TAX CUT GETS IKE OKAY

WASHINGTON — President Eisenhower has signed into law the Forand bill reducing the cabaret tax from 20 per cent to 10 per cent. Reduction will become effective the first of May.

Measure originally called for repeal of the tax, but was amended by the House Ways and Means Committee to call for reduction rather than repeal.

Emarcy Plans Stepped-Up Jazz Action

CHICAGO—Hal Mooney, a.&r. chief of Emarcy Records, this week was given carte blanche to sign jazz talent for singles and albums, according to Art Talmadge, director of a.&r. for Emarcy's parent label, Mercury.

Talmadge said that Emarcy activity will be stepped up with a view toward building "the finest and biggest jazz catalog in the recording world." Meanwhile, Mooney invited jazz musicians and singers to contact him at Merc's New York headquarters.

High in the plans for Emarcy is an expansion of activity in trading jazz artists with other labels for "guest" appearances. Merc recently was happy with the results of borrowing Ramsey Lewis from Argo for an album called "Down to Earth," in exchange for the services of Max Roach.

Epic Special May Discount

NEW YORK—Epic Records is offering a 15 per cent discount on all its stereo LP's thru May 13, 1960. Discount applies to all Epic stereos excluding May releases and two other albums. "My Buddy" with Buddy Greco and "Remember When," with the Merrill Staton Choir.

"Remember When" is the new album containing songs of the period 1860 thru 1890. It was recorded by Epic Records both as a commercial record and also for the A. S. Aloe Company, of St. Louis, a manufacturer of equipment for hospitals. The A. S. Aloe firm is distributing copies of the disk as a souvenir in honor of its 100th anniversary.

Sullivan Name On Low-Price Album Line

Book Co., Colgate Tie-In Aims for Supermart Sales

HOLLYWOOD — TV emcee-syndicated columnist Ed Sullivan is lending his name to a line of low-priced LP's to be sold thru supermarkets. Disks are produced by Little, Ives & Company, book publishers (Oxford Dictionary), who are taking their initial step into the disk field with the release of a set of 12 albums devoted exclusively to Broadway musicals. Disks were recorded abroad. Series will be launched August 15.

Sullivan figures in the deal in several respects. Line bears his name. In addition, disks will be tied in with Colgate (his TV sponsor) as a premium with the purchase of Colgate products. As a result of the premium promotion, the series will be plugged on Colgate's Sullivan show. Furthermore, Sullivan told The Billboard he has written the back-liner notes for each of the packages. Liners, he said, are based on in-person interviews with the composers and producers of the various shows, thereby giving the record collector a better grasp of the music than most album liners can afford. Sullivan is a director of the firm of Little, Ives & Company, hence the strong link with the disk venture.

Sullivan said album sales plan was pre-tested in the Toronto and Minneapolis market areas and in the State of Kansas. As a result of the tests, Sullivan said, disks will be sold directly to the food chains and will not go thru rack jobbers. To get shoppers to collect the series, Volume One in the set will be priced at 99 cents with subsequent albums to list at \$1.69.

Sullivan was here last week to introduce the disk line at a party tossed for food mart chain execs at the Beverly Hills Hotel. Sullivan said this marked the first time he personally took an active part on the sales side in launching the line.

Asked if he intends to restrict the label's scope only to Broadway fare, Sullivan said some of the future packages may be devoted to movie musicals. However, he indicated this would happen after Broadway fare had been exhausted. (Continued on page 40)

HOT 100 ADDS TEN

NEW YORK — The Hot 100 adds 10 new sides this week. Essentials are:

67. **Good Timin'** (Sequence, ASCAP) — Jimmy Jones, Cub
76. **Way of a Clown** (Aldon, BMI) — Teddy Randazzo, ABC-Paramount
82. **Nobody Loves Me Like You** (Kags, BMI) — The Flamingos, End
90. **My Empty Room** (Record, BMI) — Little Anthony & the Imperials, End
92. **Hither and Thither and Yon** (Vanessa, ASCAP) — Brook Benton, Mercury
94. **Cathy's Clown** (Acuff-Rose, BMI) — The Everly Brothers, Warner Bros.
97. **Burning Bridges** (Sage & Sand, BMI) — Jack Scott, Top Rank
98. **A Star Is Born (A Love Has Died)** (Acuff-Rose, BMI) — Mark Dinning, M-G-M
99. **Someone Loves You, Joe** (Davis, BMI) — The Singing Belles, Madison
100. **Got a Girl** (Lar-Bell, BMI) — Four Preps, Capitol

Braverman Dies at 61

NEW YORK—Sam Braverman, the head buyer of sheet music and records for the Neisner Brothers chain, passed away April 8 at the age of 61. He had been associated with the firm since 1919, starting his career with Neisner Bros. in Rochester, N. Y. He had served 40 years with the chain.

In addition to his work with Neisner, Braverman was a well-known songwriter. Among the hit songs he composed or collaborated on were "I Wish I Had a Sweetheart," "Swanee River Rose," "Carolina Moon," and "My Little Cousin." He is survived by his wife Nora, two sisters, Mrs. Ida France and Mrs. Irena Kock, and his brother Nathan.

Jeanne Black Disk Rockets

HOLLYWOOD—Capitol claims Jeanne Black's "He'll Have to Stay" is the fastest breaking single in the company's history. Disk was released March 28. During its initial week it started breaking in Indianapolis and Charlotte, N. C., and from these points spread into a 190,000 nation-wide seller within two weeks. Last week, Capitol said it moved an additional 102,000 copies to give it a sales total of 292,000 in less than three weeks.

Cap's fastest sellers to date were the Kingston Trio's "Tom Dooley" and Tennessee Ernie Ford's "Sixteen Tons." Miss Black's blockbuster, according to the label's sales figures, has surpassed both (Continued on page 40)

VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!

* See page 34

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APRIL 25 ISSUE

WE'RE sorry to have missed our announced April 18 issue date . . . and we apologize for any inconvenience this may have caused. The job of assembling the many thousands of items of information for all of the directories in The Billboard Record Industry Source Book Issue was overwhelming—and made the one week delay necessary. But now the job is just about done. And you can look, with absolute certainty, to the Record Industry Source Book appearing in the April 25 issue—out next week.

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**More Pure Jazz
Newport '60 Aim**

By **BOB ROLONTZ**

NEW YORK — The 1960 Newport Jazz Festival will feature more pure jazz and less jazziness, according to George Wein, producer of the NJF under the aegis of the

Newport Jazz Festival Board. Wein, in town last week as the leader and pianist of the Storyville Sextet at the Embers here (see review this issue), intimated that the Newport Board, sensitive to criticisms that the NJF has turned into

a "carnival" rather than a festival, was anxious to put it back on the pure jazz kick. He noted that altho the crowds at the Newport extravaganza have continued to increase each season, critical antipathy has increased in geometrical proportion.

This means, said the rotund producer, that Newport would stay away from rock and roll or folk acts, even those who touch the fringe of the jazz world, and would concentrate on artists who were generally considered jazz performers. Wein said that Newport had only started to line up its talent for the 1960 Festival, but he did say that Louis Armstrong was already set on one night's bill.

Wein was extremely perturbed over the prices that jazz acts are asking this season to play the Newport Festival, as well as the other jazz fests that he and his associates (but not the Newport Board) are connected with. Speaking of Newport only, he stated: "We have \$200,000 to spend on talent this year and we are having a tough time buying acts." This was due, he felt, to the desire on the part of jazz acts to get all they could while the getting was good, but Wein took a very serious view of the matter. "If prices for acts are pushed too high it could mean the end of the giant festivals. We've been lucky at Newport the past two years, but two nights of rain could put us so deep in the red that we'd be lucky to recover."

Wein stated that if jazz acts would be more temperate in their demands for loot at the various festivals they could earn steady and good money over the entire summer and that more and more festivals would spring into bloom. He compared a jazzman's lot with that of a classical musician and noted that classical artists have steady work via their bookings thru classical agencies that have sub-

(Continued on page 40)

NEWS REVIEW

Caribbean Flavor in Panama Set

NEW YORK — A group of six LP's which exude the flavor of the Caribbean and Latin America, have been issued by Panama Records and, fortified by an interesting commercial tie-in, should garner a substantial number of sales. In each case, the album is tied in with a hotel in the country where the music originated; the illustrations on the covers should ring the cash register with people who have visited each land, bringing back memories of vacations past.

Panama is the focal point for two albums, "Panama Fiesta" (ALP 1002) and "Melodies Tropicales" (ALP 1012), with the Panama Hilton the tie-in hotel in both cases. Organist Lucho Azcarraga does interesting things with Latin tunes on the Hammond organ, supported by percussion in the first, and by piano and occasional brass in the second.

San Salvador's El Salvador Intercontinental Hotel is the focal point of "Sabor Salvadoreno" (ALP 1008). The Lita Barrientes ork, with fine work by the Trio Melodico and some marimba instrumentalists are the highlight.

The Dominican Republic's El Embajador is featured on "Sabor Dominicano" (ALP 1004), with the Hotel Jaragua also getting plugged and several additional hostleries mentioned prominently in a big tourist pitch on the liner notes. The music features the Papa Molina ork, with emphasis on merengues.

Cuba's Hotel Nacional is pictured on the jacket of "Sabor Cubano" (ALP 1007), in which the

(Continued on page 40)

Cheap Disks For Stations A Solution?

WASHINGTON—Record manufacturers could set a certain special rate for all records going to broadcasters, which would eliminate present inequalities in distribution of free records, Chairman Oren Harris suggested during last week's Communications Subcommittee hearings on broadcast legislation. (See separate story.)

Harris proposed that the rate be made equal to all broadcasters, whether in small or large markets. The rate could be low, and still constitute payment by the station thus eliminating any need for sponsorship identification.

The Harris proposal came up during a discussion of the free record situation among broadcasters, by Federal Communications Chairman Robert E. Lee. Lee noted that in answer to Commission query, small marketers said they got very few free records, big market stations could have almost all theirs free, and middle-market stations generally availed themselves of the special "subscription rates" provided by record manufacturers for the broadcasters.

Lee said there was competitive inequality as a result of discrimination between the haves and the have-nots in the free record area. He said the varying pattern of the way stations acquired records made the problem of dealing with the free record broadcasts even more complex.

Harris disagreed with the Commission's findings, and said from what he could learn, small market stations were also flooded with free records.

VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!

*See page 34



A NEW SERVICE

TALENT-MART

See page 58

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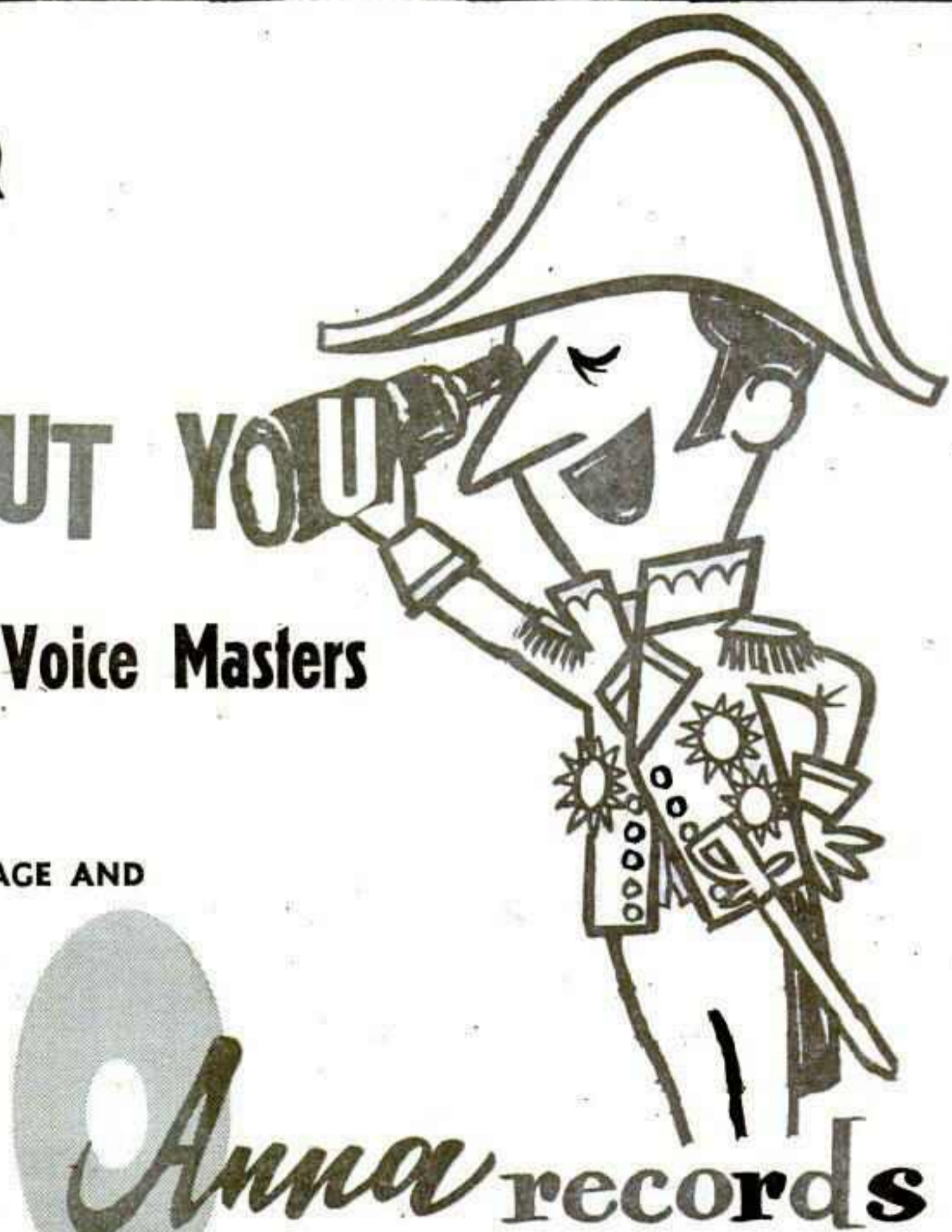
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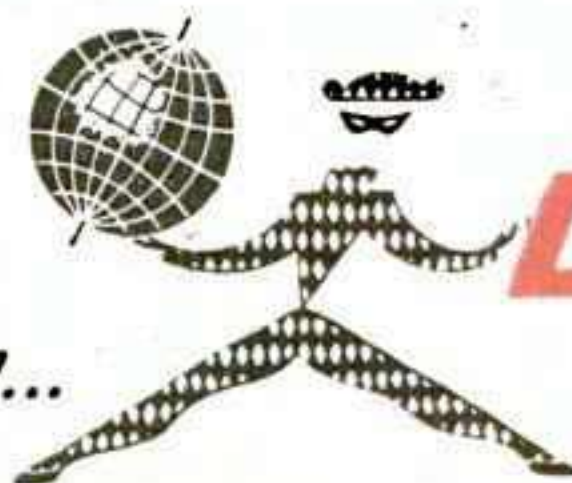
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ATLANTIC RECORDS

FLYING HIGH

Brazil A-F Team Sells LP's by Air

NEW YORK — A fascinating selling drive takes place each month in the wide expanse of Brazil, when the five selling members of the Audio-Fidelity do Brazil take to the road to get dealer orders.

The five-man selling team goes by air to all parts of the country, which is as large as the United States.

According to the Brazilian firm's representative visiting here, they have a selling average of 4,000 LP's a month. This is extraordinary with only 3,000 LP playing phonos in the entire country.

Top selling A-F disks in the South American country are "Rome With Love" and "Argentine Tangos." The distributing company is also looking to handle lines by other companies.

Merc April Dealer Deal

CHICAGO — Mercury Records announced a one-month dealer discount plan called "Operation Springboard" to coincide with its April release.

Patterned after its recent "Go Like '60" plan, the sale offers a discount on any 60 items from the Merc catalog for every 10 purchased from the April release. The 12 per cent discount will be detailed to each dealer by a distributor salesman, a spokesman for the label said.

The new release includes packages by the Platters, Ralph Marterie, Dinah Washington, Patti Page, Barney Richards and His Rebels and an anthology of past hits in monaural only, "More Golden Goodies." Classical numbers include a teaming of Szigeti-Horzowski-Barrows in the Brahms Horn Trio and albums by the Detroit Symphony with Paul Paray, the London Symphony with Antal Dorati and Organist Marcel Dupre.

Harms Sued By Southern

NEW YORK — The Southern Music Publishing Company has filed suit against Harms Music in the Federal Court here for an alleged infringement of copyrights on "Speak to Me of Love" (Parlez Moi D'Amour). Southern demands an injunction, damages and an accounting.

The alleged charge says that Harms has, since 1959, placed the tune on the market as its own, when in reality, it was copied from Southern's copyright renewal.

The complaint states that Jean Neuberger (Jean Lenoir) wrote the French version of the tune which has been assigned to Smyth of Paris as result of a renewal which was assigned to Societe D'Editions Musicales Internationales.

Peter De Rose Memorial Fete

NEW YORK — Duffy Square here will be re-christened "Peter De Rose Memorial Square" for a special commemorative week from April 23-30. During the period a special tribute will be held honoring the late composer who was responsible for such standards as "Deep Purple," "Lilacs in the Rain," "Autumn Serenade," and "Wagon Wheels."

NIGHT CLUB REVIEWS

Chris Connor, Sahl Top Combine

NEW YORK — New York's Basin St. East is currently featuring a whale of a show, starring jazz thrush Chris Connor and Mort Sahl.

Miss Connor in her present stint is showing more fire and drive than she has offered in previous engagements. Backed by a big, swingin' band with a flock of top sidemen, she sounds better than ever before.

With her present selection of tunes, she's showing concentration on rhythm as melodic variation. Opening with a racy reading of "I Hear the Music Now," she moves onto "I Miss You So," "Senior Blues," "Get Out of Town" and "You Don't Know What Love Is." For an effective change of pace, she does her classic "All About Ronnie," backed by a trio. In any mood, she's most acceptable, and her fans are going to be gassed to see her in action.

Mort Sahl's clever and tireless humor is well known. In a relatively short period of time, he manages to cast barbs at a variety of topics. One of his prime targets is Vice-President Richard Nixon.

His easy-going delivery held the audience captive, as he discussed racial violence in South Africa and the United States, Dave Garroway, Mike Wallace, critics, sex, economics and education.

He has a lot to say about a lot of things, and he says it well. His New York appearances are far too infrequent.

Howard Cook.

Wein Has Canny Hands for Keys

George Wein, a man of many parts, had a ball in New York last week. Known principally as a successful jazz promoter and entrepreneur (the Newport Jazz Festival and the Storyville night clubs in Massachusetts, Wein showed that he was almost as proficient as a musician via his piano work with the Storyville Sextet at the Embers in Gotham for a seven-day stand.

Wein, pleasant and jocular, and obviously enjoying himself, displayed pleasant Baise and Garner touched piano work, along with such fine sidemen as Pee Wee Russell, Shorty Baker, Larry Brown, Bill Crow, and Mickey Sheen.

Most of the music performed by the Storyville combo on the night caught (12) was what could be called "muted Dixieland" and the tunes ranged from "That's A-Plenty" to "Tin Roof Blues" and "Do Nothing 'Til You Hear From Me." It made for good listening and will help Wein get in shape for his booking chores with the forthcoming Newport clambake.

Mary Lou Williams and her Trio shared the spotlight at the Embers along with the Storyville Sextet. She is playing very attractive piano these days and her group kept the audience happy between the appearances of the Storyville combo.

Bob Rolontz.

Miriam Makeba Stars at Blue Angel

New York's Blue Angel is currently featuring an attractive and diversified show. Miriam Makeba, the exciting African songstress is the star, and the bill also includes Roy Benson, magician, the Chad Mitchell folk trio and thrush-comedienne Dorothy Louder.

Benson has a funny patter running thruout his clever stunts. His illusions baffle the eye, and most of his jokes are real rib ticklers. One of his tricks involving disappearing and reappearing balls is really a gem.

The Chad Mitchell trio has very interesting material. The group is exciting and refreshing to hear. They offer a sampling of folk songs from several nations with an especially moving rendition of "When Johnny Comes Marching Home."

Dorothy Louder has established a record of sorts with this engagement at the Blue Angel, having been featured for 84 weeks over a three-year period. Her material, most of which she writes herself, is engagingly witty. Even the most serious of songs, once she applies her zany antics, draws guffaws.

Miss Makeba, who has been making quite a name for herself, since her recent arrival in the U. S. has a highly stylized repertoire. Most of her selections are done in dialect. Her movements and facial expressions, however, get the message across. She also includes a few folk numbers in English. She has a pleasant soprano which can become fiery or sedate. An exciting portion of her act is when she teams with the Mitchell trio for a stirring reading of "Wimoweh."

All in all the show adds up to a most entertaining evening.

Howard Cook.

HOLLYWOOD — High Fidelity Records will double its ad budget and intends to have its distributors share in the cost by boosting its price to them by 1 and 3 cents per album. Increase will not be passed onto the retail level.

Label sales topper Jeff Clark feels the market is demanding manufacturers to increase ad campaigns to stimulate sales and thinks

it's only right that distributors "share a small part of the increased outlay."

Distrib price boosts will be as follows: on \$5.98 stereo albums distrib price will move from \$2.85 to \$2.88; \$4.98 monaural albums, distrib price will pay \$2.37 will pay \$2.40; \$3.98 monaural albums bringing \$1.91 from distrib will be sold to them for \$1.92.

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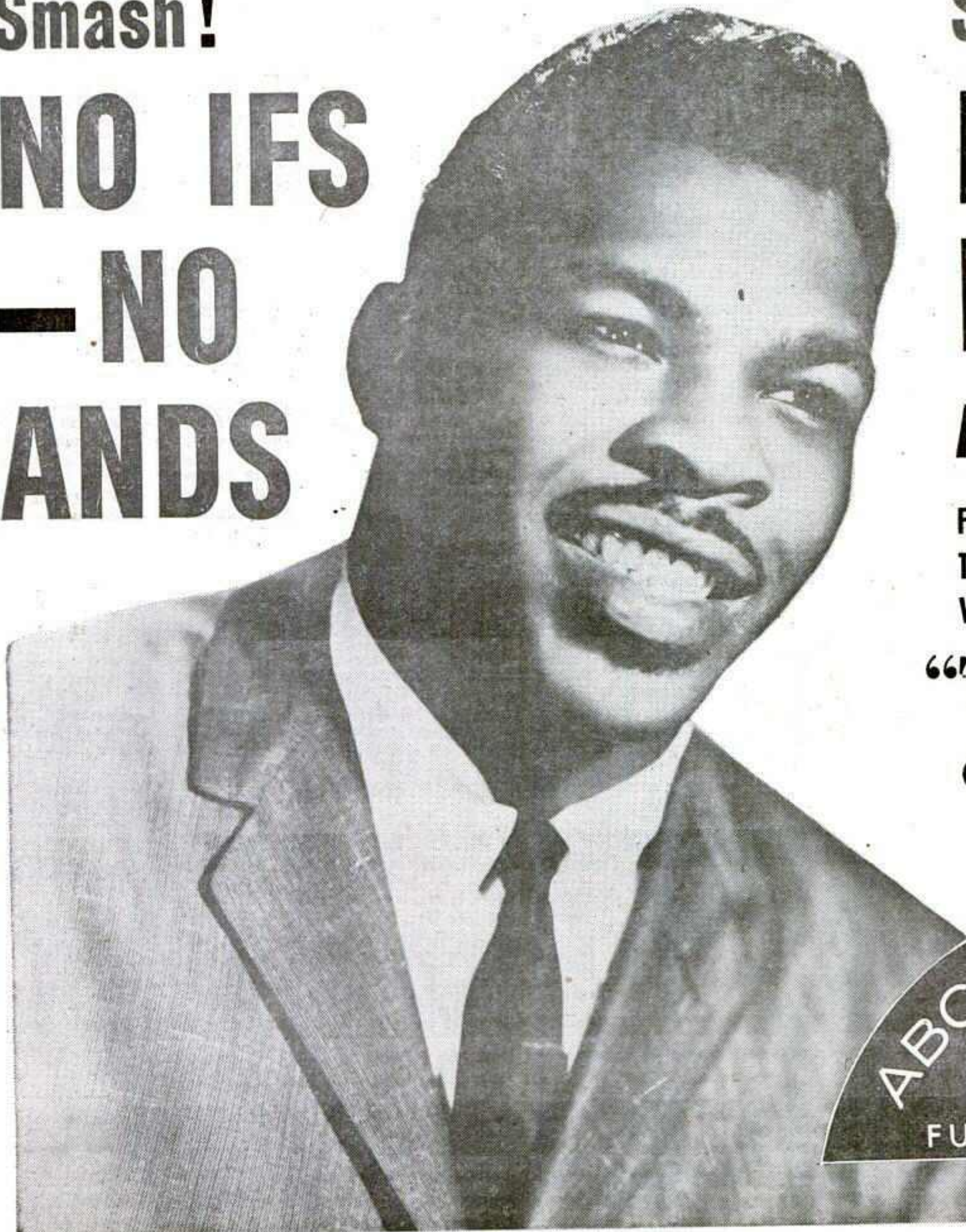
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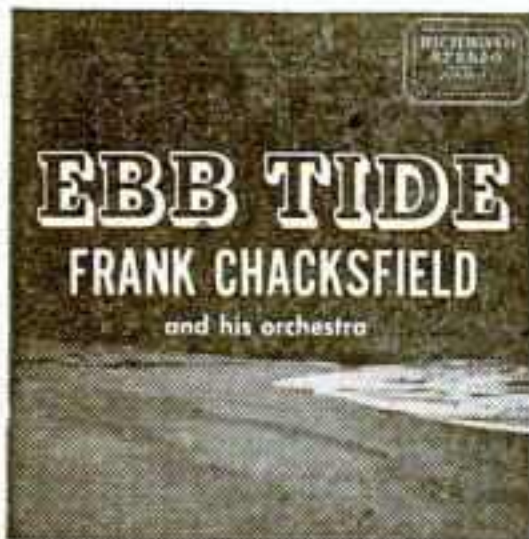
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TOP TALENT CUT NAB RADIO MONTH JINGLES

WASHINGTON — Nineteen of the nation's top singers and musicians have recorded two jingles designed to promote the radio medium, according to the National Association of Broadcasters.

Jingles are for use on the air during May, which is National Radio Month. The theme of the

1960 radio month observance, "Radio... the Heart Beat of Main Street," is the title of one jingle. The other is "To Keep Up With Your Community." Both stress the individual radio station as the focal point of each community it serves. Neither specifically mentions Radio Month.

The new NAB jingles were recorded and pressed by Gotham Recording Corporation, New York, and are being distributed without charge to all NAB radio members on a double-faced, 12-inch, standard groove, 33 r.p.m. disk.

Artists featured include Darlene Zito, of "Chiquita Banana" fame; Marilyn Palmer, of the Ray Charles Singers; Little Ryan, an original Fred Waring "Smoothie"; Jimmie Brown, formerly with Guy Lombardo and Sammy Kaye; Harry Clarke, radio-TV network vocalist, and Tony Faillace.

Musicians are Peanuts Hucko, Bernie Kaufman, Irving Markowitz, Toots Mondello, Frank Rehak, Bob Ascher, Doc Severinson, Bernie Glow, Sol Schlinger, Al Casamenti, Bernie Leighton, Bob Haggart and Bunny Shawker.

Jingles were created by Faillace Productions, Inc., New York. Faillace is now producing a new Broadway musical, "Mad Avenue," a satire on politics and advertising, which will star Frankie Laine. Out-of-town run starts in Boston May 7. Show is scheduled to open in New York on June 8.

Cleffer Guild Seeks Movie Strike Vote

HOLLYWOOD — Composers and Lyricists Guild of America has called a membership meeting to authorize a strike against the major movie producers in the Guild's demands for a share of the movie-makers' TV take. CLGA holds National Labor Relations Board certification as the bargaining agent for the screen and TV music writers but in two years of negotiations with the producers has as yet to conclude an initial contract. Scribes operate on individually negotiated agreements.

Chief problem has been the composers' insistence on a slice of the TV melon, the same critical point which was the Screen Actors' Guild walk-out in its first strike against the producers in its history.

Composers and Lyricists Guild numbers approximately 300 members on the West Coast and 100 in the East, boasting the bulk of background writers in pictures and TV. Two-thirds of the Western and Eastern membership must vote in favor of a strike to give the Guild's negotiators authority to call a walk-out. A cleffers' strike at this time does not appear imminent, altho the Guild would feel its negotiating position considerably strengthened with strike authority in its pocket.

Coast meeting will be held Thursday (21) at the Beverly Hills Hotel with Guild prexy Leith Stevens presiding.

Charts Still Run True to Old Pattern

• Continued from page 1

the Flamingos, Little Anthony and the Imperials and even Jimmy Reed, who until now has been confined largely to r.&b. chart listings.

Beyond all this, it's interesting to note that despite the hard times predicted for new artists and small indie labels, there are 12 new artists currently on the chart with their first hit. Only in two cases, Mark Dinning and Johnny Ferguson, both on M-G-M, did the records stem from a big company.

Among the others, one can note such names as Billy Bland on Old Town, Barrett Strong on Anna, Harold Dorman on Rita, Rod Holden on Donna, the Little Dippers on University, Buster Brown on Fire, Jessie Hill on Minit, Sammy Masters on Lode, Al Brown's Tune-toppers on Amy and the Temptations on Goldisc.

Reports from indie distributors in recent weeks indicate much interest in the big rock and roll beat. This indicates a continuing desire for the rock from teeners and explains the fact that virtually half of the entire Hot 100 chart content, can be readily classified as rock and rockabilly. As a matter of fact, many tradesters explain the success of Percy Faith's "Theme From a Summer Place," by the presence of triplets in the record.

Elektra in England, Too

NEW YORK—Elektra Records will henceforth be released in England under the American "Elektra" label. Distribution deal was set up this week with Audio Fidelity, London wing of the American A-F operation, by Elektra prexy, Jac Holzman. Holzman will follow up his London visit with a tour of various other West Europe capitals to line up other distributing deals.

In England, it was stated, Holzman will record the noted MacPherson Singers of Scotland. Back home, Elektra officials announced three new LP's for end-of-April release. These include sets by Anita Ellis, the Seafarer's Chorus and Oscar Brand.

Push Efforts For Action

• Continued from page 1

NAB files its comment with the FCC. 2. Prepare record industry comment to the FCC. 3. Recommend that a code of fair practice be prepared for the record industry. 4. Call for the appointment of a non-record industry personality to supervise the code. 5. Clarify what the code would embrace, including methods of sampling stations, and policing of sampling methods.

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"SINK THE BISMARCK"
JOHNNY HORTON
 Columbia 4-1568
CAJUN PUBLISHING CO.
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FROM THE NEW MUSICAL
"CHRISTINE"
 COLUMBIA RECORD
CHRISTINE
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I NEVER MEANT TO FALL IN LOVE
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MUSIC PUBLISHERS HOLDING CORPORATION

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HIT, REMINDERS
YOU ALONE
 The Dimara Sisters Lari Parker
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MILLS MUSIC, INC.

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 Music Publishers
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SAY YOU SAW IT IN THE BILLBOARD!

ATTENTION, DEALERS!
"BOB HELLER"
 General Sales Manager of the Chips Distributing Co., Phila., SAYS: "Be sure to spin this GREAT RECORD." Bob Heller feels it will be the YEAR'S BIGGEST RECORD!
"FIRE OF LOVE" b/w "SHORTY BY BACON"
 Ozark #1237
 Write: **OZARK RECORDS, INC.**, 8966 State Street
 South Gate, California


OVER

1,000,000,

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PRE-SOLD CUSTOMERS* FOR
PERCY FAITH'S NEW HIT #4-41655
"THEME FOR YOUNG LOVERS"

*Percy Faith's "Theme for a Summer Place" sold well over 1,000,000 copies and has been #1 in **Billboard** for the past 9 weeks!

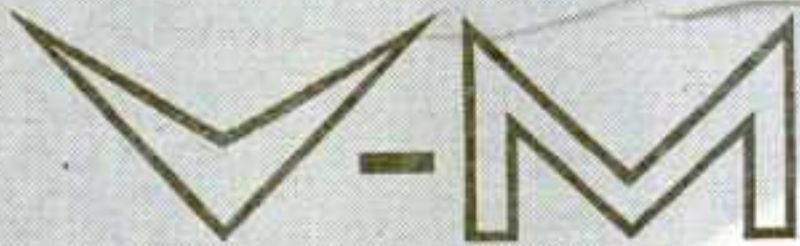
Another #1 Hit from **Columbia**  Records, #1 in Consumer Sales

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NEW

THE MOST REMARKABLY VERSATILE PORTABLE COMPONENT SYSTEM YET DEVELOPED

from



COMPLETE STEREO PORTABILITY combined with "component" versatility, quality and distinctive V-M styling mark this unique portable phonograph! Simply detach the two powerful speaker sections and you have the central section with 4-speed automatic record changer, amplifier and all professional, dependable controls. Place the speakers anywhere—even in bookcases or on end tables. Unparalleled performance for a portable phonograph—makes all records sound better!

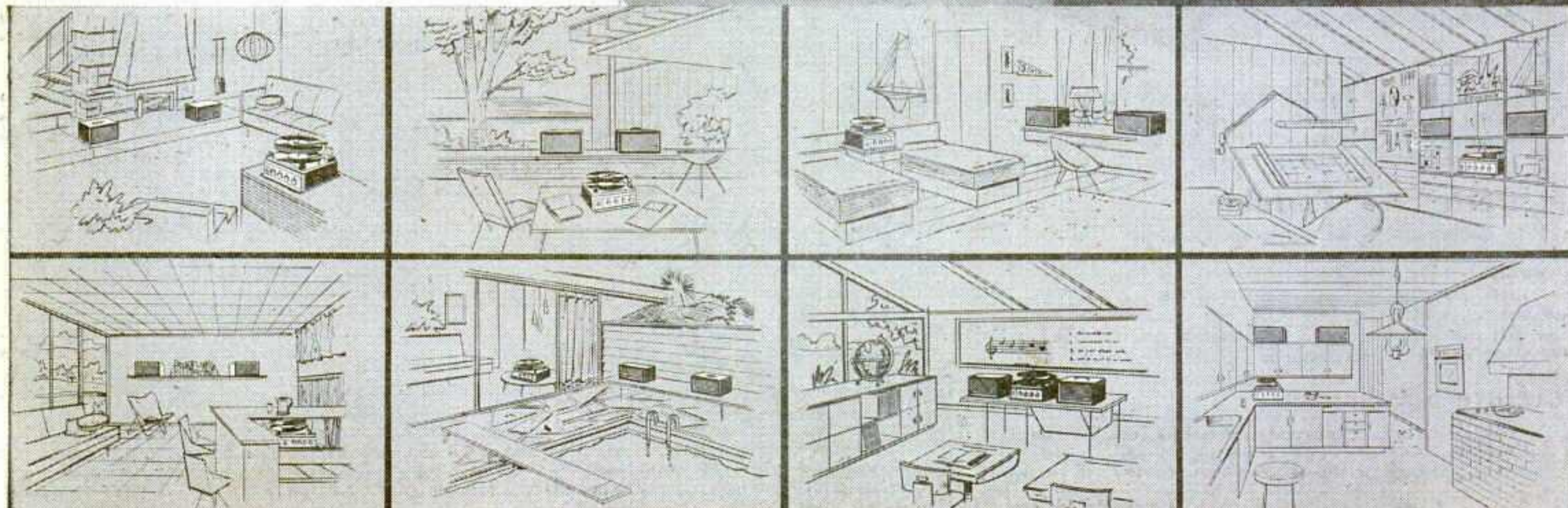
DISTINCTIVE V-M STYLING... PLUS... THESE PROFESSIONAL COMPONENT FEATURES!

- Full Complement of Controls—V-M's exclusive 'tone-o-matic'® Loudness, Balance and separate Bass/Treble Controls • Plays all Records. All speeds, All sizes, Makes All records sound better than ever!
- Four Powerful Speakers—Two in each section
- Durable Gray Pyroxylin Case • V-M Model 307—\$129.95 List* • As a Manual-Play Phono it's V-M Model 207—\$119.95 List*

**Slightly Higher West*

BE SURE TO SEE THIS UNIQUE NEW PORTABLE COMPONENT STEREO SYSTEM! CALL YOUR V-M DISTRIBUTOR TODAY!

the Voice  of Music®



V-M CORPORATION • BENTON HARBOR, MICHIGAN • World Famous for the Finest in Record Changers, Phonographs and Tape Recorders

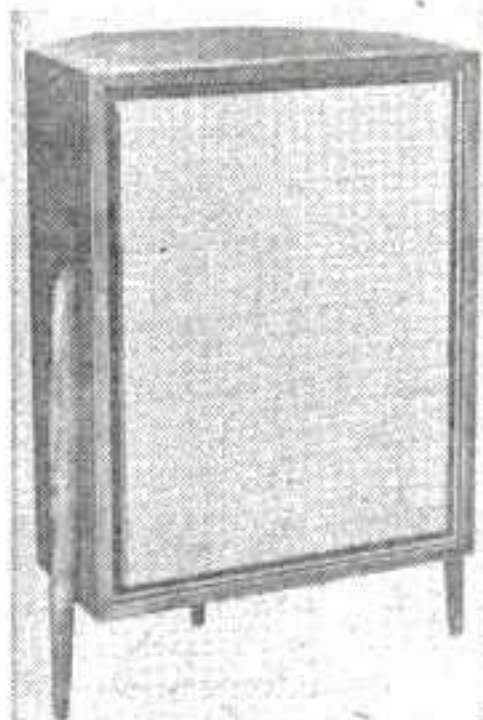
NEW AUDIO PRODUCTS

Low-Cost Speaker Systems

The Electro-Voice Corporation has added three new complete sound systems to its low-cost "Wolverine 100" series.

Pictured here is "Lorraine 100" corner enclosure which contains a E-V LS12 speaker. It is 27 inches high, 20 inches wide, and 14 inches deep.

Besides the "Lorraine" the company is also introducing a unit that's installed against the walls, the "Lancaster 100," and "Lindon 100," a bookcase or shelf enclosure which uses the smaller LS8 speaker. All models are available in walnut, mahogany or limed oak.



Bases for Phonos

Brand-named Meta-Lux, a new phono base specifically designed to accompany the size and the color of seven different record changers has been introduced by the Audiotech Manufacturing Company of Rockford, Ill. The new base products are of an all-metal construction and have baked enamel finishes. They also have removable rubber supports that prevent scraping, scratching and vibration. The base is available for the VM, Garrard, Monarch, Collaro, Webcor and Miracord changers, and sell for from \$5.75 to \$6.95.

Six Transistor FM Radio

A straight FM radio is being advertised and put on sale by the Arvin Industries, Inc., Columbia, O. The set which has a line cord antenna, measures 13 inches by 5½ inches by 4¾ inches and weighs 5½ pounds. It is enclosed in a plastic casing, and sells for a suggested retail price of \$29.95. It comes in persimmon or sandstone with a white front and gold trim.

Voice Operated Tape Unit

The Chicago Parts Show will mark the first appearance for two new tape recorders produced by the Uher Tape Recording Company of West Germany, whose sole U. S. agents are Warren Weiss Associates.

Leading the new line is the Uher Stereo Record III, the first voice operated tape unit to appear in America. The three-speed stereo record and playback unit can be synchronized with a slide projector thru the use of a mechanism called the Akustomat. The Akustomat is an extra which, if desired, can be had for \$44.95 over the \$299.95 purchase price of the machine.



Besides the Stereo Record III, the German firm is also showing a dictation transcription hi-fi tape machine called the Universal. (Not pictured here.) The Universal lists at suggested list price of \$299.95.

Lowest-Cost Tape Recorder

The Radio Shack Corporation, New Haven and Boston distributors of electronic and audio equipment, is marketing a dual-track two-speed tape machine at what they claim to be the lowest price in America. The unit, made under the firm's Realistic banner, features 3¾ and 7½ inches per second play, records, erases, plays back, rewinds and has external jacks for mike, radio-phono hook-up or external speaker. It measures 11¾ by 10 by



seven inches and comes with a standard five-inch reel. The complete outfit is designed to sell for under \$50.

Cigarette-Pack Portable

The Southern Precision Instrument Company of San Antonio is currently importing a six transistor Optex Radio that claims to be no bigger than a pack of cigarettes. The tiny radio operates on a nine-volt battery and contains a 2¼ inch speaker. An earphone also comes with the set which comes in four colors: ivory, red, black and beige, and sells for \$29.95. The same company offers a four transistor Marvel for \$24.95.

Satellite Speakers

Bell Sound, Columbus, O., is making available satellite speakers as companions to its all-in-one consoles, models 509 thru 512. Owners of any of these four consoles can purchase

(Continued on page 23)

Stereo Phono Sales 2-1 Over Monos

WASHINGTON — Phonograph sales figures released by the Electronic Industries Association show the continuing trend of stereo set sales over monaural. Following a pattern established something more than a year ago, the current January and February sales figures show that stereo outsells mono by a little more than 2-1 on the retail level.

Retail purchase results for stereo for the period stand at something less than 715,000 while the monaural compilation is 250,000. Nearly half as many monaural sets were sold this year as last. In contrast to the 250,000 sets sold this year 402,000 were sold last year. In the same respect, 400,000 more stereo sets were sold for the span tabulated.

SOFT SALES APPROACH

'Stereo Parties' Seed Buyer Crop

TARRANT, Ala. — Converting virtually unused warehouse space into a separate "Stereo Room," and using it as the site for frequent "stereo parties" is the unusual route which Cunningham Appliance Store here has taken to profitable stereo sales success.

Herman and Bill Cunningham, father and son combination who operate the store, believe that the congenial atmosphere induced by a party, with refreshments, interesting demonstrations, relaxes a potential customer more than any other type of approach. For that reason, the Alabama store has averaged a dozen stereo parties for each fall and winter season during the past two years, and has broken all previous sales records in the process.

The key to the growing sales

volume is the stereo room on the second floor. Carpeted from wall-to-wall, decorated with giant-size photo murals, and trimmed in rich hardwoods, the room is sound-proof, completely cut away from traffic in the rest of the store, and incorporates soft upholstered divans and chairs, coffee tables, smoking stands, and all the other appurtenances, for relaxing. With indirect lighting, a variety of speakers for piping music evenly thru the room, it has the atmosphere of a comfortable club.

Selected Guests

Anywhere from 40 to 50 people are guests at each of the "stereo" parties, which begin with the writing of personal invitations to as many people known to be interested in fine music, giving the date, time, promising refreshments, and a thoro introduction to the two top lines of stereo phonographs carried by the store (Zenith and RCA). For the event, usually half-a-dozen stereo phonographs are

(Continued on page 23)

YOU DON'T NEED THE BOOK

Just Dial S-T-E-R-E-O For Service, Home Demo

By JEANETTE FORMBY

MIAMI — "The world's easiest telephone number to remember" is claimed by a Miami stereo and high-fidelity dealer.

Frank Rudich, president of Apex Television & Radio Company here simply tells his stereo prospects to dial the word "s-t-e-r-e-o" on their telephone instruments when in need of service, information, or to arrange for a demonstration of stereo equipment in their homes.

The simple act of dialing these six letters automatically rings the Rudich telephone, since the letters correspond automatically with the numbers which make up the store's telephone number.

While dialing the number is a

simple operation, it "wasn't so simple" to set up the arrangement with the telephone company whereby the plan would work, according to the Miami dealer. Much negotiation went into replacing the store's original telephone number with a sequence which would dial the proper number with only six letters. Even now, for some reason, there is one telephone exchange on which the system will not work.

An aggressive dealer in high-fidelity and stereo ever since these entered the market, dealer Rudich feels that there is much sense in the old slogan "It's the axle which squeaks the most which gets the most grease." Because the American public loves "gimmicks" of any sort, he realized that the stereodialing stunt would be something that almost everyone would remember. So, he put plenty of time and effort into arranging for the service with the Miami telephone company, and now includes advice to "dial S-T-E-R-E-O" in all newspaper, billboard, and other forms of advertising.

The idea is particularly helpful in building repeat calls from previously served customers, Rudich has found. Not a small percentage of his big-ticket stereo sales have been to prospects who have been suggested to the firm by an already-sold customer, calling in to ask questions about the operation of their equipment, to order records, to order reels of tape, or to ask questions about proper management of the set.

A-D Triples Tape Output

NEW YORK — Audio Devices, Inc., in an annual report for 1959, stated that the company tripled production of Extra Precision Audiotope products, which represents a third of Audio Devices' total sales figures.

In addition, a letter to stockholders stated that the profit depletion incurred thru expansion and the Rectifier Division's losses has been minimized and the company expects "a return to our traditionally consistent profit pattern."

IHFM Names New Veepee, Committees

NEW YORK — The Board of Directors of the Institute of High Fidelity Manufacturers has named Walter O. Stanton as vice-president of the organization. Stanton, who replaces Raymond V. Pepe, new president of the IHFM, has been appointed to the office until elections are held in 1961. He is president of Pickering & Company.

President Pepe also told of the appointment of a promotions committee under the leadership of Arthur Gasman of British Industries, to study and "use all media and all means to bring the component quality story to all America."

Incorporated in this is the evolution of "some method of identification for equipment manufactured by Institute members and sold thru Audio Specialists thruout the country..." In addition, Rudy Bozak of Bozak Manufacturing was appointed chairman of the Code of Ethics Committee which will set a universal code of ethical practices for the industry. Also formed is a Publicity and Public Relations group, headed by Albert Forman, an electronics technician, to peruse ways and means for what component high fidelity can do for them.

Regent Sound Studios Up Facilities

NEW YORK — Regent Sound Studios, one of the industry's most active recording studios, has expanded its platter-making facilities. The company, which has an enviable average of disks recorded in their studio on the Top 100, has, after two years of operation, added another studio and editing and demo cutting equipment to its make-up.

According to its co-partners, Bob Clifton and Harold Dreeben, the studio usually averages around one-tenth of the records on the top 100 (Jimmy Jones' "Handy Man," and Santo and Johnny records are examples), and also does much advertising commercial recording. Among the waxeries that do most or all of their recording at Regent are M-G-M and Cub, End and Gone, Carlton, Madison, Everest, Mayflower and Coed.

Regent now has a total of three recording rooms which have fibreglas walls which allow excellent control of sound response, according to the owners. As Dreeben explained, "the rooms are perfectly dead and have no acoustical response. This allows us complete control, electronically, of all sound."

Regent uses Ampex taping equipment and Altec speakers thruout its installation; this controls the uniformity of all reproduction from actual session to demo. Each control room, too, is capable of handling anything from mono to three-channel stereo.

Rigo Sets Up Standard Line

CHICAGO — Rigo Enterprises, of this city, makers of custom high fidelity equipment cabinets, has instituted a standard line for general distribution. The company has put together a detailed information pamphlet and catalog available to dealers for customers obtainable on request from the company. Single samples at dealer price are also available.



The Explosive

**FREDDY
CANNON**

HAS ANOTHER **2** SIDED SMASH!!!

**"JUMP
OVER"
and
"THE
URGE"**

SWAN #4053



1405 Locust St.
Philadelphia, Pa.

NEW AUDIO PRODUCTS

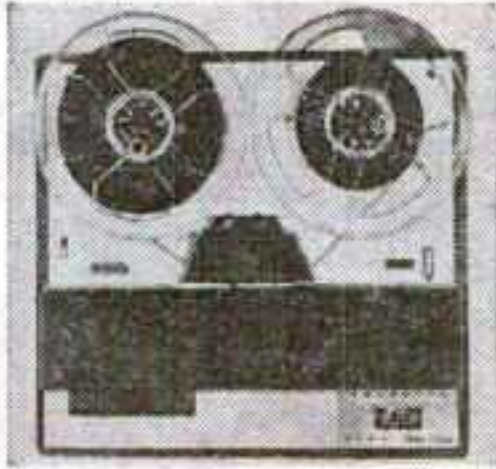
• Continued from page 21

a compact speaker enclosure box or boxes, into which can be installed the Bell Stowaway Stereo Sound Panel from either or both the right and left enclosures in the all-in-one cabinetry. List for the enclosures, equipped with extension cord, which come in mahogany, pecan or walnut, is \$25 each.

Building-Block Recorder Line

A line of tape decks and pre-amplifiers has been brought out by the Telectro Industries of the Telectro-sonic Corporation, which are slated to allow hi-fi enthusiasts to build diversified sound systems at a low initial cost.

The equipment, which is scheduled for showing at the Chicago Parts Show, May 16-18, will cover a range of five different tape decks ranging in price from \$89.95 to \$139. Pre-amplifiers are



in six different models ranging in price from \$29 to \$124.95.

Stereo Phono Ensemble

The latest member of Stromberg-Carlson's Integrity Series is the Model 900, a new stereophonic phonograph. It contains a Garrard RC-210 changer with diamond needle, and the company claims each of the RS-401 loudspeaker systems are mounted in such a way as to prevent energy feedback. Amplification is supplied by the company's ASR-333 stereo amplifier and the unit comes in five hardwood finishes: mahogany, walnut oil or lacquer, limed oak, and cherry. Prices range between \$279.95 and \$289.95 at the retail level.

UST Release Spots Berman

• Continued from page 2

recording companies affiliated with UST. Release includes classical, pop, jazz and Latin offerings, all in four-track stereo tape form with the Berman "Twin-Pak" the sole selection issued monaurally.

On the longhair side, UST dips into London's classical catalog to issue Rafael Kubelik conducting Vienna Philharmonic in the Dvorak Symphonies Nos. 2 and 5. Other London items include Ravel's "Rhapsodie Espagnol" combined Debussy's "Afternoon of a Faun" and "La Mer."

In the pop field, release features Ted Heath (London), Lawrence Welk (Decca), Les Brown (Coral), and Roger Williams (Kapp). Aimed at jazz buyers, release spotlights two Oscar Peterson packages (Verve), Count Basie (Roulette), two Mastersounds items (World Pacific) and United Artists' Art Farmer "Brass Shout" album. For Latin fanciers there are three packages.

Thorens Debs New Changer

NEW YORK — The Thorens Company has designed what they believe to be the first radically new record changer since automatic machines hit the market. The new model, the TD-144, which will be previewed early in May, is reported by a Thorens spokesman to be radically new in that it has been designed from the base up. It is, in actuality, an automatic version of the company's TD-124 manual turntable with a provision for stacking and dropping.

"The new changer," said Thorens official Paul Kind, "is a TD-12 with a much longer spindle. There is very little drop, maybe an inch or so, and the table stops while the changer mechanism is in operation. It starts again when the record is in place and ready for play. The TD-144 has a very low flutter. It is really the first changer I would recommend for stereo."

'Stereo Parties' Lure Buyers

• Continued from page 21

chosen, spaced around the walls, all provided with brackets, and ready for quick demonstration. A handy public address system makes it possible to reach every person in the big room with comments, as the program moves along. Demonstration records are used on each machine, as are waltzes, light opera, and an equal helping of popular music, and even "rock and roll."

Potential customers are invited to sit down and take it easy, enjoying soft drinks or coffee and cakes, provided by the management. No hard liquor is served whatsoever. None of the party guests are buttonholed by salesmen, so that the entire "stereo party" program is a form of soft selling which depends entirely for its results on how well the stereo prospect is pleased with what he hears. Usually it runs from eight till 10 in the evening, and the programs are long enough to insure an exhaustive test of each phonograph shown, but not long enough to make the visitor restless. In more than 23 years of merchandising in the music field, the older Cunningham has learned that "the line of least resistance is the least aggressive presentation" where sales of big-ticket, better-priced equipment are concerned, and the same tenets holds true with stereo.

From time to time, primarily whenever there is a shortage of known music devotees to contact, the parties are simply announced on a come-one come-all basis thru a display newspaper ad, and usually attracts a capacity crowd to the separate stereo room. Here, because of the pleasant atmosphere, and the fact that every visitor gets an education in stereo, a prospect who drops in from nothing more than curiosity, may well become the purchaser of a \$500 phonograph.

Interim Gimmick

To keep the upstairs room active in-between party sessions, the Cunninghams use still another effective "gimmick." This consists of sending an invitational letter to a known prospect, asking him to drop in for a soft drink and a cookie, with nothing more enlightening included. About four out of five people respond to this, and are given the same sort of demonstration on an individual basis as

Columbia Studio

• Continued from page 2

absorption will be unveiled with the new studio. Device, kept hush-hush by the label's engineers, will work on a mechanical principle. The Billboard learned, and will allow a quick and easy change in acoustics as desired by the recording engineers and producers. It has been checked out successfully in testing scale models.

Time-table calls for completion of architectural modifications by July 1, wiring and recording equipment to be installed by October 1, with checking and testing to be completed by the first of November.

In addition to the massive studio, construction also includes two editing rooms, a master dubbing room and a large control room. Reason for emphasis on control room size is to allow for monitoring stereo recordings in the control itself, with its size aimed at simulating a better than average sized living room. This, it is felt, would create listening conditions comparable to those of the record buyer.

Label's exec offices have been removed to the fifth floor of the KNX building, the floor once occupied by the CBS network's top Coast execs. Thus artist-repertoire staffers, along with sales and promotion personnel, will be located under one roof with the recording facilities.

usually takes place when stereo parties are being produced.

Covering the whole field of records, phonographs, tape recorders, etc., Cunninghams have dipped into the components field successfully. While the local market was not expected to be a spectacularly good one for custom built systems, there have been so many orders for this type of service that the components inventory has doubled and doubled again. One retired professional man, for example, who merely happened to come along with his son, to one of the stereo parties, was so enthused over the music he heard that he bought an expensive phonograph, and a few months later, when constructing a new home, he came back to the store for a \$2,500 custom sound system, buying all the components from the Cunningham store. "Provide the proper atmosphere, give the prospect an additional reason for coming in, and stereo will sell itself," Bill Cunningham said.



on 20th FOX

ALL YOU HEAR IS BEAUTY

VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!

* See page 34

HIGH FIDELITY now offers your customers broad coverage of new audio equipment, new records and tapes, exciting personalities in music.

And it offers you two important new areas of profit:

1—You buy copies for 36¢, sell them for 60¢... make a 40% profit on each sale.

2—The editorial material and the advertisements in HIGH FIDELITY help bring your customers into your store again. HIGH FIDELITY stimulates them to buy what you sell.

A New Jersey dealer reported selling \$400 worth of stereo equipment to a customer who came in for HIGH FIDELITY, took his copy home, read the HF Reports section and came back to buy three of the items reported on. . . . An Illinois dealer tells of selling a HIGH FIDELITY buyer seven new record releases reviewed in the magazine—before the customer left the store!

EXTRA PROFITS FOR RECORD AND COMPONENT DEALERS

For a few square inches of display space on your counter you can net hundreds of extra dollars.

high fidelity

So fill out the handy order form below and mail it today. The sooner you do it... the sooner the profits begin.

TO: HIGH FIDELITY, The Publishing House, Great Barrington, Mass.

Please send me, each month, _____ copies of HIGH FIDELITY. (Retail price: 60¢, I pay 36¢; minimum order: 5 copies)

I will pay within 60 days.

Store _____

Address _____

Signature _____

*YOU'RE SINGING
OUR LOVE SONG
TO SOMEBODY
ELSE*

#59072



*Jerry
WALLACE*

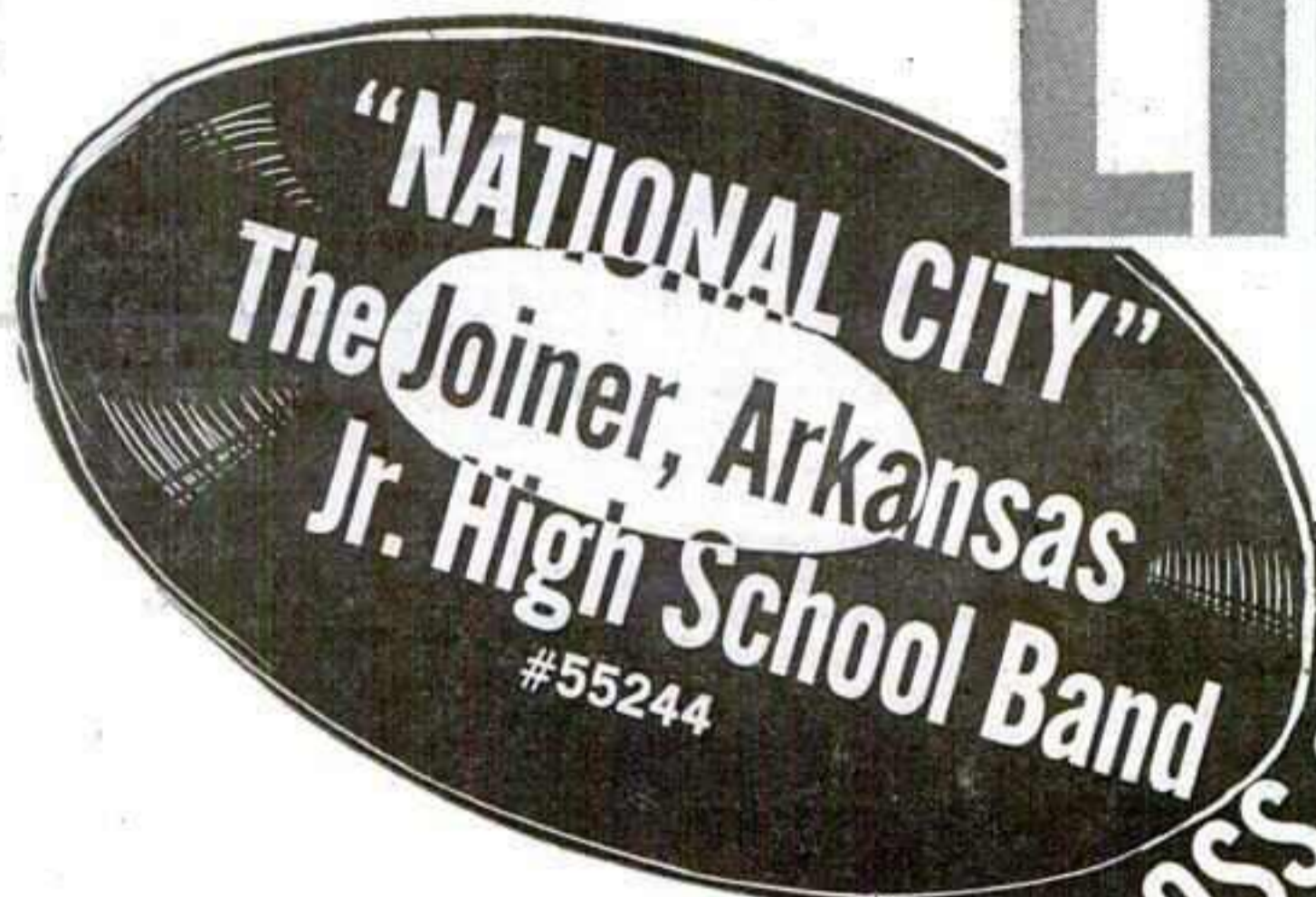
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Challenge
ULTRA HIGH FIDELITY

CHALLENGE

DISTRIBUTED IN CANADA
BY APEX

LIBERTY'S

HOT ONES!



*"ONE LAST KISS" is from the Broadway production "Bye Bye Birdie."



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

VOX JOX

By JUNE BUNDY

MORE FOOL GIMMIX: Station KILT, Houston, and sister station KLIF, Dallas, startled friends and sponsors this month with a newspaper ad announcing a change in policy. Effective immediately, the ad said, the stations would stop "rocking around the clock" and instead switch to an all symphonic programming format, complete with deejays in dinner jackets and "serious expressions." The ad, of course, appeared on April 1, and down in one corner—in very tiny type—was the line "April Fool!"

Another Texas station on an April Fool kick was KERP, El Paso, which moved its jockeys around without warning. The deejays had previously studied each other's style, and went on utilizing the regular man's vocal mannerisms, name and format. Altho the deejays made numerous references to the fact that it was April Fool's Day, the switch-board was nevertheless jammed with confused listeners who wanted to know if their favorite jock's voice was changing or if their set was out of order.

Stations WNDR, Syracuse, N. Y., and CHUM, Ontario, Canada, both put out special top tune listings for April Fool's Day. The WNDR list, titled "The WNDR Foolish Fifty Survey, an Untrue, Inaccurate and Unbiased Account," listed such items as "Rock and Roll Is Here to Stay," by Mitch Miller, "Play a Simple Melody" by Fabian, "Do I Worry" by Dick Clark, "The Inquisition Sing Along" by Oren Harris and his Rascals, etc. The CHUM "Miss Parade" featured "Everything's Coming Up Rose's" by Antony Armstrong-Jones, "Frame and Fortune" by Jane Mansfield, etc.

WILLIAM B. & MRS. X: William B. Williams, WNEW, New York, took a forthright stand against racial prejudice last month, via an on-the-air campaign against "Mrs. X." It seems the lady didn't like the jockey's comments about Elvis Presley (on a panel show discussion about the rock and roller's post-GI future) so she wrote a letter to the effect that if Presley were Jewish Williams would play his records.

Williams promptly took after Mrs. X, expressing his frank opinion (on-the-air) of her bigoted attitude. He was gratified to receive more than 2,000 letters protesting Mrs. X's stand—"proof" claims Williams "that those who think the average age of radio listeners is 12 don't know what they're talking about." At one point on his show, the jock stated "Mrs. X you're right. I must confess my favorite performers are Jewish and here's one right now—Frank Sinatra!"

THIS 'N' THAT: Barney Groven, program director of WKLO, Louisville, reminds us not to forget his wife and co-worker Dottie Knight "the world's first female format deejay," in WKLO's 9 p.m. to midnight slot, when we write about fem spinners. He also notes that when Presley's first post-Germany disk "Stuck on You," arrived at WKLO, listeners were treated to "nine hours of uninterrupted Elvis." . . . Tom Shannon, WKBW, Buffalo, wrote the tune "Wild Weekend" as a title theme for his show, and now the Rebels have recorded it as an instrumental on the Marlee label out of Buffalo.

CHANGE OF THEME: Victor B. Simian, formerly director of sales at KMG, Albuquerque, N. M., has been named general manager of the outlet. . . . New vicepres appointed by board of WPAT, Paterson, N. J., are music director David Gordon and Read Wight, director of client relations. . . . Jerry Stephens has joined the Gila Broadcasting Network as production and music director. He will also emcee disk shows on two of the chain's outlets, KGLU, Safford, Ariz., and KCLP, Clifton, Ariz.

New program director at WYSL, Buffalo, is ex-deejay Ron Baxley. . . . Phil Drumheller, ex-WAAB, Worcester, Mass., is new host of "Platter Party" on WHY, Springfield, Mass., from 2:30 to 6 p.m. across the board. . . . New spinner at KBIX, Muskogee, Okla., is Doyle Hawkins, formerly with KBYG, Big Spring, Tex. KBIX program director Otis H. Eversole Jr., introduced Hawkins via a "Mystery Deejay" contest.

Danny Dark, who replaced Tommy Edwards at WERE, Cleveland, last summer, has left that outlet to join Storz station WTIX, New Orleans, in the 7 p.m.-midnight seg, the same time period, he occupied on WERE. Dark is fully recovered from the accident which hospitalized him for a month last January. . . . Eva Maria, French-Hungarian singer, has joined WXYZ-TV, Detroit, a regular on its "After Hours" show.

Tom Thacker, who left KERP, El Paso, a couple of years ago to promote a young singer, Tommy Overstreet, has returned to radio, via KIXZ, Amarillo, Tex., in the 6-10 p.m. time period, under the new name of "Smedley." He is also associated with Music Corporation, a local custom recording studio. Thacker, who set up a recording contract for Overstreet with Roulette Records, plans to leave radio as soon as the warbler's first record is released and concentrate on his client's career full time—"since you can't own a fruit stand and still be allowed to eat the vegetables." We print this because it was submitted not by Thacker, but by Gerry Kaye, program director of KIXZ, obviously a most understanding boss.

Jack Sheridan, WCKR, Miami, has added a new four-hour evening stanza, tagged "Night Flight," to his daily schedule. Jock is now on air during peak afternoon traffic hours and from 7:50 to midnight. . . . Bill Atkins, KDOK, Tyler, Tex., submits the following correction for the April 11 Vox Jox: "Paul Williams is deejay here but has not been named manager. Dana Adams remains owner-manager." Atkins leaves KDOK this week to join KILE, Galveston, Tex.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Al Brown Scores With 'The Madison'

Al Brown is an ex-coal miner who was born in Fairmont, West Va., in 1930.

He started an instrumental group in West Virginia in 1949 called Four Jacks and a Joker. In 1953 he formed his present group, the Tunetoppers, and has played personal appearances in the Maryland, Virginia and West Virginia areas.

Brown is married and has two children.

"The Madison" on the Amy label is his first recording effort, and it is moving up on the Hot 100.



Henry Mancini Hits With 'Mr. Lucky'

Henry (Hank) Mancini, composer - arranger - conductor, was born April 16, 1924, in Cleveland, O. His father, Zuinto Mancini, a steel worker, used to play flute on his lunch hour. At his father's encouragement, Mancini attended Carnegie Tech Music School and the Julliard Institute of Music.

He has been staff composer and arranger at Universal Pictures since 1952 and has numerous films to his credit, including "The Glenn Miller Story," which was nominated for an Academy Award.

Mancini lives in Northridge, Calif., with his wife, Virginia, and three children — a boy and twin girls. The talented artist's previous hits include the best-selling LP's "Peter Gunn," "More Music From Peter Gunn," and now the LP and single from another TV series, "Mr. Lucky."

YESTERYEAR'S TOPS—

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

APRIL 23, 1955

1. Ballad of Davy Crockett
2. Melody of Love
3. Tweedle Dee
4. Sincerely
5. Unchained Melody
6. Cherry Pink and Apple Blossom White
7. Dance With Me Henry
8. How Important Can It Be
9. Open Up Your Heart
10. Play Me Hearts and Flowers

APRIL 22, 1950

1. If I Knew You Were Comin' I'd've Baked a Cake
2. Music! Music! Music!
3. It Isn't Fair
4. Third Man Theme
5. Dearie
6. Chattanooga Shoe Shine Boy
7. My Foolish Heart
8. Peter Cottontail
9. Daddy's Little Girl
10. Sentimental Me

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, The Billboard correspondent, writes that most distributors claim to be holding their own in the singles field, despite reports that singles sales are at low point nationally. Harlyn Herriges, Tell Music Distributing Company, lists "Maid in France" by Joe (Fingers) Carr and "Beautiful Obsession" by Sir Chauncey on Warner Bros. and "Trail of the Lonesome Pine" by Link Wray on Epic as his top three. Top LP is "The Fireballs" on Top Rank.

Advance reactions on the Kingston Trio's new LP, "Sold Out," are strong, according to Bob Thompson, Capitol Records. Promising singles for Capitol are "12th Street Rag" by Bobby Summers and "Got a Girl" by the Four Preps. Vern Sherkow of Sherco, Inc., has a big LP with "Cannonball Adderly Quartet in San Francisco." Harold Reitz, Taylor Electric Company, RCA Victor distrib, lists "Stuck On You" b-w "Fame and Fortune" by Elvis Presley; "The Old Lamplighter" by the Browns and "He'll Have to Go" by Jim Reeves. Strongest albums are "Mr. Lucky" by Henry Mancini and "60 Years of Music America Loves Best."

Marty Schwartz of James S. Martin reports action on "White Silver Sands" by Bill Black's Combo on Hi, "Beg Your Pardon" by Billy Vaughn on Dot and "(Welcome) New Lovers" by Pat Boone on Dot. Top LP is Billy Vaughn's "Theme From 'A Summer Place'" on Dot. John F. O'Brien Distributing Company has added Prestige to its roster of labels. Hottest singles are "Joshua Fit the Battle O' Jericho" by Jimmie Rodgers on Roulette, "Paper Roses" by Anita Bryant on Carlton and "Madison" by Al Brown's Tunetoppers on Amy. Jimmie Rodgers has a click LP with "When the Sprit Moves You" on Roulette.

Among the strongest singles at M. S. Distributing Company, according to Rik Froio, are "Pledging My Love" by Johnny Tillotson on Cadence, "Clementine" by Bobby Darin on Atco and "Step By Step" by the Crests on Coed. "Happy Moods" by Ahmad Jamal on Argo is a fast-moving LP. Bill Farr of Morley-Murphy Company, Columbia Distrib, lists "Greenfields" by the Brothers Four, "Big Iron" by Marty Robbins and all of "Mitch Miller Sing Along" LP's.

Morrie Goldstein of Music Distributors is doing business with "A Star Is Born" by Mark Dinning and "Angela Jones" by Johnny Ferguson on M-G-M and "Good Timin'" by Jimmy Jones on Cub. Warwick has a big LP with "Stormville" by Johnny and the Hurricanes. Bob Blie, Decca Records' sales boss, reports action on "House of Bamboo" by Earl Grant and "Poor Butterfly" by the Four Aces on Decca. Top Brunswick seller is "Night" by Jackie Wilson. Top LP is "One Step Beyond" on Decca.

New addition to the Garmisa of Wisconsin staff is Bob McCaley, who will cover the northern area out of Green Bay. . . . Bossman Harry Beckerman lays claim to big sales for "Footsteps" by Steve Lawrence on ABC-Paramount, "Don't Throw Away All Those Teardrops" by Frankie Avalon on Chancellor, "Cradle of Love" by Johnny Preston on Mercury and "Theme From 'The Unforgiven'" by Don Costa on United Artists. "Satchmo Plays King Oliver" on Audio Fidelity is his strongest LP.

DETROIT: Dave Hollis, RCA Victor Distributing Corporation, writes that sales are big for "Mr. Lucky" by Henry Mancini, "Someday" by Della Reese, "Stuck On You" by Elvis Presley, "Just One Time" by Bob Gibson, "The Old Lamplighter" by the Browns, "You Understand Me" by Sam Cooke, "Listen My Love" by Rod Lauren and "Legend of the Big Steeple" by Porter Wagoner.

CHICAGO: J. C. Owens, owner of his own one-stop and five retail stores on the south side, has opened his own distributorship, Marck distributors. . . . Bill Shepard, veteran Chicago disk figure, is managing the operation. . . . Johnny Pohl and Ed Ockel, co-owners of one-stops in St. Louis and Kansas City, have dropped their Columbia Records distributorship in Kansas City. Columbia has turned over the territory to its company-owned branch in St. Louis. . . . Arnold Records has added Carlton. . . . Summit Distributors now has World Pacific.

NEW YORK: Evelyn Cornell of Cosnat Distributing Corporation writes that her biggest are "Barbara" by the Temptations on Goldisc, "Clap-Your Hands" by the Beau Marks on Shad and "Frankie and Johnny" by Sylvia Robbins on Jubilee.

BALTIMORE: Sam Kaufman of Kay-Gee Distributing Company sends word that "Sunday Morn" by Reg Owne on Palette is happening. Ditto "Ronda De Eusueno" by Digno Garcia on Palette. Others are "The Plea" by Bobby Bennett on Len and "Pick Up Lil, Papa" by Avis on Deb.

ATLANTA: Wendell Parker of National Record Distributors writes that his top five are "Mountain of Love" by Harold Dorman on Rita, "Tall Oak Tree" by Dorsey Burnette on Era, "Sixteen Reasons" by Connie Stevens on Warner Bros., "Step By Step" by the Crests on Coed and "Jenny Lou" by Sonny James on NRC.

SAN FRANCISCO: Cathy Furniss, independent promotion gal, writes that several of the platters she has been plugging are showing strong signs. These include "Beautiful Obsession" Sir Chauncey on Warner Bros., "The Youngest Heart" by Georgia Lee on Decca and "Professor, Professor" by Dean Martin on Capitol.

THIS IS *The Original!*

“HE’LL HAVE TO STAY”

featuring the sensational vocal styling of

CORINA MINETTE

on

ABC-PARAMOUNT

ABC-10097

The ORIGINAL recording that’s selling up a STORM!

and... watch these latest releases ZO-O-O-M!

THAT PRETTY GIRL

b/w

LONELY

THE NICARDI BROTHERS

ABC-10086

MY CONFESSION OF LOVE

b/w

LEO, MY LOVE

BARBARA LYONS

ABC-10098

SWINGING
ON A CHANDELIER

b/w

ISLE OF CAPRI

BOBBY BECK

ABC-10099



(Distributed in Canada by Sparton of Canada, Ltd.)

MUSIC AS WRITTEN

New York

Cricket Records, the kiddie line, has signed William Bendix, Joseph Cotten, and Boris Karloff for the label. . . . George Goldner has sold Jo-Ann Cambell's contract to Sam Clark of Am-Par Records. Lass will cut her first sides for Am-Par this month. . . . RCA Victor honored conductor Pierre Monteux at his 85th birthday celebration in Boston last week by presenting the maestro with an album of his current and forthcoming stereo albums. . . . Lou Monte has joined Roulette Records. . . . Joe Kolsky of Roulette Records, is off on a trip visiting deejays throught the country. . . . "Gretsch Night at Birdland" will be held at the New York jazz spot on April 25. Night will feature four top drummers in a battle royal. . . . Don McNeill's "Breakfast Club" is looking for a girl singer since thrush Anita Bryant left the show to get married.

Marilyn Fisher, wife of Howard Fisher of Roulette Records, became the mother of twins last week. . . . Sal Salvador and his ork will give a concert at the Village Theater in New York to publicize the band's new album on Decca. Salvador's first LP, "Colors in Sound" was a good seller for him on Decca, the orkster reports, and he is now at work on a new "Beat" LP for the same label. . . . Mercury Records has signed Geoffrey Holder.

Bobby Short returned to the Arpeggio in New York last week (14). . . . Brook Benton's fan club has sent out a leaflet to all his fans celebrating the singer's first multi-hit year. . . . Mercury Records' a.&r. chief Clyde Otis will wed Miss Lourdes Guerrero on May 6 in New York. . . . Deejay Jocko Henderson set a new attendance record at the Apollo Theater in New York two weeks ago. . . . Otis Butler and his trio are now at the Prelude Club in New York. . . . Don Costa is still handling sessions for Eddy Gorme and Teddy Randazzo on ABC-Paramount Records, even the Costa is now with United Artists as a.&r. chief. . . . George Wein just wrapped up a week at The Embers with his combo. (Yep, the same George Wein who promotes jazz at the Newport Festival). . . . Johnny Darrow opens at the Town Hill Club in New York on April 15. . . . Dave Castle of Da-Mar Records has signed vocalists Angelo Butera, Danny Mayo and the Delsatones.

The Modern Jazz Quartet is now in Europe on an extended concert tour. MJQ will premiere a jazz entertainment in Paris on April 22 titled "The Comedy," at which time the quartet will be augmented by four dancers. . . . Aric Larvie, the Israeli star, debuted his new Colpix Record at a cocktail party in New York last week. Waxing is titled "The Ballad of Red Rock." . . . Smokey Stover and the Original Dixieland Firemen have been making a lot of clubs happy in the Midwest according to Herb Gronauer, of Orchestras, Inc., who books the combo. S.S. & T.O.D.F. are set for a long stay at the Riverside Club in Casper Wyo., after a series of one-nighters in May. And Argo Records is all set to cut the lads again in June.

Sarah Northcutt, whose first disk was recently released on the RKO Master label, is a student at Oklahoma University. She is currently touring the Midwest to promote her waxing "Leav'n Woman" and "Don't Quit." . . . Henny Youngman has cut a new album for NRC Records called "The Primitive Sounds of Henny Youngman." . . . Pianist-singer Page Morton is now performing at the Golden Thread Cafe of the Hotel New Yorker in New York.

Bob Rolontz

Chicago

Shelley Berman bought back options for 16 weeks of appearances at the Gate of Horn for \$9,000. The Gate is the club where Berman debuted as a comic three years ago before launching to his present orbit. He's presently pulling down night club fees near \$5,000 a week. He opens here at Mister Kelly's May 15 for three weeks. Gate of Horn deal was negotiated by Berman's attorney, Dick Shelton. . . . Shelton recently sold his two puberfies, Windy City Music (ASCAP) and Lake Front Music (BMI) to Telepix Productions, owned by Arthur Jarwood, Palm Springs, Calif. . . . Another comic with a hot disk, Warner Bros.' Bob Newhart, who closes this week at Mister Kelly's, has been signed for Garry Moore Show June 14. . . . Peter Palmer ork, a recent switch from Associated Booking to GAC, opens a week at Atlantic City Steel Pier July 8. . . . Distrib Jimmy Martin has been at Edgewater Hospital for surgery. . . . Frank D'Rone cut an album for Merc. . . . Patti Page breezed in to autograph her new book at Kroch's and Brentano's. . . . Joe Segal's "Jazz Progressions" on WSEL-FM to emanate from Gate of Horn Monday nights. Other spots being lined up for other nights. Bernie Ashell

Hollywood

Capitol's Coast branches are up in the air (literally) in promoting its "Can-Can" soundtrack album. To tie in with the album number 1301, Cap released 1301 gass-filled balloons from atop the Capitol Tower here and ditto number from the roofs of the tallest buildings in San Diego, San Bernardino, San Francisco, Portland (Ore.), Seattle and Spokane. Each balloon bears the "Can-Can" imprint and the Capitol sig. Two hundred of the missiles in each batch held a coupon redeemable for a free copy of the album. Balloons were released at 1301 hours or 1:01 p.m. on Saturday (16). Gimmick is Paul Baldwin's brainchild. He's Cap's LA branch promotion manager.

Dot prexy Randy Wood is in Amsterdam (Holland) on a fast European biz jaunt to meet with affiliates there. Label's recently named marketing research director George Urey is in New York to confer with the firm's sales execs.

Andre Previn, Columbia's new talent acquisition, started final scoring of "Bells Are Ringing" at the M-G-M lot. He's using a 50-man orchestra and mixed chorus of 60 for the Judy Holiday-Dean Martin pic. . . . Oscar-winning Miklos Rozsa conducted an

(Continued on page 31)

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.

REN-HUR: With 11 Film Academy Awards to its credit the album release bears looking into. M-G-M Records has the sound track of this most expensive and best publicized film of all time. Miklos Rozsa, who scored Quo Vadis and Julius Caesar, is the composer responsible for the exciting musical score and the Symphony Orchestra of Rome provides the music for the Biblical epic.

ANITA BRYANT's newest Carlton release, Paper Roses, is blooming all over the country. The attractive, country-flavored tune rates a Billboard Pick, and it's climbing on the Hot 100. Flip is Mixed Emotions, an oldie given a warm, solid rendition by the former Miss Oklahoma.

JOHNNY CASH, the guitar-playing, singer-songwriter from Arkansas, tells the tale of Smiling Bill McCall, his latest Columbia single. I Walk The Line first established Johnny as a singer and songwriter and made him a c.&w. favorite. A collection of his own compositions plus an assortment of country classics has been recorded by Johnny on the album The Fabulous Johnny Cash.

BIRTHDAYS OF THE WEEK:

April 18, Leopold Stokowski.
April 19, Don Barbour—one of the Four Freshmen, April 20, Johnny Tillotson, April 21, Leonard Warren, April 22, Candido, April 23, Shirley Temple, Roy Orbison.

JIMMY CLANTON sounds in hit form again on both sides of his new single: Another Sleepless Night b-w I'm Gonna Try. Tunes are from Jimmy's two-pocket LP, Jimmy's Happy—Jimmy's Blue. Presently, the young man from Baton Rouge, La., is starring in a countrywide tour. He opens at the Jolla Club, Tucson, Ariz., May 10 thru 15.

SAM COOKE: Happy with the results of Sam's first record for RCA Victor, Teenage Sonata, producers Hugo and Luigi went on to record another Cooke coupling, You Understand Me b-w I Belong To Your Heart. You Understand Me is a smart ballad with finger-snappin' rhythm and a Billboard Spotlight Winner. Sam has a busy schedule of appearances after the one-nighters he is making now. He will open at the Apollo Theater, N. Y. C., April 29 for one week; the Howard Theater, Washington, May 6 for a week.

FATS DOMINO, who has 16 million-sellers to his credit is in The Billboard Spotlight with his new wax, Before I Grow Too Old, a leisurely-paced ballad with beat, and Tell Me, a moderate rocker. Fats, his wife and six children recently moved into their new, big house in New Orleans.

LONNIE DONEGAN is the name heading Britain's Top Ten list with My Old Man's A Dust Man (Ballad of a Refuse Disposal Officer). One of England's top recording artists, Lonnie has signed to release in the U. S. on Atlantic Records.

MAYNARD FERGUSON & HIS ORK is the latest group on the scene with a release of the new dance craze, the Madison. This is the Big Band version titled Doin' The Madison (Parts 1 & 2), on the Roulette label. The former trumpeter with Stan Kenton's band opened at the Brooklyn Paramount Theater April 15 with his orchestra for a 10-day stand.

The FIVE SATINS, Fred Parris, Lewis Peoples, Sy Hopkins, Richard Freeman and Wes Forbes, are the swingin' group from New Haven, Conn., on the scene with I'll Be Seeing You. The Herald-Ember artists had a smash back in 1956 that became one of the great r.&b. standards. In The Still Of The Night. The group's other big hits include Wonderful Girl, To The Aisle, Our Anniversary and Oh Happy Day. Fred Parris writes most of the songs.

The McGUIRE SISTERS: With the birth of Dorothy's first child, Aunt Christine and Aunt Phyllis are back together again via their Coral single, The Unforgiven—theme from the motion picture The Unforgiven—b-w an inspirational song titled I Give Thanks. The Coral Records artists have two million-sellers in the stable, Sincerely and Sugartime.

RICKY NELSON, the youngest of Ozzie and Harriet, displays a change of pace to a ballad style on his latest, Young Emotions. Flip is a driving rocker, Right By My Side. An expert at tennis, Ricky maintains his position as one of the hottest singing talents on the Imperial label since his first release in April of 1957.

DEBBIE REYNOLDS, still clicking with Am I That Easy To Forget, offers another likely winner, City Lights, a former country hit, b-w Just For A Touch Of Your Love—both Spotlighted by Billboard. The vivacious film and Dot recording star got her break into show business in 1948 when she entered the Miss Burbank contest doing an imitation of Betty Hutton singing My Rockin' Horse Ran Away. She won a prize, and better yet, a movie talent scout saw her and this led to her film career.

The SKYLINERS: About a year ago, four boys and a girl auditioned for Calico Records, singing a song that proved to be their introduction to the music field, Since I Don't Have You. Jimmy, Jan, Jackie, Joe and Wally, who grew up together in the South Hills section of Pittsburgh, are in The Billboard Spotlight with their newest: I'll Be Seeing You b-w Pennies From Heaven. Folks in the Ohio area can look forward to see them at Spatz's Show Lounge, Hamilton, April 22 to 24.

DANNY VALENTINO is a new name on the scene scoring with his second for M-G-M, Biology b-w A Million Tears. Born in Flushing, N. Y., Danny graduated from Sewanhaka High School in Floral Park, and presently lives in Elmont, N. Y. A Valentino look-a-like, he is currently appearing on the Johnny & The Hurricanes tour of the Midwest.

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

FRANKIE VAUGHN, England's No. 1 entertainer, sings Hey You With The Crazy Eyes—from his forthcoming film Let's Make Love, co-starring Marilyn Monroe and Yves Montand. Flip is The Key. Altho the film was delayed because of the strike, Frankie and the group are now back to work in Hollywood. Columbia has a Vaughn album titled At The Paladium, an in-person recording of his performance at the famed British Show House.

SARAH VAUGHAN will include her Mercury release, Some Other Spring b-w Our Waltz, in her performance at Basin Street East, N. Y. C., where she is currently headlining the show.

PROMOTION DAYS AND WEEKS: April 18 begins Bike Safety Week, National Retail Bakers Week and National Shopping Guide Week. April 19 is Patriot's Day—a legal holiday in Maine, Mass. Commemorates Battle of Lexington and Concord in 1775. April 19 and also begins Texas Conservation and Beautification Week. April 21 is San Jacinto Day in Texas. April 24 is Mother-In-Law Day, National Coin Week, American Comedy Week, Good Human Relations Week, National YWCA Week, U. S.-Canada Good Will Week, Youth Temperance Education Week, National Photography Week and National Retail Credit Week.

Till next issue. **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

- CATHY'S CLOWN—Everly Brothers . . . Warner Bros.
- CHI CHI MERENGUE—Eloise Trio . . . Decca
- COMING AROUND THE MOUNTAIN—Chipmunks . . . Liberty
- DING-A-LING—Bobby Rydell . . . Cameo
- EXCLUSIVELY YOURS—Carl Dobkins Jr. . . . Decca
- FOR LOVE—Lloyd Price . . . ABC-Paramount
- HE'LL HAVE TO STAY—Corina Minette . . . ABC-Paramount
- JUMP OVER—Freddie Cannon . . . Swan
- LA MONTANA—Roger Williams . . . Kapp
- NO IF'S-NO AND'S—Lloyd Price . . . ABC-Paramount
- ONE LITTLE GIRL—Carl Dobkins Jr. . . . Decca
- ROLL CALL COMPANY J—The Balladeers . . . Delfi
- SINGING A GOOFY SONG—The Chipmunks . . . Liberty
- SWINGIN' SCHOOL—Bobby Rydell . . . Cameo
- THE OLD LAMPLIGHTER—The Browns . . . RCA Victor
- THEME FOR YOUNG LOVERS—Percy Faith . . . Columbia
- THE URGE—Freddie Cannon . . . Swan
- WHAT LIES OVER THE HILL?—Roger Williams . . . Kapp
- YOU'RE SINGING OUR SONG OF LOVE TO SOMEBODY ELSE—Jerry Wallace . . . Challenge

ALBUMS

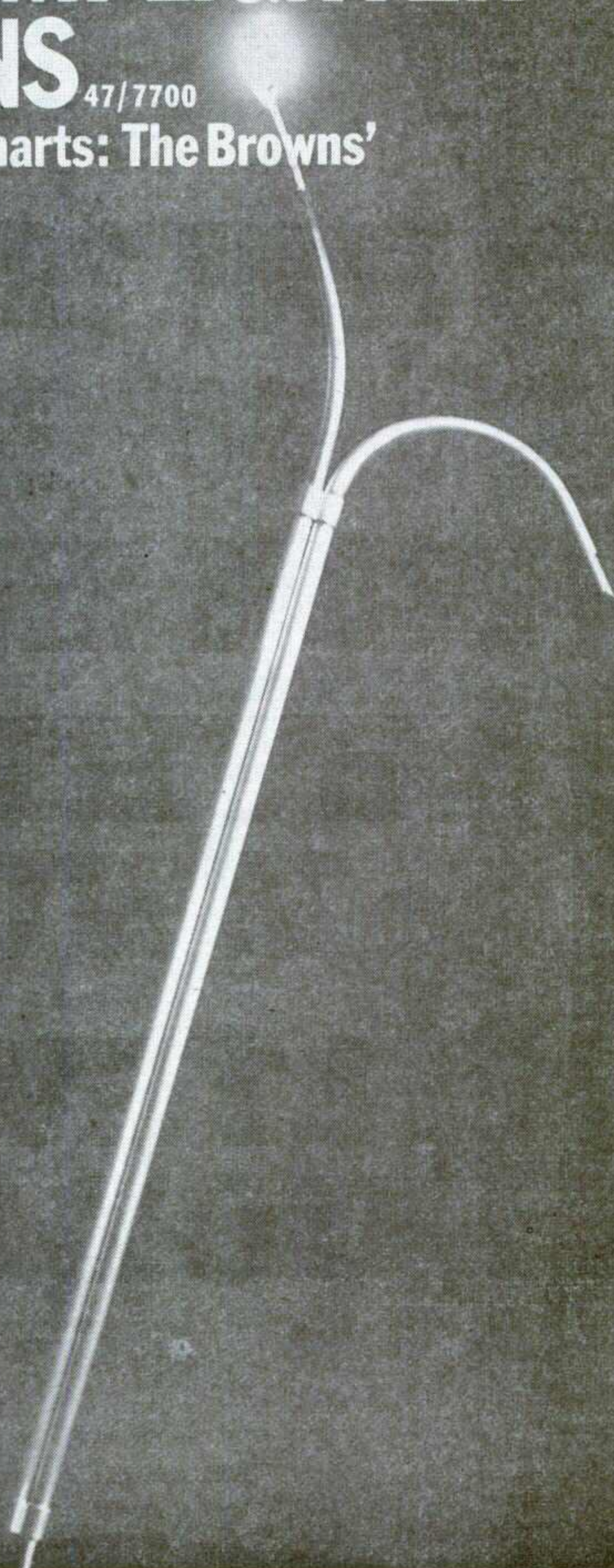
- WHAT IN THE WORLD'S COME OVER YOU—Jack Scott . . . Top Rank

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

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

burning bright!
"THE OLD LAMPLIGHTER"
THE BROWNS ^{47/7700}

Lighting up the album charts: The Browns'
"Town and Country"



AN  ANNOUNCEMENT

15%

THE ENTIRE* EPIC **STEREORAMA** CATALOG
WILL EARN A 15% DISCOUNT ON
ALL PURCHASES FROM APRIL 11th
THROUGH MAY 13th

All **STEREORAMA albums up to and including
April 1960 releases (except BN 557 "My Buddy"
and BN 559 "Remember When").*

Call Your  Distributor Today!

MUSIC AS WRITTEN

• Continued from page 28

"All Rozsa" symphony concert in Seattle, programming music from "Ben Hur," "Spellbound" and "A Double Life." All were Rozsa's Academy Award winners. . . . Jimmie Rodgers was signed to warble the title tune for the new hour-long TV Western, "Barbed Wire."

American Federation of Musicians emerged victor over the Musicians Guild of America in the National Labor Relations Board election retaining bargaining rights at four labels — Warner Bros., Mercury, Imperial and United Artists. MGA had petitioned NLRB to challenge AFM's right to represent musicians employed by these labels.

Frances Faye has formed her own music pub firm, Teri's Tunes named after her long-time manager, Teri Sheppard. . . . Duane Eddy, who has completed his swing around England and Scotland with Bobby Darin, has extended his tour for an additional month to debut on the European Continent. He's booked to perform in France, Spain and West Germany. Darin returned to the U. S. for engagements in Miami, Buffalo and a stand at Hollywood's Cloisters.

Case Records' Sammy Masters winged Eastward to appear on the Dick Clark Show April 22 to plug his "Rock-in' Red Wing" and will then tour the U. S. to promote the platter. . . . Walter Brennan, who made his disk debut with Dot's "Dutchman's Gold" single, has recorded an album for Everest. . . . Capitol is using an album to debut its new vocalist, Nancy Wilson. Package, "Like in Love," features Billy May as arranger-conductor. Lee Zhitto.

Cincinnati

Joe Lucas, of Acuff-Rose and Hickory Records, Nashville, and Jerry Teifer, New York rep for Acuff-Rose, hopped to Lebanon, O., Sunday (10) to participate in the day-long celebration honoring Hickory artist Tommy Zang, whose newest release is "Under Your Spell Again." Day's activity included an afternoon record hop piloted by Bob Holiday, of WING, Dayton, O., and two night shows at the local high school auditorium, with WLW's Bob Braun handling the emcee chores. On the bill, besides Zang, were the Omegas (Decca); the Duquaines, dance team, and the Cliff Lash ork, of WLW radio and TV. The Sunday program climaxed the Tommy Zang Week celebration promoted by Mrs. Russell Carr, Zang's personal manager and a Lebanon native. Local Retail Merchants' Association and the Chamber of Commerce co-operated in the venture, with the Braun Packing Company and the Marvin Market, area food chain, sponsoring Zang's appearance there.

Will Mercer, former regular on Red Foley's "Jubilee U.S.A." network TV seg and now in charge of promotion at the Sheraton Corporation's French Lick Hotel, French Lick, Ind., has shaped up for early waxing an album of folk tunes a la Burl Ives. Titled "Concert at the Sheraton," the album will be promoted and pitched at all of the hotels in the Sheraton chain. Mercer has been invited to participate in the National Folk Music Festival to be held at Carter Barren Amphitheater, Washington, June 1-4. . . . Harry James brings his band to Milt Magel's Castle Farm here May 7. . . . Local singing pianist Billie Walker has been packed by the Music Corporation of America. . . . The Jazz Workshop Concert, a big click at the University of Cincinnati two weeks ago, will be repeated May 2, with all new music. Fifty-five local musicians participated in the initial venture. . . . The FCC last week granted Greater Cincinnati Radio, Inc., permission to move its Station WZIP from Covington, Ky., to Cincinnati. Actual broadcasts from Cincy are skedded to begin in 30 days. The new WZIP studios will be in Hotel Vernon Manor here. Bill Sachs.

Nashville

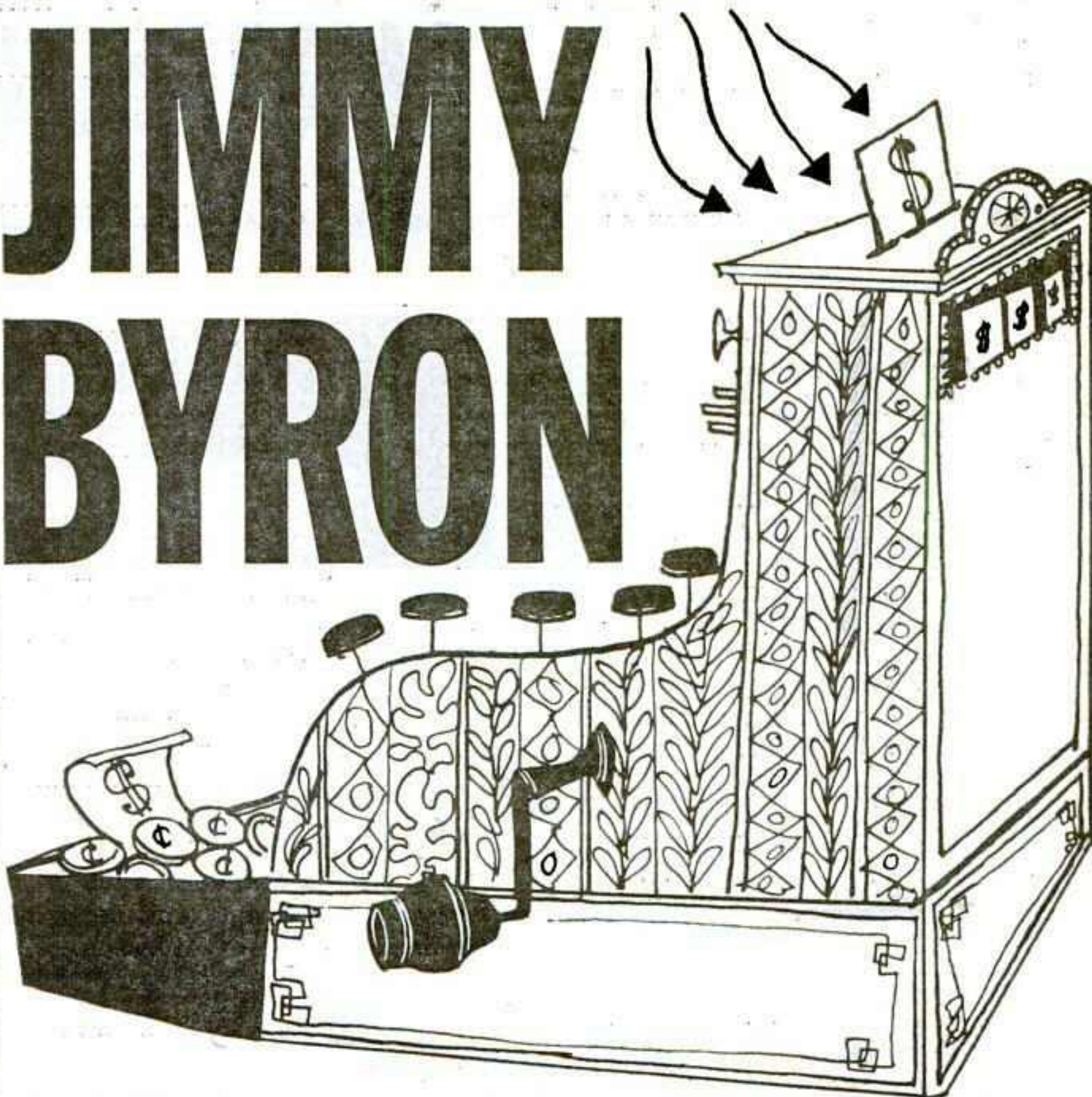
A special Pullman pulls out here May 11 bound for Baton Rouge, La., and the inauguration of Gov.-Elect Jimmy Davis. Among those aboard will be Decca Records' Owen Bradley and wife, Katherine; Webb Pierce and wife, Audrey; Mr. and Mrs. Lester Vanadore; Faron Young and wife, Hilda, and artist manager Hubert Long. . . . George Hamilton IV and wife are expecting their second child this fall. George's latest release for ABC-Paramount is "Tremble" and "Why I'm Walking." . . . Webb Pierce, who winds up an album for Decca at the Bradley Studio this week, is slated for a string of show and dance dates in Texas beginning April 28. Webb is booked by the Jim Denny office. . . . Teddy and Doyle Wilburn returned here last week from a successful four-week tour of the West Coast.

RCA Victor's Jim Reeves completed an album here last week at the RCA Victor Studio, winding up the last half-dozen songs in a record three hours. . . . Hubert Long infos that jockeys may receive copies of the Moss-Rose Publication's new release, "I Can't Count That Far," by The Austin Brothers on K-ARK Records, by writing him at 616 Exchange Building, Nashville. . . . Kenny Marlow, owner of Fidelity Recording Studios destroyed by fire last December, has opened new offices for his publishing company and Image Records at 617 Exchange Building. . . . Dot Records' Jimmy Newman inked an exclusive-management contract with the Jim Denny Artists Bureau here last week. . . . Chet Atkins finished an album for RCA Victor at the local studio last week. . . . RCA Victor's Hank Locklin, who says of himself: "I'm just an old farm boy who drives a tractor," was bowled over last week on learning that the label had released his "Please Help Me, I'm Falling" to pop deejays to follow the record's country release. Locklin, who resides on a farm in Milton, Fla., has neither a radio, TV set or telephone. . . . Eddy Arnold is skedded to visit New York this week. Pat Twitty.

RING THE BELL!

WITH THE NEWEST SINGING SENSATION

JIMMY BYRON



"DOES MY HEARTACHE SHOW"

#19336

EVEREST RECORDS 

FOR THE WEEK ENDING APRIL 22, 1960

The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original CastColumbia KOL 5450	18
2		3. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	5
3		2. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	21
4		5. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	11
5		4. FAITHFULLY Johnny MathisColumbia CL 1422	14
6		6. THIS IS DARIN Bobby DarinAtco LP 33-115	7
7		7. HERE WE GO AGAIN Kingston TrioCapitol T 1258	24
8		8. HEAVENLY Johnny MathisColumbia CL 1351	31
9		9. THAT'S ALL Bobby DarinAtco LP 33-104	29
10		12. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	6
11		10. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	24
12		11. OUTSIDE SHELLEY BERMAN Shelley BermanVerve MG 15007	21
13		14. MR. LUCKY Henry ManciniRCA Victor LPM 2198	4
14		13. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CL 1349	17
15		16. OLDIES BUT GOODIES Assorted ArtistsOriginal Sound 5-001	31
16		— BROTHERS FOUR The Brothers FourColumbia CL 1402	1
17		38. LATIN A LA LEE Peggy LeeCapitol T 1290	2
18		15. CONCERT IN RHYTHM, VOL. II Ray ConniffColumbia CL 1415	7
19		21. MORE JOHNNY'S GREATEST HITS Johnny MathisColumbia CL 1344	39
20		20. WOODY WOODBURY LOOKS AT LOVE AND LIFE Woody WoodburyStereoditties MW 1	7

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		18. STUDENT PRINCE Mario LanzaRCA Victor LM 2339	5
22		17. FOR THE FIRST TIME Mario LanzaRCA Victor LM 2338	24
23		19. PARTY SING ALONG WITH MITCH Mitch MillerColumbia CL 1331	32
24		29. TEENSVILLE Chet AtkinsRCA Victor LPM 2161	9
25		28. LET'S ALL SING WITH THE CHIPMUNKS The ChipmunksLiberty LRP 3132	21
26		— TWANGS THE THANG Duane EddyJamie JLP 3009	12
27		22. FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CL 1389	17
28		23. FABULOUS FABIAN FabianChancellor CHL 5005	17
29		27. GENIUS OF RAY CHARLES Ray CharlesAtlantic LP 1312	9
30		24. ANNETTE SINGS ANKA AnnetteVista BV 3302	5
31		30. SANTO AND JOHNNY Santo and JohnnyCanadian-American CA 1001	14
32		34. ELVIS' GOLDEN RECORDS, VOL. II Elvis PresleyRCA Victor LPM 2075	3
33		— TELL ME MORE ABOUT YOURSELF Nat King ColeCapitol W 1331	1
34		35. WHAT A DIFFERENCE A DAY MAKES Dinah WashingtonMercury MG 20479	5
35		— CONNIE'S GREATEST HITS Connie FrancisM-G-M E 3793	2
36		25. ALWAYS Roger WilliamsKapp KL 1172	3
37		26. CONNIF MEETS BUTTERFIELD Ray ConniffColumbia CL 1346	15
38		33. SATURDAY NIGHT SING ALONG WITH MITCH Mitch MillerColumbia CL 1414	3
39		— STORMSVILLE Johnny and the HurricanesWarwick W 2010	1
40		— PERSUASIVE PERCUSSION Various ArtistsCommand LP 800	1

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN, Verve MG 15003	52
2		2. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	62
3		10. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	93
4		5. KINGSTON TRIO, Capitol T 996	44
5		8. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	108
6		4. MY FAIR LADY, Original Cast, Columbia OL 5090	211
7		6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	103
8		7. GIGI, Sound Track, M-G-M E 3641 ST	94
9		3. KINGSTON TRIO AT LARGE, Capitol T 1199	44
10		13. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	61
11		11. SOUTH PACIFIC, Original Cast, Columbia OL 4180	307
12		18. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	66
13		— PORGY AND BESS, Sound Track, Columbia OL 5410	40
14		— BLUE HAWAII, Billy Vaughn, Dot DLP 3165	40
15		14. HYMNS, Tennessee Ernie Ford, Capitol T 756	145
16		9. THE MUSIC MAN, Original Cast, Capitol WAO 990	112
17		16. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069	59
18		19. GEMS FOREVER, Mantovani, London LL 3032	61
19		12. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226	49
20		20. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	53
21		17. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	66
22		22. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	61
23		15. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	56
24		21. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	73
25		23. WARM, Johnny Mathis, Columbia CL 1078	65

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original CastColumbia KOS 2020	15
2		2. PERSUASIVE PERCUSSION Various ArtistsCommand S 800	13
3		3. PROVOCATIVE PERCUSSION Various ArtistsCommand S 806	13
4		7. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	3
5		4. FAITHFULLY Johnny MathisColumbia CS 8219	11
6		6. MR. LUCKY Henry ManciniRCA Victor LSP 2198	4
7		5. SAIL ALONG SILVERY MOON Billy VaughnDot DLP 25100	14
8		9. OPEN FIRE, TWO GUITARS Johnny MathisColumbia CS 8056	11
9		10. CONNIF MEETS BUTTERFIELD Ray ConniffColumbia CS 8155	16
10		11. NEW ORLEANS Pete FountainCoral CRL 7-57282	8
11		19. BOUQUET Percy FaithColumbia CS 8124	6
12		13. NEARER THE CROSS Tennessee Ernie FordCapitol ST 1005	16
13		26. MUSIC FOR BANG, BAA-ROOM AND HARP Dick SchoryRCA Victor LSP 1866	6
14		15. FIORELLO! Original CastCapitol SWAO 1321	15
15		12. STILL MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8009	16

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		17. RACHMANINOFF: PIANO CONCERTO NO. 3 Van CliburnRCA Victor LSC 2355	11
17		18. FLOWER DRUM SONG Original CastColumbia OS 2009	15
18		20. 'S AWFUL NICE Ray ConniffColumbia CS 8001	9
19		23. AMERICAN SCENE MantovaniLondon PS 182	4
20		8. LET'S DANCE AGAIN David CarrollMercury SR 60152	15
21		16. MUSIC FOR READING George Melachrino StringsRCA Victor LSP 1002	5
22		22. THIS IS DARIN Bobby DarinAtco SD 115	2
23		21. FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CS 8184	16
24		25. AMERICAN SHOWCASE MantovaniLondon PSA 3202	11
25		27. KINGSTON TRIO The Kingston TrioCapitol ST 996	9
26		28. LET'S ALL SING WITH THE CHIPMUNKS The ChipmunksLiberty LST 7132	14
27		24. IT'S THE TALK OF THE TOWN Ray ConniffColumbia CS 8143	10
28		14. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CS 8158	10
29		29. MUSIC FOR DINING George Melachrino StringsRCA Victor LSP 1000	8
30		30. BILLY VAUGHN PLAYS THE MILLION SELLERS Billy VaughnDot DLP 25119	12

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	22
2		3. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	48
3		6. MY FAIR LADY, Original Cast, Columbia OS 2015	48
4		2. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	24
5		7. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	46
6		4. GIGI, Sound Track, M-G-M SE 3461 ST	48
7		11. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	25
8		10. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	43
9		— GEMS FOREVER, Mantovani, London PS 106	36
10		9. THE KING AND I, Sound Track, Capitol SW 740	36
11		8. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	46
12		5. HEAVENLY, Johnny Mathis, Columbia CS 8152	30
13		— FILM ENCORES, VOL. I, Mantovani, London PS 124	44
14		16. STRAUSS WALTZES, Mantovani, London PS 118	32
15		18. QUIET VILLAGE, Martin Denny, Liberty LST 7122	22
16		15. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	27
17		19. OKLAHOMA! Sound Track, Capitol SWAO 595	46
18		— MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	25
19		12. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	48
20		20. PORGY AND BESS, Sound Track, Columbia OS 2016	21

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREO PHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST. . . Assorted Artists, RCA Victor LM 6074
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
4. THE LORD'S PRAYER. . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
5. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
7. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
8. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
9. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343
10. RAVEL: BOLERO Boston Symphony Orchestra (Munch), RCA Victor LM 1984

STEREOPHONIC CLASSICAL ALBUMS

1. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
2. THE LORD'S PRAYER. . . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
5. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
6. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343
7. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
8. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
9. OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LSC 2267
10. BEETHOVEN: SYMPHONIES NOS. 4 & 5
The Columbia Symphony Orchestra (Walter), Columbia MS 6055

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

MONOPHONIC

1. Soul of Spain, Vol. 1
101 Strings Somerset P 6600
2. Good Housekeeping Reducing Off the Record Harmony HL 7235
3. Perry Como Camden CAL 511
4. Soul of Spain, Vol. 2
101 Strings Somerset P 9900
5. Huckleberry Hound
Daws Butler and Don Messick Colpix CP 202
6. South Pacific
Al Goodman Ork RCA Camden CAL 421
7. Perry Como Sings Just for You
. Camden CAL 440
8. 101 Strings Play the Blues
. Somerset P 5800
9. John McCormick Sings Irish Songs
. RCA Camden CAL 407
10. Around the World in 80 Days
Music From the Film. Somerset P 2800

STEREOPHONIC

1. Soul of Spain, Vol. 1
101 Strings Stereo Fidelity SF 6600
2. Soul of Spain, Vol. 2
101 Strings Stereo Fidelity SF 9900
3. The Music Man
Various Artists Lion SL 70091
4. Hawaii in Stereo
Leo Addeo Ork RCA Camden CAS 510
5. Concerto Under the Stars
101 Strings Stereo Fidelity SF 6700
6. Symphony for Lovers
101 Strings Stereo Fidelity SF 4500
7. East of Suez
101 Strings Stereo Fidelity SF 11200
8. Symphony for Tommy
Hamburg Philharmonia Ork Stereo Fidelity SF 5700
9. 101 Strings Play the Blues
. Stereo Fidelity SF 5800
10. Quiet Hours
101 Strings Stereo Fidelity SF 10200

BEST SELLING POP EP'S

1. Heavenly
Johnny Mathis Columbia EPB 13511
2. Gunfighter Ballads and Trail Songs
Marty Robbins Columbia EPB 13491
3. Faithfully
Johnny Mathis Columbia EPB 14221
4. This Is Darin
Bobby Darin Atco EP 4508
5. Hymns
Tennessee Ernie Ford Capitol EAP 1-756
6. Spirituals
Tennessee Ernie Ford Capitol EAP 1-1818
7. Open Fire, Two Guitars
Johnny Mathis Columbia B 12701
8. He'll Have to Go
Jim Reeves RCA Victor EPA 4357
9. Here We Go Again
Kingston Trio Capitol EAP 1-1258
10. 'S Wonderful
Ray Conniff Columbia EP 9251

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

MOONGLOW



Pat Boone. Dot DLP 3270—Boone has another likely big one with this set of smoothly styled ballads. He offers several attractive evergreens including the album title tune, "Who's Sorry Now" and "You Always Hurt the One You Love." Fine backing helps all the way. Displayable cover.

SONGS TO REMEMBER



Mantovani. London PS 193—The British orkster applies his usual mellow sound to a flock of standards. The set should follow the path of his previous big sellers. Included are "With These Hands," "Gigi" and "Two Different Worlds." Set is a fine easy-listen item and a strong jockey programming package. Sound is good.

TOGETHER



Louis Prima and Keely Smith. Dot DLP 3263—The dynamic husband and wife team have another sparkling set that should move well. They offer exciting approaches on such fare as "Begin the Beguine," "They Can't Take That Away From Me" and "Mashuga." Material is culled from some of their past singles releases, and the set also includes new items. Good cover photo of the artists.

Pop Disk Jockey Programming

"SCENT OF MYSTERY"



Original Sound Track Recording Ramrod T6001—This delightful track from the current hit film "Scent of Mystery" brings back memories of "Around the World in 80 Days" for it has some of the melodic appeal of that great score. In addition to the bright musical score, there are two tunes on the record by Eddie Fisher, previously issued as singles, the title tune and "The Chase." This could turn into a top-selling set, when the movie opens across the country.

Pop Low Price

CAN CAN



Skip Martin. Stereo Fidelity SF 12400—The Skip Martin crew presents thoroly entertaining treatments of the Cole Porter score from "Can-Can." The settings really move. The score has been augmented to include several Porter tunes not in the original Broadway score. Set can prove a strong rack item.

Jazz

THE CONNECTION



Freddie Redd Quartet. Bluenote 4027—"The Connection" is currently one of off-Broadway's hottest shows. The tunes in this set are those featured by a jazz group which appears in the play. In addition to the Redd Quartet, altoist Jackie McLean is also featured. It's a cooking and driving set. At times there's some really fine interplay between McLean and Redd on piano. Set can stand on its own, but association with the play can prove a sales booster.

KEEP SWINGIN'



Julian Priester. Riverside 12-316—This set introduces a talented new trombonist, Julian Priester, who impresses greatly in his first album outing. He is as much at home with his inventive, ballad improvising, as he is on the up-tempo items. He has tone and technique, and this set gives promise of fine things. He's backed by J. Heath, tenor; T. Flanagan, piano; S. Jones, bass and Elvin Jones on drums. Selections include "Once in a While," "Just Friends" and several Priester originals.

Classical

HAYDN: SYMPHONY NO. 100 IN G; SYMPHONY NO. 101 IN D MAJOR



London Symphony Orch. (Dorati). Mercury SR 90155. (Stereo & Monaural)—A sparkling record . . . from the standpoints of performance and sound. The two Haydn symphonies were recorded in London for classical orchestra with occasional supplementary instrumental effects. Dealers should demonstrate it.

(Continued on page 35)

ALBUM COVERS OF THE WEEK



BRAHMS: HUNGARIAN DANCES.
Royal Philharmonic (Kubelik, Capitol-EMI G 7209



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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 33

SCHUBERT: SYMPHONY NO. 8 (UNFINISHED);
MOZART: SYMPHONY NO. 40

London Symphony Orch. (Ludwig). Everest LPBR 6046. (Stereo & Monaural) — A flowing, unhurried, yet moving reading of the Schubert classic is backed by an unusual rendition of the Mozart which alternates between the contemplative in the slow movement and an extraordinarily swift-paced dynamic approach in the fast movements. Ludwig makes both sound convincing. Altho these are among the most-recorded works in the catalog, this is their only current stereo pairing, making this an exceptionally attractive disk, which should rack up substantial sales.



Country & Western

SELLERS—HITS WITH A BEAT

Various Artists. M-G-M E 3824; 3825; 3826—M-G-M Records has put together three very salable packages here, all composed of hit singles released over the past decade. The pop "Million Sellers" include "Mam'selle," "Anna," "The High and the Mighty" and "I Apologize." The c.&w. "Million Sellers" contain "Gonna Find Me a Bluebird," "Life Gets Tee-Jus, Don't It," and three Hank Williams hits including "Your Cheatin' Heart." The hits with a beat contain rockers by the Impalas, Conway Twitty, and Clyde McPhatter.



TOWN & COUNTRY

The Browns. RCA Victor LSP 2174. (Stereo & Monaural) — A gas of an album for the popular Nashville-based group. "Scarlet Ribbons" and "The Old Lamp-lighter," both recent singles are included plus some mighty fine new efforts, each of which gets an exceptional mixed guitar backing. Two sides particularly, "My Adobe Hacienda" and "Red Sails in the Sunset" could qualify as very logical singles choices. The trio has never been in better form and their fans and jocks are sure to like this set.



THURBER CARNIVAL

Original Cast. Columbia KOS 2024. (Stereo & Monaural)—The show is a Broadway hit, and the original cast album should enjoy similar commercial success. Don Elliott's original jazz backing is amusing and tasteful, and the double-fold album is packaged ingeniously with a bound-in portfolio of Thurber drawings. Tom Ewell, Peggy Cass, Paul Ford, Alice Ghostley and the rest of the cast are first-rate and funny in the Thurber sketches.



Folk

WESTWARD MOVEMENT

Jimmie Driftwood. RCA Victor LSP 2171. (Stereo & Monaural) — Jimmie Driftwood presents a group of westernish folk songs to strong effect. The songs trace the westward movement from west of the Appalachians to California. The songs comprise an interesting and musically historical slice of Americana. He accompanies himself on guitar. Most of the tunes were either written or adapted by the artist and include "Get Along Boys," "The Wilderness Road" and "I'm Leavin' on the Wagon Train."



Novelty

OMNIBUST

Spike Jones. Liberty LST 7140. (Stereo & Monaural) — Spike Jones satirizes television fare via some clever take-offs on everything from Lawrence Welk and "Sunset Strip" ("ah-1, ah-2, ah-Sunset Strip") to "Loretta's Soapieretta" and "The Late Late Movies." Cover art is effective. Set is a solid entry for the market with several spinnable sides for deejays with zany-type programs.



Solo Instrumental

THE SPANISH GUITARS OF LAURINDO ALMEIDA

Capitol SP 8521. (Stereo & Monaural)—Almeida is truly a master of the classical guitar. His interpretations of "Granados" and "Farruca" are exciting, and he achieves a lovely effect on "Clair de Lune" and Chopin's "Valse." Some of the bands are multi-tracked. Sound is excellent.



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SPECIAL MERIT SPOTLIGHTS

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

POP

FRANZ LISZT STORY

Harry Sukman. Liberty ST 7151. (Stereo & Monaural)—This is a fine new album featuring Harry Sukman, the concert pianist who composed the background score for the film based upon the life of Franz Liszt, called "Song Without End." Included here are many of Liszt's famous works, including "Liebestraum," "Hungarian Fantasy," and "Concerto No. 1." They are played expressively by Sukman over full orchestral support. This album should have a strong appeal when the film is released nationally.

POP DISK JOCKEY PROGRAMMING

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."

JAZZ

BORN TO BE BLUE

Anne Phillips. Roulette R 25090 — Miss Anne Phillips has a willowy, wistful sound that is used to listenable effect on an attractive group of tunes. Sparked by Kermit Leslie's fine arrangements, she registers well on the album title tune, "You Don't Know What Love Is," "There Will Never Be Another You," etc. Her phrasing is good, and her approach to a song doesn't invite comparison. A talent to watch.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ GOODIES BUT GASSERS

Lee Castle & the Jimmy Dorsey Ork. Epic LN 3681 — Castle and the Dorsey band turn to a group of familiar pop record hit titles, mostly of recent vintage and restyle them in the swinging, big-band vein. A number of the tunes — like "Don't Be Cruel," "Bye Bye Love," "Tom Dooley," and "Tequila," would not be thought of as big band items at all, yet the Dorsey group manages to make them sound as tho they were written for this genre. An imaginative idea, well-carried off and the dancers will like it, too.

★★★★ JULIE AT HOME

Julie London. Liberty LST 7152. (Stereo & Monaural) — Julie London wraps her sultry pipes around a good collection of standards here, accompanied by a fine ork under the direction of Jimmy Rowles. The album was waxed by the thrush at her home, which gives the set an intimate, warm feeling. The tunes include "You'd Be So Nice to Come Home To," "By Myself," "The Thrill Is Gone," and "Goodbye." Listenable wax for Julie London fans.

★★★★ GOLDEN TOUCH

Frankie Carle. RCA Victor LSP 2139. (Stereo & Monaural) — Carle's tasteful piano solo work is spotlighted here on a group of nostalgic standards. Items include such dreamy mood wax material as "Sweet and Lovely," "Roses in the Rain," "Falling Leaves," "Deep Purple," and "Penthouse Serenade." Voices (non-lyric) are used instead of four trombones, with the

strings, including Carle's famed rendition of "Sunrise Serenade."

★★★★ TEEN DRUMS

Les Baxter. Capitol ST 1355 — Tom toms, congas, bongo and timbales flavor this colorful set of tracks. There are rhythms with roots in the Near East, Africa, Latin America as well as the calypso belt. Sparing but effective use is made of tenor sax, flute and an electric guitar to heighten the melodic effects. Title of the set is in a way a misnomer since the percussion explosion should appeal to a much broader market than just teens, and that would include fans of the real hi-fi sound.

★★★★ THE SOUND OF CHILDREN

Hugo & Luigi and Their Children's Chorus. RCA Victor LSP 2159 (Stereo & Monaural)—A delightful new album that should please many, and garner a lot of air play. It features a children's chorus, strictly amateur (in the best sense), ranging from 10 to 12 years of age. Unlike most kid chorus albums, however, the kids sing well known popular songs of the past few decades, including "The Wiffenpoof Song," "Love and Marriage," "Lullaby of Birdland" and "Standing on the Corner." The cover is most attractive.

★★★★ TONIGHT WITH EDDIE FISHER

Ramrod T6002—Eddie Fisher has recorded a strong new album—his first on his own label. The tunes are all from Broadway musicals, including such well-known items as "Just in Time" from "Bells Are Ringing" and "The Sound of Music" from the current Rodgers and Hammerstein smash. Fisher is generally in good voice on this waxing, his best sides being "Summertime Love" and "Another Autumn."

★★★★ MADISON

Dickie Doo & the Don'ts. United Artists UAS 6094 (Stereo & Monaural)—The Madison, the new dance fad, is only one of the dance tempos featured in this set. Also included are cha cha, a stroll, the Charles-

ton, the bop and few other dances that are popular with teens. Some of the tracks have vocals; others are instrumental. Set is fine deejay programming item. Tunes are "The Big M (Madison)," "Rock and Roll Waltz," "Do the Stop," etc.

CLASSICAL ★★★★★

★★★★ BRAHMS: SYMPHONY NO. 1 Berlin Philharmonic Orchestra (Kemppe). Capitol-EMI SG 7208 (Stereo & Monaural) — Brahms' romantic symphony is interpreted with excellence by the London orchestra. Kemppe as usual delivers a warm and precise reading. Conductor's name can prove a lure, tho there is formidable competition. Sound and attractive cover are assets.

FOLK ★★★★★

★★★★ ... A LITTLE BIT OF SWEETNESS

Cathie Taylor. Capitol ST 1359 — Young thrush has sweet, pure vocal sound on a group of attractive folk tunes, including some effective multi-track items. Selections cover an assortment of folk-types—South
(Continued on page 38)

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BUDDY GUY
chess 1753

"I'M YOUR DOCTOR"
MUDDY WATERS
chess 1752

"ALL I COULD DO WAS CRY" Etta James argo 5359

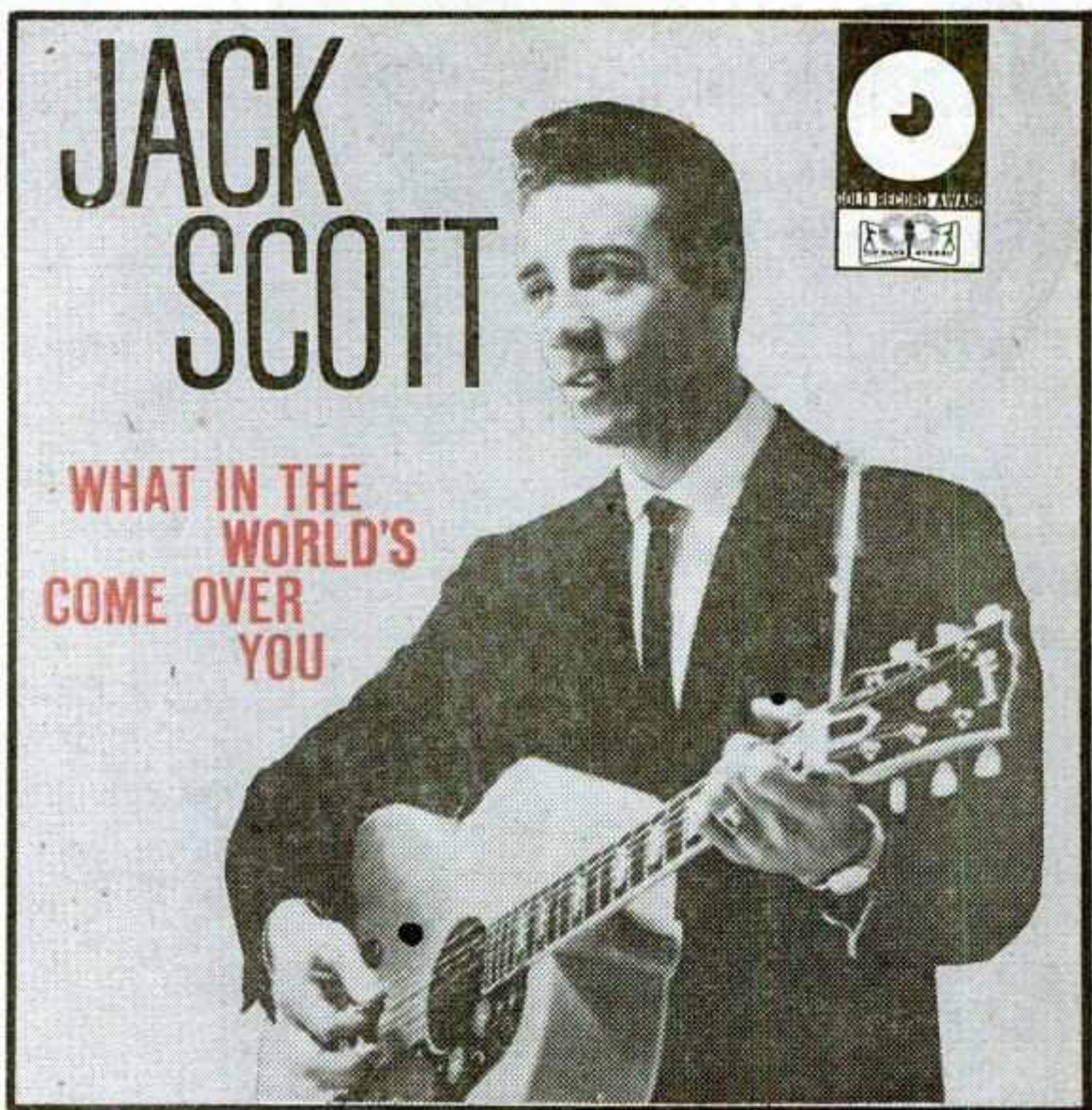
VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!

*See page 34

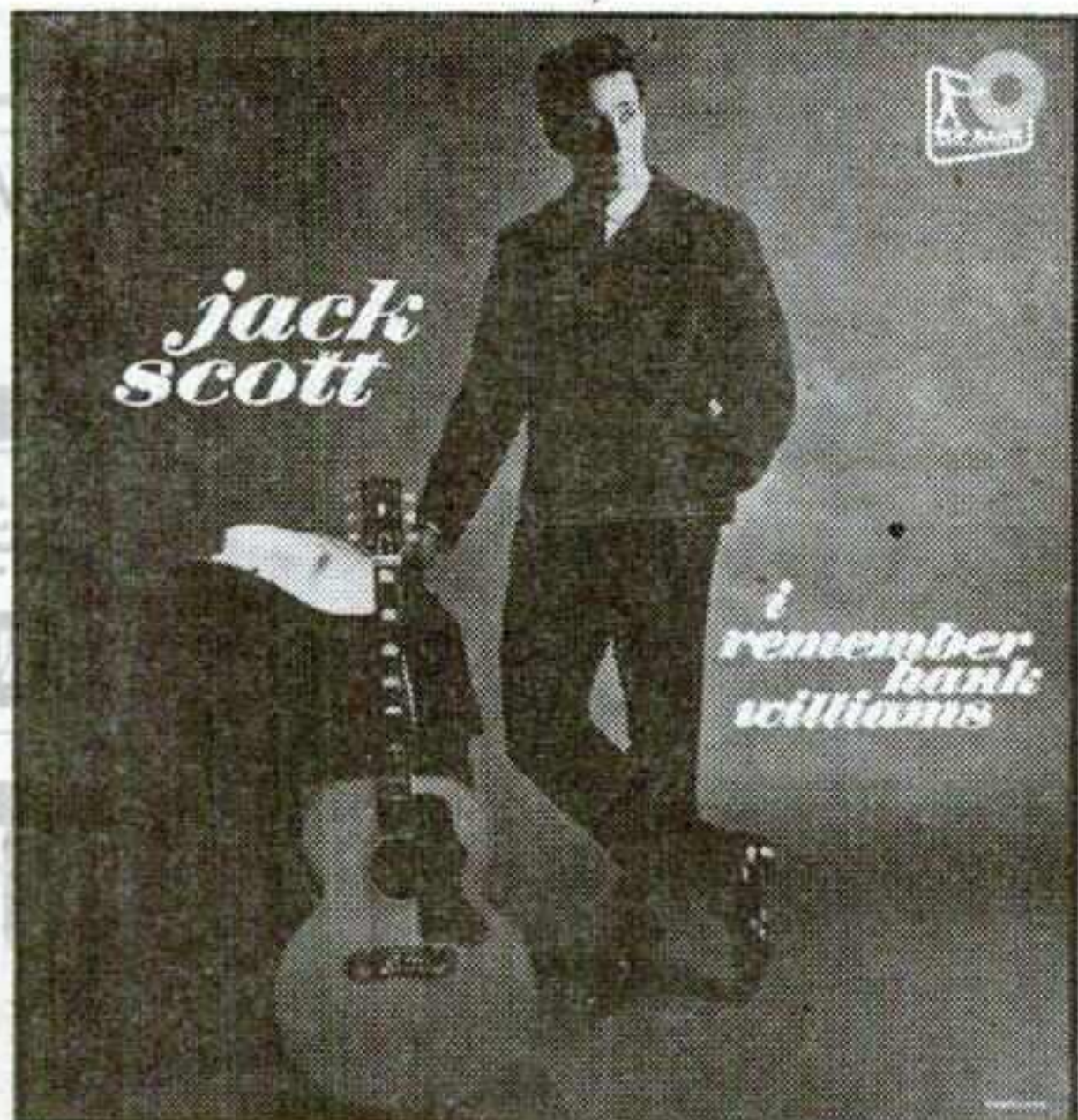
THERE'S A LOT OF
JACK
IN THESE TWO GREAT
SCOTT
ALBUMS

JUST RELEASED

*The Album Your Demand Created.
 Contains Jack's smash-hit,
 "What in the World's Come Over You,"
 and his newest single,
 "Burning Bridges" and "Oh, Little One."



WHAT IN THE WORLD'S COME OVER YOU
 RM 326 Mono RS 626 Stereo



I REMEMBER HANK WILLIAMS
 RM 319 Mono RS 619 Stereo

GROWING IN POPULARITY . . .

Jack's Great Songstyling
 of Hank Williams Favorites



Schuster to Head Paxton Management

NEW YORK — Wally Schuster has been retained on a long-term contract to head up as general manager the many-headed George Paxton Publishing House. He has been brought into the organization to "solidify the Paxton holdings thruout Europe" and will accompany Paxton to the Old World in two weeks.

UA Signs Alan Dale

NEW YORK — United Artists Records has signed Alan Dale to wax both singles and albums for the label. First release for Dale will be an album titled "Alan Dale Sings Great American Hits in Italian." Don Costa handled the Dale LP, which will be out next week.

The man who knows how to get ahead (and stay ahead) in business—gets his information and inspiration from the pages of his businesspaper. Nothing else you read is so filled with the news, the facts, the fresh ideas so vital to your success in business as the advertising and editorial pages . . . in your businesspaper.



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Where there's business action, there's a businesspaper

. . . where there's record/phone business, there's

The Billboard

One of a series of advertisements prepared by the ASSOCIATED BUSINESS PUBLICATIONS

Reviews and Ratings of New Albums

Continued from page 38

★★★★
GOOD SALES POTENTIAL

Africa's "Johnny Ferrara," Ireland's "Let Him Go, Let Him Tarry" and a bilingual version of "Speak to Me of Love." Merits exposure in pop as well as folk market.

★★★★ **NETANIA DAVRATH SINGS FOLK SONGS OF RUSSIA**
Vanguard VSD 2056. (Stereo & Monaural) — A wonderful voice of great range and artistry. True lover of folk material on an international level will be impressed by a demonstration of this disk. Back cover includes lyrics, both in Russian and English.

INTERNATIONAL ★★★★★

★★★★ **MY VIENNA**
Alfons Bauer. Capitol T 10206 — The city whose heritage lies in music, comes alive via this delightful program of 25 melodies taken from the most popular of current Viennese repertoire. The music is offered by an ork and chorus as well as soloists from the Vienna scene and it is all carried along by the nostalgic sound of maestro Alfons Bauer's zither. The bells of Vienna's St. Stephens church are also heard. There's a lot of atmosphere and charm about this uninterrupted program.

SPIRITUAL ★★★★★

★★★★ **LIFT EVERY VOICE AND SING**
Marie Knight. Carlton LP 119 — Twelve rousing performances are in this package. Marie Knight, great gospel singer, is enhanced by modern choral and instrumental backing. Songs are the best-known spirituals, a "Little David Play on Your Harp," "Sometimes I Feel Like a Motherless Child," etc.

★★★★ **OLD TIME RELIGION**
Caravans. Sharp MG 2000 — A very satisfying package. The performances are by a skilled group and reflect not only their technical talent but also their dedicated spiritual motivation. Great for programming and for dealers catering to this market. Material includes "Think of His Goodness," "Tell the Angels," "Standing in Need of Prayer," etc.

SPOKEN WORD ★★★★★

★★★★ **PRIMITIVE SOUNDS OF HENNY YOUNGMAN**
NRC LPA 10 — Anyone who ever has heard Henny Youngman in night clubs or in guest appearances on radio and TV shows over the past several years, will recognize many of his best-known gags on this disk. But then Youngman's fans would be distressed if these were not included. With comedy routines becoming a bigger disk item, Youngman would seem a comic worth recording, as one of the leaders in the school of rapid fire patter and the lightning line. Should move.

★★★★ **MINO NANNI IN A PARTY MOOD**
Stereo Oddities MN 1 — Set was recorded during a live performance. Nanni's chatter covers a variety of topics which he spouts over a light piano background. He also sings a few tunes. Humor at times is a bit risqué, but similar sets are selling well at the moment.

★★★★
GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ **DOIN' THE HULLY GULLY**
Olympics. Arvee 423 — The Olympics have had a number of hits and "Baby Hully Gully," which is included in this album is one of them. But along with this are a number of other driving items that should appeal strongly to the teenage dance trade. The best are "The Slop," "Big Boy Pete" and "What'd I Say."

★★★★ **SWINGIN' WEST**
Marty Gold. RCA Victor LSP 2163. (Stereo & Monaural) — Maestro Marty Gold has a huge band on his hands here (six trumpets, eight trombones and eight saxes, to give an idea) and the complement tears into Gold's interpretations of a number of the background themes heard on the top Western TV series—like "Wagon Train," "Maverick," "Gunsmoke," "Wyatt Earp," and others. The band has an exciting and forceful ensemble sound plus interesting use of percussion and bells fa-

miliar to Gold fans. There's a fine sound here and some of the bands should grab off jockey play.

★★★★ **JOE RINALDI**
Signature SM 6010 — This is a rollicking session of small group, Dixie-styled offerings. Rinaldi himself is heard on the low register clarinet with his benchmen, Joe Willens, Ray Marshall and Louis de Guibert backing him on tuba, banjo and piano respectively. The air of the gay '90's gas-light club is recreated and the cleverly done cover contributes to this theme. The key club clique and would-be key holders will like this as well as fans of a good, rhythmic combo sound.

★★★★ **FANTASTIC BRASS**
Felix Slatkin. Liberty LST 7157. (Stereo & Monaural) — The big marching band ensemble represents a fine piece of sound engineering. The production features a group of well-known blues and blues-oriented tunes played in martial tempo in a way that's reminiscent of the Glenn Miller march treatment of "St. Louis Blues." That very tune, in fact, is included, along with "Brith of the Blues," "Basin Street Blues," etc. Great sound here is a good test for any stereo rig.

★★★★ **GET HAPPY**
Reg Owen. Palette MPZ 1004 — With the exception of the exuberant ork treatment of the title-tune standard, this album features original themes. Owen's swinging, big band arrangements are showcased on "Cool Collins," "Ambush," "Panama Patrol," "Ginchy," etc. Smart instrumental wax for jockey segs.

★★★★ **COOL WATER**
Sons of the Pioneers. RCA Victor LSP 2118. (Stereo & Monaural) — A group of restful western-styled standards are done in soft, loping rhythm by the well-known vocal group. The boys sing to an accompaniment that features harmonica, guitars and strings. The songs are of the immortal variety, like "Red River Valley," "Empty Saddles," "Wagon Wheels," etc. A lot of easy-going listening here some of which will inspire the sing-alongers.

★★★★ **OUR LOVE STORY**
Gordon & Sheila MacRae. Capitol ST 1353. (Stereo & Monaural) — The real-life husband and wife team join forces on wax for the first time with a varied line-up of items. MacRae warbles in his usual rich legit fashion on some great standards. His frau contributes a couple of her niterly mimic routines, plus a sock rendition of "My Baby Just Cares for Me," and they duet pleasantly on a few sides, including the title tune, also released as a single. Solid jockey wax.

★★★★ **THE MARSHALL SWINGS**
Jack Marshall. Capitol ST 1351. (Stereo & Monaural) — Here's an effective album, spotlighting swinging arrangements of Western tunes, spotlighting Jack Marshall's solid guitar solo work, backed by organ, harp-sichord, rhythm guitar, bass and drum. Spinnable jockey fare. Selections include "San Antonio Rose," "Cool Water," "Don't Fence Me In," etc. Provocative cover photo.

★★★★ **THE SWEET AND THE SWINGIN'**
Paul Weston. Capitol ST 1361 — Maestro Weston takes a group of familiar tunes and scores them in relaxing fashion for the ork. Then he superimposes a male vocal group in a set of interesting vocal counter-melodies. The idea is similar to a style once used by the band of the late Tommy Dorsey on such items as "Marie," and "East of the Sun." This is a refreshing way of handling the tunes which should find favor with some jocks.

LOW-PRICED POPULAR ★★★★★

★★★★ **A SUMMER PLACE**
Leroy Holmes & His Ork. Lion SL 70136 — Package includes a series of readings of noted movie themes, including title piece, "Indiscreet," "Sayonara," etc. The instrumentals are lush. Good mood sides.

★★★★ **HE'S MY GUY**
Guy Lombardo. Camden CAL 578 — This package is in Camden's Collector's Series, and it will certainly be of interest to many who savour the sweet bands during the heyday of the band business. "You Can't Stop Me From Dreaming," "Tomorrow Is Another Day," and "The Love Bug Will Bite You," are typical and peg the vintage. Should do well in many areas, especially on racks.

JAZZ ★★★★★

★★★★ **CAN-CAN**
Bernard Peiffer. Laurie LLP 1008 — Peiffer offers some brilliant keyboard work on these sides, which include "It's All Right With Me," "I Love Paris," etc. With him are drummer Jerry Segal and bassist Chris White. Cover is a honey and will gasse the peons.

★★★★ **JOE VENUTI PLAYS GERSHWIN; JOE VENUTI PLAYS JEROME KERN**
Golden Crest CR 3100, 3101. (Stereo & Monaural) — Joe Venuti, one of the greats of the jazz violin, comes back to wax with two excellent albums here, one featuring works by George Gershwin, the other songs by Jerome Kern. Venuti is as much a master of the fiddle as ever and he endows the songs with much feeling. Songs in the Gershwin set include "Someone to Watch Over Me," and "I Got Rhythm," among other favorites, and the Kern set includes "A Fine Romance" and "Yesterdays." Strong albums.

★★★★ **TIME IS RIGHT**
Lou Donaldson. Blue Note 4025 — Lou Donaldson on alto, Blue Mitchell on trumpet, Horace Parlan on piano, Laymon Jackson on bass, Dave Bailey on drums and Ray Barretto on conga for the combo that makes up this listenable album. Donaldson gets chance to show off his horn, and he blows neatly here. The tunes include both originals and standards, ranging from "Lou's Blues," and "Crosstown Shuffle," to "Be My Love," and "Tangerine." Good wax here.

★★★★ **BETTE ST. CLAIRE AT BASIN ST. EAST**
Seeco CELP 456 — Miss St. Claire has a little of a lot of people in her husky-voiced interpretation, particularly in some spots, one can hear Billie Holiday. The gal has a good bit of heart in her stylings and she has an agreeable way of making a lyric really talk. Her program consists of nine standards and three pleasant, less familiar tunes. Pleasant backing by Stan Free's rhythm quartet provides a nice, uncluttered framework.

★★★★ **GROOVE FUNK SOUL**
Joe Castro. Atlantic 1324 — It can be said that this set swings. Joe Castro is never a showoff at his piano, but he has a way of saying a lot with imaginative runs and chords. Group is only a quartet, but they manage to get a sizable sound with considerable force and authority. Sidemen include Leory Vinegar, bass; Tedd Edwards, tenor and Billy Higgins, drums. Program is nicely varied in pace with plenty of good solo work. Title tune was the brainchild of Nesuhi Ertegun. Good listening.

CLASSICAL ★★★★★

★★★★ **HAYDN: MISSA SANCTAE CAECILLIAE; HANDEL: ORGELKONZERT**
Sinfonie-Orch. des Bayerischen Rundfunks (Jochum). (2-12"). Deutsche Grammophon Gesellschaft 138028-29 SLPM. (Stereo & Monaural) — Devotees of liturgical music will take real pride of ownership in this two-record set. It is attractively packaged, and it has an unusually appealing cover. The monumental "St. Cecilia" Mass and the organ concerto are recorded on flawless surfaces with beautiful sound.

★★★★ **MOZART: LINZ SYMPHONY IN C MAJOR, K. 425; PARIS SYMPHONY IN D MAJOR, K. 297**
Sinfonie-Orchester der Bayerischen Rundfunks (Leitner). Deutsche Grammophon Gesellschaft 138046 SLPM. (Stereo & Monaural) — Manufactured and packaged in Germany, this comes factory sealed with a beautiful water color repro on cover.

A touch of class pervades it, and this holds for the performances and sound, too. Surfaces seem flawless. Merits good display.

★★★★ **STRAVINSKY: THE RITE OF SPRING**
London Symphony Orch. (Goossens). Everest LPBR 6047. (Stereo & Monaural) — This twentieth century masterpiece receives a dynamic performance by the London Symphony under the baton of Sir Eugene Goossens. It is a dramatic reading which brings out the excitement of the score. Faces heavy competition from more glamorous names but deserves to win sizable support.

★★★★ **BARTOK: PEASANT SONGS; TWO PORTRAITS OP. 5; DEUX IMABES, OP. 10**
Tatray, violin; Radio Symphony (Lehel). Artia ALP 124 — The best-known work in this collection is Bartok's early "Two Portraits," with its lovely "Ideal" theme contrasting with his "Distorted" waltz. The "Deux Images" is a lesser effort featuring one section technically mirroring the Debussy style. The "Hungarian Peasant Songs" are on orchestral rendition of peasant origin with some moments of deep emotion contrasting with others of great spirit. The Bartok collector should be interested.

FOLK ★★★★★

★★★★ **JOLE BLON**
Harry Choates. D 7000 — This album contains some of the better known sides, waxed by Cajun fiddler Harry Choates, whose waxing of "Jole Blon" was a hit for the fiddler back in 1946. The other tunes in the set, all recorded between 1946 and 1951, include "Dragging the Bow," "Poor Hobo" and "Basile Waltz" among others. This set should be of interest to many collectors of folk, country and pop music.

LOW-PRICED INTERNATIONAL ★★★★★

★★★★ **THIS IS HUNGARY**
Various Artists. Parliament PLP 125 — Set is mainly a group of instrumentals, tho there is one vocal track. The melodies are Hungarian songs. Most of the renditions are in the same styling with violin featured over orchestral support. Low-price may prove a lure, tho appeal may be limited.

LATIN AMERICAN ★★★★★

★★★★ **CHIQUITO**
Ruben Calzado Ork. Palette MPZ 1006 — Calzado and ork present a spicy group of Latin-styled songs—most of which are in a cha cha tempo. Set is a good terp item. Included are a group of international melodies—"Tico Tico Cha Cha," "Grunanda" and "Harlem Nocturne," etc. Set should also get lots of pop buys.

POLKA ★★★★★

★★★★ **OLD TIME POLKA PARTY**
Elmer Scheid & Band. Epic LN 3669. (Stereo & Monaural) — A happy program of waltzes and polkas to brighten up any
(Continued on page 50)

high fidelity

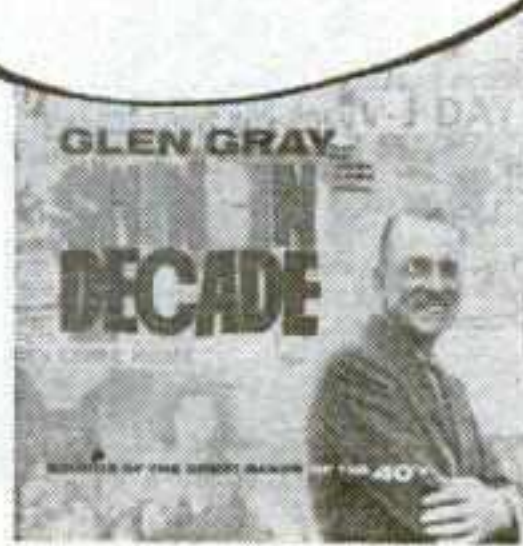
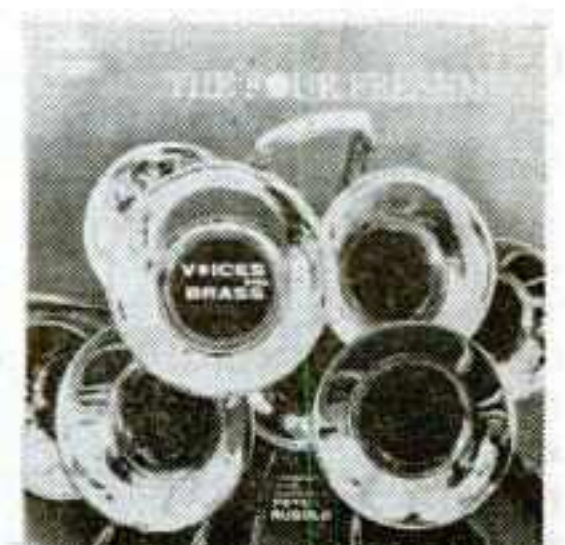
THE MAGAZINE FOR MUSIC LISTENERS

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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING APRIL 9

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	13
2	2	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	15
3	3	WILD ONE	By Lowe-Mann & Appel—Published by Lowe (ASCAP)	10
4	8	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	5
5	5	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	9
6	4	PUPPY LOVE	By Paul Anka—Published by Spanka (BMI)	7
7	6	SINK THE BISMARCK	By J. Horton & T. Franks—Published by Cajun (BMI)	5
8	28	STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	2
9	7	MAMA	By Bixio, Cherubini, Barlow-Brito—Published by Southern (ASCAP)	6
10	11	FOOTSTEPS	By B. Mann-H. Hunter—Published by Aldon (BMI)	4
11	13	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	5
12	9	I LOVE THE WAY YOU LOVE	By Gordy-Mikaljon—Published by Jobete (BMI)	4
13	—	CLEMENTINE	By Woody Harris—Published by Tweed (ASCAP)	1
14	16	WHITE SILVER SANDS	By C. G. Mathews & G. Reinhart—Published by Sharina (BMI)	4
15	18	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	3
16	22	STEP BY STEP	By Ollie Jones and Billy Dawn Smith—Published by Winneton (BMI)	2
17	20	MONEY	By J. Bradford Gordy Jr.—Published by Jobette (BMI)	3
18	12	HARBOR LIGHTS	By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP)	10
19	17	O, DIO MIO	By Hoffman-Manning—Published by Topper (ASCAP)	6
20	23	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	2
21	—	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	1
22	14	BEATNIK FLY	By T. King & L. Mack—Published by Duchess (BMI)	7
23	26	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (BMI)	2
24	19	BEYOND THE SEA	By Trenet-Lawrence—Published by Harms (ASCAP)	12
25	27	DON'T THROW AWAY ALL THOSE TEARDROPS	By Diane DeNota—Published by Rambled (BMI)	3
26	15	BABY	By Clyde Otis-Murray Stein—Published by Meridian-Play (BMI)	10
27	—	STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	1
28	—	JUST ONE TIME	By Don Gibson—Published by Acuff-Rose (BMI)	1
29	21	TEDDY	By Paul Anka—Published by Spanka (BMI)	4
30	—	BIG IRON	By Marty Robbins—Published by Marty's Music (BMI)	1

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- 1. THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Rolke, Warner Bros. 5108; Jackie Rae, Epic 9366; Hugo Winterhalter, Vic 7599.
- 2. HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- 3. WILD ONE**—Bobby Rydell, Cameo 171.
- 4. GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp, 323.
- 5. SWEET NOTHIN'S** — Brenda Lee, Dec 30967.
- 6. PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- 7. SINK THE BISMARCK** — Johnny Horton, Col 41568.
- 8. STUCK ON YOU** — Elvis Presley, Vic 7740.
- 9. MAMA** — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591; John Fufano, Darlan 501.
- 10. FOOTSTEPS** — Steve Lawrence, ABC-Paramount 10085.
- 11. SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- 12. I LOVE THE WAY YOU LOVE**—Marv Johnson, United Artists 208.
- 13. CLEMENTINE**—Bobby Darin, Atco 6161; Guys and the Gals, Kapp 254; Jan and Dean, Dore 539.
- 14. WHITE SILVER SANDS** — Bill Black's Combo, HI 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- 15. THE OLD LAMPLIGHTER** — Browns, Vic 7700.
- 16. STEP BY STEP**—Crests, Coed 525.
- 17. MONEY** — Barrett Strong, Anna 1111.
- 18. HARBOR LIGHTS**—LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.
- 19. O, DIO MIO**—Annette, Vista 354.
- 20. LET THE LITTLE GIRL DANCE** — Billy Bland, Old Town, 1076.
- 21. NIGHT**—Jimmy Martin, Dec 30877; Jackie Wilson, Brunswick 55166.
- 22. BEATNIK FLY** — Johnny and the Hurricanes, Warwick 520.
- 23. CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- 24. BEYOND THE SEA**—Bobby Darin, Atco 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- 25. DON'T THROW AWAY ALL THOSE TEARDROPS** — Frankie Avalon, Chancellor 1048.
- 26. BABY**—Dinah Washington & Brook Benton, Mer 71565.
- 27. STAIRWAY TO HEAVEN**—Neil Sedaka, Vic 7709.
- 28. JUST ONE TIME**—Don Gibson, Vic 7698.
- 29. TEDDY**—Connie Francis, M-G-M 12878.
- 30. BIG IRON**—Marty Robbins, Col 41589.

ARMADA Names

Continued from page 3

secure the co-operation of the Record Industry Association of America. Concerning other efforts being made to bring about a unified industry statement (see story on Page One), Abner said: "ARMADA will meet with anybody now represented in ARMADA who wants to join in presenting a case before the FCC."

Letters are being sent to all ARMADA members and prospective members, asking for immediate suggestions to assist the committee in formulating a comment to the FCC. The committee has an appointment to meet with NAB chief counsel Douglas Anello in Washington to exchange views with the broadcasters' organization on an approach to the FCC.

Abner closed the session by stating that "the tremendous turnout of board members, from points as distant as San Francisco and Houston, was largely due to The Billboard showing the importance of the issue that needs to be resolved, and that the record industry must act to do something about it at this time."

Further plans were discussed relative to the agenda of ARMADA's upcoming convention at Atlantic City's Traymore Hotel, June 12-14.

Stereo Seven

Continued from page 3

gles. So far only Columbia Records has been issuing "stereo sevens" as the firm calls them, but it has been known for a long time that other manufacturers were watching the Columbia experiment very closely.

Columbia has been issuing stereo 33's on some of its single product. It has considered that the success of Percy Faith's "Theme From a Summer Place," was due to its exposure via a specially priced stereo 33 that sold at retail for 33 cents. Even the Columbia was the only firm releasing the stereo 33 disk, Seeburg coincidentally came out with a dual spindle disk as standard equipment on the firm's 1960 machines, so that they could play the stereo 33.

Last week, RCA Victor let it be known that all 45 singles produced by the firm would be issued simultaneously both in mono and stereo. Victor displayed no interest whatsoever in the stereo 33 when Columbia introduced it a few months ago.

Sullivan Name

Continued from page 11

Unknown talent abroad will be featured in the disks, hence there'll be no label credit for the performers. RCA Victor was awarded the pressing contract. Sullivan expects disks to be sold in millions of units, particularly as a result of the Colgate promotional premium tie-in.

Repertoire will include "Fair Lady," "King and I," "South Pacific," "Oklahoma," "Porgy and Bess," "Showboat," "Carousel," "Annie Get Your Gun," "Pal Joey," "Roberta" and "Finian's Rainbow."

Jeanne Black

Continued from page 11

of these record-holders in its take-off speed.

Now that it's in orbit, Capitol is throwing its full promotional fire-power behind the single to keep it spinning. One of the tools used is a TV film short of the songstress performing the tune to be distributed to TV stations throughout the country for use on bandstand type shows thus harnessing TV's plug powers. Jack Levy, Cap's singles promotion chief, started distribution of the film Wednesday.

Ex-DJ's Join Liberty Fold

NEW YORK—Liberty Records now has two ex-deejays working for the label. Ed Penny, formerly a Boston jock, is Liberty's new promotion chief in the New England label. Joe Allison, ex-KFOX, Long Beach, spinner, is head of Liberty's new country and western division.

Altho Bob Scaff was recently appointed Eastern promotional manager and Eastern divisional manager (Erv Bagley shifted his headquarters from Philadelphia to New York) all New York City area promotion for Liberty will continue to be handled by its local distributor, Malvern.

Newport Jazz

Continued from page 14

scription series on campuses, large cities, etc. He said that classical bookers are able to control their attractions but that jazz bookers have lost control. Jazz agencies cannot guarantee any hot jazz attraction until they check back with the act and see how much money they want.

"This is not a good thing," said Wein, "and it hurts jazz. Many artists have no loyalty to the club that helped them get started or the promoter who stuck with them when things were rough. But a promoter has to make money on the act he books into his club or at a festival. If he can't he'll book something else or someone else."

When asked if he felt this way as a performer, Wein said he thought he did, but said he couldn't blame a jazz artist for trying to make money. He said it's tough to know how long the big money will last. But he added he would like to see steady work the year-round for many jazz musicians rather than sporadic employment at big money for only a few jazz acts each summer.

Miller on Job

Continued from page 3

6:30-8 to 6:30-9. The station claims that Miller commands a third of the total morning radio audience and that he is the highest-rated radio personality in the top 20 markets of the country. Meanwhile, Miller retains his 3:35-5 p.m. program, the city's highest rated afternoon show.

Miller's programming fare will be limited to WIND's approved disk list. He will be free, however, to program his own shows within that limitation, a privilege also enjoyed by the station's other name deejays. The station's list, however, is a liberal one.

According to Gordon Davis, station manager, the list is developed during auditioning sessions attended by deejays. Because of Miller's outstanding reputation as a hit picker, said Davis, "when he recommends approval of a disk, the rest of us are highly inclined to sit up and take notice."

News Review

Continued from page 14

Walfredo Reys ork plays cha chas, mambos and guaraches. A funky-voiced flute abets the typical Cuban sound of this ensemble.

One of the most interesting of the group is "Sabor Curazaleno" (ALP 1005), which plugs the Hotel Curacao International. It stresses the folk aspect, rather than slick professional music. All musicians are employed at other work during the day, the island thus having no full-time professionals. Two pianists play colorful solos, and there are also two numbers on a hurdy-gurdy and one on the benta — played by its last living exponent, a 76-year-old man. Sam Chase.

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 26, N. Y.



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Burbank, California



FOR WEEK
ENDING APRIL 24

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia	41490	△	15
2	5	12	21	GREENFIELDS	Brothers Four, Columbia	41571	△	9
3	2	2	4	PUPPY LOVE	Paul Anka, ABC-Paramount	10082	S	9
4	6	5	5	SWEET NOTHIN'S	Brenda Lee, Decca	30967		18
5	7	6	14	SINK THE BISMARCK	Johnny Horton, Columbia	41568		7
6	17	84	—	STUCK ON YOU	Elvis Presley, RCA Victor	7748	S	3
7	4	3	2	WILD ONE	Bobby Rydell, Cameo	171		12
8	3	4	3	HE'LL HAVE TO GO	Jim Reeves, RCA Victor	7643	S	17
9	11	16	23	SIXTEEN REASONS	Connie Stevens, Warner Bros.	5137		12
10	8	9	11	MAMA	Connie Francis, M-G-M	12878	S	9
11	10	7	25	FOOTSTEPS	Steve Lawrence, ABC-Paramount	10085		7
12	12	15	20	WHITE SILVER SANDS	Bill Black's Combo, HI	2021		7
13	9	14	15	I LOVE THE WAY YOU LOVE	Marv Johnson, United Artists	208		7
14	19	38	76	CRADLE OF LOVE	Johnny Preston, Mercury	71598		4
15	18	33	43	STEP BY STEP	The Crests, Coed	525		8
16	16	24	35	THE OLD LAMPLIGHTER	The Browns, RCA Victor	7700		6
17	13	10	6	BABY	Brook Benton and Dinah Washington, Mercury	71565	S	13
18	26	28	34	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town	1076		10
19	28	53	60	NIGHT	Jackie Wilson, Brunswick	55166		5
20	15	8	8	HARBOR LIGHTS	The Platters, Mercury	71563	S	13
21	30	34	44	CLEMENTINE	Bobby Darin, Atco	6161		5
22	23	27	38	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor	1048		6
23	24	31	26	MONEY	Barrett Strong, Anna	1111		12
24	14	11	10	O, DIO MIO	Annette, Vista	354		9
25	27	17	29	TEDDY	Connie Francis, M-G-M	12878	S	8
26	39	42	59	BIG IRON	Marty Robbins, Columbia	41589	△	6
27	42	75	99	STAIRWAY TO HEAVEN	Nell Sedaka, RCA Victor	7709	S	4
28	21	19	17	BEATNIK FLY	Johnny and the Hurricanes, Warwick	520		10
29	35	36	37	JUST ONE TIME	Don Gibson, RCA Victor	7690	S	7
30	25	25	28	STARBRIGHT	Johnny Mathis, Columbia	41583	△	8
31	46	58	75	ANGELA JONES	Johnny Ferguson, M-G-M	12855		9
32	33	29	19	LITTLE BITTY GIRL	Bobby Rydell, Cameo	171		12
33	79	95	—	MR. LUCKY	Henry Mancini, RCA Victor	7705	S	3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	31	30	42	SUMMER SET	Monty Kelly, Carlton	527	S	8
35	22	18	22	(WELCOME) NEW LOVERS	Pat Boone, Dot	16048	S	8
36	45	49	57	APPLE GREEN	June Valli, Mercury	71588		7
37	20	13	7	HANDY MAN	Jimmy Jones, Cub	9049		17
38	29	21	16	THIS MAGIC MOMENT	Drifters, Atlantic	2050		9
39	44	61	66	MOUNTAIN OF LOVE	Harold Dorman, Rita	1003		8
40	37	37	40	TALL OAK TREE	Dorsey Burnette, Era	3012		12
41	52	85	—	LOVE YOU SO	Rod Holden, Donna	1315		3
42	36	23	9	FOREVER	Little Dippers, University	210		13
43	40	32	33	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot	15985		14
44	71	—	—	FAME AND FORTUNE	Elvis Presley, RCA Victor	7748	S	2
45	54	63	74	SHAZAM	Duane Eddy, Jamie	1151		5
46	49	81	—	DOGGIN' AROUND	Jackie Wilson, Brunswick	55166		3
47	63	86	93	WHAT AM I LIVING FOR	Conway Twitty, M-G-M	12886		4
48	50	51	69	CARAVAN	Santo and Johnny, Canadian-American	111		6
49	43	48	39	FANNIE MAE	Buster Brown, Fire	1008		12
50	38	39	36	EL MATADOR	Kingston Trio, Capitol	4338		9
51	55	92	—	CHERRY PIE	Skip and Flip, Brent	7010		3
52	73	64	84	TEEN EX	Browns, RCA Victor	7700		4
53	34	22	12	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank	2028	S	15
54	57	62	70	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence	1378		5
55	72	74	81	OOH POO PAH DOO (Part 2)	Jessie Hill, Minit	607		4
56	58	79	85	SOMEDAY	Della Reese, RCA Victor	7706	S	5
57	60	71	79	YOU DON'T KNOW ME	Lennie Welch, Cadence	1373		8
58	66	66	77	RUBY	Adam Wade, Coed	526		6
59	59	56	61	AT MY FRONT DOOR	Dee Clark, Abner	1037		6
60	78	78	83	IT COULD HAPPEN TO YOU	Dinah Washington, Mercury	71560	S	4
61	53	82	95	LONELY WEEKENDS	Charlie Rich, Phillips International	3552		6
62	47	46	46	PARADISE	Sammy Turner, Big Top	3032		10
63	67	55	49	LAWDY MISS CLAWDY	Garry Stites, Carlton	525		9
64	80	83	—	ROCKIN' RED WING	Sammy Masters, Lode	108		3
65	74	—	—	EARTH ANGEL	Johnny Tillotson, Cadence	1377		2
66	75	60	64	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol	4342		7
67	—	—	—	GOOD TIMIN'	Jimmy Jones, Cub	9067		1

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	62	65	87	DON'T DECEIVE ME	Ruth Brown, Atlantic	2052		6
69	32	20	18	LADY LUCK	Lloyd Price, ABC-Paramount	10075	S	12
70	51	41	32	MIDNIGHT SPECIAL	Paul Evans, Guaranteed	205		13
71	98	—	—	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette	4234		2
72	56	59	62	CHINA DOLL	Ames Brothers, RCA Victor	7655	S	12
73	84	90	—	THINK ME A KISS	Clyde McPhatter, M-G-M	12877		3
74	87	80	82	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay	333		10
75	41	26	13	BEYOND THE SEA	Bobby Darin, Atco	6158		14
76	—	—	—	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount	10088		1
77	77	54	63	CHATTANOOGA CHOO CHOO	Ernie Fields, Rendezvous	117		8
78	48	40	27	LET IT BE ME	The Everly Brothers, Cadence	1376		15
79	85	89	—	MADISON	Al Brown's Tunetoppers, Amy	804		3
80	76	50	55	TEENAGE SONATA	Sam Cooke, RCA Victor	7701	S	6
81	88	—	—	TIES THAT BIND	Brook Benton, Mercury	71566	S	2
82	—	—	—	NOBODY LOVES ME LIKE YOU	Flamingos, End	1068		1
83	64	68	65	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence	1372		14
84	68	47	30	DELAWARE	Perry Como, RCA Victor	7670	S	11
85	86	—	—	PLEDGING MY LOVE	Johnny Tillotson, Cadence	1377		2
86	69	35	24	TEEN ANGEL	Mark Dinning, M-G-M	12845		18
87	99	—	—	MADISON TIME	Ray Bryant, Columbia	41628		2
88	91	—	—	JENNY LOU	Sonny James, NRC	50		2
89	94	—	—	PAPER ROSES	Anita Bryant, Carlton	528	S	2
90	—	—	—	MY EMPTY ROOM	Little Anthony and the Imperials, End	1067		1
91	81	67	53	RUNNING BEAR	Johnny Preston, Mercury	71474		2
92	—	—	—	HITHER, THITHER AND YON	Brook Benton, Mercury	71566	S	1
93	95	—	—	HOW DEEP IS THE OCEAN	Toni Fisher, Signet	276		1
94	—	—	—	CATHY'S CLOWN	Everly Brothers, Warner Bros.	5151	S	1
95	—	—	—	BARBARA	Temptations, Goldisc	3001		1
96	82	52	48	ROCKIN' LITTLE ANGEL	Ray Smith, Judd	1016		1
97	—	—	—	BURNING BRIDGES	Jack Scott, Top Rank	2041		1
98	—	—	—	A STAR IS BORN (A LOVE HAS DIED)	Mark Dinning, M-G-M	12888		1
99	—	—	—	SOMEONE LOVES YOU, JOE	The Singing Belles, Madison	126		1
100	—	—	—	GOT A GIRL	Four Preps, Capitol	4362		1

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *GOOD TIMIN' Jimmy Jones
(Sequence, ASCAP) Cub 9067
- *IT COULD HAPPEN TO YOU Dinah Washington
(Famous, ASCAP) Mercury 71560
- *THINK ME A KISS Clyde McPhatter
(Rush, BMI) M-G-M 12877
- *JUST A CLOSER WALK WITH THEE Jimmie Rodgers
(Hill & Range, BMI) Roulette 4234

ROCKIN' RED WING Sammy Masters
(Shawnee, ASCAP) Lode 108

C&W

- *DOIN' THE LOVER'S LEAP Webb Pierce
(Ball-Cran, BMI) Decca 31058
- *LEFT TO RIGHT Kitty Wells
(Sure Fire, BMI) Decca 31065

R&B

*LEAD ME ON Bobby Bland
(Lion, BMI) Duke 318

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. COME DANCE WITH ME Eddie Quinteros, Brent
2. A SIX-PACK TO GO Hank Thompson, Capitol
3. TELL ME THAT YOU LOVE ME Fats Domino, Imperial
4. FOR LOVE Lloyd Price, ABC-Paramount
5. NO IF'S—NO AND'S Lloyd Price, ABC-Paramount
6. BESAME MUCHO The Coasters, Alco
7. OUR WALTZ Sarah Vaughan, Mercury
8. THAT'S YOU Nat King Cole, Capitol
9. JUMP OVER Freddy Cannon, Swan
10. YOUNG EMOTIONS Ricky Nelson, Imperial
11. STOLEN ANGEL The Scott Brothers, Ribbon
12. HAPPY-GO-LUCKY ME Paul Evans, Guaranteed
13. WHEN YOU WISH UPON A STAR Dion & the Belmonts, Laurie
14. WHAT WILL I TELL MY HEART Phil Phillips, Mercury
15. CINDY Teddy Vann, Triple-X

HOT 100: A TO Z

A Star Is Born (A Love Has Died)	98
Am I That Easy to Forget	43
Angela Jones	31
Apple Green	36
At My Front Door	59
Baby	17
Baby, What Do You Want Me to Do	74
Barbara	95
Beatnik Fly	28
Beyond the Sea	75
Big Iron	26
Burning Bridges	97
Caravan	48
Cathy's Clown	94
Chattanooga Choo Choo	77
Cherry Pie	51
China Doll	72
Clementine	21
Cradle of Love	14
Delaware	84
Doggin' Around	46
Don't Deceive Me	68
Don't Throw Away All Those Tears	22
Down by the Riverside	66
Earth Angel	65
El Matador	50
Fame and Fortune	44
Fannie Mae	49
Footsteps	11
Forever	42
Good Timin'	67
Got a Girl	100
Greenfields	2
Handy Man	37
Harbor Lights	20
He'll Have to Go	8
Hither, Thither and Yon	92
How Deep Is the Ocean	93
I Love the Way You Love	13
If It Could Happen to You	60
Jenny Lou	88
Just a Closer Walk With Thee	71
Just One Time	29
Lady Luck	69
Lawdy Miss Clawdy	63
Let It Be Me	78
Let the Little Girl Dance	18
Little Bitty Girl	32
Lonely Weekends	61
Love You So	41
Madison	79
Madison Time	87
Mama	19
Midnight Special	70
Mr. Lucky	33
Money	23
Mountain of Love	39
My Empty Room	90
Night	19
Nobody Loves Me Like You	82
O, Dio Mio	24
Old Lamplighter, The	16
Ooh, Poo Pah Doo (Part 2)	55
Paper Roses	89
Paradise	85
Pledging My Love	85
Puppy Love	3
Rockin' Little Angel	96
Rockin' Red Wing	64
Ruby	58
Running Bear	91
Shazam	45
Sink the Bismarck	5
Sixteen Reasons	9
Somebody Loves You, Joe	99
Someday	26
Stairway to Heaven	57
Starbright	30
Step by Step	15
Stuck on You	6
Summer Set	34
Sweet Nothin's	4
Tall Oak Tree	40
Teddy	25
Teen Angel	86
Teenage Sonata	80
Teon-ox	52
Theme From a Summer Place	1
Think Me a Kiss	73
This Magic Moment	38
Ties That Bind	81
Wake Me When It's Over	54
Way of a Clown	76
(Welcome) New Lovers	35
What Am I Living For	47
What in the World's Come Over You	53
White Silver Sands	12
Why Do I Love You So	83
Wild One	7
You Don't Know Me	57

REVIEWS OF

THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

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

BOBBY RYDELL



SWINGIN' SCHOOL (Columbia Pictures, ASCAP)—DING-A-LING (Lowe, ASCAP) — Rydell should have another two-sider with these strong sides. "Swingin' School" is a bright rocker, and he delivers it with verve. "Ding-A-Ling" is also in the rhythm vein, and it's handled equally well. **Cameo 175**

CARL DOBKINS JR.



EXCLUSIVELY YOURS (Rumbalero, BMI) — ONE LITTLE GIRL (Compton, ASCAP)—"Exclusively Yours," a slight rocker sort, comes in for a salable warble from the artist. Ditto "One Little Girl," a medium-tempo rocker. He's nicely backed on both, and either can score. **Decca 31088**

PERCY FAITH



THEME FOR YOUNG LOVERS (Marpet, ASCAP)—Faith who is still clicking with his big "Theme From 'A Summer Place,'" can have another hit with this similarly-styled side. The tune is pretty, and it's given an infectious instrumental setting that should lead to heavy spins and coins. Flip is "Bimini Goombay (Le Marchand de Bonheur)," (Ludlow, BMI). **Columbia 41655**

DAVID SEVILLE & THE CHIPMUNKS



COMING 'ROUND THE MOUNTAIN (Monarch, ASCAP) — SING A GOOFY SONG (Monarch, ASCAP)—The crew offers an interesting and cute version of the oldie, "Coming 'Round the Mountain." It starts with a slight tango rhythm, and then moves into a rockin' approach to back the Chipmunks. "Sing a Goofy Song" is a happy and bouncy effort with Seville taking a vocal lead and the Chipmunks offering support. **Liberty 55246**

LaVERN BAKER



WHEEL OF FORTUNE (Laurel, ASCAP)—The chick has a strong side in this revival of the oldie. She gives it a tasteful reading over fine chorus and ork support. It appears a natural. Flip is "Shadows of Love," (Shalimar, BMI). **Atlantic 2059**

TOMMY EDWARDS



I REALLY DON'T WANT TO KNOW (Hill & Range, BMI)—UNLOVED (Arena, ASCAP)—Edwards gives out with his usual, smooth vocal approach on "I Really Don't Want to Know." The pretty waltz is done over fine ork backing. "Unloved" has a slight Latin flavor, and the singer is supported by a lush chorus and ork on this side. Either can make it. **M-G-M 12890**

ROGER WILLIAMS



WHAT LIES OVER THE HILL? (Garland, ASCAP)—LA MONTANA (IF SHE SHOULD COME TO YOU) (Hollis, BMI)—The pianist styles two pretty melodies to strong and listenable effect. "What Lies Over the Hill" is a ballad, "La Montana" has interesting interplay between piano and ork. **Kapp 331**

THE VISCOUNTS



THE TOUCH (LE GRI SBI) (Duchess, BMI)—CHUG-A-LUG (Matriek, BMI)—The Viscounts could repeat their big "Harlem Nocturne" with either side. "The Touch" gets a strongly similar treatment. "Chug-A-Lug" is a familiar French tune that is sold in warm style by the group. **Madison 129**

CUMBERLAND THREE



JOHNNY REB (Shaysee-Highridge, BMI) — A rousing, stirring historical documentary of the events of 1861 is the theme of this folkish sort, which is brightly handled by the trio. They have a good sound, and the side should take off in short order. Flip is "Come Along, Julie," (Shaysee-Highridge, BMI). **Roulette 4247**

NAT KENDRICK



DISH RAG (PARTS I & II) (Sherlyn-Pent, BMI) — Kendrick and the Swans who scored with "(Do the) Mashed Potatoes," can have a winner with either of these rockin' sides. Both are basically instrumentals, wrapped in danceable treatments. **Dade 1808**

GUY MITCHELL

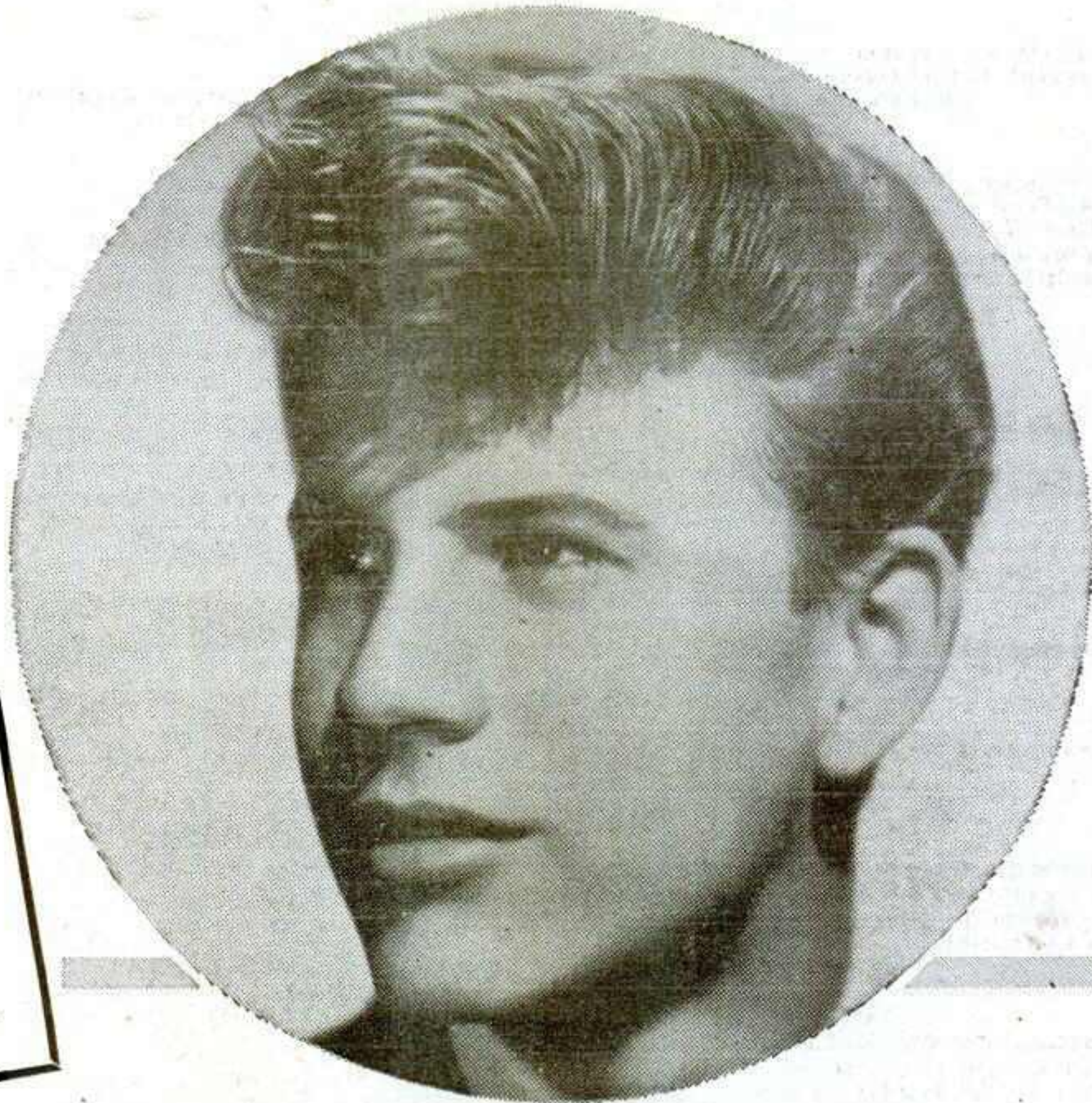


CRY HURTIN' HEART (Joy, ASCAP)—SYMPHONY OF SPRING (Joy, ASCAP)—"Cry Hurtin' Heart" is a snappy item with country overtones, and the artist reads it brightly over cheerful support. "Symphony of Spring" is a pretty, new ballad, and Mitchell delivers a warm outing. **Columbia 41653**

(Continued on page 45)

BOBBY RYDELL

means **SELL • SELL • SELL**



**The
biggest
one
yet!**

DING-A-LING!

b/w

SWINGIN' SCHOOL

Watch Bobby in his first dramatic
role on the Danny Thomas show,
CBS-TV, April 18, 9:00 PM, EST

CAMEO #175



Reviews of THIS WEEK'S SINGLES (continued)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 43

BUZZ & AL

TOMORROWS THAT MAY NEVER COME (Jimskip, BMI)—The duo performs this countryish tune with strong appeal. It's an interesting tune, and they apply listenable harmonies over smooth support. Flip is "Jeannie Marie," (Armol, BMI). **ABC-Paramount 10108**

LAVERN BAKER

SHADOWS OF LOVE (Shalimar, BMI)—**WHEEL OF FORTUNE** (Laurel, ASCAP)—The thrush can have two big ones. "Shadows of Love" is a gospelish ballad that is sweetly sung over strong ork and chorus support. "Wheel of Fortune" shows a wonderful revival of the oldie. **Atlantic 2059**

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

BILLY HOPE

LITTLE DOGGIE (Planemar, BMI) — A bright instrumental by the Billy Hope crew that should grab a lot of deejay plays. Good wax here. Flip is "Mesmodia the Stranger" (Crossroads, BMI) **Sharp 106**

BILL DOGGETT

BIG BOY (Jay & Cee, BMI)—**SMOOCHIE** (Lynbeth, BMI)—"Big Boy," the old jazz riff gets a neat workout from the Doggett crew. Mellow tenor sax is heard over rhythm and Doggett's wailing organ. "Smoochie" is also done in a jazz vein, and spins should be well-received. **King 5339**

TONY MARTIN

MY SIN (DeSylva, Brown & Henderson, ASCAP)—Martin chants the old tune in fine style over pleasant string backing. It's a spinnable side that should go well with listeners. Flip is "Once the World Was Mine," (Bradshaw, BMI). **RCA Victor 7728**

POP TALENT

JOHNNY MASTERS

SAY IT ISN'T SO (Berlin, ASCAP)—**GREAT PHYSICIAN** (Winneton, BMI)—Masters handles both tunes nicely. The Berlin oldie, "Say It Isn't So," gets a strong and salable rockaballad delivery. "Great Physician" is an inspirational sort, and this, too, is attractively presented. **Coed 527**

JOHNNY DARROW

HAND IN HAND (Lloyd-Logan, BMI)—Darrow scores impressively on this medium-beat effort. He gets first-rate backing from the ork. He has a way with a song, and, if the side is exposed, it could create interest. Flip is "Why Do You Treat Me This Way," (Willis, BMI). **Sue 726**

MEL GADSON

COMIN' DOWN WITH LOVE (Leeds, ASCAP)—**I'M GETTING SENTIMENTAL OVER YOU** (Mills, ASCAP)—Gadson applies an exuberant reading to "Comin' Down With Love." He also impresses strong with his handling of "I'm Getting Sentimental Over You." He's nicely backed on both sides, and the disk bears watching. **Big Top 3034**

VERY STRONG SALES POTENTIAL

TERESA BREWER

HOW DO YOU KNOW IT'S LOVE — CORAL 62197 — Miss Brewer works nicely with a mixed chorus on this frothy little romantic ditty. Nice rhythm side that's worth a listen. It has a chance. (Meridian, BMI)

IF THERE ARE STARS IN MY EYES — A nice ballad effort by the thrush. It's again done to a pretty choral backup against a shuffle rhythm. (Pincus, ASCAP)

SPARKLETONES

SOFTLY — PARIS 546 — The boys offer a soft ballad in good fashion. They have an Everly Brothers sound. Side can get spins. (Greta, BMI)

WHAT THE HECK — A rocker with the boys turning in a listenable harmony styling. Message is well keyed to teens. Two good sides. (Greta, BMI)

STEVE LAWRENCE & EYDIE GORME

DARN IT, BABY, THAT'S LOVE—ABC-PARAMOUNT 10104 — Eydie and Steve sell the novelty effort with a bright, swingy manner that could help it become a big disking. The Don Costa crew supports them solidly. Fine wax. (Chappell, ASCAP)

THIS COULD BE THE START OF SOMETHING—The duo comes thru with a bright, smart reading of a new ditty penned by Steve Allen. The backing by the Don Costa ork is swinging. Good side for jocks. (Rosemeadow, ASCAP)

ROCKY MATERO

ALL ALONE — ATCO 6165 — Matero gives out with a mild rock treatment of the Irving Berlin oldie. It can move. (Berlin ASCAP)

LAWDY MISS CLAWDY — The oldie gets a meaningful reading from the singer. It's a rhythmic and danceable side that could score. (Venice, BMI)

SHIRELLES

THE DANCE IS OVER — SCEPTER 1208 — A pretty ballad is intoned with warmth by the fem group, over strong support by the ork and strings. A good side that has a chance. (Deauville, BMI)

Tonight's the Night — The girls handle this rockaballad with feeling over a big beat by the ork. It could grab both spins and loot. (Scepter-Onezy, BMI)

EDDIE COCHRAN

CUT ACROSS SHORTY — LIBERTY 55242 — A good, happy swingin' country rhythm side, and Cochran hands it a solid reading. Side has also been cut by Carl Smith, but this can garner plenty of the action. (Cedarwood, BMI)

Three Steps to Heaven — An interesting rocking beat side that has a lot of spirit. Side has a fine guitar accompaniment in the folkish style. (Metric, BMI)

CLYDE McPHATTER

DEEP SEA BALL — ATLANTIC 2060 — McPhatter tells about a deep sea ball that swung, man. It's a swinging disk and should be a solid-seller. (Progressive, BMI)

Let the Boogie Woogie Roll — A snappy rocker is sold with a lot of feeling by the artist. Flip appears more important. (Progressive, BMI)

RONNIE HAWKINS

RUBY BABY — ROULETTE 4249 — A snappy rocker is sung with spirit by the lad over good support. This could get some coins. (Patricia, BMI)

Hay Ride — Ronnie Hawkins handles this slight rocker in warm fashion, helped by the strumming in the background. Side is from his new album. (Patricia, BMI)

GENE ALLISON

WHY DO YOU TREAT ME SO COLD — VEE-JAY 341 — Bright blues effort is sung with emotion by the singer over first-rate support by the chorus and ork. It has a driving beat and could happen big. (Conrad & Babb, BMI)

Oh Yeah, I'm in Love — Another rocker is sung with aplomb by the chanter. Could happen, too. (Conrad & Babb, BMI)

BOBBY VEE

ONE LAST KISS — LIBERTY 55251 — A medium rocker is well-handled in modified hiccup fashion by Vee. His style is reminiscent of Buddy Holly. Spinnable side. (Morris, ASCAP)

Laurie — A deeply felt tribute to a lady love. It's chanted in echoey, delicate tones by Vee to a fiddle backing. (Bengston, BMI)

GOOD SALES POTENTIAL

FRANKIE BRENT

No Rockin' and Rollin' Here — STRAND 25014 — To a bunny hop rhythm Brent sings this wild side with a lot of drive, helped by potent backing. This is slightly old-fashioned in style. (Calvert, ASCAP)

Lover's Lane — Brent sells this ballad with some feeling over routine support. (Calvert, ASCAP)

BILLY BORLYNN

Baby Listens — COLUMBIA 41625 — Attractive blues-flavored item is warbled with sincerity and tasteful phrasing by Borlynn. Nice jockey side. (Korwin, ASCAP)

Liebelel — Haunting ballad is handed rich vocal stint by Borlynn. Another solid jockey side. (Shapiro - Bernstein, ASCAP)

FRANKIE VAUGHAN

The Key — COLUMBIA 41638 — Heartfelt vocal interpretation of feelingful

ballad with Latin-flavored backing. Merits spins. (Leeds, ASCAP)

Hey You With the Crazy Eyes — British chanter wraps up tasteful tune from forthcoming Marilyn movie "Let's Make Love" in showmanly reading. He's also in film. Spinnable. (Miller, ASCAP)

DON COLAVITA

Babee-Babee (Mamma, Mi Place Il Tirmo) — PLAID 103 — Cute novelty is done in both Italian and English. Sparkling arrangement helps. Worth spins. (Blue Bell, ASCAP)

My Loneliness — Rockaballad gets a stylized reading from the chanter. It's done over piano triplets and chick chorus support. It can create interest. (Blue Bell, ASCAP)

AQUATONES

My Darling — FARGO 111 — Listenable ballad receives a fine performance by the fem lead while the boys back her with warmth. (Instant, BMI)

For You, For You — The Aquatones sell this rockaballad in warm fashion with the male leads singing it nicely, while the thrush sings a discant behind them. (Instant, BMI)

THE FABULOUS FIVE FLAMES

No More Tears — TIME 1023 — An outstanding lead sells this rockaballad with more than usual intensity. His performance is strong enough to help break this pretty waxing thru. A potent disk. (Westbury, ASCAP)

Lonely Lover — Another strong side by the group, again featuring the strong lead. This side is up-tempo, and the backing is good, too. (Clifton, BMI)

JOAN SHAW

Blue — EPIC 9368 — A nice ballad arranged in mild rock style is handed a spirited reading by the thrush. Tune has touches of "Only You," and several other older familiar tunes. A listenable side. (Tee-Pee, ASCAP)

Unsuspecting Heart — The well-known tune is given a good 1960 version by the gal, backed well by strings, chorus and a shuffle rhythm. Miss Shaw gives this much feeling. Side rates plays. (Tee-Pee, ASCAP)

HOLLYWOOD FLAMES

Ball and Chain — ATCO 6164 — Male lead reads the rocker with spirit. The rest of the group offers bright and peppy support. This, too, could catch on for pop and r.&b. coin. (Progressive, BMI)

I Found a Boy — Fem lead is nicely backed by the crew on this ballad with beat. Dual-market side. (Progressive, BMI)

MAYNARD FERGUSON

Doin' the Madison (Parts 1 & 2) — ROULETTE 4250 — A hip salute to the current teen-age dance craze, with swinging ork work and okay calls. Fine jazz-flavored wax for jocks, with big band shows. (Patricia, BMI)

MALCOLM DODDS

Then I'll Be Tired of You — RAM-ROD 3 — Dodds offers a classy reading of the pretty standard on his first outing on the Eddie Fisher owned label. Good side that could get exposure. (Harms, ASCAP)

Everytime We Say Goodbye — A rock arrangement of the familiar standard. Dodds gives it a listenable go. (Chappell, ASCAP)

JOHNNY COSTA

No One — TOP RANK 2043 — A pleasant and frothy bit of movie theme material by Costa and his piano with humming chorus background. Pretty sound and it's worth programming. From the film "The Captain's Table." (Jaro-Peer, BMI)

Conspiracy of Hearts — This begins as a concerto style bit of piano work and it follows along in andante tempo with the strings coming in for nice effects. Another programmable side. (Jaro-Peer, BMI)

TOMMY HECK QUINTET

Lost World — CHARIOT 513 — Exotic theme is wrapped up in an effective instrumental theme with solid guitar solo stint. Merits spins. (Miller-Soundcraft, BMI)

Blue 22 — Haunting theme is highlighted by jazz-flavored guitar solo work. Nice jockey side. (Chariot, BMI)

JOHNNY JANIS

I Said You — BOMARC 307 — Catchy rhythm item is sold with sales savvy and good beat by Janis and jazz-flavored ork work. (Midway, ASCAP)

Living in a Candy Store — Janis chants in personable fashion on an attractive tune with bouncy tempo. (Gil, BMI)

DORSEY & JOHNNY BURNETTE

Blues Stay Away From Me — CORAL 62190 — The Burnettes chant in a dual-shouting style an interesting country-based blues in the train tradition. This side has interest. (Lois, BMI)

DORSEY BURNETTE

Midnight Train — The artist has had a recent hit on another label and this medium rocker could catch exposure accordingly. (Olman, ASCAP)

THE IMPRESSIONS

A New Love — ABNER 1034 — The boys sell a swinging effort smartly. It has a chance to get some coins. (Conrad, BMI)

That You Love Me — The lead singer sells this rockaballad with feeling over good support by the group. Two listenable sides. (Conrad, BMI)

(Continued on page 46)

ATCO'S NEW VOCAL STAR

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AND

LAWDY MISS CLAUDY

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Billboard's
MAY 9 JUKE BOX CONVENTION ISSUE

MAY 9-10-11
MORRISON HOTEL
CHICAGO

★★★ GOOD SALES POTENTIAL

Continued from page 45

JIM LOWE

★★★ *The Midnight Ride of Paul Revere* — DOT 16074 — This has the pounding, bass drum marching tempo of "Battle of New Orleans." Lowe gives it a bright rendition with a big choral sound in the backing. (Trinity, BMI)

★★ *The Tomorrow That Never Came* — A ballad tune, delivered in okay fashion by Lowe. Flip has an edge here. (Trinity, BMI)

LORI PARKER

★★★ *I'm Alone 'Cause I Want You Alone* — CORAL 62191 — The gal thrushes a pleasant medium beat ballad. She has a good sound and with better material might become a name act. Watch the talent. (Mills, ASCAP)

★★ *Green With Envy, Purple With Passion, White With Anger, Scarlet With Fever, What Were You Doin' In His Arms Last Night Blues* — The new 16-year-old artist offers a tune with an overly long title which has moderate appeal. (Knollwood, ASCAP)

STAN KENTON

★★★ *Opus In Chartreuse Cha Cha Cha* — CAPITOL 4370 — The Kenton brass are featured prominently in this Latin excursion. Side builds nicely and it's listenable and terple. (Benton, BMI)

★★ *Chocolate Caliente* — The bandmen combine to chant a unison vocal on this medium Latin rhythm effort. Danceable side. (Benton, BMI)

DONNY FARMER

★★ *Friendship Ring* — SPECTRUM 1002 — Farmer chants nicely on routine teen-appeal ditty. (Rockwood, BMI)

★★ *These Tender Years* — Romantic ballad is sung pleasantly by Farmer. (Yorkshire, ASCAP)

TOMMY HAZARD

★★ *You Up There* — AVANT GARDE 61003 — Feelingful vocal stint on moving rockaballad. (Mode, ASCAP)

★★ *Hey, Marie* — Personable reading by Hazard on bouncy rhythm-novelty. (Mode, ASCAP)

JIM HARDIN

★★ *Mexicali Rose* — VOLCANO 100 — Folkish tune is softly warbled by Hardin over good plucked string backing. Fair chances. (Hardin)

★★ *High Stepping Woman* — Rocker blues gets an okay warble. Potential appears similar to that of flip. (Hardin)

BUDDY PAUL

★★ *Foolish Me* — MURCO 1018 — Dec-

REBELETIES

★★★ *Going Steady* — RIDGECREST 1209 — The fem chorus gets a big, fresh sound on this one. A sing-along quality will bring spins. (Peer Int'l, BMI)

★★ *Rock Bop* — A rocker. Tune is blues-oriented and steps right along. (Peer, Int'l, BMI)

PRESTON MCKINNON

★★★ *I'll Met Sweet You* — SHARP 104 — A lively rhythm item, with a bouncy lyric. A chorus of chick voices are behind McKinnon. Very nice. (Savoy, BMI)

★★ *I Have Problems* — A rockaballad in slow tempo. Use of horns against the triplet beat creates an interesting effect. (Savoy, BMI)

BOBBY VALO

★★★ *Hey Lover Girl* — SURE 103 — Pleasant warbling by Valo on interesting teen-appeal ditty with fem chorus on backing. (Candesa, ASCAP)

★★ *With All the Love I Have* — Pretty rockaballad is accorded a wistful vocal. Candesa, ASCAP

MURRAY SCHAFF & ARISTOCRATS

★★★ *I'll Be Around* — AUTUMN 101 — Sultry sax solo work is highlighted on a listenable version of the oldie with mildly r.&b. tempo and celestial-type non-lyric vocalizing by chorus. Nice jockey side. (Regent, BMI)

★★ *Love You Pretty Baby* — Catchy treatment of bouncy rhythm-rocker with okay vocal. (Star Selections, BMI)

★★ MODERATE SALES POTENTIAL

jay Paul, from KCIJ, Shreveport, leaves the turntable to turn in a weepy ballad effort with rhythm group backing. Limited appeal. (Bla-Mar, BMI)

★★ *This Old Town* — A sad, sad weeper effort by Paul. Commercial value similar to flip. (Cajun, BMI)

BOBBY GENO

★★ *Little Rock Getaway* — DORSET 5003 — A slow version of the familiar jazz classic played by Bobby Geno and his group. (Feist, ASCAP)

★★ *Nothing (Part 1)* — Listenable rocker is played brightly here by the instrumental group. (Dimas-Lowell, BMI)

CHARLIE VEE HALL

★★ *Put a Window in Your Heart* — RIDGECREST 1201 — A rockaballad in leisurely tempo. Chanter does a good vocal. (Peer, Int'l, BMI)

★★ *So This Is Love* — Another ballad in slow tempo, with rock figures. (Peer Int'l, BMI)

BOBBY LANCE

★★ *Baby I'm Gone* — SQUARE 106 — A rockaballad with conventional triplet figure. Adequate chanting. (Malo, BMI)

★ *Mama Says No* — A rocker, uptempo. Frantic vocal. (Tsonis, BMI)

Country & Western

★★★

GOLDIE HILL

★★★ *Twice as Nice* — DECCA 31083 — A neat rocker is sung in bright style by the thrush. Could rack up some coins if exposed. (Cedarwood, BMI)

★★★ *Living Alone* — A tear jerker. Chick tells how lonely a person living alone can be, no matter how wealthy. Good wax. (Cedarwood, BMI)

LEFTY FRIZZELL

★★★ *She's Gone* — COLUMBIA 41635 — Frizzell handles this in a tone of resignation. She's gone and will be from now on, so let's make the best of it. It has nice traditional rural flavor. (Cedarwood, BMI)

★★★ *My Blues Will Pass* — Frizzell is in good form on this medium beater. Mixed vocal group, with high, wild sopranos is heard in support. Nice beat on this side. (Golden West, BMI)

★★

HERBY REMINGTON

★★ *Chime Out for Love* — D 1129 — Interesting guitar work simulates chimes on attractive instrumental theme. Both sides are dual market jockey sides. (Glad, BMI)

★★ *Coo Coo Creek Hop* — Pleasant instrumental treatment of catchy instrumental theme. (Glad, BMI)

(Continued on page 49)



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The Billboard HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING APRIL 17	
				TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	20
2	3	3	5	JUST ONE TIME, Don Gibson, RCA Victor 7690	7
3	4	4	7	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	7
4	2	2	2	ANOTHER, Roy Drusky, Decca 31024	14
5	7	10	12	ABOVE AND BEYOND, Buck Owens, Capitol 4337	7
6	6	5	4	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	15
7	5	7	6	WISHFUL THINKING, Wynn Stewart, Challenge 59061	17
8	9	12	16	BIG IRON, Marty Robbins, Columbia 41589	5
9	13	16	18	SINK THE BISMARCK, Johnny Horton, Columbia 41568	4
10	8	6	3	EL PASO, Marty Robbins, Columbia 41511	24
11	10	18	20	FAMILY BIBLE, Claud Gray, D 1118	5
12	30	28	—	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	3
13	18	19	—	ONE MORE TIME, Ray Price, Columbia 41590	3
14	19	11	13	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	7
15	15	13	15	PINBALL MACHINE, Lonnie Irving, Starday 486	6
16	16	23	21	A SIX PACK TO GO, Hank Thompson, Capitol 4334	5
17	25	14	10	AMIGO'S GUITAR, Kitty Wells, Decca 30987	24
18	14	22	11	TIMBROOK, Lewis Pruitt, Decca 31038	19
19	22	—	—	YOUR OLD USED TO BE, Faron Young, Capitol 4351	2
20	11	8	9	THE SAME OLD ME, Ray Price, Columbia 41477	28
21	—	—	27	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306	3
22	17	17	17	DEAR MAMA, Merle Kilgore, Starday 469	11
23	21	24	30	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864	6
24	26	—	—	LOVER'S LEAP, Webb Pierce, Decca 31058	2
25	27	30	—	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334	9
26	23	21	19	EYES OF LOVE, Margie Singleton, Starday 472	12
27	12	9	8	NO LOVE HAVE I, Webb Pierce, Decca 31021	18
28	—	—	—	LEFT TO RIGHT, Kitty Wells, Decca 31065	1
29	20	27	26	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048	10
30	24	—	—	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	2

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

A c.&w. package, sponsored jointly by Station WSM and the Jim Denny Artist Bureau, Nashville, and featuring Faron Young and band, Patsy Cline, Jimmy Newman, Lew Childre and Rex Rinehart, is routed as follows thru April and May: Broken Bow, Okla., April 19; Fort Smith, Ark., 20; Joplin, Mo., 21; Great Bend, Kan., 22; Liberal, Kan., 23; Amarillo, Tex., 25; Lubbock Tex., 26; Lamar, Colo., 28; El Paso, Tex., 29; Albuquerque, N. M., 30; Colorado Springs, Colo., May 1; Denver, 2; Fort Collins, Colo., 3; Kimball, Neb., 4 (tentative); Laramie, Wyo., 5; Salt Lake City, 7; Pocatello, Idaho, 9; Butte, Mont., 10; Kalispell, Mont., 11 (tentative); Helena, Mont., 12 (tentative); Rapid City, S. D., 14 (tentative), and Williston, N. D., 15.

Ray Price and His Cherokee Cowboys play Roanoke, Va., April 22, and Huntington, W. Va., 23. . . . Jim Reeves shows his wares at Cedar Rapids, Ia., Friday (22) and Independence, Ia., Saturday (23). . . . Skeeter Davis is routed for Flint, Mich., April 20; Grand Rapids, Mich., 21; Lansing, Mich., 22; Kalamazoo, Mich., 23, and Saginaw, Mich., 24. . . . Barbara Allen returns to "New Dominion Barn Dance," Richmond, Va., April 30, after an absence of 10 months. She'll appear on an every-other-week basis from now on. . . . Mel Price and His Santa Fe Rangers are back at their Maryland headquarters after a tour of military bases in Panama, Puerto Rico, the West Indies and Cuba. In the unit, besides Price and his band lads, were comic Bob (Luke) Jones, vocalists Barbara Shirley and Jerry Fiorelli, and dancer Polly Bailey. This was the group's third such overseas trip for Special Services and USO since last October.

Tennessee Ernie Ford will have a three-day sampling of Ozark fishing on the heels of his NBC-TV origination in Springfield, Mo., a week from Thursday (26). Ern's affiliation with Springfield's Radio Ozark Enterprises dates back more than seven years, and the firm will play a hosting role at a cocktail party honoring the Pea Picker just before his telecast. . . . Top Talent's Jimmy McConnell has set Johnny Horton and the Jubilee Promenaders for Lucky Moeller's pre-Deby personal, sponsored by Philip Morris, in Louisville May 4. . . . "Jubilee U. S. A.'s" Joe Slatery is back in Springfield, Mo., from a Detroit filming session. . . . Former "Jubilee" performer Chuck Bowers is hospitalized in Springfield, Mo., with a stomach ailment. . . . Johnny Cash and Tex Ritter are the guest team on "Jubilee U. S. A." this Saturday (23), with Jim Reeves and Jimmy Driftwood coming up for April 30.

Cimarron Records, Rogers, Ark., has two new releases in "Book of Memories" b/w "I Only Want a Buddy," by Ben Jack and the Country Cousins, and "Bear Creek Hop" b/w "Boogie On Strings," by Leon McAuliff and His Cimarron Boys. . . . Jimmy Swan sings two self-penned tunes, "No One Loves a Broken Heart" and "Don't Conceal Your Wedding Ring," in his latest Decca release.

Dewey Groom, whose Longhorn Ranch, Dallas, continues to feature c.&w. names on a regular basis, has formed his own diskery, Longhorn Records. Firm's first release spots Dewey on the ballad,

"Remember the Alamo," b.w. an upbeat number, "I'm All Dressed Up." The "Alamo" tune has been etched on various albums but Dewey claims to be the first to feature it as a single. The release is expected to get a shot in the arm with John Wayne's flicker on the Alamo soon to be released. Deejays are invited to write Groom for a copy. His address is 2631 Fonville Drive, Dallas 27. . . . A stagershow featuring Buck Owens, Don Gibson, Jan Howard and Wynne Stewart is skedded for Fresno, Calif., May 8, with Bob Neal promoting.

Buck Wayne's new release spotlights "The Small Little Town," written by Floyd Tillman. Flip is an instrumental, "Two Tickets South." Bud Crowder, singer in Wayne's band, also has a new release coupling "The Death Horse" and "Crazy Wind." Bud's platter, a.&r.d by Joe Maphis, has Gordon Terry, Billy Byrd, Buddy Emmons and Skeets MacDonald doing the background. . . . Curly Gold, western band leader who sustained serious injuries in an auto crash last October, is on the mend. He still has his one leg in a cast but is able to hobble around on crutches. Mail will reach him at 230 Johns Street, San Francisco.

Johnny Russell, singer and writer of country music, is sporting his first release for M-G-M Records, an Acuff-Rose tune titled "Lonesome Boy." . . . George Lorries' "Grand Concert of Folk Music," formerly heard on WNCN-FM, New York, has shifted to WEVD, AM outlet in the same town. Lorie continues as host, and Dave Levy as producer-director. . . . Buddy Paul, c.&w. deejay on KCIJ, Shreveport, La., has as his first release on the Murco label "This Old Town" b/w "Foolish Me." A former member of the Four B's, Buddy recently struck out on his own as a single and makes frequent personals in the Louisiana sector. He is also a regular on "Louisiana Hayride," Shreveport.

With the Jockeys

Lone Star Records, 2320 Repper Street, Fort Worth, is mailing out samples of Billy Toddy's new release, "Crazy Kind of Love" b.w. "Broken Heart," to jockeys who write in. . . . El Rader's Lucky Records has a pair of new releases in "One Heart" b.w. "A Gambler's Life," by Mac White, and "Black Train" b.w. "The Dream," by Rudy Thacker and the Stringbusters, which he's mailing to deejays who write in. Address is P. O. Box 631, Cincinnati 1, Ohio. "FCC order No. 317 doesn't seem to be hurting us little guys thus far," Rader typewrites. . . . A card to Eddie Briggs, c.&w. deejay at KEAP, Fresno, Calif., will fetch you a sample of Little Billy Newton's two new country releases. Claude Caviness, of the West Coast office of Pamper Music, and Columbia's Ray Price were recent guests on Briggs' country record show.

Frankie Miller has been booked for 19 personal appearances in California by the Steve Stebbins, office and Starday Records is rushing a new Miller release titled "Baby Rocked Her Dolly," composed by Merle Kilgore, of Springhill, La. . . . Singer Jim Ward, heard daily on KEAP, Fresno, Calif. . . . appears twice weekly at Dee's Club, Clovis, Calif., and three nights a week at the Tic Tock Club, Fresno.

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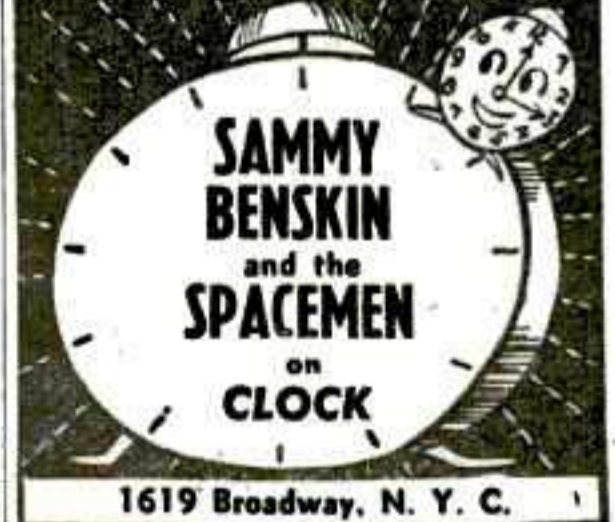
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Best Selling Sheet Music in U. S.

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark)	1	10
2.	HELL HAVE TO GO (Central Songs)	4	8
3.	BEYOND THE SEA (Harms)	3	8
4.	THE SOUND OF MUSIC (Williamson)	2	11
5.	TEEN ANGEL (Acuff-Rose)	7	12
6.	HARBOR LIGHTS (Chappell)	11	6
7.	GREENFIELDS (Montclare)	12	4
8.	DO-RE-MI (Williamson)	6	17
9.	MAMA (Southern)	14	2
10.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson)	8	15
11.	CLIMB EV'RY MOUNTAIN (Williamson)	5	15
12.	FOREVER (Tree)	—	4
13.	WILD ONE (Lowe)	10	2
14.	LET IT BE ME (Leeds)	—	7
15.	O, DIO MIO (Topper)	15	2

Best Selling Sheet Music in Britain

(For week ending April 9)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Looking High, High, High—Robbins (Robbins)	Summer Set—Cromwell (Hollis)
My Old Man's a Dust Man—Cromwell (-)	Fall in Love With You—Kalith (-)
Delaware—Leeds (Gunston)	Do You Mind—Macmelodies (-)
Fings Ain't Wot They Used to Be—World Wide (-)	Poor Me—Mills (Mills)
A Summer Place—Blossom (Witmark)	Voice in the Wilderness—Chappell (Chappell)
Why—Debmar (Debmar)	You Got What It Takes—Leeds (Jobete)
Running Bear—Southern (Glad-Big Bopper)	Harbour Lights—Peter Maurice (Chappell)
Royal Event—Noel Gay (-)	Pretty Blue Eyes—Maxana (Almino)
Beyond the Sea—Chappell (Harms)	What in the World's Come Over You—Southern (Star Fire)
Slow Boat to China—Morris (Frank)	Oh So Wunderbar—Kassner (-)

PLEASE NOTE

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

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Lauren Back From Southern Tour

NEW YORK — Having completed an extensive tour of principal cities in the South, Rod Lauren, RCA Victor singing artist, appears on the Ed Sullivan show April 24.

The singer appeared in the April 11 issue of Life and leaves soon for the West Coast to begin work on his first major movie "The Sons of Katie Elder."

Astro Label Debuts

NEW YORK — A new record company has been formed to present both pop and jazz records in Hillsdale, N. J. Headed in sales and promotion by Martin Graboff and Don Smith, and with noted jazz bassist Vinnie Burke as a.&r. chief, Astro Records has already released two disks, "P. S., I Love You," by the Starlets and Sonny Rollins' "St. Thomas," by Burke. The Starlets are currently making the personal appearance scene, visiting jocks in the Metropolitan area.

The Billboard
HOT R & B SIDES

FOR WEEK ENDING APRIL 17

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	3	5	5	FANNIE MAE, Buster Brown, Fire 1008	20
2	1	1	1	BABY, Brook Benton & Dinah Washington, Mercury 71565	13
3	5	9	—	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	3
4	2	3	4	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	7
5	6	8	15	WHITE SILVER SANDS, Bill Black's Combo, HI 2021	4
6	4	2	3	MONEY, Barret Strong, Anna 1111	13
7	8	6	2	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	10
8	9	25	22	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804	10
9	7	4	6	THIS MAGIC MOMENT, Drifters, Atlantic 2050	8
10	25	—	—	NIGHT, Jackie Wilson, Brunswick 55166	2
11	16	18	21	LET THE LITTLE GIRL DANCE, Billy Bland, Old Town 1076	4
12	23	—	—	LEAD ME ON, Bobby Bland, Duke 318	2
13	19	12	9	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	12
14	12	14	14	SWEET NOTHIN'S, Brenda Lee, Decca 30967	4
15	18	—	—	SIXTEEN REASONS, Connie Stevens, Warner Bros. 5137	2
16	26	—	—	MOUNTAIN OF LOVE, Harold Dorman, Rita 1003	2
17	13	17	11	WILD ONE, Bobby Rydell, Cameo 171	10
18	20	—	—	TOO POOPED TO POP, Chuck Berry, Chess 1747	2
19	—	—	—	TIES THAT BIND, Brook Benton, Mercury 71566	1
20	17	15	17	I'LL GO CRAZY, James Brown & the Flames, Federal 12369	9
21	21	21	29	COFFEE GRIND, Hank Ballard & the Midnighters, King 5312	4
22	15	16	16	HARBOR LIGHTS, Platters, Mercury 71563	8
23	10	19	—	DON'T DECEIVE ME, Ruth Brown, Atlantic 2052	3
24	22	—	—	TEENAGE SONATA, Sam Cooke, RCA Victor 7701	2
25	—	—	—	AM I THAT EASY TO FORGET, Debbie Reynolds, Dot 15985	1
26	—	—	—	ROAD RUNNER, Bo Diddley, Checker 942	1
27	24	11	8	HANDY MAN, Jimmy Jones, Cub 9049	12
28	11	7	7	LADY LUCK, Lloyd Price, ABC-Paramount 10075	10
29	27	—	—	MADISON TIME, Ray Bryant, Columbia 41628	2
30	—	20	12	LITTLE SUSIE (PART 4), Ray Bryant, Signature 12026	5

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AND THE BAD MEN
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Reviews of New Pop Records

Continued from page 46

★ ★ MODERATE SALES POTENTIAL

REM WALL & GREEN VALLEY BOYS ★★ *One More Time* — GLENN 2100 — Wall warbles attractively on pleasing country ditty. (Hits of Tomorrow, BMI)

★★ *Heartsick and Blue* — Plaintive up-tempo theme is sung in okay fashion by Wall and group. (Hits of Tomorrow, BMI)

CARL BRYANT ★★ *She's a Peach of a Girl From Georgia* — RIDGECREST 1004 — Side starts slowly then develops into a fairly swift rocker tribute to a gal from the peach state. It should get some coin. (Bonnie Dee, BMI)

★★ *I've Got a Great Big Feeling for You* — Fair outing on a country medium-beater. Some coin possible. (Bonnie Dee, BMI)

CURLY HURDMAN ★★ *John Brown* — SHARON 1 — Hoe-down. Essentially an instrumental, despite a vocal. Good country square dance side.

★★ *East Tennessee Blues* — Country instrumental. Devotees of good pickin' and fiddlin' have it here.

GEORGE & DON GREEN ★★ *One Stolen Moment* — G-G L80W — Okay reading of a country ballad by the duo. It's done in traditional style over fiddles and plucked strings. (Dundee, BMI)

★★ *Tears are Falling* — Weeper is presented along similar lines to the flip. It should move as well. (Dundee, BMI)

Children's

THE HANKY PANK PLAYERS ★★ ★★ *The Boy Who Cried "Wolf"* — RCA VICTOR WBY 103 — The old Aesop fable is accorded an amusing dramatic treatment, which should appeal to small fry. Moral sum-up (if you tell lies no one will believe a thing you say) should please adults. Solid sales potential in 49-cent market.

★★★ *The Ant and the Grasshopper* — Same Comment.

BOB HASTINGS ★★ ★★ *Heidi* — RCA VICTOR WBY 114 — The tune is based on the United Artists film of the same title. Hastings sings it in agreeable tenor fashion, to an accordion backing.

★★ *Dream Your Little Baby Dreams* — A soft, three-beat song by Hastings as he croons to one of the little ones, on his way to dreamland.

Folk

LIMELITERS ★★ ★★ *Hammer Song* — ELEKTRA 8 — The lead singer pours a lot of feeling into this work song. The group backs him nicely. Attractive effort rates spins. (Ludlow, BMI)

★★ *Charlie, the Midnight Marauder* — Side begins with a prowling car receiving info about a disorder which means bad Charlie is off again. Okay sound by the crew on the folk-novelty. (Amadeo, ASCAP)

Latin American

LOS CINCO LATINOS ★★ ★★ *Ti Pi Tin* — COLUMBIA 41624 — Vervel group vocalizing in Spanish on the catchy oldie with swiny ork backing. Off-beat jockey wax. Both sides are dual market—pop and Latin American. (Feist, ASCAP)

★★★ *Dimelo Tu* — Bouncy rhythm ditty is chanted smartly in Spanish by fem lead with exuberant chorus and ork backing. Another interesting jockey side. (April, ASCAP)

Rhythm & Blues

HANK BALLARD & MIDNIGHTERS ★★ ★★ *Finger Poppin' Time* — KING 5341 — Lively rocker is handled with verve by Ballard with a bright assist from the Midnighters. Danceable side can appeal in pop and r.&b. marts. (Wisto, BMI)

★★★★ *I Love You, I Love You S-o-o* — Latinish rocker comes in for a zestful blet from the chanter. Again the group backs him in lively fashion. Strong coupling. (Lois, BMI)

THE TWILIGHTERS FEATURING GEORGE WASHINGTON ★★ *Yes You Are* — SPIN 1 — Donald Richards is featured on this spiritual-derived item. It's delivered over bright chorus and ork support. (B&B, BMI)

★★ *A Possibility* — George Washington is spotlighted on this Latinish rocker. (B&B, BMI)

KNIGHT HAWKS ★★ *You Did* — CONTOUR 502 — Bouncy r.&r. tune is accorded a cheerful vocal by group. (West-Higgins, BMI)

★★ *Explain to Jane* — Catchy rhythm-novelty is chanted pleasantly by group. (West-Higgins, BMI)

DOLL BABY ★★ *Hammy in the Holee* — RIDGECREST 1207 — Uptempo blues. Vocal is a high-pitched falsetto style.

★★ *You Will Come Running Back to Me* — Doll Baby does a ballad here. Gives it the same high-pitched treatment, and gets considerable heart in the performance.

SUNNIE ELMO ★★ *Let Me* — FLICK 469 — Sunnie Elmo handles this slow ballad in fair fashion over good backing by a fem group. (West-Higgins, BMI)

★ *Indian Love Call* — Fair reading of the familiar melody by the gal, helped by the chorus and combo. (Harms, ASCAP)

Spiritual

ROBERTA MARTIN SINGERS ★★ ★★ *He's So Devine* — SAVOY 4133 — The lead chantress does a superb job, hitting a high range of notes with clarity and ease. (Martin Studio, BMI)

★★★★ *Since He Lightened My Heavy Load* — Lead on this side is a male singer, and he does a superb job, with the chant and response pattern contributing a rousing effect. (Martin Studio, BMI)

EDNA GALLMON COOKE ★★ ★★ *In My Heavenly Home* — NASHBORO 664 — Miss Cooke talks-chants this beautiful thought in a style that starts in a low-pressure setting, but builds in its persuasiveness. Great piano and chorus back her all the way. (Excellorec, BMI)

★★★★ *If Could Be Jesus* — A pounding, emotional side. It starts in an upbeat rhythm but it builds in frantic intensity all the way. Miss Cooke shows a dedicated spirit here with fine support from the choir. (Excellorec, BMI)

BILLY HOPE ★★ ★★ *Little Dogie* — SHARP 106 — Instrumental with a relaxed traditional jazz feeling. Plenty of heart here, and a nice programming item. (Planemar, BMI)

★★★ *Mesmodia the Stranger* — Instrumental. Has a staccato horn and a simple, tho haunting theme. (Crossroads, BMI)

BRIGHT STARS ★★ ★★ *Deep in My Heart* — NASHBORO 666 — The rhythm side. It's upbeat but has plenty of soul just the same. Again the lead man shows a rare dedication to his work and the boys in the backing contribute a fine movement to the side. (Excellorec, BMI)

★★★ *Look at the Promised Land* — A solid group with a lead who really gets into the spirit of the moment. Interesting ukulele accompaniment is heard here. The boys have a good sound. (Excellorec, BMI)

GOSPEL CARAVANS ★★ ★★ *Are You Listening* — SHARP 104 — A big contrast to flip. This is in rapid tempo, and has a rousing quality. Chanter displays dramatic power here. (Savoy, BMI)

★★ *He Gave Us You* — Lead (Louis Johnson) has a lyric quality, set off very nicely by the organ. (Savoy, BMI)

EDDIE WILLIAMS & CRUSADERS ★★ ★★ *Where Is Your Child* — SHARP 605 — Lead singer contributes a dramatic quality to this performance. Tempo is slow and dignified, which gives full emphasis to the lyric. (Planemar, BMI)

★★★ *Come on in the Arc Now* — In contrast, this is uptempo, with a beat that rolls along. Lively change of pace. (Savoy, BMI)

STARS OF FAITH ★★ ★★ *There's a Fountain* — SAVOY 4134 — An uplifting side, in slow, infectious tempo, with handclapping accompanying the singers. (Savoy, BMI)

★★★ *Something Within Me* — A relaxed side, with a swiny feeling. Melody is "Birmingham Jail." (Savoy, BMI)

ORIGINAL GOSPEL HARMONETTES ★★ ★★ *Rest for the Weary* — SAVOY 4136 — Lead singer and the group reach a high spiritual peak as they invoke the spirit. (Savoy, BMI)

★★★ *So Many Years* — In contrast to flip, this side has a beat that rolls right along. Intense chanting. (Savoy, BMI)

IMPERIAL GOSPEL SINGERS ★★ ★★ *In Jesus Name* — SAVOY 4135 — Commendable gospel programming, with soul in the performance. (Savoy, BMI)

★★ *Dark Was the Night* — The style of this side is slow and stately. (Savoy, BMI)

BRO. JOE MAY ★★ ★★ *Go Tell the News* — NASHBORO 665 — Brother May turns in a soulful effort in which he exhorts the faithful to go out and shout out the good news. May develops a good shout style in spots. (Excellorec, BMI)

★★★ *My Conversion* — A slow and deeply emotional chant by the Brother. Good rhythm is picked up by the piano which has the true church sound. A creditable effort. (Excellorec, BMI)

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See page 58

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* See page 34

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HOLLYWOOD 46, CALIF.

VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!*

*See page 34

NAB, FCC at Odds With 317

• Continued from page 2

for a plug for the donor or the label involved. 2. If the material is a matter of political and/or controversial nature—as provided in present law.

Fisher also notes that the Harris bill provides penalty for anyone paying push money, but the wording does not provide penalty for those connected with the program who may "receive" payments—such as indie producers or licensee personnel, who take money but do not inform the broadcaster. Fisher thinks this receiving group should also have to provide guaranty to the announcer, as well as those who pay for the push.

Fisher also felt the Harris bill went too much into detail in setting out what information would go into sponsorship announcement under 317. He proposed to leave it at "appropriate announcement," and let the FCC recommend the individual types required for each situation.

NAB's Wasilewski got off on the wrong foot at once by rejecting most of the Harris proposals, and telling the committee that the NAB had been too busy with the convention to draw up suggestions of a more positive nature on the bill, which was only recently introduced.

Harris said this highlighted broadcaster failing: they always plead for a chance at self-regulation to correct abuses, or want it all left to general FCC rule making. The NAB should show its good intentions by coming up with some good legislative suggestions of its own, to correct abuses which have "cost the American public their faith in broadcasting," Harris said. The NAB government liaison spokesman said this would be done—as soon as possible.

Wasilewski did say the association wanted clarification by law of the term "valuable consideration," so that broadcasters would know just what the words cover. The NAB counsel hoped it would be given the "contractual" meaning—that is, no payment would be considered to have been made, unless there was a reciprocal promise by the broadcaster to do something about promoting it. This would exonerate free records, said Wasilewski, since no promise to play is made.

Ford Criticism

FCC Chairman Ford picked out a number of phrases in the Harris bill applicable to the payola problem, and termed them ambiguous. For one, he objected to addition of the word "property" as a kind of payment under Section 317. This would make it doubly mandatory for free records to be announced, said Ford, because even if they could be proved not "valuable," they certainly are "property."

Ford wants the bill to give the FCC an area of discretion to exempt free program material furnished to broadcasters when such exemptions are in the public interest. This could then exempt the single free records, and other materials incidental to educational and public service type programs.

Harris seemed in agreement with this suggestion.

Wording to pin responsibility for payola on the "person in control" of a broadcast is too vague, said Ford, since any of the personnel handling the program could be said to be in control—extending back to advertisers or indie packagers. FCC would rather the responsibility remain with the licensee, since he is the one under its jurisdiction. In this connection, Ford was not sure the Harris bill's wording truly exonerated the "reasonably diligent" broadcaster who is deceived by personnel, as the legislation aimed to do.

Ford also objected to the requirement that the announcer "name the person" who paid for the broadcasting matter—when the latter could be an advertising agent, or any subordinate personnel. FCC would like it to refer back to the label or brand name, by reading: "Name of the person on whose behalf the payment is made."

The Commission does not object to the Harris proposal that whoever announces a program can require a guaranty that information supplied him about sponsorship is bona fide. But Chairman Ford pointed out that it would be up to the Commission to prescribe the form of such a guaranty.

Other aspects on which broadcasters and Harris disagreed were the bill's requirement for local public hearings on original applications; for full details of finances involved in station-swap-offs, when one applicant in effect "buys off" another. CBS counsel Fisher opposed "suspension" of license as punishment, and preferred fines and the seldom-invoked "cease and desist" orders, which work so well in other trade abuses. Suspension punishes the public with the licensee, said Fisher.

A bill to provide better procedure than the presently controversial McFarland Amendment on protests of grants, S. 1898, has already been passed by the Senate. It was preferred by all witnesses at the hearing to a House bill, H. R. 7017, along similar lines.

Absentee Congressman John Bennett objected by letter to the Committee's delay in taking up his legislation to put networks under FCC control. Hearings on network bills have been put over until after the next round of payola hearings beginning April 26, at which Dick Clark will testify.

Crosby Fils

• Continued from page 2

is the fourth to be produced by Project. Others include double-LP album, "How the West Was Won," distributed under the RCA Victor banner, and two albums released by Warner Bros., "Sing With Bing," and "Trapp Family's Sound of Music."

Material in the Crosby brothers LP mostly consists of standards identified with der Bingle. These are performed by the younger Crosbys in up-dated fashion. Bill Thompson serves as musical director. If no distribution deal has been concluded by the time the Crosby brothers open in Las Vegas, Project is expected to issue several promotional copies for deejay play of singles pulled from the album. Crosbys are set for a Vegas spot next week.

Command LP's

• Continued from page 2

bums, as well as the five others in the Command line, have been running four to one stereo over monaural.

Command Records is the ABC-Paramount subsidiary, run by a.&c.

2 Sign FCC Consent Order

• Continued from page 2

acted illegally in making payments to disk jockeys. The company and its officers, Robert L. Hausfater and Sam Rosenblatt, asserted that they were compelled to give payola in order to get their records played. They stated that "all distributors to their knowledge were subjected to payola; that no one could avoid it; and that it was impossible to compete without making the payments."

In addition, Robert's stated that "if a nationwide cease and desist order could be formulated, covering not only record distributors and television and radio personnel but the entire field... and if the

Federal Trade Commission could properly police the enforcement of such an order... then despite the fact that these respondents deny that any deception was even intended by them... and that any advantage was ever sought by them over any competitor, they would gladly join in and consent to such a cease and desist order."

Ace Record Company, Inc., and Record Sales, Inc., Jackson, Miss., have informed FTC that they "are not currently participating in any programs, payola or otherwise," which might be construed as a violation of law. They asked that the complaint be dismissed. Joining in the answer were John V. Imbraglio, president of both companies, and Joseph Caronna, treasurer of Record Sales.

Three affiliated Chicago companies, which sell records to distributors and jobbers, also denied charges of making illegal payments. They were Chess Record Corporation, Argo Record Corporation, and Checker Record Corporation, and Leonard and Phil Chess, their president and secretary - treasurer respectively. Companies asked dismissal of the complaint.

Reviews and Ratings of New Albums

★ ★ ★
GOOD SALES POTENTIAL

• Continued from page 38

party. The Scheid crew seems to enjoy its work which listeners will find catching. The accordion is heard in the lead much of the time and the sound is good. There's considerable competition for this market from various labels, but this set can sell on the long pull.

★★★ POLISH ACCORDION IN HI FI
Wesolowski Accordion Ensemble. Bruno BR 50136 — Recorded in Warsaw, this package contains authentic folk dance material. Polka, Oberek, Waltz, Polonaise and Kujawiak are the types and tempi included. Dealer with polka or international trade should carry it.

POPULAR ★★

★★ POPULAR ... ★★ POPULAR ...
★ INVITATION TO TANGO
Roland Palette Ork. Palette MPZ 1005 — This is a listenable and danceable selection of a dozen tangos. Unlike many Latin sets which put the spotlight on a certain amount of brass and a lot of percussion, this focuses much on strings. Thus, it's relaxing fare for background purpose, while retaining the basic rhythm pattern for the terping audience. "Jealousy," "Isle of Capri," and "La Cumparsita," are samples.

★★ BOUQUET

Peter Leemans. Palette MPZ 1011 — Here's a program that's reminiscent of the outdoor, summer pops concert. You can conjure the vision of the old-fashioned bandstand in the village green as the group plays a selection of typical pop concert material. There are pieces here by Leroy Anderson, Morton Gould and Zez Confrey among others. A refreshing set with the emphasis on relaxing, warm-weather offerings.

CLASSICAL ★★

★★ JANACEK: SINFONETTA & LACH DANCES
Czech Philharmonic (Bakala). Arfia ALP 122 — The two works are very different both in form and content. They were written more than 35 years apart. The six Lach Dances (named for a region of Moravia) were Janacek's first important work, and are simply-scored folk-derived works. The Sinfonietta was his last work (1926), and it is a major opus for large orchestra which fuses some folk elements into a virile, modern-sounding composition. Recent increase of interest in Janacek can help this disk move.

INTERNATIONAL ★★

★★ MESDEMOISELLES DE PARIS
Andre Claveau, Maria Lea, Renee Gilbert. Pacific DIL 8010 — A package of French vocals by Andre Claveau, Maria Lea and Renee Gilbert. Material includes "Mademoiselle De Paris," "Le Mal De Toi," etc. Well-produced and very pleasant to hear. Cover is colorful, depicting a Gallic cabaret scene.

chief Enoch Light. Terry Gibbs handles the ork on the "Persuasive Percussion" sets, Light is the batoner on the "Provocative Percussion" releases. These three new LP's make the total of Command release 10 since the line was started last September.

... MOVING FAST

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Astro 202

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Theme from
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Orchestra & Chorus
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JIMMY CLANTON
ANOTHER SLEEPLESS NIGHT
b/w
I'M GONNA TRY
Ace #585

ACE RECORDS
2219 West Capitol St. Jackson, Miss.

Harris Hearings Signpost

Continued from page 3

would still constitute payola. He warned broadcast spokesmen that correction of abuses would not be left to the "broad discretionary powers of the Federal Communications Commission acting in the public interest," nor to self-regulation of broadcasters. Correction will be legislated into the Act, this time, he promised. He suggested broadcasters submit the kind of wording they could live with.

The Harris bill under discussion during two-day hearings by the House Communications Subcommittee (of which he is also chairman), would amend the communications statute to crack down on payola, ineffectual and station swap-offs which inflate values. It would require local hearings on applications, permit suspension penalties and shortened license periods.

In addition to members and chairman of the FCC, witnesses on the second day included Vincent Wasilewski, Government relations manager for the National Association of Broadcasters, who brought a sharp reprimand from the committee chairman for rejecting Harris proposals but coming up with nothing constructive. Thomas K. Fisher, a vice-president and general attorney of Columbia Broadcasting won praise for his combination of constructive criticism and proposed changes in wording to make the bill clearer. Warren Baker, speaking for the Federal Communications Bar Association, did not touch on the payola matters in the bill.

The Celler anti-payola bill to prohibit commercial bribery for music in broadcasting, based in part on recommendations of the American Society of Composers, Authors and Publishers, was on the agenda, but received only silence from the committee, and brief criticism from the broadcast spokesmen testifying. There were no questions on the bill, which would penalize payment of any kind to push musical selections on the air by anyone with any financial interest in the music. Exception is made for bonafide sponsorship on bought time—an exception not suggested by ASCAP.

Wasilewski said the Celler bill would preclude recording talent from appearing on a local program playing his records, because the performer who has interest in the music is not the one buying the sponsored time. Fisher said the Celler bill, which covers only music, is too limited to be in the Communications Act, altho Fisher praised its intent to curtail payola. FCC Chairman Ford said the Celler bill dealt with business practices and should be taken up by the Federal Trade Commission or by the Justice Department.

Harris opened the hearings, which were largely confined to his bill, H.R. 11341, with a reminder that it was easier to uncover payola than to legislate effectively against it. He said payola was the most trouble aspect of all the broadcast abuses treated in the bill.

Possibly in the light of recent developments, Harris said that any legislation must consider not only the public interest, with respect to honest sponsorship, licensing et al., but must also consider "Legitimate and practical needs of broadcasters and others concerned," in these areas.

Harris said he had reports from stations all over the country, on how the recent action by the FCC ordering identifying of each free record had disrupted operations. One local station in a small market told him loss of free records—the only alternative to the impossible number of identifications for free disks—would force the station to spend five times its current \$300 a year for records. Chances were that many stations could not afford such a selection, and the public interest would suffer, the station reported.

B'dcaster Protests

The hearing brought out broadcaster protests that new talent would suffer if stations had to buy all records. Commissioner Lee said he had been told the stations would buy only sure-thing, top-talent tunes, and exclude newcomers. Also, broadcasters claimed that since stations made no promises and were under no obligation to play, and actually played less than a fifth of records received free, there was no "valuable consideration" to the donor.

Harris was inclined to agree with that stand, as was FCC Chairman Ford. However, Ford said that under present wording of the controversial Sec. 317, the FCC had no choice but to interpret it as of the March 16 notice. Harris said: "In that case, the sensible thing is to correct the Section—but in the interim, we can't make impractical demands on an industry accustomed to operate under a statute unchanged since 1934."

Representative Moss was the only one to disagree with the softer attitude on exempting the single free records from payola stigma. He questioned whether a payola probe was effective if it permitted the all-free record stations, turning out nothing but "so-called music" and commercials, to continue this type of operation. Moss also issued a separate statement later in the week on payola's evil effects on the young of America. (See separate story.)

Laughter broke out when Representative Avery asked if present wording of Sec. 317 also covered

Moss Against

Continued from page 2

and parents should educate the teen-agers to the realization that payola is "an exceptionally vicious form of commercial bribery and constitutes a definitely unfair and deceptive trade practice."

Moss noted that altho only 11 per cent of broadcasters responding to an FCC query admitted to payola practices on their stations, some of these 515 stations are East Coast network outlets with tremendous reach. He was skeptical of a remark by FCC Chairman Ford that the quiz frauds and payola are now a thing of the past, as a result of the crackdown.

Moss believes the fast-buck fever is by no means cooled, and will require frequent check-ups, plus everything that can be done by parents, schools and churches to implant old-fashioned moral virtues in American youth.

M-G-M Swaps

Continued from page 3

Harry Anger Jr., formerly with Warner Bros Records and RCA Victor, moves in as sales promotion manager with special emphasis on album sales at the distrib. dealer and consumer level. In this area, he'll work closely with Sol Handwerker, veteran M-G-M chief of advertising, publicity and public relations.

Frank Luther, long active in the business as writer, director, producer and performer, in the kiddie field, joins the a.&r. division, "bringing with him new concepts of album recording," according to the announcement.

free material for broadcasters such as newsclips from member of Congress, to be aired to their voting constituents. "Would you say that under Sec. 317, this highly educational type of material sent free from Congressmen is in the same class as a 39 cent free record?" Ford said it was.

The Committee members smiled, but it was apparent that, to quote the old song, there'd be some changes made. It was felt that the law should either spell out exemptions of the newsclip variety, or, preferably, give the FCC discretion to decide exemptions for certain items, as changing times brought changing needs. Harris invited broadcasters and commissioners to submit sample wordings—his own wording for a revised Sec. 317 brought quite some criticism, especially since it included "property" as a form of "valuable consideration" requiring identification. A record, said Ford, may not be valuable, but it certainly is property.

Harris asked the FCC chairman if the Commission was turning down license renewals because of violations of the Section. Ford said the public notice pointed out that only those found to be in wilful violations, or neglectful of duty to the public will be pulled out for a second look—and there is a battery of eight lawyers, sifting the payola answers, he said.

No station renewals are being held up on the basis of acceptance of free records only, Ford said.

Harris cited the absurdity of a station which owned a retail record shop. Under the March 16 directive, he could announce every single record, plugging the store location each time. "We could commercial the listeners to death, if we wanted to." Also, other record retailers in the neighborhood would set up a howl of unfair competition.

Criticisms and analysis of the committee chairman's own bill to curtail abuses and set up penalties for broadcasters, were given by FCC Chairman Ford, CBS attorney Fisher, and NAB attorney Wasilewski. (See separate story.)

DJ's Adopt Code, Members Plan

Continued from page 3

Chuck Blore, veepee and program manager of the Crowell-Collier operation; Don French of Crowell-Collier; Lionell Baxter of Storer group. A Westinghouse rep also had been expected but could not make it.

The sessions, which began informally Friday night, resumed officially early Saturday and continued well into that evening, and accomplished the following:

1. Adoption of a code of ethics for the organization which among other things, calls for jocks to "avoid acceptance of favors from interested parties" and have no outside interests without the advance knowledge and approval of station management (see complete code in separate story).

2. Voted support to efforts of the National Association of Broadcasters and other groups seeking relief from the current dilemma imposed by the Federal Communications Commission's controversial interpretation of Section 317 of the Communications Act. The jocks indicated that they would be pleased to offer the fruits of their own experience with such aspects as record hops and other promotions to the NAB or other groups which are planning comments to the FCC.

3. Changed their bylaws to elect a board of directors of 28 members, with seven each from the four major regions of the nation. The significance of this move is that the board, along with the elected officers, now will be turned into local and regional organizers for the DJA, responsible for obtaining members in their own area. It is hoped that membership will increase rapidly as a result of this type of organizing drive.

Re-elected as officers were Jim Hawthorne, KFVB, Hollywood, president; Bill Gavin, San Francisco programmer, treasurer;

er: Scott Muni, WMCA, New York, first VP; Bob (Coffeehead) Larson, WRIT, Milwaukee, second VP; Fred Hohl, WAME, Miami, third VP. New officers include Bill Enis, KEWB, Oakland, Calif., as secretary, an office formerly combined with treasurer but split at Gavin's request; Grahame Richards of the Storz stations, fourth VP; Bob Cooper, KVI, Seattle, fifth VP, and Gene Kaye, WAEB, Allentown, Pa., sixth VP.

Board members elected include the following: For the Eastern region—Scott Muni; Gene Kaye; Jack Lacy, WINS, New York; Bob Clayton, WHDH, Boston; Milt Grant, WTTG-TV, Washington; Art Robert, WKBW, Buffalo; and Bob Grossenbacher, WNBT, Wellsboro, Pa.

Central region—Leigh Kamman, KSTP, St. Paul; Stan Dale, WAIT, Chicago; Don Kirton, CKY, Winnipeg, Canada; Coffeehead Larson; Quentin Welty, WWST, Wooster, O.; Jack Gardiner, WDUZ, Green Bay, Wis.; Grahame Richards, Storz Stations, Omaha.

Southern region—Jerry Joynes, WROV, Roanoke, Va.; Bill (Hoss) Allen, WLAC, Nashville; Paul Drew, WGST, Atlanta; Fred Hohl; Wally Hoy, WGVM, Greenville, Miss.; Joel Sebastian, KLFJ, Dallas; Charlie Van, KTTA, San Antonio.

Western region—Bill Gavin; Ira Cook, KMPC, Los Angeles; Chuck Blore, Crowell-Collier, Los Angeles; Bob Cooper; Bill Enis; Bob Furry, Phoenix, Ariz., and Jim Hawthorne.

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Fine Heads Mala, Amy Promotion

NEW YORK — Jack Fine has been appointed national promotion manager of Mala and Amy Records. Appointment was made by Arthur Yale, exec of the labels. For the past seven weeks Fine has been working on the Amy label's hot single of "The Madison," which is now breaking in a big way for the new diskery.

Warock Sues

Continued from page 2

Your Hand Madame," "Two Hearts Swing in Three," "You Too," "I See Vienna in Your Eyes," and "Song of Vienna," in all arrangements, versions and translations. The suit asks that the plaintiff share equally in all revenue of the renewal rights and for an accounting of all moneys derived by Harms from the renewals.

Background of the case is as follows: In 1949, Lewis assigned his renewal to Harms. But in 1957, Joe Young's widow, Ruth Young Grunberg, applied for and obtained renewals in her name and assigned these to Warock. Warock claims that they have searched the records in the copyright office and their investigators have shown that Harms has no claim on Young's widow's renewals. The complaint alleges also, that the Harms refusal to account to the widow prior to the plaintiff's assignment constitutes a fraud upon the plaintiff's recorded rights.

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*See page 34

GOODING NEW QUARTERS RATED BEST IN INDUSTRY

Large Crowd Enthuses at Opening; Tributes Paid to Veteran Showman

By HERB DOTTEN

COLUMBUS, O. — About 500 people attended the open house of the new plant of the Gooding Amusement Company here Saturday (9) and went away greatly impressed with the huge layout, which embraces winter quarters, factory and offices of the Gooding Amusement Company.

Veteran showmen proclaimed the plant the finest in outdoor show business. No one disagreed. In size and scope, the layout is by far the largest anywhere in the industry, and in facilities for handling abundance of work and for housing show rolling stock and show equipment the plant is unsurpassed.

Carefully Planned

Floyd E. Gooding, president of the Gooding organization, was the recipient of almost as much praise as the plant. For Gooding, the completion of the huge layout was "a dream come true," a dream he has nurtured for many years and a dream he executed after five years of planning.

Gooding himself was highly pleased with the plant. "I have yet to find any bugs in the layout or in the facilities," he observed.

"The five years of careful planning and the consideration given to details in the planning apparently has paid off," Gooding added.

Facilities are such that as many as 247 pieces of rolling stock can be stored in such a manner that any one piece can be moved without first forcing the movement of another unit, and as many as four semi-trailers can be backed under cover to loading docks at one time.

Has Railroad Siding

In area, the plant embraces 10 acres. It is fenced with chain link fencing. The area also has a railroad siding, tho the Gooding organization moves all of its equipment overland.

There are two buildings, both more than a city block long. One houses a 100 by 100-foot section used principally for storing office wagons, which fronts 660 by 100-foot shed which can house up to 247 trucks and trailers.

Clear Moses 100G Post As Fair Head

NEW YORK — The 1964 New York World's Fair gets Robert Moses as its president on May 15. The road was cleared last week when Governor Rockefeller signed a bill giving him an exception from a conflict-of-interest code. Moses is resigning from four city jobs but remains as chairman of the Triborough Bridge and Tunnel Authority, State Council of Parks, and State Power Authority. Two are unsalaried and the last pays \$10,000 a year.

Moses is quitting his \$25,000 yearly job as parks commissioner for the city. His fair job will pay an estimated \$100,000 a year.

The other building accommodates many offices and factory areas of various sizes. Virtually all are air-conditioned, as well as heated. The only exception is one section to be used for general storage.

The front of this building is devoted to a large reception room, eight individual offices, a conference room, an entertainment room and a museum. Various plaques and testimonials which have been given to Gooding or to his organization, photos, books and posters of outdoor show business significance are displayed in the museum.

Ride in Operation

The office area occupies about 5,500 square feet. Paneling is in wood. There is fluorescent lighting thruout this section, and each

of the individual offices have individual temperature controls.

To the rear of the office area are a succession of workshops, most of them large in size. At least three Merry-Go-Rounds can be placed inside of the first of these areas—the 65 by 125-foot machine shop—immediately to the rear of the office section, and at open house one Merry-Go-Round actually was placed in operation, to the delight of youngsters who accompanied their parents. Off of this work area is a well set-up parts department with long rows of well-stocked bins.

Other sections of this building are a cleaning room, 60 by 42 feet; a painting and drying room, 60 by 100 feet, which has a spray paint-

(Continued on page 63)

LONG BUT SATISFYING

Hunt's 5-Ringer In 96-Show Date

By IRWIN KIRBY

PALISADES, N. J. — The Hunt Bros. Circus season got rolling last week, and while there will be a number of changes undertaken for its road effort, the 96-performance run at Palisades Amusement Park gives a fair opportunity to assess the 1960 edition. Billed as the Royal International 5-Ring Circus, presented by Hunt Bros., this is an elongated version of the Sunday school operation built by the late Charles Hunt Sr.

A spanking-new big top and the metal floored seat wagons acquired from St. John Terrell are on display. Together with the Hunts' original seat trailers, they provide more than 3,600 chair seats in a tent 320 feet long. The top is a 110-foot round one, with no less than five 40-foot middle sections. On the road the Hunts' 100-footer will be used.

The result is a long, slender arena occupied by three rings and two stages and, in all fairness, it must be noted that the five surfaces are kept occupied during three displays and a four-ring effort is produced on two other occasions. There are several centering features but the crowds on the ends are not ignored.

In addition to the regular Hunt acts there are clown Emmett Kelly and a trio of features booked thru Al Dobritch: John Cuneo's several animal acts, the tumbling Wazzans, and the cycling Whiz Kids. There is a minimum of effort directed toward production; the Hunts never did overdo this phase.

Performance Outlined

Performance opens with a walk-around, followed by four rings of dog acts, flanking the Cuneo cage. There are groups of pooches worked by Miss Lillian (Canestrelli), Ray Sinclair, Gil Wilson, and Happy Spitzer. Five girls work webs, then Pat Jamieson works Cuneo's Hawthorne's Animal Fantasy. This act is shown to better

advantage than at other times during the last year, working 14 minutes. There are seven leopards, eight white wolves, panther, and zebra. Most of the animals remain perched around the walls, but there is a fine exit by the cats thru a series of four flaming hoops spaced around the sides. Also shown are drum rolling, overhead leap and a cat riding a platform on the zebra's back.

Frank Cook's comedy high wire turn is presented while the cage is struck. He scores solidly with bicycle, headstand and chair stand, augmented by plenty of wobbling and wisecracking with the audience, lasting 10 minutes. Clowns come on next, with fire-crackers.

The Riding Fredericks with their mechanic work on a pair of horses, then entertain with kids from the audience. Then Emmett Kelly makes his only featured showing, a business with the nose feather.

(Continued on page 53)

Muncie Raises Civic Auditor'm Fund of 300G

MUNCIE, Ind. — Over \$300,000 has been raised in public subscription toward the construction of a \$1,500,000 civic auditorium, it was disclosed last week.

To be available for use by the public and the school, the proposed structure will be erected on the campus of Ball State Teachers College. Plans call for the seating of 3,500 persons in the projected auditorium. Among the many pledges are \$55,367 by the faculty members and employees of the college.

Silvers, Borge Inked For CNE Night Spec

Comic In for First Week, Pianist Set For Second; Vickers Is Also Signed

TORONTO—The night grandstand spectacular at the Canadian National Exhibition here this year will have Phil Silvers as its headliner for the first full week of its run and Victor Borge in the top spot the second week.

John Vickers, Canadian - born Metropolitan opera star, also will be on the bill during the first week.

Pacting of two names and of an opera star marks two "firsts." Heretofore, one headliner has been featured thru the full run, and never before has the exhibition featured a serious artist such as Vickers.

Silvers will bring his own troupe here. Included with them will be some of those who appeared regularly on Silver's television show.

For Borge, it will be his second appearance in the CNE show. In his first he scored solidly with exhibition patrons and with the Toronto press.

Vickers, a native of Toronto, shot to the top of operatic circles

during the past year. The tenor is now appearing in Europe, where he built his operatic reputation.

The Al Dobritch Shrine Circus, as previously announced, will be the matinee attraction in front of the CNE grandstand.

Drum-Bugle Contest at Troy Hills

TROY HILLS, N. J.—A drum and bugle corps competition is being arranged for the Morris County Fair. John Behringer of West Caldwell has been appointed chairman. The drum and bugle units in the East are being invited to take part in the event which is scheduled to be held in the grandstand area on opening night, Saturday, August 20.

Behringer, leader of the Caldwell Elks Band, was named by fair manager Swante Swenson. The contest requires each unit to march in formation for at least eight minutes and to play a concert for three minutes. Winners will be awarded prizes.

Swenson says other programs will be disclosed at a later date. The 1960 fair will be open seven days and nights for the first time in its 26-year history. It will run Saturday thru Saturday, excluding Sunday, August 21 and winding up August 27.

Corpus Christi Mulls Booking Own Circus Acts

CORPUS CHRISTI, Tex. — G. M. Clark, president of the Coastal Bend Shrine Club at Corpus Christi, has revealed that the club will hold its annual circus at the Memorial Coliseum. The club is considering booking its own acts such as is being done by Austin and Houston Shrine Temples. The Coastal Bend Shrine Club members belong to the Shrine Temple in San Antonio.

Second College Showboat Gets Tour Approval

MINNEAPOLIS — University of Minnesota theater players will perform George M. Cohan's "Forty-Five Minutes From Broadway" aboard the Minnesota Centennial showboat this summer. The show will open here June 21 and the Minneapolis run will continue thru July 24.

Permission for the boat to tour down the Mississippi river this summer has been granted by Coast Guard officials. The boat had to because the Coast Guard would not permit it to be towed farther downstream.

From July 26 to August 14 the boat will be at the St. Paul Yacht Club, St. Paul; August 16-21 at Red Wing, Minn.; and Aug. 23-28 at Winona, Minn.

Indiana University drama department also will operate a showboat this summer. It will tour the Ohio River.

Trenton Hands Rogers Issue to Rush Assoc.

TRENTON, N. J. — The executive committee of the New Jersey State Fair decided last week to put the event's grandstand entertainment situation up to Art Rush Associates for a solution. Trenton is one of the fairs on the Roy Rogers appearance route for this fall. Rogers has since canceled on doctors' recommendations.

The board will advise Rush that a responsibility to provide a "suitable replacement" for Rogers lies with the agency.

George A. Hamid Sr., veteran in the booking office field, who

until this winter was the active head of GAC-Hamid, Inc., is president of the fair board. Others besides Hamid who met here were Ed Connelly, Carl Sonitz, Fair Manager Earl Jamison, Amos Kirby and Phil Alampi.

Among other subjects, it was decided to institute an open house and pony show for the final four days. Clarence Davenport of Mount Holly was placed in full charge of the agricultural and livestock exhibits, and will co-ordinate his efforts with Rutgers College.



A rare gathering of most of the key people in the Gooding Amusement Company was one of the highlights of the open house Saturday (9) at the new, large, modern winter quarters-factory-offices of the Gooding organization in Columbus, O. Shown, left to right, are: Seated, Lynn Esterline, Anna Reid, Priscilla Groves, Doris Relyea, Floyd E. Gooding, Joyce Ann Gooding, Wilma McCartney, Julia Underwood and Kay Leisure. Second row, Mary Clymer, Vera Enright, Kitty Kempner, Bob Cashner, James E. Wolfe, Hal F. Eifort, John F. Enright, Chick Franklin, Joe Kemper, S. B. Berkshire, Eunice Moore and Eva Riffle. Third row, Delmar Groves, Bill Leisure, George Bouic, Ned Skinner, Chuck Clymer, Harry Day and Ray Riffle.

Hunt's Five-Ringer In 96-Show Stand

• Continued from page 52

Otherwise he sticks close to the audience during the show, staying in sight all the while as he moves in and out of the stands.

Three rings of single elephants follow, by Roy Buch, Junior Clark, and Marsha Hunt — who is taller, slimmer and more presentable than ever. Five girls then work swinging ladders. Cuneo's five Royal Inca Llamas are featured in the next display, along with two mixed groups, Conley's pony, monkey and dog, and Hunt's camel, llama and pony. Then a clown army comes on, eight strong.

A five-ring display centers on Tanit Ikao's animal hypnotics act, well-known as a concert feature. She uses a reptile and alligator but omits her sword ladder. Also in the display are four rollo-rollo acts, Anita Conley, Lillian Canestrelli, Claudine Frederick and Carl Conley. Clowns do a safe-cracking gag in dead silence, where spook music would provide a suitable background to offset the chattering spectators. Whiz Kids please with their unicycle antics, one of them kicking a stack of cups and saucers to his head.

Marsha Hunt then has six palomino liberty horses in the center ring, flanked by two rings of four ponies apiece. Charlotte La Vine's chimps and Cuneo's Paramount Bears are the next display. The Cuneo animal contributions, plus the tumbling and cycling acts, are essential, as the program develops, since the Hunt's three-ring show could not sustain expansion to five rings without the strength that these added, first-grade acts provide.

Olga Sanchez does her bounding rope act, and Happy Spitzer's comedy mule follows, along with Bobo Zoppe's highly amusing comedy bullfight. Four rings coming up next are the (5) Juggling Conleys, Sanchez Sisters, acrobatic; Freddie and Claudine (Conleys), juggling, and Canestrellis, unsupported ladder and foot juggling. Wazzans roar on with their tumbling and pyramid building, including an arena-encircling flip-flap in the grand old fashion.

Show wind-up comes with the Hunt elephants, Roy Bush handling five and Junior Clark, three. There are snappy routines, no more inventive than others but impressive with their speed and precision. All performers come out briefly with flags of all nations, then the long mount climaxes the performance.

On the plus side is the fact that ample heating units are spaced around the tent in the event of a temperature drop. Visually, the show is pretty as a picture. The top is white, with red trim and blue - and - white - striped sidewalls. Six silvery center poles are in the air and they each support lighting which is unsurpassed on the road. From each pole hangs a pair of 2,000-watt motion picture bulbs, filling the tent with brilliance. Rolling stock is in gleaming white with picturesque scrollwork.

Connection to the big top is thru a menagerie tent holding a pleasing selection of animals. Cuneo's cages provide leopards, wolves, zebra and llamas. Other working stock such as the eight

San Antonio Park Has Easter Party

SAN ANTONIO — Alzafar Shrine Temple, with Harvey McDonald as Illustrious Potentate, held the annual Shrine Children's Easter Party at Playland Park last Saturday. All rides were turned over to the children for enjoyment from 10 a.m. till noon.

Gwynne Jones and Jack Blankfield were co-chairmen of the affair which also featured entertainment by the Shrine Rube Band and the Nemnuf, troupe of clowns of the Shrine Temple.

ponies, palominos and eight elephants are on display, plus a cage trailer with monkeys and anteaters. Burros are also staked out.

The need for stringent scissoring was evident at the opening, which ran a ragged two hours, 18 minutes without an intermission. And without the Gaonas flying return act, whose rigging was not up. Lowness of the top presented problems which were not immediately overcome. Intent is to trim one hour, 45 minutes, giving a fast show and ample time for customers to savor the park's midway. Jim Conley handles the microphone thru most of the show. Stella Wirth has assembled a creditable eight-piece circus band. Clowns, of which there are nine, are Emmett Kelly, Alberto Zoppe, Ray Sinclair, Tommy Thompson, Ramirez, Gil and Lillian Wilson, Happy Spitzer, and one other. Strong mike work is needed to support them, keeping the eyes and minds of impatient kids on the performance.

The show is geared to gross over a half-million dollars, and while the park and the Hunts would gladly settle for less than that, they should be able to give it a good run. It is an overlong show, not too powerful, but amply satisfying for all ages.

Omaha Shrine Product'n Includes Clyde Package

OMAHA—The Tangier Shrine Circus, produced by Rink Wright, will be in session here Monday (18) thru Sunday (24). Performance will include a large package of acts from Clyde Bros. Circus.

Talent line-up announced by Wright includes:

David Hoover Wild Animals; Simru Duo, high act; Navarro Brothers and Tony Ridola, comedy acrobats; Five Johnnies and Five Ervings, acrobats; Johnny Laddie's Dogs, Cimse's Collies, and Lona's Canines; Esquede Troupe, cycling; Zavattas' ladder act with Cavell's, Lona's, and Franklin & Astrid's balancing acts; Helen Haag Chimps; Wally Norton, bear; Roland Rafter, pigs; the Lang Six Swings, and Hungarian Six, teeterboard; Navar-

ro Brothers, perch; K. Caprice, juggling; Gordo, balancing; Animal Fantasy, worked by Rex Williams; Gabby Hayes, Western movie actor; Sims Sisters, Jon Friday and Louis Minello, aerialists, along with web girls; Howard's Elephants, worked by Rex Williams; Arab Troupe, tumbling; Tony Silla, ponies; Suesz's Horses worked by Count Beketow; Cuccioli, military ponies; the Flying Hartzells, and these clowns:

Simley Daly, Tony Ridola, Frank Cain, Joe Franklin, Tony Flecha, Eddie Arvida, Bozo Harrell, Grover O'Day, Arilo Atayde and Cuccioli.

Staff includes Rink Wright, director; Whitey Wilbur, props; Dick Ware, emcee, and Ted Sheil, music.

Sportsmen's Show of CNE Draws 250,000

TORONTO—Over 250,000 attended the 1960 Canadian National Sportsmen's show here at the Canadian National Exhibition. The two Saturdays drew better than 50,000 persons each. Heading the show was Andy Devine. The nearly 300 exhibitors reported that good volumes of business was transacted and that the show was up to par with that of 1959 and 1958.

SHOW STUFF IS SHOW STUFF

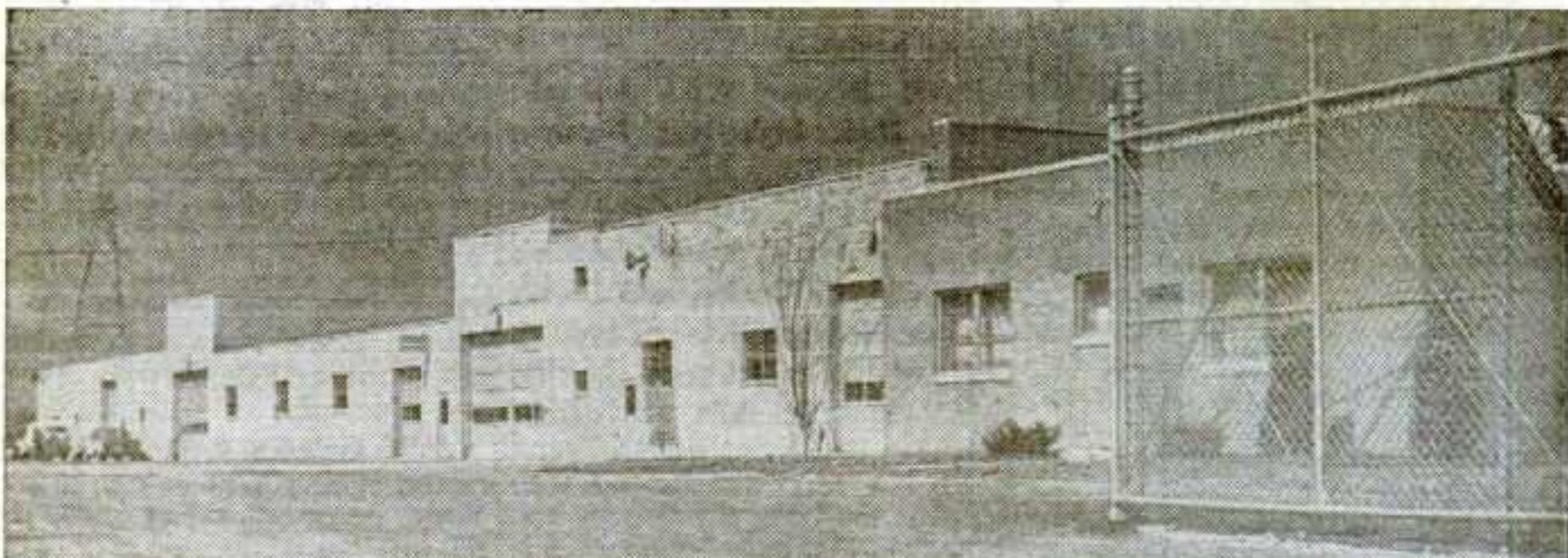
ST. LOUIS—Show stuff is show stuff to some railroaders, it seems. Baggage car load props and scenery for a production of "Mary Stuart" was mistaken for another baggage car load of elephants here. When stagehands approached to unload the car it was gone. It turned up on a train in Arkansas headed for Texas with what it thought was elephants for a circus there. Car was rushed back but the show's performance was delayed about an hour and stagehands were still at work when the curtain went up.



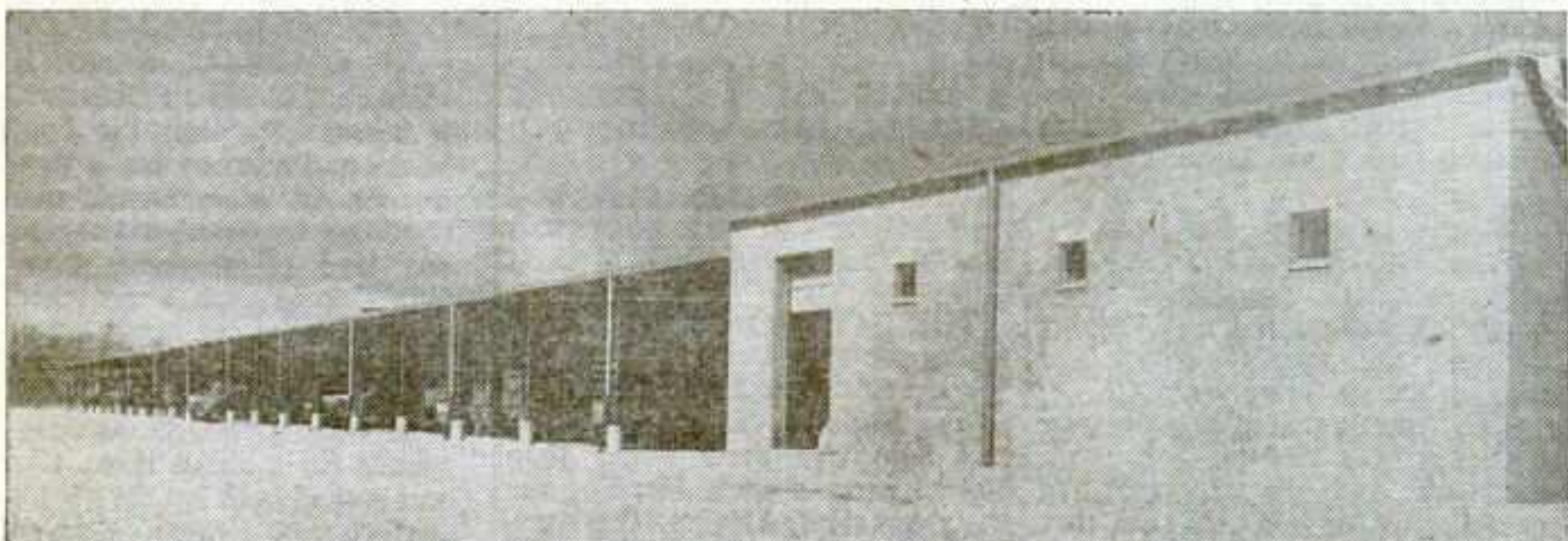
Guests at the open house Saturday (9) at the new Columbus, O., factory-winter quarters and offices of the Gooding Amusement Company were impressed at the size and facilities of the plant. An idea of the size is given by the machinery shop, a 65 by 125-foot section, shown above during the open house. The Merry-Go-Round, in operation at open house to the delight of youngsters, looked as tho it had just come, brand new, out of the factory. Actually, the device, built by Allan Herschell Company, was used for the first time in 1934 at the Great Lakes Exposition, Cleveland, and has been put up and torn down at least 600 times since. Its sparkling appearance and smooth operation is a testimonial to the craftsmanship of the Gooding winter quarters-factory personnel.



Front and sides of the office section of the combined office-factory are of enameled-face brick. Exterior of remaining portion of the huge structure is of concrete block. The entire 10-acre plant is fenced with a seven-foot-high chain link fence, topped by three strands of barbed wire.



Two loading docks, each capable of accommodating two semi-trailers under roof, are on one side of the combined office-factory building. Another door on the same side enables office wagons to back up to a room in which tickets and office supplies are stored.



A total of 247 pieces of rolling stock can be stored in the two sides of the shed. Any one piece can be moved out without first causing another piece to be moved. Concrete block building, 100 by 100 feet, at right, is used for general storage.

Looks to Future

UNSURPASSED anywhere in the outdoor amusement industry, the new Columbus, O., plant of the Gooding Amusement Company is a reflection of careful planning and solidly based confidence in the future of the amusement ride business.

No other organization operates so many portable riding devices as the Gooding organization. And no other organization has such far flung operations—operations by more than 10 units in States from the Canadian border to and including Florida as well as big, medium-sized and small fairs.

The new plant, which was formally opened Saturday (9), is geared not only to present and future Gooding needs, but to another major potential as a year-round factory for the rebuilding and refurbishing of rides for other operators.

Huge and well equipped, the plant can accommodate an abundance of work. Ideal working conditions, such as air-conditioning in the offices and factory, suggest attracting and holding of skilled craftsmen the year around. This, in turn, underscores the confidence of Floyd E. Gooding, the moving spirit of the organization, in the future of the amusement ride business.



A huge carpentry shop, high-ceilinged and well lighted, is equipped with the latest in wood-working and metal-working equipment. Illumination in this section, as in all sections of the factory, is by incandescent lighting. Office section has fluorescent lighting.

AMUSEMENT PARK OPERATION

Trampolines for Chicago; Gurtlers Ponder German

TRAMPOLINE CENTERS will get started in the Chicago area in the very near future, reports E. W. Sheley, Chicago area Nissen distributor. He says the first spot in the area to open will be at Wallacetown Plaza at Chicago Heights, with opening expected in about a week. Next will be a center at LaGrange Road and Congress Expressway. Sheley's own center will open in May at Park Ridge, Ill., and he is awaiting a zoning ruling. . . . At Houston, Playland Park was the scene of an Easter party sponsored by the Chronicle Sunday (17). Rides went for a dime. . . . LeSourdsville Lake Park in Ohio will have preview weekends thru May and full opening on May 21. School picnics will figure prominently in business for the early weeks. . . . At Elitch Gardens, Denver, the Gurtler brothers are getting publicity mileage out of the fact that their Calypso will arrive disassembled and with directions written in German.

Long Beach Opens Ballroom; Oaks Misses Old MGR Horse

LONG BEACH Amusement Company last week was debuting its newly decorated Lido Ballroom. Playing was the Claude Gordon orchestra, which won a "best new band" award in 1959. The firm also has plans for forming a water polo team with a view to taking part in the 1964 Olympics. . . . Ocean View Amusement Park at Norfolk opens on a full daily schedule Tuesday (19), with school children out on Easter vacations. Then it will revert to a schedule of 6 p.m. openings on weekdays and noon starts on weekends. . . . One of the antique carved horses has been missing from the Merry-Go-Round at Oaks Park in Portland, Ore., and Manager Robert E. Bollinger has offered a \$100 reward for its return. He's hoping to find it before the park opens April 23.

Tom Parkinson

Ray Sees Banner Year; Johnson Hit by Weather

"IT LOOKS LIKE a bumper year if business continues at the present rate" comments NAAPPB Board Member Jack Ray, of Belmont Park, San Diego, Calif., who relates that use of an outdoor sports and boat show during their first two weekends gave them record-breaking business. . . . This should be cheering to other park operators thruout the nation, who are about to open their seasons. . . . Information of a less cheery nature comes from Jimmy Johnson of Playland Park, San Antonio, who reports that foul weather during the first few weeks of operation have kept him below last year's volume. However, he's optimistic as to probabilities as soon as the weather improves. . . . Leonard Thompson, dynamic operator of Blackpool Pleasure Beach, the Atlantic City of England, moans humorously that a shipping delay of a Paratrooper ride he bought from Frank Hrubetz on the Pacific Coast will result in the arrival of the device at Liverpool—50 miles away—the day before their Easter opening. Thompson, a pioneer member of NAAPPB, is first to take advantage of new regulations under which Britain has ended its strict control of the free purchase of U. S. currency. Leonard reports he's looking forward to entertaining Harry Batt Sr., of New Orleans, in May when Harry stops over during an intermission of his trip to Moscow. Harry and Mrs. Batt are going on a trip sponsored by the International House in New Orleans. . . . Paul Huedepohl, retired NAAPPB executive secretary, is home from a winter vacation which he spent along with Mrs. Huedepohl in various places including Oregon, Arizona and Florida. Mrs. Huedepohl flew on to Portland where she expects to undergo minor surgery. Paul also has been ailing with eye trouble. . . . Just off the sick list after a gruelling "shut in" period of six or seven weeks is NAAPPB Past President Bill Muar, of Roseland Park, Canandaigua, N. Y. Bill had a rough siege of it, was in a clinic several weeks for surgery and medical treatment. . . . Lenny Woronoff, ace publisher for Glen Echo Park, Glen Echo, Md., is accepting plaudits from other park tub thumpers for what appears to be a new first—a color picture on the front page of the Washington Evening Star. The 3-column blowup showed one of the painters putting on a coat of paint on one of the park buildings three days before the April 2 opening of the suburban Washington funspot. . . . Also coming in for big applause is the aggressiveness of Irving Rosenthal, dynamic president of Palisades Amusement Park. Instead of moaning about impending competition from the new theme park, Freedomland, due to open soon in Metropolitan New York, Irv has greatly increased his advertising and promotion program to tell the world about his three-million-dollar improvement program which includes among other things his big turnpike ride (biggest and best in the NAAPPB circuit to date) and the new "undersea" fun house. Irv reports the circus which is one of his annual opening features is already 80 per cent sold out.

John S. Bowman, NAAPPB Secretary

Fraley's Park Adds Dodgem

WAVERLY, N. Y. — First major ride for Fraley's Park is a 12-car Dodgem, marking owner S. M. Fraley's effort to alter it to family status. Other larger units will be

added. Dick McFadden arranged the purchase.

Fraley, also operator of a portable roller skating business catering heavily to central school gymnasiums, has a Kiddieland which opened in 1959. It has Merry-Go-Round, Helicopter, Brownie Tractors, Roadway, miniature golf and other units. Fraley has a permanent rink labeled Long Point Park.

PARK LEADER

I. W. Norton Of Compounce Dies, Was 59

BRISTOL, Conn. — Irving W. Norton, one of the operators of storied Lake Compounce amusement enterprise, died Friday (10) in Middletown, Conn., after an attack suffered while driving his car. The park is one of the nation's oldest, now operated by the third generation of Nortons thru Pierce and Norton, Inc.

Norton spent his entire life in amusement park pursuits and was widely known in New England parks association. The son of Gilbert and Nellie Norton, he was born in Bristol December 11, 1900.

He was extremely active in Masonry, belonging to several organizations of the fraternity in addition to the Forestville Fish and Game Club and the Bristol Exchange Club, of which he was a charter member.

Burial was Tuesday (12) in Lake Avenue Cemetery, following services at Prospect Methodist Church. Survivors are his wife, the former Mina Stone; two sons, Irving H. of Terryville and Richard, of Bristol; a brother, Julian H. Norton of Southington, and five grandchildren.

Port Arthur, Tex., Oil Celebration Set for Oct. 13-16

PORT ARTHUR, Tex. — Port Arthur's 1960 CavOilcade will be held October 13-16.

Dates for the annual community festival were set by CavOilcade's Board of Directors following the selection of Byron Hildebrand as the 1960 chairman.


Also elected were Jack Scott and Sam Henry, vice-presidents; W. G. Thornell, treasurer, and Lyle M. Vickers, secretary.

New directors are Mrs. Grant Lyons, Dr. Perry Peterson, Joe James, Thornell and Hildebrand. Holdover directors are K. W. Price, Scott, Lestage, Henry, Lloyd Hayes, E. J. Baron Jr., Lee Eagleson, Clifford Domingue, B. T. McWhorter, Tom Featherston and Ted Weatherall.

DIPSY DOG BATTER

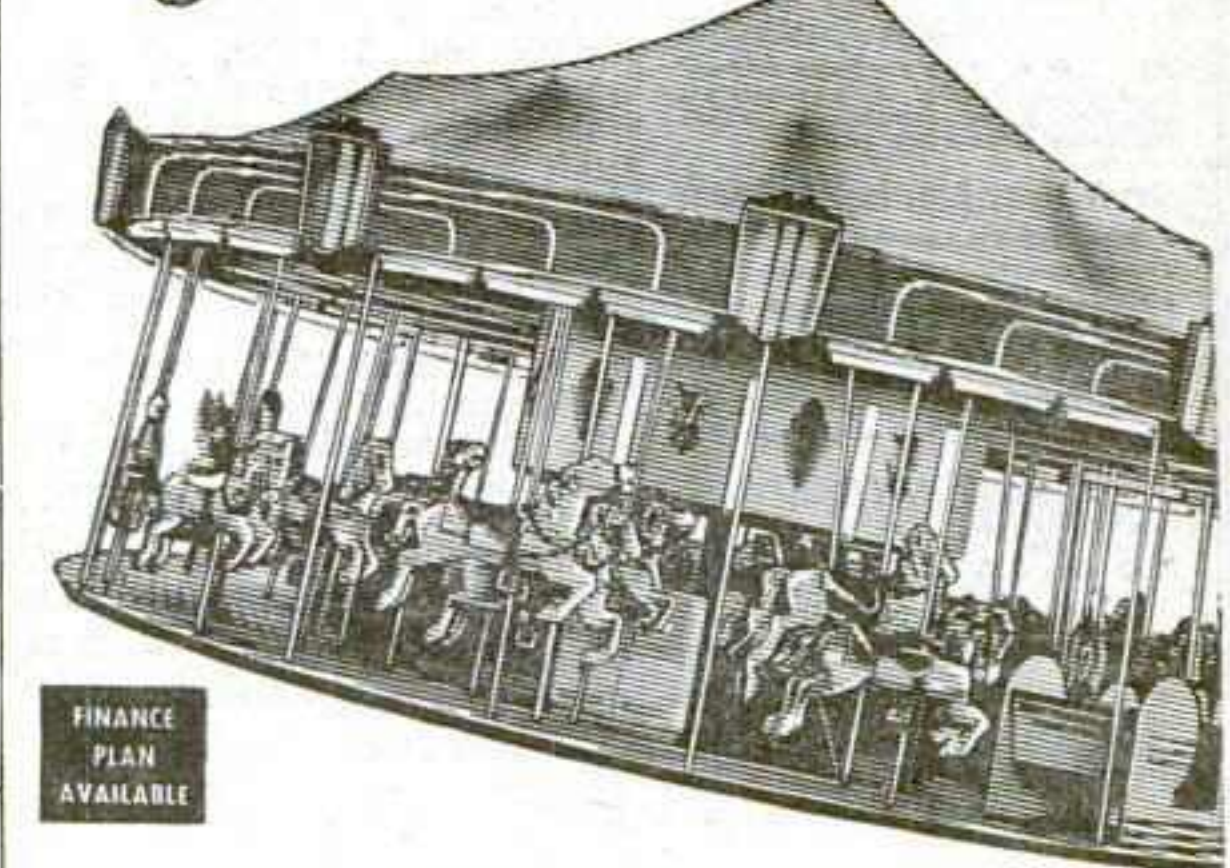
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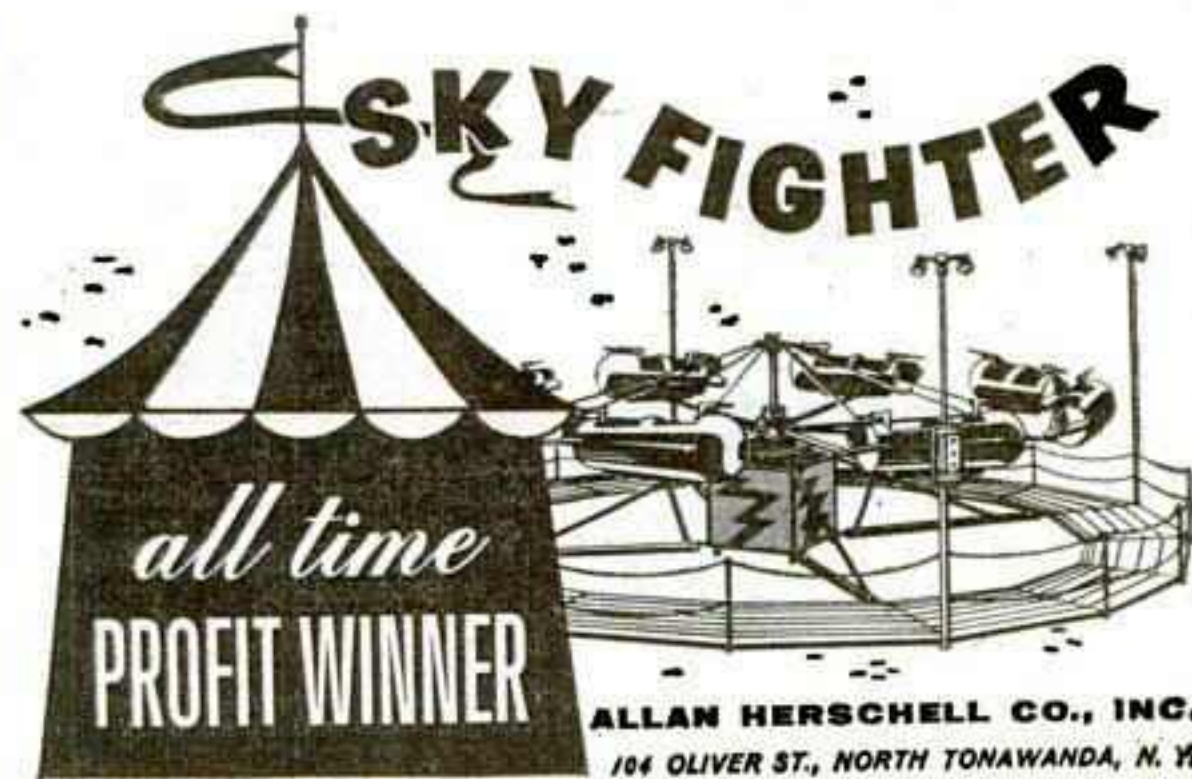
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Two Free Days for Allentown's Fair

ALLENTOWN, Pa.—The extended Great Allentown Fair will operate behind a free gate policy for two of its first three days this fall, with the paid gate applying for the last six of the nine-day run, the

executive committee has decided. World of Mirth Shows will be on the midway.

The fair had traditionally offered a free exhibitors' day on Monday to kick off the engagement. This year it will open on Friday, September 16, and end on Saturday, September 24. Friday and Sunday will be free, but the gate charge will apply on Saturday, when midget auto racing will be a grandstand feature. The fair will close with AAA big-car racing on its final day.

Construction work will compel the fair offices to be moved shortly from their location in the old building at 17th and Chew Streets, which will be demolished. In its place will rise a branch bank of the Lehigh Valley Trust Company. Fair offices are moving into the grandstand building, displacing police headquarters and the first-aid station, which will be housed this year in trailers at the east end of the fairgrounds. The bank will be partly built by fair week, and will be ready for occupancy next January.

Agricultural Hall recently has held two highly satisfying exhibits, the first annual Sports, Vacation and Boat Show, and the 1960 Auto Show sponsored by the Allentown New Car Dealers Association. Held Wednesday thru Saturday (6-9), the car show pulled

Barnes Office Inks Acts for Pomona Fair

POMONA, Calif.—Barnes-Carruthers of Chicago will supply the acts and attractions to appear before the grandstand between horse racing events and in the evenings with the Ski Jump feature, Phil Shepherd, the fair's assistant manager, disclosed.

B-C has also booked in Atterbury's Swing-O-Rama, which will be a free attraction in the plaza area each afternoon and evening. Grandstand shows will include for the first nine days, September 16-24, Seven Sons of Morocco, Jim Byrnes and Patti, and the three Leggers. Opening September 25 and closing October 2 at the end of the 17-day run will be Nip Nelson, Lona's Dogs, and Ashtons and Shirley.

about 15,000 persons with the bulk of them on Friday and Saturday. Permission has been granted for the sports show to be held again next year, general manager Ed Leidig reports.

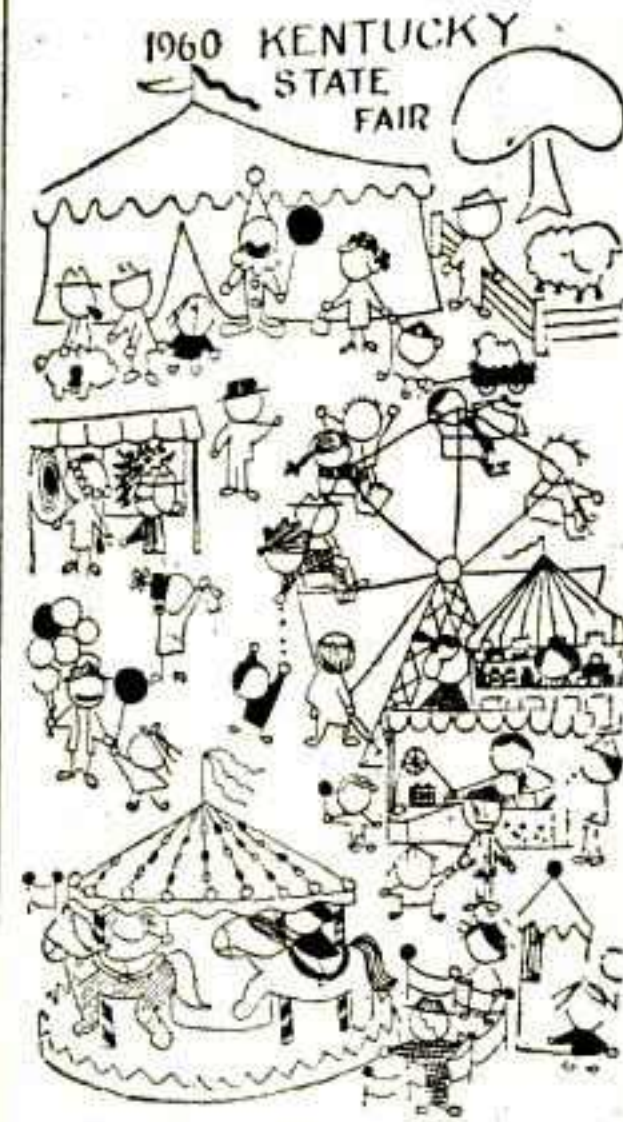
FAIR-EXHIBITION MANAGEMENT

Premium Book Cover Design In Kentucky Gets 531 Entries

LOUISVILLE — A premium book cover contest, conducted by the Kentucky State Fair here, attracted 531 entries, representing art departments of 39 Kentucky junior and senior high schools. The winner was a 10th grade student, Mary Phoebe Bailey, of Julia Overton Senior High School, Owensboro, whose entry, shown at the left, depicted sketches, most of them on midway activities.

"It was interesting to note the subject matter chosen by the youngsters," L. (Doc) Cassidy, fair staffer, commented. "Many of them had a fair confused with a circus and selected clowns as the theme. The midway, picturing rides and wheels, got the biggest play. Agricultural products were the choice of many others."

The contest was held by the fair in co-operation with the Kentucky State Department of Education. From the fair's standpoint, the contest was rated as a good promotion and as an effective public relations build-up for the annual event.



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Reading Keeps Band Gimmick; Giles President 28th Year

READING, Pa.—Reading Fair is retaining the high school band promotion it launched in 1959, when hundreds of area kids were brought to the grounds for a day-long musical round-up. Last year's feature was a grandstand march-by of 700 uniformed youngsters in ranks of 30, and a massed band concert. Considerable publicity was won by the stunt, which included meal tickets good at fairgrounds eateries and redeemed by the fair office.

John S. Giles was elected to his 28th term as president of Reading Fair Company at the annual election of officers Friday (8). Others chosen were Charles H. Kershner, first vice-president; Jacob H. Mays, second vice-president; William Arthur Morris, secretary, and Albert L. Swoyer, treasurer. Giles, former Reading Police Commissioner, has headed the fair since 1933. He is president of the Reading Automobile Club and the Pennsylvania Motor Federation. He, Morris and Swoyer hold identical offices with the Agricultural and Horticultural Association of Berks County, the group which operates the fair.

The fair's track was to open with USAC sprint racing on March 27 but was postponed because of threatening weather. Stocks were scheduled for the following Sunday, but were rained out. Season finally got rolling Sunday (10) with motorcycle races.

State Fair March Reported Hit With School Bands

HUTCHINSON, Kan.—Full band arrangements for the State Fair March, dedicated to the Kansas State Fair by its composer, Paul Yoder, already has been sold to high schools and college bands, according to Publisher Neil A. Kjos, Park Ridge, Ill.

Yoder, a noted composer of band marches, was commissioned by the Board of State Fair Managers to write the number in the winter of 1957-58. The number was introduced before a public audience at a Kansas Legislative session in the spring of 1958. It was first played at the Kansas State Fair in September, 1958, by the University of Wichita marching band. Since that time, hundreds of Kansas high schools have performed the number, both at the fair and at home.

County Buys 75-Acre Tract For Use by La Porte, Ind.

LA PORTE, Ind.—The La Porte County fair board and the County Board of Commissioners voted unanimously Monday (11) to approve a lease for 70 acres of county property to be used for the county fair here. Obtained at a \$1 yearly rental, the tract is along Indiana 2 about one-half mile southwest of La Porte. It is stipulated that the lease will be renewable as long as the La Porte County Agricultural Association conducts the fairs at that location. A new fair site became necessary last February when the old 32-acre fairgrounds was purchased by the La Porte Community School system. To be used for a new high school, the property was sold for \$275,000. The fair will switch to the new site in 1961 with the 1960 annual still to be held on the old grounds. The 70-acre tract acquired by the fair board has been in use as crop and pasture land by the County Home. As provided in the lease an unused portion of the property will continue to be used for that purpose except during the period of the fair. A professional fair ground consultant and planner is at work in designing the new grounds. Two preliminary drawings drafted have been placed before the board.

TALENT ON THE ROAD

Acts Set for Canada A Fairs; Mo. State Fair Goes Ragtime

Howard Hardin will emcee the GAC-Hamid production that'll play the grandstands of the five Western Canadian A fairs this season. On the bill will be Egony Brothers, Weldes Bears, Elkin Sisters, Bauers, Wimpy the Clown, Harmonicats, Roger Ray, Richiardi the Illusionist, Janik and Arnaut, a Hal Sands line of 24 gals and Keith Killinger's ork to cut the show. . . . Colie Ervin, manager of Missouri State Fair, Sedalia, is putting emphasis on Missouri ragtime this year. Colie has set Ragtime Bob Darch to tell the story with his honky-tonk piano and songs. Billed as the first major fair appearance by Darch, he'll be all over the grounds, calling attention to the various facets of the big fair. He'll keynote his turns with emphasis on Missouri as the birthplace of ragtime. Incidentally, he's scheduled to cut some records with folk singer Burl Ives.

In addition to appearances of Hal Sands Manhattan Rockets line of girls at the five Western Canadian A fairs, he's got plenty more fair business this year. With four units planned for the season, Sands' lines of varied sizes will be seen at fairs in Malone and Bath, N. Y.; Presque Isle and Skowhegan, Me.; Adrian, Mich.; New Ulm, Minn.; Little Falls, N. Y.; Essex Junction, Vt.; Raleigh, N. C.; Herrington, Del.; Clearfield and Bedford, Pa.; Elmira, N. Y.; Sherbrooke, Ont.; Rutland, Vt.; London, Ont.; Sedalia, Mo.; Du Quoin, Ill., and York, Pa. . . . Acts set by GAC-Hamid to play the Canadian Lakehead Exhibition, Fort William and Port Arthur in Ontario, will include the Harmonicats, Howard Hardin, Wimpy the Clown, Bauers, Elkin Sisters, Weldes Bears and Egony Brothers.

TV SHOW CASE: Roy Rogers and Dale Evans will be videoed on May 1 from what is billed as the world's first "Aquarodeo" from Marineland of the Pacific, Palos Verdes, Calif. They'll front the show which will include cowboy contestants doing shark-busting, a bat ray roundup, turtle dogging, shark roping and bareback whale riding. . . . The April 23 Red Foley "Jubilee U. S. A." will have Johnny Cash and Tex Ritter as guests. Rex Allen has been signed to appear with Foley on the May 7 television show.

Como Troupe to London; Water Comics Set D. C. Area Swing

Hypnotist Joan Brandon's April dates include the Shrine Mosque in Springfield, Mo., 13-17, and the Memorial Auditorium in Corpus Christie, Tex., 20-24. . . . Eddie Gillen's Aquabats water show has three weeks booked thru Max Roth at Washington shopping centers. A girl and five boys are used. . . . A regular battalion of Perry Como staffers flew to London last week and returned Monday (25) after an NBC colorcast assignment. Included were Mitchell Ayres, musical director; Clark Jones, producer; Jack Andrews and Joe Lipman, arrangers; Frank Gallop, announcer; Louis DaPron, choreographer, and others, including Perry Como, Dee Bellme, Harry Sobel, Mickey Glass, and Lester Gottlieb of GAC.

Frank Taylor of GAC-Hamid has five days of names and supporting acts being framed for the National Dairy Cattle Congress, Waterloo, Ia. First three days feature the Rodeo Kids of Kansas City. . . . Liberty High School in Bethlehem, Pa., has Dave Brubeck booked in May 8, Maynard Ferguson, May 18 and Lionel Hampton, June 5. . . . Isaac Stern, violinist, begins his second concert tour of the Soviet Union on April 22. Roberta Peters, coloratura soprano, starts a similar Russian tour with May 4 and 6 recitals in Moscow. Both are arranged by Sol Hurok as part of the Cultural Exchange Agreement.

Irwin Kirby

Wagner Adds Brockton To Auto Capades Route

PHILADELPHIA — Sixty-nine fair contracts give the Buddy Wagner Auto Capades-Motor Daredevils unit its lengthiest route since being organized. Wagner reports the total number of performances

Phil Marcus, veteran circus billposter from Springfield, Mass., has joined Al G. Kelly-Miller Bros. Circus at Hugo, Okla. . . . A backstage reception at the Ringling opening was held for the New York Newspaper Women's Club. Attending were Trevor Bale, Prof. George Keller, Hans Neumann, Walter Klausner, Pat Kirby, Gloria Bale, Evelyn Fritsch, Earl Shipley, Chuck Burns, Otto Griebbling and Frankie Saluto. . . . Several two-year contracts are expiring on the Ringling show this year, and about eight more acts are being sought in Western Europe by Bedini, the show's representative there.

as 136, extending thru the East and into Ohio.

Latest announced dates are four shows at the Brockton (Mass.) Fair in early July, and three performances at Eastern States Exposition, West Springfield, Mass., September 22, 23 and 25. Previously set were four shows at the Skowhegan (Me.) State Fair.

Wagner pointed to the line-up as evidence of the proven merit of thrill shows in general as a major grandstand attraction. First date this year is May 30 and the season comes to an end October 24. The unit will again be equipped with new Ramblers and will feature the auto cannon. Tie-ins to be utilized include American Motors dealers, Oilzum Motor Oil and Tyren tires.

Plymouth (N. H.) State Fair returned to the route a week ago when Wagner and fair manager L. H. Mitchell signed an agreement for two shows on opening day.

Jensen Opens In Ore.; Names Act Line-Up

WHITTIER, Calif. — The Ken Jensen Circus has opened its fifth year. Tour began at Klamath Falls, Ore., where it was sponsored by the Exchange Club for the second consecutive year.

Acts include the Escalantes, bars; Hoffman Family, jugglers; Herbie and Chatita, Los Latinos, wire and slide; Miss Clarita, wire; Johnny Cline, dogs, ponies and baby elephant; Charles and Madeline Franks, elephant; Boyd Kimes, pigs; Adams' Chimps; Don Kirby and James Woodin, the Trampoloneys; the Trampolettes; Eric Adams and Eric Jr.; comedy bicycles; the Carlyles, teeterboard; Melitta and Wycons, La Sikorshas, high perch; Rene Thezan, George Perkins, Harry Ross, Kirby and Woodin, clowns, and the Kerppit Dart Musical Duo.

Jensen returns to California on May 14 following a Northwest tour. Dates in California will be outdoors.

Staff includes Ken Jensen, owner-manager; Edna Jensen, canvas boss on indoor dates; Ron Lombardi and Fritz Lauber, concessions, and Pete Reah, rigger and lot superintendent on outdoor dates.

Atayde Bros. Circus has been playing the Pacific Coast of Mexico. Some camels were burned in a recent fire but are expected to recover. Belleni Atayde left to join Clyde Bros. Nelli Atayde returned to Mexico City for surgery. The show will play Agua Prieta later and plans are for the show to cross into the U. S. at Douglas, Ariz., and go overland thru Arizona, New Mexico and Texas to re-enter Mexico at El Paso and Ciudad Juarez.

ROLLER RUMBLINGS

By AL SCHNEIDER

JOSEPH F. SHEVELSON, vice-president of Chicago Roller Skate Company, has accepted an invitation to moderate business seminars which will be conducted along with the 1960 roller skate queen contest at Miami Beach, Fla., November 12-16. Shevelson said subjects at this year's seminars will include 15 phases covering the entire range of the industry. Among these will be insurance, lighting, music, rink improvement, how to save money on rink operation, participation in parades, advertising tie-ins and discussions of the industry's relationship with radio and television. Audrey Sorensen, Arlington, Va., the 1959 roller skate queen, will be on hand at the Balmoral Hotel to help crown the 1960 queen who will be selected from a field that may be as large as 50. The new queen will receive a \$2,500 scholarship, or cash equivalent, from the Pepsi-Cola Company. She will be crowned at the Chicago distributors' dinner on November 16. Shevelson urges rink owners in every part of the country to be present at the seminars "in order to achieve a free exchange of ideas that will help the industry both individually and as a whole. "We'll all have a fine time," said Shevelson, "but we'll also achieve our basic objective—to solve problems that will help industry growth."

The remodeled Pla-Mor Roller Rink of Jersey City, N. J., staged a grand opening on April 1. The new owners, Clayton Powell and Del Bright, who purchased the rink recently from Marvin Higgins, spent two weeks in remodeling the interior before the debut. Powell, who will manage the rink, said it will be closed on Mondays and Tuesdays so that it may be used for private parties.

Rubber tile flooring has been installed in the main lobby of Sunset Rollerama at Tucson, Ariz., as part of a continuing improvement program for the rink, according to the establishment's Lonas S. Young. The 30-by-60-foot area was covered

with quarter-inch nine-by-nine-inch squares of Rubberlock tile made by Mitchell Rubber Products, Inc., of Los Angeles, said Young.

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will be in operation Easter weekend and thereafter at Revere Beach, Mass.; April 20 and thereafter at Steeplechase (Boardwalk), Coney Island, N. Y.

Revere Beach operators say, "Showing of ride was remarkable. We are delighted with public acceptance and also the excellent construction."

Frank Tilyou of Steeplechase cordially invites park men to see the Flying Coaster operating April 20, Boardwalk location.

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ATTENTION: PARK OWNERS
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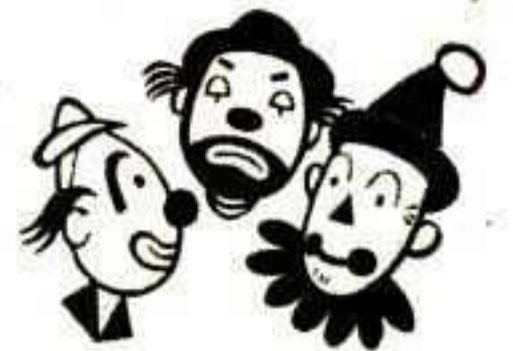
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ARENA, AUDITORIUM NEWSLETTER

Bowling Draws

By TOM PARKINSON

AMERICAN BOWLING CONGRESS has selected Buffalo as the location for the 1963 ABC tournament. This was determined at Toledo last week. The current ABC tournament is rolling up an unusually good attendance at the Toledo Sports Arena. For the first 20 days of the bowling marathon attendance averaged 1,011. It was reported that averages in St. Louis for 1959 were 810, Syracuse in 1958 at 949 and 1957 at Fort Wayne, 789. Building Manager Andy Mulligan reports ABC's tournament began in Toledo March 5 and runs thru May 22 for a 79-day total. The building will be vacated by June 5, when it resumes a standard schedule. Next year's ABC tournament has long been scheduled for Detroit, and Veterans Memorial Auditorium at Des Moines will be the 1962 host. In Toledo after this event, Mulligan has coming a pair of high school graduations, a closed circuit TV show for Willy Motors, an antique fair, an Ohio Musical Festival, wrestling every Wednesday, a piano sale, and the Ringling circus. All that will come between June 5 and June 22.

Charleston Expects to Top \$110,000 2d-Year Budget

AT THE CHARLESTON, W. Va., Civic Center, manager Bill Bolden tells of highly successful second year, with nine months of the fiscal year already on the books. Many events, including a heavy schedule of basketball and numerous meetings, have kept the building busy. The theater section has been "almost solidly booked," according to Bolden, and the whole operation has exceeded expectations for its second year. Income, he reports, is \$42,000 above last year's at this point, and he anticipates surpassing the \$110,000 budget by the end of June, the fiscal year. In the first nine months there have been 266 events. For the future months of 1960, there are 183 advance bookings. This includes a two-month period in which the building is shut down for maintenance and vacations. Recent winners are led off by the Southern West Virginia Home Show in March. All space was sold and 67,000 people attended. It was sponsored by the Optimist clubs of Charleston and West Virginia, and it was promoted by Jack Shea and Associates, a firm which has moved to Charleston from Indianapolis. Earlier, Ringling was sponsored by the Junior League, which financed its entire year's activities with the proceeds. In February, the building has the West Virginia Intercollegiate Basketball Tournament. This event formerly was at the gym of West Virginia Wesleyan College. Bolden proposed to the tournament that it move to the new civic building, which has a larger capacity. The Charleston Lions Club then was recruited to sponsor it, and they handled a very strong advance ticket sale. The entire affair was a big success and local business people reported capacity business among hotels and motels when the Oral Roberts organization appeared in the building for six days in November. Bolden said that for that event he handled reservations for accommodations from people in Maine, Connecticut, Vermont, Kentucky, Tennessee, New York, Pennsylvania, Oklahoma, Texas, North Carolina, South Carolina, Virginia, and Nova Scotia.

Greensboro Rodeo Attracts Business on a Sports Basis

RECENT RODEO at the Greensboro, N. C., Coliseum added to that new building's already outstanding record for business. The event was an RCA rodeo with Tommy Steiner contracting the stock and with 113 contestants that included top names like Jim Shoulders, Guy Weeks, Jack Buschbom, Bill Linderman and Benny Reynolds. One thing that made this rodeo noteworthy is that, other than such cowboy names as these, there was no big-name film or TV star as a drawing card. Promotion was in the hands of Robert Kent, building manager, and all publicity was toward building this as a sport rather than a show. Newspaper material was directed to sports pages. TV and radio material included spots but also made use of sportscasts. Outdoor paper also was used. This all paid off with capacity business. About 200 seats were lost by the nature of the layout. Attendance totals included 6,278 on the opening Thursday night, 6,380 on Friday, 6,466 on Saturday afternoon, 6,444 on Saturday night, and 6,454 on the final Sunday (3). Upcoming now at the building are the "Biggest Show of Stars" April 20, Dukes of Dixieland April 28 and a Home show in May. The building is being used every day thru May and a hefty profit is in store for the year.

Fort Wayne Plans Skating; Oakland to Vote on Stadium

FORT WAYNE'S ALLEN County Coliseum will have summer ice skating sessions, June 21-August 7. Manager Don Myers has announced professionals will include Mimi Pong, Harry Barton and Dave and Rita Lowery. . . . Aquatic Talent Agency, Inc., has been formed at North Miami Beach to produce water shows. . . . Electrical Living Shows, Inc., announces response has been strong for the Electrical Living Show to be in the New York Coliseum September 10-18. . . . Oakland, Calif., city council has okayed a plan to put a \$13,700,000 bond issue up for referendum in June. A chamber of commerce committee has decided to favor the plan. It will include a new stadium. . . . Western Contract Furnishers, interior design firm for commercial structures, is expanding its facilities at San Francisco. And a new branch will be opened at San Jose.

KIDDIELAND ENLARGED

Rides Up Food \$ For Mass. Eatery

NORTH ATTLEBORO, Mass.—The new Kiddieland at Jolly Cholly's here is being expanded on the strength of business won during last summer and fall. Operated by Helen and Charley Nasif, it is one of New England's outstanding highway food spots, on U. S. 1.

Jolly Cholly covers 12 acres and, in season, employs up to 80 people. A solid testimonial for the ride business is Nasif's experience during 1959. The food gross rose 25 per cent after rides were installed and now is at the \$500,000 yearly level, he states.

Dick Secor consulted on the project, resulting in Jolly Cholly acquiring a No. 5 Eli Wheel, Mangels kiddie Whip, and Herschell three-abreast Merry-Go-Round, Helicopter and kiddie Boats, Buggies and Sky Fighter. This month the spot is adding the Herschell new-style Roller Coaster, Roadway and 48-passenger 1865 Train with one mile of track. A veteran in the outdoor fun field, Nasif has spent the major part of his life

operating carnival and amusement park rides.

In the funland now is a new snack bar, 40 feet by 32. The operation has a main restaurant, plus a building expressly for pizza and other Italian delicacies and one for popular snacks. A picnic area is also offered, plus six Electro-Freeze soft ice cream machines and one milk shake dispenser.

All Rides a Dime

Nasif charges a dime a ride, for all units, figuring families know in advance what they have for spending money. By making their ride stay a cheap and pleasant one, he says, he is encouraging repeat business. Wednesdays are nickel ride days. The park sells a combination ride ticket, seven for 65 cents. It also has a no-charge area with modern playground equipment and benches.

Easter promotion includes exploitation of "Benny the Bunny," a large rabbit-costumed performer. Nasif has him on WPRO-TV, Providence, on the Salty Brine kiddie show. He'll circulate around the park during Easter week, giving out badges imprinted: "I met Benny the Bunny at Jolly Cholly's."

Minneapolis Sports Show Draws 132,000

MINNEAPOLIS — Attendance at the Northwest Boat, Sports & Travel Show, which ran for 10 days at the Auditorium here closing April 10, was over 132,000, according to Dean Sherman, promotion director. This figure was for paid admissions only and represents an increase of 12 per cent over last year's attendance total.

The show opened strongly on Friday night (1) and weekend attendance was estimated at 44 per cent ahead of last year's comparable period, Sherman said. In fact, on that Saturday and Sunday the Auditorium doors had to be closed to comply with fire laws.

A highlight of the attraction, sponsored by the North Central Marine Association, Inc., was a 17-act stagemusical presented twice daily. All booth space for exhibitors was sold out.

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Wirth Draws Heavily In Long Island Start

WEST HEMPSTEAD, N. Y. — Frank Wirth Circus opened its four-stand season with an extended run at the Island Garden here. The 24-day, 50-performance schedule ends April 24. It is the third year in here for the Wirth organization, but in other years it has been for shorter stands.

Building Owner Arnold (Whitey) Carlson was off the nut before Easter week, with combined advance and window sales exceeding \$65,000. The weekdays were light but the weekends were bringing big business, including turnaways.

The Wirth circus, accidentally omitted from a census of circuses published by The Billboard recently, will play also at Hartford, Conn., Syracuse, N. Y., and West Springfield, Mass.

Features here include Richiardi Jr., illusionist shown often on the Ed Sullivan Show. He does three bits, one involving levitation, another the transfer of a dog to a woman inside a small blade box, and the third being his exchanging places with a manacled woman inside a rope-bound trunk. All are very convincing.

A menagerie was obtained from Dietch's Farm in New Jersey and located behind the seats. Included are three new wheeled cages and Pink and June Madison's two elephants. Menagerie had leopard, chimp, baboon, two kangaroos, llama, burro and goats.

Line-up was Prince El Kigordo, lions; Gautier's Steeplechase; Flying Zacchinis; Wallendas, high wire; Les Alcottys, plate balancing; Three Eddys, trampoline; Eight Karrells (Wallendas), vertical ladders; Les Kimris, aerial finale; Billy Barton, cloud swing; Chai and So-may, Risley. Wallendas also do web and aerial carousel. Kigordo with nine lions has five reclining in line, one doing a sideways barrel roll, one leaping over Kigordo's kneeling figure, flaming hoop, and two cats walking bottles on separate levels.

Jack Montez is equestrian director - announcer. Clowns are Charley Frank, Alvie (Kokomo) Maddox, Eddie Allen, Elmer (Fatima) Lindquist, and Ed Mooney. Staff is Karl Wallenda, company manager, Mickey Sullivan, musical director, Roland Coty, props boss.

Island Garden seats 6,000 persons comfortably. Wirth's line-up is virtually intact for the dates in Springfield, Mass., Hartford, Conn. and Syracuse.

K-M MEETS RUDY'S WAIT; LOTS TOUGH

REDLANDS, Calif.—Kelly-Miller and Rudy Bros. Circuses have been in a wait war at Redlands. K-M appeared here Saturday (9) and Rudy Bros. was to be here Saturday (16). Both ran large newspaper ads and Rudy's said "wait." Kelly-Miller did good business on its day here.

K-M staffers were meeting to discuss major problems confronting the show in this State. New zoning laws have made lots a terrific problem for the show. Billing also has been difficult.

Adams-Sells Announces '60 Staff, Acts

CHICAGO—Adams & Sells Circus will open April 24 at Monette, Mo., with 14 trucks, an 80 with three 40's, new band canopy and concession tops, enlarged menagerie, and a Rocket ride for the midway.

The circus will play 54 days in Chicago and suburbs.

Personnel includes Bill Griffith, owner-manager; Dolores Griffith, door and office; George Penny, general superintendent and assistant manager; Jenda Smaha, concessions; Red Maynard, canvas boss; Walter Rice, transportation and electrician; Pauline Penny, wardrobe; Dick Johnson, snake pit; Don Gillette, pony ride; Vera Himes, agent; George Lilly, contracting agent; Jimmy Ray, press and special agent; Amy Frey, pie car and cook; and Raymond Duke, with four men, billposting.

Performers will include Billy Sheets, equestrian director; Bob Green, calliope; Dot and Sunny Burdette; Dick and Mavis Johnson Ruby and Naomi Haag; Tony and Inga Smaha; Jenda Smaha; Eddie and Inez Santiago, and the Don Floyds.

CIRCUS TROUPEING

By TOM PARKINSON

RINGLING IS IN THE GARDEN and all's right with the spring. From that show, Chuck Burnes reports that among those joining out were Bushbaum's Liberty Horses, Prof. George Keller and His Wild Animals, Unus, Kasten's Animals, Zacchini double cannon act, Lynn Brent, Marion Sieffert, Pat Ready, Betty Escalante, and Ernie Burch. . . . The two huge finale flags use 120,000 miniature light bulbs each. . . . Production numbers are under the eyes of Dick Barstow, Margaret Smith, Pat Valdo and Bob Dover. . . . Sam Elderman, Joe Bisbini and Kenneth Grinnell are helping in the office during the Garden engagement. . . . Clown Earl Shipley makes daily radio, TV and store appearances. . . . April-May issue of Camera 35 magazine has a color picture of clown Chuck Burnes. . . . William Woodruff is out of the hospital and he visited Ringling in New York.

Estelline Pike, sword-swallower with Ringling, performed recently at a USO party sponsored by Cardinal Spellman. . . . A new program booklet was issued at New York. . . . A number of Ringling performers were guests of the manager of Luchow Restaurant. Also at the party were Ethel Merman, John Daly, the Gabor family, James Stewart and John Ringling North. . . . An Army tie-in show on Times Square included the Pattersons, Diors, Kolmedys, Dennis Stevens, Frankie Saluto, Jackie Cooper, and Owen (Duffy) McQuade. . . . Chuck Burnes and Jackie Gerlich appeared at a Brooklyn school. . . . Ernie Burch and Frankie Saluto helped plant the first spring flowers at Rockefeller Center. . . . Earl Shipley appeared for a week at Macy's store and then went to the Home Show at Waterbury, Conn., on behalf of the Ringling show.

Ringling's singer, Harold Ronk, is back with the show after a lapse of several years. . . . Prior to the New York run, Galla Shawn and Dennis Stevens cut the ribbons to open the Haddonfield (N. J.) Ice House. Hugo Schmitt's pony had a colt in Haddonfield. . . . Charles Ricketts, of Boswell Bros. Circus of South Africa, is traveling with the Ringling show as a guest of Trevor Bale. He goes next to Europe. . . . Philadelphia CFA members attended as a group and were given a special announcement. . . . Making a Philadelphia hospital show were the Stephensons, Toni Durkin, Kolmedys, Mordels, Rigettis, Manfred Fritsch, Trevor Bale and Bob Dover, Chuck Burnes reports.

* * *

Gil Gray Circus is in Tulsa this week. It planned to lay over at Lincoln's Nebraska State Fairgrounds last week but that was flooded, so it went to Joplin, Mo. . . . Atyde Bros. Circus is playing Guamuchil April 19-20 and Guasave, April 21-22. Both are in Sonora Province of Mexico. . . . Joe and Ethel Siegrist are in Gainesville, Tex., both employed at the Western Motel and Cafe. Gainesville Circus will appear in the Cotton Bowl at Dallas, July 4-5. When Lynn Gutierrez celebrated her fifth birthday with a party recently, she had 25 young guests, all of circus backgrounds.

plant at Elmira, N. Y., reports that Hank Walther will have his animals back at Eldridge Park; Ed and Alice Loop, retired performers, are at Elmira; Catherine Cook, former carnival trouper, is a police matron; Gordon Hoffstadder and Ed Newman are other former troupers in the area. . . . William T. Randolph has been visiting Kelly-Miller, Carson-Barnes, James Christy and Famous Cole shows. . . . Glen Henry and his dogs, the Merry Macs and Kelly the Clown were at the El Paso Home Show.

Printers' Ink magazine in a recent issue had a photo of Arky Scott on the cover and a story inside about shopping center shows. Inside pictures include one of the John Strong Circus. . . . Marjorie Towson, who has been touring Florida and now will go to the West Coast, visited with Lauramay and Mike Petrillo, Al and Jean Beck and Virginia Cimini Beals. . . . Spartanburg, S. C., had Hagen Bros. April 15 and King Bros. April 20. . . . Charles Ringling, son of the late Robert Ringling, and Miss Barbara Turner were married recently. He is active in auto racing and says he is disinterested in the circus. . . . David Nelson's flying return activities are postponed while he is doing basic training in the air force. . . . Working the circus program on the Capell Bros. shopping center show are Norma Capell, traps; Dorothy Capell, ladder, web and cloud swing; Doc Capell, ponies; Jack Reynolds, slack wire; Hank Craig, chimps and dogs; Louis McNeese and Ray Chandler, two elephants; and Louie Kish and Jimmie Woods, clowns. Bob and Bill Capell supply the music.

Harry Albacker, former circus press agent, now has a P. T. Barnum American Museum show playing shopping centers around Pittsburgh. . . . Beatty-Cole will be at Arlington April 26 for the Jaycees. . . . L. B. (Doc) Holtkamp, veteran agent and promoter, lost \$400 to thieves at his room recently. . . . Philadelphia Inquirer supplement carried a story about Howard Y. Bary and his wife. . . . John Ringling North was a surprise visitor to his show at Philadelphia one day. Byron Gosh has been in touch with Paramount Pictures with a view to exhibiting the Russian film "Circus Stars" as part of his All-American Circus performance. Gosh visited Ray Kolb and Polack Bros. in Indianapolis. Donald Cotton worked as a juggler for Gosh at a pair of Tennessee towns. Bill Pope and Hines Rucker were visitors.

Wallis & Harney Circus has been granted incorporation papers. . . . Coming to theaters in May is a foreign movie entitled "Circus of Horrors". . . . George Johnson, tent builder, will catch the Mills opening where the full spread of canvas is just out of the U. S. Tent factory, and then he will go on to Palisades Park and Hunt Bros. Circus, where he will meet with a number of prospective tent buyers interested in cable construction. . . . Circus Historical Society will have a convention August 11-13 at South Bend, Ind., with the Clyde Beatty & Cole Bros. Circus in town for August 13. . . . Added to the Polack show for the Indianapolis stand only were Egon Brothers, Bob Johnson, Torreanis, Miss Lona, Ruby Haag, Jon Friday, and two units of "Syncopated Waters."

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Carnival Routes

A-9 Attractions: West Hartford, Conn., 25-30.
 Amusements of America: *Samuel Gererallo; Colonial Heights, Va.; (7th & Bigler) S. Philadelphia, Pa., 25-May 7.
 Badger State: Bedlin, Wis.

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Baker's United: *L. F. Tyra; Indianapolis, Ind.
 Belle City: (N. Trentonia & W. Capitol Dr.) Milwaukee, Wis.; (2700 S. Chase St.) Milwaukee 26-May 4.
 Big State: *Joseph Sima; Pleasanton, Tex.

(Continued on page 65)

THE FINAL CURTAIN

DANSCO—Donna Willis, 23, in recent years a member of Prell's Broadway, Page Combined, Badger State, Gold Medal and United Exposition shows, in University of Minnesota Hospital, Minneapolis, of cancer. Survived by her husband, Jerry; sons Tony and Phil, and a daughter, Dixie.

NORTON—Irwin W., 59, vice-president of Pierce and Norton, Inc., operators of Lake Compounce, Bristol, Conn., (Continued on page 63)

DeSIATA—Jennie, 74, mother of Joseph (Bingo) DeSiata, ride man and bingo worker formerly with Heller's Acme and Coleman Bros.' Shows, recently at her home in Westboro, Mass. Also surviving are her husband and five other sons. Services April 11 in Westboro with burial in St. Tarcisius Cemetery, Framingham, Mass.

KELLY—Andy, 74, longtime concessionaire with circuses and carnivals, April 7, at his home in Punta Gorda, Fla. He joined the King Bros. Circus in 1920 in West Virginia and toured with it for 12 years, later being with the John Robinson, Hagenback-Wallace and Sells-Floto circuses. Retired in recent years, he last travelled with the King show in 1955. A native of Philadelphia, he is survived by his wife, Mabel, with whom he lived in Punta Gorda, the last 15 years. Burial was held there on April 11.

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50 Rolls 24.00	10,000 12.80	
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CARNIVAL CONFAB

JOE BOSTON HAS ACQUIRED another outfit, consisting of a show truck and top, from Johnny Gambino. Boston has the révue and other units on World of Mirth Shows again this year. . . . Nelson Thomas gave Washington a thoro once over, papering the area in advance of the Strates opening. Cards were placed on streetcars and busses this time, also. . . . Big-hearted Ben Weiss has two bingos awarded, for the Great Allentown (Pa.) Fair. . . . George Marshall, holder of the Timonium, Md., midway contract this year has been bazaaring around Baltimore for many years.

The Philly Circus date midway is as strong as ever and will sparkle with a few new units this time. Dates are May 22-30 with the Beatty-Cole Bros. circus featured. In attendance will be Stanley Mazurkiewicz with his rides; Mike Dembrosky, rides and bingo; Vivona brothers with Paratrooper, Dark Ride and their new Scooter; the Strates Wild Mouse; Bucky Allen and Johnny Miller, Rodeo and Helicopter; Steve Swicka, Helicopter; Zaccchinis, three shows; G. N. Burns, Torture Show; Les Prime, Derby Racer and grabs; Johnny Dembrosky, hanky panks; eating stands by Gabe Allinger, Natie Feinstein, Maxie Glynn, Natalie Murray, Art Herzog and Ritchie Thomas; Al Michaels, waffle ice cream; Ronnie Essner and John Quinn, custard; also, Mrs. Goldie Wellington, Herbie Kaplan, Harry Modele, Mark Reilly, Frankie Rich, Preston Stone's popcorn, George Gordon, Mrs. Eule, Barney Corey's pitches, Frances Fornler, Harry (Dot) Dash with inflated toys, Syd Daniels with age, scales and hats, Sammy Bluestein with novelties, Scotty Allen's auction and many others. Arlen Dembrosky and Gladys Essner are handling the office.

Maxie Sharp is concession manager with the Virginia Greater Shows of Rocco Masucci this season. . . . Joe Bury has bought a new 36-foot Merry-Go-Round from Allan Herschell and has left his trailer at the plant to be racked. The ride's for his DeLuxe Shows out of Vernon, Conn. . . . Tony (Arpeako) Santillo is sending a cookhouse and grab out with Lee's Funland Shows, Lee Hill's new midway formed at Troy, N. Y. Also with Hill are concessionaires William Marco, William Aiken, John Mahoney, Pat Patterson, Mr. and Mrs. Lolly Williams, Andy Osak, Mr. and Mrs. Ross Edmonds and others. . . . John (Tiny) Dempsey is building the Vivonas' new Stacy Johnson-designed Scooter, it is reported. . . . Two names are in the running for president of the New England club. King Reid endorsed Frankie Allen, current first vice-president, at the April 10 social, while at the final meeting, under good-and-welfare, past president Johnny Venditto urged the nomination for Jeff Harris. . . . Milton F. Kaufman is readying his concession at Revere Beach and Nantasket Beach, Mass., with new decorations and equipment. Also at Revere, ride line-up includes the present Velare Double Sky Wheels, Twister, Roundup and a newly installed Flying Coaster, Kaufman reports.

Irwin Kirby

Jack Ruback, owner of the Alamo Exposition Shows, and Carolyn Mc Jugens, of Hot Springs, were married recently at Lake Charles, La., and are now back in San Antonio, Ruback's base, after a honeymoon in New Orleans. . . . Tommy Carson, a partner with Leo Bistany in the operation of the Johnny T. Tinsley Shows, is confined to the Hialeah (Fla.) hospital. Bistany will manage the show in the season ahead. . . . Norman Schlossberg, co-owner of the Olson Shows, is back at his Chicago home after vacation in Florida. . . . The veteran Jimmy Donahue was a recent Chicago visitor, coming in from West Virginia. . . . Mr. and Mrs. Frank Winkley of Auto Racing Inc., and Charles Carroll and Bill Pratt of Carroll's Greater Shows were recent visitors to the Ross Amusements winter quarters in Indianola, Ia. Ross L. Sinderson, owner of Ross Amusements, infoes that all of his equipment is in top shape for the season's opening the latter part of this month. . . . Carl Hanson is recovering at his Miami home after being discharged from a hospital. . . . John (Muscles) Dundee is a patient at Englewood Hospital, Chicago, and Carl Mann is confined to Alexian Hospital in the same city. . . . Billy Senior, Andy Kassir and Bill Kaplan are back in Chicago after vacationing in Miami.

Ep Glosser is passing out cigars around Hot Springs following the birth of a daughter, since named Donna Lee, to his wife, Elaine, March 31 in St. Joseph's Hospital,

Hot Springs. Glosser again will be business manager of the Heth shows during the coming season. . . . John Francis, former owner of the John Francis Shows and for the past several years concession operator on the Schaefer 20th Century Shows, is in serious condition in Mid-Cities Hospital, Grand Prairie, Tex. . . . Members of the Ladies' Auxiliary of the Showmen's League of America reported hospitalized are Mrs. Monica Baress in St. Joseph's Hospital, Tampa; Mrs. Lillian Freeman in Michael Reese Hospital, Chicago, and Johanna Moeller in Martha Washington Hospital, Chicago.

Showmen's League Secretary Hank Shelby was guest of honor at a Saturday (2) surprise belated birthday party tossed by Mr. and Mrs. Bob Parker in their Miami home. Guests included Mr. and Mrs. Matt Herman, Casper Bellino, Angie Conroe, Mattie Matisoff, Mr. and Mrs. Jack Essonia, Mr. and Mrs. Louis (Stretch) Rice, Mr. and Mrs. Vaughn Richardson and Mrs. Lottie Mayer Bistany. . . . E. Lawrence Phillips, former co-owner of Johnny J. Jones Exposition, is still in Kensington Memorial Gardens Sanitarium, Kensington, Md. Recent visitors there were Ralph and Marjorie Lockett and their children, Laura and Shane. Charlie Byrnes.

Bill Catlett, ride manufacturer of La Feria, Tex., has booked his new Traveler ride with Heart of America Shows, according to

(Continued on page 63)

ANOTHER G IN NSA BOND REDEMPTION

NEW YORK — Ten more were chosen at Wednesday's (13) meeting of the National Showmen's Association, for redemption of \$100 debenture bonds. A third drawing will be held at the final meeting of the season, April 27. Checks will be issued upon receipt of bonds from the following: Irving Pearlstone, George Bovino, Joseph Amico, Dan Thaler, Jane Tubis, Anna Marie Riviezzo, Ben Hoff, Mrs. John Weissman, Selma Frank, and Ernest H. Stewart. Charley Silvern pulled the names.

Oscar Bloom Joins Gooding; Will Head Unit

COLUMBUS, O.—Oscar Bloom will return to the road this year as office manager-lot man for the Gooding Amusement Company's No. 2 unit.

Signing of the veteran showman, who for many years owned and operated carnivals in the Midwest, was announced by Floyd E. Gooding, president of the Gooding organization.

Gooding also reported that his company has been awarded a contract to supply the midway attractions at the Franklin (O.) Centennial Celebration this summer.

Gilda Lee has closed an engagement at the Onyx Room, Miami Beach, Fla., to join Leola's Variety Circus Side Show on the Ross Manning Shows as annex attraction.

Allentown Awarded To World of Mirth

ALLENTOWN, Pa. — World of Mirth Shows was awarded the Great Allentown Fair's midway contract last weekend, after one of the longest waits ever submitted to by Eastern shows. Altho several other organizations had sought the date, World of Mirth landed in a favorable bargaining position when the Brockton (Mass.) Fair was assigned to another carnival last winter.

The development allows Frank Bergen's railroad show to set up in ample time for Allentown's extended engagement, running this year for nine days instead of the customary six. Show heads here straight from New England, arriving early in the week.

Allentown was a traditional date for the show, which has alternated

here in recent years with the Reithoffer and, last season, James E. Strates Shows. Bergen's bid was described as the most attractive offered. Reithoffer and the King Reid Shows also sought the contract.

Decision was taken by the executive committee. World of Mirth is to be operative Friday noon, a free-gate day. The gate price will be levied on Saturday, then Sunday will be free, then Monday begins the steady paid-gate policy. Fair had always had a free Sunday (preview) and Monday, opening day.

The show's winter quarters work gets rolling this month at the Richmond (Va.) State Fairgrounds. Opening still-date is in Plainfield, N. J., for Memorial Day week.

BACKER IS NAMED HETH GEN. AGENT

NORTH BIRMINGHAM, Ala. —Earl D. Backer, with the Blue Grass Shows for 11 years as general agent, has been signed to join the Heth Shows, Al Kunz, owner-manager of the latter organization, announced at winter quarters here.

Besides serving as general agent, Backer will handle publicity on the Gaylon Siamese Twins and the Velare Space Wheels, Kunz said.

The Space Wheels, which opened Sunday (10) at Ponchartrain Beach Park, New Orleans, have been getting excellent business, Kunz reported. He and his wife flew to New Orleans for the opening, where Harry Batt Sr. escorted them on a tour of the park.

Two Heth ride units currently are in operation in Birmingham, playing at schools. Winter quarters activity is at high peak. A new 20-car Dodgem building, recently finished in quarters, is now being

outfitted with a new nylon top, purchased from the O'Henry Tent and Awning Company, Chicago.

A new, all-steel front for the Hawaiian Show is being given a high priority in winter quarters. The front is to be built on a low-boy trailer.

The Heth Shows are scheduled to open their regular route May 30.

To Put Out Carnival

MENASHA, Wis. — Fox Cities Attractions, local booking office, is entering the carnival field with a line-up of rides and concessions to be titled Fox Cities Attractions & Rides. The manager is Bob (Crusher) Massey, who will be assisted by June Massey. The organization will play Wisconsin celebrations. The booking office will continue to function at Menasha, which will also be location of carnival winter quarters.

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Being Put Out.

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New Bedford, Mass

FLASHBACKS: 10 Years Ago—The James E. Strates and Penn Premier shows battled it out for patronage in Chester, Pa., where an unseasonal snow storm covered the grounds and temperatures dipped into the frigid areas. The two lots were about a mile apart. . . . Gold Crown Exposition Shows were hit by 26-degree weather in Robbins, N. C. . . . Staffers for the Hennies Bros. Shows included Al Kunz, secretary; Chester Mays, concession secretary; Bob Purvis, assistant to Hennies; Jack Kaplan, special agent; Jack Morgan, trainmaster; Paul Olson, concession manager; Keith Chapman, assistant manager; George Powell, concession stock man; Frank Flannagan, electrician; Eddie Yager, cookhouse; Bill Naylor, press agent, and Hugo Mallman, mailman.

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- Free fireworks, free midway talent, free grandstand. Attendance over 200,000.
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Gooding Quarters Rated Best in Biz

• Continued from page 52

ing room, 15 by 25 feet, equipped with a De Vilbiss exhaust system which pulls off spray mist as well as air; a carpenter shop and carpentry storage section, 65 by 100 feet, and an organ repair shop, walled off from a 68 by 98-foot general storage area.

Multi-Purpose Areas

In addition, this building houses two depressed loading docks, each about 22 feet high above the average floor level. One of these loading areas leads directly into a cleaning room 60 by 42 feet. The other loading dock will be used for spraying large pieces of equipment and for building huge show fronts, as well as for loading and unloading.

Thruout the shop area most of the doors are manually operated overhead units.

Roof construction thruout the factory portion is a combination of structural steel and bar joists, topped in turn by a steel deck, a one-inch fiberglass insulation board and a tar and gravel roof. Exterior walls are of concrete block. The exterior walls of the section housing the offices are of face brick.

Heating is by natural gas, but the plant is equipped with a stand-by butane gas system in the event the use of natural gas is restricted during zero weather.

Tribute Pours In

Tributes to Gooding poured in

Hoard & Mullis Pacts 10 Fall Georgia Fairs

INDIAN SPRINGS, Ga. — Hoard & Mullis Amusements has signed 10 Georgia fall fairs, largest and strongest route of annuals ever played by the show, according to Co-Owner Elbert Mullis. Following its summer stay at a State park here, the show will hit its fair route with 12 rides.

The dates are Taliaferro, County Fair, Crawfordville; Franklin County Fair, Lavonia; Hancock County Fair, Sparta; Laurens County Fair, Dublin; Tri-County Fair, Fitzgerald; Worth County Fair, Sylvester; Tattnall County Fair, Glennville; Appling County Fair, Baxley; Early County Fair and Peanut Festival, Blakely, and the Ocmulgee Fair at McRae.

Final Curtain

• Continued from page 61

April 8 in Middletown, Conn. (Details elsewhere in this section.)

ROEMER—Jack,

56, a clerk at the Chateau Hotel, Chicago, who was well known by many outdoor show people, April 5 in Chicago. There are no known surviving relations. Burial April 8 in Showmen's Rest, Woodlawn Cemetery, Chicago.

WEST—Julien,

59, former owner of West Bros. indoor circus, recently in Wesley Hospital, Wichita, Kan. He retired a few years ago because of illness. During his career he had also been associated with the Wallace, Austin Bros. and Seil Bros. circuses. Survived by his widow, Clara. Burial in Neola, Iowa.

at the open house. More than 20 floral pieces from well-wishers were received. Wires also were received from many friends and show people. Visitors, among them representatives of some of the many fairs serviced by Gooding, were loud in their praise of the new plant.

Included among the visitors were Lyndon Wilson and George Moses, president and sales manager, respectively, of the Allan Herschell Company, North Tonawanda, N. Y. Wilson, who was greatly impressed, pointed out that the plant was not only a tribute to Gooding, but a testimonial to the confidence in the future of the amusement ride business.

One of the oldest among the visitors, the veteran Otto F. Ehring, who before the turn of the century operated a horse-drawn Merry-Go-Round at Ohio State Fair here, after touring the plant, observed: "It's amazing . . . a truly magnificent and practical plant." Ehring's comment was representative of all those present.

CARNIVAL CONFAB

• Continued from page 62

Walter Whitmer. . . After wintering in Ruskin, Fla., the Teska brothers are heading north with their Model Farm. . . Sam L. Swain, formerly of the Frank West, Jim Bruce, Glades, Jones, and Cetlin & Wilson shows, is now stage manager of the Carolina Theater, Winston-Salem, N. C. Swain also does billing for the local coliseum, while his wife, Marie, works celebrations in Virginia and the Carolinas with concessions. . . Mrs. Pearl Keyes hosted at a dinner recently in Bradenton, Fla., entertaining Mrs. Lucille Lamkin and Mr. and Mrs. Wesley D. Charles, of Gibsonton, Fla., among others. The Charleses have been vacationing at their Gibsonton home. They are to report for duty at Tachikawa Air Force Base in Japan on April 30. Al Schneider

Showmen's League of America

CHICAGO — Eddie Sopenar, first vice-president, presided at the April 14 meeting. Also on the dias were Bernie Mendelson, treasurer; Hank Shelby, secretary; Morris Haft, counsel, and three past presidents—Fred H. Kressmann, Bill Carsky and Jack Duffield.

Haft, reporting as chairman of the cemetery committee, said the committee will decorate league members' graves in Showmen's Rest, Woodlawn Cemetery, on Memorial Day. He also reported the committee is negotiating to purchase additional graves at that cemetery.

Ladies' Auxiliary

Mrs. Jeannette Martindale, president; Carmelita Horan, first vice-president pro-tem; Mrs. Harriet McBeath, second vice-president; Elsie Miller, secretary, and Evelyn Hock, treasurer. Chaplain Mrs. Anna Filippini gave the invocation. A moment of silence was observed for the late Mrs. L. M. Brumleve, a past president.

The last social of the season will be held April 21 at the Sherman Hotel, with Mrs. Phoebe Carsky, Mrs. Agnes Smith, Mrs. Margaret Filograsos, Mrs. Leota Morey and Mrs. Delgarion Hoffman as hostesses.

SAN BERNARDINO, CALIFORNIA 45th NATIONAL ORANGE SHOW

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HELP WANTED: Crafts wants 20 experienced Ride Men to set up rides at National Orange Show, San Bernardino, starting April 20, or report to Winter Quarters.

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SHOWS: Opening for Funhouse. Also want Grind Shows, Monkey, Snake, Illusion, etc.

CONCESSIONS: Hanky Panks of all kinds. Especially want Long and Short Range Galleries.

HELP: Want Show Painter at once. Have opening for Foremen on Rockoplane, Rolloplane, Octopus and Paratrooper. Want Second Men who drive. Top wages and bonus. Winter Quarters now open. All contact:

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SHOWS: Ten-in-One, Funhouse, Snake and Illusion.

HELP: Electrician, Mechanic, Show Painter, Foremen for Scrambler, Helicopter, Octopus, Merry-Go-Round and Tilt also Man to handle five kid rides and Second Men on all rides. Winter Quarters open, come on. Jimmie Dean, Starkey, Jimmie Farmer, Jack Duvaney call Bob Myers at Park Hotel, Madison, South Dakota. Willie, Cat and Sam, what happened? Call or come here now. Want Agents for all concessions. Charley (Red) Walsworth needs Agents.

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AUG. 29-SEPT. 10 ATTENDANCE—250,000

WANT: Shows of merit. (No Girl Shows.) Concessions of all kinds, merchandise only. No Racket. No Auctioneers. Can use Derby Caller, Bingo Caller (for season). Rides not conflicting: Wild Mouse, Round-Up, Paratrooper, etc.

HELP: Foreman needed for Tilt-a-Whirl, #5 Ferris Wheel, Octopus (for season). Will be available at Timonium Fairgrounds, May 14 and 21, 12:00 P.M.-2:00 P.M. Every Friday and Saturday, July thru August, 12:00 P.M. - 2:00 P.M.

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CONCESSIONS: Concessions of all kinds that work for stock, also Derby Races, Arcade, Gadgets, Direct Sales, etc. Tippy contact immediately. Can place you. SHOWS: Side Show, Wildlife, Big Snake and Fun House for season, also one high-class Girl Show with own equipment. RIDES: Dark Ride, Scrambler, new and novel Kiddie Rides. Can place Help in all departments. All replies to BILL PAGE, Anniston, Alabama.



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50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

Grand Opening April 29 to May 7, 1960, Spring Festival, Auspices F. I. L. I. and VFW Combined, Pitman Stadium, Fort Bragg, Fayetteville, North Carolina.

Now Booking Side Show, Girl Show, Monkey Show, Fat Show, Pit Shows, or what have you? Our Fair season starts in Harrington, Del., July 25 to 30. Sixteen (16) fairs booked. Will buy or book Merry-Go-Round, also Four Kiddie Rides, and will book Rides that do not conflict. CAN USE Live Pony Rides. Concessions all open EXCEPT BINGO, EAT AND DRINKS, POPCORN, FLOSS AND ICES.

WANT—Scenery Painter, Builder for New Front, Ride Foreman for "Round-Up" and for "Paratrooper"; Two #12 Wheels. Must be sober and drive. Second Men, Ticket Sellers and Takers. Also want Age and Scales, Pitch-Till-U-Win, Bear Pitch, Glass Pitch, String Game, Rat Game, Colored Game, Crazy Ball, Buckets and Rack, Long and Short Range Galleries. Have good many more spots to follow.

All answer: SAMUEL E. PRELL, WINTER QUARTERS, GOLDSBORO, NORTH CAROLINA

ART B. THOMAS SHOWS

Opening Monday, May 9, Grand Island, Neb.

DUE TO DISAPPOINTMENT

Want good, flashy Funhouse and Dark Ride. Also other Family-Type Grind Shows for our outstanding route of fairs, including the Canadian "B" Circuit. Followed by the best state and county fairs in the United States.

ALL SHOWS CONTACT: BERNARD THOMAS, MGR.
Box 438 (Phone Midway 7-2407) Lennox, S. D.

CAN PLACE IN THE CONCESSION DEPARTMENT

Agents for Cigarette Block, P.C. and Pea Pool, also Hanky Pank Agents (Ball Game "Bill," contact), also good Up and Down Workingmen on Concessions. All Concession Agents contracted report Friday, May 6, at Grand Island, Neb.

WRITE OR WIRE

WILLIAM COWAN, CONCESSION MGR., General Delivery, Baton Rouge, La., until May 2; then c/o Art B. Thomas Shows, Grand Island, Neb., until May 14.



CENTRAL STATES SHOWS

14 RIDES—35 CONCESSIONS

Waynoka, Okla., Snake Hunt, April 22-24, then Liberal, Kan., April 26-30. 24 Fairs and Celebrations. No still spots after May. Three Street Centennials in June.

WANT—Wheel Foreman and General Ride Help, Man to handle front entrance and operate search lights.

CAN PLACE—Hanky Panks of all kinds and Agents for Pitches and Bingo Help.

WANT—Funhouse, Drome or any Grind Show. Reasonable percentage.

W. W. MOSER, Hazelton, Kan.



NEW WORLD OF PLEASURE SHOWS
U.S.A.'s BRIGHTEST MIDWAY!

Want for Meridian, Miss., Centennial on the Streets Downtown, May 8-14

CONCESSIONS: Hanky Panks of all kinds, Pitches, Photos, Jewelry, Prize-Every-Time Concessions, Straight Sales and others.

RIDES: Want to book Dark Ride.

SHOWS: Place family-type Shows of all kinds. No Girl Shows.

Contact BUD DAVIS or JERRY VINSON, Buckwalter Stadium. Phone: 3-4009, Meridian, Miss.

BUFF HOTTLE SHOWS

Want for 3 Units Opening April 18

RIDE MEN: Want Ride Men on all Rides. Report to Winter Quarters, Fairgrounds, Livingston, La., now. Long season's work. (Whitey Morgan, come on.)

CONCESSIONS: Hanky Pank Concessions of all kinds for 3 Louisiana Strawberry Festivals, starting at Gonzales, April 25, with Ponchatoula and Hammond to follow. All replies

ROMEO DUNN

Box 833, Covington, La. Phone: 2320.

HAMMONTREE'S RIDE AND CIRCUS BAZAAR

LAST CALL LAST CALL
Opening in Chattanooga, April 22, 37th St. & Dodds Ave. Operating the Year-Round, Shopping Centers, Celebrations, Home Comings, Bona Fide Fairs.
CONCESSIONS: Can place a few more straight Sales and Hanky Panks. Want Flashy Photos, Novelties, Jewelry, High Striker, Glass and Bear Pitches, Ball Games, African Dip or any joint that works for stock. (Positively no Flats, Aibis, P.C. or Mitt Camps.)
HELP WANTED: Want Foremen for Little Dipper, Coaster and Chair-o-Plane. Second Men on all Rides. Ted Meadows also wants Ride Men.
All Wires and Replies
WILLIAM O. HAMMONTREE
1313 E. 30th St., Chattanooga, Tenn.
Phone: MA. 2-6467

GIVE TO DAMON RUNYON CANCER FUND

So. Troy Premiere For Lee's Funland

TROY, N. Y.—The new Lee's Funland Shows opens April 25 and has virgin territory for its debut, it is reported. First date is in South Troy at a Little League ball field, corner of Canal and Fifth Streets, with 27th Division Association (National Guard) as sponsor. Hudson Falls, N. Y. is the second date.

General manager Roy Peugh said no show has ever played the lot, situated in a low-income neighborhood which should respond nicely to a midway.

The show will arrive starting Monday (18). All trucks and trailers are decked out in red and the layout will be behind the 20-by-30 marquee tent bought from Oscar Buck. A panel front will frame the entrance.

Lee's Funland, with Leland

(Lee) Hilt as president, will be fielding 12 rides, about 5 shows and 30-odd concessions. George Isengard will have the five-in-line and Tony Santillo, the cookhouse.

Harry Agne is sending his Paratrooper over with Rab Colgrove in charge, Peugh noted. The equipment purchased from Angelo Longo, a Roll-o-Plane, Ferris Wheel, three kiddie rides and twin Caterpillar diesels, has been delivered. Also with it are Larry Saunders with Girl Show and Minstrel Show, Fay Middlemiss with three shows, and June Reed's Pony Track and Stagecoach rides.

Peugh has 22 weeks booked, all of them auspices dates with the exception of a few Northern fairs which have not been announced yet.

Biz Okay for Cook, 1st Out in Detroit

DETROIT—Despite cold weather and some snow, the "first out" Detroit carnival has been given satisfactory business, particularly on Sundays. The Cook Amusement Company, under the new partnership of Frank and Helen Cook and Gerald Gordon, opened April 1 at 10-Mile and Gratiot roads in East Detroit under auspices of the East Detroit-Metropolitan Club.

The East Detroit lot looked good enough for the Cook show to decide to stay an extra week, Manager Charles O. Stewart reported, and the show plans to return to play for the same sponsor later in the season on another lot in the area.

"I think business is going to be much better than last year for us," Stewart said, as the opening engagement neared its wind-up.

Cook shows will move into shopping centers for the first time this season, opening April 25 at the Miracle Mile Center in Pontiac, Mich., and then head for Fort Wayne, Ind., where they will play

Evy's Shopping Center for two weeks, followed by a probable short series of engagements in Indiana. They return to the Detroit area May 30 to open at Inkster under sponsorship of the Rotary Club for benefit of the crippled children's fund, and then go to Garden City June 6 for the one-week celebration sponsored annually by the Junior Chamber of Commerce.

Woonsocket First Date For Lajoie

NEW BEDFORD, Mass. — Lajoie Amusements makes its season's bow on Friday (29) in Woonsocket, R. I., Manager Norman Lajoie reports. A new Merry-Go-Round is expected for the opening, along with a new semi for the ride. Royal blue canvas has been on order.

Show plays church celebrations in New England, and expects to announce major Memorial Day and July Fourth dates shortly. It will carry five major rides and four kiddie rides. For its Rhode Island opening 25,000 ride tickets will be distributed thru chain stores, and rides will be half-priced. It is reportedly the first time a Sunday operating license has been granted in Woonsocket.

N. E. Banquet Repeating at Revere Nitery

BOSTON — The winter banquet of the New England Showmen's Association will be held Sunday, December 11, it was voted recently. Location will be the Frolics night club at Revere Beach, where the association's second annual shindig was located last winter. First one was at the Hotel Bradford where the clubroom is situated.

Banquet chairman is Milton Kaufman. Tickets will be \$7 per person and will cover a steak dinner and the club's regular first-line floor show.

Marks Shows

WANTS

Experienced Secretary to handle office. Special Agent, having publicity experience. Answer by mail, stating qualifications to

JOHN H. MARKS

Prince Charles Hotel
Fayetteville, N. C.

CARNIVAL ROUTES

• Continued from page 61

Buck, O. C.: Arlington, N. Y.
 Burkhart, Carl: *Carl Burkhart; Montgomery, La.; Winnfield 25-30.
 Byers Bros.: *James L. Reed, Baytown, Tex.
 Capell Bros.: *Mayme Capell; (35th Ave. & Bethany Rd.) Phoenix, Ariz., 19-24.
 Capitol City: *C. C. Miller; Valdosta, Ga.
 Carr, Lawrence, Am. Co.: Wilmington, Mass., 25-30.
 Central States: Waynoka, Okla., 22-24; Liberal, Kan., 26-30.
 Continental: Winsted, Conn., 25-30.
 Crafts Expo.: *V. Kuropatava; (Fair) Blythe, Calif., 20-24; San Bernardino 28-May 8.
 Drew, James H.: Gainesville, Ga., 18-22.
 Farrow Am. Co.: (West Land Plaza) Jackson, Miss.
 G & B: *Beulah Broas; Mason, W. Va.
 Gatto Ams.: Darby, Pa., 28-May 7.
 Gentsch, J. A.: *Fay Curtis; Columbus, Miss.
 Georgia Am. Co.: *Horace Williams; Toccoa, Ga.; Cornelia 25-30.
 Geren, W. R., No. 1: (Dixie Manor Shopping Center) Louisville, Ky.
 Geren, W. R., No. 2: (25th St. Shopping Center) Columbus, Ind.
 Gladstone Expo.: *Betty Jolley; Batesville, Miss.
 Gold Medal, No. 1: *C. C. Leasure; Marietta, Ga.
 Gold Medal, No. 2: Jerry Wallace; La Follette, Tenn.
 Golden Gate: *A. R. Sistrunk, Redding, Calif., 18-24.
 Hale's Shows of Tomorrow: Kansas City, Mo., 21-May 17.
 Heart of America: *Jack Wilson; Salina, Kan., 18-20.
 Holiday Am. Co.: Miami, Okla.
 Johnny's United: *Ray Jackson; Bayminette, Ala.
 Ken-Penn Am. Co.: Brentwood, Pa., 25-30.
 L & L: *Bryan Carter; Houlika, Miss.
 L. & N. Ams.: East Meadow, N. Y.
 Leeright Midway: St. George, Utah.
 Manning, Ross: *Nelson Wilkins; Hampton, Va.
 Meeker: Wenatchee, Wash., 25-30.
 Midway of Mirth: *Frank X. Lavelle, Blytheville, Ark.
 Moore's Modern: *Jack Moore; Hobbs, N. M., 19-24.
 Norton's United: *Stan Reed; Altus, Okla.; Spearman, Tex., 27-31.
 Page Comb.: *Blackey Jones; Aniston, Ala.; Huntsville 25-30.
 Parada: Joplin, Mo.
 Penn Premier: *J. W. Gilman; Lynchburg, Va.
 Peter Paul Ams.: Sanford, Fla.
 Playtime Am. Co.: *John A. Corcoran; Manchester, N. H.
 Powelson Ams.: *Happy Powelson; Reynoldsburg, O.; Cambridge 25-30.

Prell's Broadway: *Samuel E. Prell; Goldsboro, N. C.; Fayetteville 29-May 7.
 Reed Am. Co.: Winchester, Tenn., 18-21.
 Reid's Golden Star: *Elmer Reid; Jefferson, Ga.
 Rock City: *George Isenhower; (Fairgrounds) Poplar Bluff, Mo., 21-30.
 S & W: Malvern, Ark.
 Siebrand Bros.: *Don Hanna; Phoenix, Ariz.
 Smiley's Ams.: *J. R. Fasolas; Great Falls, S. C.; Concord, N. C., 25-30.
 Sol's Greater: Indianapolis, Ind.
 Southland Ams.: Gulfport, Fla., 20-24.
 Strates, James E.: Washington, D. C., 21-30.
 Sugar State: Choctaw, La., 18-24.
 Sunset Am. Co.: *Daniel Dunning; Excelsior Springs, Mo., 21-30.
 Tatham Bros.: (Laketown Shopping Center) Springfield, Ill., 18-24.
 Thomas Joyland: *Chas. C. Jacobs; Logan, W. Va.
 Tinsley, Johnny T.: Greenville, S. C., 25-30.
 Uncle Joe's Ams.: *Joe Seaboalt; Mason, Tex.
 United Expo.: Little Rock, Ark.; Memphis, Tenn., 25-30.
 West Coast: San Jose, Calif., 25-30.
 Williams Am. Co.: Monroe, N. C.
 Wolfe Ams.: *S. R. Holt; Belton, S. C.

Circus Routes

Adams-Sells: Monette, Mo., 24; Springfield 25; Marshfield 26; Versailles 27; Sedalia 28; Jefferson City 29; Columbia 30.
 Beatty-Cole: (Long Island Arena) Commack, N. Y., 18-24; Lexington Park, Md., 25; Arlington, Va., 26; Hagerstown, Md., 27; York, Pa., 28; Allentown 29; Wilmington, Del., 30.
 Carson & Barnes: McCamey, Tex., Crane 26; Jal, N. M., 27; Eunice 28; Lovington 29; Denver City, Tex., 30.
 Cristiani Bros.: *Jimmy Daniels; Lynchburg, Va., 18; Petersburg 19; Norfolk 20-23.
 Davenport, Orrin: Duluth, Minn., 18-23; Grand Forks, N. D., 28-May 1.
 Dobritch, Al: (Municipal Aud) Atlanta, Ga., 18-24; (Arena) St. Louis, Mo., 21-May 1.
 Hagen Bros.: *Buck Leahy; Shelby, N. C., 18; Albemarle 19; Salisbury 20; Lexington 21; Asheboro 22; Sanford 23.
 Hamid-Morton: *Mike Malko; Pittsburgh, Pa., 18-23; Harrisburg 25-30.
 Hunt Bros.: *Jim Conley; Palisades, N. J., 18-May 22.
 Kelly-Miller: *Samuel Wardino; Whittier, Calif., 18.
 King Bros.: Toccoa, Ga., 19; Spartanburg, S. C., 20; Gastonia, N. C., 21; Concord 22; Hickory 23; Morganton 25; Forest City 26; Hendersonville 27; Clyde 28; Newport, Tenn., 29; Greenville 30.
 Mills Bros.: Canfield, O., 18; Canton 19; Barberton 20; Hudson 21; Willowick 22; Brunswick 23; Amherst 25; Tiffin 26; Bowling Green 27; Defiance 28; Toledo 29; Livonia, Mich., 30; Inkster May 2.
 Polack Bros.: (Municipal Aud) Canton, O., 19-20; (Gannon Aud) Erie, Pa., 21-23; (Armory) Akron, O., 26-30; (Municipal Aud) Oklahoma City, Okla., May 4-8.
 Ringling Bros. and Barnum & Bailey: (Garden) New York 18-May 15.
 Sterling Bros.: Mission, Tex., 18; Roma, 19; Hebronville 20; Benavides 21; San Diego 22.
 Wirth: (Island Garden) West Hempstead, N. Y., 18-24; (Armory) Hartford, Conn., 25-May 1.

National Showmen's Association

NEW YORK—Final meeting for the club will be April 27. At the Wednesday (13) meeting a gratifying turnout responded, and the annual award drawing was enriched by substantial donations. George Hamid Sr. and George Hamid Jr. pledged \$100 bonds apiece. Other donations toward the prizes were Morris Vivona, \$100 U. S. Savings Bond, Sam Peterson \$50 bond, three-piece set of luggage from Cancell Products, pair of imported lamps from Volcan Lamp and Shade Company.
 The Hamids also donated \$100 to the James E. Strates Blood Bank.
 On the dais were president Al McKee and Jeff Harris, Dr. Herman Cohen, Chaplain Louis D. King, and Executive Secretary Ethel Weinberg. Among those attending were Ben Weiss, past president of the Miami Showmen's Association, and several returnees from Florida, such as Aaron Katzen, Sammy Walker, and Sam Peterson. Refreshments were served after the meeting.

Ladies' Auxiliary

NEW YORK — A successful card party March 30 was well-attended and plenty of prizes were awarded. Just back from Florida were Bess Hamid, Helen Rothstein and Jean Harris. Ethel Shapiro attended her first meeting in a long while.

The new project, a blood bank, is being well-received. Queenie Van Vliet missed her first meeting in a couple of years, due to a fall in the home of her daughter. She injured an arm and leg. Rae Gruberg and Anna Keller are entering the hospital for minor surgery. Jean Torres is ailing.

The son of Molly Spitz has become engaged. Anita Goldie and Johnny Pineapple, her husband, are back in town for the summer. He is appearing at the Hotel Lexington's Hawaiian Room. She is bulleting chairman.

Virginia Leonard has been bringing in several members as membership chairman. Phyllis Strates, wife of E. J. Strates, has given birth to a son. Lydia Hall donated a picture done by her as a dark horse prize, and it was won by Margaret McKee, her sister.

Miscellaneous

Matchstick Cities: Greenville, S. C., 18-23.
 O'Day, Marie, Palace Car: Aspermont, Tex., 18; Rule 19; Knox City 20; Munday 21; Seymour 22-23.

Arèna Routes

Georgian State Dance Co.: (Forum) Montreal, Que., 18; (Capitol) Washington, D. C., 24-26.
 Lavelli, Tony: Spokane, Wash., 24; Seattle May 1.

Legitimate Shows

Look Homeward, Angel: (Lanier) Montgomery, Ala., 18; (Municipal Aud) New Orleans, La., 19-23; (City Aud) Beaumont, Tex., 25; (Music Hall) Houston 26-28; (Municipal Aud) Austin 30.

Ice Shows

Holiday on Ice of 1960: (Memorial Aud) Utica, N. Y., 18-24; (U of T Fieldhouse) Knoxville, Tenn., 26-30.
 Ice Capades, 19th Edition: (Coliseum) San Angelo, Tex., 18-24; (Aud) Austin 26-May 1.
 Ice Capades, 20th Edition: (Arena) Milwaukee, Wis., 18-24; (Coliseum) Denver, Colo., 26-May 1.
 Ice Follies of 1960: (Civic Ice Arena) Seattle, Wash., 20-May 1.

AL WALLACE WANTS

CONCESSIONS—Buckets, Six Cats, Swinger, Mitt Camp, Long and Short Range Galleries, Fishpond, Duckpond, String Game or any good Hanky Pank. Good opening for Bear Pitch and Glass Pitch, Photos and Ball Games.
 SHOWS—Mechanical, Snake, 10-in-1, Motordrome, Monkey-drome, Animal or any good Family Show. Also Penny Arcade and Funhouse or Glasshouse.
 RIDES—Will book Dark Ride, Octopus, Scrambler, Paratrooper and Scooter at a very low P.C.
 HELP—Need Roll-o-Plane Foreman and Coaster Foreman. All replies to AL WALLACE, La Follette, Tenn., This Week

ATTENTION, CONCESSIONAIRES!!

GOODING AMUSEMENT CO.

Can Book for Full Still Date Route the Following:

HANKY PANKS of all kinds, Center pitches, Age & Weight, Novelties & Hats, Jewelry and Photo Galleries. Do not need Corn, Apples, Floss, Snow Eats or Drinks.
 Can place Hanky Panks at Jaycee Festival, on the streets, Bellefontaine, Ohio, May 3-7.
 Also have many fairs and celebrations where Hanky Panks of all kinds can be placed. Give full details in first letter. No phone calls, please. Write at once to:

R. G. CASHNER, CONC. MGR.

3200 Valleyview Dr.

Columbus 4, Ohio

MIKE MILLER WANTS

Girls for three Sit-Down Girl Shows. Man and Wife to manage one show (Gene Knight, get in touch), Candy Man, Canvas Men, General Help in all departments. We open Girl Shows June 2, Austin, Minn. All my people from last season get in touch now. Place immediately Help on Paratrooper Ride (must drive).

All reply: Gen. Del., San Antonio, Texas, April 15 to 23; then Gen. Del., Corpus Christi, Texas, until May 7.

P.S.: I know who wrote the letter.

GIRLS - - - GIRLS - - - GIRLS

Need six Girls immediately for Strip Shows. Must be neat, young and attractive. Sobriety essential. Experience helpful but not necessary. Wardrobe furnished. Good salary. First show opening in Kokomo, Ind., May 9. All who worked for me previously contact. Mail address: P. O. Box 1344, New Orleans, La. William Bill Mike Smith, geek man, please call me immediately collect at White Hall 4-5784, New Orleans, La., between 7:00 a.m. and 11:00 a.m. to May 7, then contact me at Drago Amusements, Paul Drago Showgrounds, Kokomo, Ind.

All replies to ED McKELVEY GIRL SHOWS.

WANT WANT WANT

FERRIS WHEEL AND MERRY-GO-ROUND FOREMEN ALSO RIDE HELP OF ALL KINDS

in and around Philadelphia. Good pay. Long season. No drinking men and no collect calls. Apply

SAM TASSELL

5839 Walnut St., Philadelphia 39, Pa. Phone: GRanite 2-5852

JOHNNY T. TINSLEY SHOWS

Last Call—Open Greenville, S. C., April 28

SHOWS: Want one or two more Shows: Small Snake Show, Side Show, Monkey Show. What have you?
 RIDES: Will book Paratrooper, Coaster, Tilt, one or two more Kid Rides, Live Pony or Train.
 CONCESSIONS: Any kind of legitimate Concession. What have you?
 RIDE HELP: Foremen for Fly-o-Plane, Rock-o-Plane, Ferris Wheel and Kid Rides, come on, if you are sober.
 Write or wire LEO M. BISTANY, Manager, Walhalla, South Carolina

MOTOR STATE SHOWS

Want for long route Fairs, Celebrations, etc., Michigan, Ohio, Indiana, Alabama, Mississippi; late fall fairs.

Hanky Panks, Ball Games, Novelties, Hi Striker; Glass, Pottery Pitches, etc. Want Cook House, Cigarette Pitch or Block. HELP—Foremen on some Rides. Also Second Men that drive. We pay bonus. Want Scenic and Sign Man. Hal Martin. Merle Sloane, contact.

J. J. FREDERICK

2263 NEWTON

DETROIT 11, MICH.

WANTED

Apple Blossom Festival, Winchester, Virginia, April 28 and 29

Straight Sales and Eating Stands only. 200,000 expected.
 P.S.: Dingers, stay away. Will be prosecuted.

Replies: PETE CLEMENTS Workingman's Store, Winchester Amusement Co. Winchester, Va.

M. D. AMUSEMENT SHOWS

Want Ride Help for Tilt, 5 Wheel, Merry-Go-Round, Kiddieland. Top salary. Can place Second Men.

Winter Quarters open; steam heat. Opening April 15 Hazleton, Pa., home town. 302 E. Diamond Ave., Hazleton, Pa.

PROMOTERS

Will lace several Promoters with crews. 40%. Pay daily. Top sponsors. Top box-office attraction. This is my third annual tour of repeat dates. Jack Kenney, Chicago Ed Morris and Bill Phillips, get in touch.

SHELLEY BUD SNYDER

ADams 5-3109 Fargo, North Dakota
 Phonemen. Police date. Need several men. Book, Banner and Tickets. Repeat date laps.

FOR SALE

50" GE Searchlight, complete \$1,450.00

35 KVA 120V AC Power

Generator 995.00

New Glass Searchlight Reflectors 100.00

GE Searchlight Parts Write

BOWLING GREEN LIGHTING & SOUND CO.

707 W. Wooster, Bowling Green, Ohio

Phone: Bowling Green 3-9822

Say You Saw It in The Billboard

STANLEY FRANCIS WANTS

Two bona fide Bucket Players and two capable Block Store Agents.

Playing the cream of W. Va., and a proven route with Thomas Joyland Shows. Playing Omar, W. Va., all this week, April 18-23. Come on in.

WANT FOR

Forest Festival and Rodeo, Winnfield, La., April 25, then going to northern Illinois.

Want Hanky Panks of all kinds. Want 2 nice Kiddie Rides. None on show. Have for Sale, 1949 A. H. Merry-Go-Round, 3 abreast, with 32-foot trailer, also #5 Ell Wheel. Write or wire CARL BURKHART SHOWS Winnfield, Louisiana

FOR SALE SENSATIONAL ANNEX ILLUSION

Miss Anatomy, "The Transparent Girl." While facing audience, all internal organs plainly seen. Medically correct. Small footproof apparatus. \$150.00 with lecture.

W. E. CHILO
 Box 345, Flushing, New York

SWITCHING DATES
OPENING TALCOTT AND FRONT STREETS,
HARTFORD, CONN.
APRIL 28 THRU MAY 7
CHAMBER OF COMMERCE PARTICIPATION
WANT—Skill Games of all kinds, no flats joints, Guess Your Age, Weight and High Striker, What have you?
PAUL OLLIS
A-9 ATTRACTIONS, INC., 33 WETHERSFIELD AVE.
HARTFORD, CONN.
Day Phone: Chapel 9-9308; Night Phone: Jackson 2-0575

SMILEY'S AMUSEMENTS
WANT FOR CONCORD, N. C., APRIL 25-30
CONCESSIONS: Cookhouse, Pitch-Till-You-Win, Penny Pitch, High Striker, Age and Scales, Ball Games, Basketball and all other Hunky Panks.
WANT: Girl Show and Family-Type Shows, Can use General Ride Help who Drive. All replies to Great Falls, S. C., April 18-23.
P. S.: Can use Man to handle Long Range Gallery. Good proposition. Must drive truck.

GRAND AMERICAN SHOWS
CHANGE TO OPENING DATE TO APRIL 30 AT OTTUMWA, IOWA
Still dates in May followed by a proven route of Celebrations thru June and July; fairs start July 28 thru August and September.
Want Grind Shows.
Want Concessions: Photo, Lead and Short Gallery, Pitches, Scales, Age, High Striker, Basket Ball and Hunky Panks.
Want Ride Foreman and Second Help.
L. O. WEAVER, Mgr.
Winterquarters Queen City, Mo.

GREAT WESTERN SHOWS OF CALIFORNIA
SEASON OPENS MAY 1, COALINGA, CALIF.
WANT: Foremen and Second Men for Wheel, Octopus, Tilt, Round-Up, Roll-a-Plane, Scooper, Coaster & Kid Rides.
Good pay and good treatment. Truck drivers given preference. Contact Dewey Blair, Ride Super., at Winter Quarters now—Fairgrounds, Caruthers, Calif., or Phone Ray Cox, Owner-Mgr., at Fresno, Calif. AM. 6-5127.
WANT: Agents for office-owned Joints—Phone Slim Harrison, Clovis, Calif. CY. 9-4553.

WANT WHEEL FOREMAN
Must drive, sober, reliable and single, no car. Can use two all around Second Men. We furnish sleeping quarters and pay ten to fifteen dollars more on the week than the average ride owner. Only interested in clean, honest help. Come to Dixie Manor Shopping Center, South on 31-W, Louisville, Ky., now, until April 23rd.
W. R. GEREN

FLOYD O. KILE SHOWS
Wants sober, dependable, experienced Ride Men, any age, who can and will work good rides, appreciate good treatment and a permanent job on Eli Wheel, Merry-Go-Round, factory Kid Rides, Caterpillar. Must drive semis.
Come on in, will place you. No cars or wives, please. We load out April 25.
ALL REPLIES TO: FLOYD O. KILE, Fairgrounds, Clinton, La.
P.S.: Very good Super Roll-o-Plane, up for inspection, clean and A-1, ready to go. Come see it, and buy for \$2,500.00 cash. Ride only.

FOR SALE
8-Tub Octopus, motor, semi and fluorescent lighted, ready to go to work, \$4,300; with-out semi or fluorescent lights, but with bulb stringer, \$3,500. Am getting new ride. Show Trailer, 24 ft. with wings out, tandem wheels, all fluorescent lighted, very attractive, built for Big Snake, good for pit of snakes or animals, \$500. Kiddle Ferris Wheel, pull behind car, \$300. Popcorn-Caramel Corn Trailer, complete on Chev. Vanette, fluorescent lighted, all white, a flash, \$700. Jet Spray Dispenser, good as new, \$100. If interested, contact at once, phone or wire. We leave May 9.
MURPHY'S NORTHERN STATE SHOWS, Ainsworth, Nebr.

TRUCKS TRUCKS
Having quit the automobile transport business we have for sale a fleet of 18 Dodge Trucks. These units are in good condition. They are equipped with good 8.25x20, 10-ply tires, fifth wheel, saddle tank and trailer connections. All will pass ICC inspection. Anyone interested in a good used tractor that is ready to go to work, check with us.
ART HANERHOFF
1194 W. Camp St., East Peoria, Ill. Phone: 4-6622.

BINGO MANAGER
WANTED
Copable Man, well experienced, small Bingo on fast-moving show. Write
BILL STACY
Mississippi State Sanatorium, Sanatorium, Miss.

COMPLETE BINGO
FOR SALE
18x48; leave center out, 18x36; three sections of canvas, canvas in good shape, inside flash counters, no stock, light stringer, one large P.A. horn, frame needs minor repair, '51 Dodge truck, 28-ft. trailer, both in good shape, \$1,200.00.
"DOC" STEINBECK
c/o Central States Shows
Hazelton, Kansas

TINTYPE
O'Donnell Bingo
Reaches 32 in a Row

DAPPER GENE O'DONNELL got his first bingo job at the Leighton (Pa.) Fair because he could holler like nobody's business. It was in 1928 when p.a. systems were scarce and young Gene was shouting ticket sales for an over-the-city airplane ride. . . . Clay Mantley happened along, liked the 18-year-old's voice and offered him \$100 for fair week. Now Gene recalls thinking, after a brief exposure to the bingo world, "Where have I been while this easy money's been floating around?"

That was 32 years ago, and except for a military service break, it's been bingo ever since. . . . The



GENE O'DONNELL

money hasn't always been as easy to come by as it looked, but it's become Gene's life. Some may know the game as well, he concedes generously, but nobody knows it better. . . . Mantley's offer started a five-year hitch for the youth, who had been born December 3, 1910, in Hazelton, Pa. . . . Actually he got \$125 for that first week. . . . Later bought himself a \$140 automobile ("I was a real joyboy with that car") and headed for Florida. With a grand-sounding job and a car he was the hottest kid in Hazelton. "Without public address systems us counter boys would sing out the numbers called. We were called 'bingo queens.'

"My folks came from Ireland. . . . Mom worked in a New Jersey rectory and dad worked for Standard Oil. . . . All the immigrants had heard about gold in Pennsylvania just growing on the trees. So the folks moved to Hazelton. . . . There was plenty of coal, but no gold. . . . It was a tough time; plenty of potatoes and bread, but meat only once a week, on Sundays."

Since those tough times he's not only picked up carnival know-how but a spirited wife, the former Julia Marr, the most dedicated citizen ever produced by Mount Olive, N. C. . . . They make up one of the carnival world's liveliest couples. Scarcely a dull moment, with wisecracking and jackpotting whether in the cookhouse or while overseeing the Jones bingo. . . . Gene married into show business in 1935, three months after spotting Julia, a doctor's aid who was visiting her dad, George S. Marr, secretary on the West Shows. The big meeting took place in East Stroudsburg, Pa.

Gene's been with H. William Jones since July 4 week of 1933. . . . Has been on the Art Lewis, O. C. Buck, Endy, Coleman and Strates shows, and at Rocky Glen Park. . . . Recalls the Lewis days fondly. "Now there was one of the most sociable outfits that ever was. We had our own peculiar relief fund for showmen in need, supporting it with weekly jamborees until fairtime. And Art made the town rounds at every week's end to see no businessman held un-

paid bills. . . . He paid them all and left town clean every time. It did wonders."

Perpetual smoker, he goes thru a couple of packs of junior-sized cigars daily. A compromise with doctor's orders to cut out cigarettes. . . . It's his biggest habit, altho he hies off for 15 to 18 days a year to a deer camp and adds occasional fishing off the Florida Keys. . . . This year he and Julia are seeing more of their Emmaus, Pa., home, built in 1948. They've joined the fanks of trailer dwellers in-season, tho. . . . Got the idea on the Coleman show where the family's mobile homes make a neat line-up. . . . "That's for me. Nuts to this rassling around for accommodations every week. Cheaper in the long run, too," Gene says.

With a lifetime of show experience it was no surprise he did okay in the service. . . . Two years in Hawaii as clerk in a mule-skinning outfit, winding up first sergeant in eight months. . . . Made a shambles out of class distinctions. But always, he states, to help the common GI. Raises his eyebrows innocently: "You know, like Robin Hood." . . . Uses a quick-thinking mind to advantage in business, also. . . . "My pencil is my greatest equalizer. When pressures or mistrust have gotten too strong in the past I just said, 'Listen, sport, you're going to make me cheat you. I'll have to go over all these sheets again with my little pencil.' They always go along with me, which is good for everybody concerned. After all, I'm basically a square shooter."

Most recently on the Strates midway, Gene and Julia are focal points for talk and activity. Especially fund raising. . . . Both consider it the best show on which to raise a sympathy dollar. . . . In the winter Gene used to pick up winter money hustling citrus fruits and pecans, calling square dances, running dance affairs. Takes it easier now. . . . Takes quiet pride in the Gentleman Gene tag hung on him by Art Lewis, and unflinching sports a natty exterior with two essential pieces of equipment: A cigar and a jaunty cap. . . . Between them the O'Donnells are solid carnival boosters. It's a world that has provided their warmest friendships. . . . "And don't forget to tell 'em all about Mount Olive, No'th Carlina," Julia cautions.

Irwin Kirby

FOR SALE
Priced to sell. Walk-In Bingo, Jones type, 26x40, leather seats, marine plywood counters, amplifier and about \$500 stock. Wood stringers, all wiring complete, slightly used. 1 Spot Pitch, 28x14, 11 ft. high, California top. Two 12x12 Pan Joints with amplifier. One 20-ft. Joint, blue canvas, fair condition. One 14-ft Joint, blue canvas, like new. Two Center Tables with canvas tops. All equipment with lights and stringers, ready to go up and go to work. Have red plush for four 16-ft. Joints and other miscellaneous items. 1944 Fruehauf Furniture Van, 28 ft. long. 1949 KB-7 International Tractor, air brakes and all good rubber. All equipment in first-class condition. \$3,200. Al Stewart, let me hear from you.
HARRY MAMAS
Chittenden Hotel Columbus, Ohio

THOMAS JOYLAND SHOWS
WANT
Girl Show Operator with or without outfit, to join at once.
Must have own wardrobe. Contact:
L. I. THOMAS, Mgr.
Logan, W. Va., this week

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APR. 20 to DEC. 19
FREE GIFTS • RADIO • PARKING
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HONEYMOON CLUB
the Atlantis HOTEL
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ON THE OCEAN at 27th ST.
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\$3 DAILY PER PERS. DBLE. OCC. EUR. PLAN
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PIONEER DAYS CELEBRATION and RODEO
May 16-22, No. Ft. Worth, Texas, on the streets.
Limited Concession Space available on Exchange Avenue. Can place two outstanding Rides. Representative will be at Battle of Flowers, Friday, April 22. Address
DON M. BRASHEAR
Box 14152 Ft. Worth 17, Texas

SIDE SHOW ACTS WANTED
Girls for Bally & Box, Fire Eaters, Sword Swallower, Tattoo Man (good territory), Mind Reading Act, Pin Cushion, all other Acts.
Open May 3, Portsmouth, Va., with John Marks Midway.
Replies till April 27, 8312 Florida Ave. Tampa, Fla.
Then c/o John Marks Shows Portsmouth, Va.
EARL MEYERS

Thank You JIMMY MOHR
Concessionaire For your new Wells Cargo Van purchase.
"Save Money With Johnny"
JOHNNY CANOLE
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WANTED RELIABLE CONCESSIONAIRES
To Take Possession Immediately! Buildings on Boardwalk for Legitimate Game Concessions. Also have Building for Skee Balls. BEST locations available. Flat rental or percentage.
FUNLAND, INC.
603 Lafayette Blvd., Long Beach, N. Y.

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—WANTS AT ONCE—
Circus Drummer and Bass, Contact
JOE ROSSI, MILLS BROS.' CIRCUS
As per Route in Billboard

WANTED
18-ft. Popcorn Trailer, trade 14x14, 8x8, second season; 1 1/2-ton International Red Van Truck, living quarters, Scales, Funny Ball, Double Speaker. Coming up through Alabama, Georgia, Tennessee and Kentucky.
F. GROFF
c/o Bee's Reliable Shows, Eufaula, Ala. P.S.: 18-ft. '47 Van.

WANTED GOOD CLEAN CARNIVAL
For week of June 25, running into week of July 4. Benefit American Legion.
AMERICAN LEGION POST 70
Appalachia, Va.

RIDES TO SELL
Allan Herschell Coaster, Eyerly Midgo Racer, A. H. 10-Car Auto Ride, Spillman 3-Abreast Merry-Go-Round (newly painted), complete Road Arcade, Long Range Gallery in Semi Trailer.
JOE FREDERICK
2263 Newton Detroit 11, Mich.

WANTED
Bingo for entire season. Must be up to standard. Also Pronto Pup, Nickel Roll, anything not conflicting. We open in Crosby, Minn., June 2.
ROGERS BROS.' SHOWS
Pelican Rapids, Minn.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Adams, W. J.
Adams, William P. (Candy)
Allen, Dianne
Allen, Gene
Allen, Martha D.
Anderson Sr., Wm.
Anderson, Norman
Barnon, Henry B. Paul
Auskings, Clarence D.
Ayers, Smiley
Ayers, Trobie
Ayers, William & Mrs.
Ayotte, Frank W.
Backer, Loretta
Baldwin, Jerome G.
Bain, C. A.
Bain, Gene R.
Barchinger, Linn
Barns, Don
Barnon, Henry B. Paul
Barrett, Walter
Barrio, Jay
Barry, Michael T.
Beal, Glenn E.
Bell, Jeanie
Bernstein, Harry
Biggers, Curtis
Bishop, John
Boatright, Betty
Bly, Edward
Bolton, Chuck
Boston, Joe
Bouchard, Paul A.
Bowman, Bob
(formally Denton)
Boyer, Nancy (or
Mrs. Harry Testa)
Bradley, Leroy
Brooks, Roberta
Brown, Arthur
Brown, Hubert E.
Brown, Wm. B.
Butler (or Butter)
Mrs. George
Carlisle, George
Carter, Marcus C.
Carner, Bill
Cheminaut, Mrs. D.
Christian, Arthur
(Short Range)
Pauline
Colbert, Johnny
Conley, Emile T.
Conlon, Edward H.
Connors, Jerry
Cook, C.
Cook, Chester B.
Cooke, J. M. (U. S.
Reptile & Jungle
Circus)
Cooper, Bobby
Cooper, Joan
Cortez, Rita
Costa, Frank
Cowan, Mrs. Ada
Crawford, Elbert V.
Crawford, Richard
Crawford, Marion
Crowder, Milton
Curtis, Mrs. Dee
Dagheur, Charles
Dahle, Harvey A.
Davies, Freddie
Davis, Jack
(the Wop)
Dayle, Mabel
Deigrosso, Daniel
Deil, Ell M.
Deil, M. E. & Mrs.
Deil, Paul & Mrs.
Decker, Earl C. E.
Dickerson, Sonny
Di Coste, Romaine
Dixon, William
Driggers, W. W.
Duncan, Dallas B.
Durham, Linwood
Edwards, Oscar
Egan, C. Dallas
Ervett, Raymond F.
Evans, Edward
Evans, Merle
Farrell, Hugh
Fay, Jimmy
Ferris, Wheel Blackie
Forkum, Audrey Lee
Forkum, Smokey Lee
Francis, Stanley
Galysin, Earl & Mrs.
Gamble, Oliver (Red)
Garner, R. B.
Garrett, Alfred
Gentry, Roy
George, Gladys &
Ike (The 3 from
Canada)
Gibbons, Bunny
(Show Painter)
Gilmore, Johnny
Girouard, A.
Givens, Joe L.
Glover, William E.
Gutnick, Kenneth
Gwena, Joe
Hackett, Mrs. Eddie
Haley, George V.
Hamby, Thomas
Hammon, Walter A.
Hamrick, Howard
Hamilton, George W.
Hart, Donald Dean
Hart, Fred W.
Haskel, E. J.
Haygood, Eugene
Hennessee, John &
Rose
Hickey, Floyd
Hill, J. & E.
Hix, Cowboy
Hodge, Clyde
Holder, Mrs. Roberta
Howington, Dennis
Lee
Hudson, Smith
Huffie, T. J. &
Virginia
Hutchinson, J. A.
Ikert, Kenneth R.
Jackson, Lawrence
Joseph, Frank
Johnson, Mrs. Bill
Johnson, Joseph W.
Johnson, L. P.
Johnson, Swede &
Mable
Jones, C. W.
Kaminski, George &
Mrs.
Kaminski, Josephine
Kasper, Carol
Keefe, Joe
Keefe, Gilbert (Fats)
Kennedy, Col. John
Kettering, Florence
King, James W.
Kunde, Arthur
Lankford, Mrs.
Suzanne
Lautner, William
Layfield, Mike
Lee, Mike
Lehman, Herb
Lewis, John
Litton, Joseph
Longinette, Bud
Loveless, Mrs. Betty
Lovette, Annabelle

Smith, H. W. & M. D.
Smith, Jimmy C.
Smith, Johnny
Smith, Luther
Smith, Mose
Smith, Ralph
Smith, Russell B.
Smith, Wm.
Smithers, G. W.
Snayder, Shelley
Solderich, Frank
Charles
Solomon, F. N.
Southern, Tony
Sparks, Robert
Spencer, Forest J.
Spencer, R. B.
Springfield, C. V.
Springsteen, L. M.
Stafford, Z. D.
Stara, Bob
Stanley Bros.
(Trapeze)
Stars, E. D.
Stay, Edmond L.
Steele, M. C.
Stelner, Clemens
Stephens, Joe
Sterling, Lee R.
Stewart, G. M.
Stewart, James M.
Stewart, Phillip J.
Stierenrod Jr., James
Stimmel, James
Stoddard, Henry
Stoddard, James
Henry
Stoltman, Earl
Stoitz, Richard V.
Stone, Doc
Stone, Kenneth F.
Stowe, Stoney
Stribling, Thomas
Striker, Wm. S.
Sullivan, V. R.
Summerfield, James
Summers, J. L.
Summers, L. R.
Sutton, Willis
Struble, Orange
Franklin
Swails, E. D.
Swango, Donald
Swanson, J. C.
Sydow Jr., Louis
Sykes, Stanley C.
Tachemy, Tom
Tackett, Everett
Tajopolis, Laura C.
Tarchinski, John
Tate, Johnnie
Taylor, Carl Kirk
Taylor, John
(Short Range)
Taylor, John E.
Taylor, Johnny
Taylor Jr., Louis
Taylor, Shirley
Terrot, W. O.
Terrell, Calvin
Thacker, B. J.
Thomas, B. J.
Thomas, Fred
Thomas, Geo. Allen
Thomas, J. L.
Thomas, J. E.
Thomas, Robert
Thompson, G.
Thompson, Leo
Thomason, M.
Thompson, Pete
Thompson, Sam
Thorne, Donald E.
Tollefsbol, J.
Tootle, J. O.
Tomb, Doc
Towne, Arley
Traver, James
Edward
Trice, Oliver
Trigg, Mrs. Addie
Louise

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Alvarez, J. & M.
Armstrong, Matt
Barr, Kenneth
Bates, Bunny
Black, Mr. & Mrs.
Joe
Bryer, Bob
Cass, Jody
Colbert, T. W.
Collins, J. David
Cooper, Raymond
Dearing, Mrs. R. E.
(Steel)
Dennison, Tommy
Duffy, John D. or
Cherie
Dunn, David B.
Eickenhorst, Kenneth
Finley, Evelyn
Friend, Mr. & Mrs.
J. D. (Don)
Gawin, Bob
Giere, Johnnie A.
Gold, Mrs. T. W.
Griggs, Charles A.
Harris, Geneva M.
Hemphill, Robert E.
Hodgson, Robert G.
Holston, J. F.
James, Helen
Jespoo, Harold
Johnson, Carroll B.
Kelley, Charles O.
Kilcullen, Barney
King, Manuel
Lamon, Harry W.
Levee, Thomas M.
Loos, Edward F.
McInturff, Shirley
Moran, Eddie
Morton, Janet
O'Day, Daniel P.
Oklahoma Ranch
(Wild West Rodeo)
Orlando, Mr. & Mrs.
Cecil
Peyton, W. A.
Qualls, Harold
Ray, Bernard W.
Ray, Leonard W.
Rhoades, Stephen
Robbins, John
Rodgers, John
Schwab, Vernon
Shaver, Mrs. Phil
Shearer, Mrs. W. V.
Smart, Wm. E.
Smith, James E. & Ann
Spruill, Lorraine
Crawford
Stewart, James M.
Teak, Adam
Trenholm, Joseph A.
Waters, Joe
Williams, C. L.
Williams, Mrs. Rebecca
Young, Roger

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Camp, William
Hustrels, Al
Kobacker, Robert
Lea, Shannon
Lane, Gerald
Slater, Jack
Stein, Bernard
Stewart, James M.
O'Dea, Shannon
Provencher, Lucien
Romero, Lynn Prod.
Smith, Mrs. M. L.
Lee, Bob
Miller, Paul A.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Berkheimer, C. S.
Brandiaux, Palmeir
Ford, Cecil
Jabara, Mrs. E. L.
Lee, Bob
Miller, Paul A.

COMING EVENTS

California
Hollister—San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 616 San Benito St.
Los Angeles—Western Regional Material Handling Show & Packaging Cavalcade (Great Western Exhibit Center), May 11-13. A. Byron Perkins, 2807 Sunset Blvd.
Napa—Napa Valley Horse Show, May 1 George Lawrence, P. O. Box 726.
North Highlands—Sacramento Riding Club Jr. Horse Show, May 7. Curtis Nelson, 3001 Longview Drive.
North Highlands—Sacramento Riding Club Horse Show, June 11. Curtis Nelson.
Oakland—Calif. Spring Garden & Home Show (920 Fallon St.), April 29-May 3. John L. Hennessey, Hotel Claremont, Berkeley 9.
Ross—Marin Art & Garden Show, June 30-July 4. Marcelle B. McCoy, P. O. Box 437.
San Francisco—San Francisco Home Show (Cow Palace), July 22-31. James Logan
Santa Barbara—Santa Barbara Nat'l Horse Show & Flower Show, July 8-16. Allen Ross, P. O. Box 3006.
Santa Monica—Santa Monica Home Show (Civic Aud.), May 11-15. Patrick J. O'Toole.

Connecticut
Bridgeport—Barnum Festival, July 1-9.

Idaho
Blackfoot—Snake River Valley Horse Show (Fairgrounds), July 7-9. Deas Lauder, Route 1, St. Anthony.
Boise—Ada Co. Sheriff's Mounted Posse (Fairgrounds), June 11-12. Carl H. Smith, Box 1774.
Boise—Western Riding Clubs Association Field & Race Meet (Fairgrounds), June 19. Grace Rambo, Route 1, Meridian.
Emmett—Emmett Cherry Festival, June 20-25. Melvin Chandler, A. L. Comdr., Box 132.
Meridian—Meridian Dairy & Stock Show, June 2-4. Herald J. Cox, Box 836.

Illinois
Chicago—Chicago Intl. Trade Fair (Navy Pier), June 20-July 5. Richard Ryves
East Alton—Legion Carnival & Fish Fry, April 29-May 8.
Evansville—Celebration, July 4.
Ladd—Street Celebration, May 19-21.
Peoria—Home Show (Exposition Gardens), April 27-May 1.
Rockford—Businessmen's Celebration, June 14-19.
Shawneetown—Sesquicentennial, July 1-4. A. Keith Phillips.
South Beloit—Lions Club Celebration, June 21-26.
Wilmetton—Celebration, May 30.

Indiana
East Gary—Celebration, June 1-5.
Huntington—VFW Street Fair, July 18-23. W. O. Randol, Markle.
Remington—100th Anniversary Celebration, June 22-25. Harry Bahler.
St. Paul—Fair-O-Rama, July 20-23. Harry Case, Box 148.
Veederburg—Street Fair, May 30-June 4.

Iowa
Creston—Crestonian Club Celebration, July 1-4.
Chanute—Spring Farm Show, May 2-7.

Kansas
Anchorage—St. Luke's Horse Show, June 4. T. H. Pike Jr., Route 3.
Fordsville—Fordville Lions Club Horse Show, June 24-25. Charles R. Mason, Box 55.
Henderson—Sesquicentennial & July 4 Celebration, June 27-July 4.
Lewisport—Lewisport Lions Club Charity Horse Show, June 11. O. T. Young.
Louisville—Rock Creek Horse Show, June 9-11. Herman R. Miles, 568 Garden Drive.
Owingsville—Lions Club Horse Show, July 2-4. Joe R. Thompson.

Louisiana
Gonzales—East Ascension Strawberry Festival, April 23-24. John D. Gonzales, 302 Caldwell St.
Shreveport—Holiday in Dixie, April 27-May 1. Abe C. Goldberg, P. O. Box 1485.

Massachusetts
Boston—New England Home Furnishings Show (Commonwealth Armory), April 18-24. J. W. Daly, Boston Club, 46 Beacon St.

Michigan
Detroit—Windsor — International Freedom Festival, June 25-July 4.
Hillsdale — Hillsdale Celebration (Fairgrounds), July 2-4. W. K. Parquharson, 9 Union St.
Kalkaska—National Trout Festival, April 24-30. J. L. (Whitey) Bedard.
Livonia—Livonia Exposition (Detroit Race Center) April 28-May 1.
St. Charles—Centennial, June 16-19. J. L. (Whitey) Bedard.

Minnesota
Zumbrota—VFW Convention & Loyalty Day Celebration, April 30-May 1. Ray Sandon.

Missouri
Bolivar—Kiwanis Jr. Livestock Show, June 15-16. Robert Houk.
Gerald—Franklin Co. 4-H Livestock & Home Economics Show, July 2-3. Herbert Grannemann.
Hermitage—Hickory Co. Jr. Livestock Show, June 12. Dorothy Bybee.
Joplin—Home Show (Memorial Aud.), April 18-23.
Marceline—Jaycees Celebration, July 2-4. Jerry Clark.
Maryville—Nodaway Co. 4-H Pat Lamb Show, June 7. Kenneth Walkup.
Purdin—Linn Co. 4-H Pat Lamb Show, June 3. Eugene Thurlio.
St. Joseph—Apple Blossom Festival, May 10-14.
St. Joseph—Buchanan Co. Dairy Show, July 23. Webb Embrey.
St. Joseph—Interstate Jr. Dairy Show, July 29. Webb Embrey.
Warrensburg—Johnson Co. Jr. Livestock Show, July 13. Jack Jennings.

Nebraska
Omaha—Celebration (Municipal Stadium), July 2-4. L. M. Baker, American Legion Post No. 1.

Nevada
Las Vegas—Heildorado, May 19-22. Gordon L. Shelton, P. O. Box 872.
Reno—Nevada Jr. Livestock Show, April 22-24. W. C. Behrens, Max Fleischmann College of Agriculture, University of Nevada.
Reno—Reno Home Show (Civic Aud.), June 5-10. Patrick J. O'Toole, c/o Civic Aud. Santa Monica, Calif.

New Jersey
Asbury Park—Eastern Ceramic Show (Convention Hall), May 5-8.
Asbury Park—Jersey Coast Imported Auto Show (Convention Hall), April 20-24.

New York
New York—International Auto Show (Coliseum), April 16-24.
New York—U. S. World Trade Fair (Coliseum), May 4-14.
New York—British Exhibition (Coliseum), June 10-26.
New York—New York Health Show (Coliseum), July 16-24.
Syracuse—Post-Standard Home Show (War Memorial Bldg.) May 3-6.
Syracuse—Empire State Rabbit Show (Fairgrounds), May 22.
Syracuse—Nat'l Holstein-Friesian Assn. Show (Fairgrounds), 30.
Syracuse—N. Y. S. Horse Breeders Assn. & Lions Club Horse Show (Fairgrounds), June 3-5.

North Carolina
Beaufort—251st Anniversary Celebration, July 3-10.
Chadbourn—Strawberry Festival, May 18-20.
Charlotte—Charity Horse Show (Coliseum), June 9-11.
Greensboro—Greensboro Horse Show, May 11-15.
Kernersville—Fourth of July Horse Show & Parade, July 4.
Sedgefield—Sedgefield Horse Show, May 12-14.
Waynesville—N. C. Dogwood Blossom Festival, May 26-29.

Ohio
Defiance—Northwestern Volunteer Firemen's Assn. Convention, June 13-18.
Farmas—Farmas' Fun on the Fourth, July 4. L. Robert Parker, 5815 Haverhill Ave.
Reynoldsburg—Firemen's Celebration, April 18-23.
Tuscarawas—Tuscarawas Celebration, July 4. Chamber of Commerce.

Oklahoma
Hugo—Spring Festival, April 16-23. Chamber of Commerce.

Oregon
Gresham—Multnomah Co. Parade of Gardens, April 27-May 1. Duane Hennessy.
Portland—Rose Festival, June 7-12.
The Dalles—Mid-Columbia Livestock Show, June 5-8. Elmer Lierman.
Union—Eastern Ore. Livestock Show, June 2-4. Ray C. Baum.

Pennsylvania
Dupont—Northeastern Firemen's Federation Parades, June 27-July 2.
Great Bend—Great Bend Twp. & Baras Centennial, July 17-23. E. E. Empett.
Newfoundland—American Legion Celebration, July 4.
Philadelphia — Recreation World's Fair (Convention Hall), April 18-24. Thomas Rivers.
Taylor—Lions Club Celebration, May 30-June 4.
Vandling—Northeastern Firemen's Federation Parades, June 13-18.

South Carolina
Great Falls—Jaycees Spring Festival, April 18-23.

South Dakota
Custer—Gold Discovery Days, July 22-24.
Dupree — 50th Anniversary Celebration, June 17-18.
Elkton—Harvest Festival, July 11-12.
Lake Andes—Fish Day Celebration, June 11-12.
Presho—Progress Celebration, June 3-4.
Sioux Falls—South Dakota Sports, Vacation & Outdoor Living Show (Coliseum), April 26-May 1. Bill Morton, P. O. Box 377.
Tabor—Czech Days, June 26-28.
Wakonda—75th Anniversary Celebration, June 17-18.
Woonsocket—Celebration, July 4.

Tennessee
Humboldt—Strawberry Festival, May 2-7.
Memphis—Memphis Cotton Carnival, May 10-14.
Maryville—Maryville Celebration, July 17-21. John L. Clark, 1612 Jenkins.

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Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District... Preferred, always by experienced travelers because of its outstanding advantages—Every room with combination tub and shower... and circulating air value. Delicous food... superb service.

AIR-CONDITIONED ROOMS
350 rooms from \$3.50

HOTEL LARIDGE
350 N. 11th St. ST. LOUIS
LOBBY ST. AT EIGHTEENTH
Free Parking

RIDE HELP WANTED
Foremen on each Ride, #5 Wheel, Octopus and Tilt. Must be sober and reliable. These are 1960 rides. Must drive semi also. Foremen on Merry-Go-Round and Kiddie Rides needed.

For Sale: Allan Herschell Merry-Go-Round, 40 ft., in good shape; one 30 kw. Diesel Light Plant; one Mangels dry Boat Ride.

RUSSELL'S AMUSEMENTS
960 N. 24th Ave. Melrose Park, Ill.
Phone: Fillmore 4-0718

WANTED
Foreman and Second Man on Tilt. Also Wheel Man and Second Man on Scrambler. Can place Hanky Panks of all kinds.

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No Collect Calls.

SLIM CUNNINGHAM
Wants for Mason, W. Va.,
AGENTS
For Pin Store, Razzle and Hanky Panks.
c/o G. & B. Shows, Mason, W. Va.

WANT AGENTS
For Muncie, Ind.—Opening April 28.

CHUCK DUMA
Phone: GA 7-8778
Garden City, Mich.

AGENTS WANTED
For 15 beautifully flashed Hanky Panks, also Help for Nickel Pitches. Will buy two used Bumper Cars for Slum Jugg.
Open April 21 at Washington, D. C.

WALTER B. COX
c/o James E. Strates Shows

ACE DEAL
Account sickness will sacrifice 10 Buckley Diggers, mounted on like new trailer, \$600.00.

J. H. RAINBOLT
r/o Ed Hammond Shows
Battle of Flowers, San Antonio, Texas.
Permanent Address:
183 N. Everton St., Houston, Texas.

WANTED
Permanent Tilt-a-Whirl Foreman for park. Also Scrambler, Rock-o-Plane and Merry-Go-Round Foremen. Must be sober and reliable. No collect calls accepted.

DELGARIAN AMUSEMENT COMPANY
1759 N. Newland Ave., Chicago 35, Ill.

ROCK CITY SHOWS
Opening April 21-30, Fairgrounds, Poplar Bluff, Mo. Will be on lot April 18. Can use Hanky Panks of all kinds. Already have Popcorn, Snow, Floss, Diggers and Mug Joint.
Need Ride Help in all departments.
GEO. ISENHOWER

GIRLS WANTED
For Rock and Roll Girl Show
Guitar and costumes furnished. Good salary. Write or wire collect.

LESLIE KIESTER
106 First St., S.E. Rochester, Minn.
P.S.: No long distance calls accepted.

GREAT WESTERN AMUSEMENTS
Want Tilt and Wheel Foremen. Up and down about 7 times a year, shopping centers. Year-round work.
Call before 11:00 A.M. or after 10:30 P.M., Federal 7-8819 or wire Box 2601, Odessa, Texas

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!

BEST MERCHANDISE BUYS

68

THE BILLBOARD

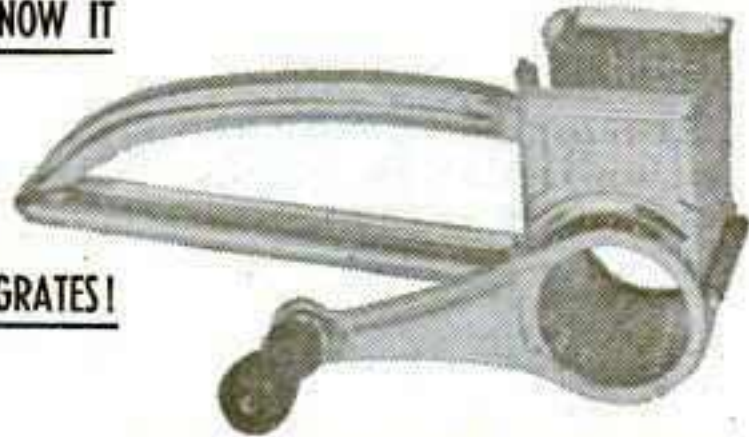
Communications to 188 W. Randolph St., Chicago 1, Ill.

APRIL 18, 1960



NEW! NEW! NEW! FOR 1960 MOULI TRIPLE DRUM GRATER 3 TIMES AS USEFUL AS THE FAMOUS ORIGINAL MOULI GRATER

NOW IT



GRATES!

The famous original with GRATER DRUM

SLICES!

SHREDS!



NEW SLICER DRUM



NEW SHREDDER DRUM

A New Market Is Ready for You!

Sell the New Triple Grater to Millions of New Customers at

\$1.98

Retail

And the Two (2) New Drums (Packed Separately) for 98 Cents to Customers Who Have the Original Grater

And you build your gross and profit when you carry the Mouli profit twins:

The Mouli Julienne (still going strong nationally on TV at \$2.98 retail) and we have a special new extra profit price for demonstrators. The Mouli Salad Maker (gaining in popularity every year, still \$4.98 retail.)

Concentrate on Selling Mouli:

- You Make the Full "Old-Fashioned" Profit Margins You Need
- No Price Beefs to Blow Your Tips
- Millions Know the Mouli Name Is Quality

Write now for full profit prices on the new Mouli Triple Grater and other Mouli Tip-Builders. For a sample of the Triple Grater send \$1.00 to cover postage and handling . . . 50 cents for the two new Drums only.

MOULI MFG. CO.

91 BROADWAY

JERSEY CITY 6, N. J.

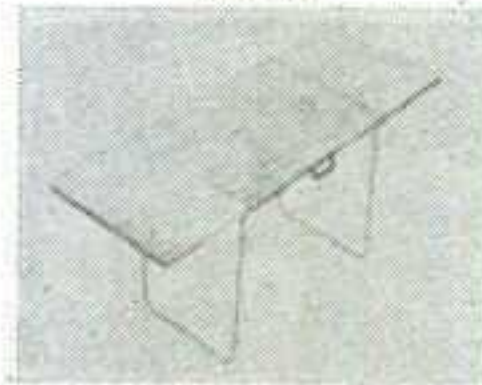
new merchandise for tomorrow's . . .

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

TABLE

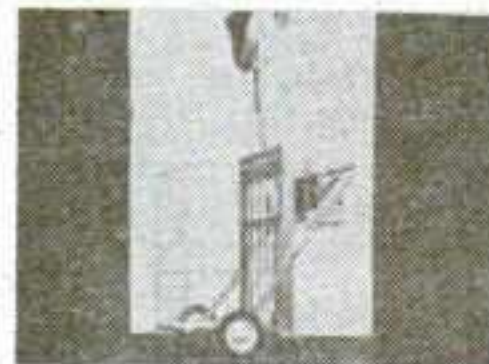


Steel table has a drop leaf and lithographed wood-grained pattern top. Measures 24 by 60 inches and retails at \$9.95; 30 by 72 inches at \$14.95. Folds flat for storage.—Windsor Metal Products, 36th and Reed, Philadelphia 46.

BALLOONS

Varied packages of balloons in updated boxes, bags, Circus, party, train, bird, animals, novelty themes. Colorfully packaged and retails from 29 to 79 cents.—National Latex Products Company, Ashland, O.

YARD CART



A portable tool cart to hold and store all garden tools. Has two removable baskets. Can be folded for storage with all long-handle tools in place. Retails about \$14.95.—Kol, Inc., 2323 Ellis, St. Paul, 14.

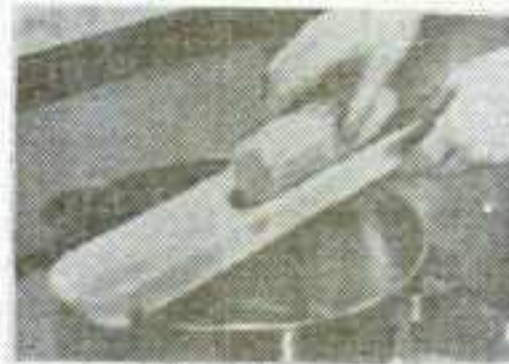
RUBBER BALLS

Called outer space balls, they are 16 inches in diameter. Top panel has see-thru clear plastic peephole to observe Casper the Ghost in outer space. Individually boxed. Suggested retail price, 98 cents.—Alvimar Manufacturing Company, 1881 Park Avenue, New York 35.

CUP HOLDER

Magnetic cup holders for metal kitchen cabinets. Can also be used to hold recipes, potholders, towels. Four to a card at 98 cents retail.—Chemag Corporation, Geneva, N. Y.

CORN CUTTER



Corn cutter made of styrene has Swedish steel knives adjustable to fit any size ear of corn. Will cream, whole-shed or shred corn. Retails for \$2.95.—American Corn Cutter, Winamac, Ind.

CHAR BUCKET



Steel bucket is decorated with drawings of chef in full regalia on black enamel background. Holds 10 pounds of charcoal or briquets. Retails \$3.98.—F. H. Lawson Company, Cincinnati 4.

GRILL BASKETS

Grill and toaster baskets. Made of triple-plated welded steel wire and completely enclosed. Come in three sizes which retail at \$2.98, \$1.98 and 98 cents.—Hewitt Bros. Manufacturing Company, 2207 Cleveland, National City, Calif.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

DIRECT FROM MANUFACTURER

The Original

HOROSCOPE TICKETS

Made to Fit the

HOROSCOPE MACHINES

Write for Factory

Low Prices on

Machines and Tickets

BENMAR SALES CO.

633 Plymouth Court

Chicago 5, Ill.

Phone: Harrison 7-2971

MR. BASKET

THE ONE BASKET that changes to a Hundred Shapes and a Hundred Uses. No Pitching Necessary—Strictly Counter Set-Up. Made of wire and completely covered in Multi-Color Plastic. A wonderful Flash.

Thousands to be Sold at 1960 FAIRS and HOME SHOWS.



Cost 42¢ per Basket—suggested retail price, \$1.00 to \$1.50. Only sold in gross lots, \$61.92 per gross plus freight.

Write: Samples \$1.00

PAYABLE NORM DIST. CO.

c/o Jan's Store
5917 Vine Street

Cincinnati, Ohio
Phone VA 1-6141

Direct From Manufacturer

SENSATIONAL

PROMOTION

VERY LATEST

Hollywood Created

GLAMOUR EARRINGS



\$36.00 Per Gross Sample Doz. \$3.50

Free display rack with gross order. HUNDREDS of fast selling styles Dangle—Clip On—Pierced. Highly polished tailored styles. Rhinestone type set with sparkling Aurora rainbow stones. Guaranteed \$1.00 retailers. We will exchange any styles that don't sell. Send for FREE Catalog of 150 other hot jewelry items. 25% Deposit on C.O.D.'s.

PACKARD JEWELRY CO.
Dept. BE, 48 W. 25th St., N. Y. C. 10, N. Y.

HOT MONEY!!!



TODAY'S HOTTEST ADVERTISING SPECIALTY ITEM

Terrific store opener. Special promotions. Looks like real silver dollar. Actual size 1 3/4 inch in diameter.

Minimum order, 3 gross \$3.60 per gr. 14 gross or more \$3.40 per gr. Special Imprint on 200,000 pieces.

ACME PREMIUM SUPPLY CORP.
2201 Washington, St. Louis 3, Mo.
New 1960 Catalogue Now Available from the World's Largest Premium Supplier.

FANTASTIC!

LARGE IMPORTED CAMERA takes 4 pictures on standard American Film Beautifully packaged. \$2.49 retail. GET WITH THIS ONE!

GIANT 42" Clown . . . \$15 dz.
22" TV Dog . . . \$15 dz.
28" Plush Bear . . . \$18 dz.

18 BIG Pcs. only \$24 FOB.

24" Bagged Tuff Clown. 11" All-Plush Scotty. Nice Steif-like plush . . . \$6.00 dz.

36 Pcs. only \$18 FOB.

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods. REPRESENTATION WANTED

ACE TOY 536-A Broadway
N. Y. C. WO 6-5627

Latest Men's & Women's Styles!

Nationally Advertised

- ELGIN
- BULOVA
- WITTMAN
- WALTHAM
- GRUEN
- BENRUS

25% cash with order, balance C.O.D.

SPECIAL

6 for \$39.50
(Sample \$8.95)

All new, modern style for men—ladies' smart rhinestone cases—all makes. All rebuilt for dependable service.

CHOICE LOT

6 for \$49
(Sample \$9.95)

They look like new—rebuilt to run like new. Complete with new style expansion bands!

Buy Direct from **WEINMAN'S**

182 S. Main St. Memphis, Tennessee

CORRECTION NOTICE! Wrong Address in April 11 Issue

BRIDE DOLLS

Beautifully Dressed—All Colors

For FAIRS • PARKS • CARNIVALS

Sample Dozen \$6.00

SPECIAL PRICES TO JOBBERS.

CONTACT US NOW!

No Catalogues. No C.O.D.'s.

VICTOR DOLLS 60 West 25th St.
New York 1, N. Y.



The Best Sales Boards and Jar Games

Write for information and prices.

VALENTINE COMPANY

Dept. B, 519 E. Jefferson Blvd.
South Bend 17, Indiana



WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

• TIP BOOKS •

BASEBALL BOOKS

at very, very reasonable prices. Phone Wheeling—Cedar 34282

Columbia Sales Co.
302 Main St., Wheeling, W. Va.

FREE! CATALOG ADULT GAMES

JAR TICKETS

• MATCH-PAKS • TIP BOOKS

• SALESBOARDS • PUSH CARDS

• BINGO and CASINO EQUIPMENT

• Complete Supplies — Write to Today Dept.

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

BALLOON STICKS

PENNANT CANES

PUSH TOYS—SLUM

If you are a large user, write for quantity prices.

MIDWEST MDSE. CO.

1008 Broadway Kansas City 8, Mo.

ENGRAVERS, ATTENTION!!

20 Styles of discs on 16 in. and 24 in. chains, nickel silver signet rings, expansion Bracelets in chrome and gold, rings for grab-bags from \$5.00 to \$12.00 a gross. Try our merchandise. See the right prices and good quality. Send \$2.00 or \$5.00 for samples. **MILWAUKEE NOVELTY COMPANY**
1012 No. 3rd St., Milwaukee 3, Wis.

You Can't Beat BRODY For Merchandise

OUR NEW 1960 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.

M. K. BRODY & CO., INC.
916 So. Halsted Chicago 7, Illinois
L. D. Phone: MONroe 6-9520-9521
—in Business in Chicago for 49 years—

SPECIAL KEROSENE COPPER LAMP \$2.75 Dozen

Sold in dozen lots only. Truck shipments only.
25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

FOX TAILS JOBBERS, ATTENTION!

We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today.

Established 1930.
HMJ FUR CO.
Dept. B, 150 W. 28 St., N. Y. C. 1

AD MEN of every kind ENDORSE THE BILLBOARD as a top selling force

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

OUR OLD FRIEND... Jack Scharding, now 80 years old and living in Long Beach, Calif., writes in to say that he still gets itchy feet and that he has mapped a forthcoming trip, his first stop to be the Memphis Cotton Carnival. From there he goes to Birmingham and then on to Atlanta to visit a son he has not seen since the war. "Will send in notes about pitch folks I meet while I'm on the trip," says Jack. "Harry Flax, the Humation worker, is back here on the Pike for a few weekends before working the National Orange Show at San Bernardino, Calif. Also on the Pike, and doing well is Mrs. Edna Smith with needles and pillow top patterns." Jack goes on to say that he has noticed a clever worker pitching foot remedies in the local Kress store, while another one is working cleaner in the same store to okay results. "That old-timer, Carl Knowles, is doing well with rad in a Woolworth store in Los Angeles, while another fellow is working auto polish on a Broadway parking lot in L. A.," says Jack.

MAKE BIG MONEY SELLING Combination "ELECTRIC" Lighter and POWERFUL FLASHLIGHT

Only \$1.00

Here's a unique, practical item—a battery-operated Cigarette Lighter and Flashlight in one. Push one button for strong flashlight. Push another button and light your cigarette "electrically." No fluids, no wicks, no flint! Rich, beautiful gold-colored metal case (measures 1 1/2"x3"). Lightweight—easily carried by men or women, in pocket or purse. Operates on 2 tiny penlight batteries, included FREE of extra charge. Imported from thousands of miles away so supply is limited. Order now. Only \$1.00! Pts. send 10¢ for pkg. & hds. Become our agent and make extra big money! Our low prices in nominal quantities—so get on the bandwagon NOW!

L & M COMPANY
Dept. FC-10, Box 881 St. Louis, Mo.

"BELL" SPECIALS

MECH. JUMPING DOG	\$36.00 Gr.
27" (Approx.) BEAR. All Plush.	\$21.60 Dz.
Asst. Colors. 1 Doz. Min. Order.	
DANGLING PANDAS, SMALL	\$8.40 Gr.
POODLES	\$13.80 Dz.
PLUSH DONKEYS, SMALL	\$24.00 Dz.
LARGE	\$2.60 Ea.

25% Dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago.
*OPEN SUNDAYS

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

TREMENDOUS PROFITS with Hagens EXCLUSIVE TEAR-GAS PENCIL!

100% PROTECTION

SELLS FAST TO THEATERS, SERVICE STATIONS, STORES, BAR-CAFE WORKERS, BANKS

Discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast; leaves no permanent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$5.95 for complete demonstration kit of Automatic Tear-Gas Pencil, 10 demonstrators and 3 Tear-Gas Cartridges. Not sold to minors—state age with order.

HAGEN SUPPLY CORP.
Dept. BB-30 St. Paul 1, Minn.

WATCH 'em Go Like CRAZY!

Wire! Phone! Write! TODAY!

New! Handsome! Jeweled!

WATCHES \$2.99

Sweep second hand! Yellow gold-tone! Smart new style. Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25% cash —Bal. C.O.D.

CEL-MAX, Inc.
582 So. Main • Memphis, Tennessee

Expansion bands to match, 35¢ extra!

SPECIAL DEAL WHILE STOCK LASTS!

FREE 1 GROSS 24-INCH CHAIN, in White or Yellow Finish, or 1 GROSS 16-INCH CHAIN, in White or Yellow, with EVERY ORDER for \$100 or More!

The above offer in place of engraver. If you want engraver, please specify on order.

If you want merchandise, we will send you \$6.50 free merchandise.

Send for FREE Catalog and information on **SPECIAL SPINDLE DEAL**

Frisco Pete Enterprises, Inc.
2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

WHOLESALE BUYERS' GUIDE

Gellman Bros.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

GIVE YOUR SONGS A CHANCE. HAVE your lyrics professionally revised before they are set to music. \$5 will put your lyric into tip-top shape. George Green, Box 286, G.P.O., New York 1, N. Y. ap25

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. ap25

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. je20

Agents, Distributors Items

ART NOVELTIES OF BEAUTY, CHARM AND ACTION

Elephant Lamps, Fighting Horse Lamps, Seals, String Holders, Match Holders, Dogs, Ash Trays, Dog Banks. Beautiful sample assortment only \$3.50.

PYRAMID NOVELTY CO.
1835 E. 28th Ave., Apt. 6, Denver 5, Colo.

JEWELRY CLOSEOUTS

FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. \$ 6.00
E102—Asst. E/rgs. Gr. 6.00
201—Plastic Wallets, asst. Gr. 10.80
E5—Stone E/rgs, etc., asst. Gr. 12.00
E1—Tailored E/rgs, asst. Gr. 18.00
E2—Stone & Pearl E/rgs, asst. Gr. 21.00
E130—Rhinstone E/rgs, asst. Gr. 30.00
O1—Odd Lot Brace & Necks. Gr. 15.00

Samples Regular Price
25% Deposit, Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS

Stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either \$50 with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. B-117, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

• DISPLAY CLASSIFIED ADS •

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per ogate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

BARGAINS GALORE

Extra Fancy Beaded Ropes . . . \$9.00 Dz.
Scarab Pendant, Fine Chain . . . 3.00 Dz.
Simulated Pearls, Rhine. Clasps . . . 2.00 Dz.
Cultured Pearl Charm Bracelets . . . 2.50 Dz.
Asst. Harolds . . . 3.00 Dz.

25% deposit with order, balance C.O.D.

ALL STATE JEWELRY
1818 Westminster St. Providence, R. I.

CARNIVAL BARGAINS

Double Heart Pins E/G . . . \$1.50 Dz.
Asst. Rings in Display . . . 1.25 Dz.
Tie Bars, Carded . . . 3.60 Gr.
Asst. Clip Pins . . . 7.20 Gr.
Cameo Sets, Boxed . . . 3.00 Dz.

Send 20% deposit with order, balance C.O.D.

FAIRGROUNDS SUPPLIES
1816 Westminster St. Providence, R. I.

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

DISTRIBUTOR FOR UNDER COUNTER Novelties. Write for description and price list. Rice Manufacturing Co., 486 Baltimore Ave., Cumberland, Md.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings . . . \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, \$3.75 & \$5.00 Dz.

Cultured Pearl Tie Slides, \$ 2.00 Dz.
Carded . . . \$4.50 to \$ 6.00 Dz.
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.
Eng. Pearl Sets, Boxed . . . \$4.50 Dz.
Cultured Pearl Pendants, Boxed \$3.50 Dz.
Rosary Beads, Boxed . . . \$6.00 & \$9.00 Dz.
Children's Neck., Boxed \$3.00 Dz.
Pins, Asst. . . \$1.75 & \$3.00 Dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

FREE CATALOG! — BULOVA, ELGIN, Gruen Watches, New 1960 styles, \$6.95 up.

Buy direct from importer! Electrical Tools, Costume Jewelry, Rings, Perfumes. Write today. Jet Premiums, 2567-BQ W. Pico Los Angeles 6, Calif. ap2

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chatsanooga, Tenn. ap25

IMPORTED NOVELTY POP-ROCKET! PERFECT give-away item. 15 samples, \$1. Details free. Gary Products, 650-B, Pierce Gary, Indiana. ap25

SLIMS OR REGULARS BALL POINT PENS. 10 gross lots, \$4.95 gross; 1,000 Imprinted Pens, \$59.50; 1,000 Plastic Refills, \$14.95. Hilltop, 424 Andover, Lawrence, Mass.

SALESMEN! AGENTS! DISTRIBUTORS!

\$\$\$ MAKE BIGGER PROFITS \$\$\$

Sell RV-2 liquid Cadmium battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in country

USONA DYNAMICS CO.
Box 97 Clovis, Calif.

Animals, Birds, Snakes

BEAGLE — MALE, YOUNG, OBEDEIENT worker; seat broke, sits up, pulls barrel, pushes buzzy, knocks down hurdles, \$75. Honey Bear Farm, Olney, Ill.

CALIFORNIA OR STELLER SEA LIONS. Leopard Seals, fresh caught or trained. Sold, leased. New Northern Headquarters. Snow's Seal-aquarium, 3535 N. Lombard St., Portland 17, Ore. Butler 9-0417. ap18

CHIMP ACT — SINGLE MALE 7 MINUTE act. Beautiful disposition, anyone can handle. Works single or in an act. No skipping. Frogs, costumes, box. Price, \$1,000. Honey Bear Farm, Olney, Ill.

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

Business Opportunities

BUILDING FOR RENT: FORMER SKATING rink, 110x70, maple floor. What do you have to offer? Dorney Park, Allentown, Pennsylvania. ap18

CAROLINA BEACH, N. C. FOR RENT. Store, Concession Stands, suitable Auctions, Games, Photo, Lunch, etc. Center Amusements, Sidney Abrams, Conway, S. C. my9

COIN PITCH GAMES — ALL ELECTRIC. New, fascinating. Playdays, Carnivals, Fairs, Concessions, make over 150% profit per game. Buy direct from Factory and save. Write for free details, prices. Fairland, P. O. Box 531, North Bellmore, N. Y. ap25

FOR SALE: STEAM LOCOMOTIVE. Complete coal fired steam engine, 15-inch gauge, tender, 3 10-passenger cars, 1200 foot of track. Douglas Ferguson, Pigeon Forge, Tennessee. my2

This is a **DISPLAY CLASSIFIED AD**

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

FOR SALE

Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner, who wishes to retire.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. my2

HOW TO FRAME MONEY-GETTING CON-cessions and Shows at fairs and carnivals. Roadman's guide and trouper's handbook. Attendance at principal fairs, etc. New illustrated; pocket size; postpaid. Price \$1. Globe Pub. Co., Box 814, Macon, Ga.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox 1296 Yosemite San Jose 26, Calif. ap25

PENNY ARCADE NEAR NAVY LANDING in Southern California. Open all year. Box C-460, c/o The Billboard, Cincinnati 22, Ohio. ap18

(Continued on page 70)

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 69

PORTO-BILT ROLLER RINKS

Complete Tent Rinks and Floors only for indoor use, any size. W. T. Shackelford DIXIE RINK SALES P. O. Box 415 Smyrna, Ga. ME 5-5978 (8-2183 Marietta)

UNIVERSAL, NOVEL MONEY MAKER—New to public. Start yourself a Museum of Amusement Americana. Roadside or traveling walk-thru exhibition. We supply 100 pieces old-time circus and theater bills, programs, tickets, etc., \$175. 200 pieces, \$300. Retail value double. Steady income for retired folks. P. M. McClintock Collection, Box 891, Franklin, Pa. Sample item, \$2.

WHOLESALE! WORLD'S LARGEST SUPPLY. Buy from 257 American, European, Japanese wholesalers. Tailor-made suits from Hongkong. Free details. International Buyers, 216-B Jackson, Chicago 6, Ill. ap18

YOUR OWN BUSINESS—WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-40-B, Chicago 32. ap25

Costumes, Uniforms, Wardrobes

CURTAIN—GOLDEN ORANGE VELVET (8x32), bargain, \$40; colorful stripes Curtain (8x35), \$35; smaller Curtains, \$10. Beautiful new Flashy Girls Bally Costumes, \$10; brilliant new Clown Suits, \$10; Wigs, Big Shoes, Feet, Wallace, 2453 N. Halsted, Chicago.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my30

Formulas and Plans

HOMEBREWED WINES, BEERS—LATEST methods. Highest contents. The very best. Complete instruction manual, \$1. Dean Products, Box 40-BB, Elberton, Ga.

For Sale—Secondhand Show Property

BUILD GROUP ATTRACTIONS—COMPLETE Plans: Mouse Circus, \$5; Funhouses, \$10; Pick-Up Truck Show, \$5. Free 108-page catalog. Brill, Box 875, Peoria, Ill.

CASH—FOR SALE

1948 1/2 12 Big Eli Ferris Wheel, \$4,795.00 1949 Tilt-A-Whirl and one 28 ft. and 33 ft. Van Trainers, \$8,465.00 Clean, ready to go. MAKE OFFER FRANK THOMA 3559 S. Halsted Chicago 9, Ill. Phone: FRontier 6-5320

FOR SALE: ELI FERRIS WHEEL NUMBER 3, now in use amusement park, Kansas City, Kans., \$2,500. J. W. Lewis, 546 Minnesota, Kansas City, Kans. DR 1-0106.

FOR SALE—MERRY-GO-ROUND—34 FOOT Denzel, 72 hand carved animals, 1/2 jumpers, 1/2 stationary. Four sleighs. All in perfect condition. Stanley Tunney, 9 Ocean Ave., Seaside Heights, N. J. ap25

FOR SALE OR TRADE FOR KIDDIE RIDES. Big Eli No. 5 Wheel in perfect shape. Lloyd M. Shoup, 3705 S. Main St., Goshen, Indiana. ap18

FOR SALE

Ransselaer Train, King Pony Cart, Fire Engine, Aeroplane, Boat Ride, Mangels Roto Whip, Jordan's Hobby Horse and 70 Tractors, and all necessary equipment for a refreshment stand. All equipment to be used at a Kiddieland. \$12,000 cash. STANLEY WEBERSKI 528 N. Greenwood St. Spring Valley, Ill.

FOR SALE: TWO ADULT SIZE ALL-STEEL Streamlined Train Cars, roller bearings, 14 gauge, used two seasons, \$900 each. Herbert Fritz, 8349 Golf Rd., Niles 48, Ill. ap25

FOR SALE

1948 Ideal 30-horse 38-ft. Herschell Merry-Go-Round and 32-ft. Tralimobile Van Trailer, \$7,875.00 1951 Rocco Jet Plane Ride, \$1,565.00 Ready for operation. BEST OFFER FRANK THOMA 3559 S. Halsted Chicago 9, Ill. Phone: FRontier 6-5320

FOR SALE

1 TILT, some repairs 1 KIDDIE TROLLEY, 30' diameter, 12 people 1 KIDDIE 6-TANK AIR RIDE 1 6-Seat KIDDIE FERRIS WHEEL UN 7-1713 CHARLES SANTOS Butztown, Pa.

FOR SALE—1 METRO DERBY, 22 UNITS, excellent condition, asking \$1,500. Fast money maker. Mrs. Cosimo Mancino, 1474 Hylan Blvd., Staten Island 5, N. Y. ELgin 1-2760 or ELgin 1-2007.

FOR SALE: 1 SMITH & SMITH ADULT Chairplane and 1 Kiddie Auto Ride. Also Cotton Candy equipment. John Kahl, Imperial, Mo. ap25

FOR SALE—8 FLYING SCOOTER CARS AS IS. \$100 E.o.b., Dorney Park, Allentown, Pa. ap25

GUESS WEIGHT OUTFIT: TRUCK, SCALES rack, P.A. system, 500 figurines, 60 rubber molds, \$300. Eden, 825 S. 15th, Maywood, Ill.

KIDDIE CHAIRPLANE—20 CHAIRS WITH new Smith & Smith gear box and clutch. All steel, aluminum window Popcorn Trailer with Jumbo Popper, Whirlwind Floss Machine and Ice Ball Machine. 2 joints, Cat Rack and Basket Ball Game. Each used 9 days. Dick Kees, 514 E. 21st St., Covington, Ky. Phone: HEMlock 1-2908.

MORE BUYERS

Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

P.A. SET SPEAKERS—MIKE, CONTROL box, like new, \$200; Gorilla Suit, new, \$100; Doll House Illusion, \$100. Honey Bear Farm, Olney, Ill.

SIX 14-FOOT SKEE BALL ALLEYS, NICKEL play. Excellent condition. Roads, 5403 George Terrace, Amarillo, Tex. FL 6-3880

SCHIFF HIGH MODEL COASTER, \$5,000; King Boat Ride, \$1,500; Hobby Horse, \$1,300. Condition excellent. Allan Fach, Rose City, Mich. MU 5-2995. ap25

SHRUNKEN HEADS, SHRUNKEN BODIES, strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz. my2

THREE MILLS PANORAM MACHINES, complete, very good condition, ready for location, reasonably priced, extra parts, films, Soundies, 83 Pinewood Ave., Albany 8, N. Y. HO 2-1544.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. my9

1 BUS COMPLETELY FURNISHED, READY to live in. 1 Bus ready for any kind of transportation. R. W. Chandler, R.R. 3, Greensburg, Ind. Phone: 25574.

160 PAIR SHOE SKATES FOR SALE—Parts and miscellaneous, \$500 cash. Leo Jordan, 13413 S. Indiana, Chicago, Ill.

1955 CHEVROLET 2 1/2 TON TRUCK—2 speed axle, 14 ft. van body, low mileage. Good tires, fixed for living quarters and carries concessions. Contact James King, Rt. 1, Box 2748, Port Richey, Fla. Phone: 9180.

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

3,000 OLD CIRCUS COLLECTION PIECES—W. L. Main 16 pp. rot. Adv. Booklet, \$4.50; 4 B & B Route Cards, in color, \$4.50; ditto Ringling. Scaree Gollmar Letterhead and Envelope, \$5.50; 12 Rail Show Herald, \$15; 40 ornate old Comps, \$15. Buying, selling constantly. McClintock Collection, Box 891, Franklin, Pa.

Help Wanted

AGENTS FOR HANKY PANKS. WE OPEN April 29. Full season's work. 252 N. 6th, Kankakee, Ill.

SOCIAL DIRECTOR FOR LARGE SUMMER resort. Must be good MC for professional variety shows. Well rounded knowledge of show business necessary. Good singing voice an asset. Non drinker, no Romeo wanted. Season June 15 to September 15. Salary plus liberal bonus. Write very fully qualifications, age; send photo. The Famous Alicia "A" Resort, Wolfboro, N. H. ap25

WATER ACTS OF ALL DESCRIPTIONS wanted. Send picture and price to Don Walker, 501 Fullerton Bldg., St. Louis 1, Mo.

Instruction and Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa, my18

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature, Radiophone for mentalists. Catalog \$1, with refundable certificate. Nelson's, 336-B South High Columbus Ohio. ap25

SIDE SHOW PITCHMEN—CLOSING OUT all pitch items, big bargains, stamp for list. M. Arnold, Box 209, Times Square Station, New York 36, N. Y.

Miscellaneous

CLOSEOUTS—2 HOT DOG MACHINES, \$20 ea.; 2 Stamp (Postage) Machines, \$20 ea.; 50 Half Flush Toilet Water Savers, \$2 ea.; 36 Battery Reviver, 6 Volt, \$1, 12 Volt, \$2. I want to buy used Snow Cone Machine reasonable. Consumers, 1426 Market St., Oakland 7, Calif.

Hear That Whistle Moan "LITTLE TOOT"

Real Steam Trains CROWN METAL PRODUCTS CO. Wyano, Pa. West Newton 1550

MEN ONLY

We have the funniest collection of unusual novelties ever assembled.

Sample assortments \$2 and \$5 postpaid. 10¢ brings list. EMERSON TRADING CO. Dept. 4 Pompton Plains 6, N. J.

PENNANTS, JOBBERS AND SALESMEN! Send on your letterhead for samples and prices. Direct from manufacturer. All major colleges in stock. Hart Processing, Marine City, Mich. my2

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10¢ for 32 page catalog. Balda Art Service, Oshkosh, Wisconsin.

Personals

COLORFUL HOURGLASS CORSETS, custom fitted by mail; make the most of any figure. Write: H-G Co., Box 471, Palo Alto, California. ap25

NOW FOR THE FIRST TIME "MM-100" CAN be sold by mail for married men who have that haste problem. Free brochure, or remit \$3 per tube postal. Satisfaction guaranteed. Fenaire, Inc., Dept. 3C, Box 35-181, Miami, Fla.

Photo Supplies and Developing

ALL SIZE—D.P. CAMERAS WITH LENSES. Trade TV or Tape Recorder. Sickness. Wm. Tromp, 512 N. Getty, Muskegon, Mich.

D.P. PHOTO PORTABLE—TAKES TWO sizes: A-1 condition; come foregrounds, backgrounds; good Anchor Top, \$200. Stan Lutz, 3755 W. 38 St., Erie, Pa.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 29, Ill. ch-120

PHOTO MOUNTS, BACKGROUNDS, COL- lars, D. P. Paper, Chemicals, Glass Frames, everything for direct positive work. Miller Supplies, 216 Main St., Alton, Ill. ap18

Ponies

12 NICE LITTLE MARES—3 TO 6 YEARS old, weigh around 600 lbs. All for \$1,200. Truck available for delivery. No time for letter writing. Phone 9317, P. L. Cobb, Amite, La.

Printing

CALENDAR BACK BUSINESS CARDS, \$3.25 per 1000, Deposit \$1. Baseball Schedule Cards, \$4.95 per 1000. Deposit, \$1.25. La Salle Printing Co., 6727 So. La Salle St., Chicago 21, Ill. my2

WINDOW CARDS FOR ALL OCCASIONS—Quality 14x22 non-bending 3-color Posters, 50 words copy printed in black ink, \$9 hundred; 17x26 size, \$13.50 hundred. Speedy service. Dayco Auto Bumper Stickers, size 4x15, yellow, red or green with copy printed in black, \$15 hundred. Tribune Press, Dept. 260, Earl Park, Ind. ap25

750 GUMMED LABELS PRINTED WITH any name and address (or other copy), 35¢; three sets, \$1. Jas. Scheetz, Sellersville, Pa.

200 8 1/2x11 LETTERHEADS, 200 8 1/2x EN-velopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. ap18

Salesmen Wanted

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-110

Talent Wanted

MUSICIANS—ALL CHAIRS. JERSEY RE- sort, June 9-Sept. 7. Experienced, read and fake; character, personality important. State qualifications in letter to John Devoil, 101 University Terrace, Athens, Ohio. (LY 3-1850.) ap18

Tattooing Supplies

TWO OUTSTANDING WINDOW DISPLAYS, size 8 1/2x11, in colors, \$1 each. Zeis, 728-A Leslie, Rockford, Ill. ap

Wanted to Book

WANTED—GULF BEACH AMUSEMENT Park, Galveston, Tex. Capable Agents, set Spindle, Hit or Miss Ball Game, Big Six Wheel, Coke Pitch. Starting April 25. Big Splash Day Event, April 29-30-May 1.

WANTED—RIDES AND CONS. FOR THOM- son Melon Day Celebration (Sept. 5). Con- tact, Harold Starr, Box 281, Thomson, Ill.

WANTED—RIDES FOR JULY 1-4. HORSE- drawn Merry-Go-Round, three Major Rides, three Kiddie Rides. Odin Centennial Corp., Odin, Ill.

WANT TO BOOK—LEHANI SHORES, AL- bany, Ga., May 1 through September, all types of Kiddie Rides and Major Rides on percentage basis. All replies, Phone: HEM- lock 4604, 8 a.m. to 5 p.m., Albany, Ga.

Wanted to Buy

CALLIOPE WANTED—ANY CONDITION. State price & condition. Write or call Robert Senhauser, 422 W. High, New Philadel- phia, Ohio. 68892, 42081.

PAIR 35MM. THEATER SOUND PROJEC- tors, Features and Shorts. L. M. Co., Box 201, South Lancaster, Mass. ap18

STRONG "TROOPER" SPOTLIGHTS, USED. State condition and cash price. McHale- Sawyer Productions, 118 Main St., Bangor, Maine. ap18

USED GLASS HOUSE, PREFERABLY MIR- rors. State condition and price. Alex J. Mymochod, Rt. #2, Albion, Mich.

USED KIDDIE RIDES—WRITE PRICES AND description. Box 5, Oxford, Neb. ap25

WANTED—USED MOUNTED BUCKING Horse, Buffalo, etc., for use in D.P. Pic- ture Concession. Larry Yost, 413 W. Wyatt Earp, Dodge City, Kan.

WANTED—VEGA ELECTRIC VIOLIN. Write Buddy Durham, 310 Wilbert St., Wheeling, W. Va., or call collect CEDar 2-5901.

WAX MUSEUM OR WAX FIGURES wanted for new museum in Virginia. Give full details. Box No. C-603, c/o Billboard, 2160 Patterson, Cincinnati 22, Ohio.

MUSIC-RECORDS ACCESSORIES

Used Records

FOR SALE—OLD TIMERS RECORDS PACK- aged as radio show by famous broadcaster. Outstanding recording artists of past. Otislie Mark, 1501 Broadway, New York, N. Y. LOnacre 5-0078.

COIN MACHINES

Parts, Supplies

ARCADES—WRITE FOR 1960 CATALOG. World's largest selection of coin operated machines, supplies. Locations wanted. Mike Munves Corp., 577-10th Ave., New York 38, ch-120

CAPSULE JEWELRY—ASSORTED EAR- rings, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$6 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. my2

FULLY AUTOMATIC CHROME POCKET LIGHTERS

Packed Individually 25¢ ea. in 10,000 lots \$2,500 27¢ ea. in 5,000 lots 1,350 29¢ ea. in 2,000 lots 580

GEM POCKET-TYPE NAIL CLIPPERS

Packed one on a card 25¢ 6¢ ea. in 50,000 lots \$3,000 7¢ ea. in 25,000 lots 1,750 8¢ ea. in 10,000 lots 800 1/3 cash with order, balance C.O.D.

C. S. FACTORY

P. O. Box 2179 Miami 1, Fla

Routes For Sale

COIN MACHINE ROUTE FOR SALE

Has been established almost 20 years; all machines in top condition. Pin Games legal and a number on good locations. All locations sold for owner. Have passed 65 and am disabled. Reasonable down pay- ment. Balance can be paid in 24, 36 or 48 months. BOX C-404, c/o The Billboard Cincinnati 22, Ohio

WATLING SCALES—OVER 200, PLUS other makes. About 175 on location in Ohio. Good route. Must sell, other business. Al W. Kish, 3603 Berkley Dr., Toledo 12, O.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no dis- play. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands and Orchestras

JUMP JACKSON & HIS ORCHESTRA. WE book Acts, Combos, Pkg. Shows and Dance Bands. Four men. Full week or weekends. 5727 South LaSalle, Chicago 21, Ill. ap18

Miscellaneous

AT LIBERTY—BOB TRAVIS, TEXAS' Craziest Comedian and A.F.M. Musician. Clean comedy and play several different musical instruments. Specialize on bass and drums. Sober. Open for anything and reli- able. Write 802 Lillius St., Abilene, Tex.

MEMORY WIZARD AVAILABLE SEPTEM- ber, 1960. Experienced clubs, TV, stores, teaching. \$400 weekly minimum. Mr. Mem- ory, 1277 Guerrero Ote, Juarez, Mexico.

SCENIC ARTIST AVAILABLE—EXPERI- enced outdoor shows, stage and television. Scenery designing and painting. Fred Wardle, c/o NSA, 123 W. 56th, New York City.

SPANISH DANCE TROUPE—AUTHENTIC dances, beautifully costumed. Available for summer dates. Taggart, 1602 National Ave., Rockford, Ill. WO 42789. ap18

TATTOO ARTIST WISHES GOOD LOCA- tion; sober, reliable. Prefer near military base. State rental & license. Write Tattoo Ken, 423 S. Century, Rantoul, Ill. ap25

Musicians

BASSMAN-VOCALIST AVAILABLE JUNE 1. Location desired. Neat, dependable; play concert, society. All replies considered. Musician Box 42, Nashua, Iowa. ap25

DRUMMER—NAME EXPERIENCE ON shows, Latin, swing, society, etc. All good offers considered. Dean McCullom, 317 S. Galena, Dixon, Ill. Phone: ATlantic 2-3851.

PIANIST, COMMERCIAL, LIGHT CLASSICS, Latin, best references. Full experience shows, accompanist. Double organ. Desires resorts. Box C-602, c/o Billboard, Cincinnati 22, Ohio.

TENOR. CLAR. READ. FAKE. JAZZ. 75 min. Guy Williams, 520 San Pedro S.E., Albuquerque, N. M. Ph: AM 87054. ap25

WILSON'S—ORGANIST, DRUMS, MC, clown, union. Own equipment. Phone ST. 4-1681. Bloomsburg, Pa.

San Antonio Contracts for Concessions

SAN ANTONIO—Mrs. Velma Awalt will continue to operate concessions at Municipal Auditorium, Carver Hall and the Sunken Garden Theater.

The City Council approved a new contract after the concessionaire agreed to increase payments above the amount specified on the bid she submitted two weeks ago for the privilege. It was agreed Mrs. Awalt would pay the city 30 1/3 per cent of gross receipts on the first \$40,000 and 35 per cent on receipts exceeding that amount. She has been operating the concessions at the three locations under a three-year contract which expired Thursday calling for pay- ments to the city of 38 per cent of gross receipts.

Used Equipment

DOUBLE UNIT COIN CHANGERS—Change dimes and quarters, \$89.50; single column National King Candy Machines, \$25; U-Select-It Candy, \$40; nine column National Candy, \$85. Texas Associated Enterprises, Box 1068, Amarillo, Tex. ap18

ELECTRONIC POINTMAKERS—HAVE HAD very little use. Reasonable price. Box #990, The Billboard, 188 W. Randolph St., Chicago, Ill.

POKERINO, NEW, 1956, 10 WITH PUSH chutes, \$135 each; 10 with drop chutes, \$185 each; parts for Pokerino, back glass, de-ails for suits, letters, numbers, Travla, P. O. Box 208, Millville, N. J. TA 5-0726. my2

SHIPMAN 3-COL. STAMP MACHINES, \$34.50; Duo, \$12; Roll Type, used, \$55; new, \$65. Folders, USP, 100 Grand, Water- bury 2, Conn. my18

20 POKERINO, \$75 EACH; 20 LIME-N, \$40 each; 5 Phila. Toboggan Skee-ball Alleys. Israel Feit, Box 292, Woodbine, N. J.

100 VARIOUS PENNY AMUSEMENT Games, \$14.95 each; Kirk Fortune or Guesser Scale, \$50 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for peaks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian- apolis 41, Ind. ap18

HIGH DIVE EXTRAORDINARY. HOLLY- wood style. The most fascinating, spec- tacular and exciting thrill feature imag- inable. The lights on the high rigging act as an electric sign or beacon that draws attention and attracts the folks for miles around to your celebration. Also available at low cost, three color circus style posters that illustrate and advertise this attraction. Mac Productions, 456 Lamphier, Warren, Ohio. ap18

SIDE SHOW FEATURE AVAILABLE! In- imitable Man into Woman, officially re- cognized! Superbly equipped, presenting "Roses of Eden," Delores, Room 26, 115 E. Franklin, Richmond, Va. Selling Portable Theater, easy terms. Excellent.

WACHICKANOKA—NATIONALLY FA- mous as only man in the world ever to be buried alive with dangerous diamond back rattlesnakes, vicious cottonmouth moccasins, and ten foot, bone crushing boa constrictors. This unique and original show has a very powerful draw. Our past per- formances speak for themselves. We had over 50,000 paid admissions in Minneapolis, Minnesota for Radio Station WDGY; over 40,000 in New Orleans, Louisiana, for Radio Station WTTX; over 40,000 in Oklahoma City, Oklahoma, for Radio Station KOMA. After a very successful season in 1959 for the Storz Broadcasting Stations, we are now available for 1960 bookings. Attention Ra- dio Station Promotion Directors, this is ideal for creating new interest in your sta- tions. You may promote in conjunction with large shopping centers or large used car dealers. State Fair Managers, take notice. Lawrence E. Nunn, 521 West Main St., Glasgow, Ky. Olive 1-3164. ap25

WRIGHT'S VARIETY STAGE SHOW OF Magic, Vaudeville and Rhythm. Have own music, sound system and spots. Professor Wright, Casey, Ill. my2

Vocalists

FEMALE VOCALIST WANTS LOCATION with combo, very neat, dependable; sings jazz and pops. Also rock and roll, jazz, dinner and dance orchestras, also name bands. Frank O. Bates Talent Agency, 1297 Broadway, Benton Harbor, Mich.

NVA Exhibitors

ATLAS MANUFACTURING CO. Cleveland
 BILLBOARD PUBLISHING CO. Chicago
 CRAMER GUM COMPANY East Boston, Mass.
 CON-SEL, INC. Chicago
 ARTHUR DU GRENIER, INC. Haverhill, Mass.
 SAMUEL EPPY & COMPANY Jamaica, L.I., N.Y.
 ALBERT FISCHER COMPANY Lexington, Ky.
 GENERAL TRAVEL, INC. Chicago
 GREEN DUCK COMPANY Chicago
 KARL GUGGENHEIM, INC. New York
 LEAF BRANDS, INC. Chicago
 NORTHWESTERN INC. Morris, Ill.
 OAK MANUFACTURING CO. Culver City, Calif.
 PENNY KING COMPANY Pittsburgh
 PLASTIC PROCESSES, INC. Freeport, N.Y.
 PAUL A. RICE CO. INC. New York
 RINGMASTER CHARMS Brillion, Wis.
 W. W. RICE COMPANY Chicago
 SECURITY FUNDING, INC. Chicago
 SPAR-A-CINO SALES & SERV. Chicago
 STANDARD FINANCIAL CORP. New York
 VICTOR VENDING CORP. Chicago

N'western Appeals Patent Violation Decision of Court

CHICAGO—The Northwestern Corporation, manufacturer of bulk vending machines, has filed an appeal with the United States Court of Appeals on the recent decision of the United States District Court, Southern District of California. The lower court has ruled that

N'western Distributors View New Line

CHICAGO—Northwestern Corporation distributors from Boston to Los Angeles gathered at the Conrad Hilton Hotel here Friday and Saturday (8 and 9) for a sneak preview of the equipment the company will show at the National Vendors Association convention at the Grand Bahama Island, April 21-24.

One purpose of the distributor meeting was to test reaction to the Moon Rocket, a six-foot tall bulk vending machine which vends either a piece of ball gum for a penny or five pieces for a nickel. After the coin is inserted, a gauge on the machine begins the traditional countdown, after which the gum is ejected. The shape of the machine is similar to that of an experimental space rocket. Capacity of the machine is four cases of 100-count gum. Complete details will be announced at the NVA show.

Super 60

Northwestern also bowed its Super 60 line of bulk vending machines. One unit consisted of three large capsule machines and three standard machines. The stand was candy striped.

Ray Greiner, Northwestern sales executive, said that on the basis of interest shown at the sneak preview, the company will go into production on the Moon Rocket by the end of April. He added that production on the Super 60 series will begin at the same time.

Distributors at the showing included Sid Weinstein, Pittsburgh; Jason Koritz, St. Louis; Irv Koven, Baltimore; Sam Kopf, Philadelphia; Moe Mandell, New York; Ed Flanagan, Boston; Al Toronto, Birmingham, Ala.; Ron Gold, Cleveland; Bernie Bitterman, Kansas City; Nate Rake, Philadelphia; Jean Coutu, Montreal; Bill Zuber, Minneapolis; Russ Thomas, Memphis; Tom King, Chicago; Marvin Maddox, Orlando, Fla., and H. B. Hutchinson, Atlanta.

Factory Personnel

Headed by President W. E. Bolen, factory personnel included

Northwestern has infringed on a patent of the Oak Manufacturing Corporation, another bulk vending machine manufacturer.

The judgment was entered on (Continued on page 76)

W. E. Bolen Jr., Bill Hamilton and Ray Greiner. The sessions were climaxed by a dinner and cocktail party given by Northwestern for distributors and their wives Saturday night. Moe Mandell, Northwestern Sales & Service, New York, left early to attend a family 25th wedding in Brooklyn.

NVA Grand Bahama Convention Program

Wednesday—April 20

8:00 p.m.—Board of directors meeting

Thursday—April 21

10:00 a.m. to 12:00 noon—Registration
 12:00 noon to 1:00 p.m.—Exhibits open, exhibit hall
 1:00 p.m. to 1:10 p.m.—NVA sponsored luncheon
 1:10 p.m. to 1:15 p.m.—Welcome address, President Everett J. Graff
 1:15 p.m. to 1:25 p.m.—Invocation, Leonard Quinn
 1:25 p.m. to 2:10 p.m.—Convention chairman's address, Rolfe Lobell
 2:10 p.m. to 2:30 p.m.—"The Art of Legislation in a Democracy," Stanley Kreutzer
 2:30 p.m. to 3:15 p.m.—"Have You Lost Your Key?" Robert Greenfield
 3:15 p.m.—"Today or Tomorrow?" Milton T. Raynor
 3:30 p.m. to 7:00 p.m.—Nominating committee meets
 7:00 p.m.—Exhibits open
 7:30 p.m.—Buffet and beach party

Friday—April 22

10:00 a.m.—Registration
 10:00 a.m. to 12:00 noon—Exhibits open, exhibit hall
 12:00 noon to 1:00 p.m.—Luncheon sponsored by Atlas, Victor, Northwestern and Oak
 1:00 p.m. to 1:30 p.m.—"The Confident Trio," Paul Guynes
 1:30 p.m. to 2:00 p.m.—Charm dressing contest
 2:00 p.m. to 2:20 p.m.—"Ohio and Beyond," Don Mitchell
 2:20 p.m. to 3:15 p.m.—Election and installation of officers
 3:30 p.m. to 7:00 p.m.—Exhibits open
 8:30 p.m.—Cocktail party sponsored by Samuel Eppy & Company

Saturday—April 23

10:00 a.m.—Registration
 10:00 a.m. to 6:00 p.m.—Exhibits open, exhibit hall
 10:00 a.m. to 11:00 a.m.—Workshop
 1. What Sanitation Means to You.
 2. Is Your Price Right? Can Commissions Be Avoided?
 3. Finding Hidden Dollars in Handling of Inventory.
 4. The Future of Chain Stores.
 2:00 p.m. to 3:00 p.m.—Poolside cocktail party sponsored by National Vending Machine Distributors' Association
 7:30 p.m.—Buffet-dinner dance sponsored by Leaf Brands, Inc.

Sunday—April 24

11:00 a.m. to 1:00 p.m.—Exhibits, exhibit hall

Bulk Banter

By NICK BIRO

Big news this week in the bulk vending industry is the National Vendors' Association convention being staged at the plush new Jack Tar Hotel, Grand Bahama Island, largest of the Bahama chain and just 55 miles off the Florida coast. Industry contingents from throughout the country are attending, many arriving in groups. Most are planning to spend a day or two in the fast moving resort area of Miami Beach before heading over to the Grand Bahama Island by either boat or plane.

M. J. Abelson, head of the Pittsburgh distributorship and exclusive Oak Manufacturing Company agent west of the Mississippi, is greeting operators in a new Miami Beach office opened by his firm, Oak Sales of Florida. On hand will be Sid Bloom, Oak Manufacturing Company, Culver City, Calif. (no relation between the two companies), to greet visiting operators.

Another West Coast member, Bert Fraga, Oakland, Calif., is also making the trip. From Dallas, Everett J. Graff is arriving with a contingent of customers, giving a much needed distributor boost to NVA membership. Historically, some distributors have been reluctant to encourage participation from their operator-customers because of the direct selling practices of manufacturers, all of whom exhibit at the conclave.

Graff's brother, Robert, incidentally, recently celebrated the birth of a son, William Grayson Graff, February 24. The boy weighed in at seven pounds two ounces. Mother, son and father are doing fine. From Chicago, Jack Nelson will be representing Logan Distributing Company from Dick Boylan home minding the store.

Boylan recently finished a hectic week-long sales tour of Indiana, Illinois and Wisconsin. Reports business is spotty with the weather a factor. NVA legal counsel Don Mitchell will be pretty busy answering questions about the association's new combined medical

(Continued on page 77)

State Bulk Vending Machine Taxes and Licenses

ALABAMA—State imposes 3 per cent gross receipts sales tax on all vended merchandise plus following levy: Penny machines (all types), \$1 State and \$1 county license; nickel or higher machines (all types), \$8 State and \$4.50 county license; machines vending only peanuts or peanut products, \$1 State and \$1.50 county license. No license if privilege or dealers license required for sale of merchandise by either location owner or operator. No license in industrial locations if operator obtains occupational license based on following: Counties of 60,000 or less, \$30 State plus \$15 county; counties of 60,001 to 125,000, \$60 State plus \$30.50 county; counties over 124,000, \$80 State plus \$40.50 county. Separate licenses must be issued for each machine and prominently displayed on or near machine.

ARIZONA—No information.

ARKANSAS—No individual machine tax. State collects \$20 operating permit.

CALIFORNIA—No tax or license on machines. State and local sales taxes, however, applicable except for sales of food products. Operator of any machine vending taxable merchandise must hold a

seller's permit and post number of permit on each machine.

COLORADO—State applies 2 per cent sales tax on all sales; requires sales tax license to operate. Operators must pay use tax on vending machines bought outside of State.

CONNECTICUT—State imposes 1½ per cent sales tax on all sales of 19 cents or less providing records are kept; otherwise 3 per cent rate applies. Operators also pay unincorporated business tax if business is unincorporated or State corporate income tax if business incorporated.

DELAWARE—License fee of \$2 per machine when owner is not operating under a merchant's license.

FLORIDA—Per machine tax of 75 cents.

GEORGIA—No special vending tax.

IDAHO—No special tax other than State property tax under jurisdiction of county assessor.

ILLINOIS—State imposes retailer occupational tax of 3½ per cent of gross.

INDIANA—No vending machine tax if location is covered by State store license. If location not

covered by State store license, operator liable for each machine as a chain store unit, taxable as follows: One store, \$3; two to five stores, \$10 each additional store; six to 10 stores, \$20 each additional store; 11 to 20 stores, \$30 each additional store; over 20 stores, \$150 each additional store.

IOWA—Two per cent sales tax on gross receipts.

KANSAS—State requires registration of each machine plus 2½ per cent gross receipts sales tax.

KENTUCKY—No State tax or license fee. However, Legislature currently considering sales and use tax which could include vending.

LOUISIANA—Annual license tax based on gross sales: Sales up to \$5,000, \$5 fee; sales up to \$10,000, \$10 fee; sales up to \$15,000, \$15 fee, and so on up to sales of \$5,000,000 with \$6,000 fee. In addition most municipalities and parishes (counties) levy similar occupational taxes that, however, are regulated by State constitution and cannot exceed State levy.

MAINE—No special tax or license fee. Machines, however, subject to municipal ad-valorem property taxes as personal property.

MARYLAND—Effective May 1, 1960, vending machine license fees will be \$2.50 plus \$1 clerk fee.

MASSACHUSETTS—No information.

MICHIGAN—State imposes 3 per cent sales tax. Operator must obtain license and pay tax on each machine operated. Annual license fee is \$1 plus 10 cents for each additional machine.

MINNESOTA—No special tax or license.

MISSISSIPPI—Privilege tax of \$2.50 per machine for penny machines, \$5 per machine for 5 to 10-cent vend, \$7.50 per machine for 10 to 20-cent vend, \$10 per machine for over 20-cent vend.

MISSOURI—State sales tax on gross receipts. Law currently being revised.

MONTANA—No special tax for license.

NEBRASKA—No special tax. However, subject to State personal property tax which varies between levying counties.

NEVADA—No special tax or license.

NEW HAMPSHIRE—No special tax or license.

NEW JERSEY—No special tax or license.

NEW MEXICO—No special tax or license.

NEW YORK—No special tax or license. However, State Public Housing Law (Section 110f) permits municipalities to impose excise tax up to 50 cents per month per machine for housing purpose. No cities currently impose such tax.

NORTH CAROLINA—No information.

NORTH DAKOTA—Sales permit for collection of sales tax only. No other licenses or tax required. Charge for permit is 50 cents.

OHIO—No special tax or license. Vending machines subject to personal property tax based on depreciated value of machine at rates roughly equivalent to local real estate rates.

OKLAHOMA—Two per cent sales tax on gross receipts.

OREGON—No special license or tax.

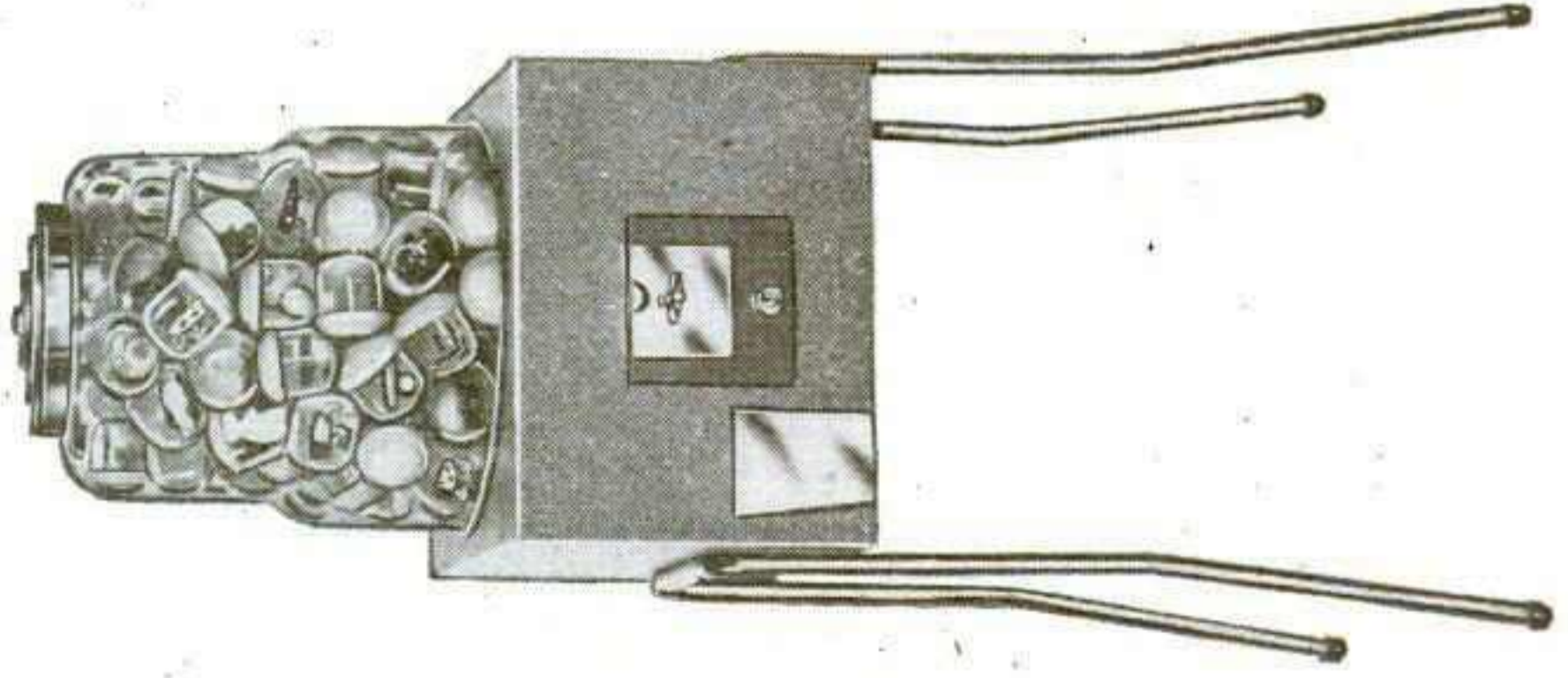
PENNSYLVANIA—Personal property tax applies, with 4 per cent sales tax on gross sales.

RHODE ISLAND—Permit required of operator. One permit covers all machines. Sales tax on all confectioneries. Amounts not specified.

(Continued on page 91)

WHAT DO YOU NEED IN BULK VENDING?

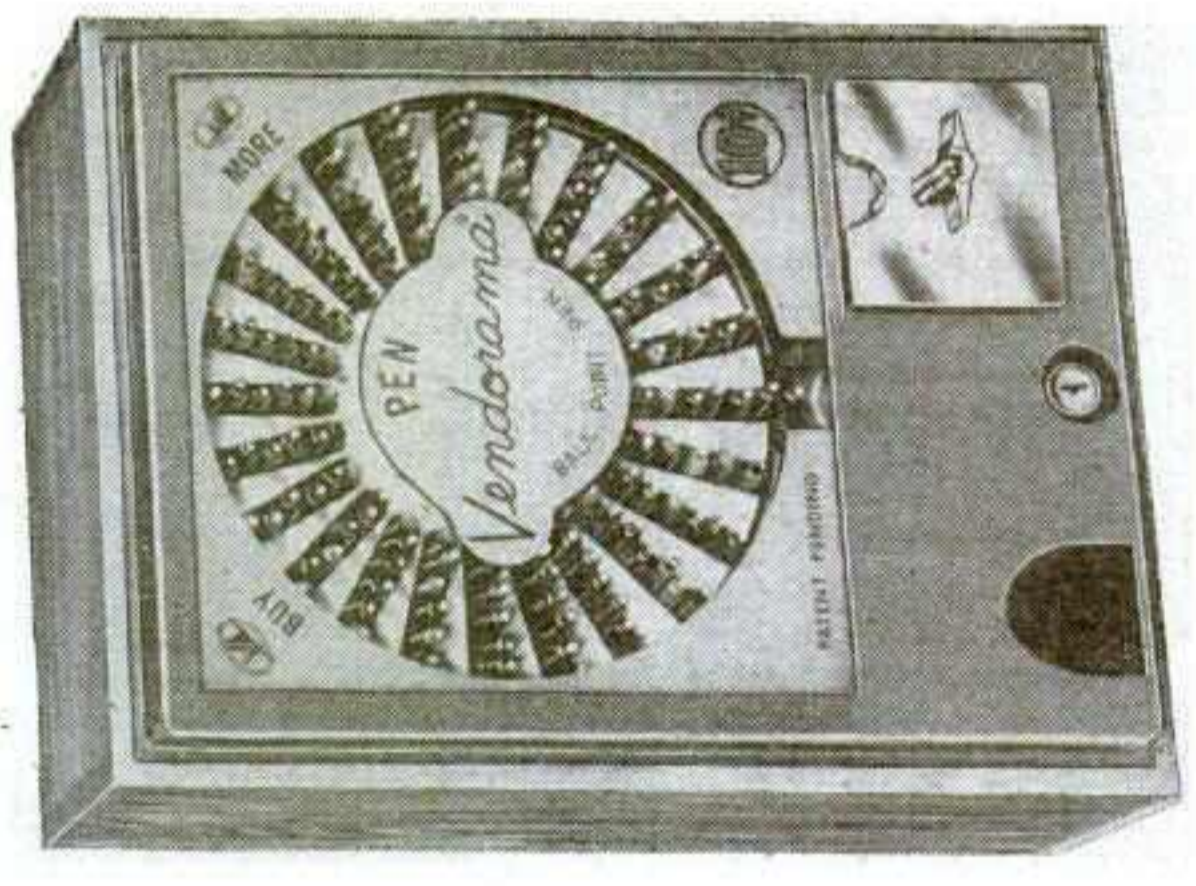
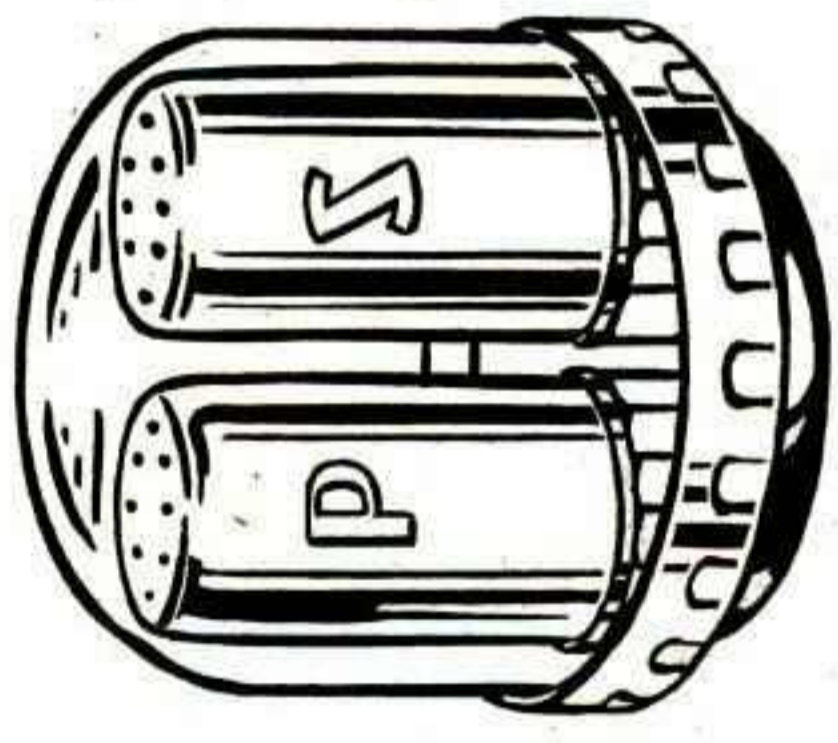
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V-2 CAPSULE ACTUAL SIZE

THE V-2 VENDOR

Beautifully Designed and Precision Built to vend ... IN THE V-2 CAPSULE ... an exceptionally wide variety of merchandise, novelties, salted nuts ... also, salted nuts in the shell at 5c per play. Capacity: 125 V-2 CAPSULES, vending at 25c per play.



PEN VENDORAMA®

Victor's revolutionary and unique method of selling ball point pens.

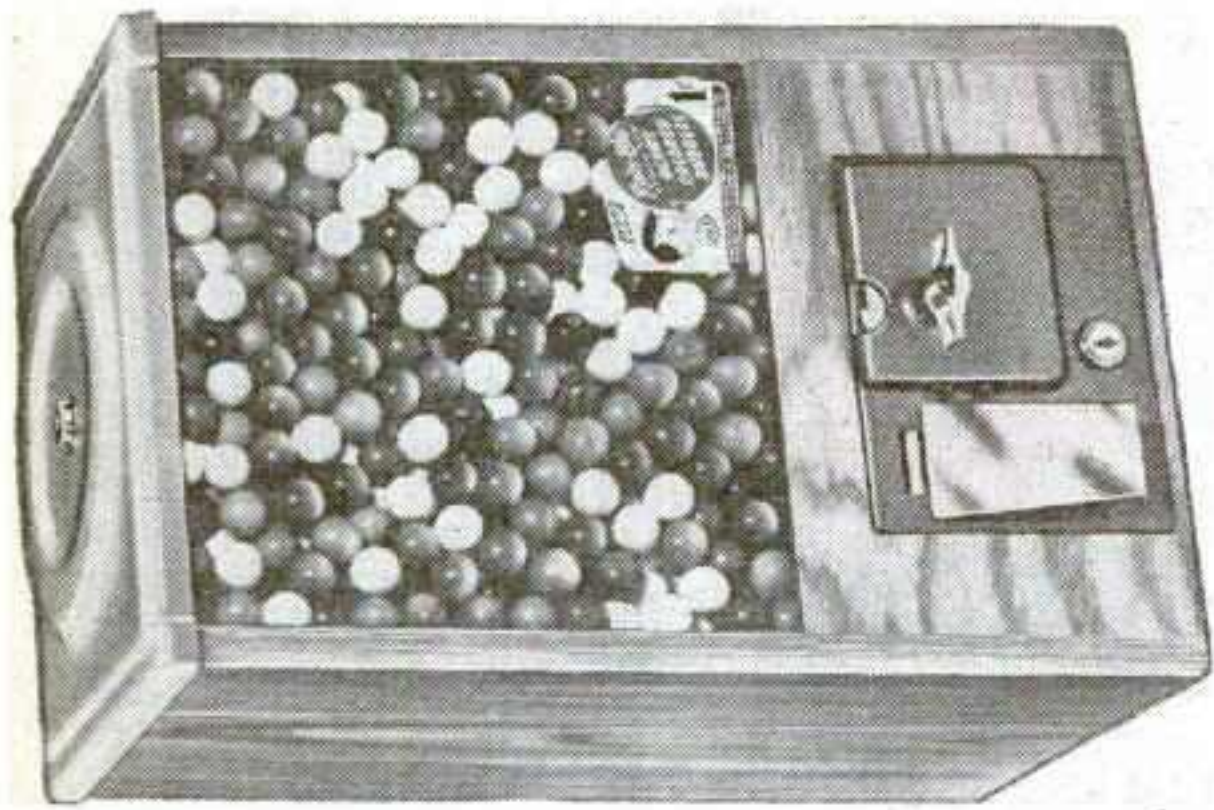
The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enameled in beautiful complimentary colors. Size 12"x7"x16 1/2" high. Capacity 168 ball point pens, vending at 10c each.



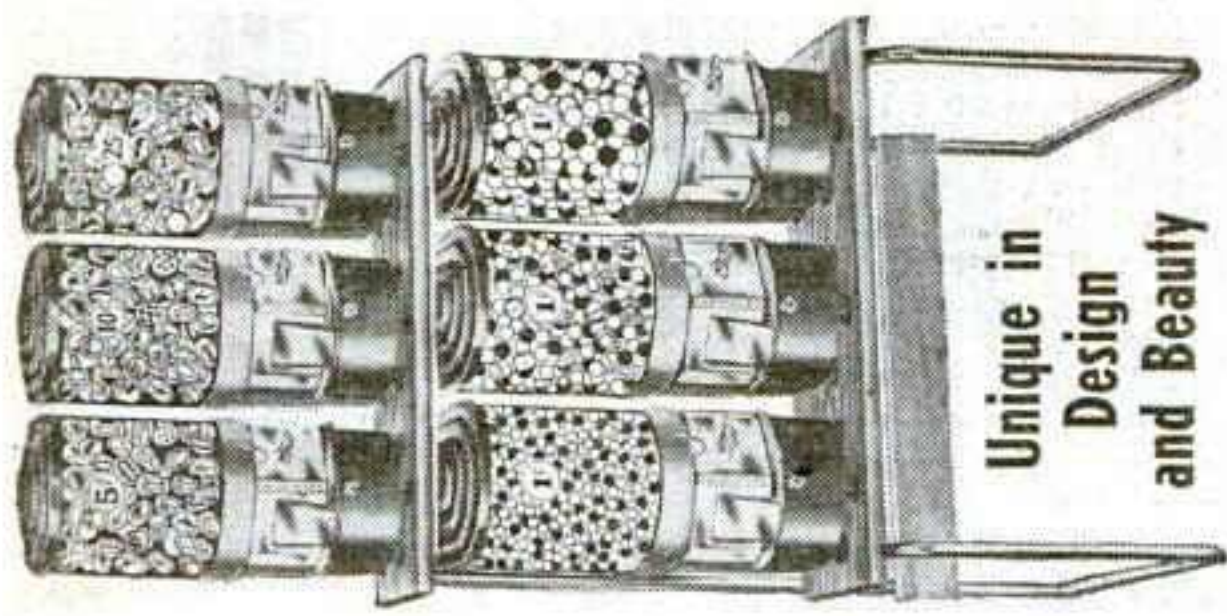
GREAT NEW SUPER 100 CONSOLE MODEL

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 15 1/2"x15 1/2"x48" high.

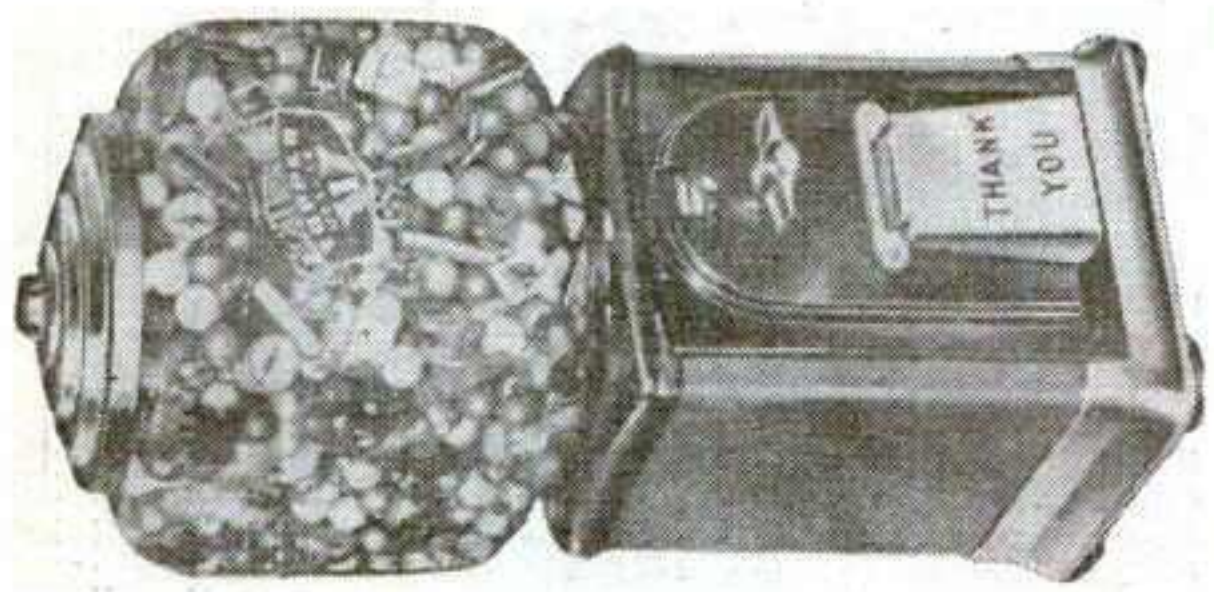


The New TWO-GRAND VENDOR
 Embodying all of the fine workmanship . . . precision and design of the VICTOR LINE . . . expressly built for your high-traffic locations. Capacity: 2,000 BALLS OF 100-COUNT GUM.

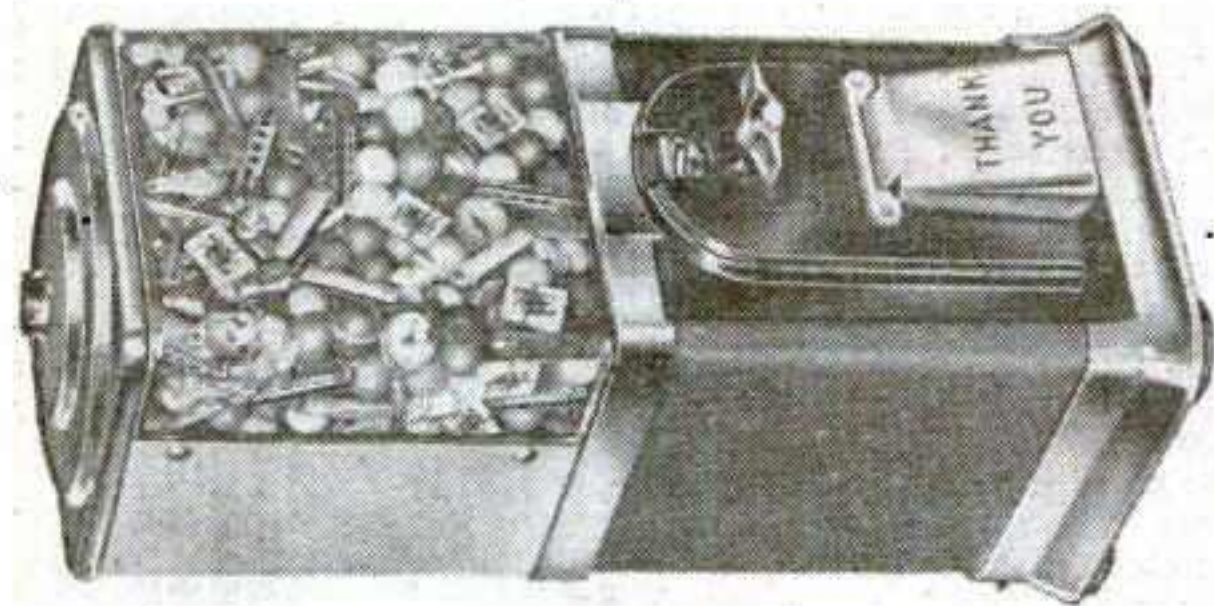


Unique in Design and Beauty

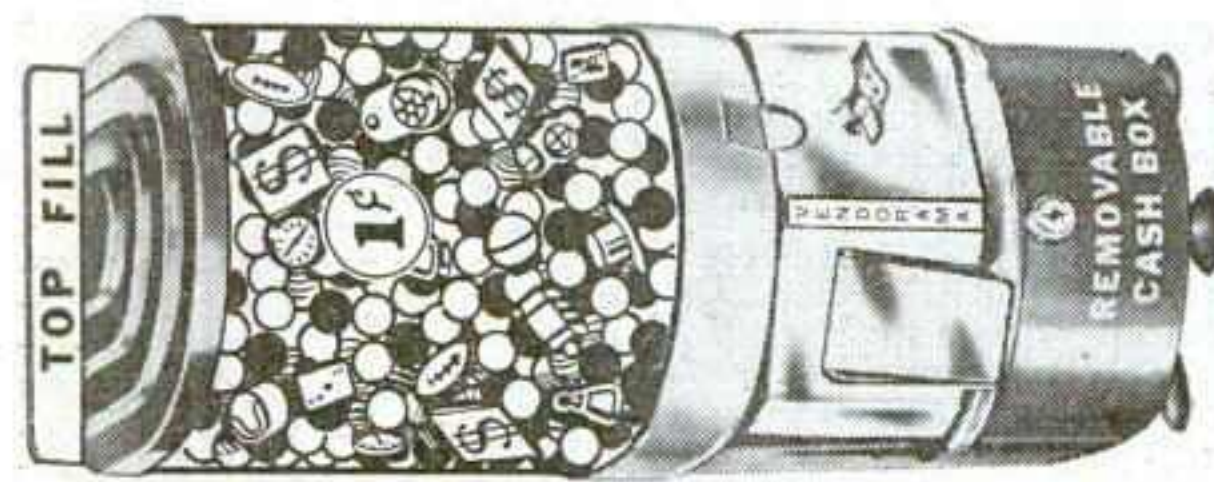
VENDORAMA 6-UNIT
 A Compact Display of 6 Machines for Your Top Locations. • Bus Depots • Chain Stores • Super Markets • Drug Stores • Air Ports • Dept. Stores. USES VERY LITTLE FLOOR SPACE
 Size: 26" Wide, 18" Deep, 53" High.
 EASY TO SERVICE—EASY TO COLLECT



TOPPER DELUXE GLOBE STYLE
 Outstanding Bulk Vendor of the Industry—Proven on Thousands of Locations. Noted for Precision Vending. Large Glass Globe Holds 8 Lbs. 210 Ball Gum. Wear Resistant! High Gloss Duranite Finish. INCREASE YOUR PROFITS—CUT SERVICE COSTS WITH VICTOR.



TOPPER DELUXE HALF-CABINET STYLE
 Beautiful—Durable. Vends 1c Bulk Candies—Ball Gum & Charms—Peanuts. Strong, Wrap-Around Plastic Front. Finished in Brilliant Colors and Glistening Chrome. For Lasting Dependability—Buy VICTOR.



THE NEW VICTOR VENDORAMA
 VENDS ALL TYPES OF BULK MERCHANDISE:
 1c, 5c, 10c, 25c
 Features: • Top Fill • Removable Cash Box • Large Capacity—10 1/2 Lbs. of 210 • Easy Servicing

★ ★ ★ ★ ★ YOUR AUTHORIZED **VICTOR** DISTRIBUTOR ★ ★ ★ ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.



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Northwestern Sales & Service Co.
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 Longacre 4-6467
 New York State

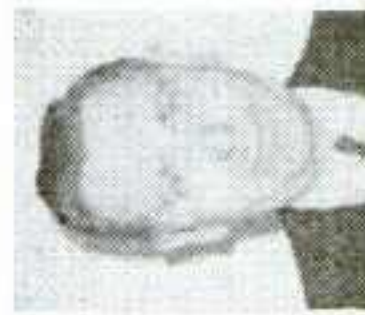


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Logan Distr. Co.
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 Humboldt 6-4870
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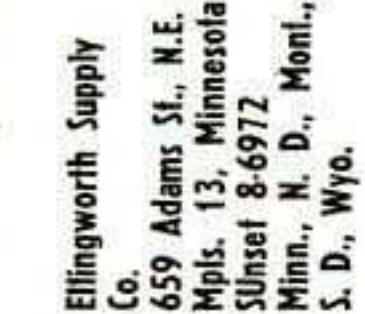


Leo Ellingworth

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 Eastern 7-1021
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 Del.

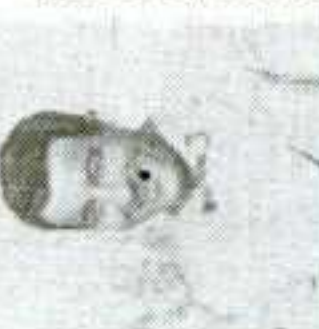


Irven Koven



Bert Fraga

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 Canada

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PRESENTS THE NEW

SIXTY

WITH QUICK-TACH*



SUPER SIXTY

SIXTY

SIXTY HALF CABINET

SEE THEM AT THE NVA CONVENTION
OR AT YOUR NORTHWESTERN DISTRIBUTOR

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H. B. Hutchinson, Jr.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia

King & Company
2700 West Lade Street
Chicago 12, Illinois

Lahiel Amusement, Inc.
1815 Quest, Notre Dame West
Montreal, Quebec, Canada

Maddox Sales
209 N. Orange Blossom Trail
Orlando, Florida

Marjay Vending Company
562 North Mosley Road
St. Louis 41, Missouri

McPhail Vending Company
1218 Eglinton Avenue West
Toronto, Ontario, Canada

Northwestern Sales & Service
1198 Tremont Street
Boston 20, Massachusetts

Northwestern Sales & Service
446 West 36th Street
New York 18, New York

Parkway Machine Corporation
715 Ensor Street
Baltimore, Maryland

Peanut Products Company
801 Second Avenue
Des Moines 2, Iowa

Peanut Products Company
1123 West 21st Street
Indianapolis, Indiana

Rako Coin Machine Exchange
609 Spring Garden Street
Philadelphia, Pennsylvania

Rohr Sales Company
9854 12th Street
Detroit, Michigan

Sidmor Vending Company
2137 Fifth Avenue
Pittsburgh, Pennsylvania

Standard Specialty Company
1028 44th Avenue
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Veeco Sales Company
2124 Market Street
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Vendall Company, Inc.
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Vendor Distributing Company
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4-IN-ROW STAND

*At Slight Extra Cost

THE NORTHWESTERN CORPORATION
2043 EAST ARMSTRONG STREET
MORRIS, ILLINOIS

NVA Gets Medical, Life Insurance Plan

CHICAGO—A combined major medical insurance and life insurance program has been negotiated by National Vendors Association for members and employees.

Neither program requires prior medical examinations and both will start as soon as 50 standard applications are received by the association.

The medical plan is being underwritten by the American Casualty Company and the life coverage by the Security Benefit Life Insurance Company. Robert S. Greenfield, Chicago, insurance consultant, is the offering agent.

Address Convention

Greenfield will address NVA members at the forthcoming April 21-24 convention on Grand Bahama Island.

The life insurance program, termed Executive Management Plan (EMP), offers up to \$25,000 coverage. Owners, executives and supervisory personnel of association member companies are eligible. The plan is non-cancelable and the company guarantees the cost will not change for 10 years regardless of age change and death experience.

The policy is individually issued and coverage is continuous even

after change of occupation. Cost starts at 50 cents a month per \$1,000 and ranges upward, depending on age.

Medical

The major medical plan offers up to \$10,000 coverage per individual illness incurred within a three-year period. An initial deductible amount, payable by the insured, ranges from \$100 to \$500, depending upon the plan chosen. After this, the insurance pays 80 per cent of all medical and hospital bills up to \$3,000 and 100 per cent thereafter up to \$10,000.

The medical insurance is renewable each year and cannot be terminated by the company as long as the program remains in force, unless the insured fails to pay premium, leaves the association, retires or reaches age 70.

Individual premiums start at \$18 annually and range upward, depending upon the type plan adopted, member's age and number of dependents.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxa 1¢ or 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Con- verted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
AST Gums	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo Queen, White	.65
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.56
Cashew, Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.42
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.30
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$.30
Maltette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the NEW

Northwestern GOLDEN 59



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small-bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONgore 4-6467

BUSY LADIES' FARE PLANNED FOR BAHAMAS

CHICAGO — The ladies needn't worry about following their husbands around during the National Vendors Association Bahama convention—they'll have a program all their own. Thursday morning (21) they'll start with a "Get Acquainted" continental breakfast, courtesy of the National Vending Machine Distributors Association. In the afternoon there will be a cosmetic demonstration by Goubaud of Paris with a card tournament following. Friday, a special "Island Package" is being arranged by NVA. Saturday, there will be a poolside cocktail hour, again hosted by the distributors. Add to this the several general luncheons, evening dinner-dances plus island shopping trips, and the ladies should be kept pretty busy.

M. J. Abelson Opens Florida Distributorship

MIAMI BEACH, Fla. — Oak Sales, the distributorship headed by M. J. Abelson in Pittsburgh, is opening offices at 1121 71st Street here.

The firm will be known as Oak Sales of Florida and will handle the complete line of Oak machines as well as a full line of gum, charms and other fill.

The firm will be set up to show a complete stock of equipment prior to the National Vendors' Association convention in the Bahamas April 21-24.

Sid Bloom, Oak Manufacturing Company, Culver City, Calif., will be on hand with Abelson both before and after the convention to greet the operator trade.

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- NATIONAL 11-COL. (111) CIGARETTE \$150.00
- NATIONAL 9-M CIGARETTE, 25c & 30c 85.00
- 8-COLUMN CRUSADER, 25c & 30c 57.50
- NATIONAL 13-COL. (113) CIGARETTE 165.00
- 8-COLUMN DIPLOMAT, 25c & 30c 65.00
- CONVERSIONS, 30c to 35c 7.50
- 8-COLUMN STONERS (post-war)
- 6-COLUMN STONERS (post-war)
- NATIONAL 11-COL. M 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857

Cheap Penny & Limited Public Are Bulk Ops' Big Headaches



SAMUEL J. PHILLIPS inspects the last charm to go into a bulk vending machine head before Mrs. Loretta Green, who works for the distributor-operator, puts on the top.

By JOHN HICKS

ST. LOUIS—Most bulk vending operators do not realize what they possess when they own and operate a route, says Samuel J. Phillips, a bulk operator who has a world of experience to back up his statement. "There is a bright future for us in the bulk vending field," he asserts with confidence.

The bright future refers to devising both merchandise and machines to attract 67 per cent of the buying public which now is not served by bulk machines. "An analysis of the buying public," Phillips declared, "shows that bulk vendors are serving only 33 per cent of people in heavy traffic areas."

Phillips acknowledged that last year was rough for operators. "In the last few years an operator with 500 to 700 machines was able to earn a comfortable living," he said. "Today the same operator needs 1,000 to 1,500 machines just to give him what 700 machines previously earned. This is due to the devaluation of the dollar and to the increased cost of living and operating expenses."

Supers

Most operators, he continued, are successful in supermarkets, shopping centers and other locations that attract the buying public. The traffic in these areas is "terrific", and progressive operators are beginning to think in broad terms by diversifying their operations to appeal to and attract all of these prospective customers.

"Bulk vending operations must be upgraded into bigger coin denominations as a means of combating the devaluated dollar," the bulkman stated. "However, we must advance from penny vending items before we can hope to capture some of the trade of the buying public."

Phillips, whose company bears his name, recently hired three men to work his route. One man takes care of Central Illinois in the Decatur-Springfield area and another in Western Illinois takes care of the tri-city area of Quincy, Ill.; Keokuk, Ia., and Hannibal, Mo. The third man's territory is Central Missouri in the Jefferson City-Columbia region.

Distrib

The company owner formerly made these runs, but now he will devote more time to the distributing end of his business. The Samuel J. Phillips Company is also the exclusive distributor of Victor and other coin machines,

Leaf-ball gum and charms in the St. Louis area.

Phillips is assisted by Mrs. Loretta Green, who has been with the firm for more than 10 years. Phillips operates penny ball gum and charms machines and 5 and 10-cent capsule machines. He does not handle nuts or candy.

The penny and nickel machines are placed primarily in supermarkets, drug and grocery stores, confectioneries and neighborhood stores in school areas. The 10-cent machines are in taverns and cafes. Gross earnings, Phillips reported, are about 50 per cent of the take after commissions are paid on each machine.

Routes

Each of the three men hired by Phillips will operate a 700 to 1,000-machine route when they are completely set up. The men were engaged about a month ago, and so far have about half of their quota of machines on location.

Phillips has steered clear of service stations because he feels business there is slow. The bulk operator explained that his best receipts come in between early spring and late fall. Machines placed in stores around schools, he said, are good from September to June and stores in other areas pick up when the school trade slackens.

The three men come to the company office once a week—each on a different day—and pick up new supplies for the week, Phillips said. They do all filling of machines at their homes and pay commissions at the locations. They carry filled heads to facilitate servicing and to relieve themselves of the problem of refilling in their cars or at the locations. The men work on a four-week basis, covering their route completely once each month, and take telephone calls for servicing and refilling as the calls come in.

New Locations

Getting new locations is up to each man, Phillips said. When making their rounds, the men show location owners the machine and explain what it will do. A straight 25 per cent commission or about \$3.75 when a penny machine empties is paid to location owners. If the route man finds a location needs more than one machine, he puts two to four there. Both the 5 and 10-cent capsule machine holds 320 capsules each and gross \$16 to \$32, respectively, when empty.

Phillips said he has encountered no particular problems. He has had

no trouble with sanitation or taxation. Machines are kept clean at all times and taxes vary with the community, he said. In St. Louis, there is a 25-cent annual tax on penny machines and \$1 on vending machines over that. Missouri does not have a State tax on machines.

A charter member of the National Vendors Association and former secretary and treasurer of the organization, Phillips said an association of bulk vendor in the St. Louis area would be a good thing. It would provide a means of thrashing out problems and help to

(Continued on page 77)

THREE STOOGE ACTION RINGS



Voted

BEST ITEM OF THE YEAR BY
many vending operators.

Write for name of your nearest distributor.
RINGMASTER CHARMS
BRILLION, WIS.

SENSATIONAL NEW STYLE NUT WARMERS

BE THE FIRST IN YOUR AREA WITH THIS NEW TYPE WARMER

Write today for complete information

MULTI-MACHINE PRODUCTS CO.
5223 E. 12TH STREET
OAKLAND 1, CALIFORNIA



1960 VENDORAMA

Seven stimulating new numbers, including two new outstanding Flicker Rings. SEE THEM AT THE SHOW OR WRITE FOR FREE SAMPLES!

Ask About Our ATLAS Finance Plan

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The **PENNY KING** Company

2528 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor



PRE-TESTED and CONFIRMED

In Ohio, Illinois, Michigan, Texas

CULTURED PEARL RINGS

Single and double pronged



The Most Beautiful and the Most Wanted RINGS in the entire history of BULK VENDING.

10,000 & up \$12.50 per 1,000
5,000 to 9,000 ... 13.50 per 1,000
1,000 to 4,000 ... 15.00 per 1,000

F.O.B. Direct from factory OR: At All LEADING DISTRIBUTORS Immediate Delivery.

On the judgment, tested experiences and say-so of LEADING Operators in Four States—ACT—ORDER TODAY, ORDER PLENTY.

SAMUEL EPPY & CO., INC.

91-15 144th Place
Jamaica 35, N. Y.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

BULK VENDING SUPPLY HDQRS.

exclusive distributors for **VICTOR • NORTHWESTERN OAK • COLUMBUS & AMCO**
ALWAYS A FULL LINE OF PARTS

- CHARMS (you name it; we've got it!)
- GUM . . . All Types—ball gum, chicle-type (tablet form) and packaged (special wrapping for vending machines)
- NUTS . . . cashews, mixed nuts, blanched peanuts, Spanish, and red jumbo pistachios
- CAPSULES . . . empty, loaded, also extra large (empty or loaded)
- CANDY . . . for bulk vendors
- BALL POINT PEN VENDORS AND BALL POINT PENS
- STAMP VENDORS AND STAMP FOLDERS
- STANDS AND WALL BRACKETS
- SANITARY VENDORS AND SUPPLIES
- PACKAGED INSTANT COFFEE, CHOCOLATE AND SOUP MIXES

TELL US YOUR NEEDS. WE'LL FILL 'EM PRONTO!

H. B. HUTCHINSON JR.

1784 N. Decatur Rd., N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

Top Locations Frustrate Ops

CHICAGO—Some of the finest potential bulk vending locations here don't have a single machine—and experienced bulk operators aren't hurrying to put any in either.

The spots are all-night laundromats, and they're providing a frustrating problem to operators. The problem is breakage.

Most operators agree the locations are prime spots for bulk machines—high traffic, women sitting around during the day with children, and generally a drink machine on the premise.

Breakage

But they haven't been able to solve the prohibitive breakage problem that seems to exist virtually everywhere the machines are installed.

Most operators who have given it a try are usually called back within a week to pick up their machines with smashed globes.

The irony of the whole thing is that altho peak business occurs during the day from waiting moppets, the breakage is during the evening from roving hoodlums who tear up anything in sight. They generally leave the laundry machines alone, but the shiny glass globes of the bulk vending machines with their sparkling contents are a little too much to pass up.

The only solution some operators have come up with is to have the machines moved into some protected area during the evening by the laundromat owner. But a lot of laundromats don't have any such spots, and a lot more laundromat owners don't want to be bothered with the moving even if they have such a place.

One local operator who installed a set of three machines on a stand in a high-traffic city laundromat says they lasted exactly three days

before he got a call from the owner to come and pick them up — all smashed.

It seems hoodlums decided to play tag in the spot one night and were caught by police running around on top of the flat-topped laundry machines, kicking a ball and using the bulk vending stand as a goal post.

The operator's main regret was not the breakage, but that even for the brief time the machines were in they took in over \$10 between them. However, with globes running over \$2 each plus the cost of fill for three machines, he just didn't want to take a chance in putting his machines back, and so far no other operator seems anxious to try, either.

A couple of operators have experimented with various protective guards and shields to keep the machines from harm, but so far nothing

New York Bulk Vendors' Assn. Votes to Affiliate With NVA

NEW YORK—The New York Bulk Vendors Association has elected to become affiliated with the National Vendors Association

ing has been too dramatic a success. One operator tried a heavy wire screen in the shape of an inverted J. The coin mechanism of the machines are kept open, but the glass and back of the machines are covered by the screen. The screen is bolted to the stand and locked.

The device was only used on one installation, however, and the operator hasn't had enough experience with it to know how effective it will turn out.

Other devices tried have either proved inadequate or so completely protective as to cut out machine sales altogether.

(NVA). The decision was reached at the New York group's monthly meeting, held Wednesday evening (13) at Stratton's Restaurant, Forest Hills, Queens.

Formerly, there were eight members of the association who were individually affiliated with the NVA. The current move brings in all 15 members of the New York body. This is in line with the NVA's acknowledged desire to have within its membership local and regional affiliates all over the country.

Another topic up for discussion was the planning for the group's annual journal affair. Originally set for early May, this has now been set back to June, so as not to conflict in any way with the NVA convention in the Bahamas, set for April 21-24. It was reported that excellent progress is being made on the journal at this time. The affair will be held at the Boulevard, Forest Hills, according to New York association prexy, Roger Folz, of Folz Vending.

N'western Appeals

Continued from page 71

Patent No. 2,537,317 covering Oak's Acorn machine. The Northwestern machine involved was the Golden '59.

Under the appeal, action will be deferred until a final determination is reached. The case had been referred to a special master to determine damages to be awarded to Oak.

Legal counsel for the Northwestern Corporation expressed an "emphatic belief" that the decision of the lower court will be reversed.

BE SURE TO SEE US AT THE NVA CONVENTION

NEW FROM Oak HOBBY CARD VENDOR

25¢ OAK SANITARY VENDOR

The machine that will bring in extra profits for smart operators is this new Oak vendor. The machine holds 144 flat pack products. Measuring 26 1/2" high, 6" wide and 4" deep, this machine will refuse coin when empty and it is equipped with an Ace lock and a lock protector. Machine lists at \$29.50 F.O.B. Factory.



The 5¢ vendor with a large capacity of 550 six card packages has a fool-proof mechanism. A four column vendor, each column holding 135 nickel packs. Machine is 25" high, 14" wide and 7" deep with four 5¢ A.B.T. type Coin Chutes and separate coin box. Made of drawn steel in a one piece case. Machine lists at \$42.50 F.O.B. Factory.



"PREMIERE"

Ball Gum and Picture Card Vendor
Both for 1c. Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum. Same fool-proof coin mechanism proved best on the famous Acorn Vendors.



Capsize Vendor

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.



"400"

Ball Gum Vendor

The bases are loaded with profits for the smart operators who install Oak's L'l Leaguer on key locations. The machine provides a fun filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.



"L'l LEAGUER"

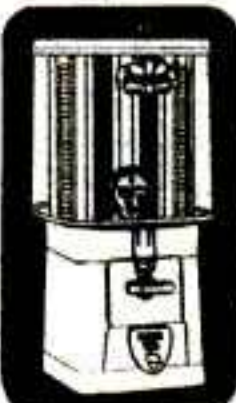
"ACORN"

All Purpose Vendor
The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise. Guaranteed mechanically perfect — the one machine with virtually no depreciation. Today's Acorn looks the same as the original.



"GOLD MINE"

Tab Gum Selector
Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!



"TRADING POST"

Premium Stamp Vendor
The most revolutionary idea in the vending business. Kids save the stamps just like Mom... get valuable prizes for them. Here's a real profit-maker for operators. Get the full story now from your Oak Distributor.



Below are listed factory authorized dealers:

AMERICAN NUT
1061 Tremont Street
Boston 20, Massachusetts

BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama

BUYMORE SALES
#6 Bayview Avenue
Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois

MCPHAIL VENDING
1218 Eglinton West
Toronto, Ontario, Canada

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
1121 — 71st Street
Miami Beach, Florida

OPERATORS VENDING
1073 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commission St. West
Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania

JACK SCHENBACH
715 Lincoln Place
Brooklyn, New York

SOUTHERN ACORN SALES
526-30 Bruns Avenue
Charlotte 8, N.C.

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

STAR VENDING SUPPLY CO.
6327 Calhoun Road
Houston 21, Texas

VEEDCO SALES
2124 Market Street
Philadelphia, Pennsylvania



Oak MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, California

BIG SAVINGS
on BALL AND VENDING GUMS
Same fine flavors, Centers and Coatings
Direct Low Factory Prices
Bubble Ball Gum, 140-170 & 210 ct. & Giant Size 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 500 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 28¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS
33 years of manufacturing experience.
4th & Mt. Pleasant • Newark 4, N.J.

BRAND NEW!
Interchangeable **FACE RINGS**
with Popping Eyes
(Pat. Pend.)
5 asstd. plated faces—Devil, Dog, Cat, Clown, Skull.
Molded in Da-Glo Polyethylene material in attractive assorted colors.
Kids will enjoy playing with 'em, collecting 'em, swapping 'em. Eyes appear to be lit up when held to light.
GOOD FOR ALL TYPES OF VENDING
Only \$12.00 per M
See Us at the NVA Convention, Order from your distributor or:

paul a. **OFFICE** co. inc.
55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8

DON'T MISS THE HOTTEST ITEM OF THE YEAR!

See Us at the NVA SHOW IN THE BAHAMAS. If you can't come, write us and we will tell you about it.

at your distributor or . . .
Karl Guggenheim
INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products
1c, 5c, 10c or 25c Operation

Vends flat packs up to 1/2" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

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Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.
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INSIST ON STAR BRITE BALL GUM
Save Money!

Looking for Something **NEW?**

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April 21 to 24
CARMEN D'ANGELO
DICK ROLLINS

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

ABP MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

'First Globe Free' Helps Build Up New Locations

ALBUQUERQUE, N. M.—The same sort of shilling which increases phonograph play will have an equally good effect on penny venders, according to Joe Fernandez, bulk operator here.

Fernandez, who has some 260 locations in Albuquerque's Old Sound as well as in suburban Sandia and similar spots, concentrates on areas where there are large numbers of small children. Many of these are in Spanish-speaking sections where there is a predominance of families with 6, 8, 10 or even 12 children.

Whenever Fernandez sets up a new location where children congregate, he automatically writes off the first fill as public relations. Approximately 300 pennies go to the location owner with instructions to welcome each youngster, whenever possible, with a penny's worth of peanuts, gum, charms or confection as the case may be.

Quick Way

He points out that walking over to the machine, plunking in a penny and inviting the youngster to hold his hand under the chute, is a quick way of cultivating the youngster's sweet tooth, of showing him how to operate the machine and where to find it.

Carrying out this program with faithful regularity at every stop has worked out so well for Fernandez that his new machines began showing collections only a few percentage points behind his best long-established spots almost immediately.

The most difficult problem with which Fernandez has to contend is getting the co-operation of the location owners involved. Not only are many of them too busy to deposit 300 pennies for as many children over the space of a week or two weeks, but some even see in the \$3 the price of a family roast!

Helps

This hasn't happened often, however, the New Mexico operator says. Where it is obvious that the location owner cannot take the time from his other duties to promote the penny venders, Fernandez will do the job himself, usually on Saturdays, when the spot will most likely be full of children.

The attitude of youngsters who are served in this way is a valuable key toward what will sell best in the area, Fernandez has found Jelly beans, used as an opener in one instance, didn't sell rapidly at all. When the operator replaced them with baked bean candy, on the other hand, the machine sold out in less than a quarter of the time that had been expected. Usually, Fernandez uses triple-head machines on sturdy wooden bases, vends ball gum, bubble gum and charms at one point in the location and candy and charms in another.

In between route operations Fernandez is a truck gardener with a prolific small farm just outside the Old Town limits. He produces lettuce, tomatoes, cauliflower and other vegetables.

SOUND OF MUSIC

Pennies by the Peck Have U. S. in Uproar

WASHINGTON—The sound of coins dropping into vending machines may be music to the ears of the industry, but it has Treasury Department officials in a tizzy.

Fred C. Scribner, the department's under secretary, said last week (12) that the U. S. mint will have to turn out at least 1 billion more small coins this year than last to meet the demand. Mint employees will have to work overtime.

Scribner said the demand for small coins in past years was more or less seasonal, with the greatest increases around Easter and Christmas. Last year, however, the demand "kept up all year long." It became necessary — for the first time in a number of years — to dip into the small coin reserves.

The under secretary said that the huge appetite of vending machines across the country helps explain the need for more coins. Machines not only gobble up the coins, but keep them for longer periods than

a storekeeper would, he said.

Officials are not gloomy about the situation, however. Assistant director of the mint, Leland Howard, pointed out that the mint will buy copper for pennies at about 30 cents per pound. Some 145 pennies will be made from each pound. He believes that's a "pretty good profit to make for the government."

Bulk Banter

• Continued from page 71

and life insurance program. The insurance has been several months in the making and offers association members excellent, low cost, comprehensive coverage—a real coup for Mitchell.

In Green Bay, Wis., Roger Zaug, head of Zaug, Inc., candy vending firm, purchased the candy stops and equipment of Packer Vending. Packer Vending operator Bob Bennie will continue to operate other coin-operated equipment, but has decided to drop candy.

In Milwaukee, Mel Catlin, president of the Badger Candy Club, has appointed committee heads for the 11th annual candy carnival to be held June 3-4 at the Milwaukee Inn. . . . Forrest Thibeau, Sperry Candy Company, and Barney Hirsch, candy broker, will head the yearbook committee; Tom Ransdell is in charge of booth arrangements, Dick Beyer heads the entertainment committee; John Gray, Hershey Chocolate Corporation, will handle hotel room reservations, and Jack Willi, Hollywood Candy Company, is in charge of sample bag distribution. George Vick, Melville-Peerless Confections, is the head of the Braves-Phillies baseball party ticket sales.

Cheap Penny

• Continued from page 75

promote more clean competition, he said. Such an organization, he continued, would add strength to the industry and would look out for the interests of bulk men.

Phillips started in bulk vending in Milwaukee in 1941 and came to St. Louis in 1948. He increased his route here to 1,000 machines by 1954, when it was sold. He stuck to distributing only for a time, and resumed operating only in out-State areas of Missouri and Illinois. Phillips and his wife, Sarah, have been married for more than 15 years. Mrs. Phillips is the St. Louis region president of the Women's American ORT (Organization for Rehabilitation Thru Training).

National Vending Machine Distributors, Inc.

Certifies that

is a member of the National Vending Machine Distributors, Inc. and agrees to abide by the regulations of the Corporation as set forth below:

1. To maintain the established prices set by the Manufacturers of the products sold.
2. To deal fairly and squarely at all times with both Manufacturer and Operator.
3. Assist in every way possible to help maintain our industry on the highest level of business ethics.
4. To conduct his company's business so as to be a credit to both the industry and the community in which he lives.
5. To take constructive action on problems pertinent to the Distribution of Vending Machines and Supplies.
6. To acknowledge the position of importance, our Customer, the Operator, holds in our industry. Without him, neither the Distributor or Manufacturer could exist.
7. To acknowledge the position of importance our Source of supply, the Manufacturer, holds in our industry. Without him, neither the Distributor or Operator could exist.
8. To request acknowledgement by both the Manufacturer and Operator of the Distributors rightful and important place in our industry as the connecting link between the two.

This certificate of membership entitles the above named member to all rights of cooperation and assistance from the group.

Witnessed by hand and the official seal of the Corporation under authority given by the State of New York this _____ day of _____ 19_____

MEMBER OF THE NATIONAL Vending Machine Distributors, Inc., will receive this plaque shortly after the NVA convention. The plaque outlines the goals and code of ethics of the organization.

MANNY RAKE SAYS:
THE NORTHWESTERN '59's ARE GREAT SALES-GETTERS!
Complete line of machines and equipment always in stock
RAKE COIN MACHINE EXCHANGE
609A Spring Garden Street Philadelphia 23, Penna
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See It At CON-SEL'S BOOTH, N. V. A. Convention, Grand Bahama Club, Grand Bahama Island, April 21 Thru 24

MAKE YOUR OPERATION MORE PROFITABLE
POPCORN VENDING WILL BRING BIG PROFITS TO YOU
It's here — the new Gold Medal Automatic Popcorn Vendor. The best value in popcorn vending machines.
Modern design, Unitized construction. Takes two nickels or a dime. National slug rejector.
Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.
Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.
GOLD MEDAL PRODUCTS CO.
308-18 E. THIRD ST. CINCINNATI 2, OHIO
For over 25 years the most respected name in the Concession Industry.

"A NEW OPPORTUNITY IN VENDING" of CRACKER JACK

Now for the first time this famous product that has been on the market for 63 years is available to the public in vending machines. This is one of few confections that has always been popular with young and old alike. Sales through retail outlets in 1959 approx. 200 million packages. Every city, town and village in America have locations waiting for some operator to install a vendor for CRACKER JACK.

DISPENSES THE NEW FULL SIZE FOILED-WRAPPED PACKAGE

This Could Be You

Be the first with the best, remember, that this is a non-competitive product, there is only ONE CRACKER JACK, compare this with any other vending item and judge for yourself the vast number of profitable locations for this automatic merchandiser.

Direct shipments of CRACKER JACK to selected distributors of the CRACKER JACK VENDING MACHINE.
Specifications — Model 50, 60" High — 17" Wide — 8 1/2" Deep. Capacity, 50 Boxes. Shipping Weight, 64 Pounds.

C. J. VENDORS, INC.

Exclusive Manufacturers and Distributors of Vending Machines for

CRACKER JACK

P. O. Box 476

Rialto, California

Your key to **SALES RESULTS—** the advertising columns of **THE BILLBOARD!**

Bulletins

MOA, NCMDA Boards Set Meetings

CHICAGO—In addition to hosting the 10th annual convention of the Music Operators of America May 9-11, the Morrison Hotel will also be the scene of several other important coin machine meetings during the week. The MOA board of directors holds meetings May 7 and 12, and the National Coin Machine Distributors Association holds a board meeting the afternoon of May 8 and the regular annual meeting and banquet that evening.

SFC to Go On N. Y. Stock Exchange

NEW YORK—The Standard Financial Corporation, which specializes in coin machine paper, will move to the New York Exchange Monday (25). It is currently traded on the American Stock Exchange. Theodore H. Silbert, SFC president, disclosed that 1960 first quarter earnings of \$314,453 were the highest of any first quarter in the company's history, with per-share earnings of 19.6 cents, compared with 18.1 for the first quarter of 1959. At the annual stockholders' meeting, Silbert was presented with a plaque in recognition of 25 years of outstanding service to SFC, and the firm was given the Meritorious Achievement Award for excellent management-stockholder relations from the United Shareholders of America.

European News Briefs

Germans Gird for Sales Battle

HAMBURG—West German coin machine manufacturers report that 1960 is shaping as the hottest competitive sales year ever, with the Germans, for the first time ever, challenging U. S. domination of the international coin machine market.

A survey of German coin machine producers in the Hamburg area, center of the German industry, shows that the firms have increased their export sales promotion budgets by an average 30 per cent.

Export sales have come to overshadow, and substantially so, the domestic German market.

The market coveted by U. S. and West German producers alike is Britain, which in the year since liberalization of currency restrictions has become the most attractive world coin machine market.

The Germans regard 1960 as a "year of decision" in international coin machine affairs. They are saying that this is the

(Continued on page 87)

MOA Record Free-for-All Set; All Trade Groups Take Part

NEW YORK—Highlight of the 10th annual convention of the Music Operators of America, to be held in the Morrison Hotel here May 9-11, will be a record forum with the eight panel members representing all facets of the recorded music industry.

George A. Miller, MOA president, said that the panel will consist of two members appointed by the record industry, two leading record distributors, two major one-stops and two representing the juke box manufacturers.

Panel members and the companies they represent will be announced next week. The panel will be moderated by two representatives of the trade press, with the session to begin Wednesday morning (11).

Floor Questions

It is expected that the major record labels will have representatives on the floor to query the juke box manufacturers, while operators will have the opportunity to cross-examine record company and one-stop representatives.

Among the topics sure to be discussed is the difficulty operators have in getting stereo versions of pop singles as they break. Also certain to be on the agenda is the relationship between record distributor and operator.

Another highlight of the meeting will be the tax forum, which will emphasize location expense, depreciation and salvage problems. A top official of the Social Security Administration is expected to discuss how Social Security affects the operators at this session.

Other Forums

Other top forums on the agenda are those on service problems and diversification. Panel personnel is expected to be announced next week.

Meanwhile Miller disclosed that the last available exhibit booth was

(Continued on page 93)

Bally Shipping Moving Target Baseball Game



BALL PARK

CHICAGO—Ball Park, a new baseball game with moving targets, was shipped to distributors by Bally Manufacturing Company last week. The game has the standard bat 'n'

(Continued on page 93)

EDITORIAL

Every Little Bit Helps

The current issue of The Billboard contains a membership application form for the Coin Machine Council, the industry's public relations arm. Whether the CMC will be able to conduct its campaign to protect the reputations of all the honest, decent men in the industry will be determined largely by the number of operators who fill out this application form and enclose a check.

The CMC has been set up solely to insure that the general public receives an accurate picture of the coin machine industry thru the mass media. It in no way usurps the functions of the Music Operators of America or the local operator groups. In fact, loudest supporters of the CMC are the national operator group and the local associations. For their cause is a common one.

This is not intended to be a lecture on why the industry needs a public relations organization. That lecture has been given many times. It is intended to be a reminder that such a program will cost at least \$70,000 a year, and the bulk of the funds must be supplied by the \$5, \$10, \$25 and \$50 contributions of operators.

Time is short.

ACT NOW, MR. OPERATOR!

The Coin-Machine Council FOR PUBLIC RELATIONS

75 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

YES . . . we want to see a positive and permanent public relations program for the coin-machine industry. Enroll us as a Member of The Coin-Machine Council. Enclosed is our check for annual membership fee indicated by

- PARTICIPATING MEMBER \$50
- SUSTAINING MEMBER \$25
- SUPPORTING MEMBER \$10
- CONTRIBUTING MEMBER \$ 5

(Distributor's annual fees range from \$100 to \$200. Manufacturers' fees are from \$300 to \$10,000, depending on sales.)

Company _____

Street Address _____

City, Zone, State _____

Authorized by _____

Make checks payable to: THE COIN MACHINE COUNCIL. Membership fee is a business expense deductible from gross income for income-tax purposes.

Milwaukee Op Group Maps Big Year

MILWAUKEE — The Milwaukee Coin Machine Operators Association drew a total of 27 members to its monthly meeting Monday (11) at the Ambassador Hotel. Members heard a promising report from President Sam Hastings,

Hastings Distributing Company, on the organization's growth.

"In a little over one year's time we have built the soundest trade organization our industry has known in this community" he told them. "We have gained many

benefits in this relatively short period. Much improvement is already evidenced in the personal relationships existing between fellow operators."

Warmer Relations

According to Hastings, "Our policy of getting operators together at meetings to 'rub elbows' with one another is already paying dividends in the warmer personal relationships existing in the industry."

Hastings outlined a list of objectives he and his fellow association officers have set for the balance of the year:

1) Work will begin soon on the design and production of an attractive decal label to be used to identify all equipment operated by association members.

2) Promotion and advertising of the association to gain the attention and good will of location owners. This will be done thru ads in the telephone directory and direct mailing pieces to tavern owners. "The interests of the tavern owners and the coin machine operators are mutual," said Hastings. "We must do a better job of 'selling' our industry to locations."

3) The association will also strive to obtain better employee training programs. Members will be encouraged to send more of their route and maintenance workers to regional and factory training schools.

"A long term objective" added Hastings, "will be the hiring of a full-time association service training director."

(Continued on page 93)

LAMPS & DRAPES, YET

7 New Belgian Arcades Go All Out for Patrons

By GEORGE METZGER

PHILADELPHIA—Many operators and distributors here are looking forward to summer when the Arcades will open at the seashore resorts. The International Amusement Company is no exception.

But while the other boys are

thinking in terms of the Arcades along the New Jersey Seaboard, Jack Palmer and Hank Grant, of International, are thinking of the resorts in Belgium.

International's affiliate, the Belgium Amusement Company, is

(Continued on page 93)



JACK PALMER



HANK GRANT

NEW free wheeling
transfer assembly
improves record
handling...
simplifies service on the

AMi model **K**



New unidirectional AC motor and positive cycling drive gear assembly prevents binding, assures trouble free record handling under all conditions. The free wheeling feature allows manual operation of the gripper bow for convenient servicing or inspection.

SEE YOU AT THE M.O.A. CONVENTION
MAY 9, 10, 11—MORRISON HOTEL, CHICAGO
AMI BOOTHS NO. 6 AND 7

AMi and its family of
distributors in the
United States and Canada

Affiliate of **AUTOMATIC CANTEEN COMPANY OF AMERICA**
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE
1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-
MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

WANTED-ARCADES

Alert Ops Landing Concession Deals

By KEN KNAUF

(The third in a series of five articles on the modern amusement Arcade.)

CHICAGO—The amusement Arcade is in demand today as never before in its history. It's wanted by hard-headed businessmen who work for the highest returns on their investments. These businessmen are ready to invest premium space and money in the Arcade for a share of its earnings.

Why? Because most often the Arcade will more than equal the earnings per square foot of other installations on the premises.

Who are these businessmen? For the most part they fall into two groups:

1. Owners and managers of funspots (amusement parks, Kiddielands, drive-ins, skating rinks and all types of recreation spots featuring participation activities).

2. Retail merchandise outlets (department stores, supermarts, discount houses, chains).

Funspot management is interested in the Arcade as an added attraction to both build and share patronage with its other facilities—such as major rides, refreshment and food services, golf-driving range, archery range and others.

Store owners and managers are Arcade-conscious because they are aware of the advantages of on-the-spot recreation facilities for shoppers and their families.

Specialist Best

Both funspot and store management has grown more and more convinced that the Arcade is best run and operated by a specialist—the Arcade operator. Not only does the experienced operator tend to boost Arcade profits, but he is equipped to handle the day-to-day problems and services that would otherwise seem a time-consuming chore to the management.

The funspot or store management furnishes the Arcade operator with a high-traffic location and usually with a building or furnishings. Management is principally responsible for bringing in the customers, with the Arcade benefitting from over-all promotion and advertising. Management usually foots the bill for other needs, including electricity and security.

The Arcade operator, usually an operator of regular routes of coin games or of other Arcade installations, furnishes the equipment. Equipment costs could easily run to over \$20,000, and in the case of outdoor spots, might otherwise stand idle eight months of the year. In addition, the operator usually pays the cashier, attendants and the mechanics, altho he most often already has the services of mechanics or is able to do repair and servicing work himself.

Thus, while in itself the installation and operation of an Arcade might be too much of a nut for either the operator or the management to crack alone, Arcade operator and management can work together as a high-earning team.

On the average, the funspot or amusement park management gets 25 to 30 per cent commission from the Arcade operator. A commission of 25 per cent is regarded as a minimum, while up to 35 per cent might be paid by the operator in a really top-notch location.

Some operators, however, eager to land a good spot, go as high as 50 per cent. Veteran operators regard this as poor business practice and feel that it is apt to put the operator behind the proverbial eight-ball. Veterans figure that it takes nearly 50 per cent of gross to meet costs, so the operator must get at least 60 and preferably 70 per cent to come out ahead. Arcades, they point out, are usually more costly to run than a regular coin machine route.

Stores Differ

The average store location, on the other hand, usually demands a flat monthly rental payment or a minimum guarantee of 15 to 20 per cent.

The funspot or amusement park Arcade may also be run on a flat rental basis. Under this arrangement, the owner isn't bothered with figuring out what the operator is taking in. Management simply collects its regular monthly stipend regardless of how the Arcade is faring.

The total number of Arcades run on a flat rental basis probably equal the number set up on a percentage basis. But either way, the great majority of Arcades in funspots, parks and stores are operated as a concession, with management favoring that it be run and maintained by the Arcade specialist.

Management Trends

In the past large amusement parks especially have tended—eventually if not initially—to run their own Arcades. In some areas this system has now reversed itself, with the new trend for operators to buy in, instead of selling out. In stores, on the other hand, the trend in some areas seems to be for operators to set up and run the Arcade for a period of time, then sell out to management after things are running smoothly.

Whether the Arcade operator plans to sell out, buy in, or continue to rent, he is strongly advised to make a written contract with the management before he moves into the location.

The contract should pinpoint the actual site of the Arcade, including available area, buildings and equipment if any; should specify the rent, inventory of equipment, insurance, utilities including lights, water, gas;



PLAYLAND CONCESSION in new Consumers Mart of America, "the world's largest membership department store," is run by Donan Distributing Corporation, Chicago. The big, modern store recently opened in the Northwest Chicago area, devotes more than 400 square feet to playland area (above) for shoppers and their children. Kiddie rides are stressed, but a baseball game, gun game and driver-testing machine are included.



BOWLING ALLEY SPOT, Cottman Lanes in Philadelphia, has 50 amusement games set up just behind the regular bowling area. All types of coin games are included, even miniature bowling alleys which do very well despite the fact they are "competing" with major bowling. Spot is set up by Variety Vending, which has machines in more than 40 bowling alleys. Contracts are signed with the alleys.

prices and admission arrangements, licenses, police and fire protection including watchman's service, responsibility for maintenance of grounds, trash removal, operating hours, competition from additional Arcades or similar attractions; length of contract (most veterans feel it should be a five-year minimum), and provisions for renewals, options and termination.

(A sample concession agreement form is available from Funspot magazine or The Billboard, 188 West Randolph Street, Chicago 1, Ill.)

Space limitation is one of the

biggest roadblocks in the way of indoor Arcade installations. A prime example here is the bowling alley establishment—often a very high earner for an Arcade or game-room installation. One veteran operator estimated that 60 per cent of bowling alleys don't have room for more than a few amusement machines. Some of the 24-hour, seven-day alley spots that do have room have been known to bring in \$800 gross per week on as few as 15 machines.

Bowling alley Arcade or game-room spots may be on a flat rental, a 25 to 30 per cent commission,

or—where the location furnishes its own attendant and service—50 per cent.

Many of the big outdoor spots, too, are initially reluctant to "give" space, and often find that the space allocated to their Arcade is not enough in relation to earnings, then have to reallocate or rebuild. But with Arcades now drawing more and more attention from management, the trend is, happily, in the other direction.

Next week: "The Arcade and Your Bank Book." Arcade investment, costs and profits.

MONEY-SAVING SUBSCRIPTION Order

Find out every **The Billboard** week in

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Paterson St., Cincinnati 22, Ohio. Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 865

Name

Company

Address

City Zone State

Type of Business Title

The Profit-Packed IMPERIAL gets the play

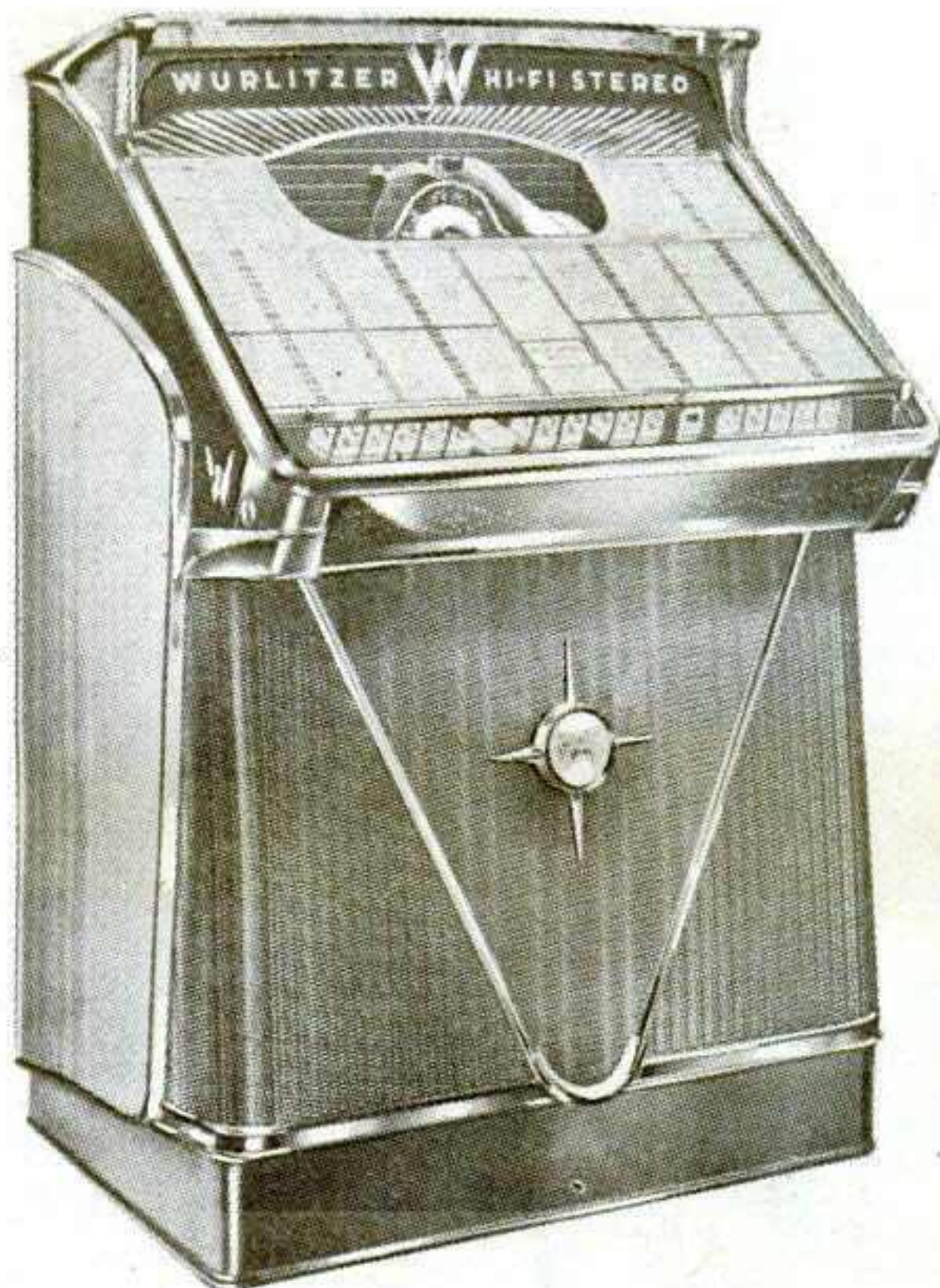
AMERICAN SHUFFLEBOARD CO.

210 Paterson Plank Road Union City, N. J. UNION 5-6633

More and more operators are discovering that the new IMPERIAL has tremendous earning power.

Beautifully designed and flawless in operation, the all-new IMPERIAL gets loads of extra coins. Visit us at Booths 62, 63 and 64 during the MOA Convention and learn more about this pace-setter.

HOW TO COIN MONEY



Take your top locations. Put in new Hi-Fi Stereophonic Wurlitzer Phonographs. Custom-engineer your music system to the needs of the location with Wurlitzer Stereo Speakers. Install Wurlitzer Wall Boxes within arm's reach of patrons. Go away for a week. Come back and count the coins. You'll have convincing proof that you've made a sound investment in

WURLITZER

*WORLD'S GREATEST
MONEY-MAKING
MUSIC SYSTEMS*

Keep Record Costs High for Top Juke Gross, Says J. Witt

By NICK BIRO

OMAHA—Jerry Witt, one of Omaha's top operators, with some 140 music and game locations in the area, and a 22-year veteran of the coin machine business, is a sound believer in keeping record costs high.

Witt generally averages between 18 and 20 per cent of his gross for new disk purchases, which he admits is higher than average. His answer to this is simple: "You're selling music. To maintain your in-

come at any kind of level, you have to spend money on new records."

Backing up his philosophy, he points to a \$14-to-\$15-per-machine average (his share) for his entire route, also considerably higher than most operators make.

Charts

As a consequence, record buying is a serious business with Music Service Company, Witt's firm. He prefers to select the records himself, relying on trade-paper charts, one-stop advice and his own judg-

ment. The collectors, of which he has two, buy only requests.

He sticks to an almost rigid formula of buying three new disks a week for each of his machines, a point he emphasizes strongly. All locations, whether good or bad, get the same number of new records.

Witt feels every stop is a potential high earner. "Often a change in management or change in clientele can turn a poor stop into a winner almost overnight. When people go to the juke box and look for good music, I want to be prepared."

Requests

Besides the three new disks, there are generally requests plus a few standards, giving the juke boxes as many as four or five different records every week.

In changing records, Witt is guided by the play meter. If a record doesn't produce, it comes off. "Even if it just went on the week before," he adds. Every record on the machine has to earn—some more than others. But I've found I lose a lot of money waiting around for some disk to take off. Generally they never do."

With the used records, Witt has a public relations policy of his own. Most of these are given to waitresses, bartenders and people who work in his locations.

Good Will

"I find it develops a lot of good will and you'd be surprised how the gals will promote the box for you.

What records are left are sold in his shop to school children for 25 cents each. "Maybe I lose money on my used records," says Witt, "but I get results by giving them away in the location and building play. I figure I'm in business to make money on the boxes, not to sell used records," he adds.

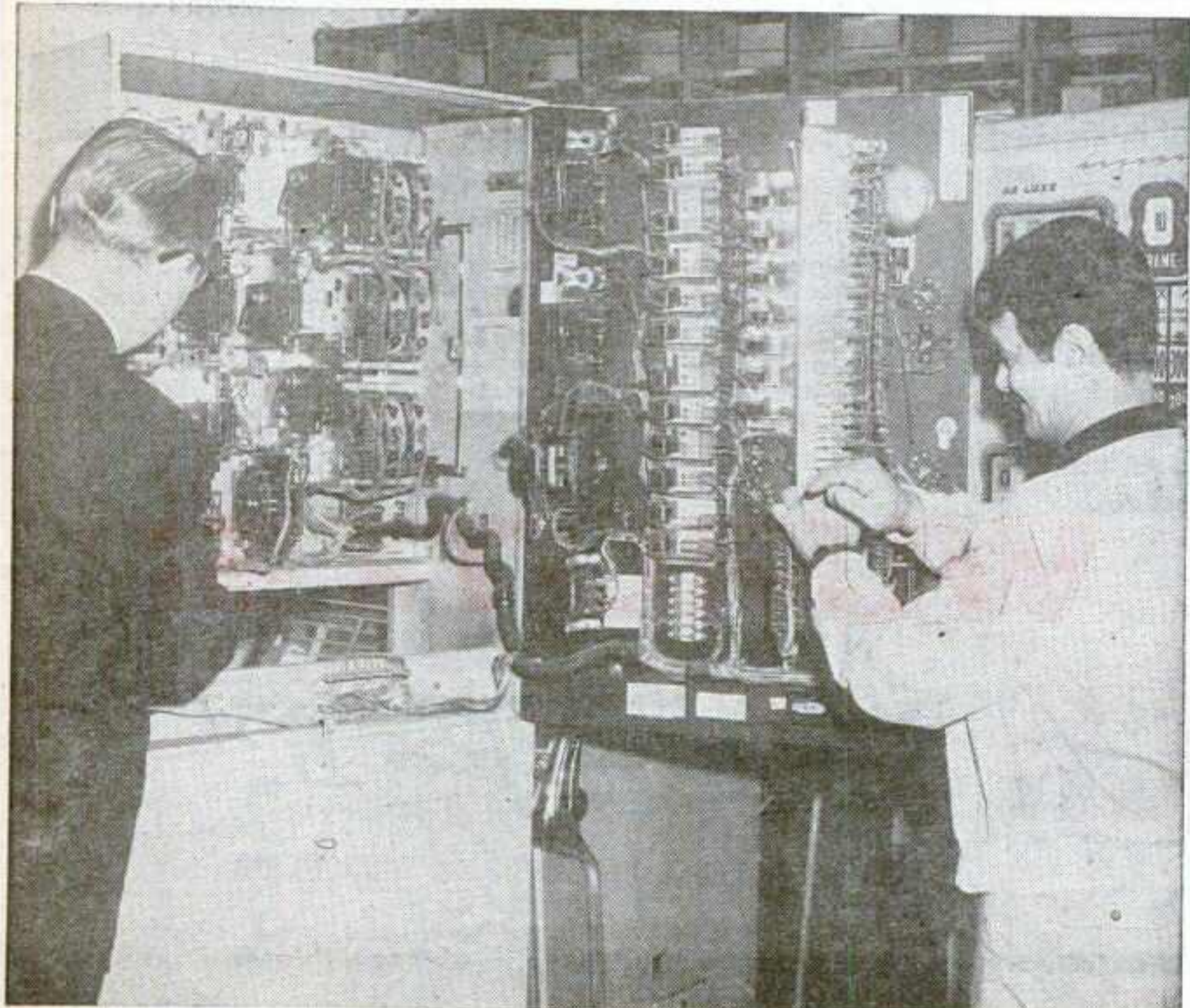
Servicing is an important part of the operation. Besides the two collectors, Lorin Diedricks and Joe Manzo, there are two servicemen, James Vansant and John Proksel, who work full time keeping the route trouble free and moving reconditioned machines.

The firm subscribes to an answering service with the telephone num-

(Continued on page 87)



PUBLIC RELATIONS AND PROMOTION is a big thing with Jerry Witt. He personally handles the majority of his stops, changing records and making collections. Each stop, whether good or bad, gets at least three new disks a week.



JERRY WITT CHECKS A NEW GAME with collector Joe Manzo. The pair have worked together for more than 18 years. Manzo is one of two collectors, who together with two servicemen help Witt keep his route of 140 juke and games in top shape.

COLLECTION REPORT

Machine No. _____ Date 3-14 19 60

Name ABC TAVERN

Address _____

REGISTER READING	PAY-OUT REG. READING
Present <u>MUSIC</u>	Present <u>50.-</u>
Previous <u>POOL</u>	Previous <u>50.-</u>
No. of Plays _____	Total _____

Total Amount in Machine . . . \$ 100.-

Less Expense \$ _____

Net Amount to Divide . . . \$ _____

Merchant's Share \$ 50.-

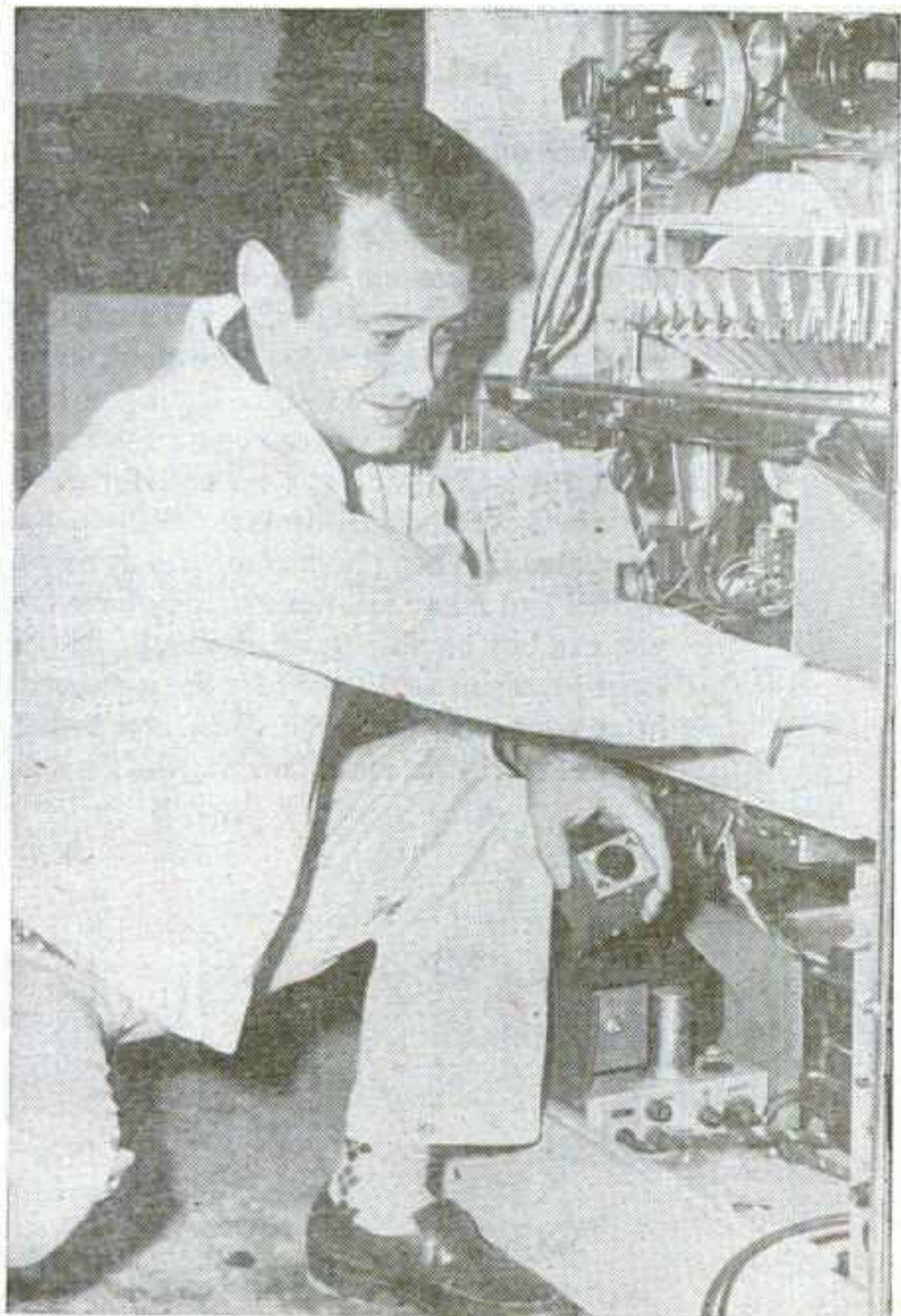
Balance Due Operator \$ 50.-

Remarks _____

309147

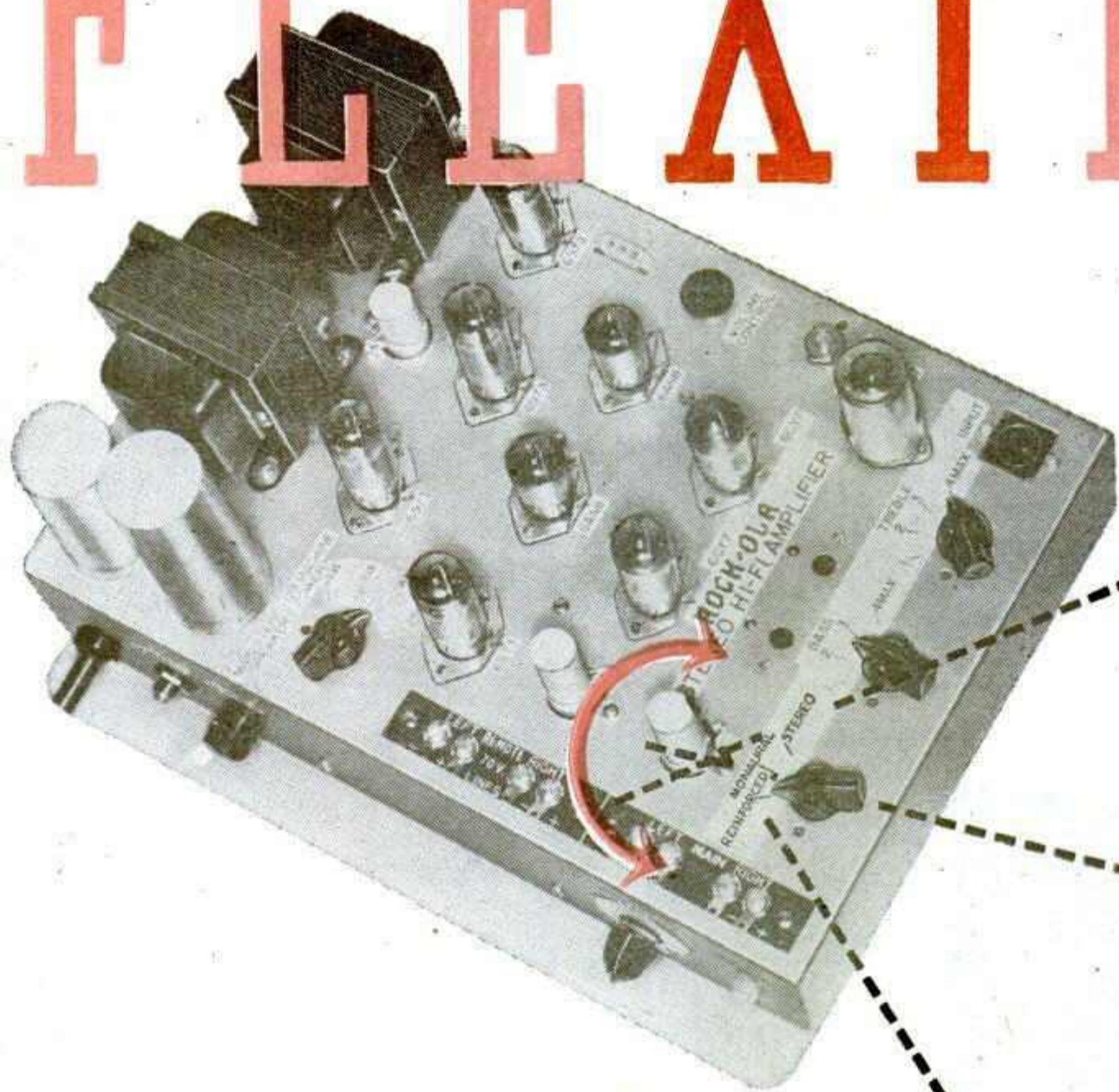
1977- 5 J. Witt Merchant's Signature
 PRINTED IN U. S. A. Collector's Signature
 FORM B Copyright 1941 by The Baltimore Salesbook Co., Balto., Md., U.S.A.

A COLLECTION REPORT is made out for each of Witt's spots when a call is made. The location gets a carbon and the original comes back to the office with the cash. Witt generally sticks to a straight 50-50 split with all spots.



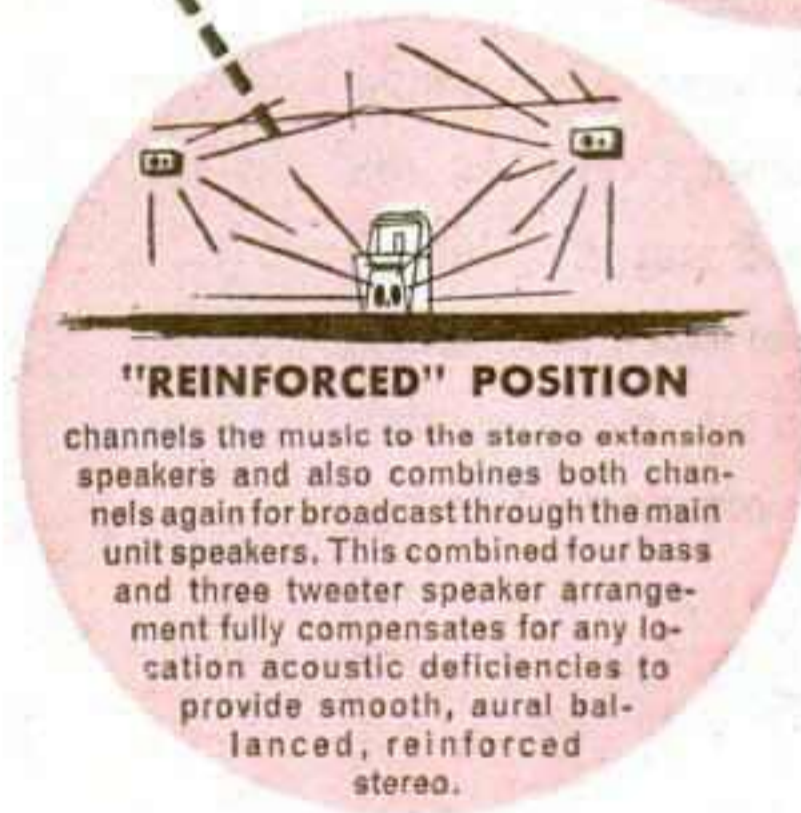
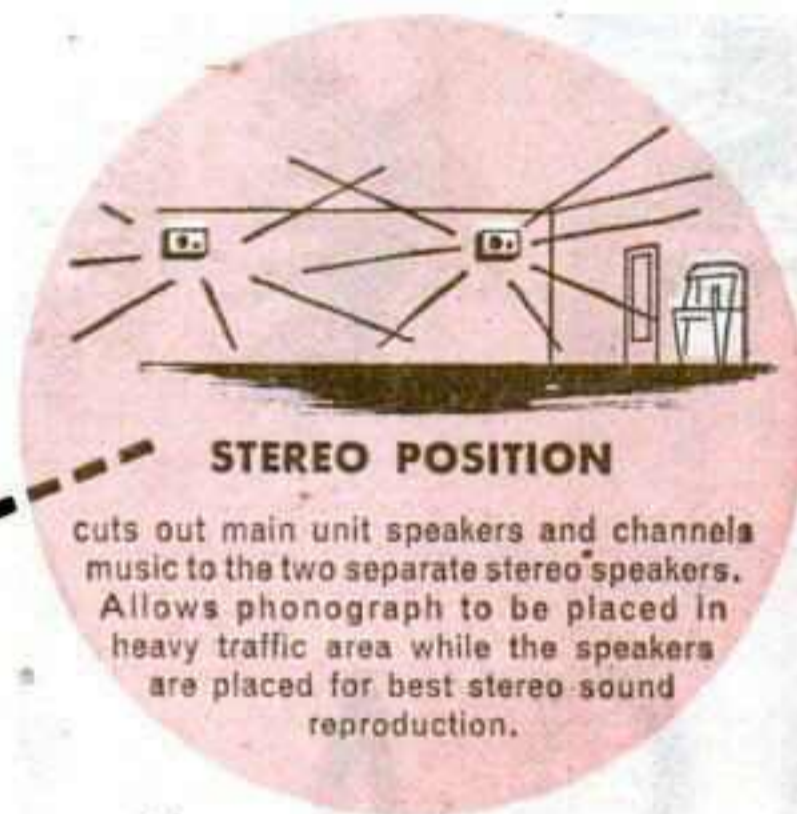
JOE MANZO, WITT'S SENIOR COLLECTOR, will often make on-the-spot repairs while making his rounds. Here he checks a possible trouble spot and may call in the firm's servicemen if help is needed.

FLEXIBLE



ROCK-OLA'S "TRI-FONIC" Switch Gives Flexible All-Purpose Sound System

Another sure fire profit maker for the operator is the exclusive Rock-Ola three way "Tri-Fonic" switch and dual channel amplifier which permits instant conversion from monaural to stereophonic sound. With the Rock-Ola 1960 all-purpose phonographs you don't have to add auxiliary amplifiers, power supply packs and the like. You don't even have to plug-in any wires. With the TEMPO II all you have to do is flip-a-switch and instantly you can convert to stereo from monaural. With Rock-Ola you have no cost for expensive conversion parts because all components for stereo and monaural play are integrated into one phonograph...only extension speakers are needed and many locations already have these. Now in 1960 you can buy an all-purpose stereophonic phonograph for the same price you used to pay for just a monaural machine. Stop in at your local Rock-Ola distributor today and get the full story of Rock-Ola's profit making full flexibility features.



ROCK-OLA

25th Anniversary Model
tempo II

THE ALL-PURPOSE STEREOPHONIC PHONOGRAPH

ROCK-OLA MANUFACTURING CORPORATION

800 North Kedzie Avenue Chicago, Illinois

MANUFACTURERS—DISTRIBUTORS—SUPPLIERS**PUT MORE
Sell**

into your sales effort at the time when you can reach the largest buying audience of the year. Use. . .

**The
Billboard's****M.O.A. Convention Issue**

Dated: May 9, 1960. Advertising Deadline: Wednesday, May 4

INVESTING YOUR ADVERTISING DOLLARS

Your ad in this important M.O.A. Convention issue will take your sales message to more than 7,500 key coin machine operators who buy 95% of all juke boxes, amusement games, vending machines and supplies bought by the coin machine industry . . . and it reaches them when they are primed to buy!

Coin Machine Manufacturers, Distributors and Suppliers invest their advertising dollars, instead of just buying space, and they expect a solid return on every dollar invested. Week after week, month after month, year after year, Coin Machine Distributors continue to place more than 80% of their advertising in The Billboard and less than 20% in other trade publications. Why? RESULTS!!!

**Music Operators of America Convention
will be held May 9-10-11 at the
MORRISON HOTEL, Chicago**

Start Planning Now!!! Have your advertising sales messages ready to appear in pre-convention, convention and post-convention issues of The Billboard.

Remember . . . The advertising deadline is Wednesday, May 4, for The Billboard's M.O.A. Convention issue. Prepare your copy early.

Make your reservation for advertising space today!

Contact your nearest Billboard office listed below for complete information and rates.

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PLaza 7-2800
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Hollywood 28, Calif.
1520 N. Gower
HOLlywood 9-5831
Sam Abbott

St. Louis 1, Mo.
390 Arcade Bldg.
CHesnut 1-0443
Frank Joerling

Greco Hold Rock-Ola School For Up-State N. Y. Operators

GLASCO, N. Y.—Greco Brothers Amusements, Rock-Ola distributor and juke operator here, held its second Rock-Ola service school of the year Tuesday and Wednesday (5 and 6). School on servicing was operated by Rock-Ola's Jack Barabash and Rock-Ola regional sales chief, Bob Papineau.

Tom Greco announced with some pride that it was difficult to get operators to turn out for the school since in the view of most the equipment seemed virtually foolproof and not in need of service. However, a good-sized crowd turned up, Greco stated.

Those present included William McCarthy, Catskill Amusements, Hurleyville, N. Y.; Mr. and Mrs.

William Greene, W. G. Greene Amusements, Catskill; Mrs. Macarelli and her manager, Paul Priolo, Macarelli Amusements, Catskill; Mike Mulqueen, M & M Amusements, Walding, N. Y.; Ed Texton, Highland Amusements, Highland, N. Y.; Dick Darling, D & D Amusements, Phoenicia, N. Y.; Mac Douglass and Howard Purdy, Paramount Vending, Beacon, N. Y.; Joe Broatkowski, Marlboro Games, Marlboro, N. Y.; Collins Troy and Joe Napoli, Troj Vending, Kingston, N. Y.; Joe Reich and Kay Curtis, Mountain Vending, Tannersville, N. Y., and Bruce Hall, Jimmy Cousins, Al Carpino, Walter Hilji, Frenchy DuBois, Gino Amato and Tom, Joe, Jack and Frank Greco, all of Greco Amusements.

SPECIAL!

CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES \$5 PER SET OF 2.

Write: **SUPERIOR SALES CO.**

Room 6

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WORLD WIDE . . . Super-Market for SUPER VALUES!

UPRIGHTS

NEW SUPER TWIN WILDCAT	
NEW SUPER WILDCAT	
WILDCAT	\$395
DOUBLE SHOT	245
SUPER HUNTER	195
SKEET SHOOT	225
GUNSMOKE	185
BIG HORN	185
HUNTER	145

PHONOS

SEEBURG HF-100L	\$595
SEEBURG HF-100JL	545
ROCK-OLA 1455, 200	425
WURLITZER 2000	375
SEEBURG VL-200	375
SEEBURG V-200	295
ROCK-OLA 1448	395
SEEBURG HF-100G	355
SEEBURG HF-100R	445
A.M.I. G-200	295
A.M.I. H-200	345
A.M.I. G-80	375
A.M.I. G-120	395

THOROUGHLY RECONDITIONED! ORDER TODAY—CALL COLLECT!

Cable Address
"GAMES,"
Chicago

Terms: 1/3 Deposit, Balance
Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

Chi Dynamics Now Shipping Pony Express



PONY EXPRESS

CHICAGO — Distributors for Chicago Dynamic Industries last week began receiving their first shipments of Pony Express, the firm's new gun game.

The player gets 25 rifle shots for 10 cents, and is adjudged "Frontiersman," "Top Gun," "Rifleman" or "Scout," depending on his score.

Targets are both moving and stationary, with a traversing light setting the point value of hits at 20, 40, 60 or 100. One feature is a running Indian, with a hit on the moving redskin counting for 100 points. The Indian moves in a zig-zag course.

The player gets an extra 25 shots if his score tops 3,000, or if he matches the score lit on the scoring panel. Bonus points of 100 each are also awarded for hitting each Indian in a line-up of five when lit.

ADVERTISING IN
BUSINESS PAPERS
MEANS BUSINESS

REPORT FROM BRITAIN

Coleman Invades U. K.

LONDON—Delbert Coleman, president of the Seeburg Corporation, and George Gilbert, of American Steel Export Corporation (Seeburg's export agents), have been setting the heather on fire in Britain. They arrived in London last week, seeking firms capable of handling or manufacturing the ever-growing range of Seeburg vending machines.

They also had talks with the Ditchburn Organisation about plans for Seeburg expansion in the juke box and background music field. As Seeburg claims to be the largest phonograph manufacturing firm in the world, and Ditchburn claims to be the largest juke box operating company in the world, the talks were certainly animated.

Gilbert (London born) had been here lots of times before. Coleman had not. But Coleman certainly impressed the top British executives he met.

He said that his target for Seeburg is to put it up beside Automatic Canteen of America (which owns AMI) in the top three in the world in automatic machines generally.

From London he went on a lightning tour of Europe, which even left veteran air-traveler Gilbert feeling as if he had left his heart and his pants at the bottom of the elevator shaft. Visits to six Continental countries resulted in still stronger ties with Seeburg distributors there, and top-secret plans for vending machine distribution.

As he flew from country to country Coleman left behind him groups of industry men wondering just what had hit them. As his production chief, Fleming Johnson says: "You never know what he's going to come back with." As far as Europe is concerned it will be (a) orders, and (b) ideas.

Reading Automatic Bows Out

LONDON—An order for the compulsory winding up of Reading Automatic Machines, Ltd., distributors of the German Symphonie juke box in the U.K. whose registered office is at Sardinia House, Lincoln's Inn Field, London W.C., was made by Justice Buckley in the Chancery Division on the petition of Th. Bergmann and Company, of Eimsbuetteler Strasse, Hamburg-Altona, Germany (manufacturers of the Symphonie juke box), creditors for 55,732 pounds. There was one supporting creditor for 900 pounds and no opposition to the petition. The respondent company was not represented.

Scots View Bal-Ami Boxes

GLASGOW—The Orpheus Juke Box Company, Ltd., of St. George's Road, Glasgow, Scotland, staged a week's showing of Bal-Ami automatic phonographs, and other equipment in Aberdeen at the beginning of April. The show was aimed at cafe and restaurant firms, hotels and others in the area.

The display covered Bal-Ami automatic phonographs, Gottlieb and Williams flipper tables, Williams Titan Gun, the Gaggia Espresso coffee machine and the Swedish soft ice cream freezer equipment, doing eight gallons per hour.

The exhibition attracted an excellent attendance of North-East buyers over the week.

Gaming Bill Nears Passage

LONDON—After what seemed an interminable wait, the parliamentary committee dealing with the betting and gaming bill, finally reached Clause 16 of the bill, and so the "Amusement Caterer's Charter" has at long last been approved, together with a number of amendments for which the trade had asked.

The bill, if it goes through all stages, will make slot machines and other coin-operated games legal in Britain, subject to certain clearly defined conditions.

Bal-Ami to Up Prices

LONDON—To the surprise of the industry (and at a time when all other leading makes are being reduced in price) Bal-Ami (AMI concessionaires in Britain) has decided to increase the prices of their phonographs in the U.K., including that of the highly successful new K model. Further details of this startling move will be given in this column next week.

Sanderson Adds New Lines

EDMUNDS—Sandy Sanderson, head of Music Systems, Ltd., here, is expanding. After his acquisition of the United franchise in Britain (games and phonographs) some months ago, followed by the area distributorship for Gottlieb and Williams flipper pintables, he has now acquired area rights to the wall payouts and amusement machines exclusively imported by John Lonsdale, of the High Fidelity Sound Company, Ltd., of Leeds and Birmingham.

These include the Bingolett, Veromat, Unomat and Astoria payouts, the Balo Football Game, Balo Wall Basketball Game and the Diana Rolux; plus the English Electrodart wall payout. Sandy has secured Norfolk, Suffolk, Cambridge, Hunts, Beds, Hants and part of Northants for these machines.

Laundromat Opens in London

LONDON—On April 7, 38-year-old American businessman Seymour Price arranged a preview of the opening of a new coin-operated laundry, the Laundromat, on the New Alton Estate, close to Roehampton Village, London, S.W., 15. Eighteen machines have been installed, and working on the insertion of two shillings, each one takes 24 minutes to do one wash. As far as the general public was concerned, Friday marked the official opening, and to induce housewives to use the machines, the Laundromat will do their wash free of charge for an initial period of three days only.

Housewives using the laundrettes have become increasingly familiar with automatic vending machines, for many of the premises have some kind of drink vender nearby to provide refreshment for housewives (and children) who are waiting for their washing.

for music operators who desire to stimulate more play on their non-stereo juke boxes

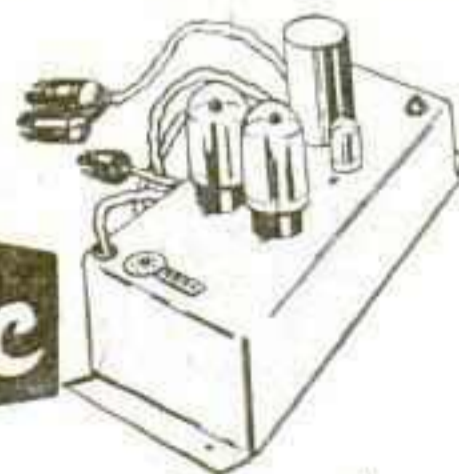
FOR ONLY

\$89.50

How? By Installing a

**Stereomonic
AMPLIFIER**

any non-stereo juke box can be converted to give "stereo-like" sound with regular records.



STEREOMONIC is easily installed on location in 10 minutes. All that's needed is a STEREOMONIC AMPLIFIER, and any extra speaker you have around.

Use your same sound system. Plug in STEREOMONIC for a second channel. Connect any second speaker and you are in business. You'll be amazed at the separation and tone. And, so will all your customers.

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Box 35, 11 S. State Rd.
Arlington Heights, Ill. Spring 4-5514

European News Briefs

Continued from page 78

year the U. S. industry either will halt the slide in American exports or lose mastery of the world market to the Germans.

German representatives report that never before have American firms competed so hard for the British market. There is respect here for the American sales effort, which the Germans credit with going considerably beyond what might be expected as a result of currency liberalization.

As the Germans see it, the British market at the moment is a wide-open export target. Big importers are expanding orders, and small firms are beginning for the first time to import equipment.

Danes OK Gambling Machines

COPENHAGEN—Gambling machines have been legalized in Denmark. Regulation of machines has been placed under local police, who are empowered to decide the number of machines to be placed at each location.

Paris Fair Plans Coin Exhibits

PARIS—Fifteen West German coin-equipment manufacturing firms will exhibit their products at the Paris International Fair May 14-29.

The French coin machine industry has received a section of the fairgrounds at Porte de Versailles with the idea of staging, within the international fair, a European coin machine industry exhibit.

The coin machine exhibit has been given special importance because of the decision to speed up establishment of the European Common Market.

The Paris coin machine exhibit within the international fair is designed as a "coin machine futurama" for West Europeans.

Ameropa Preps German Plans

BERLIN—The Ameropa Trading & Shipping Company of New York plans to open a West German subsidiary for the trading of coin-operated equipment and the licensed production of certain items.

Ameropa, which has the U. S. general agency for Wiegandt of West Berlin, has just sent its President, Arnold Cortell, to Europe to begin preparations.

The Ameropa move is frankly aimed at capitalizing, in both directions, on the amazing German coin machine boom.

Cortell is predicting to German industry leaders a glowing U. S. export future for German equipment. "We expect to get German exports rolling into the U. S. in large volume even in this year," Cortell told German coin executives.

Disk Costs High for Top \$\$

Continued from page 83

ber decaled on every machine. Locations are instructed not to call the shop, since there is seldom any-one there.

The servicemen, working as a two-man team, call the answering service hourly and get the names of spots in trouble. All breakdowns are handled promptly.

Most of the servicing is done in the morning, with a lot of the calls being accumulations from the previous night. The afternoon is generally devoted to moving reconditioned equipment. Vansant and Proksel estimate they move as many as 25 pieces a week.

Personal Relations

Witt feels the backbone of his business is built on strong personal relations with his stops. He makes the collections and record changes in 60 of the 140 spots on his route.

Most of these are his best locations and ones without too many wall boxes. The two collectors, Diedricks and Manzo, handle 40 each.

About 90 per cent of the spots are checked weekly with only the large wall box stops put off to an every-other-week basis.

Wall Boxes

"There are spots with seven to 10 wall boxes that take a couple of hours to handle," Witt says. "We try to do a thoro job in changing strips, burned out bulbs and cleaning everything up. This takes time. The spots still get the same number of records, tho, just not as often."

Each of the collectors have specific routes, says Witt, who doesn't believe in changing around, but in letting each man build a strong relationship with the spot and its owners.

His men are all old-timers in the business, adding to their effectiveness. Joe Manzo is senior man, having spent 18 years with Witt. James Vansant has been with Witt

12 years. Lorin Diedricks and John Proksel are the newcomers, with eight years each.

Association

Witt is a leading member of the Nebraska Music Guild and devotes his remaining time to an active family life with three small boys to keep him and his wife "from worrying about ourselves."

Witt was one of the founders of the Nebraska Music Guild and served as the association's first president. He has continuously been active in association affairs, has served as an arbitrator of operator disputes and is generally looked up to for his standing in the industry.

He currently serves as public relations chairman of NMG and president of the Cornhusker Investment Club, the group's stock-buying adjunct.

Family

His real pride and joy tho is his family, and both Jerry and his wife, Alice, are kept pretty busy trying to keep up with their sons, Jerry Jr. (10), Larry (8) and David (6).

Rounding out the group is a miniature Mexican pooch about the size of a small teapot that scurries around as if the world were coming to an end.

The family resides in suburban Loveland in a beautiful, sprawling ranch-style home that boasts a recently added swimming pool (a passion of Jerry Jr.).

Together

The family spends a great deal of time together, are regular church-goers and active in community affairs. The boys get a big kick out of his music and games business, too, says Witt.

Often on Sunday, after church, a big treat is to take them down to the shop and let them play the juke boxes and amusement games.

If this isn't a boost for our industry, grins Witt, I don't know what is.

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SPECIAL WHILE THEY LAST! WURLITZER 2200s SEEBURG 100 Bs

Write for prices -

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SHOPPED BY EXPERT MECHANICS

Large Stock of \$20.00 5205 Wallboxes... \$69.50 5210 Wallboxes...

SEEBURG

Model R \$395 Model G 325 Model C 275 VL 345 V200 295 K. D. 465 Model B 195 100 Sel. Chrome 37.50

AMI

H-200E \$495 D-80 145 D-40 85

ROCK-OLA

1438 \$210 1446 255 1455 425

BINGOS

Key West \$115 Show Time 130 Big Time 55 Big Show 75 Funway 495 Lotta Fun 495

UPRIGHTS

Mermaid (new) WRITE Super Twin Wildcat WRITE Wild Cat \$365

5 BALLS

Duette \$ 80 Dragonette 75 Smoke Signal 70 Balls a Poppin' 60 Peter Pan 75 Easy Aces 95 Bally Circus 85 Diamond Lil 65 Hawaiian Beauty 90 Sweet Adaline 85 Wishing Well 95 Snafu 60

ARCADES

C.C. ROCKET SHUFFLE \$ 95 Bally Magic Shuffle 125

Call, Write or Cable Cable: LEWJO.

Lew Jones Distributing Co. Exclusive Wurlitzer Distributor 1301 N. Capitol Ave. 1635 Central Pkwy. Indianapolis, Ind. Cincinnati, Ohio Tel.: ME1950-5-1593 Tel.: MAIn 1-8751

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"The Greatest Baseball Game Ever Made!" WILLIAMS OFFICIAL BASEBALL

Sensational reports coming in from all operators on this grand new game Immediate Delivery

Exclusive Gottlieb, Williams and Seeburg Distributors



TRIMOUNT

Remember... IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

VENDORS

Automatic Popcorn	\$125.00
Pop Sez Popcorn	65.00
300 Baby Grands	6.50
200 brand new	
Victors	12.50
DuGrenier 8-col.	
Candy	200.00
Shipmans 6-col.	
Candy	95.00
U-Select-It Candy	65.00
Ball Point Pen	
Vendors	12.00
Nat. 9M Cig.	
Vendors	125.00

AVENCO COFFEE & HOT

Choc.	\$295.00
Cole 3 sel.	
Cold Drink	495.00
Apco 3 sel.	
Cold Drink	525.00

ARCADE EQUIPMENT

Auto Photo #9	\$995
Mut. Photomatics	395
Mut. Voice O Graph	295
Stand. Metal Typar	225
Harv Metal Typar	210
Mills Panograms	350
Projector Panograms	325
Midget Movies	125
Sidewalk Engineer	135
Wms. Peppy	195
Balloonmats	145
Goalee	95
Miniature Golf	85
Miniature Football	85
Bulls Eye Shooting	195
Gallery	95
Ex. Space Gun	95

BINGOS BINGOS BINGOS
We have a very large selection—you name it, we have it. Price Right. Also LOTTA-FUNS.

MUSIC

Seeburg V 200	\$295
Seeburg C	350
Wurlitzer 2000	395
Seeburg Library Units	395

KIDDIE RIDES

Capital Ponies	\$275
Ex. Pony Express	175
Bally Champion	425
Ex. Bronco	395
Sandy Horse	425
Drive-Yourself Mobile	395

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COINMEN

in the news



South

MIAMI SCENE

Area coinmen wearing satisfied smiles with business going along at a rapid clip. Beach operators report collections holding up fine, and they don't expect any noticeable decline for at least another month or more. This is a far cry from last year's business, when bad weather put a crimp on every type of business in South Florida.

Deepest sympathy to **Danny Hudson**, routeman for William Blatt Music Company. Danny lost his mother a couple of weeks ago after a heart attack. . . . Good to hear that **Doris Shapiro** is back with the Blatt organization again after a layoff of about four months. With Doris back, **Willie and Sydelle Blatt** are beginning to plan their summer vacation. If everything goes right, the Blatts may go to Europe for the summer.



Willie Blatt

Coinmen learned of the serious illness of **Morris Marder**, M&M Service. . . . **Sheppard and Rudy Key**, Bon Ton Amusement Company, Nassau, Bahamas, are visiting Miami to get in a supply of records and parts for their coin operation. Rudy can hardly wait to begin flying his new plane to take care of service calls in the Islands. **Bob Weller**, Bush International, took advantage of the Keys' visit to Miami to invite them to see the fights here. With **Bobby Cox**, Flamingo Music Company, West Palm Beach, here, too, and also Bob's guest, there was plenty of shop talk between rounds. The Keys report business fine. They are particularly happy over the initial results of their embryo cigarette route.

Red Gurkin, Belle Glade Music Company, Belle Glade, is in town, and as usual, Red has some tough luck to report. Seems Red was out fishing on Lake Okechobee when his boat ran out of gas. He hailed a passing boat and was being towed in when a sudden lurch of his boat threw him against the windshield, with the result that he suffered three broken ribs and a cut hand. But Red reports business is good around the Lake, with hundreds of additional farm hands in the area.

Jack Wilcox, Seminole Amusement Company, Okeechobee, also reported that collections have held up fine. At the other end of South Florida, **Ed Mercer**, Orange Blossom Amusement Company, reports collections are the best they have been all season.

MEMPHIS DOWN IN DIXIE

Drew Canale, Canale Amusement Company, and **Parker Henderson**, general manager of Southern Amusement Company, have teamed up as partners on a coin-operated bowling alley at 525 South Highland, first one to be put on location in Memphis by coin machine operators. There is one at the fairgrounds amusement park. . . . Incidentally, one of Drew's athletic nephews, football star **Whit Canale**, is also a track man. He won a 100-yard dash in a recent high school track meet, making it in 10.3 seconds.

Joe Cuoghi, partner in a music route with **Johnny Novarese**, as well as a one stop, Poplar Tunes Record Shop, besides owning an interest in a record company, has branched out as a promoter. He brought **Dave Gardner**, whose album "Rejoice, Dear Hearts," is selling well, to Memphis for a big show at the city auditorium. Had big crowds. Joe is negotiating for a **Stan Kenton** concert.

Elton Whisenhunt

GYPSY SAGA HAS JUKE BOX, HAUNTING WALTZ, GUN, PAYOLA

INGOLSTADT, Germany—The Ingolstadt city council has under consideration an ordinance prohibiting the playing of any single juke box tune more than two consecutive times.

There have been complaints of German juke box payola in which disk pluggers circulate from location to location playing payola tunes non-stop.

The marathon juke play apparently is based on recent German psychological research in the sublimation field. This research tends to establish that repetition of music, as well as the spoken word, conditions the auditor.

Research shows that what amounts to artificial demand can be established for juke disks by bursts of non-stop juke disk plugging, according to Ingolstadt authorities.

The authorities conceded, however, that the juke record play ordinance mainly has been inspired by the case of Rudolf Waitz, 36, a gypsy musician.

Waitz shot down four Bundeswehr soldiers in a local cafe because they objected to his marathon playing of the German hit tune, "Laila," on the cafe's juke box.

Waitz, according to police, came into the cafe every evening and monopolized the juke box to play "Laila." On the evening of the shooting, Waitz was playing "Laila" for the fourth straight time when a Bundeswehr corporal pulled the juke box's electric cord.

The gypsy took a pistol from his coat pocket and ordered the corporal to continue playing "Laila." When he refused, Waitz fired six shots at the soldier and his three companions, wounding all four.

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CMC Names Jones, Casola And Oettinger

CHICAGO—Chairmen for three committees of the Coin Machine Council for Public Relations were named last week. They are Lou Casola, Rockford, Ill., operator, executive committee; Herb Oettinger, United Manufacturing Company, finance committee, and Herb Jones, Bally Manufacturing Company, membership committee.

Executive committee members named were John Bilotta, Newark, N. Y., distributor; Andy Hesch, Arlington Heights, Ill., operator; Herb Jones, Bally Manufacturing; Joe Kline, First Coin Machine Exchange, Chicago, and Sam Lewis, Williams Manufacturing.

Also Harold Lieberman, Lieberman Music, Minneapolis; Les Montooth, Peoria, Ill., operator; Herb Oettinger, United Manufacturing; Clint Pierce, Brodhead, Wis., operator; Ed Ratajack, AMI; Bob Sliker, National Coin Machine Distributors' Association, and Art Weinand, Chicago Dynamic Industries.

Top Diskeries Set on 33 for Stereo Singles

NEW YORK — Continuing interest in the stereo 33 single record, first introduced by Columbia last fall, was evident this week. Reports persisted that a number of leading record companies, including all of the top majors except RCA Victor, would shortly introduce versions of the new style single. (See separate story music section.)

Much of the activity was believed due to the encouragement being given this trend by Seeburg. The company has been pushing its new 45-33 selector device for juke boxes as an optional part of its 1960 line of stereo boxes. Jack Gordon, Seeburg exec, stated that in Seeburg's opinion, there is no real future in stereo for the 45 rpm single. "We believe the 45 will remain a basically monaural commodity," said Gordon, "and that in the juke field it will be the seven-inch 33 rpm disk that will become the standard for stereo."



If they ever succeed in getting people on the moon, coin machine operators won't have to worry. A fellow named James Thomas Mangan, who numbers public relations among his many talents, has minted a gold coin (shown by his daughter, Ruth, above) which he claims will be legal tender. Mangan has also filed legal claim to all outer space, calling it the Nation of Celestial Space, and has registered his claim with the U. S. Patent Office.

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NAMA Plans Sectional Meet

CHICAGO—The sixth sectional conference of the National Automatic Merchandising Association stressing better management methods for vending is planned for the West Coast in co-operation with the California Automatic Vendors' Association.

Meeting will be held at San Francisco's Jack Tar Hotel, June 10-11. NAMA's first two sectional meets were held in Chicago and Atlanta. Together they drew 531 traders.

Carl Millman, regional activities committee chairman, said of the group, "There were 270 operators, 80 manufacturers, 169 allied industry people and 12 guests."

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WURLITZER 1600	95	WURLITZER 1500	95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1	\$275
9-Col DUGRENIER (Mechanical)	65
22-Col EASTERN MARK II	145
12-Col EASTERN	115
10-Col EASTERN	75
9-Col NATIONAL	95
11-Col NATIONAL (Slant Front)	175
11-Col NATIONAL (ML)	155

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MUSIC

SEEBURG 161 (Half Dollar)	\$825
SEEBURG VL HIDEAWAY	445
ROCK-OLA 1448	375
ROCK-OLA 1438	325
A. M. I. G-120	395
A. M. I. F-120	375
WURLITZER 2300	795
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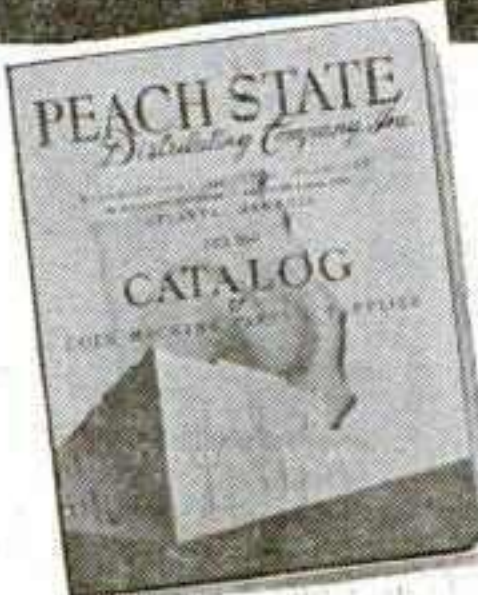


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Boost Drive For Members In Milwaukee

MILWAUKEE—The membership drive of the Milwaukee Coin Machine Operators' Association is gaining momentum. Three firms were added to the roster at the meeting Monday (14) evening at the Ambassador Hotel. They are B. & H. Novelty Company, operated by partners Mike Bosanec and Jim Hudy; Morry's Amusement Company, Morry Fuhrman, owner, and AAA Amusement, owned by Eddie Puzia.

According to Sam Hastings, Hastings Distributing Company, president of the association, "We are still confident we can hit our goal—membership by operators of 90 per cent of the equipment on location in Milwaukee by our April meeting. Prospects look brighter than ever now."

To mark the expected attainment of their new member target, the group has scheduled a Victory Dinner and Cocktail Party Monday evening, May 9, at the Ambassador Hotel. The committee named by Hastings to prepare details for the victory party is Doug Opitz, Hilltop Coin Machine Company, and Les Reder, L. & R. Distributing Company.

Also named was a committee to prepare plans for a picnic this summer. Operator members, their families and employees and their families will be invited. The picnic committee members are Ken Kulow, Kendou, Inc.; Orville Carnitz, Badger Novelty Company, and Joe Pelligrino, P. & P. Distributing Company.

Who Said That?

"Our policy of getting operators together at meetings to 'rub elbows' with one another is already paying dividends in the warmer personal relationships existing in the industry. Today we see a minimum of friction among coinmen here. The improvement began when we started our association." — Sam Hastings, president of the Milwaukee Coin Machine Operators Association.

"As he flew from country to country he left behind him groups of industry men wondering just what had hit them. As his production chief says, 'You never know what he's going to come back with.'" — Description of Seeburg's Delbert Coleman touring Europe, by our London correspondent.

"Can you imagine an Arcade having lamps and drapes?" — Jack Palmer, International Amusement Company, Philadelphia, whose firm is setting up seven new Arcades in Belgium, complete with many of the comforts of home.

"Every record on the juke box has to earn—some more than others. But I've found I lose a lot of money waiting around for some disk to 'take off.'" — Jerry Witt, Omaha operator, who believes in keeping record costs high and gets better than average returns.

"That's a pretty good profit to make for the government." — Leland Howard, assistant director of the U. S. mint, explaining that the mint buys copper at about 30 cents a pound, while some 145 pennies are made from each pound. Coin machine small coin requirements have the mint working overtime.

FTC Charge Answered by Candy Mfr.

WASHINGTON—Mason, Au & Magenheimer Confectionery Manufacturing Company, Inc., Long Island, N. Y., a large candy manufacturer, has denied Federal Trade Commission charges of granting favored customers — including vending-machine operators — discriminatory prices and promotional allowances.

The company contends that all of its price differentials and allowances were granted in good faith to meet equally low prices or allowances offered by competitors.

Mason denies FTC allegations that for many years it has given certain vending machine operators a 10-12 per cent discount from the prices charged other vending companies, chain stores and wholesalers which sell to independent retailers. The company further denies that it paid advertising and promotional allowances to some customers, but did not make them available on proportionately equal terms to all competing customers.

This firm asks that FTC dismiss the complaint.

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AMI	G120	\$395
I-200	F120	325
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H200	E80	175
H120	D80	125
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Eastern Electric, 10 column	60
Rowe Commander 11-column "E"	85
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DIRECTORS OF THE PENNSYLVANIA Amusement Machine Operators' Association met at the Hotel Penn Harris, Harrisburg, recently. Elected to associate membership at the meeting was David Rosen & Company of Philadelphia. Other distributor associate membership are Scott Crosse, Philadelphia; D&L, Harrisburg; Bill LaBre, Erie, and B. D. Lazar and Atlas, both of Pittsburgh. Starting left, clockwise, the directors are Al Greb, Frex Lex, Ben Stirling, Marvin Speigalman, Paul Smith, Bob Fetter (Mrs. Fetter), President Felix Kadel, Leon Taksen, Pat Houser, Harry Beck, William Triplett, John Butala, William Margaro and Bill LaBre.

Pa. Operator to Have Test Case on Converted, Multi-Coin Pinball Unit

PHILADELPHIA—The Pennsylvania State Attorney General will be asked to order a raid on an operator in McAdoo, Pa., and have one converted multiple-coin pinball machine seized.

This agreement was reached in the U. S. District Court here Thursday (7) in an effort to set up a test case on the machines.

The suggestion was made by Jacob Kossman, attorney for Michael Ford, the operator. It was agreed to by a special court consisting of U. S. Circuit Judge John Biggs Jr. and U. S. District Judges Harold K. Woods and John W. Lord Jr.

This special three-man tribunal was set up to determine if any of Ford's constitutional rights were being violated.

Judge Wood on December 20, two days before the State's ban on multiple-coin machines went into effect, temporarily restrained law enforcement officers from seizing Ford's converted machines.

About a month and a half later, on February 9, the U. S. Circuit Court of Appeals dissolved the injunction, stating there was "an absence of an authoritative pronouncement by a Pennsylvania court" on whether Ford's machine actually violated the law.

Kossman claimed then that his client was deprived of his constitutional right of due process of law. The court told him that in this matter he should refer to a special court for such appeals.

That was the appeal heard last Thursday.

No Direct Law

Kossman told the court that he felt that since there was no direct law, he would agree to have one of

Ford's converted machines seized by State police as a test.

"We then will have a definite matter to take thru the State courts and right on up to the U. S. Supreme Court," Kossman said. "Then we will know what is right and what is wrong."

Deputy State Atty. Gen. Frank L. Lawley said he would take the suggestion to his boss, Atty. Gen. Anne X. Alpern.

The Supreme Court of the State ruled on November 30 that multiple-coin machines were gambling devices and banned them.

Converted Machines

Ford then converted his machines to single-coin play. He contends that they are now in the same category as the standard single-coin machines.

The State maintains, however, that the machines can be reconverted to multiple coin play just as easy as they were converted to single-coin play. It says such a switch could be made when it was known a raid was about to take place.

N. Y. Coinmen Prepare For Annual UJA Fete

NEW YORK — The coin industry division of the 1960 United Jewish Appeal drive met in the first of its stepped-up, final weeks series of meetings Thursday (14) at UJA headquarters here.

Following a meal of strictly kosher food in view of the holiday period, chairman Irving Holzman called the session to order by reading a long series of pledges for funds and tickets to the victory dinner Saturday (30) at the Commodore Hotel. It was announced that Barry Gray, prominent radio personality, would speak at the dinner.

Holzman said that activity has picked up in past weeks, with a notable spurt seen just this week due to the fine and unselfish telephone efforts of Mrs. Irving Holzman, Mrs. Al Bodkin, and Mrs. Max Bloom, wife of the prominent location owner.

Holzman exhorted the workers to press hard in the final two weeks before the dinner for maximum

participation by the industry here in the worthy UJA cause. He also announced the next meeting would be held at the Hotel Astor Thursday (21).

Shopped by Factory Trained Mechanics

Seeburg KD	\$550.00
Seeburg V-200	350.00
A.M.I. Model C (200)	325.00
A.M.I. Model C (120)	200.00
A.M.I. Model C	125.00
Rock-Ola 1448	425.00
Watling Scales	35.00
Seeburg E-1 Cigarette Vendor (22 Col.)	265.00
Eastern Electric Cigarette Vendor (22 Col.)	175.00

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Sked Victory Dinner May 16 In Milwaukee

MILWAUKEE — May 16 has been set as the date for the Victory Dinner of the Milwaukee Coin Machine Operators Association. It will be held at the Ambassador Hotel. An earlier announced date was dropped because it conflicted with the MOA trade show in Chicago, according to Sam Hastings, Hastings Distributing Company, association president.

Doug Opitz, Hilltop Coin Machine Company and Les Reder, L. R. Distributing Company, are committee chairmen for the big event, intended to mark the wind-up of the group's membership drive. Complete plans for the evening have not yet been revealed.

"Every music and games operator in Milwaukee county is invited," said Sam Hastings. The event will tee off with a cocktail hour at 6 p.m. and be followed by a buffet dinner. A short business meeting will also be held and several prominent speakers will appear.

Irving Kaye Set on 1960 Pool Models

NEW YORK—The Irving Kaye Company, Inc., is now shipping five new versions of its pool game line to distributors. The 1960 models include three six-pocket tables and two novelty pool tables.

The six-pocket models are as follows: The Fleetwood Single Ball Viewer, measuring 44 by 77 inches; the Jumbo Fleetwood Single Ball Viewer, measuring 90 by 52 inches, and the new Eldorado single ball viewer, measuring 82 by 46 inches, finished in mahogany. All six-pocket units incorporate a new method of returning balls to the viewer window so as to make jamming virtually impossible.

The novelty units include Klub Pool, the modern 48 by 32-inch bumper pool table, already popular for some years, and the Cue Ball, novelty front-end game, measuring 75 by 42 inches.

Joe Kline Back on Job

CHICAGO — Joe Kline, First Coin Machine Exchange chief, is back at work once again, following a successful gall bladder operation.



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January Exports Still in Low Gear

COIN MACHINE EXPORTS

January, 1960

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	457	\$ 306,335	27	\$ 14,235	567	\$134,945	1,051	\$ 455,515
Belgium	275	188,423	182	46,979	934	81,879	1,391	317,281
Canada	83	58,808	29	4,020	1,774	72,452	1,886	135,280
U. Kingdom	70	46,452	21	7,830	461	69,971	552	124,253
Venezuela	32	25,796	—	—	64	18,429	96	44,225
Australia	—	—	40	17,855	160	22,902	200	40,757
Netherlands	10	8,000	53	16,675	49	5,464	112	30,139
Switzerland	25	22,350	—	—	17	5,991	42	28,341
Costa Rica	23	17,361	8	3,926	22	1,782	53	23,069
Bahamas	3	2,250	—	—	22	15,000	25	17,250
Other Countries	74	54,882	118	16,248	398	66,803	590	137,933
Totals	1,025	\$ 730,657	478	\$127,768	4,468	\$495,618	5,998	\$1,354,043

CHICAGO—U. S. juke box and amusement game exports speeded up some in January, but are still moving at a snail's pace compared to past periods.

Department of Commerce figures show a dollar volume of \$1,354,043 for the first month of 1960—a slight increase from December's \$1,261,822. More machines were shipped in the 1960 month, a total of 5,998 as compared to 5,925 in December.

But the January level is well behind the monthly average for 1959 of \$1,567,305, and far behind the 1958 average of \$1,782,818.

Games Up

Games and new phonographs moved ahead somewhat in January, games jumping from \$450,364 to \$495,618, and new phonos from \$649,251 to \$730,657. Used phonographs slid back from a December level of \$162,207 to a \$127,768 figure in January.

Little change is noted in the top markets in January's report, but

the emergence of Australia as a used phonograph and game market is noteworthy. Australia seldom appeared before among the leading 10 markets. Its January total ran to \$40,757, ranking it sixth in volume.

West Germany led all markets, importing machines valued at

\$455,515. Belgium followed with \$317,281, with Canada and the United Kingdom the only other markets over \$100,000 in U. S. machines. (See accompanying chart.)

Vending machine shipments (not shown on chart) hit \$258,542 on 1,726 machines, compared to \$323,738 on 4,651 machines in December.

Price to Bow 10 New Items

NEW YORK — The Paul A. Price Company has announced that it will exhibit 10 new items at the upcoming National Vendors Association convention. The convention this year will have the truly luxurious tropical setting of West End, on Grand Bahama Island, B. W. I. Price said all his new items would be "gimmicky" eye-catchers, designed to produce top-notch results.

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- Un. Regulation 245
- Bally ABC 245
- Bally ABC Deluxe 275
- Un. Select Play 125
- CC Bowling League (11 or 14 ft.) 245
- Un. Bowling Alley (11 or 14 ft.) 245
- Bally Bowling Lane (11 or 14 ft.) 245
- CC Rocket Shuffle (1 player) ... 125
- CC Rocket Shuffle (2 player) ... 175
- CC Classic (13 or 16 ft.) 395
- Un. Jumbo (13 or 16 ft.) 425
- CC Star Rocket 275

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- 6 Coon Hunts, complete... 60.00 ea.
- 4 Quarterbacks, reconditioned 75.00 ea.
- 2 Derby Rows, complete... 60.00 ea.
- 6 Chi. Coin Rebound Shuffles, like new... 35.00 ea.
- 2 Around The World Trainers, complete & working 175.00 ea.
- Deco & Nylco Rockets, "as is" but complete... 125.00 ea.
- 1 like new Mulo Voice-O-Graph 825.00
- 6 Skill Rolls 65.00 ea.
- 2 All Star Bowlers 95.00 ea.
- 3 Pitch 'Em & Bat 'Em (in beautiful shape) 75.00 ea.
- 2 Keeney Sportsman Guns, "as is" but working... 50.00 ea.
- 4 Exhibit Shooting Galleries, "as is" but working... 50.00 ea.
- 3 Genco Rifle Galleries, "as is" but working... 100.00 ea.
- 5 Bally Heavy Hitters, reconditioned 325.00 ea.
- 1 Exhibit Silver Bullets, "as is" but working... 40.00

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GOTTLIEB'S WAGON TRAIN

MORE HIGH-SPEED ACTION!
MORE PLAYERS!
MORE PROFIT!

- Lighting all numbers in Red or White Feathers scores special
- Lighting all numbers in both Feathers lights top rollover for specials
- Hitting top rollover and "Wide-View" Roto-Targets light corresponding number in Red or White Feather
- "Wide-View" Roto-Targets allow 2 numbers to appear at same time
- Bumpers light green and purple pop bumpers and side rollovers for high score
- Score to Beat Panel • Single Player Panel Scoring
- Four places to spin Roto-Targets
- Match Feature • 2 Cyclonic Kickers
- And coin-box with locking cover

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Back by Popular Demand

Score to Beat
1000

Sensational "Score to Beat" feature is back by popular demand! Housed in the light box, lights start flashing on and off when certain score is reached. Lights continue flashing until game is over.

MOA Record Free-for-All

Continued from page 78

reserved early last week, with a complete sellout on the exhibit floor.

He also predicted that, based on current reservations, from 1,500 to 2,000 operators will attend, with a total registration of about 4,000. If these figures are reached, it would mean a new convention attendance record.

Howard Miller, nationally known radio and television personality, will emcee the floorshow at the annual banquet in the Terrace Casino Wednesday night. Some of the nation's top recording talent is expected to perform at the show. Backing the show will be Frankie Masters and His Mercury Recording Orchestra.

About \$10,000 in door prizes has already been pledged. AMI and United Music are donating 1960 model automatic phonographs; Bally Manufacturing is giving a new bowling game; Williams Electronic's contribution is an Official Baseball game; Valley Sales & Manufacturing is coming up with a six-pocket billiard table, and Fischer Sales & Manufacturing is donating a Fiesta bumper pool table.

The MOA contributions include a mink stole and a stereo combination hi-fi and television set.

Exhibitor List

Exhibitors will include National Rejectors, James Cabinet Corp., Tape-Athon Corp., AMI, Jay Jay Records, Cash Box, Christy Records, The Billboard, Allen Hawes Kiddie Rides, Shasta Records, Mulkey Records, Star Title Strip Co., M-G-M Records, Mercury Records, Capitol Records and Decca Records.

Also, RCA Victor, Dot Records, J. H. Keeney & Co., Valley Sales and Manufacturing Co., Paul Bennett Needles, National Vendors,

United Manufacturing, United Music Corp., Capitol Projectors, Automatic Products Co., Wico Corp., and Irving Kaye Co.

Bally Manufacturing Co., Logan Distributing Co., Tusko Co., Southland Kiddie Rides, American Shuffleboard Co., Bally Vending Co., Fischer Sales & Manufacturing Co., Schroeder Coffee Machines, Cine-Sonic Co., Continental Vending Machine Co., the Coin Machine Council for Public Relations, Williams Electronic Manufacturing Co., Watling Scales, Standard Financial Co., Keeney Sales, and Chicago Dynamic Industries.

Milwaukee Group

Continued from page 78

4) Improvement of "legislative climate" was also listed by Hastings as a prime association target. He noted that bettered relations with location owners will inevitably produce a stronger voice in both city and State legislative halls for the coin machine industry.

5) Hiring of a full-time business manager. According to Hastings, whoever is hired to fill this post will be provided with an office for use as association headquarters. "This will provide our members with a central spot thru which to receive service calls."

In addition to this ambitious blueprint for the balance of his term, Hastings also stated that the local group will continue to press for a strengthened State association.

"I'm very pleased with our accomplishments to date" he concluded. "We have learned a lot of things so far. There is no good reason now why any operator in this territory should hesitate to join our organization."

Bally Shipping

Continued from page 78

pitch features, with players pressing buttons on the cabinet to pitch steel balls at the plate and to hit the balls into the outfield for hits or outs.

But the moving target feature provides a change of pace, with the batter able to score higher when hitting the target lit with a red light.

Light Shifts

All outfield targets — ranging from singles to a home run—are lit in white except one, lit in red. After each base hit this red light shifts to another target offering four extra runs in addition to the indicated value of the target.

This keeps players constantly trying to hit to a different area of the outfield.

Bally has deliberately simplified the scoring and operational action of Ball Park, eliminating what it terms "complicated, confusing target arrangements." There is a single pitch button and a single bat button, and the backglass is devoted entirely to scoring data.

New Diamond Set-Up

Miniature three-dimensional baserunners travel the base paths on hits. Miniature diamond is surrounded by realistic grandstand decoration and is set into the back-cabinet, rather than being placed on the playfield itself. Base running has been speeded up, along with score totalizing, and balls used are lighter and more lively. The game is set for three innings with three outs ending each inning. One player can both bat and pitch, trying for high score, or two can compete, taking turns pitching and batting.

Ball Park is pinball-sized, taking up just 24 by 58 inches of floor space. It is available in two models —replay and non-replay.

Seven New Belgian Arcades

Continued from page 78

opening seven Arcades in several of the resort towns in that country for the coming season. And to hear Palmer and Grant tell it, the Arcades in the United States couldn't even hold a candle to them.

Decoration

"Go go all out in decorating them," Palmer said. "Each Arcade has a certain motif or theme and it is carried out to every detail. It just isn't a matter of hanging a few pictures, but it is complete down to the lamps and drapes."

"That's right, drapes. Can you imagine an Arcade having drapes in this country?"

"The Arcades in Europe are a real center of amusement for families," Palmer continued. "They are more sedate than the ones here and there is no rowdiness."

No Minors

"The big reason for this is the fact that by law, no one under the age of 18 can go into an Arcade unless accompanied by a parent. This law presents one of the biggest problems to the Arcade business abroad," Palmer pointed out. "It is up to each manager to police his own Arcade. It's somewhat like the problem the bars have in this country of checking ages."

Palmer said each Arcade has its own manager who is in complete charge of his place. "Each Arcade is individually managed and supervised," he said.

Better Element

The International executive said that the ritzy interiors—which even include palm trees—attract a better element of people than patronize the Arcades in the U. S.

He said that some Arcades have a Swiss motif, some Oriental and

others those of various countries. Palmer said the big thing in European Arcades are premiums. "They're very important over there," he said. "They draw in the people. It seems they like to play for points."

Premiums

"We always try to provide our players with unique premiums that we import from such countries as Japan, U. S. and Holland."

"In fact," Palmer said, "we do such a business in premiums that we own our own franchises for novelties."

The two men who run the Arcades for Belgium Amusement Company are Sol Groenteman and Al Polak. During the winter, they return to the U. S. and buy equipment for the Arcades.

New Games

"They must have purchased thousands of dollar worth of equipment in the past few months," Palmer said. "They are always trying to improve the locations."

He concluded that to be a success in Europe is no different than in this country.

"You just have to know the business," Palmer said.

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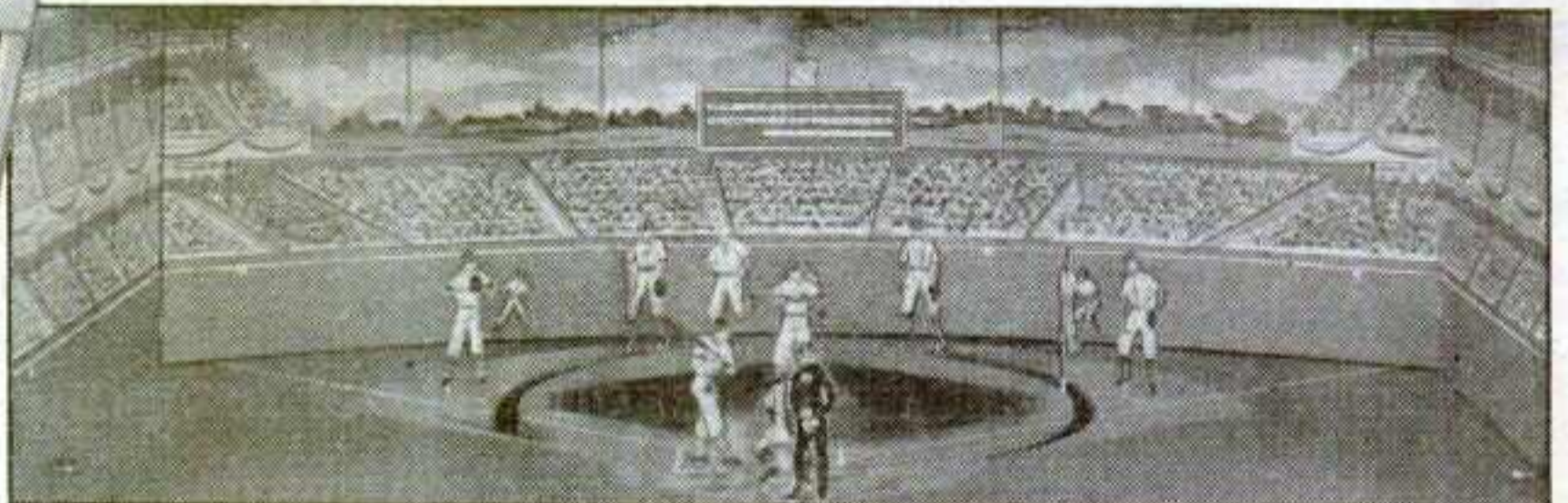


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Moving-Target Score-Booster

INSURES CONTINUOUS REPEAT PLAY

Jumbo Pitch-Bat Buttons

SPEED UP FAST 3-INNINGS GAME

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1 ST -THRU-7 TH		8 TH -THRU-10 TH	
30 ^X STRIKE	20 [/] SPARE	60 ^X STRIKE	40 [/] SPARE

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<input checked="" type="checkbox"/> FULL	<input checked="" type="checkbox"/> 1/2
BONUS SCORE	

BONUS SCORE ADVANCES

40 ^X STRIKE	20 [/] SPARE
------------------------	-----------------------

bonus builds up during game ... collects at end of game

1 to 6 Can Play

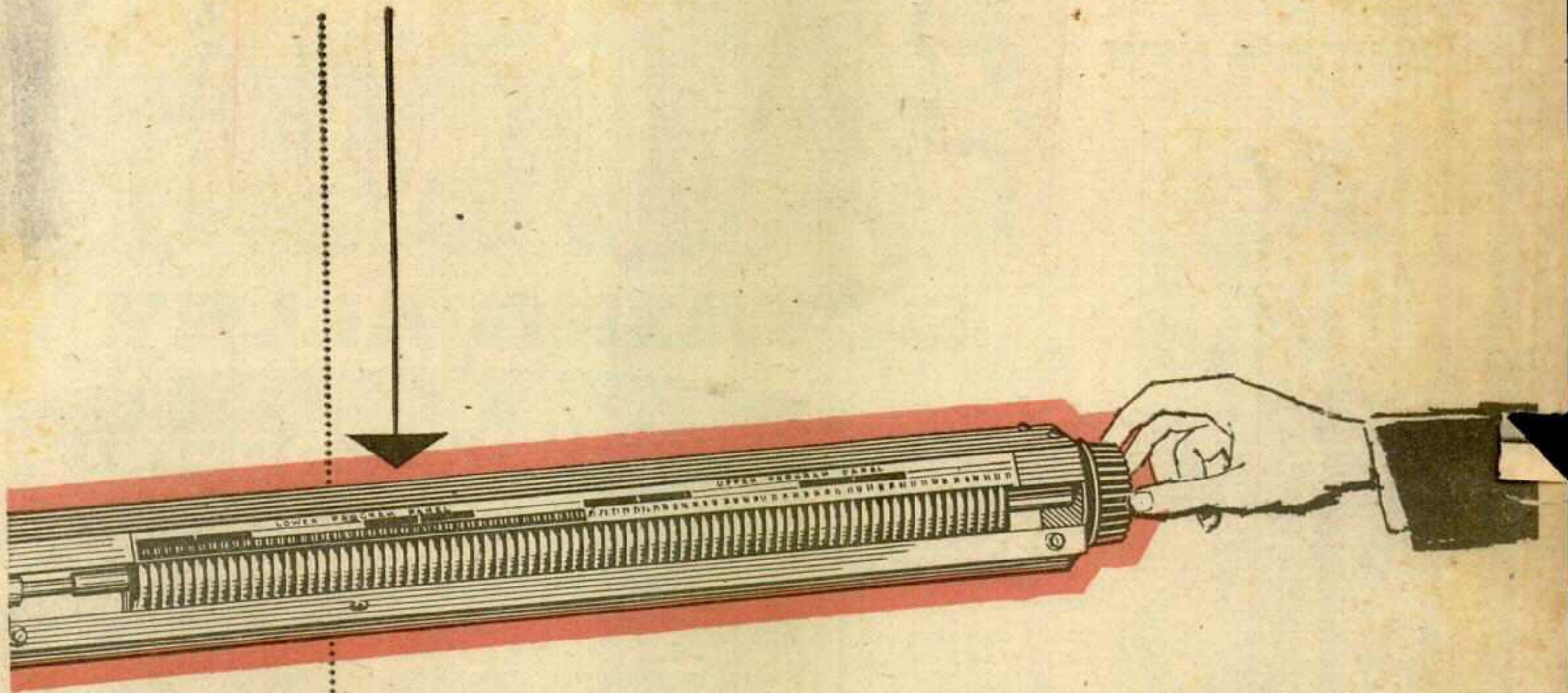
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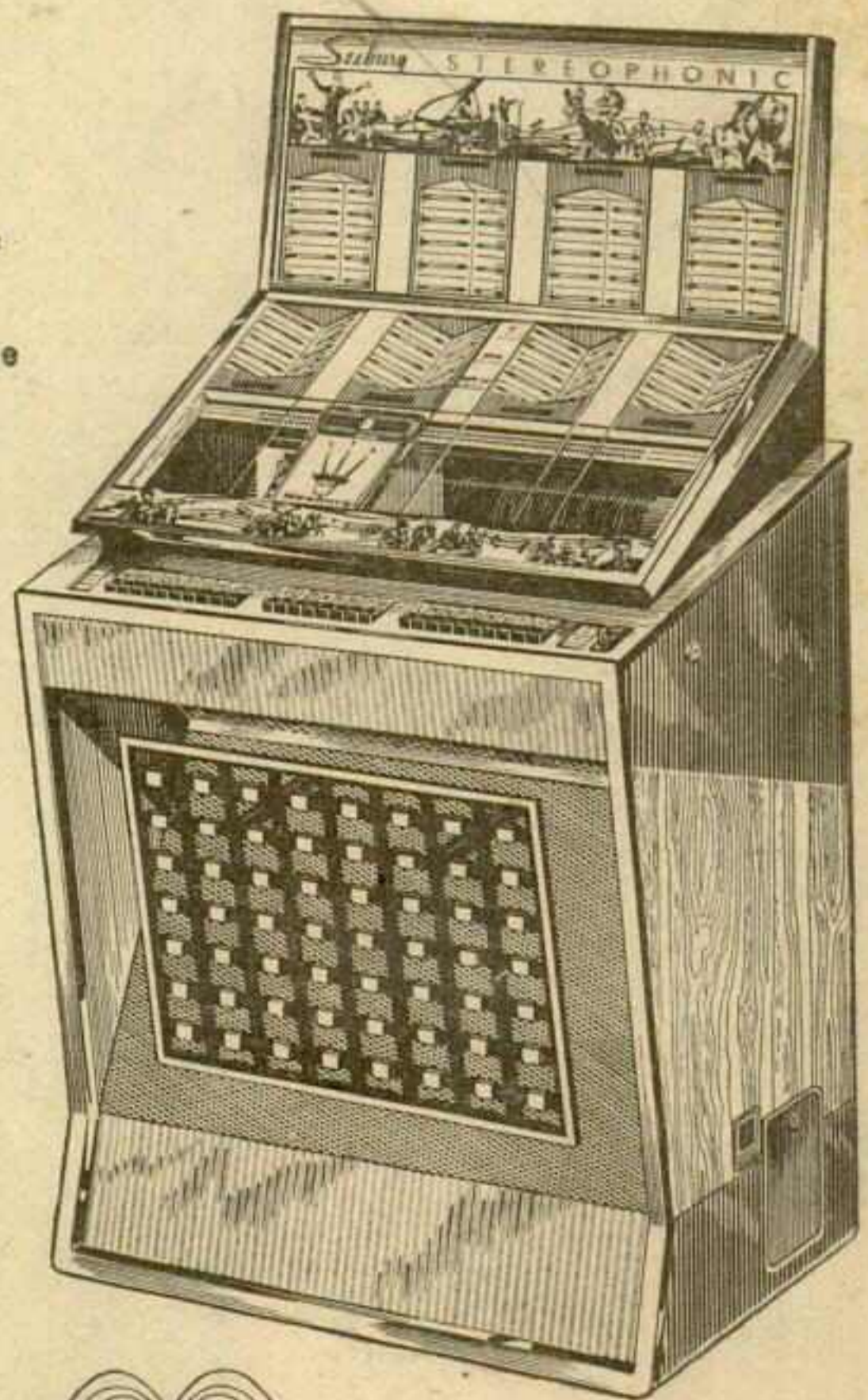
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