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MARCH 7, 1960



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



Paid Air Plugs May Sound Payola Knell

WNTA-TV Approach Sells Lip-Sync Spots for Disk & Talent Showcases

By JUNE BUNDY

NEW YORK — Paid plugs may be the solution to the payola problem. Record manufacturers and distributors have bought time on radio stations to plug classical disks for many years, but heretofore legitimate purchasers of local single time to plug and spin specific releases have been a rarity.

Pioneers in the new sales field are WNTA radio and WNTA-TV, Newark, N. J., both of which are now selling spins on a commercial basis. The WNTA radio plugs are sold from 4 to 5 p.m., Monday thru Saturday; while the WNTA-TV spin-spots are available on Clay Cole's "Monday thru Saturday Record Wagon" show at 6 p.m.

Interesting Plan

The WNTA-TV plan is particularly interesting to the trade since it applies only in cases where an artist appears on the show and lip-synchs his own record, thereby solving one of the most crucial problems in the limited-budget TV record show field.

Record manufacturers, distributors and publishers purchase lip-synch spots for \$79 per artist on the half-hour weekday shows and \$108.36 per artist on the hour-long Saturday program. Both figures represent AFTRA scale rates for artists in those periods. The station in turn pays the artists for appearing on the show. Payments are made directly to AFTRA. The station also takes care of pension and welfare fund payments for the artists.

From three to six artists are usually featured on Cole's Saturday show. The lip-synch spots are not identified as commercials until sign-off, at which time an acknowl-

edgement is made that "The appearance of so-and-so artist was sponsored by so-and-so label, manufacturer or distributor."

Offers TV Showcase

Mal Klein, general manager of WNTA-TV, said the plan is in keeping with the station's constant efforts to provide more live television programs in the local video field. He also pointed out that the plan provides young, upcoming artists a TV showcase, asking: "Where else can they display their talent?"

Klein stressed that WNTA-TV and "Record Wagon" producer Monty Bruce decide which artists they want to appear on the show on the basis of current hot records and availability. A lip-synch spot cannot be bought on the program unless the artist and record involved fit into this pattern.

Irv Lichtenstein, manager of WNTA radio, reports enthusiastic response to his new plan, whereby disks will be played on a commercial time sales basis from 4 to 5 p.m. WNTA's published rate card will prevail.

"One thing the payola probe has proved beyond a shadow of a doubt," said Lichtenstein, "is that radio sells records. More than that, without radio, all record companies would have tough sledding. The fact that some record companies have resorted to under the table deals, namely payola, to get their records played does not alter the axiom that radio and records go together. Let's start dealing on top of the table."

Bob Brown will emcee the paid-

PRESLEY RETURN SPARKS WIDE AIR ACTIVITY

NEW YORK — Sgt. Elvis Presley's return to civilian life (see story elsewhere in this issue) sparked a flock of special programming activity by stations across the country. It also cued the re-release by M-G-M of Presley's 1957 film "Jailhouse Rock."

M-G-M is making available over 200 prints of the movie, which grossed close to \$4,000,000 on its initial release. Initial bookings call for the picture to open in Cincinnati, Lincoln, Neb., and Cedar Rapids, Ia., March 9; and Des Moines, Ia., and Troy, N. Y., March 11.

Station WNEW here spotlighted "The Return of Elvis Presley" on its "News Closeup" show Sunday (6) at 7:35 p.m. labeling it "a musical, cultural, and military phenomenon of our time."

In addition to an interview with Elvis himself (taped during his arrival in the U. S. Thursday (3)), the show spotlighted jazz expert Nat Hentoff, Dr. Fabian Rouke, head of the Manhattan College Psychology Department; Juilliard instructor Dr. John Mehegan, WNEW program director Mark Olds, deejays William B. Williams, Pete Myers, and WNEW-TV's Richard Hayes.

(Continued on page 6)

plug hour, during which time WNTA will air any record, providing it is in good taste, if the time is paid for by the record company or distributor. A disk, said Lichtenstein, will be identified as to source, and commercial copy pushing the record will be permitted. Labels

(Continued on page 6)

Solons Clash Over Committee Delay on Clark Appearance

Harris, Bennett in Sharp Exch'ge; Orchids to FTC Head for Effort

By MILDRED HALL

WASHINGTON — An angry exchange over the delay in bringing deejay Dick Clark up for testimony before the Harris payola Subcommittee developed between the chairman and Rep. John Bennett (R., Mich.) last week, during a report by the Federal Trade Commission chairman on the agency's anti-payola actions.

Bennett demanded to know why Dick Clark had not been called yet, altho the Subcommittee had plenty on which to question him, with evidence of Clark's involvement in some 17 recording, publishing and pressing firms, before his network required divestiture.

Bennett Blasts

Bennett said Clark's actions "pinpoint the payola evil" to an extent far greater than the smaller fry who have testified during first two weeks of the payola hearings. Harris angrily retorted that the staff needed to complete its investigation of Clark before he "spread it on the record." Bennett said Clark's testimony would be helpful. "We don't need to wait until we have a federal case against him," Representative Moss (D., Calif.) backed up the chairman's stand.

Federal Trade Commission chairman Earl Kintner received rosy compliments on the fast and "energetic" action of his commission.

Kintner said that the 60 formal complaints processed (nine as yet to be publicly released) involved 255 deejays or other station personnel in 56 cities in 26 States, and 95 additional cases are under study. Seven licensees have taken payola. Internal Revenue Service has been given all the information, said Kintner.

Harris Wants Names

A more subtle exchange came up over chairman Harris' request for names of all deejays, and licensees involved in the FTC's complaints.

FTC Chairman Kintner agreed, but hoped that there would be no public release of the names, in fairness to those whose involvement is not yet proven.

Representative Devine (R., Ohio) emphatically hoped that the "single copy" of the names being provided to the Subcommittee chairman would be carefully guarded and receive no publicity, to avoid "trial by press."

Additionally on Clark, Bennett noted that some of the heaviest "gift giving" was demonstrable in the teen idol's case. Among Clark music interests noted during the exchange, at which Kintner said the FTC was politely waiting for the Subcommittee to finish with Clark's books before his agency moved in, were: 100 per cent interest in Arch Music Company, January Sealark, Inc., and Globe Record Corporation; plus 50 per cent in Swan Record Company in Mallard Pressing Company and

(Continued on page 3)

Pay-for-Disk Plan Proposed

NEW YORK — A pay-for-disk plugs plan was proposed by deejay Wayne Howell, WRCA, New York, back in the early '50's, via a set-up whereby music publishers would pay 25 cents per spin on a syndicated disk jockey show, packaged by Howell.

Each 25-cent fee would be multiplied by the number of stations picking up the airer, with cost of a plug hitting 100 outlets adding up to \$25. However, the plan died when the Music Publishers Contact Employee union said any publisher deal with Howell would be in violation of the contract with the union.

Presley Returns; Ballyhoo Builds As Trade Mulls First Disk Release . . .

Elvis Presley's return to the United States this week was marked by a colorful Fort Dix press conference and much talk about his upcoming "first" recording date. What material would be recorded was not known but a record number has already been assigned and distributors across the country have been given detailed breakdowns of their first allotments of the Presley disk. . . . Page 2

FTC Files More Complaints; More Firms Sign Consent Orders . . .

The FTC this week filed complaints against 16 record firms and distributors, charging them with giving undercover payola to disk jockeys. The firms named in the complaint are Fargo Records of New York, Record Merchandisers of St. Louis, Record of Cincinnati, Volk Bros., of Pittsburgh, Midwest Distributing Company of St. Louis, Commercial Music Company of St. Louis, Eric

Distributing Company of San Francisco, Big Top Records of New York and others. Seven companies, both record firms and distributors, signed Consent Orders with the FTC in which they agreed not to shell out any concealed payola in the future to anyone for broadcasting their records. . . . Page 3

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FCC Proposes Rule Changes

WASHINGTON — The Federal Communications Commission last week (2) proposed rule changes which would enable it to make occasional use of shorter-term licenses in the case of any broadcast station which it does not feel is entitled to a regular three-year renewal, and which merits closer observation during a shorter period of operation.

Commission believes that this would not only have a bettering effect on the performance of the station involved, but would also have a beneficial influence on broadcast stations generally. Comments are invited by April 1.

Next Week in the MARCH 14 ISSUE

The Billboard's Spring Spotlight on

record programming featuring today's top record talent

and including BIOGRAPHIC, RECORD AND TRADE DATA ON MORE THAN 200 TOP RECORDING ARTISTS

Victor Distrib Machinery Oiled for Another Elvis Hit

First Return Disk Still Unwaxed

NEW YORK—RCA Victor has devised a most elaborate piece of distributive machinery for handling what is expected to be a smash hit—but the record hasn't been recorded yet. Moreover, there is reason to believe that the song hasn't even been chosen. The disk in question is the first by Elvis Presley since his return to the United States.

The Billboard has learned exclusively that the disk has been assigned a record number—7740—and sales quotas for each of 21 major distributors are set. The label is looking forward to a fast sale of two million copies, but quotas were fixed to total a more conservative figure—one million. Release date was set for on or about March 16.

Probably never before have such meticulous preparations been laid for an unchosen song. Elvis, who arrived in the States Thursday (3), has made it known he will not step into a recording studio before his official discharge from the Army. This ceremony was scheduled to take place at Fort Dix, N. J., over the past weekend. Since Presley is widely known to be the boss over his own sessions, it can be presumed that his already-numbered first disk will not have a song to go with it until he catches his breath and has the chance to peruse available material—probably early this week.

RCA is gearing to ship 50 per cent of its million quota within 72 hours after release of the disk. The

(Continued on page 14)

Big 3 Streak Continues

NEW YORK — The Big Three continued its streak this year of having at least one song nominated over the past 23 years as "Best Song" in the annual Academy of Motion Picture Arts and Sciences' Oscar derby. This year two songs published by the Big Three were nominated, the two being "The Best of Everything," and "Strange Are the Ways of Love." At least one Feist, Robbins or Miller song has been nominated since 1936, and five have won the big award.

The Big Three has a 22-year record for "Best Score" nomination going as well. This year "Ben-Hur," "The Diary of Anne Frank," and "Say One For Me," have been nominated for "Best Score."

TV 'KEY THEME' CLICK FOR MITCH

NEW YORK — In another move to cash in on the current vogue for TV themes, Mitch Miller made a tie-up with CBS-TV's "Sunday Showcase" drama, "Turn the Key Deftly," which was aired Sunday (6) night.

Frank De Vol's Columbia waxing of the program's "The Key Theme" was played thru-out the 60-minute play, and opening and closing credits plugged the disk, which is a Billboard "Spotlight" this week. The tune was penned by Stan Zabka and is published by Cromwell Music.

Miller had one of the first TV theme clicks several years ago with Joan Weber's "Let Me Go Lover." Other TV theme disk hits include Miller's own "Song for a Summer Night," Spencer Ross's current hit "Tracy's Theme," Henry Mancini's "Peter Gunn Theme" and his upcoming "Mr. Lucky Theme."

Added Leeway For Phenom's Recordings

By REN GREVATT

NEW YORK — With the arrival of Sgt. Elvis Presley at Fort Dix, N. J. this week, the prime topic of conversation seemed to be, what would be on that first new Presley disk, already destined to be a gold record before it's even released (see separate story). Tho there was much speculation on repertoire, with nobody having a ready answer, other interesting sidelights did come to light.

It was learned that Presley's relationship with the RCA Victor a.&r. set up is not perhaps quite what it was when he left. In light of recent personnel changes at the exec level at Victor it has been strongly indicated that Colonel Tom Parker has insisted on increased recording responsibilities to the point where Presley becomes more isolated from direct Victor

(Continued on page 16)

Diners' Club Execs Acquire Tops Label

Bloomington, Schneider Head Group Deal; Diners' Club Not in Picture

By LEE ZHITO

HOLLYWOOD — A group headed by the two top execs of Diners' Club, Inc., last week purchased the majority stock in Tops Records (Precision Radiation Instruments, Inc.), The Billboard learned. Combine, led by Diners' prexy Al Bloomington and Board Chairman Ralph Schneider, bought out Tops prexy Carl Doshay's entire interest in the low-price LP firm he helped found a decade ago. Doshay held 80 per cent of the stock in Precision Radiation, Inc.

Other members in the Bloomington-Schneider group include Jack Lewis of Wall Street's Coleman Company and Arthur Desser of Florida's Lefcourt Realty Company. (Desser recently made headlines as Jack Paar's Florida host, thereby spurring the Harris Subcommittee's interest in possible free air plugs for Florida real estate in a film Paar had presented on his show.)

As a result of the stock purchase, Bloomington becomes

PRI's chairman of the board. Doshay, sans stock, continues at the firm's helm as prexy and retains his seat on the board. Meetings will be held next week to clarify Doshay's future status in the firm's exec structure. Should Doshay choose to shed the top exec responsibilities, he will remain with the firm on a consultant basis. Schneider, Bloomington's major partner in the Tops purchase, will be added to the PRI board.

(Continued on page 14)

SHAPIRO HEADS SORD DRIVE FOR NEW MEMBERS

CHICAGO—The Society of Record Dealers (SORD) has named Louis Shapiro, a Jersey City retailer, to head a 1960 membership campaign.

In a nationwide mailing to dealers, Shapiro claimed that SORD is responsible for the wide establishment of a 10 per cent return privilege and recent LP deals. Reminding dealers that the Federal Trade Commission has expressed an interest in pricing policies of the major labels, Shapiro said that dealers may receive questionnaires from the FTC and he urged them to provide requested information.

Meanwhile the SORD board of directors was preparing to meet next Monday (14) in Coral Gables, Fla.

Dealers Get Reassurance On Compatible

NEW YORK — Record dealers, who have recently had some cause to be shaken up regarding the possibility of early mass release of compatible stereo record, were taking heart at week's end as the result of a statement issued by the Record Industry Association of America.

In the statement it was noted that the engineering committee of RIAA had conducted "careful tests" on current recordings which are classified by their manufacturers as "compatible." The consensus of the committee was that "the aim of a compatible true stereo record is no closer to attainment than was the case two years ago." However, it was noted, "further research is being actively continued in the hope that some new means can be found that will make it possible to manufacture a completely satisfactory compatible stereo record."

Dealers were concerned with the idea of a compatible disk because of the threat posed by such a development to current inventory.

SPOTLIGHT ON WAX

Big Disk Names Stud Upcoming TV Rosters

NEW YORK — A flock of big names will be spotlighted in special TV shows during the coming weeks on NBC-TV's "Swingin' Years," March 8; "Academy Awards Songs," March 16; "Pontiac Star Parade," April 16, and CBS-TV's "Revlon Revue," March 10.

NBC's first memory show, "The Swingin' Years," February 9 sparked such strong ratings (highest number-of-viewers ratings of all "Startimes") and mail response, that the web decided to present "The Swingin' Singing Years" as a sequel. This time, the show will feature bands, singers and tunes of the post-World War II era in the forties.

Guest stars include band leaders Stan Kenton, Freddie Slack, Charlie Barnet, Woody Herman, Eddy Howard, Louis Jordan, Freddy Martin, Jack Fina plus Jo Stafford, Red Ingle and the Natural Seven, Dinah Washington, Vaughn Monroe and Ella Mae Morse.

"Academy Award Songs," which will feature all the past Oscar tunes, and the current five song nominations, will star Nat King Cole, Kay Starr, the Four Aces, Jane Wyman as hostess, and Charles Laughton and Elsa Lancaster. Last two will warble "Baby It's Cold Outside." Tutti Camarata is music director.

"Pontiac Star Parade" will star Andy Williams and guests. Peggy Lee stars in "The Revlon Revue," with Julius LaRosa as guest. Miss Lee will also appear on CBS-TV's "General Electric Theater," March 13 in a straight dramatic role for a play tagged "So Deadly, So Evil."

Also set for a dramatic role—his first—is Bobby Rydell, who starts rehearsals this week for an upcoming taped Danny Thomas Show, which will be shown in late spring. He will play a "singing delinquent" and sing one song.

Decca A.&R. Staff in N. Y. For Meeting

NEW YORK — Decca Records kicked off today a week-long series of meetings of all a.&r. personnel. The meetings were called as a result of the important increase in national sales activity in both albums and singles in the past few months.

The diskery's resurgence, particularly in the wake of recent changes in the staff set-up which, in effect, gave all a.&r. men a sort of semi-indie producer status, with each responsible for certain artists and promotion thereof.

Separate confabs will be held with Decca and Coral execs and the complete a.&r. staffs respectively to formulate plans for the remainder of the year. Strong emphasis will be placed on co-ordinated efforts with sales, sales promotion, publicity and promotion departments. Discussions will be held on long-range plans for new talent and new product. In addition to home office people, Sonny Burke and Owen Bradley will fly in from their a.&r. posts in Hollywood and Nashville respectively.

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FTC Files 8 More Payola Complaints

WASHINGTON — The Federal Trade Commission has issued 16 more complaints charging members of the recording industry with giving undercover "payola" to television and radio disk jockeys. The respondents are: Lou Fargo, trading as Fargo Records, New York City; Record Merchandisers, Inc., St. Louis, and Charles D. Gorman, Alfred L. Chotin and Ben G. Landau, president, vice-president-treasurer and secretary, respectively.

King Records, Inc., Cincinnati, and Sidney Nathan and John S. Kelley Jr., president and treasurer respectively.

Volkwein Brothers, Inc., Pittsburgh, Pa., and Carl R. and Walter E. Volkwein, president and vice-president - treasurer, respectively.

Midwest Distributing Company, St. Louis, and Paul Levy, president-secretary.

Commercial Music Company, St. Louis, the partnership of Charles Lampe, Edward A. Ochel, and John Pojl.

Eric Distributing Company, San Francisco, and Irving Pinensky, president.

Bigtop Records, Inc., and Bigtop Record Distributors, Inc., New York City, and Julian J. and Joachim Jean Aberbach, and Freddy Beinstock, president, vice-president and vice-president, respectively.

State Record Distributors, Inc., and Whirling Disk Record Distributors, Inc., Cincinnati, and Indiana State Record Distributors, Inc., of Indianapolis. Named as officers of all three companies were Melvin and Carl Herman. Herbert Harloe was named as an official of Whirling Disk.

Interstate Supply Company, St. Louis, and Dale E. Neiswander, (Continued on page 12)

COLUMBIA GUYS A BUSY LOT

NEW YORK — Columbia Records has almost as many authors penning tomes these days as it has a.&r. men. A new book about the record-music-night club business by Debbie Ishlon, Columbia's coordinator of special services, is due for release this month. Novel is called "Girl Singer" and is supposed to be based somewhat loosely on the career of a well-known singer and her well-known manager. Other book being readied by a Columbia exec concerns pop songs, and it is now being written by Nat Shapiro, director of international a.&r. for the diskery. Book, which will be called "Dear, They're Playing Our Song," is due for release the end of this year. It deals with songs during the period 1919 to 1941.

Solons Clash Over Clark Appearance

Continued from page 1

Unida, termed a "sister" to Swan Records. Clark was said to have owned 25 per cent in Vae Music Company, and one-third interest in Chips Distributing Corporation.

Kintner agreed with an insistent Representative Moss that the payola situation in broadcasting could be termed "widespread." This was an indirect slam at Federal Communications Commission Chairman John Doerter, scheduled for an afternoon appearance, for his defense of the broadcast industry. Other comments reflected on the lack of get-up-and-git of the Federal Communications Commission in attacking payola and fraud on the air. Kintner said the FCC had been very "co-operative" with FTC. Areas leading in the "classical" or direct payola, by cash or checks,

are Philadelphia, Boston, New York, Cleveland and Chicago areas, Kintner said. In addition, other types of payola from record manufacturers and distributors include royalty splits with deejays; pay for listings on deejay "hit sheets"; the "washout" practice, whereby labels and distributors pay the talent fee to the deejay or show producer, and also pay for talent for record hops, from which deejays and sponsors retain all the profits.

Other forms of deejay payola cited were expensive gifts; interests in the label, distributor, presser or music publishing company; resale of "freebies" given to distributors by manufacturers, with the manufacturer "aware" that money from the sale goes to deejays. Kintner estimated 300 out of every 1,000 the "usual" freebie percentage.

Payola at retail level was "not documented" at the FTC, said Kintner, but he believes "records are still getting push-money."

Chairman Harris also wanted a list of the 56 cities in which payola had been found, to correct any impression that the Subcommittee was trying to pillory any one area. "It would be impossible for this committee to go into all of these cases."

In connection with recent testimony in the Cleveland area, the Westinghouse people have asked to have a statement on their personnel policies included in the record, Harris said. It was agreed that the committee would examine the statement before including it.

FTC Chairman Kintner said the payola picture increases "almost hourly" at the agency, where new names keep rolling in. He said they have 116 investigators at the agency, and hopes appropriation will give them funds to add between 75 and 100 more.

DEADLINE SET FOR COPYRIGHT LAW COMMENTS

WASHINGTON — The Copyright Office of the Library of Congress has issued a ringing call to all interested in having their say in the slow but steady process of revising the 1909 Copyright Law, which has been under way for over four years. Deadline for comment will be April 15, 1960.

All persons interested are invited to write their views on any problems they want to have considered in a revision of the law, and send them to Arthur Fisher, Register of Copyrights, or Abe A. Goldman, Chief of Research, Copyright Office, Library of Congress, Washington 25, D. C.

Under a Congressional authorization, the Copyright Office with the aid of an advisory panel of specialists in the field, has been conducting a program of study of the Copyright Law, with a view to comprehensive revision of the 50-year-old statute.

The most recent copyright study release was on copyright on architectural and choreographic works, and in government publication. The study of choreographic works by Copyright Office attorney Borge Varmer, is of particular interest to producers of musical plays.

RECORD UNIT SALES IN RETAIL STORES, 1958-1959

By 4-Week Periods

NEW YORK — Trends in sales of singles, LP's and EP's over the past two years, 1958 thru 1959, in retail record shops, have been carefully detailed by The Billboard in the following two graphs. These graphs, one for the year 1958, the other for the

year 1959, give clear indication of the upward trend of LP sales and the downward trend of single record sales from the start of 1958.

At that time LP sales in units averaged only 27.5 per cent of unit sales while single records averaged 64.1 per cent of all unit sales. In December of 1959, for the first time LP sales in units outpaced single unit sales in retail stores, totaling 54.8 per cent while single sales totaled 42.4 per cent.

The graphs also show the sharp decline in EP sales which have dropped from 8.4 per cent of unit sales in January 1958 in retail outlets, to 2.8 per cent of unit sales in December of 1959.

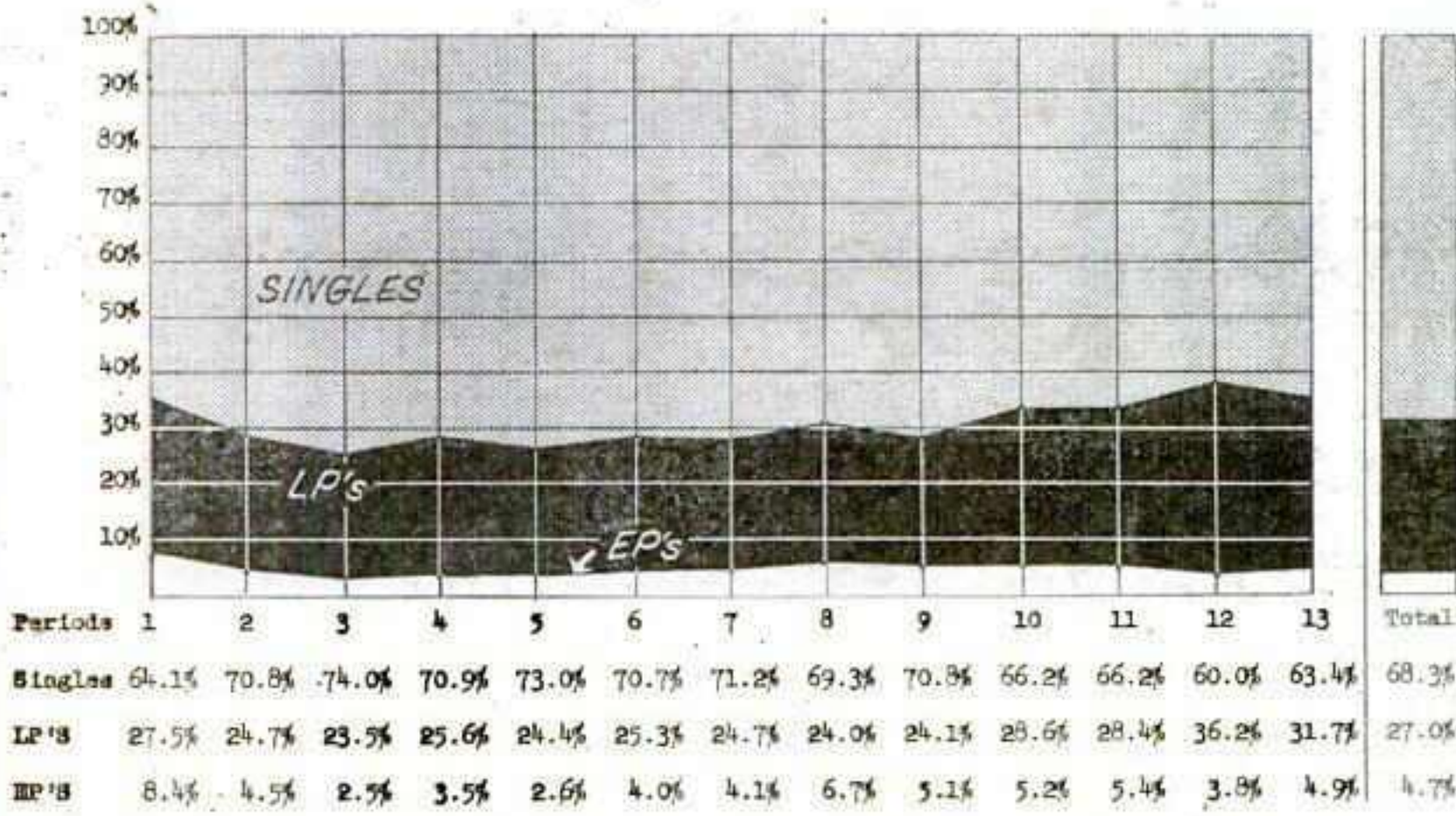
The information from which these two graphs were compiled was derived from the reports prepared by The Billboard under the supervision of the New York University School of Retailing, which analyze national trends of rec-

ord sales in retail stores. These confidential reports, which are issued every four weeks, or 13 times per year, are available only to subscribers to this service, and they also provide competitive figures by label broken by speed, price, mono vs. stereo, etc. The reports are compiled from diaries of actual cash register sales, from a scientifically selected rotating sample of record dealers across the nation.



1958 PERCENTAGE SHARE OF RETAIL STORE UNITS

By Singles, LP's and EP's

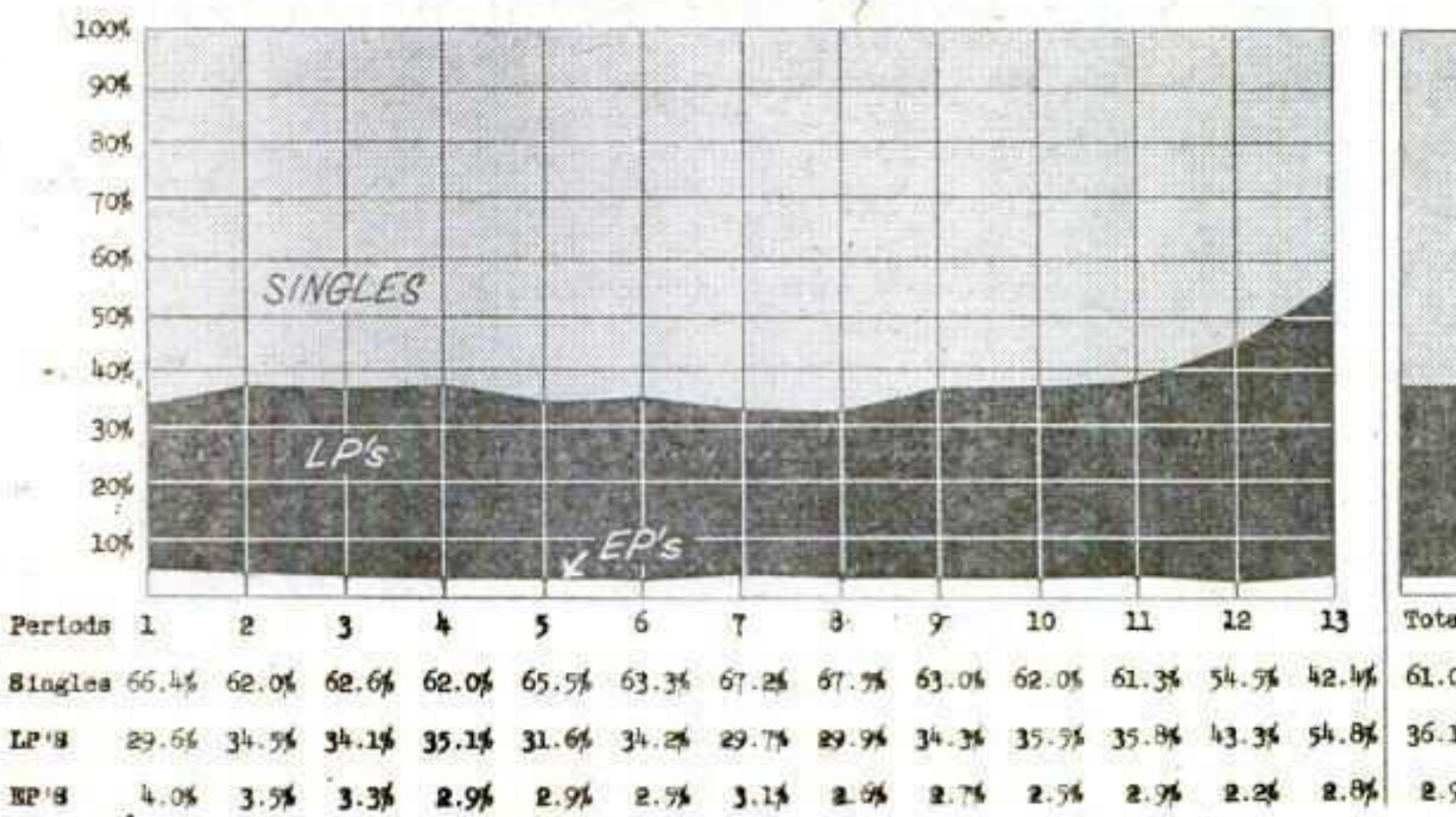


ACTUAL UNIT FIGURES in millions of units

PERIODS	SINGLES	LP'S	EP'S
(1) DEC 30-JAN 25	5.6	2.4	.735
(2) JAN 27-FEB 22	6.3	2.2	.4
(3) FEB 24-MAR 22	6.0	1.9	.2
(4) MAR 24-APR 19	6.1	2.2	.3
(5) APR 21-MAY 17	5.7	1.9	.2
(6) MAY 19-JUN 14	5.3	1.9	.3
(7) JUN 16-JUL 12	5.2	1.8	.3
(8) JUL 14-AUG 9	5.2	1.8	.3
(9) AUG 11-SEPT 6	5.6	1.9	.4
(10) SEPT 8-OCT 4	5.1	2.2	.4
(11) OCT 6-NOV 1	4.9	2.1	.4
(12) NOV 3-29	4.8	2.9	.3
(13) DEC 1-27	7.8	3.9	.6
TOTAL (107.735)	73.6	29.1	5.035

1959 PERCENTAGE SHARE OF RETAIL STORE UNITS

By Singles, LP's and EP's



ACTUAL UNIT FIGURES in millions of units

PERIODS	SINGLES	LP'S	EP'S
(1) JAN 5-31	5.6	2.5	.34
(2) FEB 2-28	4.85	2.7	.27
(3) MAR 2-28	5.7	3.1	.3
(4) MAR 30-APR 25	5.1	3.0	.25
(5) APR 27-MAY 23	5.8	2.8	.26
(6) MAY 25-JUN 20	5.0	2.7	.2
(7) JUN 22-JUL 18	4.3	1.9	.2
(8) JUL 20-AUG 15	5.2	2.3	.2
(9) AUG 17-SEPT 12	4.6	2.5	.2
(10) SEPT 14-OCT 10	4.9	2.8	.2
(11) OCT 12-NOV 7	4.8	2.8	.225
(12) NOV 9-DEC 5	3.4	2.7	.135
(13) DEC 7-JAN 2, '60	4.75	6.14	.31
TOTAL (105.230)	64.20	37.94	3.090

ARMADA Has Big Plans for Future

NEW YORK — Ewart Abner, head of ARMADA, the national association of record manufacturers and dealers, told The Billboard this week that he expected that in a few years the organization would be able to hold week-long conventions so that all labels can meet their distributors at the ARMADA conclave every summer. According to Abner, ARMADA now includes over 90 per cent of all independent distributors. Noting the great growth of record firms over the past few years, he pointed out the inability of distributors to travel to more than a few record company sales meets in a summer, as well as the inability of many labels to handle the costs of a big distributors meet. According to Abner, the ARMADA meet could be the place where diskeries display their new product and tell their distributors about their sales plans.

For the forthcoming ARMADA convention, which is scheduled for June 13 and 14 at the Traymore Hotel in Atlantic City, a number of new panels have been set up which it is hoped will help toward working out some sort of solutions

to industry problems. There will be special meetings of distributors only and special meetings of manufacturers only. Then the two groups will tell each other about their problems and make suggestions that might ease them. There are expected to be panel discussions on many subjects by both manufacturer and distributor representatives.

ARMADA was formed last year by manufacturers and distributors. Execs include, in addition to Abner, Sam Phillips, Harry Schwartz, and Nelson Verbit. At last year's meet in Chicago, 60 distributors and about 70 manufacturers were present.

'LADY' SOVIET VISIT PLANNED

WASHINGTON — "My Fair Lady" will play eight weeks in the Soviet Union starting April 18, it was announced today by the Department of State. Under the provisions of the U. S.-USSR Exchange Agreement of November 1959, Herman Levin, producer of the Alan Jay Lerner - Frederick Loewe musical, and representative of the Ministry of Culture of the USSR, reached accord in principle after negotiations conducted both in Washington and New York. The "My Fair Lady" company is expected to play three weeks in Moscow, two in Leningrad, and a week each in Kiev, Odessa, and Tbilisi.

FCC to Hold Up New Licenses of 4 Stations

WASHINGTON — Payola revelations have decided the Federal Communications Commission to hold up licenses of four Boston area stations. Both personnel and owners of the stations were linked to "payments for unannounced sponsorship" of record play, in violation of FCC Statute, during recent hearings by the Harris (D., Ark.) Legislative Oversight Subcommittee. (The Billboard, February 22, 1960.)

In the FCC's first action to hold up license renewal for hearing action, on the payola basis, the agency told Boston stations WMEX, WILD and WORL, and Medford, Mass., outlet WHIL, that the broadcasters' answers to FCC's own payola query of December 2

did not match with the Harris hearing testimony. Stations were cited "for misrepresentations" or "Failure to disclose" payola information on the FCC's questionnaire.

The discrepancy indicates a large question mark as to how seriously the country's 5,200 stations have been taking the FCC's payola question. The agency's actions indicate a hard time ahead for those stations with inadequate answers, highlighted by the three probing spotlights of the Harris Subcommittee. (Continued on page 16)

New 20th-Fox Album Series

HOLLYWOOD — 20th Fox Records will introduce its Master Art Series to be devoted to unusual albums and classical selections. Henry Onorati, label prexy, last week told The Billboard. As its prime line it will be ticketed at \$4.98 for monaural and \$5.98 for stereo.

Onorati will kick off the Master Art Series with the original soundtrack from the 20th Century Fox Academy Award-nominated documentary, "Masters of the Congo Jungle." Film was produced under the auspices of King Leopold III of Belgium and was filmed and recorded in the Belgian Congo. Album is scheduled for April release.

Onorati plans to issue one album in the Master Art Series per month (Continued on page 16)

Cap Moves Up Ferrin

HOLLYWOOD — Capitol Records last week promoted William Ferrin as Director of Special Services, replacing Vaughan Burdick, who recently was named treasurer and director of administration of its subsid firm, Capitol Records Distributing Corporation. Capitol also upped John Macedo to financial analyst in its profit planning and review department.

Ferrin joined the Capitol fold in 1958. In his new post, he will head Cap's tax and insurance and its internal auditing wings. Macedo was staff assistant in the special services department and has been with the firm since 1954.

Harris-FCC Meet Off Via Bad Weather

WASHINGTON — Snow and sleet here caused cancellation of a scheduled hearing by the Harris (D., Ark.) Legislative Oversight Subcommittee last week (4), at which members and chairman of the Federal Communications Commission were to report on the agency's anti-payola progress to date.

Earlier incidents have raised expectations of a resounding battle between Representative Harris and FCC Chairman Doerfer. The two had come to grips at a CBS affiliate meeting here on Tuesday, over the question of FCC responsibility to regulate programming, and Doerfer's excuses for the industry.

On Thursday (4) a newspaper story that Doerfer had enjoyed hospitality aboard the yacht of chain-broadcast owner George B. Storer, was expected to add fuel to the fire. This same committee has scored Doerfer and FCC commissioners at hearings last session, for allowing the licensees to pay hospitality pads. Charges and (Continued on page 16)

Esoteric Now in Eichler Wigwam

NEW YORK — The sale of Esoteric-Counterpoint Records to the Eichler Record Corporation, rumored in the trade for several weeks, was consummated this week. Eichler is operated by Aaron Eichler, well known in many trade circles as one of the leading disk dumpers.

This marks the second of the dumping fraternity to move into so-called legitimate record business in the last several months. Earlier, Jesse Selter, another kingpin of the business, became a disk principal on the occasion of the buyout of Westminster Records.

The phenomenon has led some waggish traders to note a status seeking tendency on the part of the men who buy out returns of leading diskeries at a fraction of their original cost for use in premium, disk pack and other specialized forms of merchandising.

It's understood that the Esoteric-Counterpoint catalog comprises 75 LP's of which 11 are available in stereo form. Eichler is reported to have closed the deal for about \$20,000 cash.

An interesting sidelight of the

deal is the fact that a hold-up on the actual closing was occasioned by the fact that Eichler was involved in Chapter 11 bankruptcy proceedings. He was obliged to reach a settlement plan acceptable to creditors prior to closing the Esoteric deal. Eichler had been thrown into a Chapter 11 proceeding when Sam Goody became similarly involved last year. It turned out that Eichler was one of the principal so-called Goody money-lenders over the past few years, and was holding approximately \$67,000 worth of Goody notes at the time of the well-known retailer's flop.

In regard to the future of Esoteric-Counterpoint, no immediate changes in distribution or policy were indicated. Some overseas deals for album rights in specific countries were believed in the works.

Meanwhile, Bill Fox, who originally founded Esoteric-Counterpoint in 1949 with cash in hand of \$1,000, was set to kick off a highly specialized "personality development" disk series. Initial release in this series will be titled "Reducing Thru Hypnosis," by Lynn Gordon, a well-known expert in this field. Another set being mulled now is one dealing with the subject of "massages to grow hair." In addition to his educational and premium enterprises, Fox is considering several interesting offers.

Musidisc Sets Expansion Plans

NEW YORK — Plans for expansion of Musidisc were announced this week by the label's chief, Nilo Sergio, who is also president of Gravacoos Musidisc Ltd. of Brazil.

On the personnel level, Sergio appointed Leo Peracchi and Walter S. Valverde as musical director and sales manager, respectively, for Musidisc International. Peracchi, well-known Brazilian maestro residing in the States, has already done several arrangements for the label. Valverde, headquartering in New York, was manager of the Discount Record Shop in Philadelphia for many years.

Sergio also announced finalizing an agreement with CBS International to handle export sales of (Continued on page 16)

Everest Sets Special Album Buy

NEW YORK — Everest Records has instituted a special "March-April Album Buy" which offers a specific classical and pop release (in stereo or monaural) every other month to consumers for \$1 less than the suggested list price. The kick-off period for the new plan is March 1 to April 25 after which these albums will revert to standard list price.

Selections for this initial buying span are Katchaturian's "Gayne Ballet Suite," which contains the famous "Sabre Dance," as played by the London Symphony, Anatole Fistoulari conducting, and "Here comes the Swingin' Mr. Wilkins," a big band set by arranger-composer Ernie Wilkins.

Special advertising and point-of-sale promotion is being done by the company and a complimentary copy of each of the LP's has been sent to key buyers. In addition to the new sales plan, Everest has also extended its special 10 per cent distributor stocking discount thru March 25. This discount is applicable to all orders except the two albums in the "Everest March-April Album Buy" plan.

MacDONALD ON NEW KNOCK THE ROCK EXCURSION

WASHINGTON — The payola climate of the times has produced another effort by Rep. Torbert MacDonald (D., Mass.) to bar rock and roll and popular music generally from special fourth class postal rate which currently applies to books, printed music, and sound recordings. MacDonald current bill would permit only religious, educational and scientific recording used in classrooms to get special mail rate for sound recordings.

MacDonald is making his study in the wake of sarcastic references to a "postal subsidy" allowed rock and roll records as an "educational" material, during recent Harris (D., Ark.) payola hearing.

The House Post Office Committee is considering the MacDonald effort. The group buried the Congressman's bill of last session (H. R. 5864), which barred all but "educational and cultural" records from the special rate. Under its terms, the Postmaster General would have had to sift the long hair music from the popular. Post Office spokesmen at that time said it would be impossible to decide exactly which records would qualify. (The Billboard, March 9, 1959.)

The Postmaster General reportedly supports the MacDonald bill in the changed climate of the current session. However, even the present MacDonald bill, H. R. 10822, could still put the Post Office on the spot. Music teachers and schools might want to use examples of top rock, country and western, and other types of music in their classes.

In such cases, the popular tunes would seem entitled to the special rate as "educational," altho this would go against the bill's purpose.

Billboard's Spring Spotlight on

record programming

featuring

today's top record talent

Biographies of More Than 200 Artists

plus basic record and trade data

Academy Award Winning Tunes

past winners and new nominees, with songwriter, publisher, movie and performer facts

150 Recent Standards

record, artist and label data on releases of last several years which continue to sell steadily

30 Best Selling Albums

recent LP toppers, complete with tune titles, time of each cut and other facts

Record Newsmakers

pictures of popular record artists, with newsworthy items of their most recent show business activities.

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arranger-conductor—RICHARD WESS

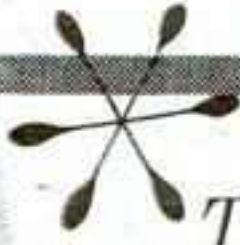
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TALL STORY

arranger—conductor TORRIE ZITO

From Joshua Logan's "TALL STORY" • A WARNER BROS. RELEASE

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Still HIGH on the charts!

That's All

*The
"MACK THE KNIFE"
album
33-104*

*Available
monaural
and stereo*



ATCO RECORDS

This One



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Playboy Mag Cancels Summer Jazz Fiesta

CHICAGO—Playboy Magazine this week canceled its elaborate plans for a 10-week jazz festival that was to be held next summer at the Chez Paree.

Hugh Hefner, publisher, gave as his reason that the mag's promotion staff is deeply involved in production of a weekly TV show and plans for setting up a national chain of key clubs. Last Monday (29) the first of three clubs opened noisily in Chicago, and others are

scheduled to follow quickly in New York, Washington, Los Angeles and San Francisco.

The TV show, "Playboy's Penthouse," starring much jazz talent, goes off the air in the spring, but Hefner said that resumption next fall is definite. A syndication distributor has been signed, a move calculated to expand the show's present line-up of 13 stations.

According to informed trade conversation, Playboy and the Chez Paree ran into a financial snag which led to the cancellation. Hefner said that no festival will be scheduled in its place for 1960 but he held out the likelihood that in 1961 the mag would stage one in the hope of topping its 1959 success at Chicago Stadium.

Mastertone Develops New Compatible

NEW YORK — Mastertone Recording Studios here, under the aegis of proxy Sidney Feldman, has developed a technique for cutting compatible stereo disks, which employs the Westrex 45-45 system.

Feldman stated that tests had proven that there was "no degradation of sound quality under normal conditions." The first disk employing the Westrex technique was made for demonstration at a meeting of the Audio Engineering Society to show that a compatible disk can be produced on Westrex equipment, a fact which was doubted in some circles at the time of the introduction earlier this year of the compatible recording process, employing the Fairchild system.

Feldman indicated that scores of disks which were produced via the Westrex process had already been subjected to continuous wear tests by being played on automatic record changers. The tests showed, according to Feldman, that the compatible stereo grooves do not wear as readily as the full stereo grooves.

The system employs an automatic variable groove depth control, which, it is claimed, allows for the cutting of loud records without the stylus jumping grooves.

Airways Ring Bells for Elvis Return

• Continued from page 1

The cards may be stacked against Elvis, since the Hayes show "The Big Beat," recently dropped rock and roll disks entirely in favor of big band wax and strictly-pop-styled items. Williams has frequently made known his anti-rock and roll attitude; and altho' Myers originally clicked big on radio as "Mad Daddy" with a Cleveland rock and roll show, his WNEW personality has been conspicuously sedate.

In line with this, the station said: "We will sprinkle Presley samples thru the program on this basis: Enough to illustrate the major points made and to satisfy Presley worshippers, but not so much as to alienate anyone who thinks he should have signed up for another hitch in the Army."

The day Presley landed, WNEW gave the event heavy coverage, via hourly newscasts, and frequent spinnings of his quieter disk "Love Me Tender."

HOLLYWOOD — 20th-Fox Records will unveil a low-price subsidiary label, Studio Records. This was revealed here last week by Henry Onorati, diskery's proxy. Albums will list at \$1.98. Material, for the most part, will consist of re-issues culled from the Fox label's earlier releases.

7 Diskeries, Indie Distributors Bow to FTC

WASHINGTON — The Federal Trade Commission announced last week that seven record companies and independent record distributors and their officials have consented to orders forbidding them to give concealed "payola" to anyone for broadcasting their records.

Companies named are London Records, Inc., New York; Sparks Music Distributors, Inc., Philadelphia and Leonard Bakliff, president; Class Record Sales, Los Angeles, and Leon Rene, president; A & I Distributing Company, Inc., Cincinnati, and Isadore Klayman, president; Laurie Records, Inc., and Abel Productions, Inc., affiliated manufacturers in New York and principals Allan Sussel, Gene and Robert Schwartz and Elliot Greenberg; Chips Distributing Company, Inc., and Harry Chipetz, president - treasurer, Philadelphia; Main Line Cleveland, Inc., and William and James Shipley, president and vice-president respectively, Cleveland.

Companies were charged with giving radio and TV disk jockeys payola to broadcast their records in order to increase sales. The jockeys conceal the fact that they are paid for broadcasting the songs and mislead listeners into believing the records are selected strictly on their merits or public popularity, according to FTC.

Consent orders specify that the respondents "must not offer or give, without requiring public disclosure, any material consideration to anyone to induce the selection and broadcasting of any records in which they have financial interest."

Agreements, FTC says, are "for settlement purposes only and do not constitute admissions" that those named have violated the law.

PAID AIR PLUGS MAY SOLVE PAYOLA PROBLEM

• Continued from page 1

are never mentioned on other WNTA record shows, stated the exec.

Many stations across the country are cracking down on label mentions on the air, including all of the NBC owned-and-operated and affiliated outlets. NBC's Chairman of the Board Robert Sarnoff last week said: "We have thoroly explored the whole area of disk jockey shows on our facilities to safeguard against any abuses. This has entailed inquiries not only among our own personnel but the record and publishing fields also."

"We have set up strict procedures for the selection of music. Record labels, for example, may not be mentioned on the air in connection with any particular record, and careful accounting is made of the number of times any single record is played."

One thing seems sure, record companies — particularly the majors — are giving serious consideration to setting up expanded promotion programs to purchase local radio time, with a view toward getting more deejay exposure for pop singles releases.

Robert Eastman & Company, station rep, is currently sounding out diskeries on the possibility of channeling promotion budgets into straight indie station advertising. However, the firm's director of creative sales, James Fuller, said many labels are afraid other sta-

A CHEEKY YANK

Brit. Sheet Belts Carlton 'Buy-American' Campaign

NEW YORK — Joe Carlton's "Buy American" campaign, and his recent exchange of correspondence with British Decca chief E. R. Lewis wherein Carlton points out that some of his American hits are being lost overseas to British cover records, has not become an international hassle. The widely-read British paper, New Musical Express, accuses Carlton of having "cheek."

The Express in an article by Bruce Charlton, notes that American music for years has been in a dominant position on both sides of the Atlantic, and adds: "Now, an encouraging swing in favour of home-produced disks has put British artists on top in this country. Much to my disgust I find that Americans are moaning about it and practically crying 'Unfair!'"

Quotes BBC

Charlton notes that Lewis, in his reply to Carlton, mentioned that

Argo Ups Mono LP's to \$4.98

CHICAGO — Argo Records, album-producing arm of Chess-Checker, this week announced a price increase on monaural packages from \$3.98 to \$4.98 effective March 15.

The label is known to have been considering also a dollar hike in its stereo items to \$5.98, but a distributor survey discouraged the move.

A similar hike was recently announced by Grand Award Records.

Both changes are noteworthy as a sign of health in the monaural market. Two years ago, predictions were widespread that mono prices would be forced down by the combined pressure of stereo and the growth of \$1.98 mono merchandise.

conditions had changed musically in England; that the BBC favors British songs and artists. In reply to Lewis, Charlton quotes Douglas Lawrence of the BBC Gramophone Department:

"It's true we try to encourage British songwriters. But when it comes to a choice between a British and an American version of the same song, the artist doesn't enter into the question. It depends entirely on performance. We are definitely not anti-American. It would be untrue, for instance, to suggest that we encourage the Michael Holliday version of 'Starry Eyed' as opposed to the Garry Stites disk."

The Bruce Charlton article adds that American records have ample opportunity in Britain — more so than British records in the States. "What's more, when they are accused of lifting American arrangements, remember the same applies in reverse—often more flagrantly." Charlton quoted some examples of this.

Carlton Records proxy Joe Carlton has replied to the article in the New Musical Express. In a note to Bruce Charlton he asks: "May I urge you to turn the other cheek and print our version of the facts," and adds:

Missed the Point

"I believe you have missed the whole point of my argument. We do not object to global exchange of music nor competition. In fact, we encourage it. The law in fact specifies that recordings constitute publication and as a result are open game to what you call covers. But there is a deeper principle which I know fair-minded people in England and America will endorse. That is, compete with our records but why copy them."

"There is no sour grapes for us in the fact that Michael Holliday's 'Starry Eyed' succeeded where Gary Stites' version did not, in your market. But you have overlooked the fact that Michael Holliday's record is, note for note, bar for bar, sound for sound, utterly and completely in concept a direct copy of the Stites record. The same applies to our record of 'Seven Little Girls Sitting in the Back Seat' which was done by the Avons... Yes, we covered the English song called 'Summer Set' but if you listen to Monty Kelly's record now so successful in America you will realize that at no time did we set out to borrow anyone's conception or arrangement... It seems to me that the moaning, yelping and blood are coming from your side of the ocean, not ours... Art and music should be encouraged to cross all international borders but they can only do so when there is some respect and tenure for originality..."

Carlton concluded with the proposal: "Let there be competition and covers, but let there not be copying and imitating. It hasn't gotten around to afford the same protection to recordings simply because an arrangement cannot be copyrighted. But when law fails one must seek other means to obtain justice for creation. That is all our company is trying to do."

PHILADELPHIA — Harry Finfer, proxy of Jamie and Guyden Records, has added another label to his recording stable. The new firm, named Cornwall Records, leads off in its first release with "The Grass Is Green," by Dick Hoyt. Finfer stated that Guyden's "Paris Goes Latin" LP is currently being used by the Arthur Murray Studios as the official "music to teach by" in each of its dance instruction branches.

Omega Offers Low-Price Pre-Pak Deal

HOLLYWOOD — Omega Records is using a low-price pre-pak offer to dealers aimed at whetting their appetites for more of its product. Dealers will receive a pre-pak containing 10 albums of five new releases in both monaural and stereo versions at a special \$10 price per box. Purchases will be limited to one pre-pak box per dealer with re-orders of merchandise going thru on the label's standard price basis.

Pre-pak will contain one stereo and one monaural copy of "Under Paris Skies," "Swingin' Night People," "Jazz at the Olympics," "Strings Around the World, Vol. 2," and the "Big Band Blast" album. All are part of the label's March release. Other items on the March release include a Sister Rosetta Tharpe album, a package of zither music, piano-duo album, a Buck Clayton Six offering and a package titled "Dreamsville" featuring Omega's new vocal group, the Moun-Keys.

Roulette Asks FTC Dismissal

WASHINGTON — Roulette Records has conceded to Federal Trade Commission that it has given "valuable considerations" to disk jockeys, but denies FTC charges that the considerations were "illegal payola."

Roulette and its officers, Morris Levy, Morris Gurlek, Philip Kohl and Joseph Kolsky, admit only having made payments to disk jockeys, and deny each and every other allegation of the Commission's complaint, issued last December. (The Billboard, January 4.)

Complaint had charged that such payments mislead the public into buying the exposed records, and divert trade unfairly from competitors.

Roulette asked dismissal of the complaint.

Greengrass Sets Firm

NEW YORK — Kenny Greengrass has organized GLG Productions as a new firm to create and handle radio and TV shows. The new firm will produce Eydie Gorme's ABC radio show, which will be sponsored by Dr. Pepper's soft drink for 26 weeks starting March 21. Greengrass is personal manager for Eydie Gorme, Steve Lawrence, Teddy Randazzo, Jack Kane, and Don Costa.

Argo Release For March

CHICAGO — Argo Records will release Ahmad Jamal's "Happy Moods" March 16. This is the artist's first since "Jamal at the Penthouse," last August. Also in the diskery's March package release is Milt Buckner's first "Mighty High," titled after his big selling single.

"Richard's Almanac," by the Richard Evans Trio, and "The Legend of Bix," by the Metropolitan Octet are two jazz packages in Argo's March schedule.



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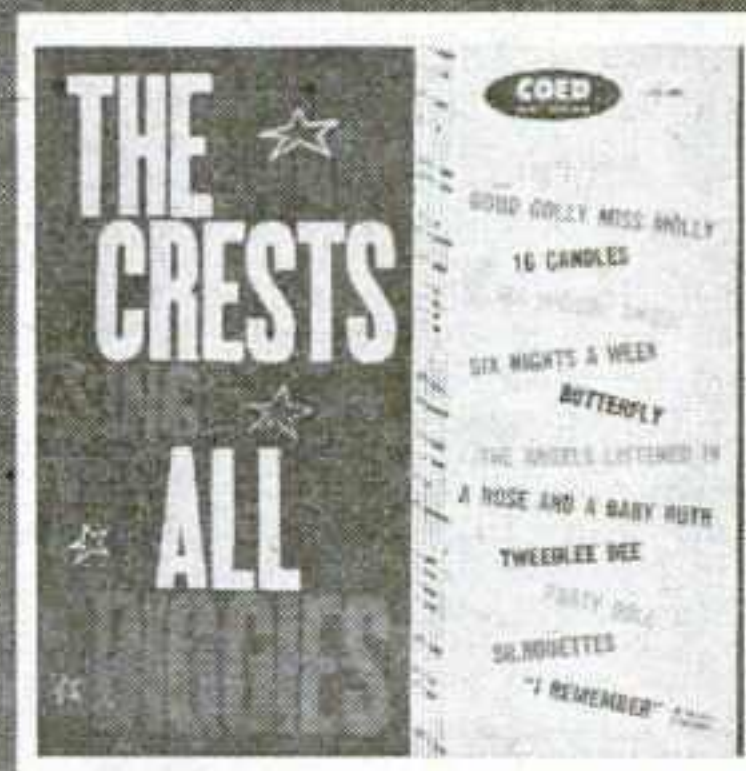
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"SUMMERTIME
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NIGHT CLUB REVIEWS

Grant Rings Copa Bell Again

Decca's swinging organist, pianist and chanter Earl Grant moved into the headline spot in the current offering at New York's Copacabana last week to the enthused approval of the moderate sized Tuesday house. Grant was brought back to the spot following a booking a few months back as number two man on a bill with Mort Sahl.

It could be said that it's a shame that Grant isn't better known with the Cafe set. If they would turn out they would find a happy, hard-working, totally agreeable cat with a load of talent. Grant races on to the floor, grabs the hand mike and promptly belts out "Takin' a Chance On Love," which is a great starter. Second up is a wild, rockin' "Ol' Man River," with the artist singing and doubling on piano and organ with the whole Copa band blasting behind him. If there's anything wrong with the act, this is the spot. It's just too loud and tends to cover up Grant's singing completely.

On the soft side, Grant offers his current disk, "House of Bamboo," and a lovely "Unforgettable." Then there's a rousing "Witchcraft"; the inevitable "St. Louis Blues," which really rocks them, and a wild hand-clapping wind-up in "When the Saints Go Marching In." At one point in the turn, a lady tippler got up and announced: "Isn't he lovely?" Grant handled the break-in like a pro, but the truth is the ringsiders agreed all the way with her analysis. Ren Grevatt.

Folksingers Score at Village Gate

The Belafonte Folk Singers are proving their worth as a welcome addition to the folk music world, enchanting the patrons at New York's Village Gate club. Consisting of 12 highly talented voices, they possess a broad range of subject matter coupled with simple black garb and astute staging. Visual facets of their performance vie strongly with vocal, for they utilize posing, marching, swaying, various groupings and dramatic lighting. Coupled with superb harmony and phrasing, the over-all effect is irresistible.

Downtown appearance has Mexican songs, sea chanteys, spirituals and laments, winding up with a floor stomping block-buster arrangement of the "Old King Cole" marching tune. The group is effective in gentle numbers, but when fully wound up, as in the Gaucho song, "Mi Caballo Blanco" and the spiritual "Didn't It Rain," the boys display power enough to rattle the walls. Audience reaction builds steadily to the beg-off level, which is justly deserved. Attendance at this folk music lesson ought to be compulsory.

This is a competent, solidly schooled chorus molded and athletically led by Bob DeCormier, who is little short of a headstander in coaxing out the best possible effort. Six weeks in Art D'Lugoff's folksy cavern will be followed by other club dates and then a 65-city concert tour in the fall. The resultant exposure ought to give great propulsion to their RCA waxings. The 12 include guitarist Steve Roland and are augmented by drummer and bassist. Others are Garret Morris, Bob Henson, Art Williams, Gonsalves, Scott Gibson, Roy Thompson and Bob Harter. Irwin Kirby.

CONCERT REVIEW

San Remo Fiesta Lacks Excitement

The San Remo Song Festival is potentially a very valuable attraction in the States. In the music trade it enjoys an international reputation as a testing ground for talent and copyrights. Overseas, its acceptance is tremendous not only at the trade level, but also among the consumers. As presented in Carnegie Hall, however, the Festival does not seem to generate as much excitement as it might.

Perhaps more thought can be applied to next year's Festival. One obvious drawback in the presentation here is the fact that much of the proceedings onstage—in addition to the chanting of Italian songs—is presented in Italian. This leaves a large part of the audience rather fuzzy as to just what is going on—even tho the voices and the songs are of high caliber. A sharp, English-speaking emcee would be a help.

Despite this lack, the Festival has undeniable class. The singers, men and women, are markedly superior; the appeal is to an adult market; and the repertoire is of a type which is currently growing more acceptable—that is, solid ballads and other song forms of mature musical quality.

This review caught the March 2 show. Other performances were held March 4 and 6. Each member of the audience receives a voting card upon which he votes for the song of his choice; and all cards are collected by ushers.

It is no secret that several New York music execs have been trying to crystallize an American Festival—their motivation being sparked by the overseas success of the Sar Remo bash. This kind of affair is good for the music business generally. Paul Ackerman.

Canada Fiesta Pacts Talent

VANCOUVER, B. C. — The Vancouver International Festival 1960, which gets under way July 22 and continues on to August 16 with a schedule of performances of opera, symphony, dance, drama, recital, films and exhibitions, has signed the famous Mexican com-

poser-conductor Carlos Chavez to conduct its Festival Symphony Orchestra, and Bolivian violinist Jaime Laredo as featured soloist. Also booked are Jerome Robbins' "Ballets: U. S. A.," and the Kingston Trio.

The Robbins troupe, which includes 35 artists, will give four evening performances on August 1, 2, 4, and 6, and matinees on August 3 and 6. The folk and pop singing Kingston Trio will appear on August 6.

SCHLESINGER TO DISTRIB POST

DETROIT — Tommy Schlesinger, widely known publicist, fashion plate, bon vivant and friend of mankind, has joined the staff of Jay-Kay Distributing, Detroit, as director of advertising and merchandising.

Schlesinger formerly served as national publicity director of Mercury Records.

In accepting his new position, Schlesinger held aloft a clipping from The Billboard revealing that LP unit sales had surpassed those of singles for the first time in history. He then gave a long speech which said, in summary, that merchandising is becoming more important than buttering up deejays. After the speech he took off, not to visit a deejay, but to help a neighborhood dealer decorate a window.

Harmony Top Seller Disc't

NEW YORK—The top 20 sellers in the Harmony line, Columbia's low price LP label, will be offered to distributors at a 10 per cent discount starting March 15 and continuing thru April 30. These top selling albums are the cream of the Harmony line, the LP's that have racked up the most sales in stores, on racks and in chain stores. They include LP's featuring, Bing Crosby, Dinah Shore, Harry James, Woody Herman, Les Brown, Rosemary Clooney, Frankie Carle, Nelson Eddy, Jose Mellis, The Chuck Wagon Gang, Sarah Vaughan, and Sammy Kaye. The Harmony Good Housekeeping Reducing record is also included in this top seller group.

HOT 100 ADDS 11

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

- 69. Sink the Bismarck (Cajun, BMI) — Johnny Horton, Columbia
- 70. White Silver Sands (Sharina, BMI) — Bill Black's Combo, Hi
- 79. I Love the Way You Love (Jobete, BMI) — Marv Johnson, United Artists
- 80. Just One Time (Acuff-Rose, BMI) — Don Gibson, RCA Victor.
- 82. Never Let Me Go (Lloyd-Logan, BMI) — Lloyd Price, ABC-Paramount
- 84. Footsteps (Aldon, BMI) — Steve Lawrence, ABC-Paramount
- 89. Apple Green (Hollis, BMI) — June Valli, Mercury
- 94. Whatcha Gonna Do (Comet, ASCAP) — Nat King Cole, Capitol
- 95. Suddenly (Maurice, BMI) — Nicky DeMatteo, Guyden
- 99. Jambalaya (On the Bayou) (Acuff-Rose, BMI)—Bobby Comstock, Atlantic
- 100. Down By the Riverside (Zodiac, BMI) — Les Compagnons de la Chanson, Capitol

Disk Pact to La Mansfield

HOLLYWOOD — Jayne Mansfield's talents, heretofore limited to album covers, now will be available in the disk groove, according to terms of a contract she concluded last week with the 20th Fox label. Diskery prexy Henry Onorati signed the actress to an exclusive recording pact during his Coast visit.

Label will issue two singles, both taken from the sound tracks of two films soon to be released, and is scheduling her first album for fall release. Initial single will be the title tune from the British-made "Too Hot to Handle," feature backed by "You Were Made for Me," which she also warbles in the film. Other single to be released later will feature Miss Mansfield singing the title tune from her film, "The Challenge," also to be backed by a song from the same pic.

ROMANCE POPS AT COLUMBIA

NEW YORK — Romance blossomed this week at Columbia Records when singles record merchandising exec Dave Kapralik announced his engagement to Leda Feldman, his secretary. Kapralik will give up his lonely bachelor life to wed the attractive Miss Feldman about the end of June. Kapralik has promised his boss, sales chief Bill Gallagher, that he'll return from his honeymoon in good time for Columbia's national sales convention in July.

Onorati plans to return to the Coast three months hence to start recording the album. Package will contain special material as well as selections from her various films. Miss Mansfield, who has graced several album covers, will be marking her debut as a recording artist.

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EDDY ARNOLD, First V.P.
Eddy Arnold Enterprises

STEPHEN H. SHOLES, Second V.P.
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Radio Station KWKH

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COUNTRY MUSIC ASSOCIATION, INC.

MEMBERSHIP APPLICATION

PURPOSES AND AIMS

The Country Music Association is a non-profit trade association for the purpose of fostering, publicizing, and promoting the growth of and interest in country music.

To make the public, especially the advertising industry, more cognizant of the commercial value of Country Music as an advertising means.

To secure increased programming time devoted to Country Music on both the network and local level in radio and television.

To promote Country Music in its entirety, with no selfish motives; to encourage the highest ethics throughout the industry; and to ensure that Country Music retains its individuality

Country Music as a type of entertainment, has enjoyed outstanding success for more than a quarter of a century as a tried and proven means of reaching the masses. The Country Music Association proposes to make advertisers and broadcasters aware of this fact.

WHO IS ELIGIBLE?

There are nine categories of CMA memberships on an individual basis, and they are:

ARTIST-MUSICIAN, MANAGER, BOOKER, PROMOTOR, ETC., COMPOSER, DISC JOCKEY, PUBLISHER, RADIO-TV PERSONNEL, RECORD COMPANY PERSONNEL, TRADE PUBLICATION PERSONNEL, NON-AFFILIATED.

The Non-Affiliated category covers a wide range—performance, society personnel, attor-

neys, record shop personnel, etc., and fans. Those who seek benefit from the popularity of Country Music should devote some time and energy to expand the popularity of Country Music.

MEMBERSHIP AND DUES

There are, at present, two types of membership—Organizational and Individual. The Organizational membership dues are based on the annual gross receipts of the business, on a sliding scale. The individual membership dues are \$10.00 per year—due on the first day of the month one year following the month in which one joins.

ADDITIONAL INFORMATION

The Country Music Association is not a static organization, but an active group which will continue to gather momentum and present a solid front.

All monies taken into the CMA Treasury, above operating expenses, will be used to promote the commercial possibilities of Country Music on a world-wide scale for the ultimate benefit office secretary is the only paid employee of all those associated with the industry. (The all Officers and Directors give their time and bear their own traveling expenses.)

Every great industry has an organization working toward the recognition of its growth and importance. This Association is dedicated to preserving the heritage and promoting the great potential of Country Music.

The CMA office will be happy to answer any inquiries.

APPLICATION-BLANK COUPON

COUNTRY MUSIC ASSOCIATION, INC.

610 EXCHANGE BUILDING, NASHVILLE 3, TENNESSEE AL 4-6640

I hereby apply for membership in the Country Music Association as one desirous of promoting and furthering the growth and popularity of Country Music.

Name _____

Address _____

Name of Business _____

Business Address _____

Category _____ Individual \$10.00 _____ Organizational \$ _____

I have enclosed check money order for _____

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MORE NEW MIGHTY HITS OF



- | | | |
|----------------------------------|------------------------------|-------|
| CRADLE OF LOVE | Johnny Preston | 71598 |
| APPLE GREEN | June Valli | 71588 |
| PROMISE ME THOMAS and 2223 MILES | Patti Page | 71597 |
| LISSABON | Clyde Otis and his orchestra | 71591 |
| DOWN BY THE RIVERSIDE | Les Barclay | 71596 |

Decca Brass Pay Honors To Cavallero

WASHINGTON — There can be little doubt that Carmen Cavallero has been an important cog in the Decca profit wheel for some few years. This fact was brought into sharp focus last week when a group of Decca's topmost mahoffs made a one-nighter trek here to pay a surprise call on Cavallero on the bandstand of the Shoreham Hotel.

Taking part in the safari were exec veepee Leonard Schneider, Decca Distributing veepee Syd Goldberg, Decca Records veepee Marty Salkin and Milt Gabler, veepee in charge of a.&r.

The quartet of veeps surprised the pianist-maestro during the first show of opening night with a presentation of a gold record of "The Eddy Duchin Story" soundtrack, for having passed the 1,000,000 sales mark since its release in 1956.

Following the show, a private congratulatory bash was held for Cavallero. A number of the more music-minded and swinging Senatorial and Congressional cats were much in evidence at the affair. Cavallero also holds gold single disks for "Chopin's Polonaise," and "Warsaw Concerto."

KNHS SPOOFS STATION LISTS

ROLLING HILLS, Calif.— At least one outlet still has its sense of humor in spite of the payola hoopla. Station KNHS here has issued a new top record list, tagged "The Sensational 72," which lists the most popular tunes in reverse order.

Deejay Steve Lovas comments: "Since every outlet in Southern California with a list claims it has the 'most accurate' or 'only accurate' one, we have decided that ours must be the only inaccurate one and refers to it as such."

Capitol Signs Pastor Troupe

HOLLYWOOD — Capitol Records last week signed the Tony Pastor Troupe to an exclusive contract, the act consisting of batoner-warbler Pastor, sons Guy and Tony Jr., and vocalist Penie Pryor. Pastor Revue has been playing the Reno and Las Vegas circuit during recent months. Cap producer Ed Yelin handled the first session in Las Vegas.

Pastor, one of the top names during the 40's, had taken over the

M-G-M Lists 12 Packages For March

NEW YORK — M-G-M Records has scheduled a dozen new packages for release this month, including nine on the parent label, two on the Lion low-priced line and one on Metro-Jazz.

Featured on M-G-M will be sets by Conway Twitty, Danny Dill, Sister Rosetta Tharpe, Tommy Edwards and Mark Dinning. Also on M-G-M will be "After Six," with the Dick Hyman Trio; "M-G-M Million Sellers, Volume I," "M-G-M Million Sellers, Country and Western Hits, Volume I," and "M-G-M Hits With a Beat, Volume I."

On Lion is a Kate Smith set, "Memory Lane," and "A Salute to Ken Griffin," while Metrojazz features "Impossible," with Pete Jolly and Ralph Pena. Point-of-sale material has been prepared and deejay samples are being sent to distributors for redistribution.

Artie Shaw band when the latter retired from the podium. He was among the foremost sellers on RCA Victor's former Bluebird label. His memorable sellers included "Bell-Bottom Trousers," "One Meat Ball," "Margie," among others.

HOME MARKET MAY GET MUZAK VIA JEC TIE

NEW YORK — Muzak may be offered, for the first time on a large scale, to the home market in a number of small towns, if present plans of the wired-music firm and its latest affiliate, Jerrold Electronics Corporation, work out.

The Muzak deal is currently being hatched between Jack Wrather, president of the multi-faceted (TV, movies, Muzak, oil wells, etc.) Jack Wrather Organization, and President Milton Shapp of Jerrold. Latter firm has now become part of the JWO, with Wrather recently elected to the Jerrold board in the wake of a stock buy involving 544,000 Jerrold shares.

Jerrold is a big noise in the "community antenna" TV field, owning nine prosperous CATV's in small towns like Flagstaff, Ariz., Walla Walla, Wash., Muscle Shoals, Ala., and supplying equipment to many more. (CATV systems provide subscribers with piped-by-wire TV signals at home from a master antenna in areas of weak TV reception.) At the same time, Muzak has long been a key organization in the Wrather group, so the planned tie-up, unveiled in New York last week, is something of a natural.

Under the plan, Muzak would

be fed, as an additional program channel, to Jerrold CATV subscribers. Jerrold may also utilize the Wrather-owned Programatic Broadcasting Service — a brand of automated radio music programming — in the same set-up. Muzak service also would be offered to other CATV systems.

Something of the potential market for the new Muzak service can be seen in the fact that the nine Jerrold CATV systems serve a total of 32,000 subscribing families. And, in the whole country, there are something like 800 CATV systems, many of them owned in group deals by firms like Tele-Prompter. It's strictly non-broadcast service; homes are fed over cables, and the TV programming is primarily (alho many pay-TV deals are on the horizon) that offered by the networks and local stations.

Jerrold is also planning its first major invasion of the consumer electronics market with a new product of interest to radio-TV dealers, audio shops and appliance stores. It's a new high-gain indoor TV antenna that can also double as an antenna for FM radio tuners. Called "Magic Carpet," the gadget is a six-by-two-and-a-half-foot piece of heavy green plastic material on which is silver-printed a flat antenna circuit.

According to Jerrold's Shapp, the new antenna will go on the market "in the next 30 days" and will carry a retail price of "under \$10." It has a gain of "about eight decibels" and will match "the reception characteristics, for FM or TV, or an outdoor antenna," says Shapp. One prime attraction is the fact that it can be placed flat under a rug and connected to a set, or installed indoors in an attic. It will also be sold thru home builders in private housing developments.

Wrather himself stated that his interest in Jerrold was primarily motivated by "the company's attractive growth pattern." In the year ending on February 29, Jerrold's net sales stood at approximately \$8,500,000. By next year, the figure should reach \$10,000,000. Shapp stated, however, that Jerrold had "no plans to enter the home electronics market with TV sets, phonos and the like," preferring to operate as a specialty supplier.

Scorching the

HOT 100

JUMPED FROM 82 to 50 to 37

"BABY, WHAT YOU WANT ME TO DO?"

JIMMY REED

veejay #333

and a

BEST BUYS

64

"JUST A LITTLE BIT"

ROSCOE GORDON

veejay #332

AND SET TO HIT THE CHARTS

"AT MY FRONT DOOR"

DEE CLARK

abner #1037

a NEW sound style voice

BILL HENDERSON

doing

"BYE, BYE, BLACKBIRD"

veejay #337

keep an eye on

"WILL YOU EVER BE MINE"

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veejay #336

VeeJay-Abner Records

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Phone: We 9-3970

SPOTLIGHT WINNER OF THE WEEK

"HOW ABOUT THAT"

DEE CLARK

Abner LP 2002

Dot Promotes Dot Vance

HOLLYWOOD — Dot Records last week promoted Dorothy Vance to national director of radio-TV relations. For the past year, she had served the label in a similar capacity in the Western region.

Miss Vance will travel thruout the U. S., visiting Dot distributors and making radio-TV calls as part of her expanded duties. She will continue to base her operations at Dot's Hollywood headquarters, and report to Dot sales veepee Chris Hamilton. Miss Vance had handled radio-TV relations for RCA Victor for seven years prior to joining Dot.

NEW YORK — Jack Dunn has been appointed to the newly-created post of exploitation director for Edward B. Marks Music Corporation, according to Herbert Marks, president. Dunn will operate in the pop, educational and serious music departments and will work on special album projects. He will also handle advertising, publicity and promotion contacts with trade and national mags, foreign publishers, wire services, etc. Dunn was formerly with RCA Victor and prior to that with Coral Records.

FTC Files More Complaints

• Continued from page 3

president, James A. Hertzler, secretary, and Clarence W. Mangels, treasurer. Roberts Record Distributors Company, Inc., St. Louis, and Robert L. Hausfater, president and Sam Rosenblatt, vice-president.

Ric Records, Inc., New Orleans, and its president Joseph Ruffino. This company also does business as Ron Record Company, FTC said. Astor Records, Inc., Pittsburgh. Mutual Distributors, Inc., Boston, and George D. Hartstone, Leon C. Hartstone, and Robert Hartstone, president, treasurer and clerk, respectively. Mutual allegedly made payoffs to a radio station. United Artists Records, Inc., New York City. All-State New

Jersey, Inc., Newark, N. J., and Melvin Koenig, president, Sidney Koenig, treasurer, Sherman Koenig, secretary and Irwin Fink, vice-president.

The complaints charge that all the companies have given disk jockeys "payola" (money or other valuable consideration) in order to increase sales of their records thru "exposure" (broadcasting a record day after day). In addition, Fargo Records, Erie Distributing, Commercial Music, and the two Bigtop concerns allegedly made these payoffs to other personnel of broadcasting stations who influence the selection of records to be "exposed."

The disk jockeys conceal the

fact that payments have been received for broadcasting the songs and mislead listeners into believing these records are selected strictly on their merits or public popularity, the complaints say.

This deception, the complaints charge, tends to mislead purchasers into buying the "exposed" records, which they might not otherwise have purchased, and also to advance these recordings in popularity polls, which in turn tends to increase their sales substantially.

The concerns' payoffs are unfair methods of competition forbidden by the FTC Act because they have the capacity to suppress competition and to divert trade unfairly from competitors, the complaints conclude.

The respondents are granted 30 days in which to file answers to the complaints.

Press Payola Coverage Ires WMBR Head

JACKSONVILLE, Fla. — Sid Beighley, general manager of WMBR, here, has been blasting newspaper coverage of the payola scandals, via a series of on-the-air editorials.

A typical editorial spotlights the following theme: "This station furnishes good music, accurate news and honest opinions. Furthermore, it has honest employees. For quite some time now these employees have gone about their jobs under something of a strain — a strain produced by the local newspapers' gleeful handling of the 'payola' scandals.

"WMBR has no respect for the payola takers, and every member of this station's staff has signed an affidavit to the effect that he has never touched any of this dishonest money. But one question lurks

NOTE TO MFRS. FROM DISTRIB

NEW YORK — Lennie Smith, head of Leonard Smith Distributors in Albany, New York, has written to The Billboard about shipping rates on records, with a specific suggestion for record manufacturers. He proposes that record companies state on all bills of lading, etc., and on all boxes of records shipped to distributors, that the records are vinyl-type, non breakable. He says this would save distributors about 15 per cent on shipping charges. The reason for this, notes Smith, is that all trucking firms and truckers live in the past. They do not yet realize that the days of breakable 78's have passed, says Smith.

Posthumous Belvin Album

HOLLYWOOD — The late Jesse Belvin's last album, "Mr. Easy," will be released this month by RCA Victor. Belvin, 26, and his wife, Jo Ann, were killed in an automobile collision February 6, near Hope (Ark.). Double funeral rites were held for the pair in Los Angeles on February 15.

Royalties from the Belvin disk sales will go to the surviving children, Jesse Jr., and Jonathan, ages four and one, respectively. He is also survived by his mother, Salena Belvin.

Belvin had been one of RCA Victor's most promising new finds. He was discovered on the West Coast by RCA Victor artist-repertoire exec Dick Pierce and was signed to a recording contract on May 21, 1958. The label had released several of his singles, among them, "Guess Who?" one of his top sellers last year. RCA Victor also issued an album, "Just Jesse Belvin."

Belvin first caught the nation's ear as the composer of "Earth Angel," one of the all-time rhythm and blues best-sellers. Prior to coming to Victor he had achieved disk stature in 1953 with his Modern Records dinking of "Goodnight My Love," one of that label's r.&b. top-sellers. On the strength of that hit, New York deejay Alan Freed featured Belvin in his r.&b. shows at the Brooklyn Paramount, the Washington (D. C.) Howard Theater, Baltimore's Royal and on a series of one-niters.

Belvin started his professional career at the age of 16 when he joined Big Jay McNeeley's band. He made his first recording with McNeeley, "All the Wine Is Gone," which reached the Top Twenty.

IT'S "MADISON TIME"*

*On Columbia Records

a "NATURAL" winner

TOP RANK INTERNATIONAL


MR. LUCKY

THEME FROM THE C. B. S. TELEVISION SERIES "MR. LUCKY"

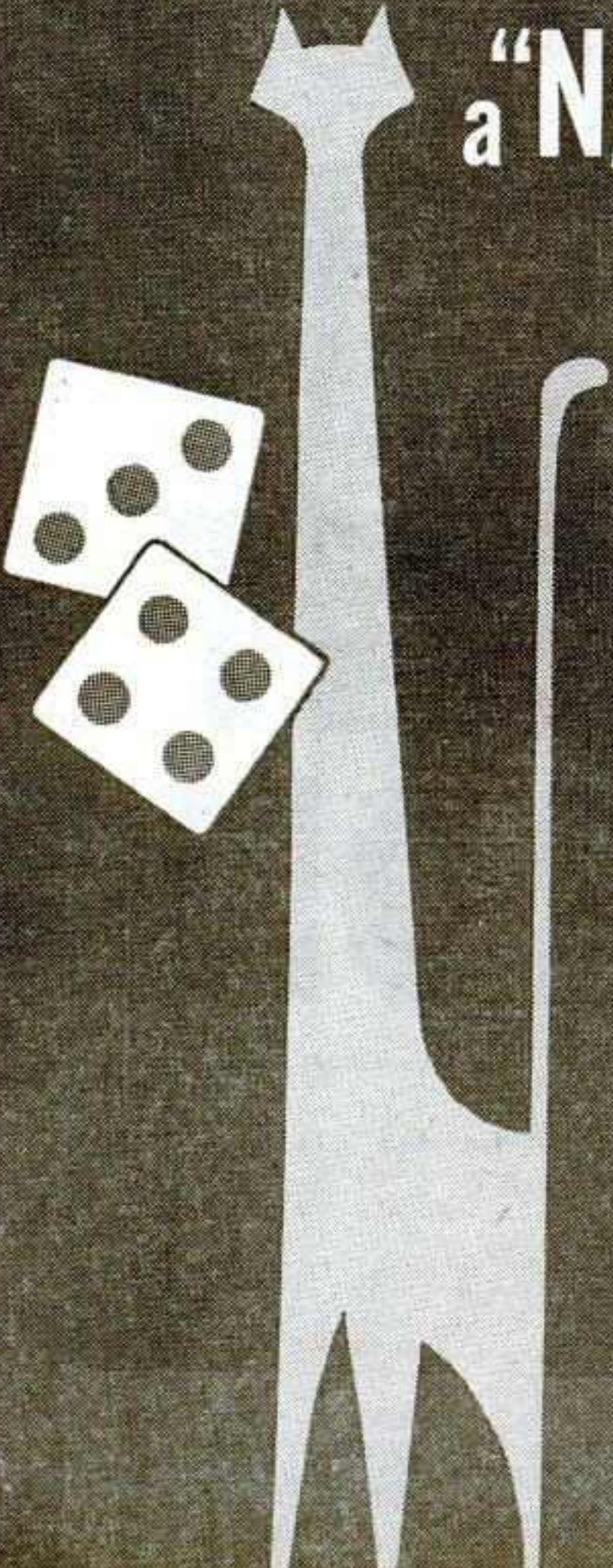
GEORGIE AULD

and his orchestra

RA-2037



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POPS
UP!**

with
another
BIG HIT!



**WEBB
PIERCE**

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THEM ALL !!

The
Billboard
SPOTLIGHT OF THE WEEK

The Cash Box
Pick of the Week

SCOOP THE MUSIC
REPORTER
SCOOP OF
THE WEEK

MUSIC VENDOR
HIT PICKS
OF THE WEEK

(DOIN' THE)

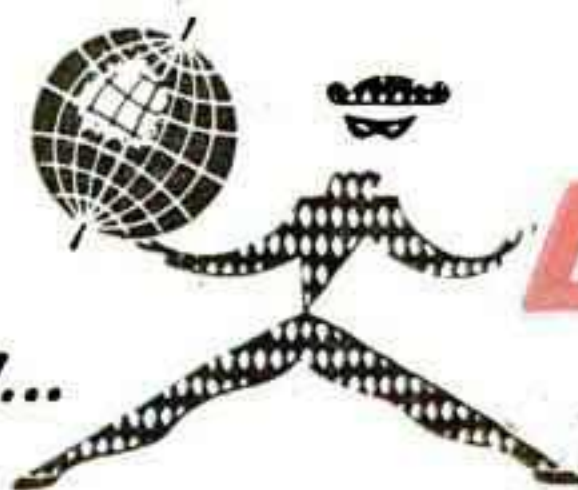
**LOVER'S
LEAP**

**IS IT
WRONG**

DECCA 31058

(FOR LOVING YOU)

a New
World
of Sound...



DECCA
Records

Diners Acquire Tops Label

• Continued from page 2

Bob Blyth, who a year ago bought into the firm to become its second largest stockholder, retains his holdings and his position as veepee in charge of sales (Blyth is the former owner of the B-B Ball Point Pen Company, pioneer firm in the mass market low-price ball point pen field).

Bloomingdale told The Billboard that the Tops purchase represented a personal investment on the part of the two Diners' execs and stressed the fact that the Diners' Club as a corporation is in no way

a party to the deal. Furthermore, Bloomingdale said there is no connection between the acquisition of Tops and the Diners' Record Club. He said it is conceivable that the record club may want to deal with Tops at some future date, just as it would with any other record company, but such transactions would be at the discretion of Bernard Solomon, head of the record club.

Bloomingdale explained that the record club is a separate corporation apart from Diners' Club,

Inc. He said that Diners' Club, Inc., holds an option to buy 50 per cent of the record club's stock and intends to exercise that option in the near future. Even in that event, Bloomingdale said, Solomon would be in complete charge of the record club and, thus, there would be no direct link between Tops and the disk club. When asked whether Solomon was part of the group which purchased Tops, Bloomingdale replied with an emphatic "no" to once again reiterate the fact that both operations are separate entities and will continue to function as such.

Why did he and Schneider team resources to purchase the low-price LP firm? Bloomingdale said both

Diners' execs felt money could be made in the disk business and therefore decided to make the investment. Furthermore, Blyth is a long-time friend of both Bloomingdale and Schneider and, apparently, the two Diners' execs welcomed the opportunity to be associated with him in an enterprise. Bloomingdale revealed that he and Schneider had negotiated for the Tops firm for some time. They held an option on the firm which was exercised last Monday (29).

Will there be any change in Tops' operating policy as a result of the new ownership? Bloomingdale said that at this time it was too soon to foresee any basic policy changes. New ownership does intend to expand the firm's over-all business volume but the avenues to be followed in achieving this goal have not been determined. Bloomingdale claimed that Tops did \$5,000,000 worth of business last year and earned \$400,000 during the 1959 fiscal period.

Tops Records was founded approximately 10 years ago by Carl Doshay, who, in conjunction with his partner Sam Dickerman, developed the firm into one of the more important low-price LP companies. During the years, Tops established a number of subsidiary labels, including Mayfair, Golden Tone, Craftsman, and others.

Three years ago, Doshay and Dickerman purchased Precision Radiation Instruments, Inc., a public stock company, which had manufactured radio Craftsmen component high fidelity equipment. Doshay and Dickerman decided not to pursue the hi-fi field, but used Precision Radiation Instruments, Inc., as the parent firm of Tops Records.

Last year, Dickerman retired from the firm and sold his stock in the company (approximately 25

First Disk

• Continued from page 2

Billboard learned. Quotas for some of the leading markets are:

New York, 72,000; Chicago, 56,000; Detroit, 42,000; Minneapolis, 24,000; San Francisco, 38,000; Indianapolis, 23,000, and Milwaukee 21,000. For comparative purposes, more than one RCA distributor tried to learn the quota for Los Angeles, a figure that for some reason has been particularly unavailable.

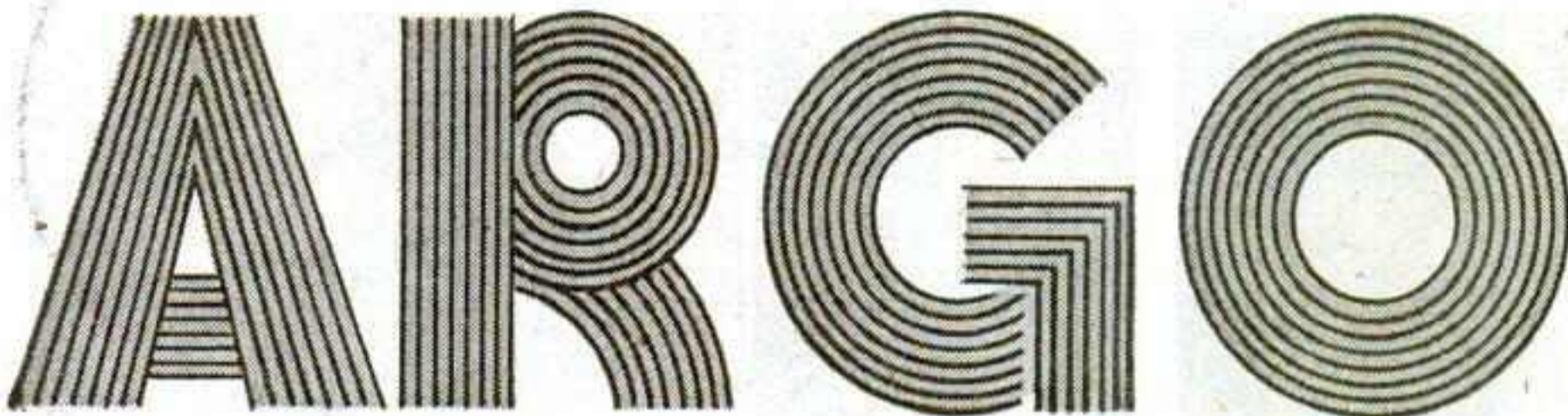
The initial pressing of a million surprises no one, considering the hoop-la expected to accompany the disk. Soon after Presley became established as a phenom three years ago, his standard first pressing was 1,300,000 copies. Shortly before his Army induction, when Elvis platters settled down to an average sale of 1,300,000, initial pressings were proportionately cut to 700,000.

The big question unanswered by the detailed plans was "What kind of tune will Presley's first be?" Admirers of the Elvis Presley-Tom Parker genius for doing the unexpected were up a tree trying to outguess the pair. But one Midwestern distrib took a safe and sound position:

"I'll bet you it'll be a rock tune on one side and a slow one on the other."

per cent) to Doshay. Concurrent with Dickerman's exit from the Top fold (at that time blamed on ill health), Blyth bought into the company to become a veepee.

Doshay's sale last week marks the culmination of numerous on-again-off-again deals to acquire the Tops firm. Among bidders in the past were Hal Roach Jr. and Columbia Pictures Corporation.



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**IT'S
"MADISON
TIME"***

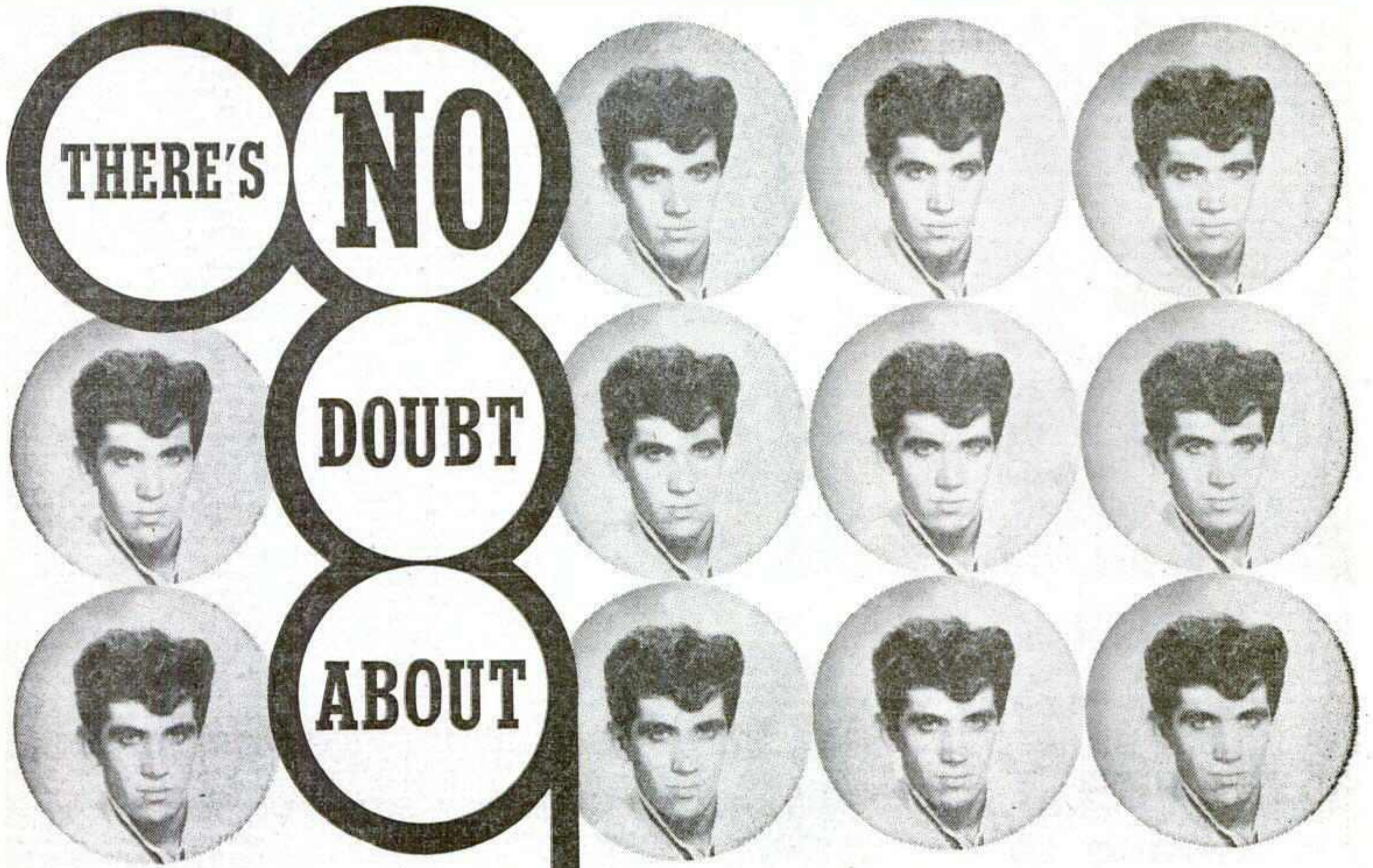
* On Columbia Records

INTRODUCING
JOHNNY MCKAY

After You
B/W
**I Whisper
Your Name**

UA 211
ON UNITED ARTISTS





Randy Lee

His smash debut for Everest singing

"The Question" #19332

b/w "Open Up Your Arms"

is heading for the top

Billboard "Spotlight Winner of the Week," Feb. 22nd — Cash Box "Pick of the Week," Feb. 27th

Everest Records

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Doerfer Stand Irks Committee

WASHINGTON—Testimony by Federal Communications Commission Chairman John Doerfer before the Harris (D., Ark.) Legislative Oversight Committee last week (4), maintained his stand that payola was not widespread among the "licensees themselves," but largely concerned deejays and personnel. (Only part of the Doerfer testimony was available at Billboard's deadline.)

Under testy questioning by Committee Chairman Harris, Doerfer admitted there had been no tabulation of how many stations indicated payola involvement in the 4,900 answers received by the FCC in its payola inquiry. Doerfer said the processing of the material would take "considerable time."

Chairman Harris felt the lack of tabulation was particularly serious, in view of Doerfer's insistence that payola was not "widespread." Representative Mack (D., Ill.), reviewing FCC chairman's proposals for correcting payola and fraud in broadcasting to date, said: "You people sit back and take action only when Congress calls it to your attention."

In Doerfer's prepared testimony he pointed out aspects of payola which came up in the answers to FCC's inquiry. These were principally the gift of "freebies" to stations; payment to deejays for conducting hops; free "junkets" and other hospitality for deejays paid by record companies and distributors. Doerfer said over half of all stations replying to the query (4,600 out of about 5,000) said they got records from manufactur-

Musidisc Plans

• Continued from page 4

Musidisc product in those areas where the company does not have pressing arrangements. Gravaoces Musidisc has also a contract with M-G-M Records to release that label's product in Brazil. Gravaoces now represents three American labels there — the others being Vox and Grand Award.

Meanwhile, a special deal for March on the label's catalog has been announced by Vernon Plank, veepee and general manager of Musidisc International. Distributors and dealers get one free LP with every five purchased, applicable from March 10 thru 31. This includes "Stereo Surprise of 60" and "Duel" (featuring torero selections). A second March release, "Concert for Lovers," featuring the Magic Strings and Golden Brass, brings the total package deal to 10 albums out of which any choice may be made.

Plank also announced appointment of six new distributors. These are Canadian Music Sales, Toronto; Mutual Distributors, Inc., Boston; Summit Distributors, Inc., Chicago; Allen Distributor Company, Richmond; Commercial Music, St. Louis, and Allied Music, Detroit.

Large metropolitan stations get nearly all their library records free, plus many additional copies. They deny selling these, but admit giving them away for prizes. They deny that "freebies" influence play.

Medium market stations say they must pay manufacturers for records, but at special rates, on an annual fee basis. Small stations say they can't get any free records at all.

Harris-FCC Meet

• Continued from page 4

court action against FCC Commissioner Mack grew out of that hearing.

At the CBS meeting, Harris said Doerfer's defense of a hands off policy for programming, and his insistence that only a minority of broadcasters were involved in deceptive practices, were in line with deejay statements defending payola during Harris hearings. Harris referred to the now famous remark of deejay Stan Richards that payola was only "the American way of life — you do for me, and I'll do for you."

Doerfer was given "equal time" for an impromptu answer, at the suggestion of CBS President Frank Stanton, and defended his position. Doerfer said he agrees with the Subcommittee report in its proposals to uproot deception in the industry. He also agreed that "reasonable" measures should be taken to prevent any repetition. However, the implication remained that Doerfer has not moved from his position that the agency had no right or duty to interfere with individual station programming. Doerfer was applauded heavily.

Both Harris and Doerfer are in agreement on one point, and that is the need for a milder penalty for broadcasters than revoking their licenses. In line with this, the FCC has proposed shorter license period for those broadcasters who have been put under a cloud as a result of recent probes. (See separate story.)

FCC Holds Up

• Continued from page 4

mittee, the FCC, and the Federal Trade Commission.

Individually, FCC says testimony at Harris hearings by Boston deejays and station owners reveals payola from distributors to WMEX, the Richmond Bros. outlet, which at one time took \$1,400 from a Boston distributor to feature its records for 13 weeks on the station's "Gold Platter of the Week" program.

Additionally, FCC says, the payola findings raise a question of station eligibility "character" basis, and of license responsibility for selecting its own program material. FCC also wants to know just why WMEX switched to a music-and-news formula as soon as present owners acquired the station.

Similar questions are asked of Boston station WILD, and WORL. Payola on WORL was revealed in testimony by Harry Carter, president of Music Suppliers, Inc., and Donald Dumont, president of Dumont Record Distributing Company, the FCC points out.

WHIL, of Medford, Mass., is queried on its horse racing information, as well as on payola.

In another action, the FCC granted request by National Association of Broadcasters for an extension of time to file comments and replies on the agencies' proposed anti-payola and fraud rulings, until March 22 and March 31 respectively, for comment and replies.

New 20th Fox

• Continued from page 4

as part of the over-all 20th Fox monthly release. He said he recently signed Spanish guitarist Roguero Roguera who will be released as part of the Master Art Series. Others to appear under the 20th Fox M-A banner will be several young classical artists recently brought into the 20th Fox fold including violinist Kaes Kooper and pianist Mary Louise Boehm.

Added Leeway for Recordings

• Continued from page 2

authority than any other artist on the roster.

Even now, certain revisions are being written into the Presley Victor contract. These are known to deal to some extent with tax matters, but it is seen as likely that certain personnel relationships with the artist may also be spelled out in the pact. It is also known that veepee George R. Marek has assured Colonel Parker that Parker can continue to work closely on all Presley-related matters with veepee Bill Bullock, even tho Bullock is not in the slot he held when Presley went overseas. Thus it is seen that with Presley at Victor, it is what could be called a different scene.

Meanwhile, Presley returned to the States and was given a rousing welcome at a special press conference held Thursday morning (3) at Fort Dix under conditions which hardly could have been worse. Despite a snow storm which quickly reached blizzard proportions, a great bevy of newspaper, magazine, TV, radio and newsreel people braved treacherous highway conditions to reach the post.

One of those making the press scene, was red-headed, voluptuous actress, Tina Louise, who came ostensibly to represent a New York radio station.

The official proceedings got underway when Nancy Sinatra, 19-year-old daughter of Frank Sinatra, presented Presley with a gift from her father of a box of fancy shirts. Sinatra had planned to be in the welcoming party (the two will appear in a spectacular together on ABC-TV May 12) but sent his daughter as an emissary.

To a trader, much of the questioning of Presley had to be judged as square. The matter of his marriage plans was covered at least six times, while that of his hair and sideburns came up at least four times.

Presley noted in answer to a question that he had brought back "a couple of German guitars," and that as singers he liked "Dean Martin, Mr. Sinatra, Patti Page, Kitty Kallen and quite a few others."

Another questioner wanted to know, "Did you ever get chewed out by a superior?" to which the chanter replied by holding up a "certificate of achievement in recognition of Presley's faithful duty and service." This gassed the newsreel men and still photogs and kept them in a hubbub for five minutes.

Meanwhile, outside the window of the auditorium there was a gathering furor of another kind. This was a small army of teen-age fans who squealed and pounded on the windows till an orderly was sent to quiet them down. They did not quiet down, however.

In answer to another pointed query, Presley answered that no, he did not have 19 public relations men assigned to him in Germany. "There was only one, a captain and he was for the whole division," Presley noted. Another questioner, one who recently wrote a paperback book on Presley, wanted to know, "Have you read any books lately?" "The Army Times and the Stars and Stripes," was the Sergeant's answer.

Regarding a so-called threat of competition from new singers, Presley said, "I think there's room for everyone. If somebody makes it, I'm all for him. More power to him." He added that his own plans called for completion of the movie "GI Blues," and recording as soon as possible. He left no doubt that

he intended to keep on singing rather than ever give it up for a movie career, however.

A last questioner, noting that one young lady reporter had described Presley as "the sexiest man I've ever seen," wanted to know the singer's reaction. Presley said: "Where is that young lady now?"

Thru the questioning, Colonel Tom Parker sat on the floor next to Presley puffing contentedly on a cigar. Other traders present included Gene Aberbach, Steve Sholes, Tom Diskin (an associate of the Colonel) Freddy Bienstock, Herb Hellman and Bob Kotlowitz.

Late Friday it was reported that Presley and company were snow-bound at Fort Dix, altho discharge was expected Saturday morning (5). It was learned that on the way back to New York, Miss Louise and her companions got stuck in a snowdrift on the New Jersey Turnpike.

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"PARADISE"



THE NATION'S BEST SELLING RECORDS

BUILDING TURNOVER

Selected Home Tryouts Of Stereo Equipment Pay

MT. CARMEL, Pa.—The high-fidelity and stereo retailer has got to "go a little farther" to get the sort of turnover he wants on better priced stereo equipment, according to Ronald Evans, of Mt. Carmel TV and Appliance Company here.

"Going a little farther" as Evans sees it is a matter of focusing the prospect's interest on a particular stereo set, loading it into a truck, delivering it to his home for a tryout period which may range anywhere from one day to a week.

Home demonstrations of this sort have become standard with the Pennsylvania store ever since Evans and his partner Jim Pitingolo experimented with a demonstration of this type. A single stereo customer was selected, a home demonstration set up, and the set sold on the second day it was used. A second set and a subsequent third set, sent out on the same sort of demonstration, likewise sold. Since the beginning of the current winter, something like \$10,000 worth of stereo sets in the better price ranges have been successfully sold on the home demonstration basis, proving that the extra effort which goes into this form of selling was well worth while. "People know when you are going to extra lengths to please them," Evans pointed out. "A home demonstration which gives the entire family an opportunity to listen to favorite records in stereo, and to pass on the entertainment value of the set stands head and shoulders above a store demonstration. Eventually, the family will approve the purchase. We have never had to pick up a demonstration as yet."

In that latter statement lies the proof that a careful checking job on each prospect before the stereo set is delivered, is important. The store is by no means careless in the loaning out of demonstrators in this way. Years of experience

in merchandising television have convinced the partners, however, that they have a fool-proof system for determining the prospect's reliability. A well-established credit-check system, plenty of references requested from the customer, ownership of the home involved, and similar points all add up to complete freedom from damage, or theft, where a stereo set is sent out.

Every prospect goes thru the same format which consists of demonstrating first high-fidelity equipment, then two-channel stereo, then three-channel stereo, in all price brackets, to help the customer decide just about what level he wants. Then, a "loaner" or even the set which the customer has shown a preference for is shipped out. Using extremely careful methods, the set is carefully padded, placed in a heavy cardboard carton, carefully delivered to the customer's home, and installed, with a short check-out for all members of the family who are likely to be operating it. This, of course, requires extreme care, and is an expensive proposition. In view of the returns which have been accomplished, however, it is "the cheapest sort of investment" the Pennsylvania dealers declare.

Usually, the prospect who is okayed for a home demonstration of this sort is a better income home

(Continued on page 21)

3M '59 Sales, Earnings Set Record High

NEW YORK — Minnesota Mining and Manufacturing Company had the highest sales and earnings in 1959 in its history, according to the firm's annual report issued last week (2). World wide sales totaled \$500,675,932, from which the firm's net income was \$63,564,729. This income is equal to \$3.74 a common share.

Sales for the domestic and Canadian operations totaled \$446,580,323 in 1959, and the net income was \$60,262,440, equal to \$3.54 a share of common stock. This compares to domestic and Canadian sales of \$376,293,016 in 1958, when the net income was \$43,879,033, or \$2.58 a common share.

Foreign sales jumped to \$95,000,000 from \$79,000,000 in 1958. Stockholders were informed by H. P. Buetow, president, and W. L. McKnight, chairman, that 3M earnings in foreign markets had doubled since 1955, and were now equal to total 3M sales of 12 years ago. The company said that its sales in 1959 fell into the following categories: tape and allied products—21 per cent; graphic products—20 per cent; coated abrasives and adhesives—15 per cent; electrical products—16 per cent; chemicals and plastics—6 per cent; building products—6 per cent; foreign—16 per cent.

UNIQUE LOW COST HOME SPEAKER INSTALLATION

COLORADO SPRINGS, Colo.—Something unique in home speaker installations which achieves room-to-room music for a minimal cash outlay has been recommended by H. J. Dankert of Peyser and Company, Colorado representatives for the Utah Radio and Electronic Corporation, and is of particular interest to dealers with service departments or who specialize in installations.

In 12 different dwellings he was shown, Dankert noticed that music played loud and clear in all rooms of each house he visited. But never did he see a speaker. Dankert then discovered that a 12-inch speaker had been mounted on the cold air duct of the heating system, which

then acted as a huge speaker network operating from one phono source, and was spreading music thruout the home.

Installation is relatively simple. Two holes are drilled thru the sheet metal of the air duct, a hole is then cut equal to the size of the cone of the speaker, two more holes are drilled to correspond with the mounting hole thru these holes and the speaker is attached to the duct.

With the speaker mounted externally on the duct, it never interferes with the flow of air, and, according to Utah engineers, there is no increase in the normal deterioration of the speaker.

AUDIO NEWS BRIEFS

C. D. Du Bois has been put in charge of the newly created Marketing Administration Department of Ampex Audio, Inc., of Sunnyvale, Calif. Du Bois, who for the last two years has been dealer finance manager, has the heads of three sections reporting to him, the order service manager, the director of market research and analysis and the supervisor of dealer finance. . . . New manager of radio and high fidelity design at Sylvania Home Electronics is Bernard Amos. . . . George P. Lyon has been named administrative engineer of the same company.

Rein Norma is the new manager of engineering for the Audio Products Division of Ampex Corporation. Prior to coming to Ampex, Norma was vice-president of the Fairchild Recording Equipment Corporation. . . . The Admiral Corporation has doubled its field merchandising staff to strengthen the company's marketing operations, and John F. Geisel, Wallace Ober-

moeller, John F. Daly and William R. Kuzelka have been appointed field merchandising specialists. . . . The Graybar Electric Company, Inc., of Los Angeles has been named as Sylvania TV, radio and stereo hi-fi distributors in Los Angeles, San Diego and Phoenix, Ariz. . . . Zempel Bros., who operate four music and appliance stores in Connecticut have been named as exclusive TV and appliance store dealer for Capehart stereo high fidelity instruments and television for the Connecticut area. . . . Glaser & Steers has announced that Meyer & Ross of San Francisco will be the company's representatives in the Northern California-Northern Nevada area; Southern California, Southern Nevada and Arizona will be handled by Floyd Yudelson of Los Angeles.

The Ampex Corporation has created a new affiliate to market its tape recording products in Canada. Titled Ampex of Canada, *(Continued on page 45)*

Audio Feedback

THE HIP HINTERLANDS

The public is more aware of the fine points of audio than you might think, or so a friend of ours at network flagship WABC, New York, learned last week. The station has currently been running a local talent recording contest in connection with "Bourbon Street Beat," hour-long, private-eye show aired on ABC-TV. Some 1,100 schools in the New York area are participating, sending in recordings of school bands, fledgling singers and the like. The other day our WABC friend got a call from the principal of the Sewanaka High School of Long Island. The principal had a problem.

"There's one point in the contest rules I don't quite understand," the principal began. "I'm not quite sure what you mean when you say 'recording.'" Our friend politely began a terribly basic discussion of the fact that you can now record on disks or on tape, etc. "Oh, that's not the problem," the principal interrupted. "We're going to tape the session. It's just that we didn't know if you wanted it monophonic or stereo." Our friend assured the Sewanakanite educator that either would do and hung up, somewhat shaken.

ADMIRAL FIRES BACK AT JAPAN

In the hot rivalry between Japanese and U. S. electronics firms for the U. S. transistor radio market, Admiral is about to fire the latest salvo. On March 20 Admiral will break sizable black-and-white newspaper ads, complete with dealer listings, in more than 80 cities for its newest portable—a \$29.95 seven-transistor, U. S.-made radio. "Another major blow to the Japanese electronics invasion of this country," Admiral gold-stripers told the press in announcing the new model.

Admiral isn't being subtle in the ads. Headline copy proclaims the Super 7 model to be "First 100 per cent American-made, seven-transistor vest-pocket radio." In body copy, just in case anyone missed the point, Admiral adds: "100 per cent American quality components—not just assembled here. No inferior or difficult to replace foreign parts." The general theme is also carried out in display stands, streamers and other point-of-purchase material.

On the other side of the bamboo fence among U. S. electronics makers, some Admiral rivals are playing it a different way. Packard Bell has recently signed a 10-year deal to import Japanese-made transistors to be sold under the firm's U. S. name at a rate that should reach 15,000 per month this summer. Emerson is currently importing the same volume of Japanese-made pocket radios to be sold under the Jefferson-Travis label. And the general U. S. rate of Japanese radio imports, now topping 6,000,000 annually, continues.

WASHINGTON GETS RADIOACTIVE

If you stock low-powered, "no-license-required" transceivers that operate in the so-called "citizen's band" (between 26.965 and 27.255 megacycles), be careful how you feature them in store sales pitches. The FCC has recently turned thumbs down on the use of the band for the chatty brand of distance-probing long a favorite of licensed ham operators, of which there are now more than 200,000 in this country, up 285 per cent since the end of the war.

Under the new rules there's to be no more home-grown attempts to call in other "citizen's band" set owners (there are some 80,000 in the U. S.) in distant areas to swap names and addresses. That's for the hams with the FCC licenses and a wave length of their own. Talk on the "citizen's band" can't run more than five minutes at a stretch and must be followed by two minutes of silence. Admittedly, this will put something of a crimp in the sales (average: \$120) of components, kits and units designed to work in the "citizen's band," but the FCC plans to be tough about it.

MAGNAVOX'S ANNUAL SALE

Usually the strictest of fair traders, Magnavox relents annually long enough to allow franchised dealers a clearance sale. The current one is slated from March 14 to April 2 and will see some brisk activity among Magnavox dealers. High-end items, such as the Stereo Theater TV-phono-radio combo, for instance, will temporarily be price-dropped from \$389.90 to \$339.90.

THE AUDIO WORLD OF TOMORROW

The fanciest dealer display in a long time has been intriguing music fans at Macy's in New York. It's the brain-child of Stromberg-Carlson and Macy execs, and is designed to show what a well-equipped home in the 1980's may have to offer a tenant with a flair for electronics and a fondness for home-reproduced music.

One gimmick is the use of Corono Globes, a far-out type of all-electronic loud-speaker that will fill the house with non-directional sound. Another is a small Dial-Q gadget that allows the armchair occupant a choice of listening to taped stereo, watching taped TV, yakking with his neighbors, or tuning in on Junior in

(Continued on page 21)

NuTone Exhibit Show Highlight

NEW YORK — The audio highlight of the Fifth National Electrical Industries Show at New York's Coliseum this week is the exhibit set up by the Electronic's Division of NuTone, Inc., which demonstrates their built-in Stereo Intercom-System.

This unusual system, designed to be built into the walls of a house, is the first to combine stereo with a sound distribution system. The amplifier, tuner, record player, tape deck and speakers are built into a standard 4-inch studding and are therefore relatively flush with the walls of room into which they are installed.

The entire unit is devised to spread music thru any and all rooms of a home, it is, in essence, a completely integral music system which combines an intercommunication system—capable of announcing guests and emergency calls—with a room-to-room piped in music amplification hook-up.

NuTone has, in the future, a number of commitments to install its system in houses to be occupied. This gives it the distinction of being the first such company to incorporate a musical sound system into the very basic equipment of a home. In this sense, the hi-fi, stereo system becomes an added feature of the home—as fundamental as the gas range, sink and bath.

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Tape Set Rentals Spark Extra Sales

HOUSTON — Record and sound - equipment retailers who sneer at rental operations on the theory that "they are more trouble than they are worth," are making a serious mistake, according to J. G. Bradburn, highly successful dealer here.

Rentals have become definitely "big business" for the Houston firm, to the point that as many as 15 tape recorders have been rented in a single day, bringing a minimum of \$5 per day each, revenue-wise, but even more important, converting people who have only casual interest in the equipment into new recorder buyers. Looking over the records, it is astonishing to see how many tape recorder renters are businessmen, hostesses, party givers, etc., who have never had any experience with a tape recorder before, and who wind up thoroughly pleased with the equipment and decide to immediately make a purchase. "It's probably the world's best method of demonstration," Bradburn said. "A rental customer who has used a machine for several days, already has a worth-while investment in the equipment in the form of the rental payments. When he finds that 50 per cent of the amount is applicable to the purchase price, we have a considerable leg up on the sale."

Rental business during the past five years has become big enough at the Bradburn store that it now requires a separate department, one which includes a full-size display of immaculately clean, perfect-operating machines in each category, and is even backed up with rental phonographs, all the way from simple 45 r.p.m. phonographs up to complex stereo.

The rental department, surprisingly enough, has flourished even though there has been no extensive advertising program of any sort. Instead, Bradburn simply indicates in telephone directory advertising, newspaper display advertising, etc., that the department exists, and "lets the customer take it from there." At first, he thought that the average renter would be a person thinking about the purchase of a tape recorder, and unwilling to invest the amount involved until he had an opportunity to test the machine out thoroughly. Instead, as it turned out, most renters are people who have a sudden special use for a tape recorder, and who had not given much thought to the purchase of such equipment until after the rental. Word of mouth, signs throughout the store and in the

window, and a general reputation for helpfulness in sound equipment have been enough to keep the department fully occupied.

Bradburn believes in using good, reliable equipment where rentals are concerned, on the theory that each machine out on short-time use is actually "selling itself to the customer," and therefore, he doesn't want poor sound reproduction, breakdowns, or any similar factors to intervene. All rental tape recorders are taken out of the cases, critically examined for actual or incipient damage after each use, and as soon as wear begins to demonstrate itself, are marked over to the used - equipment department for sale. In this way, every machine is in just as good quality as modern methods can keep it, and can be depended upon to make buying customers out of renters.

Charges which apply are a straight \$5 per day on short-term use, \$12 per week, or \$20 per month. Often, this basic rental is considerably amplified by accessory equipment, such as conference microphones where the recorder is going to be used to keep a record of a business conference, public address systems, rented at an extra \$10 a day for addressing large groups, plus incidental fees for extension cords, external speakers, extra microphones, etc.

In signing a printed contract for the rental, the customer takes on a lot of responsibility, which Bradburn believes is necessary. None of these expensive machines are rented carelessly, which is an invitation to the renter to abscond with the equipment. Instead, when a newcomer enters the store, announces that he wants to rent a tape recorder, he is given an elaborate demonstration on the machine which, of course, provides plenty of time to research his credit standing, and to verify his statements. If there is anything the least bit dubious about any such element, he is required to leave a deposit which is equal to the wholesale cost of the machine, plus a small profit. As an old long - established dealer in the Houston area, Bradburn is thankful that it is very seldom necessary to insist on the deposit which he admits would "scare off" a lot of potential business and insult others. Still, he admits cheerfully, the deposit request is valuable since it will deter a man whose actual intent was to make off with the tape recorder.

It is extremely important, the Houston sound retailer stressed, that each rental customer be given the sort of demonstration which will prevent unhappy, costly mis-

MRIA MEET SET FOR MAY IN CHICAGO

CHICAGO — The Magnetic Recording Industry Association will hold its annual membership meeting here May 18. As in previous years, the meeting will be held immediately following the conclusion of the May Parts Show. A board meeting will be held May 15.

The membership of the Association now numbers 48, with the addition last week of three new members. These include Webcor of Chicago, International Radio and Electronics of Elkhart, Ind., and Vanguard Recording Company, New York.

Bldg. Turnover

Continued from page 18

owner who already has just about everything in the way of home entertainment such as TV, home movie equipment, tape recorders, and the like. Such people are well able to afford new stereo equipment, but usually are "open to enlightenment," before actually going ahead with the purchase. Even if a home demonstration costs the store \$10 or more in payroll cost, gas and oil, padding, plus the risk of damage in transport, such expenses have always proved well worth while.

takes in the future—such as switching the machine to "record" instead of "listen" and wiping off valuable parts of whatever has been recorded. A clear understanding of how to thread the tape, the use of the proper speed according to the length of the recording desired, placement of the microphone, use of the treble-base control, etc., are all emphasized. The chances are that a busy businessman, planning to use the recorder for a conference, staff meeting, sales training, etc., hasn't budgeted enough time for such demonstrations. Bradburn gets a bit iron-tailed on this subject, however, and makes certain that the customer listens and goes thru operating techniques often enough that he will "know what he's doing when he uses the machine."

Names, addresses and telephone numbers of all rental prospects, of course, are re-filed after the machine is brought back in, and thereafter, the customer will find himself on the receiving end of steady direct mail. In this way, selling at least one out of every 10 sets which go out on rental, the department has become a valuable asset to everyday tape recorder merchandising.

NEW AUDIO PRODUCTS

New Phono Makes Debut

The special products division of the Bulova Watch Company, Inc., will market a four-speed portable stereo phonograph in mid-March. The new machine, Model 905, is composed of a four-speed V-M changer with automatic shutoff, has front-mounted controls and a detachable second speaker. The new model will sell for \$79.95.

Besides the new stereo phono, the watch company is introducing three new radios. Two of the sets, the Commodore and the Spacemate, use seven transistors and come with carrying case, shoulder strap, earphone and telescoping antenna. Both have jacks for external power pack and measure 6 x 3½ x 1¼ inches, and are priced at \$59.95 complete. The third portable radio is named the Spree, uses six transistors, measures 8¼ by 5 by 2¼ inches, and is priced at \$49.95.

Tougher Recording Tape

Minnesota Mining and Manufacturing is marketing a new recording tape specifically designed to stand the rough treatment of industrial and audio-visual work. The new magnetic tape, tagged "Scotch" brand No. 311, contains a new tear, stretch, and moisture resistant material named "Tenzar." It is specifically designed to hold up under the tough play-back conditions involved in frequent or continuous playing and constant handling. The new product has a different color on each edge—bluish brown and reddish brown—which makes it useful for dual track recording. List prices are \$2.40 for 600 feet and \$3.75 for 1,200 feet, which is no increase over the acetate-backed professional tape manufactured by the same company.

Speakers Added to Line

Two new British-made speakers bearing the Knight brand name have been added to the Allied Radio Corporation line. Model KN 812A, a 12-inch unit with an exponential horn tweeter and mid-frequency radiator cone mounted in the center of the woofer, has an over-all response of from 30 to 20,000 cycles-per-second. It is priced at \$69.50.

Model KN 815A is a 15-inch speaker with a larger magnet and a response of from 20 to 20,000 cycles-per-second and is priced at \$89.50.

Low-Price Console Bows

A new price low was established in the rapidly growing field of "home entertainment centers," with the debut this week of a \$399.95 combination stereo phono-TV-AM-FM radio console by the Curtis Mathes Manufacturing Company, Dallas. The audio playback in the Mathes center features two sets each of 12-inch woofers; eight-inch midrange speakers and three-inch tweeters in crossover network; a Collaro four-speed changer and dual amplifier. The over-60-inch long lowboy modern console has speaker housings at each end of the cabinetry, with a 21-inch aluminized TV tube and complete set of control knobs and slide-out record changer in the center of the housing.



on 20th FOX

ALL YOU HEAR IS BEAUTY

Audio Feedback

Continued from page 18

the nursery. A special color TV set will furnish restful color patterns synchronized to the music, and even the room lighting can be adjusted to fit the music's mood.

TV is all over the place. There's even a TV device that will scan whoever's at the door, and, if you're out, record an audio-video message for you to play back when you return. Not included in the display, however: A TV system whereby the government can keep an eye on you, as in George Orwell's hair-raising futuristic portrait of "Big Brother" in 1984.

FEEDBACK TO DEALERS

Latest trends in sales promotion of FM radio will be discussed April 3 on "FM Day," preceding the start of the annual NAB convention. . . . The annual music-hi-fi section of The New York Times is scheduled to appear March 13, complete with late news of stereo disks and tape, components and packages. . . . Harman-Kardon now makes a low-priced FM tuner circuit for packaged-goods manufacturers.

By: C. R. S.

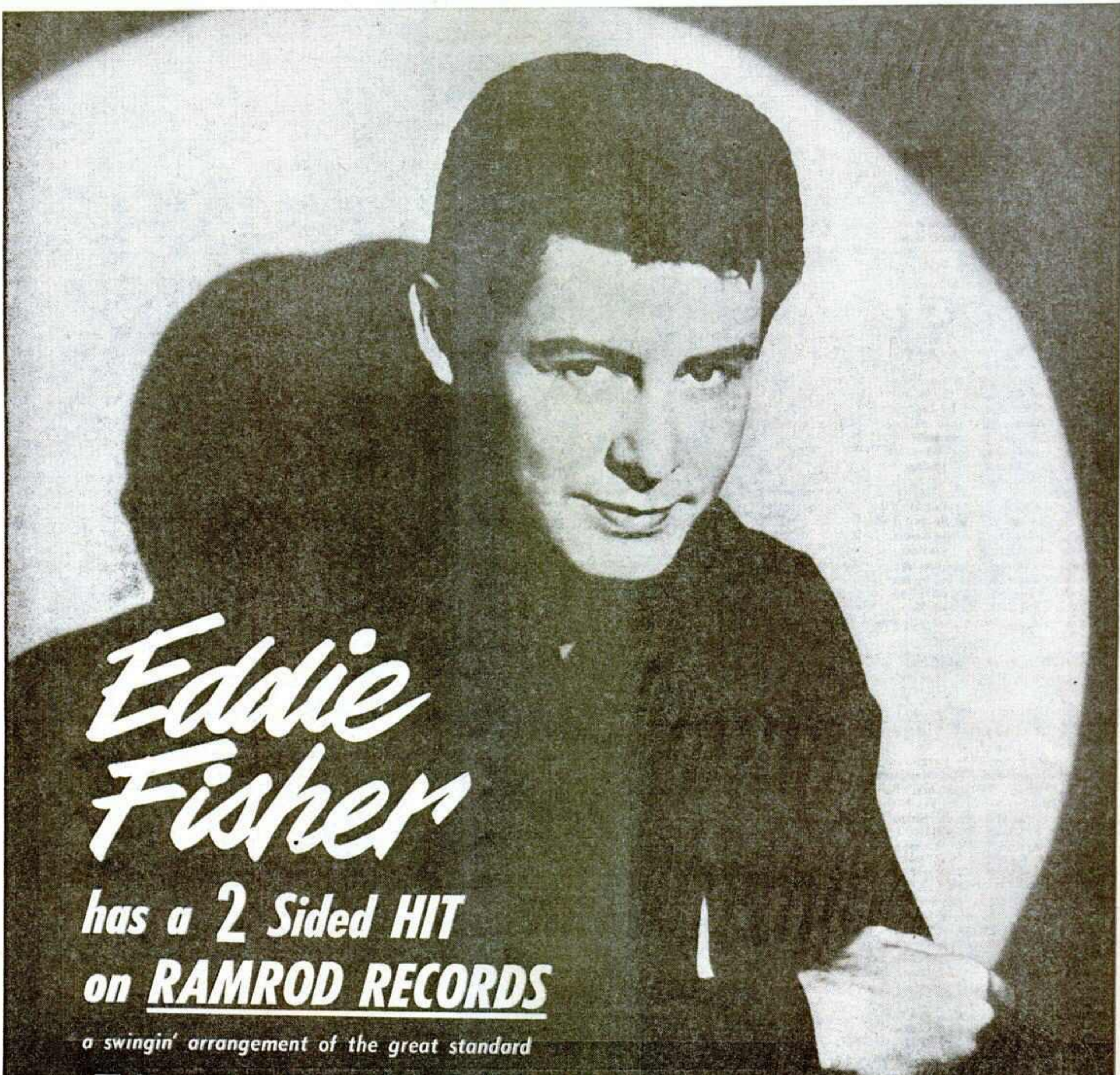
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DISTRIBUTOR NEWS

By HOWARD COOK

BALTIMORE: Harold Berkman, promotion manager for ABC-Paramount Records at Zamoiski Company, writes that sales are high for "The Way of a Clown" by Teddy Randazzo, "Footsteps" by Steve Lawrence, "Lady Luck" by Lloyd Price, "Who You Gonna Love?" by Ray Charles and "Puppy Love" by Paul Anka. "String Along" by Fabian on Chancellor is also big. Newer sides showing strong results are "Tremble" by George Hamilton IV on ABC-Paramount and "Don't Throw Away All Those Teardrops" by Frankie Avalon and "Kiss Me" b-w "Tree in the Meadow" by Joe Damiano.

ATLANTA: Wendell Parker, promotion chief at National Record Distributors, sends word that his top five are "Baby" by Brook Benton and Dinah Washington on Mercury, "Rockin' Little Angel" by Ray Smith on Judd, "Let It Be Me" by the Everly Brothers on Cadence, "I Love the Way You Love" by Marv Johnson on United Artists and "Where or When" by Dion and the Belmonts on Laurie. Comers include "Just a Little More" by Robert Mosely on Coed, "You Don't Know Me" by Lennie Welch on Cadence and "Our Teen-Age Love" by Jerry Raines on Mercury.

NEW YORK: Evelyn Cornell of Cosnat writes that sales are big on "Come On Home" by Sonny Til on Jubilee, "What in the World's Come Over You" by Jack Scott on Top Rank, "This Magic Moment" by the Drifters on Atlantic, "Bulldog" by the Fireballs on Top Rank and "Little Susie (Part IV)" by Ray Bryant on Signature. Others showing signs are "He's a King" by Barbara McNair and "Ten Little Indian Boys" by Milton DeLugg on Signature.

Mike Kelly of Mayfair Distributors stopped by to mention action on "I Was Such a Fool" by the Flamingos on End, "Dark Eyes" by Pete Bennett on Cupid, "Suddenly" by Nicky De Matteo on Guyden and "The Masquerade Is Over" by Jimmy Scott on Sharp. Newer promising sides mentioned are "Bermuda" by Ray Sharp on Jamie, "Wise to You" by Tony Cosmo on Fling, "Doggie in the Window" by the Kookie Beavers on Gone, "Always It's You" by the Blackwells on Jamie and "Shazam" by Duane Eddy on Jamie.

John Brindle of Finch sends a note to report that "Small Hotel" by Billy Paul is breaking. It is handled by Cosnat in Philadelphia; Cambridge, N. Y., and General Distributors in Baltimore.

PHILADELPHIA: Ted Kellem of Marnel writes that several disks are stepping out. Savoy has "Midnight Ride of Paul Revere" by Troy Ferguson, "With All My Heart" by Jimmy Jones and "The Masquerade Is Over" by Jimmy Scott. Winners for Epic are "Bad Boy" by Marty Wilde, "What Do You Want" by Ersel Hickey, "Down by the Riverside" by Roy Hamilton, "String" by Link Wray and "To Belong" by Jimmy Breedlove. Carlton is moving "Summer Set" by Monte Kelly. Guaranteed, Carlton's subsid, has "Midnight Special" by Paul Evans and "America, the Beautiful" by Al Bryon.

Imperial's strongest are "Country Boy" by Fats Domino, "Valley of Lost Soldiers" by Jesse Lee Turner and "Seven Lonely Days" by Georgia Gibbs. Hottest for Cameo is "Wild One" b-w "Little Bitty Girl" by Bobby Rydell. Calico has a strong side with "How Much" by the Skyliners. Best for Laurie are "Where or When" by Dion and the Belmonts, "All Thru the Night" by the Mystics and "The Happy Muleteer" by Ivo Robic.

Everest is collecting good sales on Gloria Lynn's singles and LP releases. Strongest sellers for Colpix are "P. S. I Love You" by Jimmy Darren and "Fine and Mellow" by Nina Simone. United Artists' tops are "I Love the Way You Love" by Mary Johnson, "Woodchopper's Ball" by Glenn Osser and "Manhattan" by Georgie Auld.

Jerry Ross, promotion mahoff at Cosnat, writes that sales are high on "(Welcome) New Lovers" by Pat Boone on Dot, "Am I That Easy to Forget" by Debbie Reynolds on Dot and Billy Vaughn's new Dot LP, "Theme From a Summer Place." Also showing well are "Jambalaya (On the Bayou)" by Bobby Comstock, "Don't Deceive Me" by Ruth Brown and "That's My Desire" by Chris Connor on Atlantic. Top Atlantic LP is "Giant Steps" by John Coltrane. "Come Dance With Me" by Eddie Quintero on Brent looks good. Ditto "Deep in the Heart of Texas" by Dave (Baby) Cortez on Clock and "Come On Home" by Sonny Til on Jubilee.

MINNEAPOLIS: Lodestar Records has set the following distribs: Coda, Minneapolis; Chips, Philadelphia; Head, Cleveland, and Yankee, New York.

SHREVEPORT, La.: Stan Lewis of Stan's Record Shop wires that sales are big on "Theme From 'A Summer Place'" by Percy Faith on Columbia, "Let the Little Girl Dance" by Billy Bland on Old Town, "Fannie Mae" by Buster Brown on Fire and "Night Special" by Paul Evans on Guaranteed. Others that are selling well include "Am I That Easy to Forget?" by Debbie Reynolds and "(Welcome) New Lovers" by Pat Boone on Dot, "Don't Deceive Me" by Ruth Brown on Atlantic and "Paradise" by Sammy Turner on Big Top.

Also getting action are "At My Front Door" by Dee Clark on Abner, "Poor Little Rhode Island" by Dale Hawkins on Checker, "In the Still of the Night" by the Five Satins on Ember, "Bermuda" by Ray Sharp on Jamie and "Goodbye, Kansas City" by Wilbert Harrison on Fury.

BATON ROUGE, La.: Sonora Records has signed Record Sales in New Orleans and Pan American Distributors in Miami to handle their line. Current disk on Sonora is "Cara Angelina" b-w "Be Mine Tonight" by Joe Di Stefano.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Midnight Special' Evans' Second Smash

Paul Evans, who had another big hit in "(Seven Little Girls) Sittin' in the Back Seat" just a short time ago, is not on the charts again with "Midnight Special."

The 21-year-old singer was born in Queens, N. Y., and is a graduate of Jackson High. The versatile young man is currently a songwriter, transcription producer, folk singer and night club performer.

As a songwriter, his biggest success to date was the Kalin Twins' waxing of "When." On the transcription side, his latest spot is a TV bit for Thom McAnn shoes. He has played night clubs and theaters all thru the country.

In Evans' musical family, in addition to Evans who plays guitar, his father plays the flute, his mother the piano and his sister Estelle is a folk singer.



Frantics' 'Werewolf' Hits High on the Charts

This young group, all 20 years of age, hail from Seattle. The Dolton recording artists include Ron Peterson, guitar; Chuck Schoning, piano; Bob Hosko, tenor sax; Jim Manolides, bass, and Don Fulto, drums. Peterson is leader of the group.

Chuck Schoning was one of the original organizers of the group, and currently he is studying music at the University of Washington. Mandolides is also at the University studying art. Hosko, when not playing with the band, works at a downtown department store in Seattle, and Peterson concentrates on a commercial art course besides his musical work.

The group has made many personal appearances across the country. They first broke thru with "Straight Flush" and "Fog Cutter," and their new one, "Werewolf" seems destined for even bigger things.

YESTERYEAR'S TOPS—

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

MARCH 12, 1955

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

MARCH 11, 1950

1. Chattanooga Shoe Shine Boy
2. Music, Music, Music
3. Rag Mop
4. There's No Tomorrow
5. I Said My Pajamas
6. Cry of the Wild Goose
7. Dear Hearts and Gentle People
8. It Isn't Fair
9. Daddy's Little Girl
10. Bibbidi Bobbidi Boo

VOX JOX

By JUNE BUNDY

DISTRIB GO SCORE: Art Roberts, WKBW, Buffalo, has started a new service for the trade — a distributor box score, with "a breakdown of the number of tunes each distributor has either broken or is attempting to break. The survey is in two parts — "Top 30 Tempos," based on reports from record stores and one-stops and "60 Most Played Tempos," based on store reports, request action and WKBW deejay preference.

TV JOX: Bill Sanders, WDXB, Chattanooga, Tenn., has taken over the emcee spot on a new Saturday afternoon TV record hop show, over WRGP-TV, same city. He will continue to do his daily radio show, and needs wax for both programs. Current hits are featured on the TV ailer, along with guestings by visiting disk names and participation stunts for dancing teen-agers in the studio.

Bob Gould, program director of WBAP-TV, Fort Worth, is using the station's new color videotape recorder to tape 25-minute dance sessions with teen-agers in outlying areas. Thus kids who visit the studio on Saturdays for tapings may then watch themselves on the show when it is aired each week day at 5:30 p.m.

GARBAGE GIMMIX: Station KING, Seattle, recently held a "Garbage Man of the Year" contest to focus attention on the need for wrapping wet garbage before throwing it into the refuse can. Listeners were asked to submit their choice for the best garbage man on the Pacific West Coast. The winner, two-year-old Gifford Meling, was presented with first prize — a General Electric garbage disposal unit — by deejay Buzz Lawrence. The listener who submitted his name won a new garbage can.

MORE GIMMIX: Station WAKE, Atlanta, provides special personal record label cutouts for collectors. The labels are included as part of the outlet's "Top 50" disk survey sheets. Labels read "This record belongs to—" with WAKE call letters in background.

Deejays at WGH, Norfolk, Va., recently locked up fellow jock "Big Bob" Calvert in a cage to stimulate traffic at the opening of a new supermarket. They distributed 20,000 keys (one of which unlocked the cage) to customers. Holder of the winning key won \$150. Calvert aired his four-hour record show from the cage, and was finally freed three-and-a-half-days later.

CHANGE OF THEME: Art Finley, who subbed for ailing Don Sherwood, on KSFO, San Francisco, last month, has joined the outlet on a permanent basis in the 3-7 p.m. Sunday time slot. He also has a daily children's program on KRON-TV, same city. . . . Chicago station WAIT, which recently joined the Mutual network, will continue its policy of "broadcasting only 'the world's most beautiful music'."

Red Robinson, KGW, Portland, Ore., is back in the booking business again. Recent artists presented in Portland by Robinson include Carl Dobkins Jr., Conway Twitty, Bobby Freeman and Buddy Knox. . . . Robin Seymour, WKMH, Dearborn, Mich., is starting his 13th year on that outlet with his "Bobbin' With Robin" show. . . . Paul Sherman has started a new "Saturday Night Music Party" show on WINS, New York, from 7 to 11 p.m.

Bill Young, ex-WACO, Waco, Tex., is the new Morning Mayor (using the name Bill Western on the air) at KOIL, Omaha. He also hosts the "KOIL Dance" each Sunday afternoon. . . . Don Hodges, former night time deejay at KOMA, Oklahoma City, has been named program director at KSWO, Lawton, Okla. . . . Jim Hummel has been appointed production manager of KICN, Denver. He will retain his daily noon to 3 p.m. deejay show.

Dick Biondi, WKBW, Buffalo, notes, "Mickey Shore, former Detroit deejay, is now working on a mail order LP deal whereby each customer writes in and receives album of music with customer's name as conductor on cover." . . . New general manager of WDMV, Pocomoke City, Md., is Curt White, formerly morning deejay and program director of that outlet. He replaces David Welborne Jr., who has resigned. White's p.d. post has been taken over by Ron Smith. New deejay addition at WDMV is Pierce Burgess in the daily 9 a.m. to noon spot.

Bill Bradley (known as Bill Silbert when he worked at WMGM New York) has joined KDAY, Los Angeles, with a noon to 6 p.m. show on Saturdays and Sundays. He has been featured on L.A. TV outlet KTLA for the past three years, and also appeared in a string of TV shows—"77 Sunset Strip," "Hawaiian Eye," etc.

Jim Sands, former morning man at WJAB, Portland, Me., has returned to WSL, Roanoke, Va., in the 7 to 11 a.m. slot. Bob Fuller, ex-WMEX, Boston, has taken over Sands' 5:30-8 a.m. and noon to 2 p.m. shows. . . . New music director at KLIF, Dallas, is Buddy MacGregor.

New deejay-record librarian at WPEO, Peoria, Ill., is Steve Van. . . . Dick Ward and Dick Stephens are now handling the nighttime shows at WNHC, New Haven, Conn., and they need wax. . . . E. B. Landon, KDKA, Pittsburgh, marked his 39th anniversary as studio engineering supervisor last month, making him one of—and maybe the—oldest broadcasting employees in the industry. Station KDKA was "the world's pioneer radio station" back in 1920, and Landon joined the outlet less than four months after it went on the air.

Jack Derrick has joined KRCT, Pasadena, Tex. . . . Harold Carr, ex-KARS, San Antonio, has moved to KNAF, Fredericksburg, Tex. . . . Bob Everson has launched "K-Bar-H," a new show featuring only folk songs and c.&w. music, on KTRH, Houston.

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.

BUD and TRAVIS: Bud Dashiell and Travis Edmonson, the duo chosen Most Promising Singing Duo in Billboard's recent D. J. Poll, are currently performing tunes from their two popular Liberty albums, *Bud And Travis & Spotlight* on Bud And Travis, at the Hungry i, San Francisco till March 13. Born in Paris, France, Bud grew up on a farm in Virginia. Travis was born in Long Beach, Calif., and spent most of his growing years in Dallas. They met in 1958, Travis doing a single at the Hungry i and Bud was playing across the street at the Purple Onion and decided to team up. The boys will be heading for Mexico for their opening at La Fiesta, in Juarez on March 28 for two weeks.

DAVID CARROLL, Midwest Musical Director for Mercury Records, displays his arranging and conducting talent on the Mercury album *Let's Dance Again*, a collection of listenable and danceable favorites: *Pretty Baby*, *Soft Shoe Song*, *Irene*, *Would You Like To Take A Walk*, *Let's Dance Again* and *Play A Simple Melody*. Davis is a Midwesterner from Taylorville, Ill., who began his musical career at the age of six as a drummer, switched to the clarinet in high school and found arranging and composing his forte.

DUKES OF DIXIELAND will be playing the sounds of New Orleans tonight (7th) at the Civic Aud., Grand Rapids till the 12th. They then head for Fort Wayne, Ind., for five days at the Embers beginning on the 14th. The Audio Fidelity artists, whose albums are counted in the volumes have a new one out titled *Piano Ragtime*.

BIRTHDAYS OF THE WEEK: March 8, Sam Donahue, Dick Hyman. March 10, Bix Beiderbecke. March 11, Lawrence Welk. March 12, Gordon MacRae, Paul Weston. March 13, Dave Cavanaugh, Sammy Kaye.

DUANE EDDY has two likely clicks with his latest on *Jamie*, *Shazam!* b-w *Secret Seven*—both Picked by Billboard. Altho Duane will be leaving for a three and a half week tour of Great Britain March 17, he will be very much on the American scene via the motion picture *Because They're Young*, to be released in April, which features Duane and the Rebels. Duane also plays the music over the titles of the picture and the tune *Shazam!* is from the movie. Three Eddy albums, *Have Twangy Guitar Will Travel*, *The Twangy The Thang* and *Especially For You*, keep the sound of his twangy guitar in the air.

PAUL EVANS follows his big one, *Seven Little Girls Sittin' In The Back Seat*, with his second for *Guaranteed*, *Midnight Special*. Paul's album, *The Fabulous Teens*, contains a roster of—as Paul explains it in a letter on the back of the album—"some of the biggest hits that I can remember listening to, dancing to, and singing with my friends, over the last four or five years." Tunes include: *I'm In Love Again*, *Hambone Rock*, *Tutti Frutti*, *Butterfly*, *Honey Lover*, *I'm Walkin'*, etc. Paul is a 21-year-old from Queens, L. I., N. Y., and a graduate of Jackson High in St. Albans.

NEXT WEEK! Yes, next week is Billboard's March 14 Spring Programming and Talent edition. Be sure to see the special slick-stock pages filled with record programming tips, Spring Favorites, Academy Award Winning Tunes and featuring Today's Top Talent. It's an issue you will want to hold onto for future reference.

PETE FOUNTAIN is the subject of a current promotion campaign by Coral Records which has for its slogan "March Is Pete Fountain Month At Coral Records." High-lighting the campaign on the well-known clarinet man and Lawrence Welk alumnus is the release of a new album, *Pete Fountain Day*. The al-

bum was recorded during an actual performance at the Municipal Aud., New Orleans, October 29, 1959, when the New Orleans Jazz Club and the Crescent City paid him homage with a concert in his honor. A group of well-known jazz cats accompanied Pete during the concert on such selections as: *I Got Rhythm*, *Ja-Da*, *'S Wonderful*, etc. His single, *Closer Walk*, hit the Hot 100 this week. Pete makes his home in N. O. with his wife Beverly, and their three children and works out of his own club, The Bateau Lounge.

JANICE HARPER gives a pretty treatment to *Till Tomorrow*, from the musical *Fiorillo*. The young blond from Flushing, N. Y., made the national charts recently with a swing version of *Cry Me A River*. Capitol has released her second album, *Embers of Love*.

AL MARTINO registers strongly on his new 20th Fox single, *Dearest* b-w *Hello, My Love*, two ballads that rate a Billboard Spotlight. Long remembered for his very first record, *Here In My Heart*, Al recently hit the scene again with *I Can't Get You Out Of My Heart*, and is now very much with us via his current single and his first album, titled *Al Martino*. Selections in the album are: *Hello My Love*, *Time After Time*, *My One And Only Love*, *The Memory Of You*, *Darling, I Love You*, *I Sold My Heart*, etc. Al is presently touring in connection with his new release and will be in the Miami area today, Tuesday and Wednesday.

MITCH MILLER's "Sing Alongs" have proven so popular that Columbia has come out with another in the series: *Saturday Night Sing Along With Mitch*. A million seller artist with his *Bridge On The River Kwai* and *Yellow Rose Of Texas*, Mitch will receive the gold medal award of the Philadelphia Club of Printing House Craftsmen at the Bellevue Stratford in Phila., March 12.

WELCOME HOME ELVIS: A former Army Sergeant, Mr. Elvis Presley arrived in N. Y. last Thursday and was discharged from the Army at Fort Dix, N. J., on Friday (4th). After a short vacation, Elvis reports to Hollywood for the finish of the film *GI Blues*. RCA reports nothing in the bank, so he probably will be cutting a session shortly.

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

DELLA REESE packs a vocal wallop in her latest RCA release, *Someday* (*You'll Want Me To Want You*) b-w *Faraway Boy*, a two-sided Billboard Spotlight Winner. Latter tune is from the forthcoming Frank Loesser musical *Greenwillow*. Currently under the production team of Hugo & Luigi, Detroit-born Della has a vocal style that is well-displayed on her first RCA album, *Della*. Hugo and Luigi state it well on the album jacket: "We suggest you pay special note to the way she uses words. It's very much like the way a musician uses an instrument. She blends, bites and projects the lyrics of a song in a way that no artist we know can do."

STEVE ROSSI is a new name on wax via his first Columbia release, *For The Want Of A Kiss* b-w *In Between My Tears*. The 27-year-old Rossi's talents embrace popular and classical music, a knowledge of eight languages, and a gift for comedy. Born in New York City, Steve has studied music since he was five.

ROYAL TEENS. Tom Austin and Robert Gaudio from Fort Lee, N. J. and Joe Villa and Frank Cappola from Brooklyn, are swingin' with their new Capitol single, *Was It A Dream* b-w *The Moon's Not Meant For Lovers Anymore*.

PROMOTION DAYS AND WEEKS: March 7 begins National Smile Week. March 12 is Jane Delano Day... to recognize the anniversary of the birth of the founder of the American Red Cross Nursing Services. March 13 is Irish Linen Week and the beginning of National Want Ad Week.

See you in seven spinnin' days.
TOM ROLLO.

THIS WEEK'S NEW Money Records

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

SINGLES

- AFTER YOU'VE GONE**—Eddie Fisher Ramrod
- CLEMENTINE**—Bobby Darin Atco
- DON'T THROW AWAY ALL THOSE TEARDROPS**—Frankie Avalon Chancellor
- IS IT WRONG**—Webb Pierce Decca
- I BELIEVE IN LOVE**—Floyd Robinson RCA Victor
- IT COULD HAPPEN TO YOU**—Dinah Washington Mercury
- LOVER'S LEAP**—Webb Pierce Decca
- PARADISE**—Louis Prima & Keely Smith Dot
- ROMANTICA**—Gordon Jenkins Kapp
- RUBY**—Adam Wade Coed
- SINK THE BISMARCK**—Johnny Horton Columbia
- STAIRWAY TO HEAVEN**—Neil Sedaka RCA Victor
- SUMMERTIME LOVE**—Rosemary Clooney RCA Victor
- SUMMERTIME LOVE**—Eddie Fisher Ramrod
- THE AGE OF MIRACLES**—Dinah Washington Mercury
- THE QUESTION**—Randy Lee Everest

ALBUMS

- HOW THE WEST WAS WON**—Various Artists RCA Victor
- THE VILLAGE OF ST. BERNADETTE**—Andy Williams Cadence

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.

MUSIC AS WRITTEN

New York

Jack Tracy, Argo's a.&r. chief, has signed the Art Farmer-Benny Golson Jazztet to an exclusive Argo contract... The Horace Silver Quintet returns to New York's Jazz Gallery this week (8)... Bobby Darin, Clyde McPhatter and Duane Eddy will tour England, Germany, France and Italy starting March 17... Clyde McCoy opened last week at Detroit's Rooster Tail... Billy Taylor is now featured at New York's Prelude Room... Everest Records has pacted Hawaiian tenor Charles K. L. Davis to an exclusive pact... George Simon, head of Bourée Productions, is associate producer of this week's (8) Ford Startime hour TV show over CBS-TV which will be called "The Swingin' Singin' Years"... Leni Barteri is now with the Crosley label.

Chuck Brown and Jeff Rose have joined the Connie De Nave publicity outfit. Phil Paladino is leaving New York to join the firm's West Coast division. Charlie Earle, formerly with the firm, has started his own publicity office in New York... Rod Lauren has signed to appear in a new flick titled "The Sons of Katie Elder"... Hans Wochener, head of the Bavarian Radio Programming network in Germany, is now in the U. S. studying American programming on radio and TV. He is making his headquarters at the Hill & Range office in New York... Mitch Miller will receive a "Share Your Knowledge" Gold Medal Award from the Philadelphia Club of Printing House Craftsmen on March 12... Adonis Records is distributing the Chariot label master by the Tommy Heck Quintet called "The Lost World"... Smokey Stover and his Firemen open at the 400 Club in Denver, Colo., March 14... 20th Fox Records will be distributed in Greece by Polydisc, affiliate of the Icaros Publishing Company.

Jack Howard is staging kiddie shows at theaters in Philadelphia on Saturday matinee days to promote his Arcade label's waxing of "Rocky, the Rockin' Rabbit"... Nat Tarnopol, Jackie Wilson's personal manager, is now out on the road plugging the singer's new Brunswick release "Night"... Singer Monty Babson and Harry Edison are now playing the Arpeggio in New York. United Artists has signed the Elegants and Johnny McKay... Jimmy Jones opens at the Howard Theater in Washington on March 11 and then goes to the Royal in Baltimore on March 18.

Bonnie Davis of the Golden Rocket Band of Lake City, Fla., and announcer spouse Al Webb, became parents of a son, Alberg Webb Jr., last month... Duke Ellington and his ork are now at the Riviera in Las Vegas... Jerry Vale will play the 802 Club in Brooklyn, N. Y., starting March 11... Joe Gurka is the new recording chief for the Barre label of Wilkes-Barre, Pa... Jimmy Clavell's new flick "Walk Like a Dragon" will contain a title song penned by Mel Torme, who will sing the song in the picture and record it for the Verve label... Leonard Feather and Andy Razaf are working together on a new series of songs. Their first collaboration, "Haunted" has been waxed for Mercury by Ernestine Anderson.

The 21st Annual Contest for the Leventritt Award will be held in New York City this fall. Contest is open to qualified young concert pianists of all countries. Contestants must be between the ages of 17 and 28, and application blanks must be filed by May 31, 1960. Blanks can be obtained from the Leventritt Foundation in New York City.

Alan Sands, producer of the "Top Ten Dance Party," the syndicated TV series, is interested in purchasing masters of gospel and spiritual material. All you owners of same can contact him in New York... Al Klein, former district manager for Warner Bros. Records, has opened his own record sales and promotion agency in Dallas... Jack and Raquel Rael have named their new son Gordon Mack... The Cobra Brothers are now with Magnet Records of Hollywood... Crystalette Records has signed the Optimists, the Spinners, and the Revelaires... Clyde McCoy has been set for five more appearances at the Roundtable in New York. His next stint starts on July 4... First release on Showboat Records out of Nashville is by Luther Bond and the Emeralds. Bob Rolontz.

Hollywood

The National Academy of Recording Arts and Sciences last week made an exception to its rule and awarded a Grammy to Ken Darby for his contribution to the 1959 NARAS award winner, "Porgy and Bess" album, as the year's best sound-track package. Andre Previn had been given the Grammy as the film's music supervisor and conductor. Darby protested that he should receive equal recognition as Previn's associate. A special NARAS committee appointed to study the complaint decided in Darby's favor.

Lee Palmer, Dynasty Records's veepee and general manager, will remain with the indie label in an advisory capacity while assuming position as sales manager of Sid Talmadge's Record Merchandising, Dynasty's Los Angeles distrib... Ella Fitzgerald will be among the artists who will perform during the Oscar Awards show on April 4 to be carried as a 90-minute simulcast by NBC's combined TV and radio networks... Bob Crosby will cut a Dot album in March featuring Chicago jazz pianist Billy Maxted.

Columbia Records' Hollywood forces flew to Las Vegas March 2 to attend Duke Ellington's opening at the Riviera Hotel. Label's a.&r. wing will discuss plans for new album with Ellington and his full band... Columbia will release Dominic Frontiere's second LP, "Love Eyes," in March. He scored "Seven Thieves" film for 20th Century-Fox... According to Coral's Coast a.&r. chief Bud Dant, Liberace will cut "a spiritual, inspirational" LP prior to embarking for his London Palladium personal appearance.

(Continued on page 26)

AVALON

The Billboard
#1 WHY

The Billboard
#9 GINGER BREAD

The Cash Box
#17 BOY WITHOUT A GIRL

The Cash Box
#1 VENUS

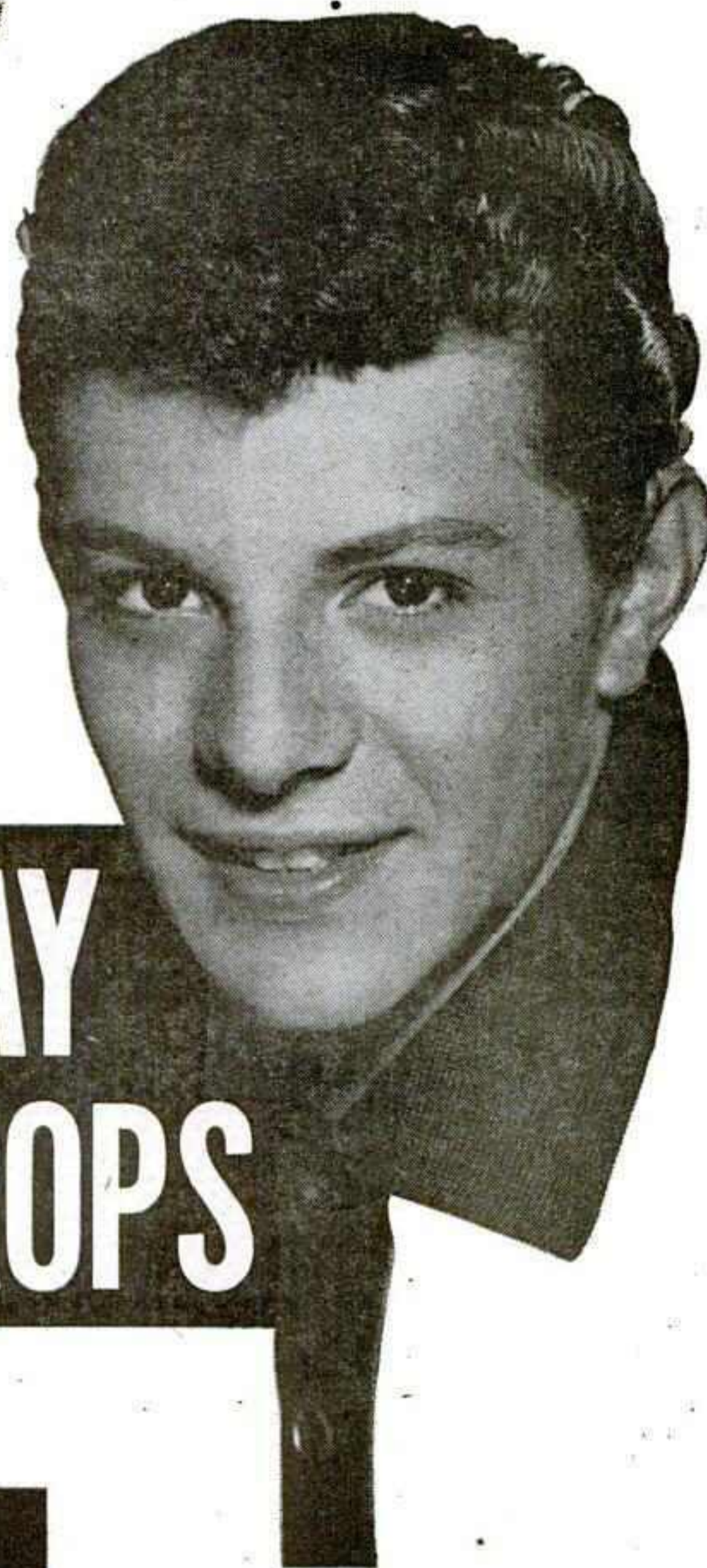
another
reason
why

FRANKIE AVALON

is America's
#1 record
salesman

The Billboard
#7 JUST ASK YOUR HEART

The Cash Box
#7 BOBBY SOX TO STOCKINGS



DON'T THROW AWAY ALL THOSE TEARDROPS

C-1048

Chancellor
Distributed by AM-PAR Record Corp.

8,000,000

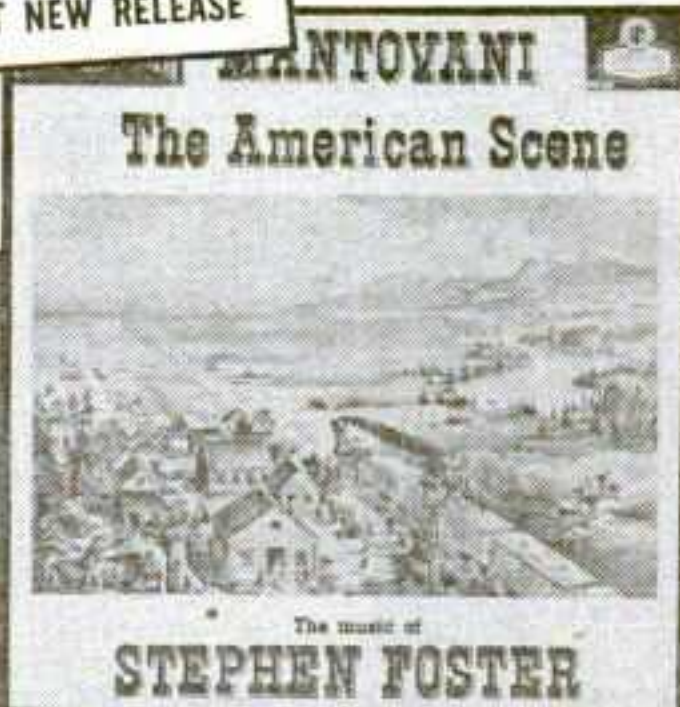
LP buyers can't be wrong...

MANTOVANI

Week after week, year after year—mono and stereo—Monty ALWAYS SELLS BEST

The Billboard TOP LP'S	
MONO ACTION ALBUMS CONTINENTAL ENCORES LL-3095 (Stereo: PS-147) 20 weeks on chart	ESSENTIAL INVENTORY (MONO ALBUMS) FILM ENCORES VOL. 1 LL-1700 (Stereo: PS-124) 118 weeks on chart and still No. 17
ESSENTIAL INVENTORY (MONO ALBUMS) GEMS FOREVER LL-3032 (Stereo: PS-106) 53 weeks on the chart	STEREO ACTION ALBUMS CONTINENTAL ENCORES PS-147 (Mono: LL-3095) 19 weeks on chart
ESSENTIAL INVENTORY (STEREO ALBUMS) FILM ENCORES VOL. 1 PS-124 (Mono: LL-1700) 36 weeks on chart	ESSENTIAL INVENTORY (STEREO ALBUMS) GEMS FOREVER PS-106 (Mono: LL-3032) 27 weeks on chart
STEREO ACTION ALBUMS ALL AMERICAN SHOWCASE PSA-3201/2 (Mono: LL-3122/3) on chart 5 weeks, already No. 22	ESSENTIAL INVENTORY (STEREO ALBUMS) STRAUSS WALTZES PS-118 (Mono: LL-685) 27 weeks on chart

GREAT NEW RELEASE



Hear the fabulous Mantovani and his cascading strings perform such STEPHEN FOSTER classics as My Old Kentucky Home; I Dream Of Jeanie; Old Folks At Home. Also included are other famous songs of Americana as Home On The Range; Yellow Rose Of Texas; Goodnight Irene, others.
 Stereo: PS-182 Mono: LL-3136

LONDON
 RECORDS
 539 West 25th St., New York 1

MUSIC AS WRITTEN

Continued from page 24

Del-Fi has withdrawn its line from Allied to set up its own distribution network. Allied will continue to press for the indie... **Daryl Sevens**, Dayton (O.) youth, cut his first four sides for RCA Victor with the first couplet scheduled for March release... **Arthur Beusee** joins Rendezvous Records as secretary-treasurer. According to label proxy **Lloyd Pierce**, appointment is part of an over-all expansion program which will include the launching of a subsid label. New line's first attraction will be **Johnny Morore** and his **New Blazers**.
 Lee Zhitto.

Cincinnati

Area music men hopped to Dayton, O., Tuesday (1) to attend the open-house party staged by Station WING in celebration of its moving to new, larger and lavish quarters in the Talbert Tower. Making the trip from here were **Is Nathan**, **Ray Hill** and **David Wolf**, of Hit Record Distributing Company; **Julie Godsey**, of RCA Victor Records; **Harry Carlson**, of Fraternity Records, and **Eli Phelps**, of Mel Herman's State Records Distributors. Also on deck for the WING whinging was **Jack Spatz**, professional manager for Bregman, Vocco & Conn, who was in the territory to plug his firm's "Suzanne" and "Evening Tide," as done by **Al Caiola** on the Preferred label, and "Dearest," which **Al Martino** has etched for 20th Fox. Spatz returned to his New York headquarters Wednesday (2)... We erred last week when we listed **Sam Cooke's** new one, "Teenage Sonata," as being on the Keen label. It's on RCA Victor, his first release on that label.

Lawrence H. Rogers II, of Knoxville, long prominent in Huntington-Charleston, W. Va., radio and TV circles, has been named vice-president in charge of operations for the Taft Broadcasting Company, giving him supervision over the five Taft-owned TV outlets and four AM and FM stations. Local radio, TV and newspaper folk will greet Rogers at a cocktail session at the new WKRC headquarters here Monday evening (7). Taft Broadcasting now owns and operates TV stations in Cincinnati; Columbus, O.; Birmingham; Knoxville, and Lexington, Ky.

The **Brothers Four**, currently riding high with their Columbia release, "Greenfields," were in town last week for a quick tour of the local jocks and music shops to promote their new album, "The Brothers Four." During their visit to town, they guested on **Ruth Lyons' "50-50 Club,"** which is simulcast over the Crosley Broadcasting four-city TV network via WLW-T here. The Brothers have been approached by a local promoter relative to a possible concert date here in the near future... **Maurie Rose**, former local manager for Columbia Records, who was elevated to the district managership for Columbia in Chicago nearly a year ago, has been transferred to the Columbia district manager post in Baltimore.

Sam Davis, for the last five years sales manager at Fraternity Records here, has joined the C. C. Record Company, Shaffer Music Company subsid here, where he's handling platter sales to juke box operators. Before joining Fraternity, Davis spent nine years with King Records here... The **Rusty York Trio**, comprising **Rick Sticks** on drums, **Hap Arnold** on electric bass and **Rusty** on guitar, are currently on a four-weeker at the Town Lounge, Rockford, Ill., after concluding a like stand at West Fort Tavern, Detroit. York, who recently scored with his waxing of "Sugaree" on Chess, has a new one coming up on that label soon... **Kitty Kallen**, while in town recently to promote her new Columbia LP, "If I Give My Heart to You," appeared as guest on **Ruth Lyons' "50-50 Club"** over WLW-T and the Crosley four-city TV network. It marked the first time in three years that Kitty had sung before a live audience... **Arthur Lee Simpkins**, currently on a two-weeker at Beverly Hills, Newport, Ky., his 14th engagement there in 14 years, guested on the **Ruth Lyons TV-er** over WLW-T February 29, and returns to the show for another stint this Monday (7).
 Bill Sachs.

Nashville

Goldie Hill completed an album for Decca last week under **Owen Bradley's** direction at Bradley Studio here. While the session was in progress, **Harold Bradley**, playing guitar, received an urgent phone call from wife, **Eleanor**, saying she was ready to go to St. Thomas Hospital here, where she gave birth to a daughter Tuesday (1). Eleanor and daughter (second for the Bradleys) are home and well... **Wally Fowler** and the **Oak Ridge Quartet** cut a session at RCA Victor Studio here for the Skylite label Friday night (26)... **Wes Rose** was at the RCA Victor Studio Tuesday (1) to direct an **Anita Carter** session for the Jamie label.

Jim Denny Artist Bureau infos that **Webb Pierce** leaves for the West Coast March 22 for a string of p.a.'s. **Webb**, **Mel Tillis** and **Red Sovine** played the Strawberry Festival at Plant City, Fla., Saturday (5)... Other Denny bookings include a Midwestern tour March 12-April 17, headlining **Johnny** and **Jack** and **Kitty Wells**, **Bill Phillips**, **Marvin Rainwater** and **Bobby Helms**; **Minnie Pearl** and **Billy Grammer** on "Jubilee U. S. A.," March 19, and **Stonewall Jackson** on West Coast for p.a.'s March 18-26... **Billy Grammer** has just inked a recording contract with the Everest Records, moving over from the Monument label.

Marty Robbins cut an album for Columbia at Bradley Studio last week, under direction of **Don Law**... **Ray Price** also recorded for Columbia at Bradley last week... Columbia's **Johnny Horton** due in town Monday (7) for album sessions at the Bradley Studio under **Don Law's** direction. Law is also cutting a **Carl Smith** album this week... **Mark Dinning** goes to Australia March 16, booked by Acuff-Rose Artists Bureau... **Don** and **Phil Everly** skedded to cut their first session for Warner Bros. this week at the RCA Victor Studio here... University Record's **Little Dippers** are set for sessions here before leaving for West Coast p.a.'s March 16.
 Pat Twitty.



Watch this one climb!
"STAIRWAY TO HEAVEN"
NEIL SEDAKA

c/w "FORTY WINKS AWAY" **47/7709**

Sedaka's "Oh Carol" was a great profit item for you. Now, join the sales climb to the top with "Stairway to Heaven." Order today!

 **RCA VICTOR** 
RADIO CORPORATION OF AMERICA

FOR THE WEEK ENDING MARCH 11, 1960

The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast Columbia KOL 5450	12
2		3. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists RCA Victor LM 6074	15
3		4. FAITHFULLY Johnny Mathis Columbia CL 1422	8
4		2. HERE WE GO AGAIN Kingston Trio Capitol T 1258	18
5		5. HEAVENLY Johnny Mathis Columbia CL 1351	25
6		8. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CL 1349	11
7		6. OUTSIDE SHELLEY BERMAN Verve MGV 15007	15
8		7. FABULOUS FABIAN Chancellor CHL 5005	11
9		12. THAT'S ALL Bobby Darin Atco LP 33-104	23
10		9. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LOC 6006	18
11		10. LET'S ALL SING WITH THE CHIPMUNKS Liberty LRP 3132	15
12		13. ITALIAN FAVORITES Cennie Francis M-G-M 3791	5
13		11. KINGSTON TRIO AT LARGE Capitol T 1199	38
14		14. KINGSTON TRIO Capitol T 996	38
15		16. SWINGIN' ON A RAINBOW Frankie Avalon Chancellor CHL 5004	11
16		15. OLDIES BUT GOODIES Assorted Artists Original Sound 5-001	25
17		19. MORE JOHNNY'S GREATEST HITS Johnny Mathis Columbia CL 1344	33
18		24. STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS Mario Lanza RCA Victor LM 1837	23
19		22. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CL 1331	26
20		23. SANTO AND JOHNNY Canadian-American CA 1001	8

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		CONCERT IN RHYTHM, VOL. II Ray Conniff Columbia CL 1415	1
22		26. PORGY AND BESS Sound Track Columbia OL 5410	34
23		20. NO ONE CARES Frank Sinatra Capitol W 1221	29
24		28. TEENSVILLE Chet Atkins RCA Victor LPM 2161	3
25		21. "TWANGS" THE "THANG" Duane Eddy Jamie JLP 3009	7
26		25. THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MGV 15009	6
27		32. BLUE HAWAII Billy Vaughn Dot DLP 3165	34
28		THIS IS DARIN Bobby Darin Atco LP 33-115	1
29		30. FOR THE FIRST TIME Mario Lanza RCA Victor LM 2338	18
30		17. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia ML 5386	21
31		18. FIORELLO! Original Cast Capitol WAO 1321	9
32		39. JAMAL AT THE PENTHOUSE Ahmad Jamal Argo LP 646	6
33		27. SONGS BY RICKY Ricky Nelson Imperial IMP 9082	24
34		34. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1389	11
35		DELLA Della Reese RCA Victor LPM 2157	1
36		40. NEARER THE CROSS Tennessee Ernie Ford Capitol T 1005	7
37		33. COME FLY WITH ME Frank Sinatra Capitol W 920	10
38		WOODY WOODBURY LOOKS AT LOVE AND LIFE Woody Woodbury Stereodiddies MW 1	1
39		37. GYPSY Original Cast Columbia OL 5420	34
40		WHAT A DIFFERENCE A DAY MAKES Dinah Washington Mercury MG 20479	2

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN Verve MGV 15003	46
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	102
3		3. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	56
4		4. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	97
5		5. MY FAIR LADY, Original Cast, Columbia OL 5090	205
6		8. GIGI, Sound Track, M-G-M 3641 ST	88
7		7. THE MUSIC MAN, Original Cast, Capitol WAO 990	106
8		9. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	60
9		6. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	87
10		10. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	55
11		12. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	53
12		11. HYMNS, Tennessee Ernie Ford, Capitol T 756	139
13		13. SOUTH PACIFIC, Original Cast, Columbia OL 4180	301
14		14. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226	43
15		16. OKLAHOMA! Sound Track, Capitol SAO 595	209
16		15. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	53
17		19. THE KING AND I, Sound Track, Capitol W 740	176
18		17. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	55
19		18. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	67
20		20. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	47
21		21. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	50
22		24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	60
23		23. WARM, Johnny Mathis, Columbia CL 1078	61
24		GEMS FOREVER, Mantovani, London LL 3032	55
25		22. EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	42

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast Columbia KOS 2020	9
2		3. PERSUASIVE PERCUSSION Various Artists Command S 800	7
3		2. HERE WE GO AGAIN Kingston Trio Capitol ST 1258	18
4		9. FAITHFULLY Johnny Mathis Columbia CS 8219	5
5		4. PROVOCATIVE PERCUSSION Various Artists Command S 806	7
6		5. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia MS 6068	17
7		7. LET'S DANCE AGAIN David Carroll Mercury SR 60152	9
8		11. FOR THE FIRST TIME Mario Lanza RCA Victor LSC 2338	19
9		6. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LSO 6006	16
10		12. CONNIF MEETS BUTTERFIELD Ray Conniff Columbia CS 8155	10
11		20. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn RCA Victor LSC 2355	5
12		25. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CS 8158	4
13		10. QUIET VILLAGE Martin Denny Liberty LST 7122	17
14		8. FIORELLO! Original Cast Capitol SWAO 1321	9
15		14. STILL MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8009	10

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		27. CONCERT IN RHYTHM Ray Conniff Columbia CS 8022	17
17		15. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1005	10
18		17. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056	5
19		19. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8043	7
20		AMERICAN SHOWCASE Mantovani London PSA 3202	7
21		22. 'S AWFUL NICE Ray Conniff Columbia CS 8001	3
22		23. TILL Roger Williams Kapp KX 1081	16
23		21. LET'S ALL SING WITH THE CHIPMUNKS Liberty LST 7132	8
24		18. SAIL ALONG SILVERY MOON Billy Vaughn Dot DLP 25100	8
25		30. IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 8143	4
26		13. WITH THESE HANDS Roger Williams Kapp KS 3030	16
27		NEW ORLEANS Pete Fountain Coral CRL 7-57282	2
28		24. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CS 8184	10
29		26. NEAR YOU Roger Williams Kapp KS 1112	18
30		29. BILLY VAUGHN PLAYS THE MILLION SELLERS Dot DLP 25119	10

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	42
2		2. HEAVENLY, Johnny Mathis, Columbia CS 8152	24
3		3. MY FAIR LADY, Original Cast, Columbia OS 2015	42
4		4. GIGI, Sound Track, M-G-M SE 3461 ST	42
5		6. OKLAHOMA! Sound Track, Capitol SWAO 595	40
6		7. GEMS FOREVER, Mantovani, London PS 106	31
7		5. MUSIC MAN, Original Cast, Capitol SWAO 990	38
8		9. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	42
9		11. KING AND I, Sound Track, Capitol SW 740	30
10		14. ONLY THE LONELY, Frank Sinatra, Capitol SW 1053	22
11		15. KINGSTON TRIO AT LARGE Capitol ST 1199	36
12		8. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	40
13		16. FILM ENCORES, VOL. I, Mantovani, London PS 124	40
14		17. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	37
15		CONTINENTAL ENCORES, Mantovani, London PS 147	22
16		10. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	29
17		12. STRAUSS WALTZES, Mantovani, London PS 118	26
18		18. GYPSY, Original Cast, Columbia OS 2017	21
19		PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	40
20		19. BLUE HAWAII, Billy Vaughn, Dot DLP 25165	32

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S

BASED
ON SALES

IN STORES & RACKS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . . . Assorted Artists, RCA Victor LM 6074
2. THE LORD'S PRAYERThe Mormon Tabernacle Choir (Condie), Columbia ML 5386
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
5. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
6. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
7. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia ML 5286
8. BOLERO Boston Symphony Orchestra (Munch), RCA Victor LM 1984
9. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
10. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LM 2267

STEREOPHONIC CLASSICAL ALBUMS

1. THE LORD'S PRAYERMormon Tabernacle Choir (Condie), Columbia MS 6063
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
5. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
6. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LSC 2267
7. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
8. SONG OF INDIA Boston Pops (Fiedler), RCA Victor LSC 2320
9. GERSHWIN: RHAPSODY IN BLUE
Leonard Penarrio, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343
10. CHOPIN BY STARLIGHT . Hollywood Bowl Symphony Orchestra (Dragon), Capitol SP-8371

BEST SELLING
CLASSICAL ALBUMS

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

MONOPHONIC

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

STEREOPHONIC

1. Soul of Spain, Vol. 1
101 Strings Stereo Fidelity SF 6600
2. Soul of Spain, Vol. 2
101 Strings Stereo Fidelity SF 9900
3. 101 Strings Play the Blues
Stereo Fidelity SF 5800
4. Silver Screen
101 Strings Stereo Fidelity SF 7000
5. Backbeat Symphony
101 Strings Stereo Fidelity SF 11500
6. Concerto Under the Stars
101 Strings Stereo Fidelity SF 6700
7. Holiday in Mexico
101 Strings Stereo Fidelity SF 10700
8. The World's Greatest Standards
101 Strings Stereo Fidelity SF 4300
9. Hawaii in Stereo
Leo Addeo Ork RCA Camden CAS 510
10. Mercury Stereo Sampler
Various Artists Mercury SRD 2

BEST SELLING POP EP'S

1. Gunfighter Ballads and Trail Songs
Marty Robbins Columbia EPB 13491
2. Heavenly
Johnny Mathis Columbia EPB 13511
3. Genius of Ray Charles
Atlantic EP 619
4. Hymns
Tennessee Ernie Ford Capitol EAP 1-756
5. Fireside Sing Along With Mitch
Mitch Miller Columbia EPB 13891
6. Kingston Trio at Large
Capitol EAP 1199
7. Ricky Sings Again
Ricky Nelson Imperial EP 159
8. Songs by Ricky
Ricky Nelson Imperial EP 162
9. Peter Gunn
Henry Mancini RCA Victor EPA 4333
10. That's All
Bobby Darin Atco EP 4594

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

LATIN CAMEOS



Knightsbridge Strings, Top Rank RM 315—The British ork offers lushly arranged, sweet stringed instrumental treatments of familiar Latin themes . . . "The Breeze and I," "Granada," "Siboney," "Amapola," "La Paloma," etc. Prime listening wax and strong programming material for mood segs.

THEME FROM A SUMMER PLACE AND OTHER GREAT THEMES



Billy Vaughn, Dot 3276 — Utilizing a larger ork than usual (a full complement of strings, woodwinds and brass) Vaughn offers rich, attractive instrumental treatments of a group of movie-TV-legit themes. Fine jockey wax. Selections include TV's "Tracy's Theme," Broadway's "Climb Ev'ry Mountain," and Hollywood's "All the Way."

Pop Disk Jockey Programming

SONGS YOU SWOONED TO



Raymond Price, Tabb 2001—The Price ork styles a group of songs that were made famous by Frank Sinatra. The ork settings are nicely varied, and the set adds up to almost listenable jockey programming item. It should also have strong sales appeal for those looking for easy-listening or terp sets. Selections include "Nancy," "All the Way" and "If You Are But a Dream." Interesting cover lends prime display value.

Rhythm & Blues

RIOT IN BLUES



Ray Charles, Lightning Hopkins, and other artists, Time T 70006—A lot for the money. Ray Charles, Lightning Hopkins, Sonny Terry, Brownie McGhee, James Wayne and Smokey Hogg are represented in a fine sampling of blues recorded, for the most part, about 10 years ago. Each artist is interesting. The Charles sides are done to guitar backing, and they present the noted blues artist during an earlier period of his career. The other sides also offer comparisons with the artists' later work.

Country & Western

TELL ME ABOUT YOURSELF



Nat King Cole, Capitol W 1331—Cole serves up highly listenable renditions of a flock of ballads, lushly supported by the Dave Cavanaugh ork. Tunes include the album title selection, "This Is Always" and "Dedicated to You." His approaches are smooth and velvety thruout, and the package should prove another big one for him. Good cover shot of the artist.

International

SOUVENIRS OF SPAIN



Nino de Murcia Ensemble, Everest LPBR 5068—Murcia's first U. S. album is a fascinating collection of Spanish folk songs, trume flamenco items and pop-oriented tunes with accompaniment on some sides by Bouchety's full ork and on others by guitar. Murcia's emotion-packed performance is exciting, richly varied and authentic.

Novelty

FOLK SONGS FOR THE 21ST CENTURY



Sheldon Allman, Hi-Fi R 415—In this amusing set Allman renders a group of specialty songs that might apply to the events of the future. Titles are "Crawl Out Through the Fallout," "Space Opera," "Rocket to the Moon," etc. The lyrics are funny, and the deliveries are well-paced by the artist. A good novelty set. Displayable cover sets the mood of the set.



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

INTROSPECTION TV

Johnny Gunn & Don Ralke, Warner Bros. 1372—For fanciers of the odd and offbeat, this is an interesting and sometimes weird collection of little monologs, set against a jazz background and played by some top-flight musicians. The stories are grotesque or shocking or carry a wry reverse twist. They were scripted by mystery novelist Frederic Brown, and they are effectively read by Johnny Gunn. The music by Don Ralke strongly supports the shifting moods. Net result is one of the oddest releases in some time.

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

POPULAR ★ ★ ★ ★

★★★★ THE MOST BEAUTIFUL
MUSIC OF HAWAII
George Greeley, Warner Bros. 1366,
(Stereo & Monaural) — Pianist Greeley

gives out with lush treatments of popular Island melodies. Included are such favorites as "Song of the Islands," "Aloha Oe" and "Blue Hawaii." His previous sets have gone well, and this is another likely big one.

(Continued on page 31)

Just Released...

THE VILLAGE OF ST. BERNADETTE ANDY WILLIAMS



HE ♪ THE VILLAGE OF ST. OUR LADY OF FATIMA ♪
BERNADETTE ♪ HE'S GOT I BELIEVE ♪ SUDDENLY
THE WHOLE WORLD THERE'S A VALLEY ♪
IN HIS HANDS ♪ YOU'LL NEVER WALK
SWEET MORNING ALONE ♪ COUNT YOUR
♪ CLIMB EV'RY BLESSINGS INSTEAD
MOUNTAIN ♪ THE OF SHEEP ♪ LOOK FOR
THREE BELLS ♪ THE SILVER LINING

Cadence 3038 ♪ Stereo 25038

THE NO. 1 SMASH IN ENGLAND

"WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?"

EMILE FORD AND THE CHECKMATES **ANDIE 5018**

First Release on **GOLDISC** an **OVERNIGHT HIT!**

"BARBARA"

The Temptations

Goldisc #3001

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"HELLO YOUNG LOVERS"

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A Two-Sided Smash!

Bobby Rydell

sings

WILD ONE

b/w

LITTLE BITTY GIRL

#171

G.A.M.P. RECORDS

1405 Locust St., Philadelphia, Pa.

GOING ALL THE WAY!

FRANKIE FORD

"TIME AFTER TIME"

#580

ACE RECORDS

2219 West Capitol St. Jackson, Miss.

Reviews and Ratings of New Albums

Continued from page 29

POPULAR ★★★★★

★★★★ BEHIND BRIGITTE BARDOT
Pete Rugolo Ork. Warner Bros. 1311. (Stereo & Monaural) — This might better be called Brigitte Bardot's behind, since that is what adorns the double sized cover, along with the rest of the French movie queen. Display value keynotes this de luxe fashioned four-fold set with the outside photo a full color affair and the inside spread offering additional delectable photos plus notes. Music consists of fine, moody Rugolo arrangements of themes from La Bardot's various starring efforts. This is an eye-catcher all right and it can create a lot of attention.

★★★★ SOLO ENCORES
David Carroll. Mercury MG 20503 — Here's an interesting instrumental album, featuring a different solo instrumentalist on each band. Thus alto sax is spotlighted on "Autumn Nocturne," trombone on "Souvenir D'Amour," trumpet on "Sugar Blues," Xylophone on "Nola," etc. Effective jockey package with strong appeal for sound bugs.

★★★★ ONCE MORE WITH FEELING
Billy Eckstine. Roulette SR 5104. (Stereo & Monaural)—Mr. B is in as fine fettle here as he's been for some time. Those familiar deep tones and the vocal slides are in evidence as usual but beyond that, Eckstine seems especially at home with a stand-out series of Billy May arrangements. Re-

do's of old hits appear in the form of "I Apologize," and "That Old Black Magic," as well as "Blues in the Night." Old friends of Eckstein's will really go for this and he stands to make some new fans as well. A lot of solid programming here, too.

JAZZ ★★★★★

★★★★ THE NEW JAZZ SOUND OF SHOW BOAT
Various Artists. Columbia CL 1419 — Modern, yet strongly melodic, this package showcases the memorable Jerome Kern-Oscar Hammerstein score in fresh, effective instrumental treatments. The Guitar Choir (accented with solos by Bob Brookmeyer on trombone, Phil Woods on alto sax, arranger-conductor John Carisi on trumpet, and a rhythm section) is heard on the original Broadway show tunes, plus other added later for revivals and film versions — "I Still Suits Me," etc.

POLKA ★★★★★

★★★★ POLKA. POLKA. POLKA
Ken Bass Ork. Roulette SR 25105 (Stereo & Monaural)—This should prove an attractive item in polka marts. Bass and crew manage to introduce a few new ideas to the polka sound. One of the tracks, "Polka Cha Cha," is an interesting blend of the two styles. The others are all in a bright, cheerful and danceable vein. Other numbers include "Roulette Polka" and "Beatnik Polka." A few have vocals.

★ ★ ★

GOOD SALES POTENTIAL

POPULAR ★★★

★★★ LEROY ANDERSON IN LATIN AMERICA
Marco Rizo Ork. Tico LP 1061 — The familiar music of Leroy Anderson seems to respond favorably to Latin arrangements. As played by Marco Rizo's ork, "Blue Tango" is done as a slow cha cha. "The Typewriter" becomes a mambo. "Jazz Pizzicato" is played as a merengue, and "Syn-copated Clock" is turned into a cha cha. Agreeable music, neatly arranged and performed for Latin styled dancing.

★★★ WOO-HOO
Rock - A - Teens. Roulette SR 25109. (Stereo & Monaural) — The Rock-A-Teens scored strongly with their single hit bearing the same title as this LP. It leads off the collection, with 11 other selections included. The group shows off its driving, rocking rhythm as well as the ability to shape a slower, more sentimental opus, such as "I'm Not Afraid." The group's distinctive, twangy sound and Vic Mizelle's vocals are prominent, of course, and should help snare the more youthful trade.

★★★ SWING FEVER
Buddy Cole. Warner Bros. 1373. (Stereo) — Buddy Cole at the Hammond Organ is the feature of this new set, and as on other Cole LP's, the organist imbues a group of standards with spirit via his attractive performances. On this new LP however, he is backed by a double rhythm section. Tunes include "The Hour of Parting," "Pagan Love Song," and "Heat Wave."

★★★ MY DEAR LITTLE SWEETHEART
Johnny Smith. Roost 2239 — This is an unusual Johnny Smith LP. The guitarist is featured backed by a large string ensemble, adding warmth and lushness to Smith's guitar work. The tunes include the title song and such standards as "Indian Summer," "Softly As in a Morning Sunrise," "Once in a While," and "It Never Entered My Mind." Good wax for Smith fans and a good deejay programming set.

★★★ ISLAND PARADISE
William Kealoha Ork. Roulette SR 25111. (Stereo & Monaural) — Lazy, languorous steel guitars with rhythm are heard in these pleasant readings of a nice group of Island songs. Selections include "Maui Girl," "On the Beach at Waikiki," "Sweet Aaloha," etc. A different touch is added by an occasional spot of trumpet or trombone mingled with the Island-flavored ensemble. Nice, relaxed listening, with an attractive cover.

★★★ A THOUSAND MILES AWAY
Heartbeats. Roulette R 25107 — A package of the original hits by this well-known rock and roll group. Included are "A Thousand Miles Away," "Down on My Knees," etc. Material includes ballads, some uptempo rockers, and the arrangements are typical of the triplet-marked disks of the peak period of rock and roll.

★★★ SALUTE ITALIA
Al Caiola. Roulette SR 25108. (Stereo & Monaural) — Guitarist Al Caiola is featured here in these instrumentals. He has also written the arrangements. The repertoire is made up of Italian melodies, with guitar and mandolin lending a romantic Italian quality. There are tangos, waltzes, polkas, etc. Included are "Chitarra Romana," "Mattinata," and "Woodpecker Song."

★★★ I'M NOBODY'S BABY
JoAnn Campbell. End LP 306 — Personable chirping by the canary is spotlighted on a group of catchy r.&r. items, plus the LP title oldie, showcased with r.&r. backing. A sock color photo, showing cute thrush surrounded by multi-hued telephones gives album solid display value. Teen appeal package.

LOW-PRICED POPULAR ★★★

★★★ ROMANTIC MEXICO
Rito Guizar. Wing MGW 12192—The popular Mexican actor sings a group of South American and international standards in this set that should cop sales in both pop and Latin American markets. Some vocals are also in English. Good rack item.

JAZZ ★★★

★★★ GIRL OF MY DREAMS
Charlie Shavers Quartet. Everest SDBR 1070. (Stereo & Monaural) — Charlie Shavers and his Quartet play some listenable music here that should please both jazz and pop fans. Tunes include the title song, "What Can I Say After I Say I'm Sorry," "I'll Get By," "Out of Nowhere," and other standards. Thru it all Shavers' trumpet work stands out.

★★★ RED GARLAND AT THE PRELUDE

Prestige 7170 — Garland employs several interesting approaches on this eight-track set. The tunes and tempos are nicely balanced. The ballads are done with heart; the swingers are fleet, and the moderate beat themes are handled with ease. On "One o'Clock Jump" he does a take-off on Baise, while still keeping his own distinctive style. Set can have wide appeal, if exposed. Jimmy Rowser is on drums, and Specs Wright handles drums.

LOW-PRICED CLASSICAL ★★★

★★★ SCHUBERT: SYMPHONY NO. 8; ROSAMUNDE OVERTURE NOS. 1 AND 2

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(Continued on page 32)

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• Reviews and Ratings of New Albums

• Continued from page 31

★★★ GOOD SALES POTENTIAL

Orchestra under George Hurst. At the \$1.98 price for monaural and the \$2.98 for stereo this is an excellent waxing for the new collector, especially the younger set.

FOLK ★★★

★★★ HOOTENANNY AT CARNEGIE HALL
Folkways FN 2512—A sing out production with Pete Seeger, Hally Wood, Tony Kraber, Jerry Silverman and others. Repertoire in the album comes from these Hootenannies held at Carnegie during 1958 and 1959. A pamphlet explaining Hootenannies and providing lyrics accompanies the package.

★★★ LAMB: STUDY IN CLASSIC RAGTIME

Folkways FG 3562—Joe Lamb, one of the great ragtime writers, plays some of his compositions and chats with Sam Charters (who recently authored a fine tome on blues). Serious students of ragtime and early musical Americana will want this album, which continues the series of documentary material recorded on the Folkways label. Charters has furnished some interesting notes, and is to be commended for cutting the disk.

★★★ CALIFORNIA FOLK CONCERT WITH ROLF CAHN

Folkways FA 2416—Followers of the folk genre, and those who are familiar with the blues, the real blues that is, will enjoy this set. It features Rolf Cahn in many of the songs he presented at various concerts in California last year. The tunes include familiar blues such as "Keys to the Highway," "Evil Blues," "Call Me Your Dog," as well as country event-type songs, including "Titanic" and "The Four Maries." And there are also folk ballads, such as "Kentucky Moonshiner" and "Eight More Miles to Louisville."

INTERNATIONAL ★★★

★★★ THE SOUL OF CUBA
Gloria Matancera; Juan Manuel Diaz, cond. Gone GL 7902 — The group (trumpets, rhythm section and vocalists) features an easy temp tempo and play Guajiras, San Montimas, Guaraches and Guaguances all with a cha cha or mambo beat. Nelo Sosa is creditable as featured vocalist. Solid Latin dance wax.

★★★ MUSICAL MOODS OF THE MAORI

Various Artists. Top Rank RM 312 — The Hukarere Church of England School Choir is featured on one side of this LP, while the flip spotlights the Wai Patu Concert Party, a Maori singing group recorded at a live performance. The youthful fem choir has a fresh vocal sound on a group of Maori and U. S. tunes (including a Maori lyric version of Nick Kenny's "There's a Goldmine in the Sky"). However, the flip side is more exciting, featuring exuberant, lively vocalizing by the New Zealand group on some colorful Maori tunes. A solid item for the market.

SPOKEN WORD ★★★

★★★ NOT SO LONG AGO
Various Artists. Robert Russell Bennett Music. RCA Victor LOC 1055 (Stereo & Monaural)—A sound track of the NBC-TV film special of a couple of weeks back. Narrated by Bob Hope, it spotlights world events between V-J Day and the onset of the Korean War. The voices of famed personalities of the era are included, such as Fiorello LaGuardia, Dwight Eisenhower, Harry Truman, Babe Ruth, Winston Churchill, Gen. George Marshall and Albert Einstein. However, the result is only sporadically entertaining, lacking the visual effects which made up the bulk of the video program.

★★ MODERATE SALES POTENTIAL

POPULAR ★★

★★ IMAGINATION
Malcolm Peters Ork. Time T 70067 — Original big band music, written by Ron Goodwin and arranged by Malcolm Peters, who also fronts the orchestra. A variety of musical impressions are offered, as evi-

denced by such titles as "African Patrol," "Midnight in Madame Tussaud's," "Jubilee Top Circus." Mostly effective, the contents provide some good mood music.

FOLK ★★

★★ ANOTHER COUNTRY HEARD FROM
Malvina Reynolds, Erik Darling. Folkways FN 2524—Malvina Reynolds is a primitive type of folk singer, a sort of a Grandma Moses of the folk world. Her original songs have little craft and her lyrics are somewhat naive, but there may be a few followers of unsophisticated ballads who will find them of some interest.

★★ MUSIC OF THAILAND

Various Artists. Folkways FE 4463—This would figure to be an ethnic value only. As a sample of Thailand musical lore, it has appeal and the recordings are actually very well done. A complete breakdown of the various offbeat instrumental combines and vocal styles appears in an accompanying booklet. Highly specialized merchandise, it could appeal to a limited market only.

INTERNATIONAL ★★

★★ ROUMANIA
Various Artists. Artia ALP 116 — This could be called the Roumanian equivalent of a U. S. country record, for it presents true folk artists in music and dance. A couple of bands featuring guitar-like instruments sound as tho they could have come from Nashville. But other items are more exotic, featuring instruments such as the bagpipe, flute, torogoata, pear leaf and pan pipe. Music ranges from sheperd songs to turgid, thrilling peasant music with wild singing and dancing. Authentic, with excellent sound.

SPOKEN WORD ★★

★★ ALAN GALE ON STAGE
Roulette SR 25110 (Stereo & Monaural) — The laugh-maker, best known among the night club savants as the long-time owner and host of the Celebrity Club in Miami Beach, did a long stint at New York's International Restaurant, and this live, "on location" disk is the act he presents there. It's very typical night club stuff with that general atmosphere well recreated. With increased recent accent of comedy and talking disks, this can be expected to pull its share, especially among the entertainer's personal followers.

★★ ODES OF HORACE

John F. C. Richards. Folkways SL 9968 — For the advanced Latin student, this can be a valuable record. It contains 18 of the odes of Horace, read clearly in Latin by John F. C. Richards, associate professor at Columbia University. The accompanying booklet provides the Latin texts for the odes, plus two English translations for each, one in poetical prose and the other in verse. Restricted material.

★★ FOLK TALES FROM GHANA (1-10")

Ashanti. Folkways FC 7110 — The folk stories are all interesting—some for their comedy value; others for their moral or philosophical lessons. They are narrated by Harold Courlander, whose delivery unfortunately at times lacks conviction. A better voice might have lent more charm to the stories. Limited appeal item.

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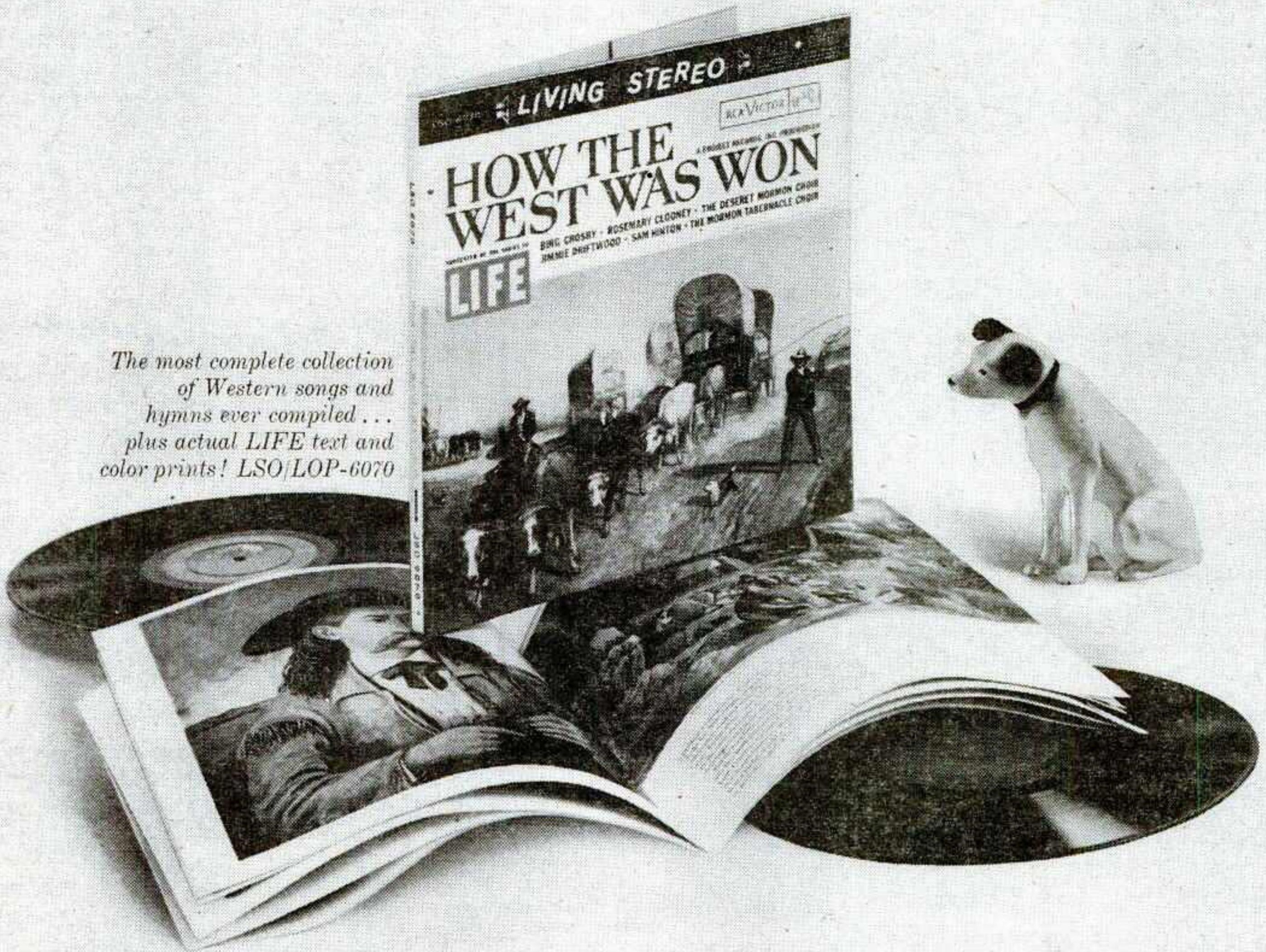
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending February 27

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Theme From a Summer Place		1	6. Wild One		10
By Steiner—Published by Witmark (ASCAP)		7	By F. Tobias—Published by Lowe (ASCAP)		4
BEST SELLING RECORD: Percy Faith, Col 41490.			BEST SELLING RECORD: Bobby Rydell, Cameo 171.		
RECORDS AVAILABLE: Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.			7. Running Bear		5
2. He'll Have to Go	4	8	By J. P. Richardson—Published by Big Bopper Music (BMI)		12
By J. Allison-A. Allison—Published by Central Songs (BMI)			BEST SELLING RECORD: Johnny Preston, Mer 71474.		
BEST SELLING RECORD: Jim Reeves, Vic 7643.			RECORD AVAILABLE: Smiley Wilson, Freedom 44025.		
RECORDS AVAILABLE: Billy Brown, Col 41380; Jim Lowe, Dot 16046.			8. Beyond the Sea		7
3. Teen Angel	2	9	By Trenet-Lawrence—Published by Harms (ASCAP)		6
By JNR-Surrey—Published by Acuff-Rose (BMI)			BEST SELLING RECORD: Bobby Darin, Atco 6158.		
BEST SELLING RECORD: Mark Dinning, M-G-M 12845.			RECORDS AVAILABLE: Trade Martin, Geo 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.		
4. Handy Man	3	8	9. Let It Be Me		9
By Blackwell-Jones—Published by Sheldon Music (BMI)			By M. Curtis-P. DeAnce-G. Beaud—Published by Leeds (ASCAP)		7
BEST SELLING RECORD: Jimmy Jones, Cub 9049.			BEST SELLING RECORD: Everly Brothers, Cadence 1376.		
5. What in the World's Come Over You	6	7	10. Baby		12
By Jack Scott—Published by Peer Int'l & Star Fire (BMI)			By Clyde Otis-Murray Stein—Published by Meridian-Play (BMI)		4
BEST SELLING RECORD: Jack Scott, Top Rank 2028.			BEST SELLING RECORD: Dinah Washington & Brook Benton, Mer 71565.		

Second Ten

11. Lonely Blue Boy	11	7	16. Harbor Lights	22	4
By Weisman-Wyse—Published by May (ASCAP)			By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP)		
BEST SELLING RECORD: Conway Twitty, M-G-M 12857.			BEST SELLING RECORD: Platters, Mer 71563		
12. Where or When	8	8	RECORDS AVAILABLE: LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.		
By Rodgers & Hart—Published by Chappell (ASCAP)			17. Lady Luck	21	3
BEST SELLING RECORD: Dion & the Belmonts, Laurie 3044.			By Price-Logan—Published by Pri-Gan (BMI)		
RECORDS AVAILABLE: Jan August, Mer 30001; Lionel Hampton, Dec 27198; Dick Haymes, Dec 23751; Leroy Holmes Ork, M-G-M 12253; Guy Lombardo Ork, Dec 27502.			BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10075.		
13. Forever	16	4	18. You Got What It Takes	14	12
By Buddy Killen—Published by Tree (BMI)			By Gordy, Davis & Gordy—Published by Fidelity (BMI)		
BEST SELLING RECORD: Little Dippers, University 210.			BEST SELLING RECORD: Marv Johnson, United Artists 185.		
RECORDS AVAILABLE: Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.			19. Midnight Special	23	3
14. Sweet Nothin's	17	3	By Milton Schnapf—Published by Jones-Milbern (BMI)		
By Ronnie Self—Published by Champion (BMI)			BEST SELLING RECORD: Paul Evans, Guaranteed 205.		
BEST SELLING RECORD: Brenda Lee, Dec 30967.			RECORDS AVAILABLE: Gateway Singers, Dec 29972; Tiny Grimes, Atlantic 465; Gordon Jenkins/Weavers, Dec 28272.		
15. El Paso	13	15	20. Delaware	25	2
By Marty Robbins—Published by Marty's Music (BMI)			By Irving Gordon—Published by Gunston (ASCAP)		
BEST SELLING RECORD: Marty Robbins, Col 41511.			BEST SELLING RECORD: Perry Como, Vic 7670.		

Third Ten

21. Puppy Love	-	1	26. Tracy's Theme	18	7
By Paul Anka—Published by Spanka (BMI)			By Ascher—Published by Devon (BMI)		
RECORDS AVAILABLE: Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.			RECORD AVAILABLE: Spencer Ross, Col 41532.		
22. Beatnik Fly	-	1	27. Tall Oak Tree	-	1
By T. King & L. Mack—Published by Duchess (BMI)			By Dorsey Burnette—Published by Bamboo (BMI)		
RECORD AVAILABLE: Johnny and the Hurricanes, Warwick 520.			RECORD AVAILABLE: Dorsey Burnette, Era 3012.		
23. Down by the Station	15	8	28. Country Boy	28	2
By Bruce Belland-Glenn Larson—Published by Lar-Bell (BMI)			By A. Domino-D. Bartholemew—Published by Alan-Edwards (BMI)		
RECORDS AVAILABLE: Four Preps, Cap 4312; Rita & Robin, Unical 1.			RECORD AVAILABLE: Fats Domino, Imperial 5645.		
24. Pretty Blue Eyes	19	13	29. Little Bitty Girl	30	3
By Randazzo-Weinstein—Published by Almino (BMI)			By C. Ballard-S. Tobias—Published by Sequence (ASCAP)		
RECORD AVAILABLE: Steve Lawrence, ABC-Paramount 10058.			RECORD AVAILABLE: Bobby Rydell, Cameo 171.		
25. Rockin' Little Angel	24	4	30. Outside My Window	-	1
By Rogers—Published by Stairway & Singing River (BMI)			By Hal David & Sherman Edwards—Published by E. H. Morris (ASCAP)		
RECORD AVAILABLE: Ray Smith, Judd 1016.			RECORD AVAILABLE: Fleetwoods, Dolton 15.		

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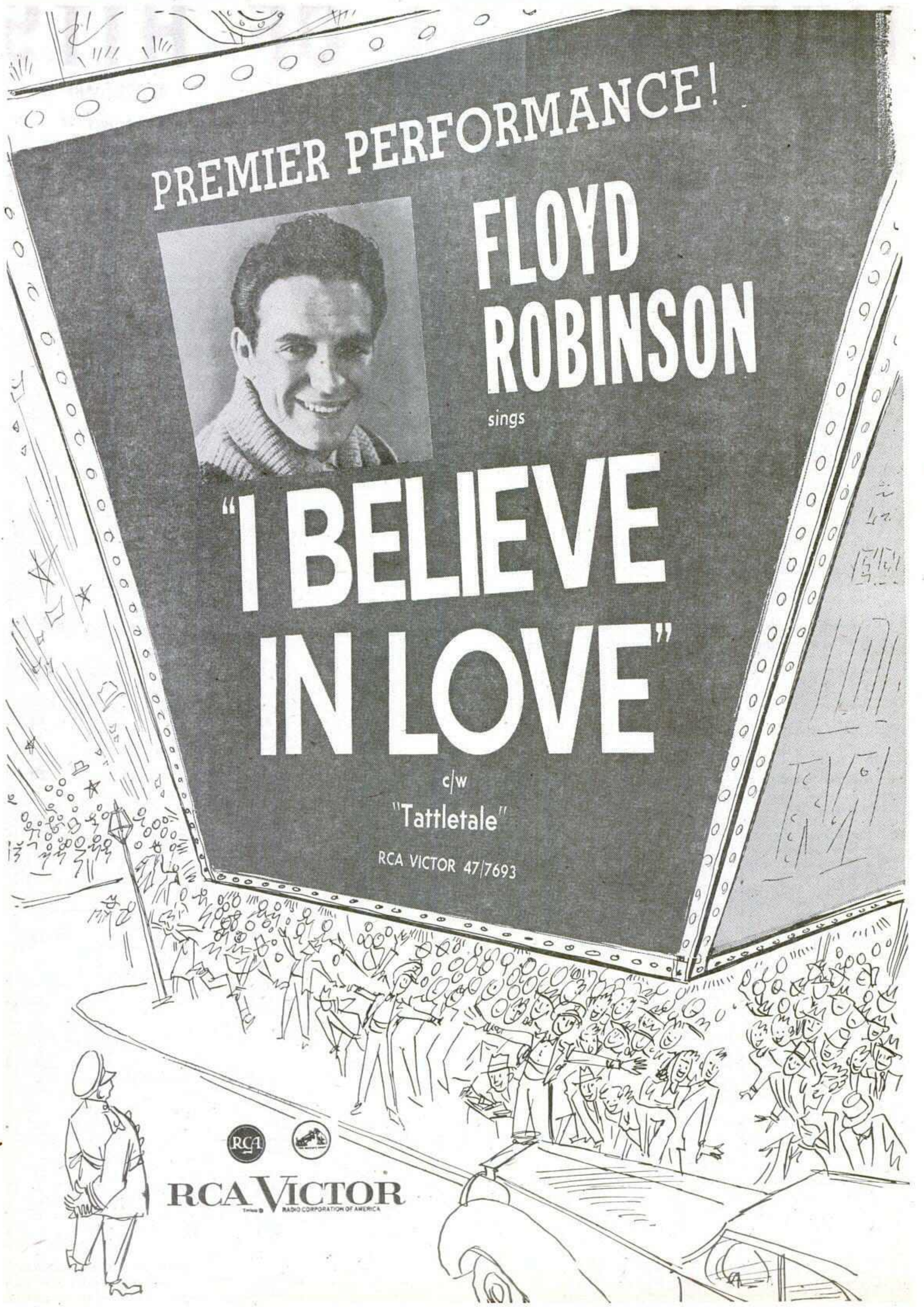
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FOR WEEK
ENDING MARCH 13

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	6	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490			9
2	3	4	4	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	11
3	2	3	3	HANDY MAN	Jimmy Jones, Cub 9049			11
4	10	11	23	WILD ONE	Bobby Rydell, Cameo 171			6
5	5	5	7	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank 2028		S	9
6	4	2	1	TEEN ANGEL	Mark Dinning, M-G-M 12845			12
7	6	8	11	BEYOND THE SEA	Bobby Darin, A&O 6158			8
8	9	12	20	BABY	Brook Benton and Dinah Washington, Mercury 71565		S	7
9	8	7	9	LET IT BE ME	The Everly Brothers, Cadence 1376			9
10	7	6	2	RUNNING BEAR	Johnny Preston, Mercury 71474			21
11	13	17	21	FOREVER	Little Dippers, University 210			7
12	15	21	27	HARBOR LIGHTS	The Platters, Mercury 71563		S	7
13	16	26	30	SWEET NOTHIN'S	Brenda Lee, Decca 30967			12
14	12	9	8	LONELY BLUE BOY	Conway Twitty, M-G-M 12857			11
15	11	10	5	WHERE OR WHEN	Dion and the Belmonts, Laurie 3044			11
16	19	20	35	LADY LUCK	Lloyd Price, ABC-Paramount 10075		S	6
17	41	62	—	PUPPY LOVE	Paul Anka, ABC-Paramount 10082		S	3
18	14	14	13	DOWN BY THE STATION	Four Preps, Capitol 4312			11
19	27	36	69	BEATNIK FLY	Johnny and the Hurricanes, Warwick 520			4
20	17	13	19	TRACY'S THEME	Spencer Ross, Columbia 41532		A	10
21	18	19	33	MIDNIGHT SPECIAL	Paul Evans, Guaranteed 205			7
22	23	34	44	DELAWARE	Perry Como, RCA Victor 7670		S	5
23	34	35	50	TALL OAK TREE	Dorsey Burnette, Era 3012			6
24	20	15	14	YOU GOT WHAT IT TAKES	Marv Johnson, United Artists 185			19
25	25	29	37	COUNTRY BOY	Fats Domino, Imperial 5645			6
26	22	22	24	ROCKIN' LITTLE ANGEL	Ray Smith, Judd 1016			10
27	28	27	41	LITTLE BITTY GIRL	Bobby Rydell, Cameo 171			6
28	21	18	12	PRETTY BLUE EYES	Steve Lawrence, ABC-Paramount 10058		S	16
29	61	68	—	O, DIO MIO	*Annette, Vista 354			3
30	40	48	74	OUTSIDE MY WINDOW	Fleetwoods, Dolton 15			4
31	29	16	10	EL PASO	Marty Robbins, Columbia 41511		A	18
32	31	31	31	LUCKY DEVIL	Carl Dobkins Jr., Decca 31020			14
33	71	98	—	ALVIN'S ORCHESTRA	David Seville and the Chipmunks, Liberty 55233			3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	50	60	—	(WELCOME) NEW LOVERS	Pat Boone, Dot 16048		S	2
35	52	70	—	CHATTANOOGA SHOE SHINE BOY	Freddy Cannon, Swan 4050			3
36	24	25	29	BULLDOG	The Fireballs, Top Rank 2026		S	9
37	30	32	36	TOO MUCH TEQUILA	Champs, Challenge 59063			8
38	37	50	82	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay 333			4
39	39	39	47	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot 15983			8
40	33	33	26	SHIMMY, SHIMMY, KO-KO BOP	Little Anthony & the Imperials, End 1060			14
41	53	—	—	ABOUT THIS THING CALLED LOVE	Fabian, Chancellor 1047		S	2
42	36	43	48	CRAZY ARMS	Bob Beckham, Decca 31029			10
43	32	23	15	GO, JIMMY, GO	Jimmy Clanton, Ace 575			14
44	42	51	78	TOO POOPED TO POP	Chuck Berry, Chess 1747			4
45	43	49	56	MONEY	Barrett Strong, Anna 1111			6
46	62	63	—	MAMA	Connie Francis, M-G-M 12878		S	3
47	47	67	—	THIS MAGIC MOMENT	Drifters, Atlantic 2050			3
48	49	45	62	BAD BOY	Marty Wilde, Epic 9356			5
49	70	99	—	EL MATADOR	Kingston Trio, Capitol 4338			3
50	55	58	68	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			6
51	26	24	25	TENDER LOVE AND CARE	Jimmie Rodgers, Roulette 4218			9
52	35	30	34	TIME AND THE RIVER	Nat King Cole, Capitol 4325			6
53	38	40	42	CHINA DOLL	Ames Brothers, RCA Victor 7655		S	6
54	46	41	52	ETERNALLY	Sarah Vaughan, Mercury 71562		S	5
55	72	91	—	ANYWAY THE WIND BLOWS	Doris Day, Columbia 41569			3
56	63	88	—	LAWDY MISS CLAWDY	Gary Stiles, Carlton 525			3
57	51	52	64	FANNIE MAE	Buster Brown, Fire 1008			6
58	54	42	43	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence 1372			8
59	48	47	59	ON THE BEACH	Frank Chacksfield, London 1901			2
60	66	84	100	PARADISE	Sammy Turner, Big Top 3032			4
61	68	92	—	ANGELA JONES	Johnny Ferguson, M-G-M 12855			3
62	77	—	—	TEDDY	Connie Francis, M-G-M 12878		S	2
63	89	—	—	THE SAME OLD ME	Guy Mitchell, Columbia 41576			2
64	80	95	—	GREENFIELDS	Brothers Four, Columbia 41571			3
65	67	83	93	CLEMENTINE	Jan and Dean, Dore 539			5
66	60	—	—	STRING ALONG	Fabian, Chancellor 1047		S	3
67	64	81	85	JUST A LITTLE BIT	Roscoe Gordon, Vee Jay 332			4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	56	56	65	HARLEM NOCTURNE	Viscounts, Madison 123			11
69	—	—	—	SINK THE BISMARCK	Johnny Horton, Columbia 41568			1
70	—	—	—	WHITE SILVER SANDS	Bill Black's Combo, HI 2021			1
71	84	—	—	STARBRIGHT	Johnny Mathis, Columbia 41583			2
72	82	—	—	SUMMER SET	Monty Kelly, Carlton 527		S	2
73	58	65	73	WALTZING MATILDA	Jimmie Rodgers, Roulette 4218		S	8
74	75	86	—	DON'T FENCE ME IN	Tommy Edwards, M-G-M 12871		S	3
75	85	—	—	CHATTANOOGA CHOO CHOO	Ernie Fields, Rendezvous 117			2
76	65	93	—	SLEEPY LAGOON	Platters, Mercury 71563		S	3
77	44	28	16	WHY	Frankie Avalon, Chancellor 1045		S	16
78	76	64	75	LET IT ROCK	Chuck Berry, Chess 1747			6
79	—	—	—	I LOVE THE WAY YOU LOVE	Marv Johnson, United Artists 208			1
80	—	—	—	JUST ONE TIME	Don Gibson, RCA Victor 7690		S	1
81	97	—	—	ROAD RUNNER	Bo Diddley, Checker 942			2
82	—	—	—	NEVER LET ME GO	Lloyd Price, ABC-Paramount 10075		S	1
83	45	37	18	THE BIG HURT	Toni Fisher, Signet 275			17
84	—	—	—	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			1
85	90	—	—	STEP BY STEP	The Crests, Coed 525			2
86	57	46	60	DARLING LORRAINE	Knockouts, Shad 5013			11
87	59	38	17	THE VILLAGE OF ST. BERNADETTE	Andy Williams, Cadence 1374			13
88	95	—	—	YOU DON'T KNOW ME	Lennie Welch, Cadence 1373			2
89	—	—	—	APPLE GREEN	June Valli, Mercury 71588			1
90	93	69	99	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			4
91	96	—	—	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			2
92	83	—	—	WEREWOLF	The Frantics, Dolton 16			2
93	—	—	—	CLOSER WALK	Pete Fountain, Coral 62154			2
94	—	—	—	WHAT'CHA GONNA DO	Nat King Cole, Capitol 4325			1
95	—	—	—	SUDDENLY	Nick Dematteo, Guyden 2024			1
96	100	—	—	JUST GIVE ME A RING	Clyde McPhatter, Atlantic 2049			5
97	—	—	87	YOU'RE MY BABY	Sarah Vaughan, Mercury 71562			2
98	86	72	77	HULLY GULLY	Olympics, Arvee 562			6
99	—	—	—	JAMBALAYA (On the Bayou)	Bobby Comstock & the Counts, Atlantic 2051			1
100	74	76	71	I WAS SUCH A FOOL	Flemingoes, End 1062			5
100	—	—	—	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol 4342			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

- *WHITE SILVER SANDS Bill Black's Combo (Sharina, BMI) Hi 2021
- *SINK THE BISMARCK Johnny Horton (Cajun, BMI) Columbia 41568
- *THE SAME OLD ME Guy Mitchell (Pamper, BMI) Columbia 41576
- *STARBRIGHT Johnny Mathis (Cathryl, ASCAP) Columbia 41583
- *SUMMER SET Monte Kelly (Hollis, BMI) Carlton 527
- GREENFIELDS The Brothers Four (Montclare, BMI) Columbia 41571

- *CHATTANOOGA CHOO CHOO Ernie Fields (Feist, ASCAP) Rendezvous 117
- *JUST ONE TIME Don Gibson (Auff-Rose, BMI) RCA Victor 7690
- *I LOVE THE WAY YOU LOVE Marv Johnson (Jobete, BMI) United Artists 208

C&W

- I MISS YOU ALREADY Jimmy Newman (Tree, BMI) M-G-M 12864
- AM I THAT EASY TO FORGET! Skeeter Davis (Four Star, BMI) RCA Victor 7671

R&B —No selections this week.

In order to speed record reviews, The Billboard requests that all singles be sent to The Billboard Music Department, 1564 Broadway, New York 36, N. Y.

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. SCANDINAVIAN SHUFFLE The Swe-Danes, Warner Bros.
2. TAMIAMI Bill Haley & His Comets, Warner Bros.
3. GOODBYE, KANSAS CITY Wilbert Harrison, Fury
4. SUMMER SET Acker Bilk, Alco
5. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR! Ray Peterson, RCA Victor
6. TEENAGE SONATA Sam Cooke, RCA Victor
7. ALL THRU THE NIGHT The Mystics, Laurie
8. RUBY Adam Wade, Coed
9. CARAVAN Santo & Johnny, Canadian-American
10. SOMEDAY Della Reese, RCA Victor
11. BIG IRON Marty Robbins, Columbia
12. CINDY Teddy Vann, Triple-X
13. DON'T THROW AWAY ALL THOSE TEARDROPS Frankie Avalon, Chancellor
14. AT MY FRONT DOOR Dee Clark, Abner
15. MR. LUCKY Henry Mancini, RCA Victor

HOT 100: A TO Z

About This Thing Called Love	41
Alvin's Orchestra	33
Am I That Easy to Forget	39
Angela Jones	61
Anyway the Wind Blows	55
Apple Green	89
Baby	8
Baby, What Do You Want Me to Do	38
Bad Boy	48
Beatnik Fly	19
Beyond the Sea	7
Big Hurt, The	83
Bulldog	36
Chattanooga Choo Choo	75
Chattanooga Shoe Shine Boy	35
China Doll	53
Clementine	65
Closer Walk	93
Country Boy	25
Crazy Arms	42
Darling Lorraine	86
Delaware	22
Don't Fence Me In	74
Down by the Riverside	100
Down by the Station	18
El Matador	49
El Paso	31
Eternally	54
Fannie Mae	57
Footsteps	84
Forever	11
Go, Jimmy, Go	43
Greenfields	64
Handy Man	3
Harbor Lights	12
Harlem Nocturne	68
He'll Have to Go	2
Hully Gully	98
I Love the Way You Love	79
I Was Such a Fool	100
Jambalaya (On the Bayou)	99
Just a Little Bit	67
Just Give Me a Ring	96
Just One Time	80
Lady Luck	16
Lawdy Miss Clawdy	56
Let It Be Me	9
Let It Rock	78
Let the Little Girl Dance	90
Little Bitty Girl	27
Lonely Blue Boy	14
Lucky Devil	32
Mama	46
Midnight Special	21
Money	45
Mountain of Love	91
Never Let Me Go	82
O, Dio Mio	29
On the Beach	59
Outside My Window	30
Paradise	60
Pretty Blue Eyes	28
Puppy Love	17
Road Runner	81
Rockin' Little Angel	26
Running Bear	10
Same Old Me, The	63
Shimmy, Shimmy Ko-Ko Bop	40
Sink the Bismarck	69
Sixteen Reasons	50
Sleepy Lagoon	76
Starbright	71
Step by Step	85
String Along	66
Suddenly	95
Summe Se	12
Sweet Nothin's	73
Tall Oak Tree	23
Teddy	62
Teen Angel	6
Tender Love and Care	51
Theme From a Summer Place	1
This Magic Moment	47
Time and the River	52
Too Much Tequila	37
Too Pooped to Pop	44
Tracy's Theme	20
Village of St. Bernadette, The	87
Waltzing Matilda	73
(Welcome) New Lovers	34
Werewolf	92
What in the World's Come Over You	5
What'cha Gonna Do	94
When or When	15
White Silver Sands	70
Why	77
Why Do I Love You So	58
Wild One	4
You Don't Know Me	88
You Got What It Takes	24
You're My Baby	97

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

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

NEIL SEDAKA



STAIRWAY TO HEAVEN (Aldon, BMI) — FORTY WINKS AWAY (Aldon, BMI)—Sedaka turns in two highly salable chanting stints on attractive sides, "Stairway" is a rocker sort. "Forty Winks Away" is on the rockaballed order. Both can score. RCA Victor 7709

PEGGY LEE



HEART (Frank, ASCAP)—Side is from the lark's current LP, "Latin a la Lee." She reads the oldie over a spicy cha cha arrangement. It's an infectious effort that could easily step out. Flip is "C'est Manifique," (Buxton Hill, ASCAP). Capitol 4349

TONI FISHER



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

MARGIE RAYBURN



MAGIC WORDS (Monarch, ASCAP)—The thrush turns in a cute reading of a charming tune. Pig-Latin is used as a gimmick in the lyrics, and part of the side is multi-tracked. It's her strongest recently. Flip is "Sentimental Journey," (Morris, ASCAP). Liberty 55238

SKIP & FLIP



(I'LL QUIT) CRYIN' OVER YOU (Trinity-Desert-Palms, BMI)—CHERRY PIE (Modern, BMI)—The duo delivers two listenable bids. "Cryin' Over You" is a ballad, and it gets a warm reading. "Cherry Pie" is also a slowish tune that is presented with equal appeal. It can be a two-sider. Brent 7010

LINK WRAY & THE WRAY MEN



TRAIL OF THE LONESOME PINE (Shapiro-Bernstein, ASCAP)—Wray and crew give the folkish standard a bright, instrumental outing. It's done in rock style, and it builds nicely thruout. Danceable item could mean a winner for them. Flip is "Golden Strings," (Andval, BMI). Epic 9361

SAM HAWKINS



NO TIME FOR TEARS (Sidney, BMI)—LET ME BE (Sidney, BMI)—"No Time for Tears" has gospel overtones, and Hawkins hands the tune a solid belt over interesting ork support. "Let Me Be" is a rocker, and this, too, is nicely treated. Dual-market sides. Decca 31059

FRANK DE VOL



THE KEY THEME (Cromwell, ASCAP)—LA MONTANA (Hollis, BMI)—Top side is the theme from a forthcoming TV-er and is styled along the lines of "Theme From a Summer Place." "La Montana" also features a host of strings in a mild, rock framework, and is also likely to prove a popular side. Columbia 41620

Country & Western

RAY PRICE



ONE MORE TIME (Cedarwood, BMI)—WHO'LL BE THE FIRST (Pamper, BMI)—Price has two potent contenders—both of which should reach the chart in short order. "One More Time" is a countryish ballad. "Who'll Be the First" shows a meaningful reading of a weeper. Columbia 4159

FARON YOUNG



YOUR OLD USED TO BE (Lancaster, BMI)—I'LL BE ALRIGHT (IN THE MORNING) (Moss-Rose, BMI)—Young is a good bet to score with either of these attractive items. "Your Old Used to Be" is a rockabilly tune that can also lure pop sales. "I'll Be Alright" is a bright song that can also register pop appeal. Capitol 4351

THE WILBURN BROTHERS



SENTENCED TO DIE (Sure Fire, BMI)—YOU CAN'T TAKE IT WITH YOU (Sure Fire, BMI)—The Wilburns have two handsome sides that should account for lots of c.&w. coin. "Sentenced to Die" is done with a hill approach. The tune is a weeper. "You Can't Take It With You" has the boys backed by a chorus. Both are dual-market sides. Decca 31062

BILLIE MORGAN



I HAD TO TALK TO SOMEONE (Starday, BMI)—I'LL ACCEPT WHAT CAN'T CHANGE (Peer Intl., BMI)—"I Had to Talk" is an interesting story of an unfortunate event, and Miss Morgan pours lots of feeling into her reading of the weeper. Flip is a philosophical song that is also read with heart. She uses a traditional approach on both. Starday 489

(Continued on page 41)

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Reviews of THIS WEEK'S SINGLES (continued)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 39

Rhythm & Blues

LITTLE JR. PARKER



THE NEXT TIME (Lion, BM) — **YOU'RE ON MY MIND** (Lion, BMI)—Parker sells "The Next Time," a rocker with his usual spirit. "You're On My Mind" is a bluesy theme, and this also comes in for an effective vocal. Both should attract. **Duke 317**

Spiritual

THE HIGHTOWER BROTHERS SINGERS



OH, LORD SAVE ME (Excellorec, BMI)—**FINALLY MADE IT IN** (Excellorec, BMI)—"Oh, Lord, Save Me" is carried by a fem lead who is warmly supported by the choir. "Finally Made It In," the flip, is a more rhythmic gospel item that also has fem lead in the spotlight. Both should move well with devotees of this sort. **Nashboro 663**

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 TALENT

OPTIMISTS

I'M LAUGHING AT MYSELF (Carsey-Verbo, BMI)—**LIFT UP THE LATCH** (Carsey-Verbo, BMI)—The fem group scores to good effect on two lovely ballads. Both get smart vocal approaches, and with plugs either side might step out. Both rate heavy spins. **Crystallette 738**

JIMMY BELL

PRAYIN' FOR SOMEONE TO LOVE (Acuff-Rose, BMI)—**WHAT'CHA GONNA DO ABOUT ME** (Acuff-Rose, BMI)—Bell impressively sells two listenable songs. "Prayin'" is a love song with an inspirational quality. "What'cha Gonna Do About Me" is a brighter, gospelly sort. Both are nicely handled. **Hickory 1115**

POP DISK JOCKEY PROGRAMMING

BILLY MURE

JAMBALAYA (ON THE BAYOU) (Acuff-Rose, BMI)—**KAW-LIGA** (Acuff-Rose, BMI)—The memorable Hank Williams' tunes are done with sparkling guitar sounds by the artist. Both sides continue to build in sound and excitement, and spins of either should go well with listeners. **Everest 19335**

NEWPORT YOUTH BAND

JAZZ ME BLUES (Marks, BMI)—The young jazz ork turns to a rock arrangement on this catchy theme. It's a well-orked and colorful side that should set toes a-tappin'. Flip is "It's the Talk of the Town," (Joy, ASCAP). **Coral 62187**

GORDON JENKINS ORK & CHORUS

ROMANTICA (Edizioni-Titanus, ASCAP) — **THE CLOCK SONG** (Summit, ASCAP)—"Romantica" is the winning song in this year's San Remo Song Festival. The Jenkins ork and chorus give the pretty beguine a warm outing. "The Clock Song" is also a pretty and spinnable side that provides good wax for all segs. **Kapp 326**

JUNIOR AND HIS FRIENDS

WHO'S OUR PET, ANNETTE (Spanka, BMI)—Tune cluffed by Paul Anka, is delivered by his younger brother and a kid chorus. It's a charming tribute to thrush Annette with cute lyrics. Flip is "A.B.C. Love," (Spanka, BMI). **ABC-Paramount 10089**

EDDIE FISHER

SUMMERTIME LOVE (Frank, ASCAP)—**AFTER YOU'VE GONE** (Mayfair, ASCAP)—Fisher presents a quality sing of the pretty song from the forthcoming Frank Loesser show, "Greenwillow." It's read over a complementary arrangement. Side is highly spinnable, and it could also register strongly sales-wise. The artist delivers a Jolson-type reading of "After You've Gone," and this should also get spins and coin. **Ramrod 2**

ELMER RUSH

SERENADE OF THE BELLS (Melrose, ASCAP)—Rush applies an interesting cha cha treatment to the pretty oldie that comes off for attractive results. The side is interesting and unusual, and it makes for a fine jockey item. Flip is "Tavern Song," (LeFors, BMI) **GIZmo "45" 601**

VERY STRONG SALES POTENTIAL

THE SPACEMEN

★★★★ **MOVIN' UP** — ALTON 300 — The group, who recently scored with "Clouds," has a funky blues-type item that also steps out strongly. It's a contagious item. (Samdix, BMI)

★★★★ **LUCKY BLUEBIRD**—Leisurely shuffle-pace item is also given a listenable instrumental outing. Worth watching. (Samdix, BMI)

TONY BENNETT

★★★★ **I'LL BRING YOU A RAINBOW**—COLUMBIA 41595—A smart piece of material is handed a solid reading by Bennett over first-rate backing by the ork. This could be a big side. (Barton, ASCAP)

★★★★ **ASK ME (I KNOW)**—The chanter sells a warm ballad with a lot of charm, backed prettily by the ork. Could grab both coins and spins. (Mansion, ASCAP)

MARTIN DENNY

★★★★ **BANANA CHOO-CHOO**—LIBERTY 55236—The distinctive Martin Denny approach is augmented by a vocal group on the title, as the side starts. It then moves into a Latinish instrumental. It could be another big one. (American, BMI)

★★★★ **FRANKIE & JOHNNY**—Weird instrumental effects of an Oriental nature are applied to this interesting treatment of the evergreen. Unusual enough to catch on. (Exotica, BMI)

THE KALIN TWINS

★★★★ **CHICKEN THIEF** — DECCA 31064 — Tune, cluffed by Boudleaux and Felice Bryant, is delivered at a fairly bright clip by the boys. It's a cute and danceable side that can create interest. (Acuff-Rose, BMI)

★★★★ **LONELINESS**—The Twins get lush backing on this pretty Latinish tune. It's their best in a while, and it could step out. (Scope, BMI)

TEEN BEATS

★★★★ **CALIFF BOOGIE** — ORIGINAL SOUND 07 — Standout guitar work on an infectious instrumental rhythm ditty. Don Rivers and the Califfs are featured on both sides. (Drive-In, BMI)

★★★★ **SLOP BEAT**—Strong r.&r. beat marks this catchy instrumental item with a solid terp beat. Fine hop material. (Drive-In, BMI)

BARRY De VORZON

★★★★ **ROSEMARY** — COLUMBIA 41612 — The pretty tune, already out with Larry Hall and also on another label, is sung prettily by the singer over warm backing. (Republic, BMI)

★★★★ **HEY, LITTLE DARLIN'**—The chanter sells this rocker with spirit over snappy backing. Side could also be a big one for the singer. (Sherman-DeVorzon, BMI)

RAY BRYANT

★★★★ **MADISON TIME (PARTS I & II)**—COLUMBIA 41628—The Madison is a new type of dance. Ray Bryant and Eddie Morrison have written a contagious melody to fit the terp step. Part one has Morrison calling out instructions with the pianist backed by brass and rhythm support. Part two is instrumental. Both are strong sides. (Cromwell, ASCAP.)

FIREFLIES

★★★★ **BECAUSE OF MY PRIDE**—RIBBON 6906—Rockaballad with triplets in the arrangement. A chick chorus supports the chanter. Nice job. (Trinda, ASCAP)

★★★ **My Girl**—A ballad, slanted for the teen set, is chanted to a chorus background in rockaballad style. (Trinda, ASCAP)

LOUIS PRIMA AND KEELY SMITH

★★★★ **WHEN MY BABY SMILES AT ME**—DOT 16060—Louis Prima and Keely Smith turn in a wild reading of the oldie in their familiar duo style. Could appeal to their many fans. A good side. (Von Tilzer, ASCAP)

★★★ **Paradise**—The fine oldie is handed an unusual reading by the duo over strong backing. This could be a well spun record. (Feist, ASCAP)

DON & DEWEY

★★★★ **LITTLE SALLY WALKER**—FIDELITY 3018—The boys emulate the Coasters sound on this easy-going rocker rhythm side. A fine performance with a good message. This could step out. (Venice, BMI)

★★★ **Kill Me**—The pair, formerly on Specialty, turn in a slow blues-based side that carries a good bit of excitement. It's a half-chanted, half-sung job that comes across nicely. (Venice, BMI)

KIMM CHARNEY

★★★★ **ROSEMARY**—DOT 16061—The pretty beguine gets a soft croon from the lad. Side will be competing with several other versions. Pretty chorus and ork setting backs the singer. (Republic, BMI)

★★★ **Miss Twist-About** — Energetic belt on a rocker. Flip appears the side to watch. (Jat, BMI)

GOOD SALES POTENTIAL

LES PAUL & MARY FORD

★★★ **Poor People of Paris** — COLUMBIA 41592 — The familiar standard is handed a sparkling instrumental by Les Paul with multi-tracked guitar work. A strong jockey side. (Connelly, ASCAP)

★★★ **All Night Long** — The Paul-Ford team sell a semi-rocker with smooth work on the part of both Paul and the multi-tracked Miss Ford. (Robbins, ASCAP)

IKE CLANTON

★★★ **(I Guess) I'm Sorry** — ACE 583 — Younger brother of Jimmy Clanton debuts with a pleasant reading of a pretty rockaballad. He's helped nicely by a fem chorus and a good arrangement (Jaycee, BMI)

★★★ **Down the Aisle** — Slowish ballad with beat is effectively chanted by the young singer over fine accompaniment from the chorus and ork. Side might have a chance, if exposed. (Miller, ASCAP)

MOON MULLICAN & MARTIANS

★★★ **Jambalaya (on the Bayou)** — KING 5328 — Rather frenetic outing by Mullican on the great Hank Williams tune. The song is currently making the rounds by several other artists. (Acuff-Rose, BMI)

★★★ **New Jole Blon** — Pounding three-quarter melody is presented over chorus support by Mullican. It can move as well as the flip. (Lois-Hill & Range, BMI)

ROBERTO DELGADO & ORK

★★★ **Lissabon** — CORAL 62182 — Tune is out by several artists. The Delgado crew gives it a handsome outing that can attract. (Gil, BMI)

★★★ **Moonglide (The Dreamers Bounce)** — Light, rhythmic item is given a catchy instrumental treatment by the ork, using Billy Vaughn-type sax in the lead. Spinnable. (Morro, BMI)

DARLENE GILLESPIE

★★★ **I Loved, I Laughed, I Cried** — CORAL 62178 — Darlene Gillespie bows on the label with a salable belt of a rockaballad. She gets a good chorus and ork assist. (Disney, ASCAP)

★★★ **Ring the Bell, Beat the Drum** — Bright, multi-track warble of a spirited item provides a good-coupling to the flip. It should move just as well as the flip. (Artists, ASCAP)

DEAN JONES

★★★ **St. James Infirmary** — 88 BRAND 801 — Jones chants the classic tale in fittingly expressive style. He gets onto a real dramatic kick in spots. Good, but simple rhythm backing. Good performance. (Mills, ASCAP)

★★★ **Where Does a Dream Go to Die** — A slow ballad with a rippling guitar backing in Beethoven "Moonlight Sonata" style. Jones gives a nice crooning sound to the side with a fem group vocal in the backing. (Hallmark, ASCAP)

BUDDY BLAKE

★★★ **Stay on the Right Side** — COVER 6021 — Tune has gospel overtones. Blake hands it a smart reading over jazz-type backing. Good jockey item. (Robbins, ASCAP)

★★★ **(Forget Your Troubles) Get Happy** — The evergreen is done with a Latin approach. Smart backing accompanies. Also a jockey prospect. (Remick, ASCAP)

FLOYD HENDERSON

★★★ **Darling** — TRIANGLE 51319 — Latinish rocker gets a nice chant from the artist over an okay arrangement. Some coin possible. (Fontana, BMI)

★★★ **Roses Are Red** — Rocker is handled in vigorous style by the singer. Side should move as well as the flip. (Fontana, BMI)

COBRA BROTHERS

★★★ **My Baby Doll** — MAGNET 701 — Soft croon by the brothers on a rockaballad. Light instrumental and fem chorus backing helps. Side could create interest with exposure. (Orham-Peridot, BMI)

★★★ **Lulu's Party** — Close harmonies by the pair who tell of the fun that's going to be had at Lulu's party. Flip appears the better side. (Orham-Peridot, BMI)

(Continued on page 43)

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Johnny Rivers, now working under the personal management of Audrey Williams, is slated to break with a new release soon on the M-G-M label. His latest effort on Cub Records couples "Customary Thing" with the old Nat King Cole number, "Answer Me, My Love." Johnny was spotted on the Dick Clark TV-er February 16. . . Chief Dyson recently took his "Cowboy Capital Barn Dance" crew into the Moose Hall, Oklahoma City, for a benefit show for the Oklahoma City Rehabilitation Club. Talent on the program included Billy Guitar and band, Jude 'N' Jody and their western swing combo, Floyd Andrews and His Melody Rangers, Ken Harrison, Scotty Harrell, the Holcomb Sisters, Banjo Beetles Plus Betty, Lucky Word, Red Miller, Johnny Boggs and Jimmy Williams.

Jimmy Bolton has launched an all-country and western mail order service in Riverside, N. J., while continuing his distribution of Starday and Razorback records. Address is the same on both firms—425 Filmore Street. Jimmy reports that his current big ones are "Family Bible," by Claude Gray on the "D" label; "Reunion," by Frankie Miller on Starday, and "A Life That's Hard to Live," by Linda Flanagan on Razorback.

Upcoming features and special guests on the Prince Albert portion of "Grand Ole Opry," beamed over the NBC radio network via WSM, Nashville, stack up as follows: George Morgan, with the Wilburn Brothers, March 12; Ray Price, with Roy Drusky, March 19; Ernest Tubb, with Skeeter Davis, March 26, and Jim Reeves, with Patsy Cline, April 2. . . Charlie Moore and His Dixie Partners have inaugurated a new Thursday-night live show on WROK-TV, Columbia, S. C. This augments their daily television stint on WSPA-TV, Spartanburg, S. C.

Charlie Walter and His Trail Riders recently premiered their new television show over WPTA-TV, Fort Wayne, Ind. Beamed every Sunday, 6-6:30 p.m., the seg is billed as "Ranch House Party." WPTA's staff man, Bob Carter, emcees the proceedings, which features a guest artist each week. . . A benefit dance and stagershow for the Heart Fund was held at the Chamber of Commerce Hall, Fort Wayne, Ind., February 26, with WKJG deejay Smokey Montgomery handling arrangements. Talent line-up included the Stewart Brothers, Joe Taylor and the Indiana Redbirds, and a host of area entertainers. Patty Corbett and Ray Kizer called the squares.

Next Saturday (12), "New Dominion Barn Dance," Richmond, Va., journeys to Harrisonburg, Va., for a guest shot on Don Reno and Red Smiley's new TV-er on Channel 3 there. The "Dominion" troupe will give several performances in Harrisonburg in addition to the television stint. . . A "New Dominion Barn Dance" package featuring Jerry Cope and the Trailblazers, Rusty Adams, Barbara Allen, Shirlee Hunter and Koko the Hobo has been set on a long string of fair dates for the coming season by Jim Gemmill in association with the Cooke & Rose Agency,

Lancaster, Pa. Cope and the Trailblazers, now working under the personal management of Gemmill, have a new Tip Top release coming up in a few weeks. Deejays may obtain a copy by writing to Gemmill in care of WRVA Radio, Richmond.

Lucky Records' new c.&w. releases, "Angel" b/w "If It's Lovin' That You Want," features the singing of Billy Martin, deejay at Station WPON, Pontiac, Mich. Slated for early release on the Lucky label is "The Dream" b/w "Black Train," as done by Rudy Thacker and the Stringbusters, with Larry Dale on vocals. El Rader, Lucky Records' chief, says that platter service is available to deejays who write in. Address is P. O. Box 631, Cincinnati 1, O. . . Mike Oatman, who conducts "Ol' Mike's Morning Show" on KHEY, El Paso, Tex., reports that Ernest Tubb, Jean Shepard and Hawkshaw Hawkins played to more than 2,000 people at Liberty Hall there February 16. Oatman also reports on KHEY's Town and Country Music Club, which he claims has chalked some 8,000 members in less than three weeks. "Our 10,000 watts has pulled 'em in from all over the territory," writes Mike. "We are giving away a 1960 Buick at a gigantic Town and Country Music Club party March 16 at the El Paso Coliseum, featuring Merle Lindsay and His Ozark Jubilee Band. We expect to have more than 25,000 members by then." Members are issued membership cards and decals for their cars plus information on good buys and discounts, Oatman explains.

Red Foley and his "Jubilee U.S.A." gang jammed the 3,000-seat Civic Center, Salisbury, Md., to overflowing in a single performance February 23, and the following day waxed fat again in two performances under Police Benevolent Fund sponsorship at Wilmington, N. C. On the latter stand, Foley and his playmates pulled a two-thirds house at the matinee and a whopping 5,000 crowd at night. Salisbury line-up included the Promenadors, square dancers; comic Shug Fisher, Norma Jean and Slim Wilson's band, with Kitty Wells and Johnny and Jack added for the Wilmington date.

Country music continues to grow in popularity in foreign lands, according to a pair of communications received last week. Svein Arnt Elstad, of P. O. Box 176, Moss, Norway, writes: "Great Britain isn't the only spot country music is rising in popularity. I'm employed in this city's largest record store and each week we get countless inquiries on c.&w. records. Johnny Cash is very popular here. 'Partners,' by Jim Reeves, and the up-tempo records, such as Don Gibson's 'Don't Tell Me Your Troubles,' are fast selling, too. There are too few c.&w. disks in the Norwegian market today. I would be thankful if the various companies would send me their catalogs, samples and prices." From Reg Lindsay, of Box 28, Bexley, N. S. W., Australia, comes the following: "Since last writing to you, I have had numerous disks and tapes sent to me by various artists and disk companies. We have been on a tour of one-nighters, six nights a week, for some months now. We find a great upsurge in the popularity of c.&w. music and our show has been playing to record crowds everywhere. Would appreciate receiving any programming material for my broadcast shows."

The Billboard HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING MARCH 6		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	14	
2	2	2	2	EL PASO, Marty Robbins, Columbia 41511	18	
3	3	3	3	THE SAME OLD ME, Ray Price, Columbia 41477	22	
4	5	7	10	ANOTHER, Roy Drusky, Decca 31024	8	
5	4	4	5	NO LOVE HAVE I, Webb Pierce, Decca 31021	12	
6	6	8	9	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	9	
7	7	6	6	WISHFUL THINKING, Wynn Stewart, Challenge 59061	11	
8	8	5	4	RIVERBOAT, Faron Young, Capitol 4291	17	
9	9	9	7	AMIGO'S GUITAR, Kitty Wells, Decca 30987	18	
10	11	13	11	TIMBROOK, Lewis Pruitt, Decca 31038	13	
11	10	10	8	THERE'S A BIG WHEEL, Wilma Lee & Stony Cooper, Hickory 1107	21	
12	18	26	—	DEAR MAMA, Merle Kilgore, Starday 469	5	
13	20	24	20	NOBODY'S DARLING BUT MINE, Johnny Sea, NRC 049	5	
14	12	12	14	MARY DON'T YOU WEEP, Stonewall Jackson, Columbia 41533	8	
15	17	22	28	EYES OF LOVE, Margie Singleton, Starday 472	6	
16	—	—	—	JUST ONE TIME, Don Gibson, RCA Victor 7690	1	
17	—	—	—	ABOVE AND BEYOND, Buck Owens, Capitol 4337	1	
18	15	11	13	FACE TO THE WALL, Faron Young, Capitol 4291	17	
19	19	21	22	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026	20	
20	—	—	—	I LOVE YOU BECAUSE, Johnny Cash, Sun 334	1	
21	—	29	25	I'M CRYING MY HEART OUT FOR YOU, Lester Flatt & Earl Scruggs, Columbia 41518	4	
22	13	14	19	THE ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	9	
23	14	17	16	RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539	8	
24	16	18	27	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334	4	
25	—	—	24	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048	4	
26	—	—	—	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864	1	
27	21	28	23	THE BOTTLE OR ME, Connie Hall, Mercury 71540	4	
28	—	—	—	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	1	
29	24	—	—	GEORGIA TOWN BLUES, Mel Tillis & Bill Phillips, Columbia 41530	3	
30	—	—	—	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	1	

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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.	RUNNING BEAR (Big Bopper Music)	3	7
2.	THEME FROM A SUMMER PLACE (Witmark)	1	4
3.	DO-RE-MI (Williamson)	2	11
4.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson)	7	9
5.	CLIMB EV'RY MOUNTAIN (Williamson)	4	9
6.	EL PASO (Marty's Music)	6	9
7.	THE SOUND OF MUSIC (Williamson)	5	5
8.	TEEN ANGEL (Acuff-Rose)	8	6
9.	BEYOND THE SEA (Harms)	15	2
10.	PRETTY BLUE EYES (Almino)	13	3
11.	MISTY (Vernon-Octave)	10	18
12.	LET IT BE ME (Leeds)	14	3
13.	WHY (Debmar)	12	10
14.	HE'LL HAVE TO GO (Central Songs)	11	2
15.	DELAWARE (Gunston)	9	2

• **Best Selling Sheet Music in Britain**

(For week ending February 27)

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

Why—Debmar (Debmar)	Way Down Yonder in New Orleans—L. Wright (Shapiro-Bernstein)
Voice in the Wilderness—Chappell (Chappell)	Harbour Lights—P. Maurice (Chappell)
Starry Eyed—L. Wright (Manson)	Poor Me—Mills (Mills)
Looking High, High, High—Robbins (Robbins)	Raw Hide—Leeds (Erosa)
Heartaches By the Number—Joy (Pamper)	Little White Bull—P. Maurice (-)
Royal Event—Noel Gay (-)	Delaware—Leeds (Gunston)
Pretty Blue Eyes—Maxana (Almino)	Oh So Wonderful—Kassner (-)
What Do You Want to Make Those Eyes At Me For?—Francis Day (Feist)	Summer Set—Cromwell (Hollis)
Slow Boat to China—Morris (Frank)	Sitting in the Back Seat—Sheldon (Se-quence)
Beyond the Sea—Chappell (Harms)	Happy Anniversary—Dominion (Korwin)
	Running Bear—Southern (Big Bopper)

• **Best Selling Pop Records in Britain**

(For week ending February 27)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	WHY—Anthony Newley (Decca)	1
2.	POOR ME—Adam Faith (Parlophone)	2
3.	A VOICE IN THE WILDERNESS—Cliff Richard (Columbia)	3
4.	RUNNING BEAR—Johnny Preston (Mercury)	6
5.	ON A SLOW BOAT TO CHINA—Emile Ford (Pye)	7
6.	WAY DOWN YONDER IN NEW ORLEANS—Freddie Cannon (Top Rank)	5
7.	PRETTY BLUE EYES—Craig Douglas (Top Rank)	4
8.	DELAWARE—Perry Como (RCA)	24
9.	BEYOND THE SEA—Bobby Darin (London)	8
9.	SUMMER SET—Acker Bilk (Columbia)	10
11.	BE MINE—Lance Fortune (Pye)	16
12.	YOU GOT WHAT IT TAKES—Marv Johnson (London)	12
13.	BONNIE CAME BACK—Duane Eddy (London)	20
14.	STARRY EYED—Michael Holliday (Columbia)	9
15.	HARBOR LIGHTS—Platters (Mercury)	11
16.	THEME FROM A SUMMER PLACE—Percy Faith (Philips)	—
17.	WHO COULD BE BLUER?—Jerry Lordan (Parlophone)	—
18.	ROYAL EVENT—Russ Conway (Columbia)	—
19.	LET IT BE ME—Everly Brothers (London)	17
20.	MISTY—Johnny Mathis (Fontana)	13

• **Reviews of New Pop Records**

• Continued from page 41

★ ★ ★
GOOD SALES POTENTIAL

NORM OWENS

★★★ **Ten Paces** — EASTMAN 799 — Side tells about a duel as a result of a gent who steals his best friend's girl. Interesting material that could have a chance. (Briarcliff, BMI)

★★★ **Rough 'n' Ready Teddy** — Folkish rocker tells of an event in the Spanish-American War. Side could collect pop and c.&w. loot, if exposed. (Rogers & Van Buren, BMI)

MALCOLM PETERS ORK

★★★ **Cartoooooney** — TIME 1021 — Infectious tempo and bright arrangement mark this appealing instrumental theme. Nice jockey side. Both sides are from Peters' LP "Imagination." (Leeds, ASCAP)

★★★ **African Patrol** — Lush instrumental treatment of an exotic Ron Goodwin theme. Effective jockey wax. (Leeds, ASCAP)

GALE STORM

★★★ **On Treasure Island** — DOT 16057 — The standard is done in rockaballad style by the thrush. Effective vocal that can create interest. (Morris, ASCAP)

★★★ **I Need You So** — The old tune is given a rockaballad approach by the artist. Light ork backing helps. Side can attract. (St. Louis, BMI)

JOHNNY MCKAY

★★★ **I Whisper Your Name** — UNITED ARTISTS 211 — Latinish rockaballad gets a good outing from the singer in his debut disk. A fine arrangement complements. (Lorob, BMI)

★★★ **After You** — Ballad with beat is nicely sold by the new singer over an attractively rhythmic arrangement. (Lu-Shain, BMI)

LINDA LEIGH

★★★ **The Scen** — AMER. INT'L 546 — A western-Mexican type of red-blooded rhythm is featured on this ballad of a killer. It's a big arrangement, and Miss Leigh hands it a dramatic reading. (Dijon, BMI)

★★★ **Foolish Dreams** — A sweet-styled ballad by the gal, who is assisted by a male vocal group. Gal has a nice touch. (Hartene, ASCAP)

JIMMY BYRON

★★★ **Another** — EVEREST 19336 — Attractive country-styled ditty is wrapped up in a personable stint by Byron and chorus. Dual market appeal. Merits exposure. (Moss-Rose, BMI)

★★★ **Does My Heartache Show** — Byron warbles with sincerity on plaintive theme with nice ork backing. (Cedarwood, BMI)

JOHNNY HUMBIRD

★★★ **I Can't Help Wondering** — COLUMBIA 41585 — Humbird puts plenty of emotion into his reading of an effective lament with nice backing by a chorus. A dual market item. (Cedarwood, BMI)

★★★ **Where Is Your Conscience** — Plaintive warbling by Humbird on plaintive country weeper. (Cedarwood, BMI)

OTIS RUSH

★★★ **So Many Roads, So Many Trains** — CHES 1751 — A slow, slow blues with more than a note of worry and anguish. Rush gives it a strong, shout effort, and there's a crazy piano in the backing. (Arc, BMI)

★★★ **I'm Satisfied** — An insistent, blues-styled effort which is chanted and shouted by Rush. Backing has an interesting guitar-fiddle sound. Good Southern-type wax. (Arc, BMI)

JOE HENDERSON

★★★ **Maid in France** — SIGNATURE 12029 — Cover of the big French hit. Side will be facing competition from other versions. Tune is a bright can-can that gets a sparkling piano treatment. (Leeds, ASCAP)

★★★ **The Golden Years** — Pretty moderate-beat theme is nicely treated by the pianist. Good side for jocks. (Rojan, ASCAP)

NAPPY BROWN

★★★ **My Baby Knows** — SAVOY 1582 — Bright rocker is handled with verve by the artist. Strong fem chorus backing assists. (Crossroads, BMI)

★★★ **Down in the Alley** — Bluesy ballad is given a feelingful chant by Brown. Side can appeal in pop and r.&b. marts. (Savoy, BMI)

RAY RIVERA

★★★ **Ho-Dee-Ing-Dong**—DECCA 31049—Folkish tune is done at a sprightly rockabilly clip. Rivera handles the tune nicely, and with exposure the attractive side might step out. (Compton, ASCAP)

★★★ **Let Me Kiss You Goodnight**—Good sound by the chanter on a rocker sort. This is also an impressive side. (Compton, ASCAP)

GARY WEBB

★★★ **Drum City (Parts 1 & 2)**—DONNA 1321—Percussive side features wailing tenor sax, guitars over plenty of percussion. Side two is more of the same. Dual-market items. (Maravilla, BMI)

LARRY DALE

★★★ **Big Buddy**—GLOVER 203—A bluesy side with a lot of beat and considerable heart. Dale sings of going back to the Mississippi. Funky strings midway are very effective. (Glover, BMI)

★★★ **What Your Love Means to Me**—Blues ballad sung with a lot of soul. (Glover, BMI)

KOOKIE BEAVERS

★★★ **Three Little Fishes**—GONE 5086—The Beavers sound like the Chipmunks on the revival of the oldie. It might catch on. (Joy, ASCAP)

★★★ **(How Much Is That) Doggie in the Window**—Patti Page's old click is given a cute reading by the Beavers, singing a la the Chipmunks. (Joy, ASCAP)

(LITTLE) **FRANKIE BRUNSON**

★★★ **You'll Never Get Away**—GEE 58—Up-tempo rhythm side which contrasts with the flip. A bright chick chorus helps showcase the male chanter. Latter does a solid job. (Kahl, BMI)

★★★ **When You Were Sweet Sixteen**—The great standard chanted in a highly stylized manner, with softly-voicing chick chorus. Effective. (Shapiro - Bernstein, ASCAP)

TEAL JOY

★★★ **Alone in Paris**—SEECO 6045—The thrush sells this pretty song with a lot of feeling over a warm and simple backing by the ork. Side is from her album, "Mood in Mink." Good jockey side here. (Saunders, ASCAP)

★★★ **I Didn't Know What Time It Was**—The familiar standard receives another good reading from the lass over smart support. Also from her album. (Chappell, ASCAP)

ROCKY WILKERSON

★★★ **Let Me Come Back**—GLOVER 204—A rocker, with a chorus of chicks answering the man's urgent plea to be allowed to come back. (E. B. Marks, BMI)

★★★ **Right Combination**—A gospel flavor marks this one. A rousing side, with the chanter singing out in a big voice. (Shapiro-Bernstein, ASCAP)

RENE HALL

★★★ **La Cubalibra**—DEL FI 4135—Listenable Latin-styled effort is handed a good go by the band, with hand-clapping and occasional mention of the title by a deep-voiced bass. The record builds nicely. A good side. (Maravilla, BMI)

★★★ **The Untouchables**—Interesting instrumental here featuring the Rene Hall ork. It has a beat and strings and an unusual arrangement. (Maravilla, BMI)

LUCKY CARMICHAEL

★★★ **Lonesome & Lonely** — SHAR 4—Bluesy shout by Carmichael on this medium-beater. He gets a good, brassy ork assist. Possible pop and r.&b. loot. (Shar, BMI)

★★★ **I'm Comin' Home**—Cat is comin' home with apologies of a sort shouts the artist on this mild rhythm side. (Shar, BMI)

DARRELL & THE OXFORDS

★★★ **But You Mother, She Said No—ROULETTE** 4230—A rocker in a teen groove. Honking horns and generally good instrumentation showcase the chanting. (Patricia, BMI)

★★★ **Can't You Tell**—Rockaballad with a modified triplet beat. Good chanting with chorus giving a big sound. (Starm, BMI)

(Continued on page 44)

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Reviews of New Pop Records

Continued from page 43

★ ★ ★ GOOD SALES POTENTIAL

JACKSON SISTERS
★★★ *Lonely* - SKIP 149142 - The girls come thru with a pleasant reading of an attractive ballad. Side has a smart, Latinish arrangement, and it could get spins. (Alice, BMI)

★★ *Color of Love* - The gals handle a warm ballad neatly but the flip side has more appeal. (Alice, BMI)

VAL-AIRES
★★★ *Launie My Love* - CORAL 6217 - Slowish rockaballad tribute to a chick is nicely handled by the group. It can sell. It's on the weeper kick. (Bourne, ASCAP)

★★ *Which One Will It Be* - So-so rocker gets an okay belt from the boys. Flip has more to offer. (Bourne, BMI)

LENNY CAPELLO
★★★ *She Moves* - RIC 965 - Capello shouts a Latin-based blues with fervor. Side has a lot of echo, giving it a swampy quality. An intense effort. (Ron, BMI)

★★ *Sadie* - Another blues, again in a modified Latin tempo. Capello again shouts out his message. (Ron, BMI)

CRYSTALS
★★★ *Watching You* - CUB 9064 - The Crystals sock over a rocker with spirit over good backing on this bright new waxing. A good side with a chance. (Sequence, ASCAP)

★★ *Oh My You* - The boys come thru neatly here on a ballad, but the flip has more appeal. (Sequence, ASCAP)

ROGER MASSENET
★★★ *Lassie Theme* - 20TH FOX 181 - Interesting TV theme music is played with a neat touch by the Massenet crew, with the chorus adding flavor. A good side. (Wrather, ASCAP)

★★ *Minstrel Boy* - The old Irish air is performed simply here by the Massenet combo. Flip is stronger. (Delaware, ASCAP)

THE ABOOTAY'S
★★★ *Pig Bone* - VIM 504 - Medium-beat rocker spotlights tenor and twang guitars over rhythm support. Danceable side.

★★ *Abootay* - Instrumental comes in for a so-so treatment by the group. Fair chances. (Jalo-Lowell, BMI)

JACKIE RAVELL & BANDITS
★★★ *Anita* - JORDAN 118 - A bluesy instrumental, with a Latin rhythm. Funky strings and a good horn lend a lot of color to the side. (Reiff, BMI)

★★ *Moonshine* - Instrumental on a p.d. melody. Steps right along. (Reiff, BMI)

FALCONS
★★★ *You Must Know I Love You* - FLICK 008 - The Falcons sing this rocker with enthusiasm over bright support. It moves and could pick up coins, if exposed. (West-Higgins, BMI)

★★ *That's What I Aim to Do* - On this side the boys come thru with another listenable reading of a semi-rocker. Lead singer has a good style. (West-Higgins, BMI)

DICK HOYT
★★★ *The Grass Is Green* - CALDWELL 400 - Hoyt and mixed chorus contribute a strong reading of a march-tempo ditty. Nice jockey side. (Dandelion, BMI)

★★ *I Hope and Pray* - Pleasant warbling stint by Hoyt and chorus on a pretty theme. (Dandelion, BMI)

BILL MUNDY
★★★ *Whirlwind* - CORVAIR 100 - Okay country-styled warbling by Mundy on a folksy ditty with good Duane Eddy-type guitar work. A dual market side. (Corvaire, BMI)

★★ *I Won't Blame You* - Plaintive country weeper is wrapped up in a feelingful reading. (Corvaire, BMI)

★ ★ MODERATE SALES POTENTIAL

GENIE PACE
★★ *Just Counting Stars* - DERY 10013 - Exotic ballad with Latin beat is chanted with rich sincerity by canary. (Thru-Way, ASCAP)

★★ *Night Falls* - Attractive vocal performance on the pretty ballad. (Thru-Way, BMI)

MIKE RANCONE ORK
★★ *Train Ride* - TAMMY 1006 - Danceable, instrumental approach on a rocker sort. Some coin possible. (Flore, BMI)

★★ *Hawaiian War Chant* - The oldie gets a new treatment with tenor saxes and guitars featured. It can sell. (Miller, ASCAP)

DISTANTS
★★ *Come On* - NORTHERN 3732 - A rocker with a gospel flavor is sung by lead Richard Strick over frantic support from the vocal group. (Flick, BMI)

★★ *Always* - A rockaballad is sung with some style by Strick, helped quietly by the group. (Flick, BMI)

SALLY STARR
★★ *Rocky The Rockin' Rabbit* - ARCADE 157 - Early Easter tune gets a fair go from the lass. Some coin possible. (Valleybrook, ASCAP)

★★ *Sing a Song of Happiness* - Cheerful outing by Miss Starr on a medium-beat item. Potential appears similar to that of flip. (Valleybrook, ASCAP)

JOEY SANTO-BEN MORRIS & SOUVENIRS
★★ *Aln'tcha* - PALACE 101 - Bright shuffle beat tune asks whether or not a girl is going to miss her fella, when he's gone. Side can pull some coin. (Coin, ASCAP)

★★ *You're So Wonderful* - So-so reading of a rockaballad by Santo with an adequate group assist. Fair chances. (Mido, BMI)

DIANE JEWETT
★★ *From the Moment We're Apart* - BRAVO 101 - Diane Jewett sells this neat ballad with some enthusiasm over a multi-stringed arrangement. (Durf, BMI)

★★ *Magie Tears* - Same comment. (Durf, BMI)

JOHNNY & THE JAMMERS
★★ *You Know I Love You* - DART 131 - Johnny sings this routine ballad in fair style over triplet support. (Glad-Big Bopper, BMI)

★★ *School Day Blues* - The chanter tells about his school day blues on this down home side. (Glad-Big Bopper, BMI)

JOE ARTHUR
★★ *The Timeless Tide* - SEECO 6050 - The chanter sells this big-styled ballad with a solid chanting job, helped by the chorus and ork backing. (Mansion, ASCAP)

★★ *When You Care Enough* - Same comment. (Sterling, ASCAP)

TROY FERGUSON
★★ *Midnight Ride of Paul Revere* - SHARP 107 - Folkish tune gets a mild outing by Ferguson over countryish backing and a male chorus assist. (Volunteer, BMI)

★★ *Should I Get Wise* - Okay reading of a rockaballad. Fair chances. (Volunteer, BMI)

GALLAHADS
★★ *Gone* - NITE OWL 20 - Rockaballad. Side is in leisurely tempo, with lead singer backed by chorus effects. For the teen set. (Cornerstone, BMI)

★★ *So Long* - A rocker. Lively arrangement showcases the lead singer. Honking horns lend a strong effect. (Cornerstone, BMI)

JOHN SHUR-ABSTRACTS
★★ *Wobblin'* - NuCLEAR 857 - Fair instrumental is handled neatly. (NuClear, BMI)

★ *Young Fool* - So-so material is sung in okay fashion by the Abstracts. (NuClear, BMI)

BOBBY JACKSON
★★ *Hold Me, Thrill Me, Kiss Me* - JAN 104 - Bobby Jackson comes thru pleasantly here, altho the backing is weak. (Mills, ASCAP)

★ *Tree in the Meadow* - The familiar tune is sung with some interest by Jackson, but

(Continued on page 45)

The licensee for "Lost Lover" b.w. "Wait Up," by the Cameos on Dean Records, reviewed in the February 29 issue of The Billboard, is ASCAP, and not BMI as previously listed.

The Billboard HOT R & B SIDES

FOR WEEK ENDING MARCH 6

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	BABY, Brook Benton & Dinah Washington, Mercury 71565	7
2	2	6	6	MONEY, Barrett Strong, Anna 1111	7
3	3	12	22	LADY LUCK, Lloyd Price, ABC-Paramount 10075	4
4	5	4	4	HANDY MAN, Jimmy Jones, Cub 9049	6
5	12	—	—	THIS MAGIC MOMENT, Drifters, Atlantic 2050	2
6	8	8	11	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	4
7	16	9	13	WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028	4
8	7	3	2	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	6
9	4	2	3	SWEET SIXTEEN, B. B. King, Kent 330	8
10	15	19	19	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804	4
11	9	11	12	FANNIE MAE, Buster Brown, Fire 1008	14
12	20	10	7	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	18
13	10	13	5	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	19
14	21	16	23	WILD ONE, Bobby Rydell, Cameo 171	4
15	18	22	—	I'LL GO CRAZY, James Brown & the Flames, Federal 12369	3
16	14	23	25	SHIMMY, SHIMMY, KO-KO BOP, Little Anthony and the Imperials, End 1060	8
17	13	17	14	SMOKIE (PART II), Bill Black's Combo, Hi 2018	15
18	19	14	8	TALK THAT TALK, Jackie Wilson, Brunswick 55165	15
19	—	—	—	WHERE OR WHEN, Dion and the Belmonts, Laurie 3044	1
20	—	—	—	SHAKE A HAND, La Vern Baker, Atlantic 2048	1
21	27	26	17	DON'T LET THE SUN CATCH YOU CRYIN', Ray Charles, Atlantic 2047	5
22	6	7	10	RUNNING BEAR, Johnny Preston, Mercury 71474	10
23	22	21	21	THE BIG HURT, Toni Fisher, Signet 275	6
24	29	—	—	HARBOR LIGHTS, The Platters, Mercury 71563	2
25	17	18	15	LET THEM TALK, Little Willie John, King 5274	13
26	24	15	16	BEYOND THE SEA, Bobby Darin, Atco 6158	4
27	—	—	—	WHATCHA GONNA DO, Nat King Cole, Capitol 4325	1
28	11	5	9	TEEN ANGEL, Mark Dinning, M-G-M 12845	8
29	—	—	—	BABY, WHAT DO YOU WANT ME TO DO, Jimmy Reed, Vee Jay 333	1
30	—	—	—	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	1

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Reviews of New Pop Records

Continued from page 44

again the support is poor. (Shapiro-Bernstein, ASCAP)

STARLIGHTERS

★ **Hot Licks**—WHEEL 1004—The instrumental group hands this socker a fair reading. (Bilbo, BMI)

★ **Creepin'** — Fair instrumental item is played listlessly by the combo. (Bilbo, BMI)

FABULOUS SPLENDORS

★ **Your Change of Heart**—O-GEE 105—The boys sing this pretty tune with feeling over pleasant backing. (O-Gee, BMI)

★ **Canadian Sunset**—Poor reading of the standard. (Meridian, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

CHASE CANFEL: When Are You Coming Home/Show Me the Way—Dart 130

DELTONES: Strollin' With the Blues/Hit and Run—Star-Satellite 1014

HENRY HAYES ORK: Loch Lomond Rock/The Slop—Zebra 701

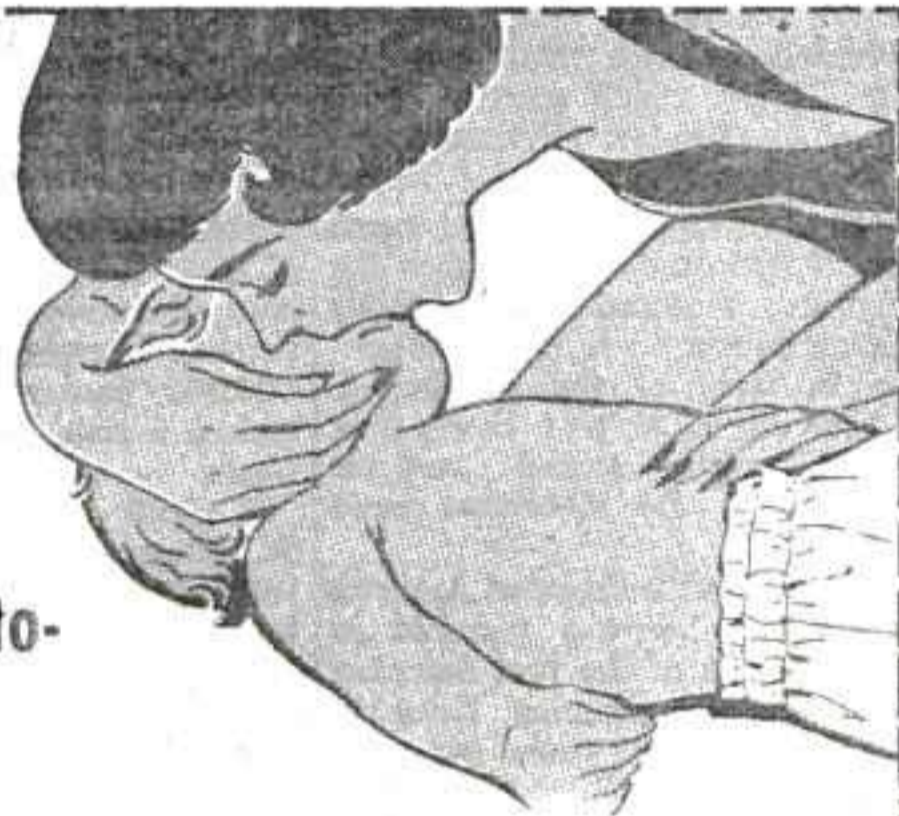
VIRGIL SAWYER: You're Gonna Grieve When I Leave/Love Me Please—Yale 202

SHIFTERS: Count Down/America-Mexican Rock—Squire 304

JOHNNIE SILVERS: Tuff Stuff/When Love Ain't Right—Sims 111

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- 5 Blow into mouth (and nose, if victim is a small child) until you see the chest lift.
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The Billboard

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Country & Western

★★★

BENNY BARNES

★★★ **Token of Love**—MERCURY 71600—Benny Barnes tells of his love for a lass via his banding her a token. It's a warm ballad sold well. (Bip Bopper, Glad, BMI)

★★★ **That-a-Boy Willie** — On this side Barnes comes thru with a good reading of a country styled tune that has a lot of spirit. This could grab some coins. (Bip Bopper, Glad, BMI)

FRANKIE LEE

★★★ **Your Foolish Pride**—CIRCLE 102—The singer who has a good style in the Hank Snow manner, sells this listenable ballad well over traditional country support. (Trade Winds, BMI)

★★★ **There They Go**—His girl friend and his friend are off together as man and wife and Frankie Lee is left alone, is the theme of this country weeper. (Trade Winds, BMI)

MCCORMICK BROTHERS

★★★ **McCormick's String Picnic**—HICKORY 1116—Strummed and bowed strings are the feature of this sprightly c.&w side that should go well with traditional devotees. (Acuff-Rose, BMI)

★★★ **I'm Happy Now**—A hill sound by the brothers on a bright country theme. (Acuff-Rose, BMI)

LEON McAULIFF

★★★ **Bear Creek Hop** — CIMARRON 4046 — Plenty of fancy fiddlin' on a bright, upbeat hoe-down item. Good for the square-dancers who will find it an energetic rhythm. Good for its market. (Cimarron, BMI)

★★★ **Boogie on Strings** — A standard boogie woogie blues pattern that is expressed in clean, sharp fashion by the guitar and fiddle. Good happy juke box side. (Cimarron, BMI)

BILL BROWNING

★★★ **Down in the Hollow** — STARDAY 488 — Sprightly country tune is delivered with zest by Broyning, who uses a hill approach. Side is dual track in segs. (Starday, BMI)

★★★ **Country Strings** — Happy tune is given a salable warble by the artist. It should move as well as the flip. (Starday, BMI)

RAY BUDZILEK

★★★ **I Like Mountain Music (We Like Polka Music)** — CAPITOL 4346 — This is a polka take-off on the familiar "We Like Mountain Music," played to the tune of a polka and sung with polka words. A bright side that could get action in polka territories. (Wiltmark, ASCAP)

★★★ **Ice Cubes and Beer** — On this side the boys tell about a girl who drank only "Ice Cubes and Beer." A bright, happy side. (Padgoesky, SESAC)

MERI LINDSAY

★★★ **DJ's Hop-Waterbaby Ride** — D DJ 1 — This is actually an EP with two titles per side. The ensemble features a harmony fiddle sound with a medium tempo on the first effort. Second up is a snappy upbeater which also includes a trumpet and sax in solos. Real jam session for the dancers. (Glad, BMI)

★★★ **Turnpike Cruise-Meantime** — The "Turnpike" band is another medium rhythm effort with the guitars sharing the spotlight with the fiddles. "Meantime" is a shuffle rhythm effort with a "talking" steel guitar sound. (Glad, BMI)

BUZZ BUSBY

★★★ **Cold and Windy Night** — STARDAY 483 — Traditional sound by Busby on a weeper. Devotees of this sort will find it attractive fare. (Starday, BMI)

★★★ **Don't Come Runnin' Back to Me** — Rendition of the bright country tune is in a hill vein. This should also appeal. (Starday, BMI)

TONY DOUGLAS

★★★ **Thunder and Lightning** — D 1121 — A medium beat effort with ranchero style phrase endings. Douglas has a good hill approach, and he gets a solid sound in the backing. A well made record that's worth spins. (Central Songs, BMI)

★★ **The World Keeps Turning** — A philosophical bit. The earth keeps spinning, despite the troubles of mere mortals. A happy rhythm job, much in the traditional vein. (Glad, BMI)

BEN JACK & COUNTRY COUSINS

★★★ **Book of Memories** — CIMARRON 4045 — A sad weeper which reminds strongly of "Heartaches by the Dozen."

AUDIO NEWS BRIEFS

Continued from page 18

Ltd., the new subsidiary is tied to the company's completely owned foreign division, Ampex International S. A. . . . One of the National Association of Broadcasters topics at the group's 38th annual convention in Chicago April 3-6 will be "The Present Status of Stereophonic Broadcasting." . . . Delmonico International Division of the Thompson-Starrett Company will no longer be distributors for the Sony Corporation of Tokyo, Japan, makers of transistor radios and related products. United States distribution for the Japanese company will henceforth be handled by the newly-established Sony Corporation of America with offices at 514 Broadway, N. Y.

Seymour Mintz, recently president of CBS Columbia, the man-

Nice job by Jack who also gets fine weepy fiddle support. This is worth exposure. (Cimarron, BMI)

★ **I Only Want a Buddy** — The pretty oldie is handled in nice harmony style by Jack and his group. This can bring out the tearful emotions in listeners. Nice western-styled sound. (Cole, BMI)

"ZEKIE" BROWNING & DYNAMICS

★★★ **Spinning Wheel Rock** — LUCKY 11 — An interesting, updated rocking version of the tune, "The Old Spinning Wheel." A good side that merits a push. (Countryfield, BMI)

★★ **Creepin' and Crawlin'** — Guitar ensemble turns in a medium beat blues effort. Side has a danceable sound. (Countryfield, BMI)

CURLY PUTMAN

★★★ **The Prison Song**—EVEREST 19334 — A good traditional country performance by Putman on a folk-styled song, in the vein of "Gotta Travel On." This could get spins in the country marts with pop exposure possible, too. (Golden River, BMI)

★★ **Forsaken**—A pretty country weeper, again in traditional style. Putman has a sincere sound that can register. (Golden River, BMI)

★★

JOHNNY WEBB

★★ **Broken Dreams** — D 1122 — Heartfelt reading by Webb on an okay weeper. (Glad-Flat)own, BMI)

★★ **Blue Yesterday** — Same comment. (Glad-Flat)own, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

ARNOLD BENNETT: I'll Never Understand/Woman on My Mind—Peach 731

Polka

★★★

ED KENNY

★★★ **Hello Stuckup** — POLKALAND 625 — A bright and snappy polka sound by the band with a trumpet showing the way first and later joined by the ensemble. Nick di Cristo offers the vocal. Solid for boxes. (Pla-Tunes, ASCAP)

★★★ **Who Hit You** — A waltz which also has a bright sound. Good companion to the flip for programming. Vocal is by a thrush, Elaine. (Pla-Tunes, ASCAP)

Rhythm & Blues

★★

FOSTER BROTHERS

★★ **Revenge** — B&F 1333 — A romantic ballad with a pleasant lead by one of the brothers. He moves into a spoken bit in the middle. Arrangement is weak, but the soloist has a good sound. (Burton, BMI)

★★ **Pretty Fickle Woman** — A blues with a good echoey sound by the group. Side has a solid, rocking beat that can catch attention. Worth spinning. (Frederick, BM)

ufacturing division of Columbia Broadcasting, and former vice-president of CBS, is the new assistant to the president of Landers, Frary & Clark, a hardware manufacturing company in New Britain, Conn. Mintz will be responsible for developing and merchandising and promotion campaigns at L. F. & C.

Edward Dietrich has been named manager for Sylvania TV, radio and stereo phono sales in Denver area. . . . Irish Brand recording tape has put thru a reduction on its line of merchandise. Orr Industries, owners of the company, has announced that a 1,200-foot roll of its Sound Plate series is now \$4.25, as compared to the former price of \$6.25. There are reductions, too, on other sizes. . . . Richard Hirsch is the new Chicago sales representative for Symphonice Electronics Corporation, manufacturers of stereo and hi-fi products.

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50-CENT GATE AT GALGARY EX

Hikes Admission After 25 Years; Holter, Others to Give Free Shows

CALGARY, Alta.—The Calgary Exhibition and Stampede is boosting its gate admission for adults from 25 cents to 50 cents and in line with the increase will offer free entertainment on the grounds costing in the neighborhood of \$20,000.

There will be no change in the gate tab for children. Those under six will be admitted free and those from six to 12 will pay 25 cents, the same as last year.

Gene Holter's animal circus and a high pole act will be presented without charge, and other attractions will be offered in the Big Four Building.

In the past, no extra charge has been made for the Indian village, the international livestock show, displays by visiting marching bands and other attractions. These events will continue to be free.

Calgary is the last major exhibition in North America to increase the outside gate admission price by 25 cents, said Maurice E. Hartnett, general manager. Edmonton, Regina and Saskatoon, on the Western Canadian Class A circuit, went to a 50-cent gate several years ago.

From 1918 to 1935, admission to the Calgary Stampede was 50 cents. This was reduced to 25 cents during the depression years.

Any extra revenue from the gates, after the free attractions have been paid for, will be used to further improve existing buildings and facilities of the community-owned exhibition and stampede, Hartnett said. Latest improvements include a \$2,000,000 combined exhibits building and curling rink, completed in 1959, and modernization of the main grandstand, a project now under way.

Besides the free acts, "Dancing Waters" has been signed as an additional midway attraction, Hartnett

N. Y. Garden Sept. 22 for Swedish Girls

NEW YORK—First announced date for the Swedish Gym Carnival, the 100-girl gymnastics group to tour this fall, is September 22 in Madison Square Garden. The date will be an American debut and was confirmed last week.

DON FRANKLIN BUYS SKY WHEEL; EIGHT HELICOPTERS DELIVERED

NORTH TONAWANDA, N. Y.—Don Franklin, owner of the show bearing his name, has placed an order for a Sky Wheel with Allan Herschell Company here, George Moses, sales manager of the firm, announced. The order is subject to final pricing and delivery of the double-wheeled device.

Moses also disclosed that eight of the firm's Helicopter rides have been delivered to purchasers since the first of the year. Last week three units were delivered, going to Mrs. Phil Little, Dallas; E. E. (Ernie) Farrow, owner of Wallace Bros. Shows, and Lawrence Carr, Wilmington, Mass.

Others have been shipped to Don M. Davis, Lubbock, Tex.; Fontaine Ferry Enterprises, Louisville; Johnny Portemont, owner of Johnny's United Shows; Woodlawn Park Kiddieland, Woodlawn Park Zoo, Seattle, and Washington and Roeding Park Playland, Fresno, Calif.

Maiden Miami Fair Run Gets Slim Turnouts

MIAMI—The Greater Metropolitan Miami Fair in its maiden run here at Tropical Park Race Track was given good weather but failed to draw up to expectations. Officials, however, were heartened by the press treatment and by the approval given the event by State and city officials.

Consensus was that the race track was lacking as a site for the fair, and officials are now considering relocating the fair elsewhere in the Miami area next year.

The eight-day event, which closed Saturday (7), was headed by Burton E. Van Dusen as president, with Harry B. Julius and O. J. Weiss, both of the Royal American Shows, as treasurer and concession manager, respectively.

Gate Wins, Talent Loses at Orlando

Record 149,479 Visit Fair; Decide To Use Auditorium for Exhibiting

ORLANDO, Fla.—Sunshine beamed on the windup of the Central Florida Exposition, which broke thru for a record 149,479 attendance for the six days ending Saturday (7). Cold, dampness and all-out rain had dogged the event earlier in the week.

Thursday had drawn 12,001 persons in drizzling weather, setting the four-day total at 83,178. Then came sunshine and 31,453 persons on Friday and 34,848 on Saturday. This was enough to send the total 10,000 higher than any previous year, H. H. (Pete) Parrish, manager, reported.

Financial accounting will show this to have been the most profitable CFE yet, with added revenues from space sales and midway coming in for consideration. The James E. Strates Shows gross zoomed to just short of \$100,000, a record for the date and a welcome bonanza considering the nearness of its winter quarters to the fairgrounds. After the fair it went back into the barn to get ready for its Northern tour in the spring.

All was not profitable, however, as the strong talent line-up consisting of three Acuff-Rose packages failed to make a profit for the Civic

Auditorium. Parrish said that in the light of the shows' excellence and the strong advertising and promotion, the inescapable conclusion is that Orlando conditions are just not conducive to talent shows. Included were such names as the Everly Brothers, Betty Johnson, Charley Spivak orchestra, and the Roy Acuff Grand Ole Opry unit.

Parrish said the 1961 fair would undoubtedly see the Auditorium in use as an exhibit hall. It has a hardwood 80-by-100-foot floor flanked by seats. He said this season's experience showed his population will support the fair regardless of the talent embellishments.

There were a record 180 head showing in the fair's State 4-H Dairy Cattle Show. Also held here was the State 4-H Poultry Show.

HOUSE MULLS ENTRY IN WORLD GROUP

WASHINGTON—A resolution has been introduced in the House by Representative Kasem (D., Calif.) urging the Secretary of State to "enter into negotiations to bring the United States into the membership of the Bureau International des Expositions," the body that determines where world's fairs are to be held.

Presently, the U. S. is not a member of the bureau and can only ask thru diplomatic channels that the bureau not forbid the 22 member nations from exhibiting at a fair in the U. S. A formal request to the bureau from a member nation for a fair in its country could block a fair here.

Kasem's proposal was referred to the House Foreign Affairs Committee for study

Calif. Mid-Winter Fair Tops '59 Pace

IMPERIAL, Calif.—Attendance at the 31st annual California Mid-Winter Fair thru Tuesday (1), the halfway point, was 52,501. The event opened for the first time on a Friday and ran for an additional day.

The mark was 7,950 ahead of 1959's first four days. The Friday opening drew 5,740. With the exception of the first Sunday (28) when the fair pulled 13,671 as against 14,557 last year, each day surpassed comparative days in 1959. Rain which started about 5 o'clock Sunday afternoon was blamed for the slight dip.

The opening day's crowd came principally in the evening when the program featured the Public Schools Music Night, a free attraction in front of the grandstand. It was estimated that more than 2,000 public school students appeared in the 90-minute band musical.

The Rodeo Cowboys of America approved rodeo was featured in the afternoon of the first Saturday and Sunday. Opening Saturday evening (27) for three performances was the Hollywood Stage Show presented by George Hunt & Associates of Hollywood. Featured were Wally Webb and his orchestra, the Frank Wheeler Marimba Trio, Evers and Dolores, Manuel Vierra and Company, the Chaudets and the Kids Next Door from the George Gobel television show.

A Hunt attraction also appeared the last three days, closing Sunday (6) and featured Manny Harmon, his violin and orchestra; Don Rice, Anita Aros, Tom Bentley and an Hawaiian Revue. Other night grandstand attractions were horse show and fashion show, Tuesday (1); Youth Fitness Show, Wednesday, and square dancing on Thursday. Horse shows were the afternoon highlights Monday thru Friday (4). Auto races, with Charles Curryer directing, were featured on the closing Saturday and Sunday.

'Kids' days were Monday and Tuesday, with all children admitted free from 11 a.m. until 5 p.m. Carnival rides were 15 cents.

The fair again featured in its exhibits the Festival of Nations, which each of the pioneering countries displaying arts and handicrafts peculiar to their native countries.

Fair Time Shows, Inc., headed by Olivia Waldron as president, was featured for the first time on the midway.

Larry (Bozo the Clown) Valli appeared on the fair midway and

conducted kid contests. Harrauld Harper with his Lost Child Car directed marches and assisted the office in ground duties.

Indianapolis Building Group Gets 1st Money

INDIANAPOLIS — An initial \$35,000 appropriation for the purpose of employing architectural assistance brought the proposed \$16,000,000 Indianapolis civic auditorium a step closer to reality last week.

A check was presented to Henry W. Manz, general manager of the Indianapolis-Marion County Building Authority, by Mayor Charles H. Boswell. The authority, created by an act of the Indiana General Assembly, will be in charge of the construction. Manz said that he plans immediate action toward building the auditorium.

To cover preliminary expenses, another \$35,000 appropriation is forthcoming from the Marion County Council. The county's participation in financing is required by law. Council President John D. Hardin said that the council would vote the appropriation later this year.

RIDE SURVEY WILL CONTAIN LATEST INFO

CHICAGO — What's the latest trend in the highly important ride business? What manufacturer makes what ride? Who's buying what? And what are the latest prices on various rides?

All these questions and many more will be answered in the annual Ride Survey that will be featured in the 1960 Spring Special Issue of The Billboard. It'll be dated April 11.

The Ride Survey, gaining in importance each year, is just one of the dozens of timely and information-packed features in the big 1960 Spring Special Issue.

U. S., Foreign Acts Named For Sullivan's TV Special

NEW YORK—Film clips of American acts will be used by Ed Sullivan on his forthcoming special "Circus Stars of the World" TV show. They will be combined with new film made at the Cirque d'Hiver, Paris, recently. Show has been scheduled for March 20.

Clips of past Sullivan show appearances will include those of Clyde Beatty, Hubert Castle, the Cordons, Emmett Kelly, Pinito del Oro, Miss Mara, the Merkeys, Linon, the Brunos, Kaichi Nam-

ba, Nerveless Nocks, Tonito, the Flying Zaccinis, the Great Wallendas, all familiar to U. S. circusdom, plus the Russian clown, Popov and a Russian bear act.

In the film from d'Hiver will be the Bouglione Tigers, Six Francesco-Karoli clowns, Morvais' Hungarian teeterboard troupe, Gilo Bouglione's bareback riding dogs and Roman riding, Klein Family of cyclists, Paulo's juggling, the Antares' airplane act, and three Bouglione elephants.

TALENT ON THE ROAD

Andrew Sisters Head Spokane Sports Show

Sports and auto shows are playing important roles in the talent booking picture these days. Andrew Sisters will headline the sixth annual Sports Show in Spokane, March 22-27, in the Coliseum. Monte Blue, longtime motion picture actor and more recently sports show emcee, will emcee the doings there. In the show will also be the Chad Mitchell Trio; Bruce Seidlinger, tumbling; Andens, dogs and perch, and Texas Babe, stilt-wearing comic. As an added entertainment feature a Sportsmen's Theater will be opened to show sports and outdoor motion pictures. . . . Bill at the recent Calgary auto show held in the Big Four Building on the fairgrounds there included the Ames Brothers; Joyce Hahn and Joan Fairfax, Canadian TV singers; Wells and the Four Fays, acro-tumbling, and the Three Leggers, dancing duo. Jim Butler emceed and Frank Bailey's band cut the three-a-day shows.

Ethel Waters will front the Music for America sacred music performance at the Northern Wisconsin District Fair, Chippewa Falls. She did the same at the Colorado State Fair last year and the show did well. . . . Jack Taylor, longtime bass player and comic with the old WLS Prairie Ramblers and now in the Polka Chips band, has gone into the restaurant business, and not in a small way. He has a big chicken joint in Galesburg, Ill., and is branching out. There's another in Homewood, Ill., and possibly more popping up in other spots.

TV SHOWCASE: Singer Roberta Sherwood, who's a product of back-end midway shows, will join Garry Moore on March 8. . . . Roger Ray, marimba artist-humorist, and Andy and the Bey Sisters, record folks, will make a March 16 appearance on "Be Our Guest." . . . Lineup for the March 15 and 22 Arthur Murray shows for Bob Hope will include Dorothy Collins, Jane Russell, Cliff (Charley Weaver) Arquette, Tony Bennett, Johnny Carson, Gloria De Haven and Ethel Merman, among others. . . . A host of singers will visit Perry Como March 9, including Gisele MacKenzie, Frankie Avalon, Margaret Ann and the Jadas vocal quartet. . . . Nat King Cole will visit Steve Allen on March 7.

Charlie Byrnes

Hurok Sets 9 Weeks Of Georgian Dancers

NEW YORK—A nine-week tour is set for the Georgian State Dance Company following its New York debut. The group heads from Gotham to Boston, where it plays April 1-2 at the Boston Garden, and the swing's windup is projected for Washington, D. C.

The Georgians are one of four massed-personnel attractions being imported by the Hurok office here. One, the Edinburgh Tattoo, will only show in Madison Square Garden. Hurok has the Royal Ballet (formerly Sadlers Wells Ballet) set for early September (The Billboard, January 18), and Old Vic Theater, for which a route has not started to shape up as yet. He also has fostered a seemingly endless string of one-person recitals by Soviet artists.

The tattoo will be billed as the Military Tournament and Tattoo, but because of its unwieldy size—550 participants plus stock and other trappings—its American display will be confined to June 18 to July 4 in New York.

N. Y. Sales Building

Advance sale for the Georgian Dancers, a contingent of which appeared concurrently with last summer's Soviet Exhibition in the

Coliseum as part of Hurok's Russian dance festival, has been very good. A couple of dates are pending on the route but these will undoubtedly be booked within a week. Right now the itinerary is as follows:

New York's Madison Square Garden, March 27-30; (Arena) New Haven, Conn., An April 3 matinee only; (Music Hall) Cleveland, 6-7; (Masonic Auditorium) Detroit, 8-10; (Opera House) Chicago, 14-17; (Auditorium) Minneapolis, 18; (KRNT Theater) Des Moines, 20; (Music Hall) Omaha, 22-23; (Public Auditorium) Denver, 22-23; (Shrine Auditorium) Los Angeles, 26-27 and April 29-May 1; (Opera House) San Francisco, 2-3; (Public Auditorium) Portland, Ore., 6; (Civic Auditorium) Seattle, 7-8; (Orpheum Theater) Vancouver, B. C., 9-10; (Maple Leaf Gardens) Toronto, 13-14; (Forum) Montreal, 16-18; (Capitol Theater) Washington, D. C., 24-26.

The Washington date is a tentative finale for the tour. It has not been unusual for past Hurok imports to be brought into Madison Square Garden again for a day or

PAT BOONE FAIR PLANS JARRED BY FILM STRIKE

NEW YORK—Pat Boone said Thursday (3) he definitely wants to play before agricultural fair audiences this season, and had decided along that line when the Screen Writers Guild strike occurred in Hollywood. The situation there has a direct bearing on the singer's availability for fairs.

Boone said the plan is for the selection of a film and then shooting in Hollywood. "We had figured to wind up the movie work at the peak of summer, leaving ourselves clear for fair dates," he said.

A group of major events has been waiting news about the decision since seeking his services this winter. With the decision made to change his schedule so as to permit the playing of fair dates, his apprehension because of the film strike can only be passed along to the fairs concerned.

"There's no question that fairs offer the best chance to reach the most people with personal appearances," Boone concluded.

Moses Best Bet as 100G Prexy For New York 1960 World's Fair

NEW YORK — Designation of Robert Moses as president of the 1964 New York World's Fair seems a lead-pipe cinch, following submission of his name to the directors. Holder of numerous city and State posts, he says he is anxious to have the job, salary for which would be in excess of \$100,000 a year.

Moses is 71 years old and his two bosses, Governor Rockefeller

and Mayor Wagner, say it's fine with them if he takes the proffered post; he has offered to surrender some of his numerous jobs to take on the new one. Among other things, he is chairman of the State Power Authority at \$10,000 a year and Parks Commissioner at \$25,000 a year, both of which he would give up.

The fair is set to open May of 1964 but Thomas Deegan Jr., chairman and president of the New York World's Fair 1964 Corporation will not state flatly that it will be only a one-year operation. He simply refers to the two seasons used for the pre-war World's Fair here.

Moses says there is no conflict of interest in his taking the post with the quasi-public nonprofit organization. He intends to continue as unpaid chairman of the Triborough

Bridge and Tunnel Authority, chairman of the Slum Clearance Committee, member of the City Planning Commission, City Construction co-ordinator, chairman of the Long Island State Parkway Commission, and member of the New York City Youth Board.

Robt. Murphy Approached

Also prominent in the news is Robert D. Murphy, onetime under secretary of state and now president of Corning Glass International. He has been offered a part-time post as chairman of the board, in which job he would supervise foreign relations relative to exhibits.

Robert Kopple, executive vice-president of the corporation, reported Moses as the "ideal man" as president. Kopple was quoted as saying, "there is no second choice."

MUSIC SHOWS

Colo. State Fair Signs Red Foley

PUEBLO, Colo. — Colorado State Fair has added two attractions for this year that will give the fair much in the way of music. Contracts have been signed to bring Red Foley's country and western television troupe to the fair for two days and "Music for America" for one day.

The Foley show will do two afternoon and two evening shows and will get the first \$15,000 on the grandstand and split the balance of the revenue down the middle with the fair.

"Music for America," a presentation of sacred music, will be a repeat for the fair. It will get the first \$2,500 and divide the rest equally for its one performance. "Music" was in here last year with Ethel Waters as the name lure.

NOW EVEN FAIR PATRONS GET TRADE STAMPS

LOS ANGELES—Trading stamps are being given with admission tickets to boost attendance at fairs in Southern California.

At the Riverside County Fair and National Date Festival, which closed its first 11-day run in Indio on February 22, \$5 in orange trading stamps were given with each adult admission of \$1.

The National Orange Show, to be held in San Bernardino in late April, is offering \$5 in Wise Owl stamps with each ticket. The stamps, G. Walter Glass, exposition manager, said, will be given with gate admissions. He explained that this trading stamp was being used because its distribution is centered in the area.

two, if the building is available, in a final triumphant return and final American appearance. These plans will no doubt hinge on Gotham's reaction, and that of the press, when the stomping and leaping Georgians appear here late this month.

Hartford Autorama Shows 125 Vehicles

HARTFORD, Conn.—Producer Joe Kizis featured upwards of 125 vehicles at his 10th annual Autorama, February 17-22, at the Broad Street State Armory, the highlights including rare antiques, classics, customs, dream cars, record hot rods, race cars, international sports cars, plus motor equipment and accessories. In the Autorama Theater was a program of international track and road race films.

Park Group Cuts Insurance Rates

CHICAGO—Public liability insurance rates for participants in the NAAPPB group plan will be reduced "5 per cent or more," it was revealed last week. The reduction comes at a time rates are continuing to go up for many other policy holders.

Julian Norton, of Lake Compounce, Bristol, Conn., chairman of the NAAPPB insurance committee, announced the reduction had been decided upon at the committee's meeting February 25 at Newark, N. J., with Associated Indemnity Company, underwriter for the park association's group insurance plan.

The rate reduction was voted after a report by Harry Lees, vice-president of Associated Indemnity, who praised NAAPPB participants for a "splendid" record during the 1959 season. There was decided improvement in the loss ratio, he said.

Last year, NAAPPB group plan members' basic rates were increased 10 per cent. For the same period, the National Rating Bureau increased the manual rate for amusement rides by 25 per cent. While the NAAPPB rates now are coming down, NAAPPB sources said that scattered reports showed that rates for many operators not in the park plan would go up again this year.

Percentages both for the NAAPPB plan and other insurance refer to changes in the basic rates. Premiums for individual park owners are altered from this point according to their loss records.

Among those taking part in the Newark meeting were Norton; Lees; John Logan Campbell, NAAPPB insurance counselor; Vice-Chairman C. K. (Jack) MacDonald, Idlewild Park, Ligonier,

Pa.; George Sinclair, Meyers Lake Park, Canton, O.; Elmer Foehl, Wildwood, N. J.; Marvin Staton, Spring Lake Park, Oklahoma City; John S. Bowman, NAAPPB Executive Secretary, Chicago, and John Allen, Philadelphia Toboggan Company, Philadelphia, all members of the Committee; and Vice-President Harry Meyer and Safety Director Aulton Mullendore, representing Associated Indemnity.

'Jubilee USA' Auditorium Unit Pulls Crowds

SALISBURY, Md.—Red Foley's "Jubilee USA" stagemat played to a capacity-plus crowd of 3,500 persons at the Civic Center here Tuesday (23). Building's regular 3,000 seats were augmented by 500 by the building staff as the crowds built. Advance sale was handled by the local dealer for the show's TV sponsor, Massey-Ferguson farm equipment.

At Brogdon Memorial Hall, Wilmington, N. C., Wednesday (24) the show had a two-thirds afternoon and capacity 5,000 at night, under police auspices.

Cast included Red Foley; Promenanders, square dancers; comic Shug Fisher; singer Norma Jean Foley; and the Slim Wilson band. At Wilmington the regular line-up was augmented by addition of Kitty Wells and Johnny and Jack. Dates were set by Jim McConnell, of Springfield, Mo.

Date Festival Beats Record With 213,511

INDIO, Calif.—Good weather, strong promotion and its entertainment program were credited with attracting 213,511 patrons to the Riverside County Fair and National Date Festival during its annual run which ended February 22. R. M. C. (Bob) Fullenwider, secretary-manager, said.

Gross attendance hit a new high as the event ran 11 instead of the usual 10 days. The total was 13 per cent over 1959 and the paid attendance increased 29 per cent. In 1959, when the run was 10

days, attendance was 182,390. Altho the weather was nippy in the evenings during the first part of the run, the latter part was considered ideal. On the first Sunday (14), Indio was the "hottest" city in the nation—but with 78 degrees.

The closing weekend, which included Washington's Birthday, the second school holiday during the 11 days, brought the bigger portion of the attendance. Also on Saturday (20), the fair held a "Salute to Mexico" with the Governor of Baja California attending.

PAT, FAYE, GEE GEE, ILONA

New Strong Edition Joins String Of Polack Quality Performances

By TOM PARKINSON

CHICAGO — Polack Bros. Circus performance starts and closes with powerful acts and holds to that pace in a good proportion of spots in between. The new edition joins the now-long list in which the Polack organization has come up with quality shows.

The opening act is Pat Anthony's Wild Animals. Closing is the Flying Alexanders. The in-between highlights include the Five Fredonias—and especially young Ilona—and Gee Gee Engesser's Alaskan Huskies. There is plenty more that is good on the bill.

It all starts with the spotlight on Henry Kyes, who directs the band then and thru the show in true circus music. Bands and leaders who come up with this kind of music are few and far between. Kyes and his sidemen lead the local additions thru the gallops and marches at a real circus pace

and volume. Clowns work come-in. Pat Anthony's fighting animal act has thrills mixed in with the tricks. A lioness rolls a globe up a ramp, then another works rollovers nicely. All 11 lions and two tigers are active and snarling and Anthony singles out one lion to sit up and bare its teeth. There are fast fire-hoop leaps. A real stand-out is the beautiful tiger that does spectacular flying rollovers twice around the arena.

Senor Cardona's cloud swing is a series of ankle and knee catches that keeps the crowd screaming thruout. The pace of a new fall and catch for each swing of the rope pays off. The Fabray Troupe is made up largely of the Alexanders. It is fast and good in an interesting series of routines, capped by a three-high and then a double to the high perch chair.

Barbette's productions start with

a dozen pretty showgirls in filmy blue wardrobe. Their entry and dance is to introduce Jacqueline Hurley, who stays on alone for contortion. Staging, production and the specially-lighted table combine to set this act apart from other contortionists.

The Golden Kids' cycling act is well done and the older of the girls turns in some good cycle work. Kid acts rely often on cuteness and some of it here would be better if it were more natural and not so overdirected.

Clowns include Chester and Joe Sherman, Al Ackermann, John Cirillino, George Smiley, Jimmy Douglass, Al Gallagher and Peluza. Announcer Ross Paul takes part in one-walkaround to the extent of singing a song.

The Luvas Duo are good in their aerial act. Each holds the other in assorted suspensions that are eye-catching. They do neck, ankle and toe suspensions in variation before their final stunt, which is a double ankle catch with special announcement.

The Fredonia number is well on its way to prominence on the list of really great circus acts. Their acrobatics and foot juggling is sensational. Time after time they throw stunts that are more amazing than the others. The foot catches are pulled out of the air and completed just as the audience decides that here's one they have missed. And topping the act is the personality and skill of Ilona Fredonia.

Mack and Peggy MacDonald hold a high spot in the roster of elephant trainers. Now they have re-routined the Polack herd; it is an all-new act. The bulls run swiftly thru Liberty routines, five rear-ups, long mount, five sit-ups, and a forefeet stand. Two bulls do simultaneous over-and-unders with Mack and Peggy. There is a barrel roll. And finally is the one-foot stand—still best in the business.

After intermission comes Bobby Nelson with his pigs. They jump fences, go down a slide and otherwise cavort, and the public likes the idea of seeing a different kind of trained animal. Barbette's web number follows. His 12 girls enter with huge red skirts that are left below when the girls go aloft. Web work is well-coordinated. It leads into the entrance and performance of Jeannine Povoteau. Muscle.

(Continued on page 51)

HUNT SETS TALENT FOR SEASON, PARK

Emmett Kelly Signed for Palisades; Marvin Case Suffers Heart Attack

BURLINGTON, N. J. — The nucleus of Hunt Bros. Circus program for 1960, including some of the performers signed to augment the show in its five-ring Palisades Park opener, was revealed last week by Harry Hunt.

Emmett Kelly, he said, has been contracted for the Palisades date, filling the spot originally assigned to the late Felix Adler.

Hunt made his announcements after an emergency run from Miami because of the hospitalization of Marvin Case. A heart attack in quarters sent Case to Mercer Hospital, Trenton. The situation prompted the Hunt management to decide on expansion of its staff.

Signed for the park date, in addition to Kelly, are the Cycling Whiz Kids, Cuneo animal acts, Tumbling Wazzans and the Gaonas, aerial act. More park acts are to be announced later. The Whiz Kids and Cuneo are booked thru Al Dobritch.

Tanit Ikao, longtime concert attraction with Hunt, returns to the show and will appear in the regular performance. Also booked for the road tour, which begins in Camden, N. J., following wind-up of the park date May 22, are the Sanchez Sisters, Bobo Zoppe, Conley Family, Riding Fredericks, Roy Bush and the eight Hunt elephants, British clown Tommy Thompson, and Ray Sinclair.

Stell Wirth will lead the band. Signed so far are Earl Huffman, double drums; Charles Mahoney, trumpet; Carl Woolrich, trumpet; Bob Mills, baritone, and R. L. McConnell, tuba. A new sound amplifying system has been purchased thru Woidill Sount Service.

Harry Hunt said the press will be handled this year by Bob Goodwin, Philadelphia-Camden newspaper man.

The first 14 days on the road are to be sellouts, he added.

Rudy Bros. Gets Lions, Elephants; Signs Dates

ALHAMBRA, Calif. — Rudy Bros. Circus will have a seven-lion act and the former Tom Packs Elephants, both acquired from the Goebel interests at Thousand Oaks, Calif. Owner Rudy Jacobi said the

elephants have been purchased by E. P. Althoff, of the German circus family, who now is assistant manager of Rudy Bros., and are contracted to the circus for two seasons. Jacobi did not say who will work the lion act.

Rudy Bros. has signed again to play Shrine shows at Phoenix, Tucson, Las Vegas, Billings, Mont., Casper and Cheyenne, Wyo., and Rapid City, S. D., plus others. Jacobi also stated he has signed a string of Elks Club dates in California for spring dates.

Among other acts that are to be with the show are the Lacy Troupe, rolling globes; Flying Hartzells; Kristensens, bareback riding; Los Platos, double trap; Nicollini Chimps; Natal; Cilly Feindt, manage; Boginos; Corsaires' double high pole, and Bentley's French Poodles.

Rudy Bros. will use a printed program booklet and downtown elephant walk this year. There also will be an eight-girl aerial ballet.

Minneapolis Sports Show Looks Strong

MINNEAPOLIS — The 27th Northwest Boat, Sports and Travel Show, sponsored by the North Central Marine Association, Inc., will be held April 1-10 at the Auditorium here. Event will include a 17-act stagemore direct from appearances in Kansas City, Mo.; the largest display of boats and marine equipment ever shown in the Northwest; fishing tackle; camping equipment and over 51 vacation exhibits from 19 States and provinces. The auditorium's four big halls will be filled with exhibits, a show official said.

Tour in Fall Sold Out for Folk Chorus

NEW YORK — The Belafonte Folk Singers, with a 65-city fall tour virtually sold out thru Columbia Artists Management, have had their two-week date extended to six weeks at Art D'Lugoff's Village Gate nitery. Tour starts September 24 in Milford, Conn.

The route runs coast-to-coast and is five cities longer than originally projected, ending sometime in December. A 14-man chorus owned by Belafonte and bearing his name, but operating independently of him, they will play mostly one-engagement concerts. Repertoire includes a wide range of folk-type tunes of many nations. (A review of the show appears in the Music News section this week.)

ARENA, AUDITORIUM NEWSLETTER

New Dates, Plans

By TOM PARKINSON

THE CHICAGO HOME SHOW managed by Grover McDonald has changed its scheduling from spring to fall. The show previously has been at Navy Pier early in the year but is being postponed this year until it can appear in the new Chicago Lakefront Convention Hall. McDonald said he expects this to be in November and that he will use the entire exhibit space. It is expected to be in the fall hereafter. . . . Whose "sellout" is whose? In Milwaukee, Elmer Krahn, manager of the Auditorium-Arena is complaining about a parking lot operator across from the building. It seems the parking lot announces on a p.a. system when it is sold out of spaces, and the public, Krahn charges, believes that the Arena seats are sold out. He says that a basketball game could have handled another 1,000 persons, and both the ice show and circus could have done better if the parking man wasn't shooing customers away. . . . Management of the Cow Palace in San Francisco has asked the State for \$203,030 for 35 capital improvement projects. Largest of the items is \$30,000 for a system of new arena seating risers that building manager Nye Wilson's own staff has designed. The projects would extend into 1961 and the State aid would be augmented by \$125,000 in 1960 rentals. Recent work at the Cow Palace has included the completion of several new rooms which can be used either as meeting rooms or for dressing rooms. As dressing rooms they now can handle four teams, officials and usherettes easily. They cost about \$50,000. Added parking facilities, more landscaping, and piping of spring water to trees and shrubbery also have been among recent Cow Palace projects.

Alexandria, La., Shapes Up New Coliseum-Armory Plan

ALEXANDRIA, LA., JOINS THE long list of cities making plans for new auditorium-arena construction. In a recent action, the city and parish (county) authorities agreed the two should work together on the project. They proposed a multi-purpose building and a national guard armory on adjacent sites. City and parish voted to sell other property to get funds for buying the new site. The Young Men's Business Club is sparkplugging the project. A \$100,000 bond issue was voted in 1958 for the armory. . . . Progress toward construction of a new home for the Los Angeles Dodgers was made recently when the ball club bought the final eight homes on the site. A school site still is to be bought. . . . Marin County Civic Center in California is under construction now. It was designed by the late Frank Lloyd Wright and is to include three phases. The later second stage includes a civic auditorium, plus a fair pavilion with a 3,000-seat auditorium. The center, when completed, will be a cultural center, fairgrounds and governmental center. . . . "First meeting" in the Lakefront exhibition hall at Chicago was that of the Central Lions Club. Members wore steel hats and toured the partially completed hall, then had box lunches in the unfinished dining room. . . . Baylor University at Waco, Texas, has proposed a major building program and among the structures would be a \$1,750,000 fieldhouse. . . . Bids are being taken for the Boston Municipal Auditorium to be at the Prudential Center location. Architects are Hoyle, Doran and Berry. . . . Bustin Steel Products announces a steel grating available in various sizes and suitable for nailing in place for safe footing. . . . Moorhead-Crego, Inc., has a new electric drill which it says will sink a three-quarter inch hole three inches in concrete in three minutes.

Timely Telegram Brings Major Boxing to Bozeman

QUICK THINKING AND A timely telegram have brought for the Fieldhouse of Montana State College at Bozeman, a choice sports event. Manager Bud Purdy read the news account about a month ago that Brigham Young University had turned down the world championship Fullmer-Giardello fight to be promoted by the Intermountain Boxing Club of West Jordan, Utah. Purdy moved quickly, wired Marv Jensen, Fullmer's manager, suggesting the Fieldhouse at Bozeman. The fight people were interested, called back the same day. In a short time they came to see the facilities and hear the promotion that could result. Then the decision was made. Purdy states the building will have 12,500 seats for the event. The advance sale for tickets topped \$50,000 in the first 10 days after announcement. Orders are coming from the Coast to as far east as Detroit. The event is still two months away, and Purdy is thinking in terms of a capacity crowd.

HOUSTON'S FAT STOCK SHOW was rolling along to big turnouts last week. It opened Wednesday (24) to a reported 40,000 persons for the rodeo and stock pens and perhaps 250,000 for the opening parade. Concurrently, there is talk in Houston about a new building. Annually the show draws about 300,000 persons, most of whom see one of the 19 rodeo performances during the 10 days. The show, in the opinion of some, now has outgrown the Houston Coliseum, which seats up to 13,000. More exhibit space is needed; this year half of the livestock was exhibited one week and half in the second, using the same space. The Fat Stock Show has owned property for new facilities for several years. Separately, last year voters okayed a \$20,000,000 bond issue for a new city-county stadium to be used for new professional football and baseball teams in Houston. Recently the county park commission announced it would combine its efforts and choose the Fat Stock Show's site for a combined exposition grounds, hall and sports stadium. The major countered with a suggestion for using land near the present Coliseum. Now a northside group is urging a third site. Meanwhile, the Continental League in baseball and the new National Football League are getting nervous about whether new facilities will be ready in time for the 1961 seasons.

AMUSEMENT PARK OPERATION

Trampolines Are 'Rides' In Jumpin' Gyminy Funspots

NEW TYPE OF ATTRACTION in the funspot field is called the Jumpin' Gyminy. These are layouts with a number of trampolines installed for public use. Chief promoter of the movement is the Nissen Trampoline Company, and the American Trampoline Company also is active. Nissen has named distributors in California, Illinois, Missouri and Massachusetts. There are 146 trampoline layouts in California and Arizona, most of them franchised by Jumpin' Gyminy. Recently one opened at a shopping center at Miami, and Life magazine took pictures of it. The Florida installation involved an investment of about \$15,600.

Wayne Sheley, Chicago, Nissen distributor, last week was an exhibitor at the sports show in Chicago, seeking more buyers of the plan. About April 1, he said, work will start on 15 of the centers in the Chicago area. These will be in suburbs such as Chicago Heights, Forest Park, Park Ridge, Kankakee, Joliet and Hammond, as well as Rockford, Ill. All of them will be at shopping centers. Sheley's operations, including the one in Florida, uses 18 trampolines each. Admission is 40 cents per half hour and up to three kids are assigned to each trampoline at one time. Girl at the ticket box also has a public-address system and with it she notifies kids when their time is up. The trampolines are mounted flush with the ground and over excavations that range up to 39 inches deep. Trampolines are the same basic models as those used by circus acts, schools and others. However, the leg frames are removed and additional bracing is placed at the sides. In Florida, kids keep the place busy in the daytime, but adults turn out in numbers to bounce on the trampolines during the evenings. There are sidelines in addition to normal food and drink concessions. One is the sale of trampoline slippers at \$2.50 per pair. The other is the sale of trampolines in various sizes for home use.

POP Budget, Publicity Man, New Firm, Concession Pact

A NEW CORPORATION in Kentucky is the Incline Railway Company, Ashland, organized to operate railway lines in State parks. G. B. Johnson is the executive officer. . . . Pacific Ocean Park has budgeted more than \$400,000 for promotion this season. The new season is to start at Easter vacation time, April 9-17. . . . Public playground at East Grange, N. J., has adapted the theme park idea to its own dimensions. Facade of Western stores will be built. With it will be a stage coach, built on an old milk wagon frame, and a locomotive built out of concrete and oil drums. . . . Newly appointed publicity man for Nu-Pike at Long Beach, Calif., is Ron Maury, until now the Nu-Pike pool operator and swimming instructor. He tells of plans for installing more kiddie rides, booking of name bands and increasing picnic facilities. Maury has taken many honors in swimming, and his wife holds Canadian, All-American and U. S. swimming titles. Recently she was on a swimming team that appeared at the Olympics. . . . Six new concessions contracts have been okayed by the New London, Conn., city manager. Final one was with Alex Feinholz for popcorn and custard. He pays \$13,000 plus 25 per cent of any gross over \$40,000.

Tom Parkinson

Spanglers Travel to Rio; Macdonalds See Bahamas

ROMAN AND HELEN SPANGLER, of Rolling Green Park, Sunbury, Pa., report great enjoyment of their South America trip. They arrived at Rio de Janeiro in time for the Mardi Gras and stayed there six days, then on to Caracas for two more. "It's warmer than Chicago," they said teasingly. . . . Another couple now enjoying the warmer climes are Mr. and Mrs. C. K. (Jack) Macdonald of Idlewild Park, Ligonier, Pa., who left for the Bahamas following the NAAPPB insurance meeting in Newark. Jack says the month of March is always a good time to be away from his frigid area in Pennsylvania. . . . Mr. and Mrs. Valdemar Lebech, of Tivoli Gardens, Denmark, have returned home following an enjoyable tour of the States. On the West Coast, they visited his son. Later they stopped in New Orleans, had a visit with the Harry Batt family at Ponchartrain Beach Park. In Philadelphia they were entertained by several NAAPPB members, including John Allen, of Philadelphia Toboggan, and Herb Youtie, of Playtown Park, Morton, Pa. The Lebechs brought news of the marriage of their son, Knud Lebech, to Miss Gretha Madsen, in Copenhagen December 19. Young Lebech, also a Tivoli executive, is known by a number of NAAPPB members, particularly those whom he guided around during the NAAPPB European tour in 1958. . . . Marvin Staton, NAAPPB vice-president from Spring Lake Park, Oklahoma City, has been enjoying Broadway shows in New York City following his attendance at the insurance and safety meetings. Mrs. Staton flew up from Oklahoma City to join him. . . . Don Becker, his father and family operate a kiddie park in the Bronx, but the funspot's future is clouded by condemnation proceedings. The Beckers winter at Mt. Vernon, N. Y. . . . J. W. (Patty) Conklin of Branford, Ont., is enjoying fishing in Florida waters with Paul Olson, Showmen's League president and co-owner of the Olson Shows. Mr. Conklin and his wife motored to the Southland recently.

Cycle, Scooter Show Displaying Go-Karts

ST. PAUL—The International Motorcycle, Scooter and Go-Kart

Exposition will be held at the Prom Center here, March 7-9. The display will include the latest models from foreign countries as well as U. S. makes, according to Howard Belmont, one of the Twin Cities dealers sponsoring the show.

Santa's Village Chain Issuing Stock Dividend

ARCADIA, Calif.—Stockholders of Santa's Village as of record March 15 will receive a 6 per cent stock dividend on March 30, H. Glenn Holland, president, said here last week (29).

In announcing the dividend, Holland said that Santa's Village has now assumed national importance with parks in Skyforest and Santa Cruz, Calif., and East Dundee, Ill. All were opened, he added, within five years, which has taken a large portion of the company's income. No parks are contemplated in 1960, which will mark the first time that all three ventures will have operated a full year. Company's operating profit, with the East Dundee Village open, for the nine months ending December 31, 1959, was more than three times as great as the corresponding period in 1958, Holland explained.

A cash dividend is anticipated late next summer. The stock dividend will not be paid in fractional shares, but cash for the amount of the fractional shares will be paid on the basis of \$5.50 for a full share.

Edaville Railer Buys 6 Rides From Herschell

SOUTH CARVER, Mass.—The Edaville Railroad has ordered six rides from the Allan Herschell Company, Inc., to add to its regular live-steam set-up near here. The rides are Helicopter, Rodeo, Roadway, Kiddie Boats, Kiddie Tanks and Brownie Tractors. All will be in operation this spring.

Edaville Railroad operates four steam locomotives and 20 coaches on six miles of track that runs thru cranberry bogs. There also is a railroad museum. F. Nelson Blount, of the Blount Seafood Corporation, is owner of the operation. Dick Secor, Eastern rep for Allan Herschell Company, handled the sale.

NORTH TONAWANDA, N. Y.—A cargo of Allan Herschell Company's rides will be shipped to Guatemala for the 1960 National Fair at Guatemala City. The Association de Bienestar Infantil has purchased Mad Mouse, Helicopter, Roadway and Brownie Tractor rides. Shipment from the factory here will be made soon, according to George Moses, Herschell sales manager.



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**WORLD'S FAIR
DECISION
EXPECTED**

PARIS — The Bureau of International Exhibitions will meet here Tuesday (8) to make a final decision on the location of the 1967 world's fair.

Canada, with Montreal as the proposed site, is one of several applicants that is seeking authorization for the exposition. The last one was held in 1958 at Brussels, Belgium.

LETHBRIDGE, Alta. — S. M. (Mel) Fengstad has been renamed rodeo director of the Lethbridge & District Exhibition. Fengstad, formerly active as a rodeo contestant, was originally appointed to the post last year, but submitted his resignation during the spring.

7 OUTLINED

**TWA Charts
Tours Keyed
For Fairmen**

NEW YORK — A special series of seven tours has been designed with fair managers in mind, and is being offered by Trans World Airlines. The four-color brochure is being mailed to all fair associations in the U. S. by Harry J. Verderber, TWA's world-wide tour manager.

Beginning in April and with departures also scheduled for May, August and September, the itineraries will each cover at least five major operating fairs in Europe. Fair management in France, Italy, Germany, England, Belgium, Luxembourg, Austria and Sweden have expressed anxiety to receive their American counterparts and exchange ideas, Verderber said.

Departments to be covered at the European events include advertising, agriculture, art, commercial, concessions, decorating, exhibits, grounds, landscaping, parking, premium books, tickets, women's activities and others. The concept was developed with the aid of Warren & Company, consultants.

ST. PAUL—National Wildlife Week will be emphasized by the 1960 Land-O-Lakes Boat, Travel and Sports Show in the Auditorium here March 18-27. A large exhibition area at the show will contain displays created by members of the Minnesota Conservation Federation.

**FAIR-EXHIBITION
MANAGEMENT**

**Mass. Attendance Up; Fairs
Vote State Promotion Film**

BOSTON — Attendance at agricultural fairs in Massachusetts totaled 1,405,603 last year, an increase of 80,000 or nearly 6 per cent over that of the previous season and an all-time record. Daniel Reidy, director of fairs for the State's Department of Agriculture, points out this increase among his observations to Massachusetts fairmen.

Others are:
Up to December 31 there were 141 fairs held at which the number of agricultural exhibits totaled 73,525. Youth exhibits were 46 per cent of the total. The State contributed \$98,909 and the fairs themselves spent \$101,367 toward prize money for exhibits.

The Agricultural Purposes Fund has increased prize money to fair exhibitors by 400 per cent since it came into being. Regarding workshops held last spring, 139 fairs from 12 counties were represented, with 451 people attending the eight meetings. Fairs personnel, extension staffs, and Reidy's department personnel were in agreement that all fairs participating benefited.

At the annual meeting of the Massachusetts Agricultural Fairs Association Reidy was one of the principal speakers. The group resolved several things, including opposition to any effort toward diverting any part of the Agricultural Purposes Fund into channels contrary to the interests of agriculture. It was also moved to produce a promotional film of availability to all segments of the population, acquainting them with "the vital role that the Department of Agriculture plays in the welfare of the State and in the conduct and improvement of fairs." The department would produce the film and copies would be made available to all fairs for public exhibition.

**Edmonton Paves Road;
May Surface Midway Area**

EDMONTON, Alta.—A \$70,000 paving and road building program at the south end of the fairgrounds has been approved by directors of the Edmonton Exhibition Association. The road will allow direct access to the grandstand.

Parking areas for 90 official cars, buses and a number of taxis will be included. Half of the cost will be absorbed by the city, according to A. J. Anderson, general manager.

Another planned project is the building of a public lavatory near the bus loading area at a cost of about \$15,000. The Edmonton Transit System has offered to assist in its construction.

Anderson said it is hoped the midway area can be paved this year. Its cost, which will be included in the budget estimates of \$1,300,000 for the year, would be \$125,000, he said. The budget will go before the finance committee in March.

**Texas Assn. Sets '61 Meet;
Joe Goetschius Wins Trip**

TYLER, Tex.—C. O. Miller Jr., new president of the Texas Association of Fairs and Expositions, Palestine, announced that the 1961 State convention will be held in Dallas at the Baker Hotel February 2-4.

He also named the following committee chairmen: Mrs. Evelyn Fisher, Texarkana, program; James H. Stewart, Dallas, membership; Gene H. Linn, Lubbock, attendance; T. Leo Moore, Iowa Park, and Sheriff Will Watson, Abilene, reception; Mrs. Jackie Huffhines, Dallas, arrangements, and Stan MacGillivray and Bob Alexander, Dallas, publicity.

Miller certified that Joe Goetschius, secretary, South Texas State Fair, Beaumont, as winner of a free trip to the convention of the International Association of Fairs and Expositions in Chicago. He won the trip as an attendance prize at the 1960 TAF&E convention in Dallas, February 4-6.

**Dr. Preston Bradley
Set for Indiana State**

INDIANAPOLIS.—Dr. Preston Bradley, founder and pastor of the Peoples Church of Chicago, will be the speaker at the Indiana State Fair "Hour of Worship" on Sunday, September 4.

Dr. Bradley is author of eight books and spends part of every summer preaching in England, Ireland, Scotland and Switzerland. He has been featured for many years on Chicago radio.

Expansion of parking facilities at the fair's machinery field is under way and will provide relief for the parking woes of exhibitors. The added space will be at the north end of the area and will allow at least one parking space for each exhibitor.

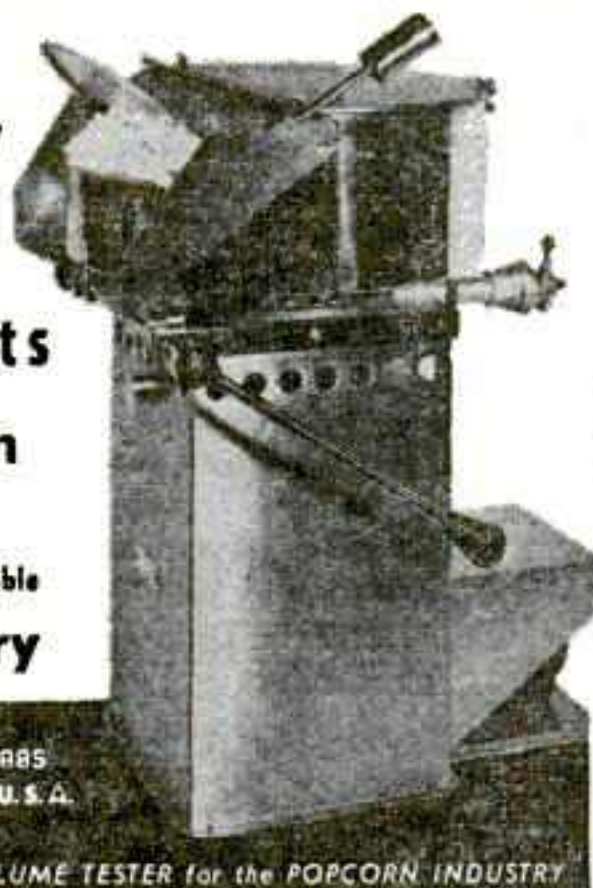
MILWAUKEE — The Wisconsin Association of Fairs has scheduled a round of regional meetings thruout the State during the months of March and April.

First one will be held March 30 in Mauston in the IOOF Hall on U.S. Highways 12 and 16. West Bend will be the site of the next one on March 30 at the Linden Inn on Big Cedar Lake.

Third of the series will be held April 6 in Chippewa Falls at Reiter's Steak House, six miles east of town on Highway 29. On April 7 the meeting will be held in Weyauwega at the No.Green's Hotel.

Don McDowell, Wisconsin director of agriculture has announced that a public hearing will be held March 11 in Room 410 South State Capitol, Madison, to consider an amendment on rules relative to a uniform premium list as it applies to State aid.

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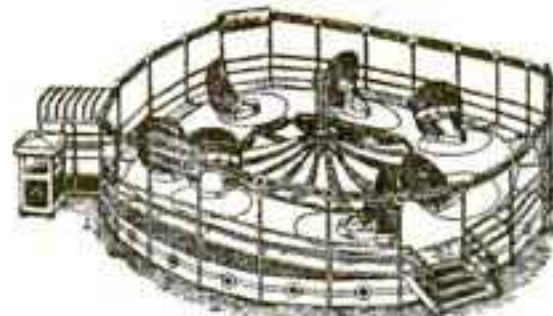
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CIRCUS TROUPE

By TOM PARKINSON

ON HIS RECENT TRIP to Europe, John Cuneo Jr. caught the Cirque d'Hiver, and sitting directly across the ring from him were Jack Arthur, of the CNE, and Al Dobritch, on a scouting-booking tour for the CNE date. Since they had not found suitable animal acts, they signed Cuneo on the spot in Paris for his several animal acts to play Toronto. In Scotland, Cuneo bought five tiny Shetland ponies to work with his llama act, and in Portugal he bought a Lusitano stallion, rare dressage breed of which there are only about 200 head existing. Cuneo plays Palisades Park to May 22, Tom Packs Circus, June 27-August 20, and CNE until September 10.

Sarasota newspaper coverage of the first annual Circus Costume Ball at Municipal Auditorium there included many pictures, most of them of the Cristiani girls and clowns. Among those pictured were Vicki, Corky, Vivian, Marion, Ortans, Julie, Rita and Jane Cristiani and Jeanne Kuhn. Sea Cow won a prize for his clown costume.

The funeral services for Kelly Miller were the largest ever held in Hugo, it was reported there. More than 150 floral pieces were received, along with hundreds of telegrams. About 300 persons attended the rites. All business places in Hugo closed during the services. Radio station KIHN, Hugo, presented a special program as a tribute to him. Knights Templar in full uniform took part in the Masonic services and 50 men made up the honorary pallbearer list. A new Showman's Rest at Mount Olivet Cemetery has been established in memory of Kelly Miller.

★ ★ ★

Bill Dykes, Salisbury, Md., CHS, was the topic of a picture and feature story in the Salisbury newspaper. He is dickering with the Delaware State Museum at Dover about putting in a circus display. . . . Press agent Mae S. Hong is working with Columbia Pictures for "Once More With Feeling" in Columbus, O., and "Who Was That Lady?" at Indianapolis. . . . Charles Underwood, last season the agent for King Bros.' Circus, is recovering from a December heart attack and may not troupe this season. . . . Cristiani Bros.' Circus has signed Macon, Ga., as its second stand of the season. . . . The S. J. Dunns and Mike C. Piccolo, Pittsburgh fans, caught the Davenport show at Cleveland. . . . Tom Smallwood, European traveler and circus fan, caught Circus Knie at the Cirque Royal, Brussels building. Among those on the bill were the Flying Marilees, Alfred Burton and several members of the Houcke family. Feature was Chefalo, American illusionist, who has been away from the U. S. since 1926. . . . Brownie Brown and Jess Beadles, of Hopkinsville, Ky., visited Ringling at Nashville and Polack at Fort Campbell, Ky. They entertained Polack people, including Gee Gee and Billy Powell, Fay and Rose Alexander, Diane Pressly, Rosalie Nichols and Lucille Eagleman.

★ ★ ★

TURNING BACK THE PAGES—1950: Butch Cohn and Jean Allen had the King Bros.' concessions. . . . Winn Partello was in charge of Biller Bros.' winter quarters. . . . Seal Bros.' Circus was looking for a bandmaster. . . . Bob Morton wanted to sell three elephants. . . . Dailey Bros. was hiring people. . . . Bill Moore rejoined the Clyde Beatty Circus. . . . Frank Ellis had concessions on Cole & Walters Circus. . . . The Poodles Hannefords were with Clyde Bros. . . . Ayres and Kathryn Davies Circus had some long jumps. . . . Hans Lederer visited Polack Eastern.

New Strong Polack Show In Tradition of the Past

Continued from page 48

striking looks and style make the act. The preliminaries lead to one-arm planges.

Adolph and Clara DelBosq have Serenado, a beautiful horse, in dancing, followed by its playing a tune on a series of bells. Next is Joanides in his good juggling act made the more unusual by his doing it while on a slack wire.

Gee Gee Engesser never walks when a hop, style and jump will do, never stands still if there is any possible action instead. She appears in Alaskan wardrobe and directs her Huskie dogs to stand like those in a wild animal act. But it is Gee Gee that makes the act, with the leaping and running and bounding and styling contributing toward the end result, an act that's tops. The Three Rebertes follow in comedy acrobatics which count in a good variety of funny falls and surprising catches.

Wrapping it up are the Flying Alexanders. Good appearance adds

to the net effectiveness of their tricks, which include a double to a cutaway. Faye Alexander tries a triple after a special announcement. If it works, fine; if not, he follows quickly with a neat two and a half. And the final stunt is a passing leap.

A FINE SHOW DESERVES—AND RECEIVES—A FINE PRESS

Daredevils—on the Ground, in the Air—Rivals for Attention at Shrine Circus

Publicity for Milwaukee Engagement of Hamid-Morton Circus Handled by RALPH BANGHART

Los Angeles to See Extra Large Tent At Sports Show

LOS ANGELES—A big top 200 feet wide and 320 feet long, believed to be the widest ever assembled, will be erected for campers' equipment at the 15th annual Sportsmen's, Vacation, Boat and Trailer Show to be held at the Pan Pacific Auditorium here for 10 days, starting March 31, H. Werner Buck, show producer, said.

The big top will be erected by Canvas Specialty, with Max Winkler and Percy Friedman in charge. Flying quarter poles will be used. One pole every 50 feet will afford a wide, clear area. In the past, similar tents have been used, but they were only 100 feet wide.

Show will feature top names in the outdoor sports world. Publicity is being handled by Norman and Shirley Carroll.

4 HUGO SHOWS GETTING READY

HUGO, Okla. — Winter quarters of four circuses here are aimed at getting the shows open and on the road in late March and early April.

Kelly-Miller opens March 20. Carson & Barnes starts March 25 at Commerce, Tex. Famous Cole Circus and the James-Christy Circus both will open early in April, it is understood.

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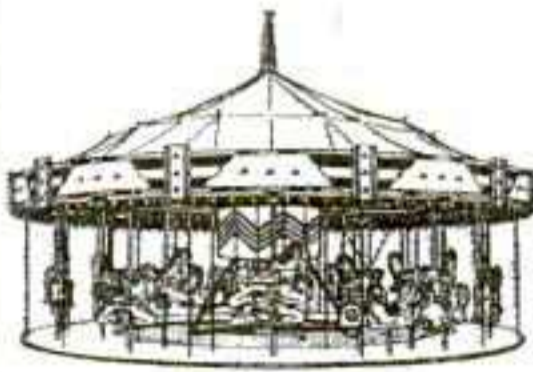
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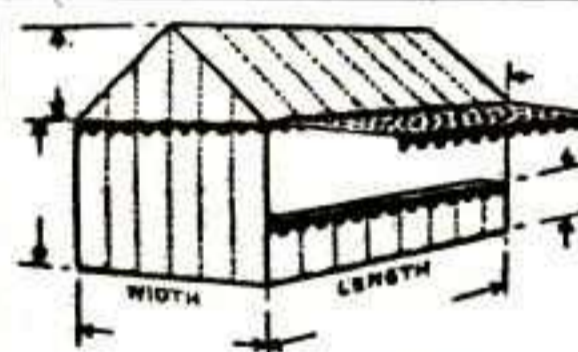
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ROLLER RUMBLINGS

By AL SCHNEIDER

A POWERFUL good-will builder and, consequently, a gate stimulant has been developed by Jack L. Browne, roller rink operator of Phoenix, Ariz., thru installation of a permanent bulletin board on the wall at the head of the skating floor. Here Browne regularly posts clippings, photographs, announcements, etc. Some are brought in by skaters, but most are hand selected by Browne. "We don't use the board for announcements or ads in the same way a supermarket does, covering baby sitting, things for sale, requests for charities, etc." he said. "The board is simply a symposium of what's going on in roller skating, sparked up with a lot of photographs."

In any large group of people, including children, teen-agers and adults, there are always numerous "photobugs." Browne points out. Consequently, he makes the board available as an exhibit for skaters who are welcome to shoot pictures on the skating floor. The resulting photographs, many of them of the picture-in-a-minute variety, are a natural magnet for visitors and friends, and much good will derives from showing an attractive shot of a girl in a costume she has created herself or a prize-winning dance team going thru an intricate maneuver, Browne points out.

Along with the amateur photography, Browne has arranged with a nearby commercial photographer to shoot large group pictures from time to time. These, too, are posted on the bulletin board. With such shots covering the entire skating floor at full activity, the pictures are of intense interest to all skaters who were there when the picture was taken. Often skaters want to order eight by 10 duplicates of the shot from the photographer and, as a result, Browne gets the original photography at a negligible cost.

Announcements of skating parties, new developments in skates, requests by skaters and newspaper clippings on skating matters fill

other portions of the bulletin board, making it a natural skaters' center.

The sixth annual 24-hour skating marathon held January 30-31 in Sinking Spring (Pa.) Skatarena was again a success, raising \$254.41 in the rink's annual benefit for the March of Dimes, reported George (Doc) Yoder, Skatarena manager. Twenty-four teams totaling 72 skaters entered the grind, with 12 teams finishing. Teams finishing one, two, three received March of Dimes plaques and all other competitors finishing the marathon were given incentive awards in the form of felt emblems. The winning team of Cliff Nazarro, Bayonne, N. J.; Gerry Osborne, Harvey, Ill., and Jim Richardson, Jersey City, N. J., traveled 403 miles and three laps in the contest. The contest was sanctioned and officiated by the United States Amateur Roller Skating Association. The marathon received excellent publicity in local newspapers.

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THE FINAL CURTAIN

BOWEN—Roy, veteran chameleon concessionaire with circuses and other shows. He had been with Cole Bros. Circus for some years and also was with Sells Floto, Ringling and other shows and special events as "bug man." He died in Hot Springs, Ark., last week.

ber of the Picchiani teeterboard troupe. Later was with the Loyal Repensky act and was one of the founders of the Seven Brannocks acro troupe. Survived by sons Jules and Adrian. Services February 29 in Sarasota.

GATES—Jack W. Sr., 89, former president of Tri-State Fair, Memphis, February 26 in that city. Surviving are a son and three daughters. Burial in Forest Hill Cemetery, Memphis.

MADISON—Dan, 100, a full-blooded Indian known as Chief Rising Sun, February 19 at his home on the Muncey Chippewa Reserve near London, Ont. For many years he was with the Buffalo Bill Wild West Show and later with Zack Miller's 101 Ranch Wild West Show as trick rider, roper and bow and arrow marksman. His late son, George, accompanied him on the tours. Survived by a nephew, Carl M. Lewis, Toronto. Burial Febury 22, in Colburne Cemetery on the Muncey Reserve.

MARX—Albert A., 68, Houston amateur clown and retired coffee merchant, February 18 following a heart attack. He had clowned the Houston Shrine Circus since 1929. A movie short was made about him and he had been on radio programs. Survivors include his

(Continued on page 56)

In Loving Memory
of our dear Son
and Brother
GEO. W. HARTLEY JR.
Who passed away
March 13, 1946
Sadly missed by
MOTHER, FATHER & SISTER IRENE

IN LOVING MEMORY
of My Dearly Beloved Husband
TED MILLIGAN, SR.
who passed away March 9, 1955.
Sadly missed and never forgotten,
My Dear,
DOTTIE MILLIGAN and FAMILY.

In Memory
of My Beloved Wife
AGNES MAE WHITE
who passed away in
Santa Monica, Calif., March 10, 1948
"You'll Always Be in My Heart."
From Your Dear Husband,
HARRY B. WHITE.

BURNS—Clarence E., 46, retired novelty concessionaire and a former trustee of the Greater Ohio Showmen's Association of Columbus, February 23 at his home in Columbus. Survived by his widow, Helen L.; sons Robert E., and Thomas A.; his mother, Emma; a sister, Mrs. R. Leake, and brothers Donald and Ralph. Burial February 25 in Union Cemetery, Columbus.

CATARZI—Aldemaro, 63, who for the past five years had a dog act with the Ringling-Barnum circus, recently in Sarasota, Fla. He once was a mem-

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Blue Grass: (Fair) Eustis, Fla.; (Fair) Sarasota 14-19.
Deggeller Show of Shows: Venice, Fla., 8-12; Lakeland 14-17.
Deggeller Funland: Cocoa, Fla.; Stuart 14-19.
Moore's Modern; Hebronville, Tex.; Del Rio 14-20.
Page Combined: (Fair) Okeechobee, Fla.
Peter Paul Ams.: Sanford, Fla.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 7-April 12.
Smiley's Ams.: Riviera Beach, Fla.
Victory Rides: Wichita Falls, Tex.

Circus Routes

Davenport, Orrin: St. Paul, Minn., 7-13; Dayton, O., 24-April 2.
Hagen Bros.: Tallahassee, Fla., 7; Cross City 9; Inverness 10; Brooksville 11; Pinellas Park 12-13.
Hamid-Morton: Wichita, Kan., 7-13; Memphis, Tenn., 19-25.
Polack Bros.: (Medinah Temple) Chicago, Ill., 7-20.

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Ringling Bros. and Barnum & Bailey: (War Memorial Aud) Greensboro, N. C., 11-13; (Coliseum) Charlotte, N. C., 16-20; (Ice House) Haddonfield, N. J., 23-24.

Miscellaneous

Matchstick Cities: Riviera Beach, Fla., 7-12; Orlando 13-16; Daytona Beach 19-23.
O'Day, Marie, Palace Car: Corpus Christi, Tex., 7-9; Beeville 10-12
Sun Players: Maryville, Mo., 7-19.

Legitimate Shows

Dark at the Top of the Stairs: (Strand) Shreveport, La., 7-8; (Municipal) New Orleans, La., 9- (Continued on page 56)

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CARNIVAL CONFAB

FRANK NORTON'S THE ANCHOR MAN at George Clyde Smith Shows winter quarters in Cumberland, Md. He's returning as electrician, Billyboy agent and all-around man. . . . Al Lefleur and Harold Nevins made a blind bid of 10 bucks for a box in Lawrence Tamargo's warehouse on Long Island. Turned out to be empty, so they dropped the bid on the next crate. Tamargo said okay, but this one held an assortment of laydowns, a real bargain. . . . Tamargo still has the Ferris Wheel, Octopus, Roll-o-Plane and a generator from Island Manor Shows, having sold much of the other equipment. . . . Carney Bill J. Klein died February 24 at the age of 66 in Norwalk, Conn., at the Rocky Hill Veterans Home. Survived by a brother, Frederick, of Norwalk. . . . Lee Hilt has dealt with Phil Cook for insurance, and National Ticket Company for tickets, for the new Lee's Funland Shows. Showing out of Troy, N. Y., he just bought Shirley Levy's former equipment from Angie Longo, and is still on the buy, it's said.

At the National Showmen's Association, the Ladies' Auxiliary "foodless cake" sale was run by Margaret McKee with good results. New members are Mrs. Florence Stewart and Melanie Singer. . . . Committees named by the women include the following: Ways and Means — Margaret McKee, chairman, Mae McKee, co-chairman; Elinore Rinaldi, Veronica Zucchi, Kitty Rausch, Bunny Kassow, Lillian Swanson, Frances Simmons, Lydia Nall and Agnes Goldberg. Entertainment — Florence Thompson, chairman, Eileen Weisman, co-chairman; Palmirino Fantino, Jai-Lita, Virginia Leonard, Elizabeth O'Keefe, Loretta Smith and Janet Leonard. Kiddies — Queenie Van Vliet, chairman, Rhoda Koren, co-chairman; Stella Wilner, Fay Grimes, Rose Longo, Sylvia Stern, Pauline Price, Ann Keller, Frances Simmons and Lillian Swanson. Publicity chairman is Mildred Peterson; Bulletin, Anita (Goldie) Pineapple; Journal, Dolly McCormick and Bunny Kassow, co-chairmen; Sick, Regina Torres; Membership, Bess Hamid and Dolly McCormick, co-chairmen.

Irwin Kirby

★ ★ ★

Madeline Latlip, of Howard Bros.' Shows, and the daughter of the late Cap Latlip, former show owner, recently signed to cut disks for Barre Records, Marie S. Rice reports. She and her two sisters had a three-person act before they were married, and Madeline is now back as a solo. . . . Carl Sedlmayr Sr. spent a weekend in Chicago en route from the Kansas City meeting of the Midwest Fair Association to his Tampa home. . . . Butter Beans and Susie, veteran minstrel and back-end performers, recently were in the stageshow at the Tivoli Theater, Chicago. . . . Sparky Garmisa has been confined to Weiss Memorial Hospital, Chicago, and Leroy Crandell in Hernando Hospital, Brooksville, Fla.

Fred C. Landrus, magician and vent, visited the J. George Loos Shows during the George Washington celebration in Laredo, Tex. Landrus is currently touring and played the Officers' Club at the Laredo Air Force Base. . . . Carmelita Horan reports the card and bunco party given by officers of the Ladies' Auxiliary of the Showmen's League of America drew a big crowd. Awards went to Martha Conrad, Melvina Wilson, Virginia Carpenter, Mrs. Horan, Alda McCue, Joan Grandsart, Frances Topel, Ercil Dunn, Jennie Benzin and Phoebe Carsky. Reported on the sick list were Mrs. Margaret Hock, Mrs. Mae Taylor, Mrs. Del Hoffman, Frances Berger and Viola Parker. *Charlie Byrnes*

Paul LaCross, general agent of the Continental Shows, is putting in the off-season as an entertainer at sports shows, doing fast-draw, marksmanship shooting and knife and tomahawk throwing, with Mrs. LaCross assisting. He was a visitor at The Billboard's Cincinnati office last week while working the local sports show. From Ciney he goes to Barre, Vt., for a March 22-26 show.

Mrs. Roxy Gatto is ill in Montgomery Hospital, Norristown, Pa.,

★ ★ ★

FLASHBACKS: 15 Years Ago—Director of the Office of Defense Transportation announced no change would be made in wartime carnival travel regulations for the 1945 season. "Policy with reference to carnivals during the season of 1945 will be the same as in 1944 unless the transportation situation becomes more critical," he said. . . . W. G. Wade Shows kicked off the Detroit season by opening at a neighborhood lot. . . . Johnny J. Jones Exposition Shows signed to provide the attractions at the Chattanooga-Hamilton County Interstate Fair. . . . John Ward Shows bowed at Baton Rouge, La., with 14 rides, nine shows and 30 concessions. H. B. Shive was general agent and Harry Burk secretary-treasurer.

St. Patrick's Party Slated By N. Y. Club

NEW YORK — A St. Patrick's Day party is set for the National Showmen's Association on Thursday, March 17. To be held in the clubrooms with tickets at \$3 each, the evening will offer food, favors, entertainment and refreshments, with Al Romano's band providing the music. Charley Davenport and his entertainment committee will be in charge.

Ernie Farrow Retitles Show

JACKSON, Miss. — E. E. (Ernie) Farrow, owner of Wallace Bros.' Shows, has announced a change in the show title, and this season it will go out under the name of Farrow Amusement Company.

There is no change in ownership and the show is wholly owned and managed by the Farrow family. The staff also remains the same, Farrow said.

Farrow pointed out that 27 years' experience in this business entitles due honor to a name that founded the business. Farrow's late father organized the show under the Wallace title in 1933.

Chet Barker Mending After Arm Surgery

INDIO, Calif. — Chet Barker, general manager of Fair Time Shows, Inc., who was injured in a fall from the electric wagon February 12 at Riverside County Fair and National Date Festival, is expected to be discharged within 10 days. Barker underwent surgery on his arm at the Casitas Hospital February 25.

MIDWEST CLUB SETS BLOOD DONOR DAY

MINNEAPOLIS — Jack Thompson, committee chairman of the Midwest Showmen's Association blood bank, announced that Wednesday, March 9, is scheduled for blood donations, to be followed by a Dracula party.

Members and friends will meet at the clubrooms at 5:30 p.m., and move in a body to the donation center. Arrangements have been made to have a large staff of nurses and technicians on hand there to expedite operations. All will then return to the clubrooms for a party.

and would like to receive mail. . . . Putting in the winter around Bridgeport, Pa., are Red Brinks, Roxy and Mike Gatto, Johnny Pristi, Bill Gordon, Mickey Lochran and Paterson Dutch. . . . Bill Smith is tending bar at the Washington House, West Chester, Pa.

Bingo operator Leroy C. Crandell underwent surgery in Hernando Hospital, Brooksville, Fla., February 25. His condition is reported good by Mrs. Crandell. . . . Barney Bates, Kitty Kelly and Carmen Del Rio are vacationing in the Rio Grande Valley after playing 12 weeks with the Atayde circus in Mexico City. . . . Billy Logsdon reports he served as pallbearer at the February 28 funeral in Richmond, Ky., of Col. Bob Sickels. . . . Wanda Lee, former carnival and circus woman is ill and would like mail from friends who may write to her care of 934 Sixth Avenue South, Nashville.

After wintering in Gibsonton, Fla., the Great Charles LeRoy, magician, and wife, Anna, joined Peter Kortess' Side Show on Siebrand Bros.' Shows in Indio, Calif. . . . C. I. Levin, owner of the Midwest Merchandise Company, and Bink Loar, concessionaire, recently visited with folks on the Tourista Fiesta show in Harlingen, Tex. . . . Mrs. Belle Signor, secretary of the Ladies' Auxiliary, Midwest Showmen's Association, Minneapolis, was hospitalized recently after receiving a broken arm in an auto accident near Minneapolis. She and her husband, W. L. (Sig) Signor, were returning from a Florida vacation when the accident occurred. The Signors' car was demolished.

Marquis the Magician advises that he played 159 towns in the South during 1959. In 1956 and '57 he served as publicity director at Natural Bridge, Waynesboro, Tenn., and returned to the road with his show in 1958.

Al Schneider

Don Franklin Skips Stills; Bows July 19

Opens Season at Peoria, Ill., Fair; Charro Days Cele Okay for Show

SEGUIN, Tex. — Don Franklin Shows were back in winter quarters here after playing the 10-day Charro Days Festival at Brownsville, Tex., which closed Sunday (28). The show will remain at its base here until July 19 when it opens at the Heart of Illinois Fair in Peoria, Don Franklin, owner-manager, disclosed.

Cold weather and some rain hurt the Charro Days, but business was sharply ahead of last year, as the 1959 run was practically a washout due to weather. Spending held to about even with last year, but there were more people at the 1960 run.

Franklin played the stand for the fourth year and was helped by the big flow of Mexican nationals from across the border. The border is practically open during the celebration. Location was good on the downtown lot.

The show will drop all of its still dates this spring. For some years Franklin opened early in March and in recent years the show bowed at Victoria, Tex., on May 1. This year, however, it will remain here until mid-July. In fact, the route will be tightened considerably. The one Illinois fair, Marshfield in Wisconsin, seven Minnesota fairs and three in Texas will be the extent of the tour. Show closed October 15 in Refugio, Tex. For the Brownsville stand the show carried 12 major and two kid rides, two shows and 45 concessions. Several rides were left at quarters due to the lot.

Staff for the Brownsville cele, in

addition to Franklin, included Mrs. Catherine Franklin, secretary; Mrs. Jim Taylor, assistant secretary; R. W. Wagner, assistant manager; Maxie Friedman, concession manager, and Curtis Kidd, electrician.

Franklin said that he was shopping for a couple of major rides to add to the line-up.

SLA Slate To Be Set March 17

CHICAGO — The nominating committee of the Showmen's League of America will meet here in the clubrooms on March 17, Jack Duffield, chairman, announced.

The meeting will be at 3 p.m. of the same day the board of directors, past-presidents and membership will meet on 1961 convention plans. The latter groups will convene after the regular evening meeting.

First Vice-President Ed Sopenar presided at the Thursday (3) meeting assisted by Hank Shelby, secretary, and four past-presidents, Sam J. Levy Sr., Fred H. Kressmann, Al Sweeney and Jack Duffield.

Leroy Crandal was reported in Brooksville (Fla.) Hospital. John (Muscles) Dundee served a hot supper following the meeting.

THIRD YEAR

Weatherman Still Frowns on Mobile

MOBILE—For the third straight year Jupiter Pluvius frowned on the Mobile Mardi Gras celebration and as a result, business wasn't any better.

Two days were lost to rain and the sun beamed down on the city only two days of the 13-day run. The final four days were cold, and the 62 rides, located on 10 different lots, wound up with little more than expense money.

Due to a disagreement between the city and celebration sponsors, little decorations were noted along the streets and the rigid ban on sale of confetti also helped to dampen the festivities. This, in addition to the weather, was said to affect spending.

Al Kunz, of Heth Shows, and the

F. H. Bee Shows were on the scene for the first time. Regulars included rides from Peppers All State and Johnny's United Shows. Individual ride ops were Russel Cooper, Carlo Rocco, Tex Roberts, George Kuzak, Jimmy Bush, Jimmy Drew, William Dyer and Buff Hottle. Kunz' Wild Mouse took top money, with Bush's new Flying Coaster running second. Drew's Paratrooper and 12-car Dodgem reportedly did well.

Visitors included Martin Arthur and Barney Corey, Cetlin & Wilson Shows; E. E. (Ernie) Farrow, Wallace Bros. Shows; Mr. and Mrs. Shan Wilcox, Oscar Bloom, Bob and Susie Myers, Mr. and Mrs. Harry Bartlett, Johnny Adams and Flonnie Barfield.

SARASOTA COUNTY FAIR

Sarasota, Florida, Week of March 14-19

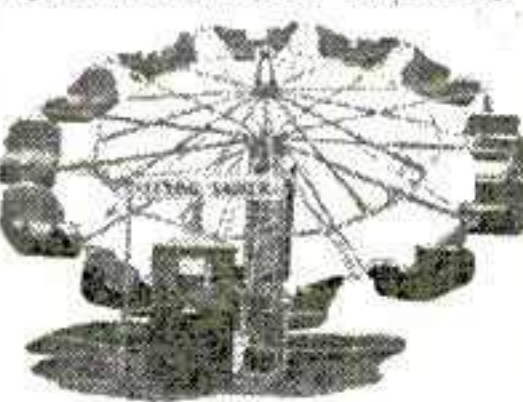
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BOWERS OLD TIMER



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Shipped complete—ready to go—up to 300 lb. capacity—sturdy welded construction, positive brakes, governor.
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FOR SALE MULLINS ROYAL PINE SHOWS

All equipment, rides, shows (some mounted), transformer wagon, ground cable, junction boxes, 75 kw. transformer, two 25 kw. generators, gas motors, shooting galleries, long and short mounted, trucks, tractors, trailers, office trailer, other show equipment. Everything in first-class condition. Used last year. Address:
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17 Hammond St., Bangor, Maine
Tel. 2-4626 days. Evg. 4387.

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Wire collect at once.
EDDIE YATES
c/o Coral Motel, Iowa Park, Texas

For Sale—Kiddie Rides

EVERLY MIDGO-RACER, built by Everly Aircraft Co., good condition, fluid drive, \$1,500 cash. **ALLAN HERSHELL** ten-car Auto Ride, fluid drive, '54 model, new top, good condition, \$2,500 cash. **MANGELS ROTO WHIP**, 8 cars, good condition, \$1,500 cash. All can be seen up here in winterquarters. All replies:
J. L. KEEF, Box 201, Valdosta, Ga.
Phone: CHerry 2-9912

WANT COOKHOUSE HELP

COOK, GRIDDLE MAN, WAITERS for up-to-date Cook House with modern kitchen built in 30-ft. Semi-Trailer. Also want MAN to take charge of **GLAZ JOINT** for season. Opening April 1st, Columbus, Georgia. Replies to H. B. ROSEN, Rt. #5, Box 137, Dothan, Ala.
Wires: c/o Western Union.

Thank You LARRY SAUNDERS
Revue Owner
For your new 20th Century Mobile Home purchase.
"Save Money With Johnny"
JOHNNY CANOE
8841 N.W. 18th Ave., Miami, Fla.
Phone: PLaza 1-0206

Lee Funland Buys Ex-Lawrence Units

TROY, N. Y. — Addition of equipment and routing developments point to an encouraging debut of the new Lee's Funland Shows. Work at winter quarters in nearby Eagle Bridge is being stepped up with the arrival of recently purchased units. Opening day is scheduled for May 2 in the Albany area.

Booking is about complete, it is reported, promising a tour of at least 22 weeks in New York State and Vermont. Recent shopping tours by owner Leland Hilt and general manager Roy Peugh bring the show to 10-ride size, plus office, new front gate, towers and lighting equipment. Addition of a pony ride and booking on of a non-conflicting flat ride will stretch the total to 12 rides for the opening.

Hilt last week bought from Angelo Longo the rides and trucks fielded as Lawrence Greater Shows in 1959. They had been stored

in Paterson, N. J. In previous deals Hilt had acquired three other rides in Connecticut and Long Island. Lawrence units are a No. 5 Eli Wheel, Roll-o-Plane, Kid Auto, Airplane and Choo-Choo rides, and three cab-over tractors with trailers.

During April a set of kiddie rides plus the Merry-Go-Round and Ferris Wheel will play nearby shopping centers. Some straight sales concessions will also work. Hilt has ride help and workmen on the job as well as a scenic artist. He will continue to operate his Troy Diner on River Street while Peugh will tour as directing manager. A new winter quarters will open off River Street in downtown Troy after March 10, the location being more convenient for workmen.

Show now owns in addition to the rides bought in New Jersey a Merry-Go-Round, Chairplane, Octopus, and kiddie Seaplanes, Caged Wheel, and Swings.

Fair Time Scores At Mid-Winter Fair

IMPERIAL, Calif. — Gross revenue for Fair Time Shows at the California Mid-Winter Fair thru Tuesday (1), fifth of the 10-day event, was "most satisfactory," Olivia Waldron, show's president, said.

Attendance at the event for this period was 52,501, which was 7,950 over the first period last year. The fair, however, opened a day earlier on Friday (26) for the first time. Altho rain hit the grounds on Sunday (28), Mrs. Waldron said that the gross for the day did not seem to have been affected. She reported that kids' day on Monday and Tuesday were "exceptionally good."

Show used 11 major and 10 kid rides, all owned by the show. Also up were 35 concessions and five shows, including Pete Kortez' Side Show, Tom Hughes Crime Show, and a monster, pygmy horses, and Funhouse booked on by Joe Blash and Lloyd Hilligoss.

Concession line - up included Cecchini & Levaggi, 7; Edna Dauer, 4; Blash & Hilligoss, 3; Wally O'Connor, 3; Kenny Maze, 3; Bob Clark, 3; Sam Silver, 2; Phil Silver, 2; William Bankhead, 2; Sid Leaf, 2; John Lopez, 2, and Lew Riffle, 2. Each of the following had one: Art Larson, William Ixon, George Bryant, Spud Murphy, Markatello, Charles Walsh,

Alabey, Ed Hall, Jack Kent, Sol Breetwor, and Sam Coomas. Bobby Matthews operated the cookhouse. In the absence of Chet Barker, (Continued on page 56)

Hattie Wagner Dies In Mobile, Ala., Of Heart Attack

MOBILE — Funeral services were held here Sunday (6) for Hattie Wagner, 59, longtime outdoor show woman, who died suddenly here Thursday (3) following a heart attack. Rites were conducted by the Showmen's League of America and the body was brought to Chicago for burial in that organization's plot in Woodlawn Cemetery.

Mrs. Wagner was the widow of the late Al Wagner, owner-manager of Cavalcade of Amusements and the Great Lake Exposition Shows. She operated the cookhouse on both organizations.

She was active in auxiliaries of the Showmen's League of America and the Michigan Showmen's Association among other clubs. In recent years, Mrs. Wagner had operated several kid rides in the Mobile area.

A sister, Mrs. Mamie Bellman, Los Angeles, survives.

LOOS MATCHES '59 \$\$ DESPITE LAREDO WEATHER

LAREDO, Tex.—Altho the 16-day George Washington Birthday Celebration was hit by weather, J. George Loos Shows came out okay, matching last year's ride and show grosses. Event wound up here Sunday (28).

Top days were the weekend of February 20-22, which were hypod by a series of special events, including across-the-border participation by civic officials and a fireworks display by Thearle Duffield's Art Brie on the birthday.

Rides and concessions got a big share of the money here with the back end doing just so-so business, Loos said. This was the 39th consecutive year that he provided the midway attractions at the celebration. Under a long-term contract, he is set for repeats thru 1963.

Show and ride operators in the line-up included Jake Moore, Moore's Modern Midway, five majors, four kid rides and a Funhouse; Carl Byers, Byers Bros. Shows, four rides; Judge Kastö, El Paso, ponies and a Boat ride; Roy Rozell, Life Show, and Dale Parish, Girl Show.

The front end had some 45 concessions. Included were Eddie Hackett, 2; Joe Williams, 4; Bill Scott, 3; Andy Widener, popcorn; Jack Little, 2; Dave Reese; cookhouse and bingo; Jack Thomas, 2; Mrs. Leon Reeder, 4; Jeff Nix, 1; Harvey Moore, 4; Billie Rivas, 3; Roy Harvey, 2, and Dick Crownover, 2.

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. 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

HUNT AMUSEMENT CO.

OPENING DELAWARE HILLS SHOPPING PLAZA, SMYRNA, GEORGIA (Suburb of Atlanta), MARCH 12
CAN USE Ride Help in all departments at Winter-quarters, Gibsonton, Fla., until March 10; then Smyrna, Ga. Especially need Ferris Wheel Foreman and Octopus Foreman.

L & N AMUSEMENTS, INC.

Opening Easter Week. Choice Route in Nassau and Suffolk County, Long Island, N. Y.
WANT small Cookhouse for season. Will also book Custard and Pizza.
WANT Agents for Swinger and Buckets. Also 3 Hanky Pank Agents for season's work.
WANT CONCESSIONS: Short Range, Age and Scales, Bird and Glass Pitch. Some Hankys still open. What do you have?
RIDES: Two majors for season. Good proposition for right party.
HELP: Two Men for Wheel and Chair. Good pay plus bonus. All benefits.
FOR SALE OR TRADE: 17½ Kw. Gas Generator, Kiddie Ferris Wheel, 16-Car Kiddie Auto Ride. Contact
AL LEFLEUR
110-54 65TH AVENUE, FOREST HILLS, N. Y.
TWining 6-7899

Sol Rosenfeld, Mgr. Jack Williams, Bus. Mgr.

SOL'S GREATER SHOWS
OPENING MID-APRIL IN OHIO.
Excellent still date route, followed by 10 weeks of bona fide Northern Fairs. NOW BOOKING FOR SEASON 1960.
CONCESSIONS: Legitimate Concessions of all kinds. Ex on Cookhouse, Scales, Jewelry and Lead Gallery. Also want Ball Games, Darts, Pitch-Till-You-Win, Cork Gallery or any type Concessions working for stock (Bingo and Popcorn sold). JACK WILLIAMS needs Help on office-owned Games
RIDE HELP: Foremen for following rides: Merry-Go-Round, Ferris Wheel, Octopus, Chairplane and Flying Saucer. Also Second Men. Licensed drivers preferred.
WINTER QUARTERS OPEN MARCH 15
SHOWS: SNAKE SHOWS, WILDLIFE, UNBORN, MONKEY SHOW, FUN HOUSE or any family-type show. VERY LOW PERCENTAGE.
SOL ROSENFELD, 905 South Auburn Street, Indianapolis, Ind. Phone: CH 1-0839.
NO COLLECT CALLS ACCEPTED.

BYERS BROS.' SHOWS

OPENING FRIDAY, APRIL 1, ORANGE, TEX.
SHOWS: Can Place Family Type Shows.
CONCESSIONS: Want Punk Rack, High Striker, Age and Scales.
HELP: Place Second Men on 20 Rides, Must Drive. Also Want Show Electrician for GM Diesel Plants. Want Truck Mechanic With Tools That Knows How.
ADDRESS: **CARL BYERS, Mgr.**
P. O. Box 306, Coshatta, La.

Want for Fort Pierce, Fla., Fair, March 14-19

CONCESSIONS: Hanky Panks, Long and Short Range Galleries, High-Striker, Direct Sales and Gadgets. Can place Bingo now and for all season.
SHOWS: Girl Show to join on wire for Ft. Pierce and Titusville. Can place now and for entire season. Sideshow, Big Snake, Fun or Glass House, Motordrome and any Shows of merit.
RIDES: Dark Ride, Scrambler, Coaster, Kiddie Tank and Pony Cart for all season.
RIDE HELP on all Rides. Must have license and drive tractor-trailer.
All replies to **BILL PAGE**, Tampa, Fla., REdwood 6-3094, for Rides and Shows; for Concessions contact **ROLAND PAGE** or **BILL HOLT**, Fairgrounds, Okeechobee, Fla.
P.S.: Have for sale, Allan Herschell Roller Coaster, very good condition; will sell cheap.

FIRST CALL LAST CALL AUSTIN, TEXAS, STOCK SHOW, MARCH 12-19

Two Big Kid Days—Fireworks and Free Acts Nightly. Followed by Stock Shows at Lubbock, Plainview and Loveland, Texas.
CONCESSIONS: All Eats and Drinks sold. Will book Pitches, Hanky Panks, Alibis and Straight Sales of all kinds. Science and Skill and Prize-Every-Time Concessions will positively operate here—first time in five years. Virgie Waters needs Agents.
RIDES: Will book any Ride not conflicting with Wheel, Merry-Go-Round, Tilt, Scrambler, Rockplane, Roundup, Tubs of Fun, Bulgy and Midget Racer. Place Help on all Rides and Electrician for Diesels.
SHOWS: Place Shows of all kinds with own equipment. Will hold space for those unable to join March 12.
Contact **CARNIVAL MANAGER**, Alamo Hotel, Austin, Texas.

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To take over complete amusement operation in conjunction with swimming pool and miniature golf. Located on main highway near La Porte, Ind. Strictly percentage basis. May 1 thru Sept. 30.

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Have for Sale: One Bisch Flying Scooter and one Frozen Custard mounted. Work anywhere. Or will trade on two-abreast Merry-Go-Round or Kiddie Rides.

All answer:
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(conversion type)
Late Allis-Chalmers engine, starter-generator equipment, fluorescent lighting. With or without transportation. Booked last season with Conklin Shows, Canada. Stored in Amarillo, Texas.

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2-Abreast Merry-Go-Round. 1957 Spinaroo. Both in exceptionally good condition.

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Nice 8-tub, short arm Octopus to book on Carnival with a good route, or in a Park. Contact

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NOTICE!

A General Hospital needs signature of **MR. LEON HOWARD SHERIFF** for a hospitalization claim form. Hospital will pay \$10 reward to first party furnishing information leading to contact with Leon Howard Sheriff. Reply:

BOX D-129
c/o The Billboard, Cincinnati 22, Ohio

UNITED EXPOSITION SHOWS

Want Ride Help, First and Second Men—all must drive—for Merry-Go-Round, Wheel, Tilt, Rolloplane and Kid Rides. OPENING MARCH 17. Can place Hanky Panks, also Agents for Hanky Panks. Want Mechanic with hand tools now. Write or phone

C. A. VERNON
509 No. Washington, Bryan, Tex. Phone: TAYlor 2-3560. No collects.

AMERICAN BEAUTY SHOWS

WANT FOR OPENING, APRIL 23, DE SOTO, MO. 7 SATURDAYS
Place Long and Short Range Galleries, Buckets, Ball Games, American Mitt Camp. Also 2 neatly framed Shows.

Need First and Second Men on Wheel, Tilt and Rock-o-Plane, must drive. Also place Cookhouse Help.
FOR SALE—3 Dodgem Cars, like new. All metal Novelty Trailer, can be booked on show. All metal Jewelry Trailer with glass cases and stock, can also be booked on show. 16 x 24 ft. Bingo, good top. ALL REFLIES TO:

H. W. BARTHOLOMEW, Box 29, Perryville, Mo.
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WANT—SHOW ELECTRICIAN—WANT

One who understands transformers (no light plants). Must be capable of handling large show. Must be sober, reliable and positively have references. Highest of salaries. All replies:

WM. T. COLLINS SHOWS

801 East 78th St. Minneapolis, Minn.

THE FINAL CURTAIN

• Continued from page 53

widow and two sons, one of them a drummer and night club comedian.

McNALLY—Arthur P., who spent 55 years in show business, January 29 of a heart attack in Fayetteville, N. C. In the past he worked as musician and performer in rep, stock and minstrelsy and with circuses and carnivals. For the past 12 years he had a popcorn concession at Boulevard Drive-In Theater, Fayetteville, owned by a son, Howard. Another son, Donald, has a drive-in at Derby, Vt. Also surviving are his widow, Blanche, Fayetteville; a sister and a brother.

MYERS—L. Claude, 81, former bandmaster, at Memphis February 24. He had been with Russell Bros., Mills Bros., Bailey Bros., and other shows. He retired 15 years ago and operated a rooming house in Memphis. Authorities in Memphis were attempting to locate relatives. His estate includes an automobile, bank account and stock in addition to the rooming house, they stated.

SICKELS—Robert, 76, secretary of Peppers All-States Shows, February 25 in Mobile, Ala., of a heart attack. In a lifetime spent in show business, Sickels had been connected with the John R. Ward, C. D. Scott, A. H. Murphy and Rogers Greater shows. Survived by two sisters. Services February 29, in Richmond, Ky., with burial in the family plot there.

STULTZ—LeRoy (Monk), October 11, 1959, in Mount Vernon, Ind., it has just been learned. Burial in Jackson, Mich.

VADAY—John, 73, former ride operator and concessionaire with Bunts' Crystal Exposition, King Reid, Kaus, Prell and World of Mirth shows, February 15 in Tampa. In recent years he operated a parking concession at the Tampa fair and in Seaside Park, N. J., during summer seasons. Survived by his widow, Catherine, Yonkers, N. Y., and two daughters, Mrs. Clarence Nelson, Yonkers, and Mrs. Frank J. Lynch, Hastings-on-Hudson, N. Y. Burial February 21 in Cedar Grove Cemetery, Flushing, N. Y.

VALENTINE—Kathryn Marie, 4, daughter of Pat and Roy Roman Valentine, circus aerialists, at Raleigh, N. C., February 19 in a house trailer fire. Survived by her parents; a brother, Roy Glenn; a sister, Candice, as well as several uncles, nieces and nephews, all aerial performers.

VETTER—Lester P., 49, secretary-treasurer of the Red River Fair Association and former president of the association, February 25 in New Orleans hospital. A member of the Louisiana House of Representatives, he resided in Coushatta and at one time was its mayor. Surviving are his widow, son and daughter. Burial in Springville Cemetery, Coushatta.

WAGNER—Hattie, 59, widow of the late Al Wagner, suddenly March 3 in Mobile. (Details elsewhere in this issue.)

BIRTHS

PUTEET—
A daughter, Lisa, February 15 to Mr. and Mrs. Wayne Puteet.

Legitimate Shows

• Continued from page 53

12; (H. S. Aud) Huntsville, Ala., 14; (Westcott) Tallahassee, Fla., 16; (Peabody Aud) Daytona 18; (Municipal Aud) Orlando 19. Look Homeward, Angel: (Cass) Detroit, Mich., 7-12; (National) Washington, D. C., 14-26. Sweet Bird of Youth: (Curran) San Francisco, Calif., 7-9; (Biltmore) Los Angeles 21-April 16. West Side Story: (Erlanger) Philadelphia, Pa., 7-12; (Shubert) Boston, Mass., 14-19.

Ice Shows

Holiday on Ice of 1960: (Municipal Aud) Birmingham, Ala., 7-8 (Auditorium) Memphis, Tenn., 9-15; (Exhn. Hall) Miami Beach, Fla., 18-27.

Ice Capades, 19th Edition: (Aud) Bangor, Me., 7-10; (St. Dom Arena) Lewiston 11-14; (Roberts Stadium) Evansville, Ind., 16-20. Ice Capades, 20th Edition: (Olympia Stadium) Detroit, Mich., 7-13; (Stadium) Chicago, Ill., 16-17.

Ice Follies of 1960: (Arena) Cleveland, O., 7-13; (Community War Memorial) Rochester, N. Y., 15-20.

Fair Time

• Continued from page 55

general manager, who is recovering in an Indio hospital from injuries suffered at the Riverside County Fair and National Date Festival, J. B. (Red) Dauer, Jim Fay and Boy Meyer assumed additional duties.

Dr. George Waldron, Houston surgeon, who is secretary-treasurer of the show, visited the lot during the engagement.

Fair Time will return to the Indio fairgrounds, where it will remain until it opens its spring and summer route.

★ **NEXT ISSUE MARCH 14 "BUY-MART" DIRECTORY** ★
A GOOD PLACE TO BUY MERCHANDISE

FRANK CONKLIN ELECTED PREZ OF TB BOARD

BRANTFORD, Ont.—Frank R. Conklin, Canadian midway biggie, has been elected president of the Brant Sanatorium Board here, succeeding G. W. Wilson in the top position.

The board operates the Brant Sanatorium here for tubercular patients. In 1959 the sanatorium admitted 154 patients and treated a total of 237. Patient days totaled 24,399 and the average number in residence at one time during the year was 66.8.

SLA Sets Giveaway Of Two '61 Autos

CHICAGO — The ways and means committee of the Showmen's League of America has announced it will give away two 1961 Cadillacs at the annual banquet and ball here during the convention. It was recently incorrectly stated that the cars were 1960 models.

SUMTER, S. C. — The Masters Golf Tournament and soldier payday in Augusta, Ga., is not being played by Amusements of America. The show was incorrectly identified in the February 22 carnival route list as playing Augusta, when in reality it is not involved at all but is still in winter quarters, Sumter, S. C.

BELLE CITY SHOWS

Opens April 4 to 13, Milwaukee, Wisconsin. South 6th and W. Virginia lot. All mixed nationalities. N. Teutonia and W. Capitol lot to follow. Then S. Chase lot. Want clean Skill and Science Concessions. Also all Ride Help and Drivers, the sensible type. Best route of its history, no blanks. Kenosha, Wis., twice, home of the Rambler cars, working three shifts. Milwaukee third ward feast and Burlington for Fourth of July. Ten fairs and six street celebrations. Get in touch at once.
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Showmen & Promoters
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Ogdensburg, New York

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Records 78's and Dinner Plates for Ball Game, \$50 per thousand; Arcade Mousers Pistols (2), \$25 ea.; 3-Way Gripper, \$20; Oakes 1-Ball Bottles, any weight, \$3 ea. Small Trailer Joint with Candy Floss, that needs work, all for \$100.

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COMEDY MATERIAL

Here is 20 minutes of really funny comedy material you will surely use. More than 40 laughs. Ideal for a duo or monologue. ALSO: A 10-min. M.C. bit on topical subjects. Total 30 minutes of good material for only \$5 with a money-back guarantee. You can't lose!

V. HEALY, 825 West End Ave., N. Y., N. Y.

CONCESSIONS WANTED

April 3-9, Shrine Circus, Cincinnati, Ohio. Hanky Panks, Prize-Every-Time. Short Range Shooting Gallery for sale.

H. REED
P. O. Box 83 Newport, Ky.

FOR SALE

COOKHOUSE, 12 ft. by 20 ft., Indiana kitchen, coffee urn, cash register, drink boxes, grill seats 20 people, perfect for small show. Top used one season. Complete \$500 cash. Popcorn Trailer, has large Jumbo Crestora popper, kettle for apples, 8 ft. by 10 ft., also has space for floss. Opens on three sides. Price \$500 cash. All replies: **J. L. KEFF**, Box 201, Valdosta, Ga. Phone: CHerry 2-9913.

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\$5.00 per bushel of 56 lbs.
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Young ride man; wife, Margaret, and small child. One finger missing, slender, short haircut, last with Dobson Shows.
For reward, call collect.
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New Wells Cargo, Yellowstone, Avion Fan, Holiday Rambler, Franklin, Pathfinder. Contact me for discount on any make trailer.
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BEST MERCHANDISE BUYS

MARCH 7, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

57

JUMP!

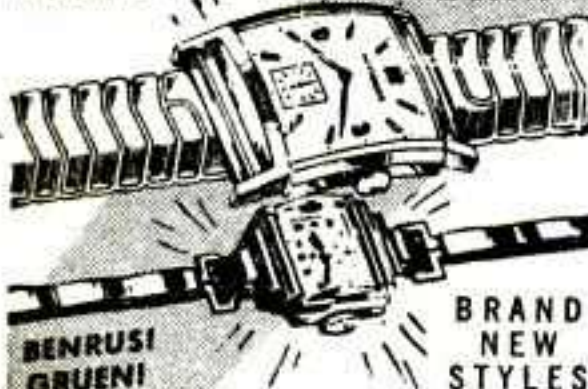
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- A-1, Top-Action BALL PENS ... \$ 4.50 gr.
- 1st Quality POCKET COMBS ... 1.00 gr.
- CLIP POCKET COMBS ... 1.50 gr.
- Mercerized 27" SHOE LACES ... 1.20 gr.
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- 100ct. Needlebooks w/threader ... 7.20 gr.
- NYLON THREAD (10c HANKS) ... 2.88 gr.
- Plastic RAINBONNETS w/case ... 5.00 gr.
- B'xd 25c NYLON TOOTHBRUSHES ... 7.95 gr.
- 'Big as any' 5c BALLOONS ... 1.00 gr.
- 25c poly KIDDIE SUNGLASSES ... 6.00 gr.
- 4-Pen 4-color DESK SETS ... 2.25 dz.
- 25c NAIL CLIPS, Carded ... 1.20 dz.
- 25c cards, tipped BOBBY PINS ... 1.25 dz.
- 'Big-Value' CIGARETTE LITERS ... 1.95 dz.
- 'OMEGA' CHROME LITERS ... 3.60 dz.
- 'OMEGA' ZIPPO-TYPE LITERS ... 4.50 dz.
- 50c 'longneck' BIKE LOCKS ... 1.80 dz.
- Everyready-type FLASHLIGHTS ... 2.25 dz.
- 'Magnetic' FLASHLIGHTS ... 6.60 dz.
- \$1.00 Magic Needle Threaders ... 2.75 dz.
- MEN'S STRETCH SOCKS, 1st Nylon ... 3.00 dz.
- 51-15 LADIES' NYLONS, Firsts ... 4.50 dz.
- 89c Carded POCKET KNIVES ... 3.25 dz.
- Men's LEATHER ZIP WALLETS ... 5.40 dz.
- PUSH-BUTTON POCKET INDEX ... 3.00 dz.
- \$1.49 CHINA KEROSENE LAMPS ... 4.80 dz.
- IMMERSION Water Heaters ... 5.75 dz.
- MOCK PEARL NECKLACES ... 1.00 dz.
- 'Butterfly' OPERA GLASSES ... 1.80 dz.
- \$1.00 Ass'l GIFT CHINA ITEMS ... 4.80 dz.
- NOVEL BANKS, w/lock & key ... 3.00 dz.
- 4-BARREL COIN CHANGERS ... 6.60 dz.
- Wall, Magnet, CAN OPENERS ... 7.20 dz.
- ONE PC. FORGED STEEL HAMMERS ... 13.20 dz.
- \$1.29 Plastic LITTER BASKETS ... 6.00 dz.
- \$1.00 Silicon POLISH CLOTHS ... 1.80 dz.
- \$3.00 6-Pc. STEAK KNIFE SETS ... 13.20 dz.
- 2 1/2" Power, FOLDING BINOCULARS ... 13.20 dz.
- 6T. 5Z. MUSICAL JEWEL BOXES ... 3.00 ea.
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- GIANT SLUM DEAL (1,000 Pcs.) ... 25.00

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New harmonica with a U. S. Navy theme. Comes in blue and gold, has 10 holes, 20 brass reeds on brass plates, gold anodized covers and is moisture-proof. Packaged in a crush-resistant box which carries photo of the Navy Band and slogan, "Join the Navy—See the World." Suggested retail price, \$3.—M. Hohner, Inc., Andrews Road, Hicksville, L. I., N. Y.

KITCHEN WARE



Line of kitchen items in gift boxes. Included are serving fork and spoon, carving aid, cheese server and slicer, opener, cake slicer and server, etc. Have buck-horn handles and come in various combinations. — Parker-Gaines, 38 31st Street, Long Island City, N. Y.

SWIM BOARD

Boards for the swimmer, young and old. Can be used in the surf or pool. Come in varied colors. Retail prices range from \$1.95 for smallest to \$9.95 for largest. Also have merchandisers for better display.—Aeroplastics Corporation, 4240 Glencoe, Venice, Calif.

ASH TRAYS

Chip-proof five-inch glass ash-trays designed with three snuffers to put out cigarette as it burns to the inner edge of tray. Trays stack perfectly. Can be created in variety of colors. Can be purchased with names or seals.—Marion Products Company, 311 North Desplaines, Chicago 6.

PEANUTS

Characters from the popular cartoon, Peanuts. All are represented in these miniature dolls, including Charlie Brown, Lucy, Linus, Sally Brown and Snoopy the Dog. Toys are soft, resilient. —B. F. Goodrich Chemical Company, 3135 Euclid, Cleveland 15.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

BLACK BOX

Little black box. Switch thrown on. Grinding begins. Lid rises and a hand grabs the switch, pushes it to off and disappears inside the box. To dealers, \$36 per dozen; suggested retail price, \$4.98, including batteries. — Poynter Products, 7 Arcadia, Cincinnati 8, O.

MOON EXPLORER



Toy equipped for scientific search and rocket missile combat on the moon. Has flashing lights and beeping detectors activated when the Geiger counter is in contact with metal. Rockets on twin launching platforms can be raised and lowered by crank. When button is pressed, rockets soar up to 25 feet in the air.—Ideal Toy Corporation, 200 Fifth Avenue, New York 10.

SUN DIALS

Authentic reproduction of ancient Roman sun dial in bronze finish. Can be used in garden, pool, sun deck, patio or as a memorial. Also ornamental indoors. Latin description and Roman numerals. Dial is 7/4 inches wide. Retail for \$3.98.—E. Joseph Cossman & Company, 7039 Sunset, Hollywood 28.

FUNNY BALL



The roly-poly ball has animated face that winks, laughs and frowns. Available in three magic faces—chipmunk, clown and Raggedy Ann. Face on one half; other half is bright red. Marble is enclosed for rattle play value. —Product Miniature Company, Pewaukee, Wis.

CHARMS

A line of charms in many motifs, including Western, nautical, religious and musical. Come in Sterling or 14-kt. gold. May be ordered in 40-inch counter displays.—J. M. Fisher, Attleboro, Mass.

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NEXT ISSUE MARCH 14

"BUY-MART" DIRECTORY

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COMING EVENTS

Arizona
Phoenix—Intl. Garden & Foyer Show (Camelback Town & Country Village) March 24-29, James K. Wheat.
Phoenix—Jaycees' World Championship Rodeo (Fairgrounds), March 17-20.
California
Los Angeles—Los Angeles International Sports Show (Coliseum), March 11-20, Fred J. Tabery.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan Pacific Aud), March 31-April 10, H. Werner Buck.
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.
Oakland—Calif. Spring Garden & Home Show (920 Fallon St.), April 29-May 8, John I. Hennessy, Hotel Claremont, Berkeley 9.
Sacramento—Exposition of Modern Living (Fairgrounds), April 19-24, Bill Blen, P. O. Box 1113.
Santa Barbara—Home & Decorators' Show (Civic Aud), April 20-24, Patrick J. O'Toole.
Santa Barbara—Santa Barbara Home Show (Civic Aud), April 11-15, Patrick J. O'Toole.
San Diego—San Diego Boat, Sports & Outdoor Show (Mission Bay, Belmont Park) March 18-27, W. H. Barrett.
San Francisco—Grand Natl. Jr. Livestock Expo (Cow Palace), April 9-13, Nye Wilson.
San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), March 4-13, Thomas R. Rooney.

District of Columbia
Washington—National Capital Flower & Garden Show (Natl. Guard Armory), March 4-10, D. L. Herndon.
Florida
Daytona Beach—Volusia Co. Home Show, March 19-23, Al Stern, 120 N. Grandview.
Illinois
Chicago—International Dog Show (International Amphitheater), April 9-10.
Indiana
Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Memorial Coliseum), March 29-April 3, Ernie Berg.
Iowa
Des Moines—Iowa Sports, Boat & Vacation Show (Veterans Memorial Aud), March 22-27, Martin P. Kelly.
Ottumwa—Ottumwa Sports & Home Show (Coliseum), March 25-27, Everett C. Dyer.
Waterloo—Northeast Iowa Sports, Vacation & Travel Show (Hippodrome), March 17-20, Harlan Epland.
Louisiana
Alexandria—La. Market Poultry Show, March 31-April 1, L. L. Walters.
Baton Rouge—L. S. U. Livestock Show & Rodeo, March 4-15, W. M. Babin, Box 8637, University Station.
Bunkie—Avoyle's Parish Poultry Festival, March 28-29, B. G. St. Romain, 610 Floyd St.
Covington—La. Tung Blossom Festival, March 19, Otille M. Lambert, Military Road.
Gonzales—East Ascension Strawberry Festival, April 23-24, John D. Gonzales, 302 Caldwell St.
Grambling—N. La. Broiler Show & Fair, March 21-25, Furman C. Anderson, Box 189.
Shreveport—Holiday in Dixie, April 27-May 1, Abe O. Goldberg, P. O. Box 1485.
Shreveport—La. Garden Club Show, March 25-26, Mrs. L. L. Robinson, 2811 Summer Grove Drive.
Maryland
West Friendship—Spring Feeder Cattle Sale & Tri-Breed Bull Sale (Baltimore Livestock Auction Market), April 14.
Massachusetts
Boston—New England Home Furnishings Show (Commonwealth Armory), April 18-24, J. W. Daly, Boston Club, 46 Beacon St.
Revere—New England Spring Flower Show (Wonderland), March 13-20.
Worcester—Worcester Co. Hort. Spring Exhn. (Horticultural Hall), March 10-13.
Michigan
Bay City—Bay City Homes Show, March 16-20, Jack Davis, Box 12.
Lansing—Home-Arama (Civic Center), March 9-13.
Lansing—Lansing Sports Show (Civic Center), March 24-27.
Mississippi
Batesville—Northwest Miss. Dist. Livestock Show, March 21-24, W. T. McLemore.
Bay Springs—Jasper Co. Livestock Show, March 29-31, W. C. Jeffcoat.
Charleston—Tallahatchie Co. Jr. Livestock Show, March 18-20, James R. White.
Columbia—Marion Co. Livestock Show, March 17-19, D. O. Scott.
Columbus—Lowndes Co. Fair & Livestock Show, March 10-11, F. W. Tribble.
Forest—Southeast Miss. Dist. Livestock Show, March 23-26, Floyd Noblin.
Greenwood—Delta Dist. Livestock Show, March 23-26, E. H. Blackstone.
Hattiesburg—Forrest Co. Livestock Show, March 18-19, W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 21-23, W. W. Kennedy.
Jackson—Hinds Co. Fair & Livestock Show, March 14-16, G. L. Hales.
Jackson—State Jr. Livestock Roundup, March 28-29, N. S. Hand.
Mendenhall—Simpson Co. Jr. Livestock Show, March 18-19, J. P. Ponder.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 16-19, E. C. Newman.
Prentiss—Jeff Davis Co. Livestock Show, March 14-16, Franklin Hughes.
Raleigh—Smith Co. Fair & Livestock Show, March 21-22, T. S. Bufkin.
Tupelo—Lee Co. Fair & Livestock Show, March 18-19, W. J. Pernell.
West Point—Northeast Miss. Dist. Livestock Show, March 24-26, E. E. Wooten.
Missouri
Springfield—Springfield Metro Sports Show (Shrine Mosque), March 8-13, Paul H. Nystrom.
Minnesota
Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud), April 1-10, F. W. Kahler.
St. Paul—Land-O-Lakes Boat, Travel & Sports Show (Auditorium), March 18-27, Earle L. DuMonte.
Minneapolis—Northwest Builders' Show (Auditorium), March 12-20.
Montana
Butte—Magicaland Boat & Sports Show (Civic Center), March 18-20, Shag Miller.
Nebraska
Lincoln—Lincoln Sports, Vacation & Outdoor Living Show (State Fair Coliseum), March 17-20, Bill Morton.
Omaha—Omaha Boat, Sports & Travel Show (Civic Aud), March 8-13, Dean Sherman.
Nevada
Las Vegas—Heldorado, May 19-22, Gordon L. Shelton, P. O. Box 872.
Reno—Nevada Hereford Show, March 13-14, John Humphrey, P. O. Box 1429.
Reno—Nevada Jr. Livestock Show, April 22-24, W. C. Behrens, Max Fleischmann College of Agriculture, University of Nevada.
New Jersey
Asbury Park—Eastern Ceramic Show (Convention Hall), May 5-8.
Asbury Park—Jersey Shore Home & Garden Show (Convention Hall), March 24-29.
Asbury Park—Jersey Coast Imported Auto Show (Convention Hall), April 20-24.

New York
Jamaica—Long Island Boat & Sportsmen's Show (State Armory), March 5-18, George K. Kamrass.
New York—American Toy Fair (New Yorker & Sheraton-Atlantic Hotels), March 7-16, Toy Manufacturers' Assn., Fifth Ave. Bldg. & 1107 Broadway.
New York—Antiques Fair and Sale (Coliseum), March 5-13.
New York—International Auto Show (Coliseum), April 16-24.
New York—International Flower Show (Coliseum), March 5-12.
New York—New York Merchandise Show (Trade Show Bldg.), March 6-10.
Syracuse—North-East Sports Show (War Memorial Bldg.), March 10-13, W. C. Hartman.
North Carolina
Charlotte—Carolina Home and Flower Show, April 6-10.
Charlotte—Charlotte Men's Camellia Club Show, March 11-12.
Elizabeth City—Albemarle Camellia Show, March 12-13.
Greensboro—Greensboro Council of Garden Clubs Flower Show, April 8-10.
Greensboro—Greensboro Horse Show, May 11-15.
Rocky Mount—Eastern Carolina Camellia Society Show, March 19-20.
Wilmington—North Carolina Azalea Festival, March 31-April 3.
Ohio
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Public Aud), March 18-27, A. W. Newman.
Columbus—Central Ohio Boat Show (Veterans Memorial Aud), March 24-27, Sponsored by the Columbus Dispatch and Columbus Star, Tom Shutt.
Dayton—Dayton Sports & Boat Show (Fairgrounds Coliseum), April 7-10, Ward Collopy, 133 Warren St.
Toledo—Toledo Home & Travel Show (Civic Aud), March 5-13, Milt H. Tarloff, 443 Spitzer Bldg.
Oklahoma
Oklahoma City—Midwest Boat, Sport & Vacation Show (Fairgrounds), March 13-20, Jack Wright, 2719 N.W. 47th St.
Oregon
Gresham—Multnomah Co. Parade of Gardens, April 27-May 1, Duane Hennessy.
Pennsylvania
Allentown—Allentown Sports, Boat & Vacation Show (Fairgrounds), March 18-26, Wendell Emrick.
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 28-April 2, J. W. Altland.
Philadelphia—Philadelphia Auto Show (Convention Hall), April 4-9.
Philadelphia—Recreation World's Fair (Convention Hall), April 18-24, Thomas Rivers.
South Dakota
Sioux Falls—South Dakota Sports, Vacation & Outdoor Living Show (Coliseum), April 29-May 1, Bill Morton, P. O. Box 377.
Tennessee
Memphis—Memphis Cotton Carnival, May 10-14.
Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 21-27, Ames C. Evans.
Texas
Austin—Austin Livestock Show, March 16-17, Lynn Griffin.
Dallas—Southwest Home Show (Fair Park Women's Bldg.), March 12-20, Gregory Good.
Dallas—Southwest Sports, Boat & Vacation Show (Auto Bldg., State Fair Park), April 2-10, Martin P. Kelly.
El Paso—El Paso Home Show (Coliseum), March 28-April 3.
Fort Worth—Fort Worth Home Show (Commercial Exhibit Bldg.), March 27-31.
Lubbock—A.B.C. Club Rodeo, March 23-26, W. L. Pittman.
Mercedes—Rio Grande Valley Livestock Show & World's Championship Rodeo, March 17-21, Col. H. G. Stein.
San Angelo—San Angelo Fat Stock Show & Rodeo, March 10-13.
San Antonio—Battle of Floyers, April 18-23.
San Antonio—San Antonio Sports & Boat Show (Freeman Coliseum), March 8-13, Charles Coffen.
Shamrock—St. Patrick's Day Celebration, March 17, Bob Roach Sr.
Virginia
Richmond—Richmond Boat & Sports Show (Arenas), March 9-13, I. Pascal Cromer Jr.
Washington
Dayton—Dayton Jr. Livestock Show, April 22-23, Art Sunderland.
Seattle—Seattle Sports, Travel & Boat Show (Civic Aud), March 19-27, Tom O'Loughlin.
Spokane—Spokane Jr. Livestock Show, May 3-6, P. R. Gladhart, Box 2184, Old Union Stockyard.
Spokane—Spokane Sports Show (Coliseum), March 22-27, Edward L. Costello.
Tacoma—Tacoma House Show, March 22-27, Patrick J. O'Toole, Winthrop Hotel.
Tappanish—Central Wash. Jr. Livestock Show, April 25-27, Dorothy Peterson.
Wisconsin
Green Bay—Northern Wisconsin Sports Show (Brown Co. Memorial Arena), April 2-7, Robert B. Meister.
Milwaukee—Milwaukee Sentinel Sports, Boat & Vacation Show (Arena-Auditorium), March 19-27, Charles D. Collins.
CANADA
Ontario
Toronto—Canadian National Sportsmen's Show (Coliseum), March 11-19, Loyal M. Kelly.
Quebec
Montreal—Montreal Sportsman's Show (Show Mart), March 18-27, Alphonse Leclair.
Montreal—Eastern Canada Better Home Builders' Show (Show Mart Bldg.), April 21-26.
Saskatchewan
Saskatoon—Bred Show and Sale (Fairgrounds), April 12.
Saskatoon—Interprovincial Bull Show & Sale (Exhn. Grounds), April 13-14.
Saskatoon—Light Horse Show & Rodeo (Exhn. Grounds Stadium), April 5-9, S. N. MacEachern.

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.

Parcel Post

- Caigle, M., books, 20¢ due
Adams, Donald L.
Adams, Eugene
Adams, James A.
Ainsworth, George
Arnold, J. C.
Aldham James B.
Allen, Dianne
Alfonse, Ronald
Alford, Fred
Aigar, R. E.
Allen, Dale H.
Allen, David
Allen Jack
Anderson, Leroy
Anderson, M.
Andrews, Sonny
Armenitrou, F. E.
Arnold, J. C.
Arnold, R. P.
Ashley, Bonnie
Ashley, Charles
Aston, Eddie J.
Augustus, James
Ayers, Trobie & Mrs.
Bailes, W. W.
Bailey, A.
Bailey, Albert
Baker, Hugh
Baldwin, Jerome G.
Baik, Donald
Ball, Eytsele
Banks, Melvin
Barner, S. R.
Barnes, Rex
Barry, Michael T.
Barwick, A. E.
Bater, Bunny
Battles, Arthur M.
Bauman, M. J.
Beamon, Joe E.
Bearden, Earl
Beardon, J. H.
Beattie, Robert
Bedell, Billie Stan
Beckham, Floyd
Beckham, Glen
Bell, Frederick
Bell, H. T.
Bell, Walter L.
Bement, Conley
Benedict, A.
Benfield, N. R.
Benner, R.
Berge, Richard
Berosik, George
Bowman, Jacob
Bowles, Jerry
Bowman, Wm. E.
Boyer, Otto Carl
Breese, J. W.
Bresnican, Martin
Bridgeford, G. D.
Briffarth, Gary
Brillton, D. B.
Britton, D. B.
Brook, Willie S.
Brookshire, K. E.
Brooks, A. L.
Brooks, Glenn
Brooks, Mrs. Roberta
Brown, Ber
Brown, Donald
Brown, E. O.
Brown, Earl
Brown, Earl M.
Brown, J. J.
Brown, James
Brown Jr., Joel
Brown, Louis M.
Brown, Robert
Bruce, Grover G.
Bruce, Robt.
Bruce, Russell L.
Bryan, Horace
Bryan, Robert M.
Bryant, H. C.
Bryson, J. C.
Bullabough Marshall G.
Burbal, Joseph
Burchett, James V.
Burke, Jack
Burkley, L. H.
Burns, James
Burns, Joe W.
Burns, Raymond
Burnside, T.
Burriola W. L.
Burwell, Tex
Burskirk, Raymond
Butland, J. B.
Bus, Harold
Byrd, G. W.
Byrd, Wm.
Byrdson, B.
Byrnes, Robert J.
Cadatt, James A.
Calhoun, Roy
Calloway, Leo
Callaway, R.
Camp, R. J.
Campbell Samuel H.
Cantwell, Charles
Carlisie, George
Carlyle, Malcolm
Carroll, Tommy
Cashman, J. W.
Cassiday, G. H.
Caughran, P. H.
Center, Leonard H.
(Continued on page 60)

NOW HEAR THIS!!! TWO TRANSISTOR RADIO QUALITY SPEAKER, ANTENNA, EAR PLUG, CARRYING CASE, FULL VOLUME CONTROL. FULLY GUARANTEED. SAMPLE UNIT\$12.95 6 or More..... 10.95 New 1960 Catalog Now Available. "World's Largest Premium Supplier" ACME PREMIUM SUPPLY CORP. 2201 Washington Ave. St. Louis 3, Mo.

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WINTER FAIRS Arizona Parker—Northern Yuma Co. Fair Assn. March 12-15. Tucson—Pima Co. Fair Assn. March 9-13. Yuma—Yuma Co. Fair. April 6-19. Frank Deason. Florida Eustis—Lake Co. Fair & Flower Show. March 7-12, Karl Lehmann. Quincy—West Fla. Fat Cattle Show & Sales. April 5-7, John C. Russell. Sarasota—Sarasota County Fair. March 14-19.

Chi Trade Fair Formulates Plans For 16-Day Run CHICAGO—Specific plans for a repeat of the Chicago International Trade Fair, to be held here at Navy Pier June 20-July 5, have been announced. The only entertainment announced thus far is a troupe of Geisha girls from Japan, but Mrs. Helen Ticken Geraghty, director of entertainment, disclosed that she has tentatively set a number of attractions from other countries. Shows will again be given on an outdoor stage and in a small theater. "A promenade will be built on the upper level of the pier. Eight cafes will be operated by the local Coca-Cola bottler and Chicago's Palmer House will again operate four restaurants, two indoors and two-outdoors. Richard Revnes, managing director, announced 90 per cent of all exhibit space has been sold. Chicago Association of Commerce and Industry sponsors the fair.

Pipes for Pitchmen "CLYDE FORKNER... just sent up a smoke signal from Asheville, N. C., announcing his plans for the coming season," writes Jack (Bottles) Stover from Harrisonburg, Va. "Clyde will join me in Harrisonburg for a few days to make plans for our joint invasion of West Virginia, Maryland and Virginia come spring. He is leaving North Carolina, Tennessee and points south to brother Heavy and friend B. V. (Spud) Mangum. According to brother Ike and pals, this year is supposed to be a red one and, believe me, if I don't join Barnum I'll be on hand to pitch the leaf."

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NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

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ATTENTION CONCESSIONAIRES

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Send for free sample and details.

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Box 343, Lyons, Ohio

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3920 Navy Blvd. Pensacola, Fla.

BAZOOKA GAME — COMPLETE WITH background and 10 guns. Ideal for park or playground. Phone BE 2-1365 or write M. Russo, 329 Bay 13 St., Brooklyn 14, N. Y.

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BUILD KIDDIE RIDES — TESTED PLANS: 8 Saucers (16 passengers); 6 Railroad Engines (12); Spinning Tubs (32); 10 each. Free catalog. Brill, Box 875, Peoria, Ill.

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MERRY MIXUP, 30 CHAIR, 20' TOWER, VEG Wis, comp. conditioned, \$1,500. Owner R. B. Eyerly, 2741 N. River Rd., Salem, Ore. mh21

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SIX DODGEM BULLPENS, EXCELLENT condition, price \$600. Russ Pace, Suburban Park, Manlius, N. Y. Call park, Overbrook 2-5471, or home, Oldfield 4-9577. mh21

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10 DODGEM CARS & PORTABLE BUILDING, \$6,000, will sell separate; San Antonio 1956 Boat Ride, \$1,200; 10 aluminum Kiddie Cars, \$350; Bus Ride, \$300. Tom De Witt, 5521 Paraguay, El Paso, Tex.

15 TUB OCTOPUS, NEW GAS MOTOR, fence, lites, used in park only. Roll-O-Plane overhauled, \$2,000 complete. Live Pony & Kid Rides. F. Shafer, Washington, Indiana. mh7

36-FOOT 3 ABREAST HERSCHELL MERRY-Go-Round; good condition, except top; half price. 6 unit Lucas Water Boat Ride, less motor, \$750. 12 Pass. Street Car, 45-foot circle, \$350. Weston Belts, Redondo, Wash.

Help Wanted

PROFENEM — COME IN, PERMANENT. Safety Pitch, Texas radio. Call Bob, Amarillo, DRake 3-0872, 3-3802 or 3-0871, Pioneer Hotel, Room 309.

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PLAY PIANO FROM SHEET MUSIC IN few short weeks. Pop songs, rock & roll, classic. Tried & true system. Complete course, \$2.98. E-Z Piano Method, 398 13th Ave., Belmar, N. J.

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NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniatures, Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 536-B South High, Columbus, Ohio. mh7

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(Continued on page 60)



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

Order form with sections for: 1. Type or print your copy in this space; 2. Check the heading under which you want your ad placed; 3. Indicate below the type of ad you wish; Classified and all Talent Availabilities ads must be paid for in advance. Includes fields for Name, Address, City, State, and a section for enclosing remittance.

Bahama Islands New Site for NVA Convention, April 21-24

CHICAGO—In a surprising last-minute change of plans, the National Vendors' Association has shifted its convention site to the Bahama Islands. The convention was previously scheduled for the Balmoral Hotel in Miami Beach, Fla. The convention dates, April 21-24, remain the same.

The convention will be held at the plush new Grand Bahama Club located on the West End, Grand Bahama Island, largest of the Bahama chain and just 55 miles off the Florida coast.

The club is the latest in the chain of nine Jack Tar hotels and was opened in February. It covers virtually the entire West End of the Island, with 18 miles of sand beach plus every possible resort-type recreation facility, including private pool, boating, skin-diving, fishing, tennis and golf, to mention only a few.

Convention Rate

A special convention rate of \$14 per day for a double occupancy room has been arranged and can be extended to either a week before or week after for those wishing to combine a vacation with their vending convention.

Transportation is an additional \$21, round-trip from Miami Beach, with two regularly scheduled flights daily. NVA is also arranging special group flights plus boat facilities for the trip.

There will also be reserved group flights leaving for Miami Beach April 19 and 20 from Chicago, New York, Dallas, Pittsburgh and Los Angeles.

Reservations

Reservations for the package, as before, are being supervised by Jane Mason, Leaf Brands executive and convention secretary.

The four-day "Vend-O-Rama of 1960," as it has been named, will include equipment exhibits, forums and clinics on operating problems; business sessions, several prominent national guest speakers and a generous informal and recreational program.

Numerous cocktail parties, banquets and luncheons are already on the agenda with more being added. A full social program is also being arranged for the ladies.

Imports

One of the many advantages to convention-goers will be shopping privileges, the Bahama Islands be-

ing well known for bargain prices on European imports, including such things as Paris perfume, cashmere sweaters, liquor, wearing apparel and, especially, resort wear.

The Bahamas, tho a British possession, requires no visas, passports or health documents from American or Canadian citizens. Each person, regardless of age, may bring back \$200 worth of purchases, including one gallon of liquor, free of U. S. custom duty after a 48-hour stay, and \$500 worth of purchases after a 12-day stay.

The club property is quite a showcase. Opened in February with much fanfare, it boasts countless beach front acres on the West End of the island, with over 18 miles of stretching white sand beach. The club also has its own private 6,000 foot paved landing strip and a private Marina (enclosed yacht harbor). An 18-hole golf course is under construction.

The hotel has some 320 air-conditioned rooms with numerous private rooms and ballrooms suitable for social functions, plus dining rooms, cocktail lounges and tropical gardens.

NAMA Backs Ohio Op Fight

CHICAGO—Ohio bulk operators are getting added support with the giant National Automatic Merchandising Association joining them in their fight against a \$5 per machine vending tax.

NAMA's David Hartley cautioned, however, he didn't feel it likely that bulk machines would be included in an exemption for "pre-packaged and non-perishable confections."

Hartley indicated rather that NAMA would push to have the State Board of Health approve the operation of bulk venders but have them included under a more nominal licensing structure.

Not Possible

Hartley said NAMA would prefer that bulk machines be exempted from the State tax entirely, but he "didn't feel this was possible."

The \$5 tax is part of the Ohio Food Service Law passed last year



David E. Hartley

and effective January 1. It provides for inspection of all vending machines as a sanitation measure. It exempts venders of "pre-packaged and non-perishable confections."

It is under these exemptions that bulk operators arguing thru National Vendors Association counsels Ted Raynor and Don Mitchell sought to have bulk machines excluded from the tax (The Billboard, February 29).

More Nominal

NAMA's Hartley, however, indicated that "logically, any un-packaged item should be included in the State inspection program," but that the \$5 tax is too severe and NAMA would seek to establish a more nominal fee.

Previously bulk operators had argued that the \$5 per machine levy was confiscatory and would literally tax bulk machines out of existence.

Hartley added that as an association, NAMA was completely in favor of bulk vending machines and had pushed for reasonable exemptions for them thruout the country.

No Hazard

"If we felt there was a serious health hazard," he pointed out, "we'd have done something about it ourselves." NAMA has a number of bulk vending operators as members.

Hartley pointed out that bulk

items were not regulated as Ohio sought to do in any other State in the Union.

Ironically, most vending interests including NAMA had supported the amendment to the Ohio Food Service Law which became effective January 1.

Restaurants

Previously, vending machines had been included under a health inspection law covering restaurants and eating places and provided for a sliding scale tax of \$15 to \$30.

The amendment with the reduced \$5 tax, tho not completely desirable, was looked upon as a great improvement. After passage, it was up to the State health director, Dr. Ralph E. Dwork to draft regulations for enforcement.

Bulk operators thru NVA appeared before the State Health Board and asked to be included in the regulations under the exemption for "pre-packaged and non-perishable confections."

History

Operators argued that tho not pre-packaged, bulk products were nevertheless non-perishable and historically have been included in that category.

Speaking last week before the Ohio Automatic Merchandising Association, however, Dr. Dwork indicated he was opposed to bulk machines receiving such an exemption (The Billboard, February 29), making it unlikely that the exemption would be granted.

Before the regulations become effective, tho, they have to be posted and presented in open hearings before the State Health Council. It is at these hearings that NVA plus other interests including probably NAMA will present further arguments, making it conceivable that the council could reject the recommendations.

Failing in this, bulk operators would then push for an amendment at the next session of the State Legislature, requesting a separate category for bulk machines, and a lower and more nominal inspection tax as NAMA has indicated it favored.

Arkansas Ops Sell Cig Route

JONESBORO, Ark. — Nathan Wheelless and Bobby Joe Adams, partners in Service Amusement Company, last week sold their cigarette vending machine route and began concentrating on building up their music and game route.

They added pieces to their route, which extends over a wide area in Northeast Arkansas, and reported good results immediately in increased gross revenue.

Buyer of the cigarette machine route was Fred McHaney, owner of Tobacco Sales Company, cigarette vending operation.

About 65 cigarette machines changed hands at a reported price of approximately \$35,000.

Wheelless and Adams also have installed two-way radio in their four service vehicles, a growing trend in the Mid-South area, to cut overhead expense and give faster service to location owners.

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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

IMPROMTO 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
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada



OAK MANUFACTURING COMPANY, INC.
11411 Knightsbridge Ave., Culver City, California

RAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania

JACK SCHOENBACH
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.
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Jack of All Trades Finds His Niche as Bulk Vending Op

By **BOB LATIMER**

DENVER—Jay Shannon, busy young bulk operator here, has been many things, including a salesman, taxi driver, professional, city employeé and an Air Force flyer in two wars. It wasn't until he first began experimenting with bulk vending 10 years ago that he found a profession which suited him—and he feels that all of his previous experience had something to do



SHANNON'S PANEL TRUCK, which is used for all servicing, carries his well known symbol—a green Irish lion with a leprechaun. The theme is carried out on most of Shannon's machines, many of which are painted with Irish folklore point-of-sale display signs.

with making him a success in this field.

Shannon owns more than 1,000 machines, and usually has around 900 in operation in Denver and its 10 major suburbs. Incredibly, he has created 99 per cent of his locations instead of buying existing routes, and feels that years of salesmanship plus some genuine enthusiasm for the vending machine field made this possible.

He has around 50 locations which have been his for the full 10 years he's been in business, and a few that have been using the same machines, continuously renewed and maintained, for 15 years.

County Cork

Shannon, a "County Cork Irishman," as he likes to call himself, began with a half dozen machines, which he placed in a neighborhood location soon after moving from a small Colorado town into Denver. At the end of the first year he had built the string to 100 machines, all on location which he landed personally.

From the beginning he was intrigued by the possibilities of diversification, going right into nuts, charms, candy, ball gum, tab gum and variations. As Denver went thru the population boom of the last decade, he kept diversifying until he now regularly stocks and displays around 25 products, in-

cluding both penny and 5-cent machines.

His Jack - of - all - trades background fitted well into the steady growth of his routes. As pointed out above, he's a good salesman, and has been able to land his machines in locations where the owner had stubbornly refused them before. With much mechanical ability developed as a magician, he has been able to work with small parts, rebuilding inexpensively purchased machines into smooth-functioning, reliable venders. Then, as a commercial artist, he had learned a lot about paint and its application, to the point that he keeps up the appearance "reconditioning program" himself, doing all of the painting on the spot, rather than hauling the

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on BALL AND VENDING GUMS

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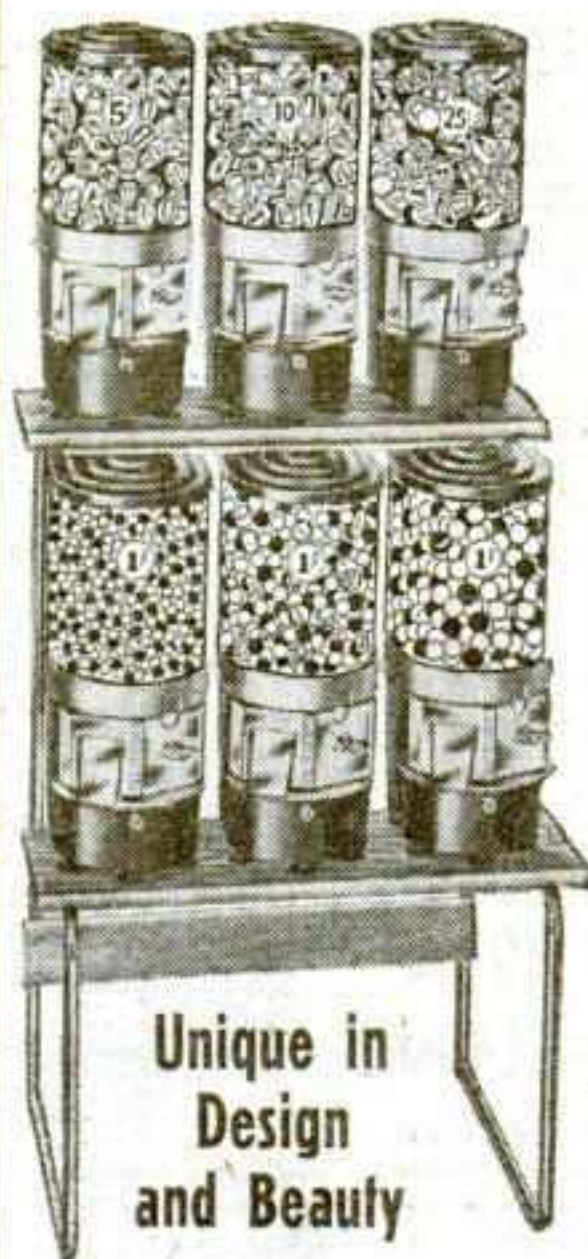
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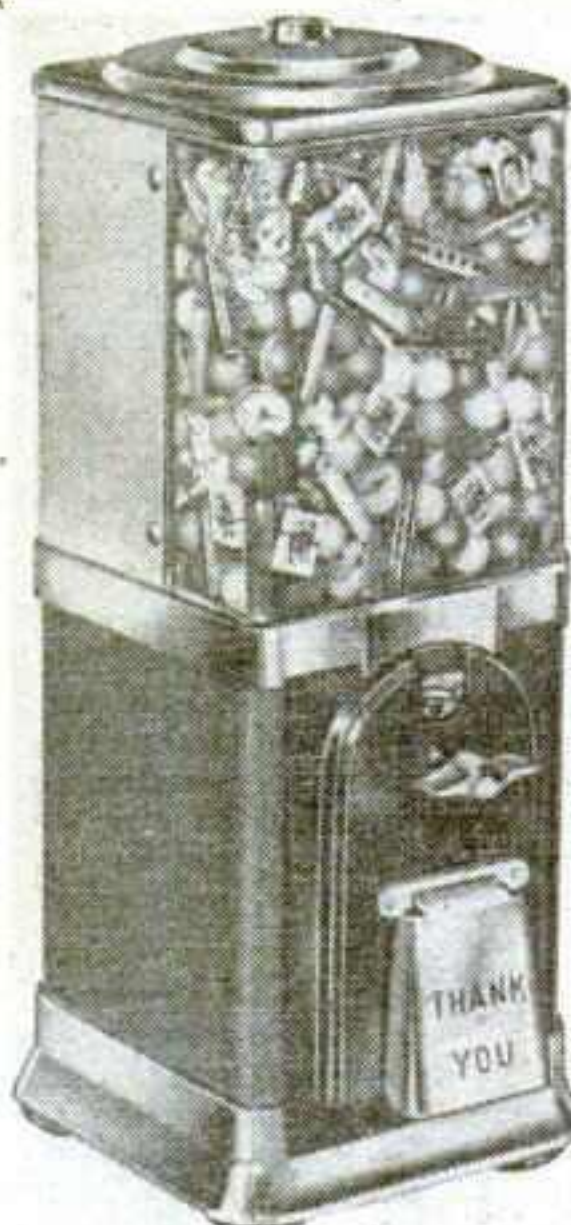
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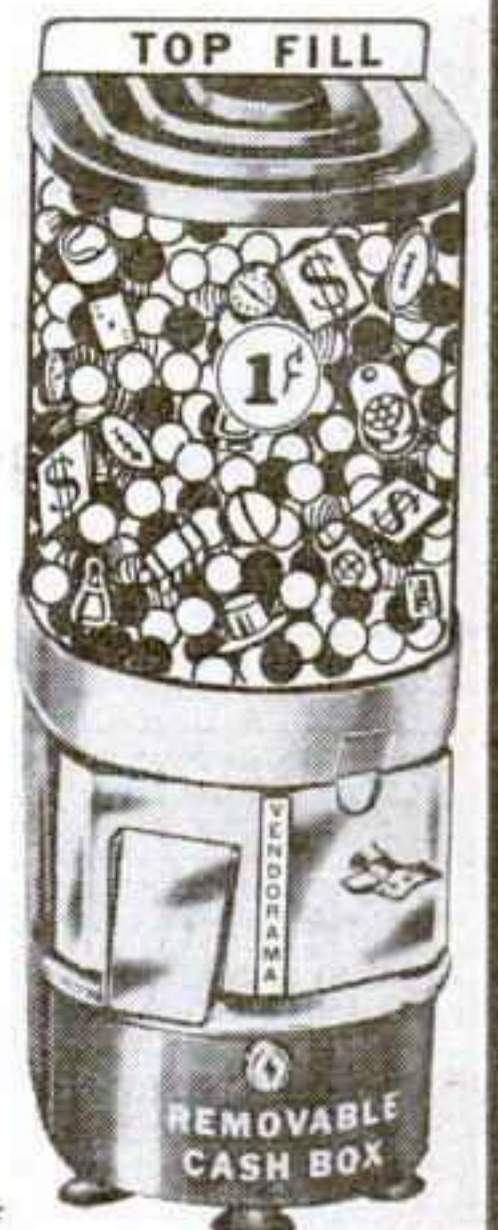
TOPPER DeLUXE HALF-CABINET STYLE. Beautiful—Durable. Vends 1¢ Bulk Candies—Ball Gum & Charms—Peanuts. Strong, Wrap-Around Plastic Front. Finished in Brilliant Colors and Glistening Chrome. For Lasting Dependability—Buy VICTOR.

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VENDS ALL TYPES OF BULK MERCHANDISE:
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Features:

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machines in for servicing. Probably no operator in the West has "cannibalized" as many venerable penny vending machines for parts, or has as many units operating on each route.

Built Workshop

Early in his career, he built a separate workshop behind his home, which has been expanded many times and still suffices for

all of his operational needs. As the routes spread, he adopted a system of working odd hours, putting in the morning hours servicing the routes and making collections, returning to the shop in the afternoon for repairs and maintenance to machines, filling exchange heads and doing book work, and out again in the early evening hours on repairs and calls from location owners.

There is no such thing as a typical Shannon location. In constantly boosting his routes, he covers every type of location with every type of machine, including such unlikely spots as the walls of a flour mill and the hallways of a meat packing plant. Shannon sells the Denver area's largest volume of nuts, including peanuts and cash-

ews, from both 5-cent and 10-cent machines, simply because he goes after every possible garage or service station location. Where many operators have gone out of peanut merchandising because of the aggravations involved in cleaning the machines, Shannon has taken this in stride, and has literally hundreds of service station locations.

He spots all of his locations while on servicing junkets, keeping an eye out for stores which seem to show a predominance of children in the area, or even a constantly growing potential of adults. As soon as time permits, Shannon will be back, carrying a sample case, neat sales and profit records from other locations of the same ilk. He uses persuasive selling methods to get the spot

owner to co-operate, and invariably makes a permanent location of it. He likes to set up in locations where children congregate, and as a result, Saturday is his busiest day of the week, devoted almost entirely to refills, collections and some repair work on the routes.

Artistry Useful

In his early 30's, Shannon is an accomplished artist, and is used to doing everything possible himself. For example, the humorous "Irish lion" emblem which grins from either side of his black 1956 Chevrolet panel truck, was not only designed by the Denver operator, but cut out and painted in his own shop. A cocked Irish patriot hat appears on the lion on one side of the truck, and on the other a green Irish leprechaun has been added. Lettering, cut from plywood, spells out "JAY'S SHAMROCK VENDING COMPANY" in Irish green. He uses a standard green on all machine repainting, which helps anyone to recognize a Shannon location.

Along with the diversification of products, Shannon has always believed in multiple machine locations, and usually concentrates three units on most stands, more on others. He has plenty of singles as well, in bowling alleys, taverns and clubs, and chiefly old but highly serviceable units spotted where stands with multiple heads will not fit.

Like many ex-servicemen, Shannon was recalled to the Air Force in 1951 and sent to Korea where he flew many patrol missions. He put his routes in dependable hands while gone, and celebrated his return to the routes by personally refinishing every machine concerned. He uses more Acorn machines than any other, and has at least a few of every variety which has been manufactured during the last quarter century.

Effective Methods

Shannon's business methods are simple and direct. He allocates new products as they come on the market to about half of his route, checks results for three weeks and then reorders to fit. He pays commissions on the spot as he collects from each machine, because of the bookkeeping which this eliminates and because of the good impression it makes on the location owner. Mrs. Shannon, incidentally, is an experienced bookkeeper and keeps the records in order over the far-flung, varied routes.

Most machines are serviced every week; a few every two weeks. Shannon gets unusually good co-operation from his location owners because of a simple offer to refund any dimes spent in contacting him when a machine is empty or needs repairs. A printed note goes to the location owner by mail, with the coin enclosed, thanking the latter for his aid, and this, as much as anything, helps to keep busy location owners vending machine conscious in between collection and refill calls.

The Shannons have two children who constantly ride the routes with their father when out of school. "I just enjoy having them along," the Denver operator grinned.

Hobbyist, Too

When he isn't putting in eight to nine hours per day on the routes, Shannon's first love is his miniature railroad, a valuable and complex system of TT track and accessories amounting to more than 300 feet of right of way. Built on panels in his workshop, the model railroad has 100 pieces of rolling stock all built by Shannon, and can soak up entire weekends of maintenance and operation. It's a hobby which actually connects closely with the small-parts problems in vending machine maintenance, and Shannon confesses he's a bug on the subject.

Unlike the old days when few bulk men knew each other, Shannon keeps in close touch with the five other major operators in Den-

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GOLDEN '59
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Bernard K. Bitterman says: "The Northwestern GOLDEN '59

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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- 6-COLUMN STONER, with Angle Iron Base, 1 or 2 nickels..... \$75.00
- NATIONAL 9-M CIGARETTE, 25c & 30c..... 85.00
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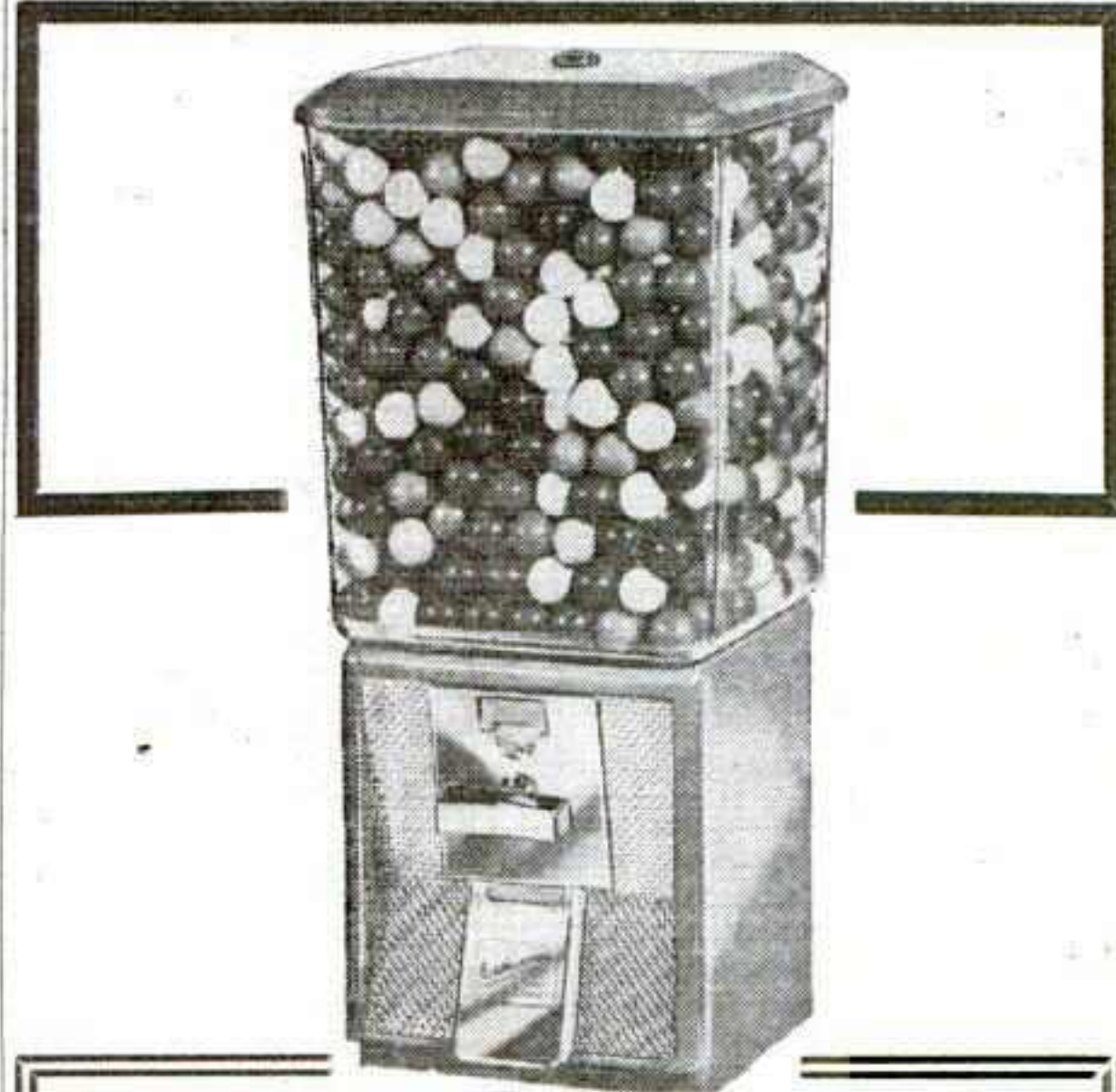

H. B. Hutchinson, Jr., says: "The Northwestern GOLDEN '59

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SHANNON SPECIALIZES in three-machine installations and always makes a rule of putting in at least one nut machine in adult type locations such as gas stations. He feels cleanliness is an important sales factor, and often stops off at a spot merely to chat with the location owner and clean off his venders.



Northwestern GOLDEN 59 SUPER C
FOR YOUR BETTER LOCATIONS

SUPER CAPACITY

- 1012 Balls 100 Count Gum
- 2886 Balls 210 Count Gum
- 365 Regular Capsules

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Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

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1/3 Deposit, Balance C.O.D., F.O.B. N. Y. We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

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- Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb..... \$.85
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- Pistachio Nuts, Sheik..... .56
- Cashew, Whole..... .66
- Cashew, Butts..... .61
- Indian Nuts..... .75
- Peanuts, Jumbo..... .42
- Spanish..... .32
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- Baby Chicks..... .30
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- Rain-Bo Gum, 72 ct..... \$.30
- Malt-ette, 100 ct., per 100..... .35
- Rain-Bo Ball Gum, 140 ct., 170 ct., 21 ct..... .30
- Rain-Bo Ball Gum, 100 ct..... .32
- 300 lb. minimum, prepaid on all Rain-Bo Ball Gum..... \$.45
- Adams Gum, all flavors, 100 ct..... .45
- Wrigley's Gum, all flavors, 100 ct..... .45
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Minimum Order, 25 Boxes, assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

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GET YOUR SHARE WITH
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49 NUT VENDOR



Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.

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COLORED PLASTIC
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Bahama Style Vacation Fare on Tap For Ladies at NVA Spring Conclave

CHICAGO—The ladies should have a picnic at National Vendors Association new convention site in the Bahamas. As before, a full ladies program is being planned, plus several extras that the Bahamian vacation-land setting makes possible.

The entire ladies' agenda is being lumped into an "Island Package," being offered at no additional cost (at Miami Beach there was to be a \$10 Ladies' Day program registration).

A new addition to the program will be a fashion show to be held Friday (22) morning, with models

imported from Saks Fifth Avenue, Inc., N. Y. The show will be held at the patio around the club's pool with tea served. The latest in Island and resort wear will be featured.

Remainder

The fashion show will replace the originally scheduled cruise of the Miami Bay. Remainder of the ladies' program remains unchanged (The Billboard, February 29) tho several additions are expected later.

The ladies will start off Thursday (21) morning with a "Get Acquainted" continental breakfast hosted by the National Vending Machine Distributors Association.

Later Thursday, there will be a cosmetic demonstration by Goubaud of Paris with free gifts to each lady plus cocktails, a card party and prizes.

Pool-Side

Saturday (23), the ladies will be

hosted to a pool-side cocktail hour, again by the National Vending Machine Distributors Association, 2:00 to 3:00 in the afternoon.

Remainder of each day will be free for shopping or just relaxing, according to Mrs. Rolfe M. Lobell, chairman of the ladies' program. There will also be shopping tours arranged.

Big attraction here for the gals will be the advantageous custom regulations. Bahama being a British possession, is well known for lower prices on most European imports, and tourists are allowed custom free imports of up to \$200 worth of merchandise including one gallon of liquor after a 48-hour stay and \$500 worth of merchandise after a 12-day stay.

Most of the ladies will also be intrigued by the colorful island life with dances and beach parties a regular part of the activities.

List Expenses, Says New U. S. Tax Schedule

WASHINGTON — With the April 15 income tax deadline approaching, it's a good time to call attention to the new Internal Revenue Service enforcement program dealing with detailed record keeping of expense accounts.

The new program, detailed in T.I.R. 198 and effective January 1, 1960, requires certain employees and officers of tax-paying organizations to report their expenses in detail if they have received blanket expenses or cash advances, for which they did not account to their employer.

Employees and officers who were obliged to make an accounting to their employer for all expense account items are not required to submit an itemized statement with their tax return.

Records

However, they must be careful to maintain records to support their claim for tax-free treatment of such expense items.

Particularly affected in the bulk vending industry are those people who are receiving fixed expense allowances monthly for which they do not have to submit a detailed accounting.

Also affected are traveling salesmen and service personnel who spend considerable time on the road and thus deduct a portion of their normal living expenses as business items.

Further information on T.I.R. 198 can be obtained by writing Internal Revenue Service, Washington.

Fish Food & Mothballs Pose Challenge to Bulk Vending

CHICAGO—Talk about novel merchandise and unique locations—the Vermont Fish and Game Service is planning to install vending machines containing pelleted trout food in their fish hatcheries.

It seems visitors toss bread, assorted odds and ends and even pebbles at the fish, injuring some and littering up the place besides. They hope the pellet dispensers will solve the problem, according to a local newspaper report.

The pelleted trout food isn't the only unusual product to come to light either. Vending vitamins in capsules has already been done to success and was promoted by Sid Bloom of Oak Manufacturing Company at the recent National Automatic Merchandising Association yearly convention in Chicago.

Mothballs

Still another bulk operator suggested vending mothballs and mothball flakes in capsules in cleaning and laundry establishments. Unusual? Yes, but there's no reason why it wouldn't work, the operator said, pointing out the special appeal to folks who are planning to store a suit or coat and don't want to buy a whole box of moth ball preventative, or for that matter, bother to go to a separate store to get it.

Numerous operators of course have been using older-model converted candy vending machines in laundromats to vend packaged soap, bleach and starch, and some have even experimented with such items in bulk machines—both with and without capsules.

Another idea is vending the new-

type paper washcloths, that come impregnated with soap, via capsules in bulk machines strategically located in washrooms. The washcloths are of a specially treated paper and won't come apart from water. They've become increasingly popular in airline, train and bus terminals.

West German Vending Ops Form Group

COLOGNE, Germany — West German vending operators are organizing the Bundesverbandes der Warenautomaten-Aufsteller or Federal Association of Vendor Operators.

The new organization will represent the interests of vending machine operators and will be the first group of its kind in the German coin machine industry.

Dr. Horst Ganske, a long-time executive in operator organizations, is directing the forming of the vending machine operator organization.

Vending machine operator interests heretofore have been handled within the general framework of ZOA, the central organization of West German coin machine operators. But this group is heavily embattled in taxation disputes and campaigns directed at outlawing pay-out machines, which are still legal in this country.

Shannon Route

• Continued from page 63

ver. Close contact means that operators can help each other with news of new products, new machines, better business methods and similar points. Jay, incidentally, was the spokesman for the industry when Denver recently put thru a new license program for vending machines, and helped strenuously to keep the figure down to a reasonable one.

Vending so many products, naturally, means a varied type of operation and the need for carrying heavy loads in his panel truck. The latter is actually a rolling storeroom, with enough refills and bulk confections to meet any demand on any of the two dozen routes involved, plus tools, parts, replacement heads and other gear. It's hard work, Shannon admits, but he has every intention of increasing his routes as time, merchandise and machines permit.

S. C. Legislature Mulls Tax Bill

COLUMBIA, S. C.—Th: South Carolina General Assembly's Agenda this week includes a vending machine tax bill.

It rewrites the vending machine tax laws so that only the owners of such machines must pay the license tax. In some instances, the old law applied to owner and operator alike.

A complicated graduated scale of vending machine taxes is junked by the new bill in favor of a \$1 tax for penny machines and a tax of \$3 a year for those taking a nickel or more.



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We handle complete line of machines, parts & supplies.

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Fill in coupon, clip and mail to:
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\$75.00 WILL BUY THIRTY THOUSAND FILL-MIX

10,000 Series No. 10, Vac-Plated
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30,000 TOTAL ASSORTMENT FOR \$75.00 f.o.b. our factory
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66 different cards to series with 66 different crazy sayings (gags) that will make everyone laugh.

Hilarious sayings include:
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"THINK!
Maybe we can dodge this work."
Grown ups and kids will go for these fun-loaded cards. They will use them to decorate rooms, etc.

KRAZY CARDS can be used for mailing, trading, etc.
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Only \$2.75 per M

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Hefty Juke Box Market Predicted for Holland

AMSTERDAM—The Netherlands is enjoying a juke box boom which has even caught the trade experts by surprise.

There are now around 15,000 juke boxes in this tiny land, and these apparently are only the beginning. Some industry figures, who only a year ago were discounting a juke box future for Holland ("the Dutch are too stodgy for juke boxes"), are now forecasting an eventual Dutch market for 50,000 boxes.

While it may be true that the Dutch shun animation, they are addicted, nevertheless, to restaurants and cafes. Holland is jam-packed with family-type bistros and coffee bars, which are the most popular phonograph locations.

The Dutch a few years ago produced their first postwar aircraft (the Fokker Friendship turboprop), and two years ago their first automobile (the midget Defa), and now they have come out with the first juke box, the Osca.

The Osca was developed simply because the Dutch juke box boom has developed such proportions that a Dutch phonograph is automatically assured of a big market.

The Osca is the first completely Dutch box ever manufactured. A wall box, it has 70 selections. The 35 records are piled on a rotating vertical column.

The tone arm needs only three and one-half seconds to engage any record selected. The rotating record stack is so arranged as to eliminate friction. The Osca is fitted with two separate coin rejectors, allowing insertion of two different coins.

The box has an Osch amplifier which regulates high and low tones separately.

Gottlieb Bows Lite-a-Card, 2-Player Pin



LITE-A-CARD

CHICAGO — The first two-player five-ball pin game based on the popular playing-card theme went into shipment by D. Gottlieb & Company last week.

The new model, Lite-a-Card, has a holdover card feature and an arrow advancing over cards from ace to deuce for special awards. The playing cards are strung out in card-hand fashion across the backglass.

Hitting colored contacts on the
(Continued on page 76)

The Osca not only is selling well in Holland but is also being exported to Britain. The Osca producers, the firm of Jos van Osch, of Kerkdriel, predict an eventual large export market for Dutch juke boxes.

Trade Association

Holland has an energetic and powerful operator association, Au-
(Continued on page 76)

Tavern Owners to View Coin Machines at Beverage Show

NEW YORK — A prime opportunity of reaching at least one type of location owner, the tavern keeper, is being presented to the coin machine trade via the Beverage Industry Trade Show, to be held here next Sunday thru Tuesday (13 thru 15) at the New York Trade Show Building. The show,

which is being sponsored by Beverage Retailer Weekly, a trade paper in the bar and tavern field, is being viewed with mixed reactions by coin people here.

A key figure in the planning for the show is American Shuffleboard's Sol Lipkin, who doubles in brass with American and as a

staff member of the Beverage Weekly paper. Lipkin has already gone on record to the effect that this is one of the few-and-far-between, golden opportunities for coin equipment manufacturers and distributors to get their message to at least one particular type of location owner, the tavern man.

Lipkin feels that this can be a healthy contract that can only work to the advantage of the manufacturer and his distributor. Location people, according to Lipkin, can learn much about new products in both the game and the phonograph field by this device, that they wouldn't ordinarily find out from the operators who serve them.

Selling Opportunity

American Shuffleboard exec, Nick Melone, noted that if tavern owners are smart, they will take a long look at the coin equipment on display. He also said that operators ought to show at the conclave too, because it would give them a good selling opportunity with location owners.

Despite this line of thinking, what was expected to be a fairly enthused response from the manufacturer-distributor clique turned out to be rather lukewarm. So far the only sure exhibitor entries are Rock-Ola, via the Chicago home office; American Shuffleboard itself, and Table Soccer, Ltd. A cigarette machine manufacturer is believed considering an exhibit but there is no definite word on this as yet. A deal which would have brought an AMI exhibit has flopped. Reason is believed to be a difference of opinion between the factory and its local distributor regarding the payment of costs of staging the exhibit. Atlantic New York, local Seeburg distributor, has decided to pass up this year's beverage show, tho it was active in
(Continued on page 75)

RIGHT UP THEIR ALLEY

East's Bowling Build-Up a Bonanza To Alert Coin Machine Operators



COTTMAN LANES, the newest of Variety Vending's bowling alley locations, has 50 machines spotted, including a good helping of gun games, popular with the teen crowd. The big number of machines puts the alley spot in the class of a full-size amusement Arcade.

By GEORGE METZGER

PHILADELPHIA — Bowling is one of the fastest growing businesses in the East, and the amusement machine industry is riding right along on its coattails.

Nearly every day a new 10-pin palace goes up some place in this area, and every time one of these places opens, a new location is born for the coinman.

The bowling alley is perhaps one of the best ready-made locations for amusement and vending machines. People who are out bowling are in the entertainment mood and will be out to spend money on amusement.

So when they are told they have to wait for a lane, they look around

for something to do to keep their minds occupied for the waiting time.

Games Handy

Right there—usually no more than a couple of feet from the lanes themselves—are the amusement machines.

Then, too, there is the "baby-

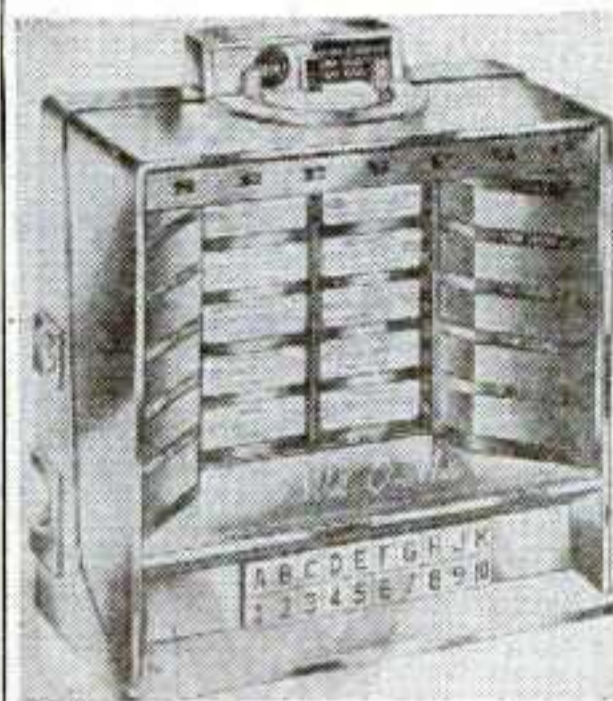
sitting" aspect of the machines. Sometimes the bowling parents are forced to take their children with them. If the child is very young, there are rides to keep him amused. If he is older, there are the shuffles and guns and such.

The local teen-agers cannot be overlooked in this operation, either. In every bowling alley neighborhood there is the group of young people who go to the bowling alley not to bowl, but just to play the amusement machines.

"The bowling alley is what you might call an Arcade," said the proprietor of one 48-lane spot in suburban Philadelphia. "We have so many machines and of such a

(Continued on page 77)

Seeburg Bows New Wall Box



3W100 WALL BOX

CHICAGO—The Seeburg Corporation has gone into production on a new 100-selection wall box, the 3W100.

The unit is styled in the decor of the new Seeburg Q line, with a chromium-plated housing framing the display portion, which is decorated in blue, gray and green.

Dimensions are 12½ by 12½ by

(Continued on page 76)

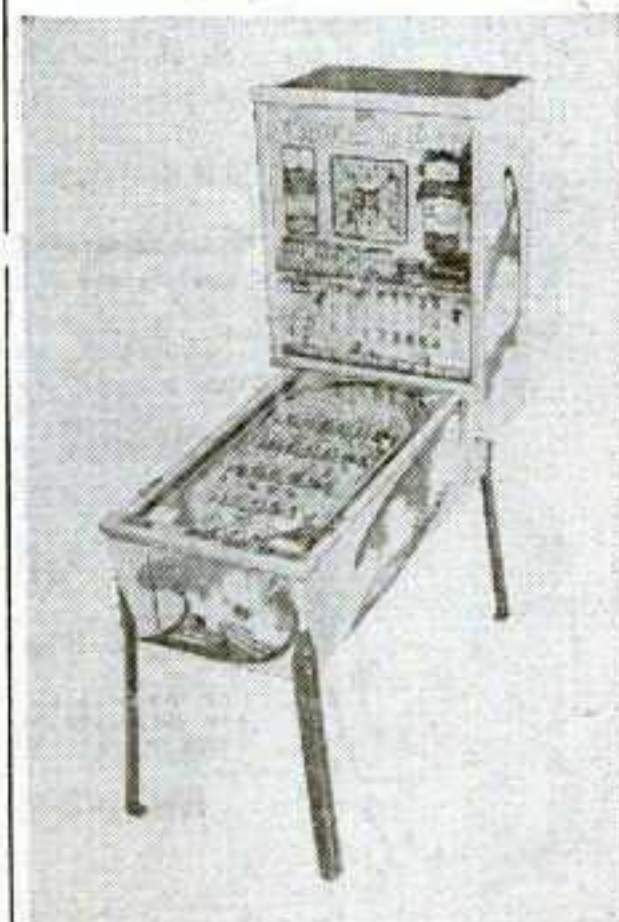
SEEBURG SEEKS TO ISSUE NOTES, COMMON STOCK

WASHINGTON — The Seeburg Corporation has filed a registration statement with the securities and exchange commission seeking registration of \$526,000 4 per cent promissory notes, and 1,200,000 shares of common stock. The notes and 614,242 shares of the common stock are outstanding and may be sold by the present holders. Registration includes 61,000 shares which are reserved by contract for delivery in connection with past acquisitions. Remaining shares may be issued from time to time in the acquisition of additional businesses. Stock will be issued at "prices current at the time and without payment of any underwriting fees," according to SEC.

U.S. MINT BOOSTS COIN PRODUCT'N

PHILADELPHIA — Here is good news for coinmen: The U. S. Mint here has increased its coin-making efficiency by 50 per cent. In 1958, the 168-year-old mint—oldest in the country—made 691,578,260 coins. This past year, 1959, the output was upped to 888,720,455. That is a lot more coins available to put in coin machines. Mrs. Rae V. Biester, superintendent of the mint, said the efficiency is better because of the completion of a \$1 million modernization program. Why the stepped-up output of coins? "Like everything else," Mrs. Biester replied, "it is governed by the law of supply and demand." Judging by this, the coin machine industry must be doing all right for itself.

Bally Shipping In-Line Pinball, Laguna Beach



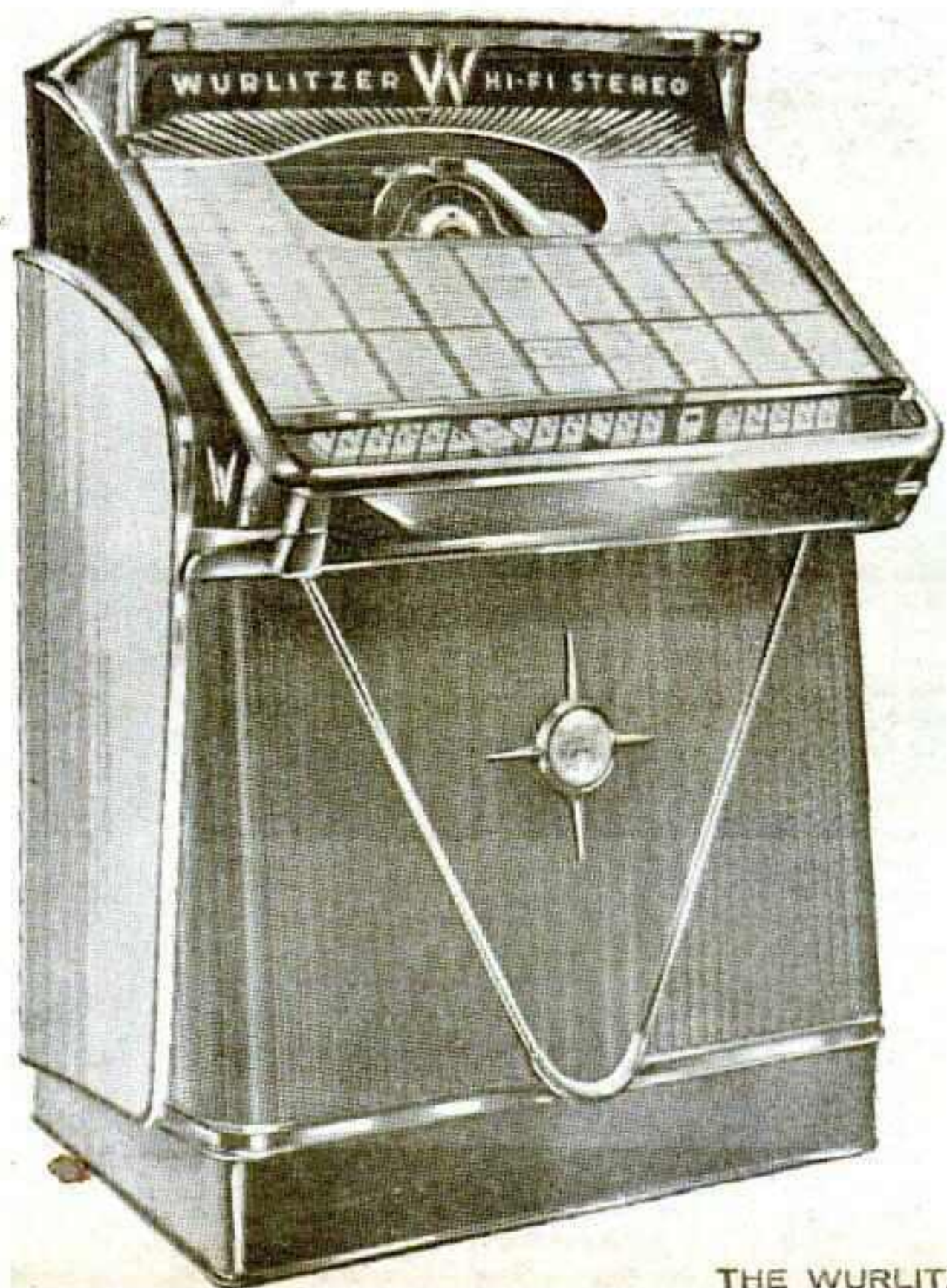
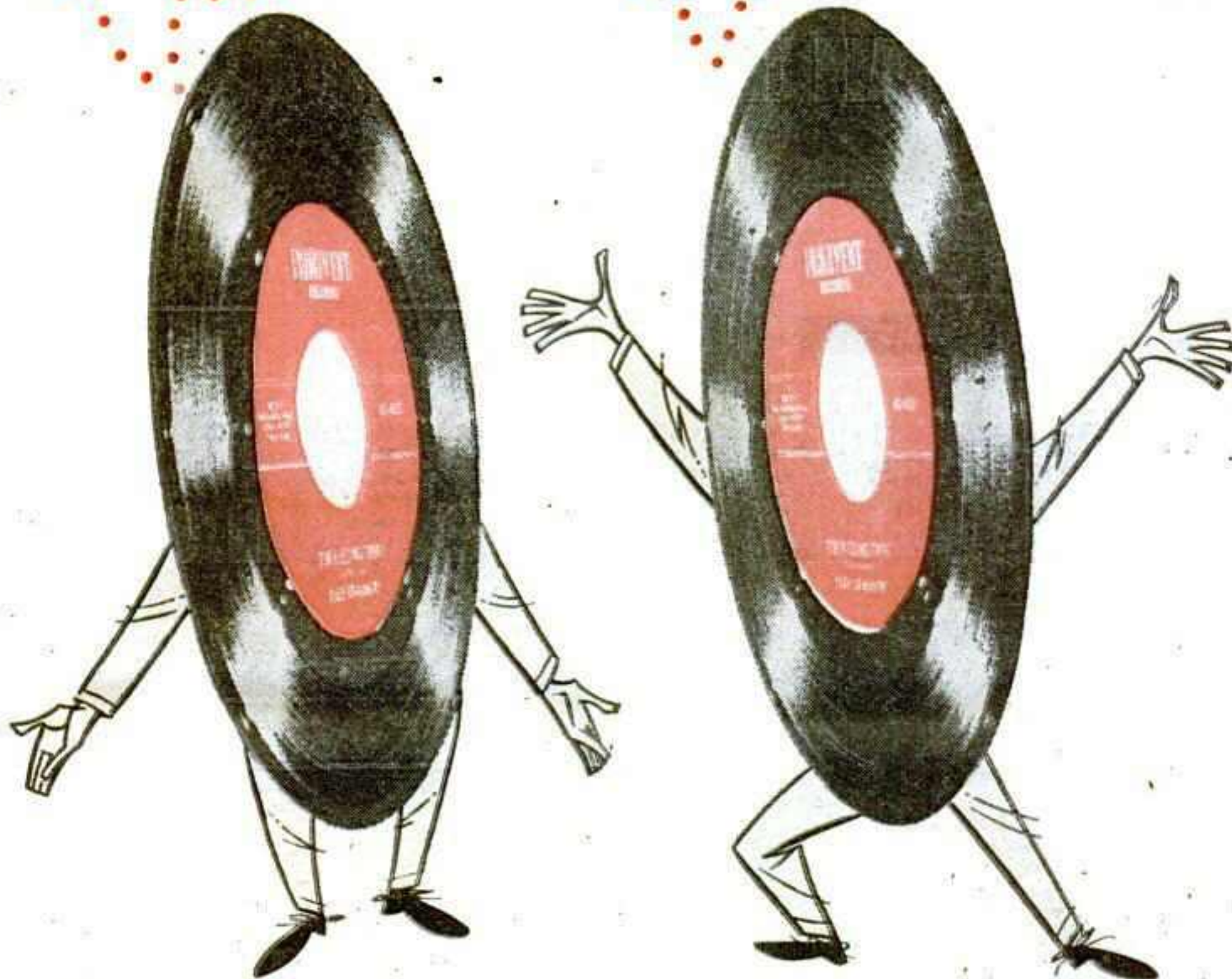
LAGUNA BEACH

CHICAGO—Test results of a relatively simple change in score features have led Bally Manufacturing Company to discontinue output on its County Fair in-line and begin shipments instead on a newer stepped-up model, Laguna Beach.

According to Bally, County Fair showed up well in the sales and
(Continued on page 76)

"Say, have you
been played on a new
Wurlitzer yet?"

"About a thousand
times and, boy, do I still
sound good!"



**SETTING NEW RECORDS
FOR EARNING POWER**

**You can't see the full beauty of a new
Wurlitzer—until you look in the cash box.
Pure silver—and lots of it!**

See Your Wurlitzer Distributor and Find Out Why

WURLITZER



**HAS THE WORLD'S
GREATEST MONEY-MAKING
MUSIC SYSTEMS...**

The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC
AMI
D-40 (40), 1951 \$ 75
D-80 (80), 1951 185
E-40 (40), 1953 135
E-80 (80), 1953 205
E-120 (120), 1953 215
F-40 (40), 1954 275
F-80 (80), 1954 315
F-120 (120), 1954 325
G-40 (40), 1955 320
G-80 (80), 1955 350
G-120 (120), 1955 380
G-120-1 (120), 1956 385
G-200 (200), 1956 415
G-200-1 (200), 1956 415
G-200-2 (200), 1956 415
G-200-3 (200), 1956 425
G-200-4 (200), 1956 425
G-200-5 (200), 1956 425
H-200 (200), 1956 625
H-120 (120), 1956 560
H-100 (100), 1956 475
H-200M (100), 1957 500
I-200 (200), 1957 750
I-120 (120), 1957 675
I-100 (100), 1957 635
I-200M (200), 1958 635
J-200 (200), 1958 895
J-120 (120), 1958 845
J-100M (100), 1958 650
ROCK-OLA
1438 (120), 1954 \$280
1442 (50), 1955 320
1446 (120), 1955 330
1448 (120), 1955 425
1452 (50), 1956 395
1454 (120), 1957 475
1455D (200), 1957 495
1455S (200), 1957 475
1458 (120), 1958 600
1465 (200), 1958 645
SEEBURG
M100B (100), 1950 \$ 255
M100C (100), 1952 300
100W (100), 1953 390
HF100G (100), 1953 420
HF100R (100), 1954 490
V200 (200), 1955 375
100J (100), 1955 560
K200 (200), 1957 610
L100 (100), 1957 580
201 (200), 1958 850
161 (160), 1958 795
101 (100), 1958 650
222 (160), 1958 1,005
220 (100), 1958 925
WURLITZER
1250 (48), 1950 \$ 65
1400 (48), 1951 95
1500 (104), 1952 100
1500A (104), 1953 130
1600A (48), 1954 185
1700 (104), 1954 305
1800 (104), 1955 385
1900 (104), 1956 480
2000 (200), 1956 535
2100 (200), 1957 605
2150 (200), 1957 560
2250 (200), 1958 670
2240 (104), 1958 695
2200 (200), 1958 825
BOWLERS & SHUFFLES
BALLY
ABC Bowler 7/55 \$ 225
ABC Bowling Lanes 12/56 235
ABC Champion 9/57 475
ABC Super-Deluxe Bowler 9/57 315
ABC Tournament 6/57 395
All-Star Bowler 12/57 130
All-Star Deluxe 2/58 130
Bally Shuffle 1/59 50
Blue Ribbon 4/55 140
Champion Bowler 4/54 95
Club Bowler 2/59 510
Congress Bowler 7/55 225
Deluxe Club Bowler 3/59 510
Gold Medal 4/55 135
Jet Bowler 8/54 80
Jumbo Bowler 9/55 285
King-Pin Bowler 9/55 250
Lucky Alley 8/58 630
Lucky Shuffle 9/58 420

Magic Bowler 12/54 \$ 110
Mystic Bowler 12/54 110
Pan American 6/59 775
Rocket Bowler 8/54 90
Speed Bowler 11/58 410
Star Shuffle 9/58 395
Strike Bowler 11/57 290
Super Bowler 1/58 120
Trophy 4/58 545
Victory Bowler 4/54 80
CHICAGO COIN
All Star Team Bowler 11/55 \$ 155
Blinker 8/55 225
Bonus Score 5/55 210
Bowling Team 10/55 125
Bowling League 7/57 275
Bull's Eye Bowler 7/55 195
Championship 11/56 305
Criss Cross Target 1/55 50
Double Feature 12/58 425
Feature Bowler 7/54 70
Fireball Bowler 11/54 155
Flash Bowler 10/54 110
Holiday Bowler 9/54 135
Hollywood 4/55 155
Lucky Strike 1/58 425
Miami Shuffle 10/56 60
Monte Carlo 1/59 140
Player's Choice 9/58 675
Rebound Shuffle 11/58 80
Red Pin 3/59 510
Rocket Ball 2/59 175
Rocket Shuffle 2/58 180
Rocket Shuffle Two-Player 4/58 200
Score-A-Line 9/55 155
Shuffle Explorer 6/58 200
Skee Roll 1/57 130
Star Lite 5/54 75
Super Frame 3/54 80
Thunderbolt 12/54 160
Tournament Ski Bowl 12/56 125
Triple Strike 1/55 175
TV Bowling League 11/57 325
Twin Bowler 10/58 700
The Twin Bowler listed above represents price of the first production run. The game has been revised and is currently in production. The above price does not reflect the price of the new model. It reflects only the price of the original model. The late model incorporates several substantial improvements.
UNITED
Ace Shuffle Alley 5/54 \$ 75
Advance 6/59 725
Atlas Shuffle Alley 9/58 400
Banner 8/54 75
Bonus Bowling Alley 3/58 485
Bowling Alley 11/58 260
Build-Up 5/56 135
Capitol Shuffle Alley 6/55 185
Clipper 4/55 180
Comet Shuffle Targette 10/54 125
Cyclone 10/58 475
Deluxe Bowling Alley 7/57 260
Deluxe Flash 6/59 595
Deluxe Mercury 11/54 100
Deluxe Shooting Star 8/58 160
Dual Shuffle 1/59 425
Duplex 11/58 660
Eagle Shuffle Alley 5/58 385
Flash 6/59 535
Hi-Score 6/57 260
Jumbo Bowling Alley 8/57 435
Jupiter Shuffle Alley 9/58 245
League Shuffle Alley 2/54 75
Lightning 2/55 180
Midget Bowling Alley 3/58 150
Niagara 11/58 400

Playtime 6/58 \$ 635
Pixie Bowler 7/58 230
Rainbow Shuffle Alley 5/54 90
Regulation 11/55 235
Royal Bowling Alley 12/57 335
Select Play 6/58 125
Shooting Star 4/58 165
Shuffle Targette 8/54 100
Simplex 4/59 710
Six-Star 11/57 335
Super Bonus 9/55 150
Team Shullley Alley 2/54 75
Top Notch 11/55 175
Venus 4/55 125
Zenith 5/59 535
PINBALLS
BALLY
Ballerina 6/59 \$ 625
Balls-A-Poppin' 10/56 70
Bally U. S. A. 7/58 205
Beach Beauty 11/55 75
Beach Time 9/58 300
Big Show 9/56 110
Big-Time 12/54 55
Broadway 12/55 75
Carnival 10/57 130
Carnival-Queen 11/58 375
Circus 8/57 85
Crosswords 1/56 170
Cypress Gardens 5/58 255
Double Header 8/56 105
Gay Time 6/55 45
Gayety 4/55 35
Hi-Fi 6/54 35
Ice Frolics 1/54 35
Key West 12/56 140
Miami Beach 9/55 65
Miss America 1/58 195
Night Club 3/56 80
Parade 6/56 85
Sea Island 2/59 510
Show-Time 4/57 155
Sun Valley 7/57 215
Surf-Club 4/54 30
Variety 9/54 40
GOTTLIEB
Ace High 2/57 \$ 120
Add-A-Line 7/55 90
2 Atlas 5/59 355
Auto Race 9/56 100
2 Brite Star 4/58 265
4 Contest 10/58 350
2 Continental Cafe 7/57 150
Criss Cross 3/58 180
Daisy Mae 7/54 65
Derby Day 5/56 85
Diamond Lil 12/54 75
2 Double Action 1/59 315
Dragonette 6/54 65
2 Duette 3/55 100
Easy Aces 12/55 75
2 Fair Lady 11/56 150
4 Falstaff 11/57 285
3 Flag-Ship 1/57 175
4-Belles 10/54 50
Frontiersman 11/55 80
2 Gladiator 1/56 120
Gold Star 8/54 50
2 Gondolier 8/58 295
Green Pastures 1/54 50
Gypsy Queen 2/55 75
Harbor Lites 3/56 80
Hawaiian Beauty 5/54 50
Hi Diver 4/59 240
Jockey Club 4/54 50
4 Jubilee 5/55 175
Lady Luck 9/54 50
Lovely Lucy 2/54 50
4 Majestic 4/57 275
2 Marathon 11/55 125
Mystic Marvel 3/54 85
2 Picnic 6/58 275
Queen of Diamonds 6/59 280
2 Race Time 3/59 325
Rainbow 12/56 115
4 Register 10/58 145
Rocket Ship 5/58 195
Roto Pool 7/58 205
Royal Flush 3/57 135
2 Sea Belles 9/56 125
Silver 10/57 175
Sittin' Pretty 11/58 230
Sluggin' Champ 4/55 70
Southern Belle 6/55 70

Straight Fluah 12/57 \$ 190
Straight Shooter 2/59 235
Sunshine 9/58 225
4 Score-Board 4/56 100
Stagecoach 11/54 65
2 Super Circus 9/57 240
4 Super Jumbo 10/54 170
2 Toreador 6/56 125
Twin Bill 1/55 65
2 Whirlwind 2/58 255
Wishing Well 9/55 90
World Champ 8/57 125
UNITED
Brazil 9/56 \$ 85
Caravan 1/56 80
Havana 1/54 25
Hawaii 6/54 25
Manhattan 3/55 40
Mexico 4/54 25
Monaco 7/56 125
Nevada 8/54 25
Playtime 6/57 135
Pixies 9/55 60
Singapore 10/54 25
South Seas 5/56 80
Stardust 4/56 75
Starlet 11/55 55
Triple Play 6/55 25
Tropicana 1/55 25
WILLIAMS
Arrow Head 7/57 \$ 95
Big Ben 9/54 50
Casino 8/58 185
2 Circus Wagon 10/55 90
Colors 11/54 250
Crossword 5/59 115
Cue Ball 4/57 115
Daily Derby 8/54 115
4-Star 7/58 160
Dealer 21 4/54 45
4 Fun House 10/56 85
4 Gay Paree 6/57 130
Gusher 9/58 165
Hi-Hand 6/57 130
Jig Saw 12/57 130
Hot Diggity 8/56 90
Kings 8/57 115
Lucky-Q 2/54 50
Lulu 12/54 50
2 Naples 9/57 130
9-Sisters 2/54 45
Perky 11/56 75
Peter Pan 4/55 60
2 Piccadilly 5/56 95
4 Race-the-Clock 4/55 80
Regatta 10/55 80
Reno 10/54 120
Satellite 6/58 160
Screamo 7/54 50
2 Shamrock 1/57 130
Skyway 9/54 50
Smoke Signal 9/55 65
Soccer Kick-Off 3/58 140
Starfire 3/57 150
Star Pool 10/54 50
Steeple Chase 11/57 160
Super Score 9/56 85
4 Surf Rider 7/56 115
3-D 11/58 200
Three Deuces 8/55 80
Tic-Tac-Toe 1/59 235
Tim-Buc-Tu 1/56 60
Thunderbird 5/54 50
Top Hat 2/58 195
Turf Champ 8/58 185
Wonderland 5/55 60

Big League (Wms.) 10/54 \$ 90
Big League Baseball (CC) 5/55 120
Big Top (Gen) 11/54 200
Bike Race (Mun) 5/58 490
Bing-O-Reno (Sci) 3/55 350
Bull's Eye (Bally) 3/55 195
Burp Gun (Dale) 5/57 320
Carnival Gun (Un) 10/54 135
Champion Baseball (Gen) 7/55 105
Circus Rifle Gallery (Gen) 3/57 235
Coon Hunt (Seeb) 2/54 120
Crane (Wms) 3/56 90
Criss Cross Hockey (CC) 9/58 235
Cross Country (Keen) 1/56 75
Crossfire (Wms) 3/57 250
Dale Pom-Pom (Dale) 4/59 450
Davy Crockett (Gen) 10/56 175
Deco Grandma (Deco) 8/54 210
Deluxe 4-Bagger (Wms) 3/56 195
Deluxe Crusader (Wms) 5/59 445
Deluxe Ranger (Keen) 3/55 155
Deluxe Skill Parade (Bally) 1/59 190
Deluxe Vanguard (Wms) 10/58 375
Derby Roll (Un) 5/55 100
Deuces Wild (Kaye) 10/58 135
Drivemobile (Muto) 6/54 290
Dodge City (Fran) 12/58 105
5th Inning (Un) 6/55 105
Golf Champ (Bally) 8/58 145
Grandma Fortune (Gen) 5/56 140
Gun Club (Gen) 1/58 350
Heavy Hitter (Bally) 3/59 400
Hercules (Wms) 3/59 405
Hindu Fortune Teller (Mun) 11/54 595
Hi-Fly (Gen) 4/56 95
Horoscope Fortune Teller (Gen) 9/57 235
Hydro Duck (B&W) 10/54 125
Jet Fighter (Wms) 10/54 105
Jolly Joker (Wms) 10/55 70
Jr. Auto-Test (Cap) 12/56 195
Jungle Gun (Un) 7/54 95
Jungle Hunt (Exhib) 7/54 180
Kaye Hockey (Kaye) 58 140
Kiss-O-Meter (Exhib) 12/56 80
King of Swat (Wms) 5/55 130
League Leader (Keen) 4/58 150
Lucky Horoscope (Mar) 12/56 45
Major League (Wms) 4/54 85
Match Pool (Gen) 2/54 55
Model 500 Shooting Gallery (Exhib) 3/55 125
Monkey Climb (IEC) 3/55 285
Motorama (Gen) 10/57 210
1957 Baseball (Wms) 4/57 255
Pan-O-Rama 800 (Cap) 12/56 260
Peep Barrels (Exhib) 12/56 60
Peppy the Clown (Wms) 12/56 190
Photomatic (Muto) 2/54 245

Pinch-Hitter (Wms) 3/59 \$ 395
Pirate Gun (Un) 10/56 225
Polar Hunt (Wms) 4/55 185
Quarterback (Gen) 9/55 85
Ranger (Keen) 3/55 130
Red Ball (Mid) 5/59 400
Rifle Gallery (Gen) 6/54 125
Rock n Roll (Muto) 5/56 40
St. Christopher (Muto) 12/56 205
Safari (Wms) 1/55 175
Satellite Tracker (B.L.) 12/58 450
Scramball (Keen) 8/58 30
Shooting Gallery (Exhib) 5/54 80
Shorstop (Wms) 4/58 305
Sidewalk Engineer (Wms) 4/55 90
Sky Raider (Un) 10/58 290
Sky Rocket (Gen) 5/55 145
Softball League (Exhib) 12/57 395
Space Age (Gen) 3/58 240
Special Deluxe Baseball (Wms) 1/54 75
Spook Gun (Bally) 9/58 260
Space Gunner (Bally) 5/58 315
Sportland Shooting Gallery (Exhib) 11/54 90
Sportsman (Keen) 11/54 105
Squotts Water Polo (Aqua) 5/57 375
Star Slugger (Un) 4/56 125
State Fair (Gen) 7/56 200
Steam Shovel (CC) 5/56 95
Super Big Top (Gen) 12/55 235
Super Home Run (CC) 3/54 75
Super Pennant Baseball (Wms) 1/54 95
Super Slugger (Un) 7/55 110
Super Star Baseball (Wms) 1/54 75
Swami (Muto) 4/55 595
Target-Roll (Bally) 1/58 115
Test Pilot (Cap) 12/57 470
10 Commandments (Muto) 12/57 210
3-D Kiddie Theater (Rite) 3/54 140
3-D Theater (Rite) 3/54 170
3-D Pix (Cap) 2/54 160
Treasure Cove (Exhib) 7/55 160
Twin Hockey (CC) 5/56 175
Two-Player Basketball (Gen) 3/54 130
United Deluxe Baseball (Un) 2/59 360
Vacuumatic Card Vendor (Exhib) 5/54 130
Voice-O-Graph (Muto) 2/57 905
Voice-O-Graph (Muto) 11/54 160
Wild West (Gen) 2/55 180
Yankee Baseball (Un) 2/59 335

Meteor Hot Rod (Meteor) \$ 190
1/4 Midget Racer (Paydun) 300
Stutz Bearcat (Bert Lane) 275
BOATS
Bally Boat (Bally) \$ 250
Meteor P.T. Boat (Meteor) 150
Miss America (Bert Lane) 250
Scientific Boat (Scientific) 150
Sea Skate (Exhib) 250
Speed Queen (Bally) 300
Tug Boat (King-Pin) 175
LOCOMOTIVES
Choo Choo (Bert Lane) \$ 250
King Choo Choo (King) 225
Old Smokey Train (Retail or (Marvel) 250
Toonerville Trolley (Bally) 325
MERRY-GO-ROUNDS
Bert Lane MGR (Bert Lane) \$ 275
Capitol MGR (Cap) 235
Centerpost MGR (Lee) 275
Deco MGR (Deco) 250
Lee MGR (Lee) 275
Texas MGR (Texas Kiddie Rides) 235
PONIES
Big Beauty (Lee) \$325
Big Bronco Pony (Exhib) 350
Bright Eyes (Cap) 300
Champion Pony (Bally) 375
Deco Medium Pony (Deco) 275
King Pony (King) 275
Lancer (Bert Lane) 325
Palomino (Lee) 225
Pinto Pony (Bert Lane or Deco) 225
Pony Boy (Carousel) 200
Pony Express (Exhib) 150
Rainbow-Crusader (Memphis Metal) 325
Range Rider (Range Rider) 275
Rawhide (Exhib) 275
Royal (Royal) 300
Thunderbolt (Thunderbolt) 300
Twin Pony (Deco) 250
SPACE SHIPS
Atomic Jet (Conat) \$ 150
Junior Jet (Exhib) 110
Meteor Rocket (Meteor) 150
Rocket (Nylco) 200
Space Patrol (Exhib) 150
Space Ranger (Deco) 250
Space Ship (Bally) 200
Super Jet (Chi Coin) 215
VARIETY
B & R Dog (B & R) \$ 125
Bull Ride (Lee) 150
Dopey Duck (Lee) 160
Elsie the Cow (Cap) 190
Fire Engine or Puffer Wagon (Bert Lane) 375
Fire Fighter (Bert Lane) 350
Flying Saucer (Conat) 150
Mother Goose (Meteor) 125
Motorcycle (Bally) 350
Pete the Rabbit (Exhib) 125
Reindeer (Exhib) 185
See Saw (Lane Marvey) 125
Twin Rabbit (Exhib) 150
Twin Zoo (Bert Lane) 200
Western Express (Bally) 475
Wells Fargo (All Tech) 450

ARCADE & NOVELTIES

KIDDIE RIDES

Active rides of all years are included in the following listing.
AUTOS
Austin Racer (Cap) \$ 175
Capitol Auto (Cap) 175
Hot Rod (Bally) 375
King Car (King) 150

Canteen Bids for Domination Of W. Germany Coin Market

By OMER ANDERSON
 FRANKFURT, Germany—The Automatic Canteen Company of America has started expansion of the Tonomat Company at Neu-Isenburg, a suburb of Frankfurt. Production capacity of Tonomat is to be tripled, with the aim of making Tonomat headquarters for Common Market production of Automatic Canteen Company products. Canteen's purchase of Tonomat will give the American coin machine giant the largest U. S. production set-up in the Common Market. Moreover, in acquiring Tonomat, Canteen gets a leading West German juke box producer. Tonomat's new Panoramic 200

stereo juke box is one of Europe's briskest sellers, and the firm is now shipping juke boxes to the Arthur Ditchburn Organization of England on a 1,000-machine order. It is understood, however, that production expansion planned for Tonomat will place the concern into general coin machine production of its parent's products. Canteen owns the Rowe Manufacturing Company, one of the two largest U. S. manufacturers of vending machines, and AMI, Inc., a major maker of automatic phonographs.

Full Line
 The full line of Rowe vending machines and AMI juke boxes will be produced at the Tonomat plant

for sale in the Common Market. This is by far the largest American production program to be transplanted to Europe by any U. S. manufacturers.

The Tonomat operation will give Canteen a huge advantage over most of its competition. This advantage will probably remain substantial even after realization of an Atlantic economic community, bringing the U. S. and Canada into a gigantic Atlantic trading area fusing the European Economic Community (Common Market) and the European Free Trade Association (free trade area).

For one thing, Canteen will be able, with the Tonomat acquisition, to take full advantage of the cheap but high-skilled German labor, the main factor in the German coin machine industry's conquest of the U. S. industry's export markets.

Largest in Germany

Not only will the Tonomat-based production put Canteen on an equal competitive footing with its German competition, it will automatically make Canteen one of the largest, if not the largest, coin machine production concern in West Germany.

Finally, there is the prospect that Canteen may produce certain equipment, at least components if not fully assembled units, for its U. S. production program. This would be done to take advantage of the lower German wage scales and generally lower operating costs.

Such a procedure would not be novel; it is being done by many U. S. concerns with foreign subsidiaries. It has been notably true in the shipment of Olivetti typewriter components from Italy to the U. S. for assembly at Underwood.

Operation

Aside from production, there is great interest—and considerable apprehension—among European coin machine manufacturers concerning the prospective introduction by Canteen of its U. S. operating procedure to Europe.

Canteen is the largest American operating firm, and in West Germany it will find an operating procedure similar to that in the U. S. where there is a strong operator organization, the Central Organization of Coin Machine Operators (ZOA).

In Germany, as in the United States, the usual procedure is the sale of equipment by the manufacturer to distributors who then sell to operators. Strong pressure is exerted by ZOA on the manufacturers to forego sales to the location, and in fact such sales are negligible.

Parallel Trend

The trend in West Germany, indeed, tends to parallel that in the U. S. It is said in this country that the coin machine development here has followed almost precisely that in the U. S. and that this will be even more markedly the case in the future, as the German coin machine industry comes of age.

The German trend is now very much toward the amalgamation of operator interests. There are around 3,000 operators grouped under ZOA and an additional 1,500 independents outside ZOA, the independents averaging fewer than a dozen machines per operator.

ZOA is striving to put all operators into its organization and to reduce the total number of operators. The majority attitude within the industry is that fewer operators would provide a stronger economic base for the general expansion of the coin-equipment industry in this country.

The German industry understands this to be the Canteen thesis as well, and there is widespread

License Spurt On Chi-Based Jukes, Games

CHICAGO—An unusual pick-up in juke box and amusement game licensing has occurred here, with total juke and game license sales reaching close to the 1959 year-end total with only two months of the 1960 year off the calendar.

Total juke-game licenses for the new year already stand at 14,372, compared to the 12-month total of 15,654 of 1959.

The 1960 figures break down to 8,599 juke boxes, 5,773 games. This compares to 9,013 jukes and 6,641 games for the full 1959 year.

Indications are that the total will surge still higher in the next few months, and is almost sure to surpass the 1959 figures.

Due to Crackdown

Operator opinion here is that the jump in licensing is due primarily to a series of crackdowns on unlicensed and/or non-stickered machines on locations. Some operators, who had already purchased licenses were still put on the carpet for not having stickers on machines. Ops agreed that it was relatively early in the year to have all the stickers posted.

Since new game sales here have not been as high as in other periods ops discounted the idea that the boost in license-buying might have something to do with more new games on locations. Used game sales, however, were reported picking up by distributors.

Both juke box and game operators have discussed the possibilities of convincing the city fathers that a pro rata licensing system would be advantageous to both operators and the city. Currently, and traditionally, city licenses have had to be purchased on a non-transferable, annual basis, irrespective of whether an operator might replace one machine with another after a brief stay on location.

Since the game business, in particular, is based on novelty appeal to a large measure, this 12-month license system penalizes the game men even more than the juke box operators.

An operator may put out a new game in January or February, pay for its license, then find that novelty appeal has worn off and he must replace the machine in March with another. He then, according to law, must purchase a brand new license for the replacement machine and gets no credit for the old license, even tho the original machine may be traded in or sold.

Lyn Durant, Kraehmer On Europe Sales

CHICAGO—Lyn Durant, president of the United Manufacturing Company and United Music Corporation, and Roy Kraehmer, executive vice-president, are on a sales tour of the European countries. Included in the trip are England, Belgium, Germany and France. The two United executives plan to increase sales for United's juke box and amusement game lines.

speculation in West Germany that the appearance of Canteen in the German market heralds the consolidation of small operators into a few large companies.

Whatever the speculation, the fact is that one of the biggest U. S. coin machine firms is now solidly entrenched here.

New Williams Five-Ball Combines Race, Scoring



NAGS

CHICAGO—The Williams Manufacturing Company last week began shipping to distributors a new concept in a five-ball game which incorporates high scoring and horse racing.

Feature of the game, called "Nags," is a six-jet bumper turntable which constantly revolves, even when the game is not in play. The player gets a horse which is

advanced according to the action of the balls. If his horse crosses the finish line first, he wins. The player also has the option of changing horses while the game is in progress. Idea of the game, of course, is to bring in the designated horse.

If the player can bring in his horse with one ball, he gets 10 free plays; a two-ball finish nets him five free plays, while a three-ball finish brings him in two free plays. If it takes four or five balls, the player gets one free play.

In addition, free plays are awarded for total score, which is tabulated on the scoreboard while the horse race is on.

Principle behind the six-bumper turntable is that the player must time the ball to hit the bumper which advances his horse. Horses are also advanced by bottom rollers.

Coin Entry

The game is available in single or twin coin chutes. The new coin entry is on the side of the front panel rather than on the top. Sam Lewis, Williams sales manager, explained that placement on the side makes the coin acceptor more difficult to jam with foreign substances. Dimensions of the game are 24 inches wide by 56 inches long.

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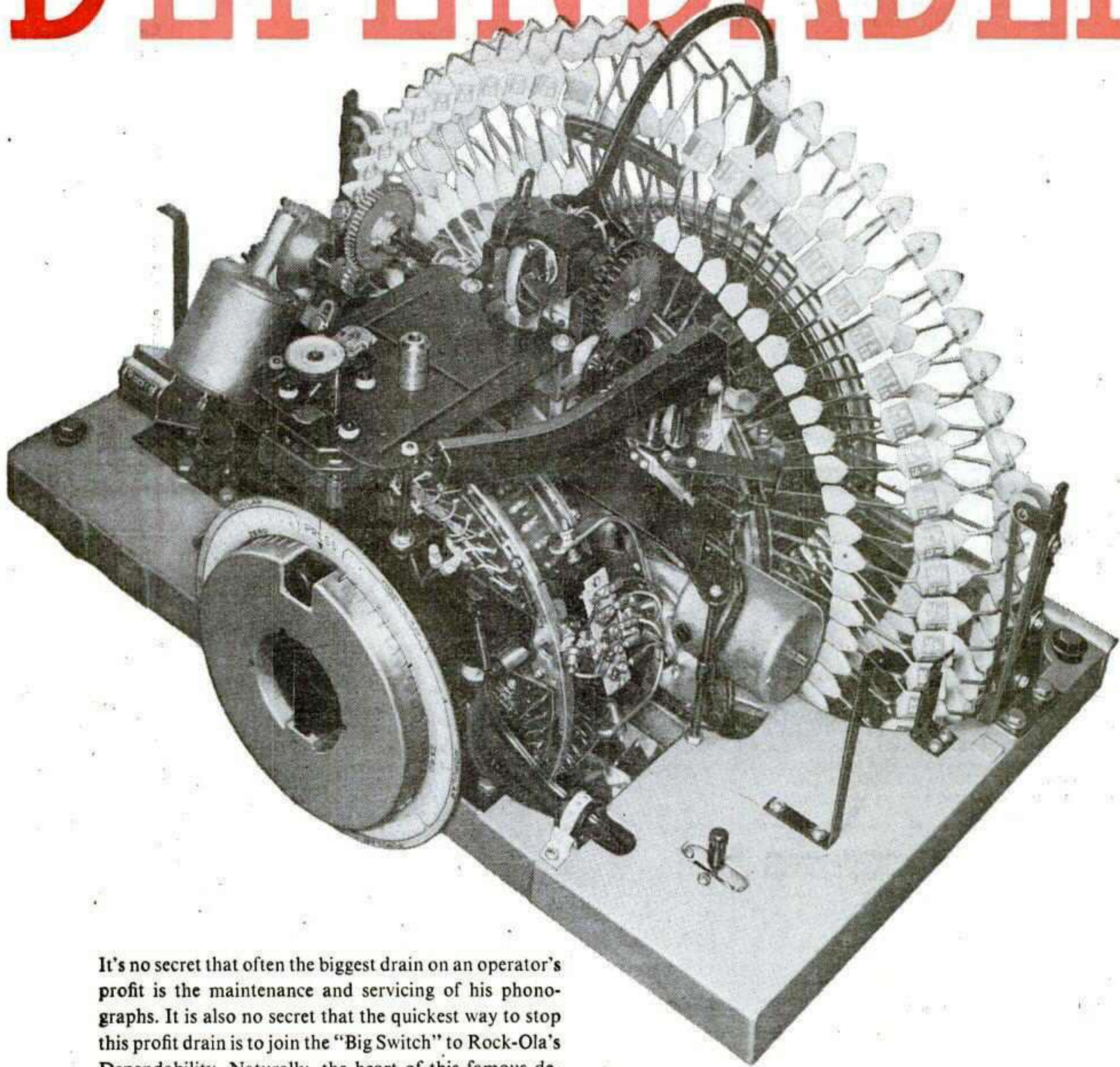
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It's no secret that often the biggest drain on an operator's profit is the maintenance and servicing of his phonographs. It is also no secret that the quickest way to stop this profit drain is to join the "Big Switch" to Rock-Ola's Dependability. Naturally, the heart of this famous dependability is the often imitated but never equalled Rock-Ola Revolving Record Magazine. Twenty-Five years of "on location" testing and engineering advances have made this mechanism the most profitable and trustworthy in use today.

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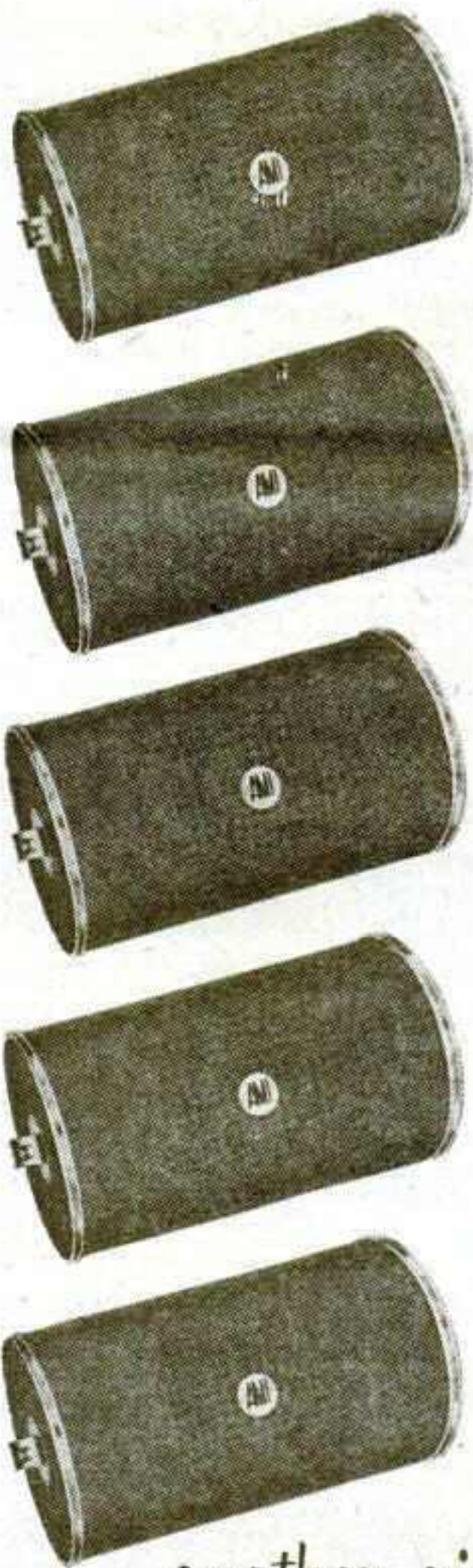
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* REPORTED BY A SUCCESSFUL OPERATOR IN THE FEBRUARY 20TH ISSUE OF "CASH BOX."

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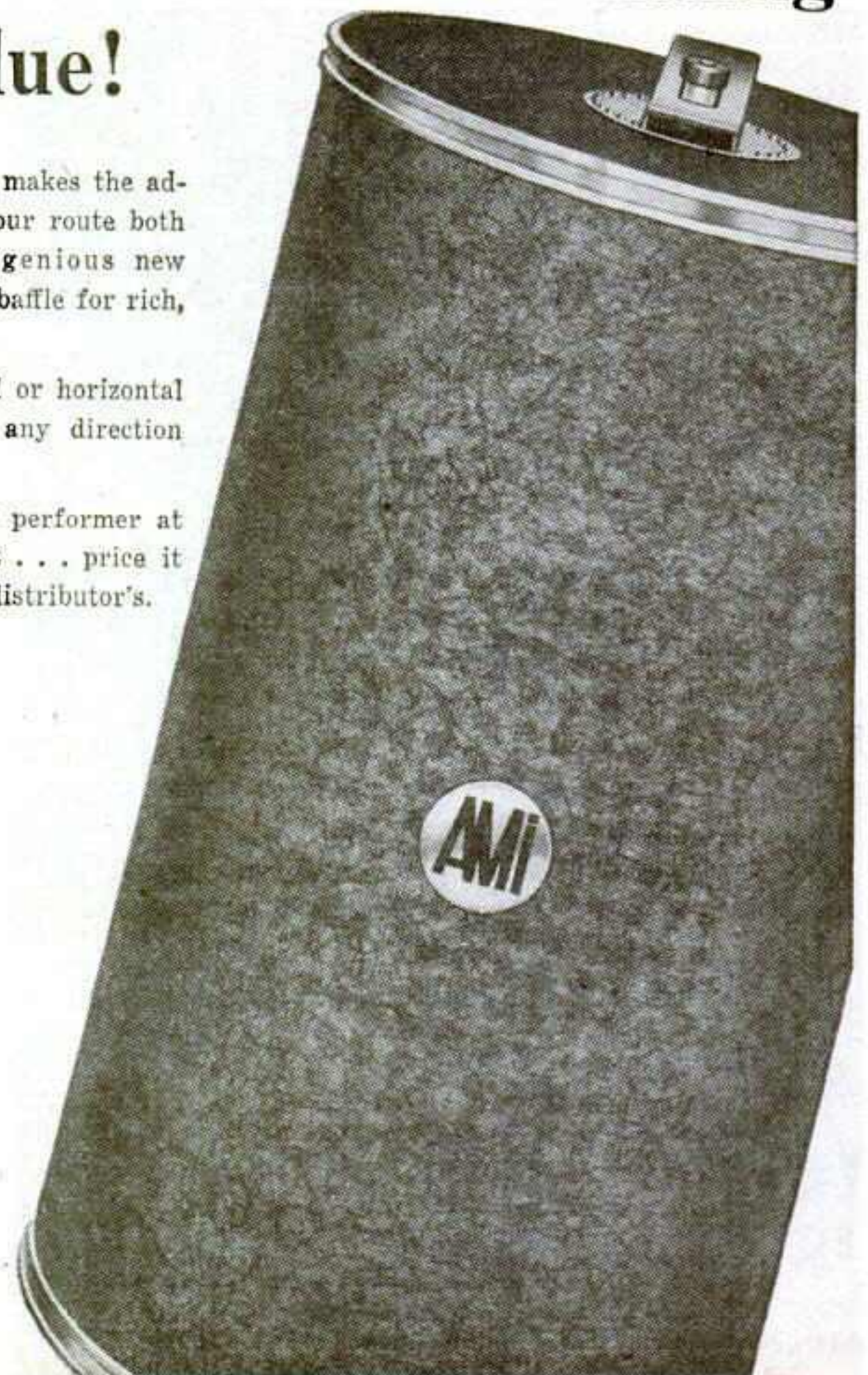
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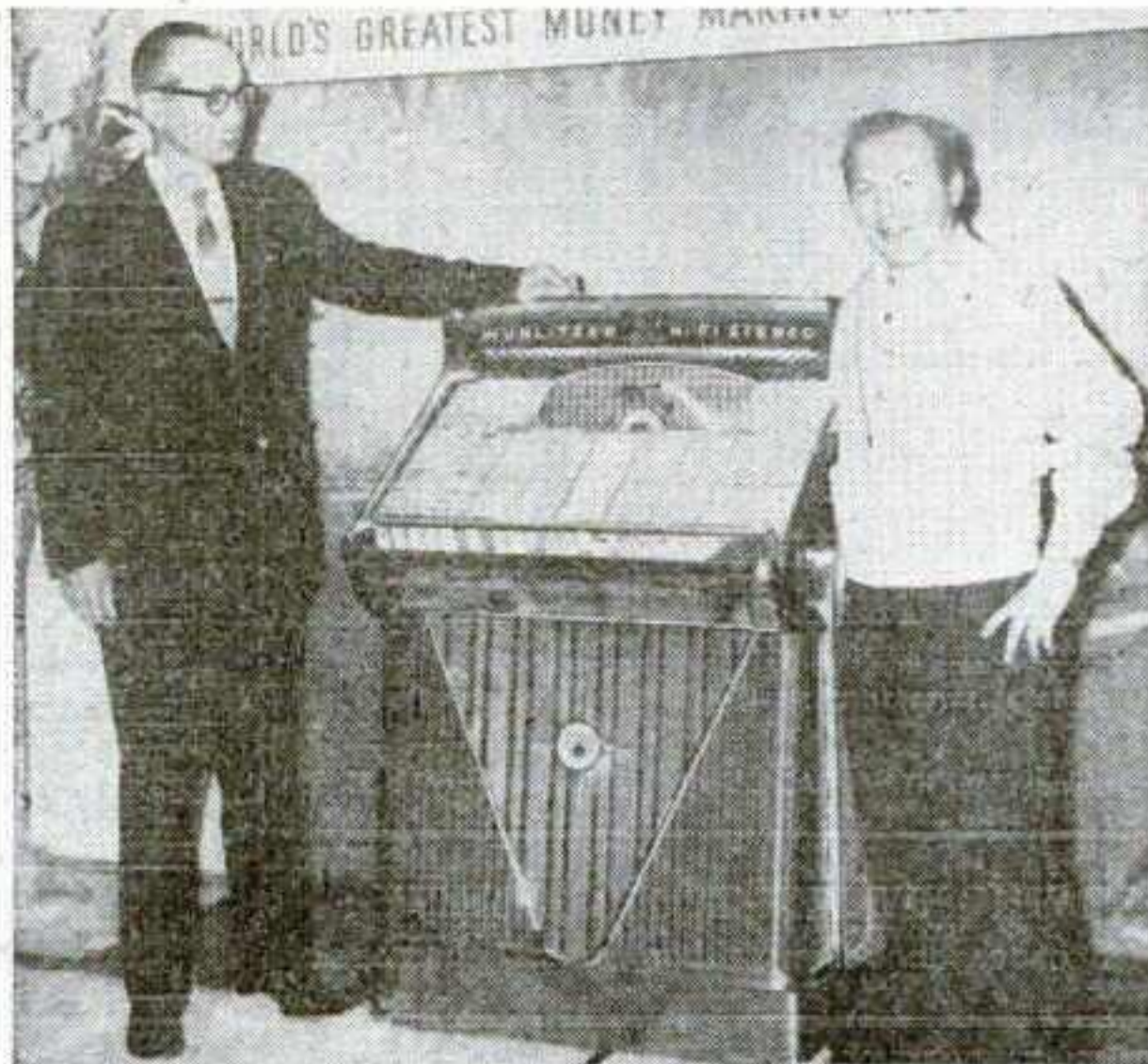
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**NEXT ISSUE
MARCH 14**

**"BUY-MART"
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A GOOD PLACE TO BUY MERCHANDISE



WURLITZER'S NEW WEST COAST sales branch in Los Angeles opened its doors recently with Sales Manager Bob Bear welcoming Al Henlin, one of the first operators to arrive on the scene. Bear was joined by Gary Sinclair, West Coast district sales manager; Walt Peteer, field service manager; Ray Barry, manager of the branch, and Leonard Hicks, in charge of the service and parts department.

**Expect Top Turnout
For Neb. Ops' Meet**

OMAHA — Advance registration for the Nebraska music operators' seven-State meet to be held here Saturday and Sunday (12-13) has already passed 100 and the number is expected to be doubled by convention time.

Operators from Nebraska, Colorado, Kansas, Iowa, South Dakota, and Missouri have sent in reservations to the Sheraton Fontenelle Hotel, convention headquarters.

Some 15 exhibitors occupying 20 booths are scheduled to show equipment. There is also a possibility of a few last minute additions.

Program

Besides the exhibits, an ambitious program of forum discussions, workshops, business meetings and social program with several guest speakers is planned.

George Miller, Music Operators of America president, is flying in for the meet and will be the feature speaker along with Omaha City Councilman Warren Swigart, Music Guild of Nebraska President, Howard Ellis, and MGN past president, Jerry Witt. All three will speak at the general meeting, Sunday afternoon.

The forums are under the direction of Ted Nichols and include discussions on stereo programming, dime play, number of selections, location contracts, diversification, taxes, percentages, and public relations. The forums will start Saturday noon, with registration in the morning.

Meeting Rooms

There will also be meeting rooms available for individual State associations that wish to meet while in Omaha with several expected to hold gatherings.

The Nebraska operator group's popular Cornhusker Investment Club will meet Sunday morning. All convention-goers are invited to attend.

As usual, the Nebraska conclave will feature an ambitious social program. Fischer Manufacturing Company is importing Don Tozer, Midwest three-cushion and pocket billiard champion, who will put on exhibitions in the Fischer booth. Tozer is known for having won three-cushion games from Harold Worst and Willie Hoppe and played 21 weeks in St. Louis on a television show called "Beat the Champ."

Floor Show

Joe Martin of Omaha Radio Station WOW will emcee the floor-show which follows the group's traditional banquet Sunday night. A dinner-dance will also be held Saturday evening.

Scheduled to exhibit are: Lieberman One Stop, Rock-Ola, D. Gottlieb, Fischer, Williams, National Vendors, Bally, Davidson One Stop, Mountain Distributing, American Shuffleboard, DuGrenier, Wurlitzer, Auto-Bell, Midway Manufacturing Company, and Seeburg.

The convention committee includes: Howard Ellis, chairman; Ted Nichols, forums; Jerry Witt, public relations; Dick Taylor, registration; Harry Abramson, exhibits; Ralph Reeves, door prizes; Ed Zorinsky and Joe Martin, entertainment.

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**D. J. Donohue to Head
Seeburg's L. A. Distrib**

LOS ANGELES — The Seeburg Corporation has purchased the assets of the Minthorne Music Company here. Minthorne had been Seeburg distributor for the area. The Seeburg Distributing Company will handle sales and distribution of Seeburg phonographs, vending equipment and background music in Southern California and the Las Vegas area.

D. J. Donohue, for 20 years Seeburg's West Coast division manager, will be in charge of the distributorship, which will occupy premises at 2920 West Pico Boulevard, Los Angeles.

The staff will include Dean R. McMurdie, general sales manager; Ralph Cragan, sales manager, phonograph division; George Mahlum, San Diego sales representative; Robert Alexander, service department manager; Sherman A. Arps, parts department manager, and William M. Luther, comptroller.

Wayne Davis and Mathew Nordberg will continue as sales representatives. Sales managers

for the vending and background music divisions will be announced.

Jean J. Minthorne, who had been the franchised Seeburg distributor in Los Angeles, continues as a Seeburg distributor for Arizona, with offices in Phoenix.

**Hamburg AMI
Importer Moves**

HAMBURG, Germany — Rehbock Automaten of Hamburg, the AMI importer for West Germany, has moved into new headquarters at Alter Reichweg 19.

Paul Hunger, the AMI general representative for Europe, was one of the guests of honor at the housewarming held by Helmut Neuberger, the Rehbock proprietor.

Rehbock's new headquarters combines all of the firm's operations under a single roof—administration, show rooms, storage rooms and workshop.

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C.C. Pistol 75	Lehigh, 8 Col. 85	King of Swat 135
Ex. Silver Bullet 125	Lehigh, 10 Col. 110	Un. Del. Baseball ... 350
Ex. Jungle Hunt 275	Lehigh, 12 Col. 135	Un. Yankee Baseball ... 325
Ex. Six Shooter 95	Keeney, 9 Col. Elec. .. 95	Pinchhitter 425
Hercules Gun 475	Eastern, 22 Col. Elec. .. 175	Keeney League Leader. 155
Jungle Joe 125	Continental, 20 Col. .. 195	C.C. Home Run 95
Ex. Space Invader 125	U-Select-It, 72 Pack ... 65	Un. Slugger 165
Star Shooting Gallery .. 125	Smokeshop, New Write	Pritchett & Batem ... 135
		Gen. High Fly 135
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**Youth Sentenced for
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HARTFORD, Conn.—Hartford Police Court judge has sentenced a 19-year-old youth to the Cheshire Reformatory for an indefinite term and suspended execution of a similar justice for his 18-year-old accomplice after the two were arrested in connection with a break at the Washington Recreation Center, a local Arcade.

WATCH BANNER



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East

PHILADELPHIA SCENE

Joe Silverman, who was just named to his 21st term as business manager of the Amusement Machine Operators' Association of Philadelphia, is resting at home following an operation. He entered Albert Einstein Medical Center (Northern Division) on February 8 and stayed until the 23d. His secretary, Joan Nelson, reports that everything is just fine now with Joe, who is considered one of the top association managers in the business. To show how much Silverman means to the association, it canceled its regular meeting on February 23 because he couldn't make it. *George Metzger*

Midwest

CHICAGO CHAT

Leonard Zeidman, Empire Coin Machine's shop foreman, rated as a top mechanic, is also drawing raves for his noon-hour cooking. Empire makes lunch time a regular family affair these days, with Leonard filling the bill as chef for staff and visitors.

Clarence Schuyler, Games, Inc., prexy, off on one of his adventure-filled vacation trips. This time he's skeet shooting in Puerto Rico. Last year, as we remember, Clarence chose Alaska bear hunting for a breather.

Les Reick, Rock-Ola executive, is in Denver on a business trip. . . . Al Theolke, service engineer for the United Manufacturing Company, will conduct a service school at the Central Coin Machine Exchange, Columbus, O. . . . Ed Ruber, the Wico Corporation, leaves soon for a two-week Western trip and plans to take in the annual convention of the Nebraska Music Operators.

MILWAUKEE MENTIONS

Two newcomers have been added to the Hilltop Coin Machine Company roster, Duane Methfessel, routeman, and Gilbert Hazely, who is to handle shop maintenance and repair. Methfessel recently came out of the Army. According to Hilltop Coin boss Doug Opitz, an office girl is no longer employed by the firm. "We've got an all-male staff now," he says.

More Hilltop Coin news: Routeman Walter Assman is back on the job following a brief illness, but his place on the sick list was taken over by veteran Arnie Cutter. . . . Harry Jacobs Jr., United, Inc., is on the Milwaukee Music Industry's Second Annual Golf Outing Committee. It will be held July 19 at North Nills Country Club. John Plimpton, Bay Music, is chairman.

Gene Heier, former chairman for one-stopper Radio Doctors, is now working for Isle of Music, record rack merchandisers. . . . The Milwaukee Coin Machine Operators' Association drive for new members is gaining momentum. "We hope to have a few new members signed up by our March 14 meeting at the Ambassador Hotel," says President Sam Hastings, Hastings Distributing Company.

Stop-ins at the Wells Street Radio Doctors for juke box wax last week, reports Stu Glassman, were Elmer Schmitz, Hilbert; Jack Zimmerman, Watertown; Robert Lax, Green Bay; Niles Gluth, Oshkosh, and Bob Jenner, Waupaca. . . . According to Harry Scheffler, National Tobacco Company's fifth annual bowling party, February 20, was a big success. More than 60 wagon jobbers, venders and suppliers attended. *Benn Ollman*

South

WEST VIRGINIA NOTES

President Jim Stevens, of the West Virginia Music Operators, announced that the next WVMO board meeting will be held Friday (11) at the Stonewall Jackson Hotel, Clarksburg. . . . The association was active in defeating a proposed \$25 annual State tax on pinball games. Special credit goes to Delegate Hobart Booth, who is also an active WVMO member. . . . West Virginia operators plan to make a strong showing at the annual Music Operators of America convention in Chicago May 9-11.

TAMPA TOPICS

The good seasonal business this area expects and usually gets is evident everywhere. The broad smiles worn by operators mean "business is good." . . . Pete Gargano, Palm City Music Company, Fort Myers, visiting Tampa for a look-see at what's new at Bush International and to try his luck with the ponies at Sunshine Park. Pete evidently liked what he saw at both places because he left for home grinning broadly. . . . Mr. and Mrs. Emmett Pethe, Suncoast Music Company, St. Petersburg, in town for records and supplies. Emmett says he has no complaints.

Jim Tolisano, Modern Music Company, St. Petersburg, checking into town to look over some new equipment for his rapidly expanding diversified route. Jim only regrets that he didn't start diversification sooner. . . . Ware Daniels, Ideal Music Company, Tampa, telling a very funny experience he had in the local traffic court when one of his routemen was given a citation for a traffic violation. When

better and funnier stories are told, Ware will tell them. . . . All of the distributors' representatives in town last week vying for business, with the local operators enjoying it greatly. As one op remarked, "Competition is wonderful, just so long as it's among the distributors."

Good luck to Joe Fernandez, new operational manager for Automatic Merchandising. This firm, while primarily a vending *(Continued on page 74)*

SPECIALS OF THE WEEK!!

- AUTO BELL CIRCUS SIDE SHOW, NEW \$395.00
- AUTO BELL CIRCUS PLAY BALL 215.00
- KEENEY DELUXE BIG TENT 245.00
- GAMES, INC., WILDCAT 395.00

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Bally Skill Rolls, like new, \$49.50.

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Coin Firms Exhibit at Wis. Restaurant Show



ERV HOETH, right, of United, Inc., the Milwaukee Wurlitzer distributor, mans a booth at the Wisconsin Restaurant Show. With him are, left to right, Donald Stowe and Val Andreas, Oshkosh, Wis., operators. Their firm, Wic-Coin, Inc., displayed a soda dispensing device at the show.

MILWAUKEE—The Wisconsin Restaurant Show, February 22-25, billed as the "world's largest," included several coin machine firms among its exhibitors. Over 11,000 persons involved in commercial and institutional food and drink serving registered. The event was held in the combined Milwaukee Auditorium and Arena.

For the third straight year United, Inc., Wurlitzer distributor for Wisconsin and Upper Michigan, displayed its wares at the show. In addition to showing juke boxes, the firm also plugged its Edolite Sine-Sonic tape repeater for background music.

According to Harry Jacobs Jr., United, Inc., president, the reaction

of the showgoers was "very gratifying." A number of leads for up-State locations were picked up at the show. These leads, according to Jacobs, are relayed to the operators in those territories using Wurlitzer equipment. Good results with the Sine-Sonic background tape repeater units were also scored.

Situated in the booth next to United, Inc., was Wis-Coin, Inc., Oshkosh, Wis., music-games firm which acts as State distributor for Bar-Master soda dispensing systems. Wis-Coin, Inc., is owned by veteran coinman Val Andreas and his partner, Donald Stowe. They both reported good reaction to their soda dispenser devices at the show.

Wire-Tap Hassle Causes Delay in O'Rourke Trial

MINEOLA, N. Y. — Defense attorneys for East Coast Teamster boss, John J. O'Rourke and 14 co-defendants on trial here for alleged extortion in the juke box industry, expect to carry their plea against the introduction of wire-tap evidence to the U. S. Supreme Court. The legal maneuvers are expected to cause further delays in the court action.

Last Monday (29) Federal Judge Leo F. Rayfiel refused to issue an injunction against the introduction of wire taps in the case. Defense attorneys then moved swiftly in lodging an appeal of this decision with the three-judge U. S. Court of Appeals in Manhattan. On Wednesday (2), the Appeals body unanimously rejected the appeal to block the use of wire taps. Following this development, defense attorneys said they would take the issue to the U. S. Supreme Court as soon as possible.

Meanwhile, assistant Nassau County district attorney said Thursday (3) that he did not expect to introduce the first wire-tap evidence for a few days. In the initial decision on wire taps, Judge Rayfiel implied that O'Rourke should have moved earlier on the wire tap motion when he noted that O'Rourke

and the other defendants had known before the trial began that wire taps had been used by the authorities in gathering evidence on the case.

In the limited amount of actual courtroom action this week, a witness, juke box operator, Richard Hohman of East Northport, N. Y., brought out the fact that even joining a Teamster local was not enough to stop "shakedown" picketing when an operator took over a competitor's location.

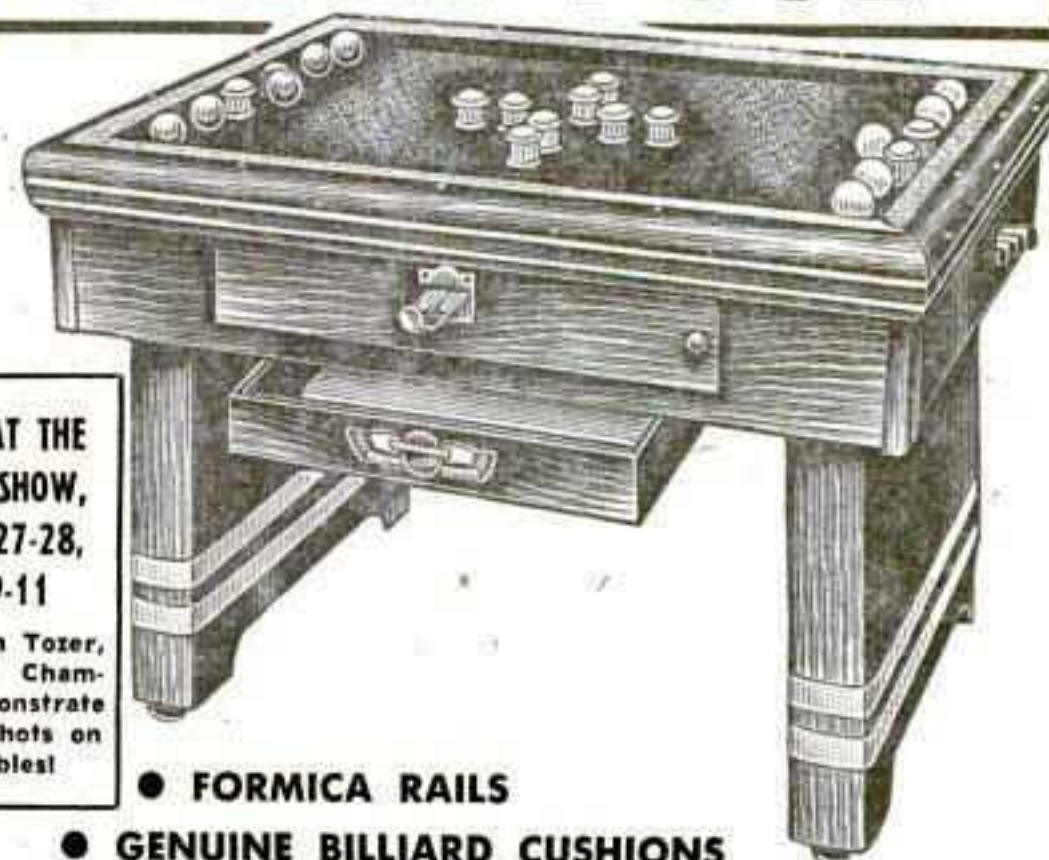
According to accounts of the courtroom scene appearing in Newsday, local daily, Hohman explained that his close friend, William Smith, of Bellrose, Queens, decided to use Hohman's machine at his bar, the Rustic Tavern in Mineola, instead of one owned by Vincent and Phillip Losquadro, who are co-defendants in the trial. (Continued on page 75)

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Wurlitzer 1900	450.00
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A.M.I. Model E-120	225.00
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KS200	595	100W	375
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Continued from page 72

machine outfit, has been spreading into other coin-operated fields, with the result that they now offer such a complete service as music machines, cigarette machines, games, coffee venders, ball gum and candy venders. Joe points out that there has been a definite trend for this diversified service among many of the more progressive operators across the nation. Joe says that not only is it good business to have more than one piece of equipment in a location, but each department seems to expand and show more profit with this diversification.

Hear that **Overton Ganong**, Tampa rep for Brooke Distributors, is resigning as of this month and is taking over the management of a chain of record shops. Being such a nice guy, Overton can't help but succeed wherever he may go. **Amos Heilicheer**, Advance Music Company, Minneapolis, visiting Miami to check on things in his Florida franchise as distributor of Columbia Records. Amos and his brother, **Danny**, are two of the most progressive coinmen and record distributors. We get dizzy just trying to figure out the many operations they run. But we've yet to see either one down here and fail to smile.

Henry Stone, Tone Distributors, heading for New York for several confabs, taking his lovely wife, **Muriel**, along to see a couple of shows and hit some of the night spots. With home-grown baby sitters, they can do things like that. . . . **Eddie Shaw**, Florida Music Sales, spends Sundays watching his new home take shape, while his lovely wife, **Gail**, takes things easy. Gail is thataway, and if she will make everyone happy she better have twins, a boy and girl.

Raoul Shapiro

ARKANSAS DOINGS

Leland Sinclair, 52, brother of **Thomas Sinclair**, owner of Crown Music Company, West Memphis, Ark., across the Mississippi River from Memphis, died recently of a heart attack. Leland was route manager. . . . **Melvin Lapidis**, owner of Osceola Amusement Company, Osceola, reports Mexican cotton pickers in the recent season bought him out of Army mattresses. Lapidis has an Army surplus store on the side. The Mexicans used the mattresses while sleeping in barns; then took them home with them.

Joe Michie, owner of Day Amusement Company, Blytheville, celebrated his 25th wedding anniversary recently. . . . **Sam Torjusen**, B & T Amusement Company, Blytheville, says his business has been quiet since Christmas, but is picking up now with spring just around the corner and cotton land being readied for planting. . . . **Charles Cole**, Melody Music Company, Paragould, took his wife home from the hospital recently. She underwent surgery and is recovering nicely.

Mrs. Robert L. Eblin, Paragould Music Company, Paragould, reports she had a good fall business. Mrs. Eblin's husband died several years ago of cancer and she took over operation of the route. . . . **Elmer Womack**, Womack Music Company, Jonesboro, reports the voters recently approved \$100,000 bond issue to bring a new heavy equipment factory to Jonesboro. He reports new industries are coming in gradually and predicts a coming business boom. His business is good, he reports.

Robert Fortune, owner of Newport Music Company, Newport, who had pneumonia, is out of the hospital and recovering. . . . **Edward Boyce**, Boyce Amusement Company, Bald Knob, reports a recent severe windstorm hit one of his locations, doing slight damage to one of his phonographs. He has it repaired now. He didn't have insurance (juke box insurance is so high as to be prohibitive now and usually cannot be obtained. Several insurance companies have written it for a time and dropped it).

M. L. Armstrong, Armstrong Amusement Company, was in Memphis buying equipment when The Billboard scout called. . . . **Olan Jackson**, Jackson Amusement Company, Brinkley, was in an accident recently at nearby Bono, Ark. It was nighttime and a train backed up and hit him as he drove over a grade crossing. It demolished his station wagon. Luckily he was not badly hurt. . . . **E. J. Mahfouz**, Mahfouz Amusement Company, Stuttgart, is back operating the business for his son, **Don**, who took it over for a while.

William Foster, Foster Amusement Company, Pine Bluff, has a new house trailer which he uses during the hunting and fishing season. . . . **Manuel Caras**, Caras Amusement Company, reports his business is prosperous. He is sporting a new Studebaker truck. . . . **Charles Wilcox**, Wilcox Amusement Company, Pine Bluff, was in Texarkana recently to take part in a bowling tournament. . . . **Earl Holtzlander**, H Music Company, Pine Bluff, is having his teeth extracted and plates made.

James Ward, son of **Vernon Ward**, owner of 19 Music Company, Pine Bluff, is becoming more active in the business. Vernon is grooming him to eventually take over the route. Vernon reports business booming, with the big International Paper Company plant providing a lot of the good business. . . . **Cleve Reed**, Reed Music Company, Rison, Ark., has a chicken farm on the side; reports his 8,500 chicks will be ready for the market in a few weeks.

Billy Smead, 13, son of **Bill Smead**, owner of Camden Novelty Company, Camden, bagged his first deer recently, a big eight-point buck. The father, an expert shot, is former national skeet shoot champion. He is also former sheriff of Ouachita County and friends are urging him to run again this year. . . . **H. L. Hopkins**, Hopkins Music Company, Fordyce, reports his Pepsi-Cola Bottling Company plant, which he operates on the side, had its best year in 1959.

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Denmark Shapes Up As Coin Export Mkt.

COPENHAGEN — Denmark is expected to become an improved market for U. S. coin machines with the entry into force of new customs legislation on March 1. Import restrictions are almost

entirely abolished, and a new import tariff law takes effect.

Import barriers are lowered for all but 8 per cent of manufactured products. Tariffs are being adjusted slightly upwards in some instances, mainly on articles taken off the import restriction list.

In general, coin machines now appear to have a clear road into Denmark, altho customs duties will be a factor in regulating the flow of imports.

There is speculation in trade circles that Denmark's import liberalization may benefit British coin equipment producers more than those in the U. S. and West Germany.

The liberalization is linked in such speculation with the projected European Free Trade Association (EFTA) or "Outer Seven" trading bloc scheme grouping Britain, the Scandinavian countries, Switzerland, Austria and Portugal under a single trade roof.

From this standpoint, the coin machine trade may prove a bellwether for the general export flow to Denmark under the March 1 liberalization and tariff schedule revamping.

The Danish coin machine trade has been hard hit by the import controls, the Danish operators having been unable to keep abreast of equipment changes.

Most industry exports look for the American coin equipment firms based in England to be the chief beneficiaries from Danish trade liberalization. American equipment has ready acceptance in this nation, and England-based firms will have the inside track thru the EFTA machinery.

Tape Juke Box To Be Made by British Concern

LONDON—The UTA concern at Magstadt, near Stuttgart, Germany, has licensed a British firm, Maslen Electronics, Ltd., of Brighton, to produce its products in Britain.

These consist principally of children's coin-operated games. Maslen will first produce the UTA Bimbo Box, a tape-operated animated juke box supplying either 52 or 200 children's music tracks.

To the music from each track, monkeys and other toy animals mounted atop the music unit move about playing music instruments.

The tape device is made by the Telfone concern in West Germany. Electronic tape guides function thru dust-proof relays. The music devices and their tape cassettes are exclusive.

Over-all dimensions are four feet six inches by two feet, and the box weighs 140 pounds. The coin slot is of the American magnet-micro switch type. Bimbo boxes have proved popular in West Germany wherever children are present.

Tavern Owners

• Continued from page 65

the past two conventions of the group.

On the negative side, one distributor spokesman here described the decision as to whether to go in or not as "a tough one." This spokesman voiced the fear that "if we go into this trade show, it can appear to operators that we are trying to sell their location people direct. I don't have to tell you what happens. A tavern owner sees this whole raft of wonderful looking new equipment and he wants to know how much it costs. Then when we tell him, he finds out that it's not so expensive as maybe some operator tried to make him think it was. Then he may want to buy. But frankly, we don't want to sell a location. We want to get the operator to buy."

Location Pressure

"On the other hand, when we expose new units to the tavern and bar boys, the operators sometimes will feel pressured. That's because the tavern owner will put the heat on his operator to get one of those fancy new units in his place. If the operator doesn't come thru, he may find himself being dumped out by the bar because the tavern guy knows he can get some other operator to put a new one in just to get the location. Considering all this, very frankly, we'd like to stay out of it."

On the other hand, one local distributor takes strong exception to this view. "Showing any piece of equipment to any location owner is always a good thing," he asserted. Why should any operator be in a position to control the situation to the point where he can absolutely determine whether a location gets a new piece of equipment or not? I can't see that. It's never easy to get any kind of direct contact with a location. Whenever and however it can be done, I think it's very healthy practice for the industry."

Wire-Tap Hassle

• Continued from page 73

According to the testimony, Vincent Losquadro called Local 266 and reported the location had been taken over by a non-union operator. Shortly thereafter, picketing of the tavern commenced.

Hohman testified that one of the pickets suggested that he call Local 266 if he wanted to clear up the situation. He said he talked to Charles DeForte, another co-defendant, who suggested that he join. In answer to a question by assistant DA Cahn, as to whether Hohman wanted to join, Hohman replied, "I figured it was something I had to do — it was a shakedown." He said he joined and the picketing stopped forthwith.

Later that week, Hohman said, the Losquadros made a bid to get the location back. He (Hohman) said he met with Vincent Losquadro and Joseph DeGrandis, prexy of the Local, to discuss the matter. The witness noted that Losquadro wanted Hohman to turn over another location or \$3,000 in cash for the Rustic Tavern location. Hohman said he refused and picketing started again several days later. "They wanted to harm me financially," Hohman declared, at the same time noting under cross-examination that at no time was he ever threatened with physical harm.

Due to a blizzard which hit this area with full force, trial session was suspended Thursday (3).

COLUMBUS, O.—Al Thoeke, service engineer for the United Manufacturing Company, will conduct a service school for Ohio operators at the Central Ohio Coin Machine Exchange here Friday and Saturday (10 and 11). Sam Solomons, owner of the distributorship, will be on hand during the sessions.

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\$195	225	110

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N. Y. Juke Box \$25 Tax Hearing Set March 14

NEW YORK—Monday, March 14, has been set as the date for the hearing on the legality of the recently imposed New York City juke box tax. The \$25 per box imposition comes under the general heading of the so-called "nuisance" tax. The hearing will take place in Supreme Court, New York County.

The action was originally filed last fall by veteran coin counsel, Sam Mezansky, on behalf of a single firm, Lincoln Service, which is operated by Al Denver. It is assumed that any decision in this

Bally Shipping

• *Continued from page 65*

earnings columns, but Laguna Beach is expected to do better.

The new score system features a two-way "orange" section which, instead of serving only to release free "red letter" games, as in County Fair, is a scoring section in its own right.

On County Fair any two scores in the "orange" section gave the player a "red letter" game—next game free with guaranteed features.

In Laguna Beach two scores in "orange" still release the "red letter" game, but three in "orange" will now score as "green" three as well if the proper signal panel is lit on the backglass. Similarly, four or five scores in "orange" score as "green" four or five and in each case also give the free "red letter" game.

The two-way "orange" section adds to last-ball suspense and gives the player an added opportunity to score.

Other County Fair features are retained in Laguna Beach, including the OK feature.

ATLAS . . . Music and Vendors

MUSIC SPECIALS

WURLITZER 1500 \$95
SEEBURG 100A EA.

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MUSIC SPECIALS!

A. M. I. G-200	\$275
A. M. I. E-120	195
SEEBURG K-200	525

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1	\$245
DUGRENIER K-14	145
9-Col. DUGRENIER (Mechanical)	45
11-Col. ROWE (Mechanical)	85
8-Col. ROWE	40
12-Col. EASTERN	115
10-Col. EASTERN	65
9-Col. NATIONAL	95
11-Col. NATIONAL (Slant Front)	175

MUSIC

SEEBURG 201	\$835
SEEBURG L-100	595
SEEBURG 1006	435
ROCK-OLA 1448	425
ROCK-OLA 1438	325
A. M. I. G-120	425
A. M. I. D-80	165
WURLITZER 2300	795
WURLITZER 2150	525

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Hefty Juke Mart

• *Continued from page 65*

tex, which is patterned after the U. S.-style operator system.

American coin machines dominate the Dutch market. All of the major U. S. manufacturers, Seeburg, Wurlitzer, Rock-Ola and AMI, have large Dutch agencies.

Holland, unlike England, has remained primarily an American market, a market in which the Germans have failed to make substantial headway.

Games and Music

The Dutch location owners prefer to cluster juke boxes and games. A typical coffee bar will have an American 200-selection juke box, several pinball games, a football game and a marksmanship game.

The proprietor of such a coffee bar in Rotterdam explained, "It's a natural combination. The coffee bar is the Dutchman's pub, and we have families who come here almost every night for several hours."

Gottlieb Bows

• *Continued from page 65*

playfield lights four individually controlled ball bumpers for high score and carries over from game to game.

Three "running light" ball holes advance the arrow over the cards and score up to 300 points.

Lighting left or right pair of ball bumpers light up ball kickers and bumpers for super score.

A center ball target scores up to 100 points.

The game has four button-controlled ball flippers and a double-number match play feature. Coin box has a locking cover.



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LITE-A-CARD



Here's a game with a proven combination of features that'll work like magic to boost collections! The magnetic draw of playing cards plus strong competitive play appeal create a dynamic package of earning power and, of course, higher profits. Extensive LITE-A-CARD location tests show more money in the cash box than ever before.

YOU CAN SEE THESE FEATURES DEMONSTRATED AT YOUR DISTRIBUTOR TODAY!

- Hold over card feature has arrow advancing over cards from ace to deuce for special awards.
- Hitting colored contacts light 4 individually controlled pop bumpers for high score—carries over from game to game.
- 3 "running light" holes advance arrow over cards and score up to 300 points.
- Lighting left or right pair of pop bumpers light cyclonic kickers and bumpers for super score.
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MEN WHO READ BUSINESS PAPERS MEAN BUSINESS



East's Bowling Build-Up Boom

Continued from page 65

wide variety that we probably have more than the regular Arcade in midtown." The amusement machine room in the bowling alleys does take on this appearance.

Variety's Operation
One of the biggest operators in the bowling alley field in this area is Variety Vending System. It has machines in over 40 alleys.

"You might say we were one of the pioneers in this field," said Albert M. Rodstein, president of Variety. "We got in on this phase of the business on the ground floor, and a lot of others have joined in since."

Rodstein said his firm has every kind of machine, both amusement and vending, on location in bowling alleys. "We have pins, guns and even bowling games in those places," he said.

It may come as no surprise to learn that the bowling games do just as well, if not better, than any other on location. After all, isn't the player there primarily for a night of bowling?

Known for Spots
Variety has become known in bowling circles as a bowling location operator. Therefore, it is only

natural that when a new alley opens they talk with Variety about operating the machines.

"You might call it mouth-to-mouth advertising," interjected Variety's vice-president, Angelo Musi. "When a person decides to open a bowling alley he, of course, starts asking around in the business for a good firm to handle the amusement machine end of the set-up."

"Since we've been in the field so long and have gotten to be known around the bowling circuit, the older bowling alley proprietors tell the newcomers of us," he added.

Variety's competition will vouch for this statement. "When a new bowling alley owner decides to open a place," said another operator in town, "he usually signs two contracts, one right after the other."

"The first," the competitor related, "is with AMF or Brunswick for the equipment for the alley and the second is with Variety for the amusement and vending machines. Angelo Musi is usually right there, pen in hand."

Musi said the reason for Variety landing so many locations is the fact that "we have so many bowling alleys that we are experienced."

"We have studied the needs of these places," he said. "We know just what kind of equipment to put in them. It seems to have turned out well for everyone concerned."

Another operator who has bowling alley locations is Dick Irwin, of Tri-County Amusement Company. He has eight of them, but is afraid everything isn't as rosy as it may seem.

"I'm afraid we have reached the saturation point as far as new bowling alleys are concerned," he said. "They can't go on putting them up like they have been."

Irwin admitted to having bowl-

Bergmann Forms London Subsidiary For Jukes, Games

HAMBURG, Germany—Thomas Bergmann & Company, of Hamburg, has formed a London subsidiary, Symphonie Sales Company, Ltd., to handle sales of Bergmann products in the United Kingdom.

The company has been organized as an outright Bergmann firm, with Heinrich Coolen and Hugo Shop, the joint Bergmann export managers, as general managers.

The Symphonie Sales Company will act as sole importing agents in the United Kingdom for Bergmann equipment. This includes the firm's Symphonie juke boxes, cigarette venders and games.

Symphonie Sales will replace Reading Automatics, Ltd., of Bracknell, Berks., as Bergmann importer, Reading Automatics having gone out of business.

ing locations since 1937 despite the fact that "it will be giving away my age."

Tri-County sponsors a team in a league at each of the alleys it has machines. "This way they'll think twice before throwing me over for somebody else," Irwin jested.

Rodstein said the reason for so many new alleys going up in the Eastern part of the country is the fact that the trend has moved in from the West Coast.

Big Sport Now
"Bowling has been big out there for a number of years," he said, "but it seems to be just catching on in this section."

Amusement machine operators are glad it is.

The growth of the bowling industry could prove to be another answer in the coin machine operator's constant search for "that new, big location."

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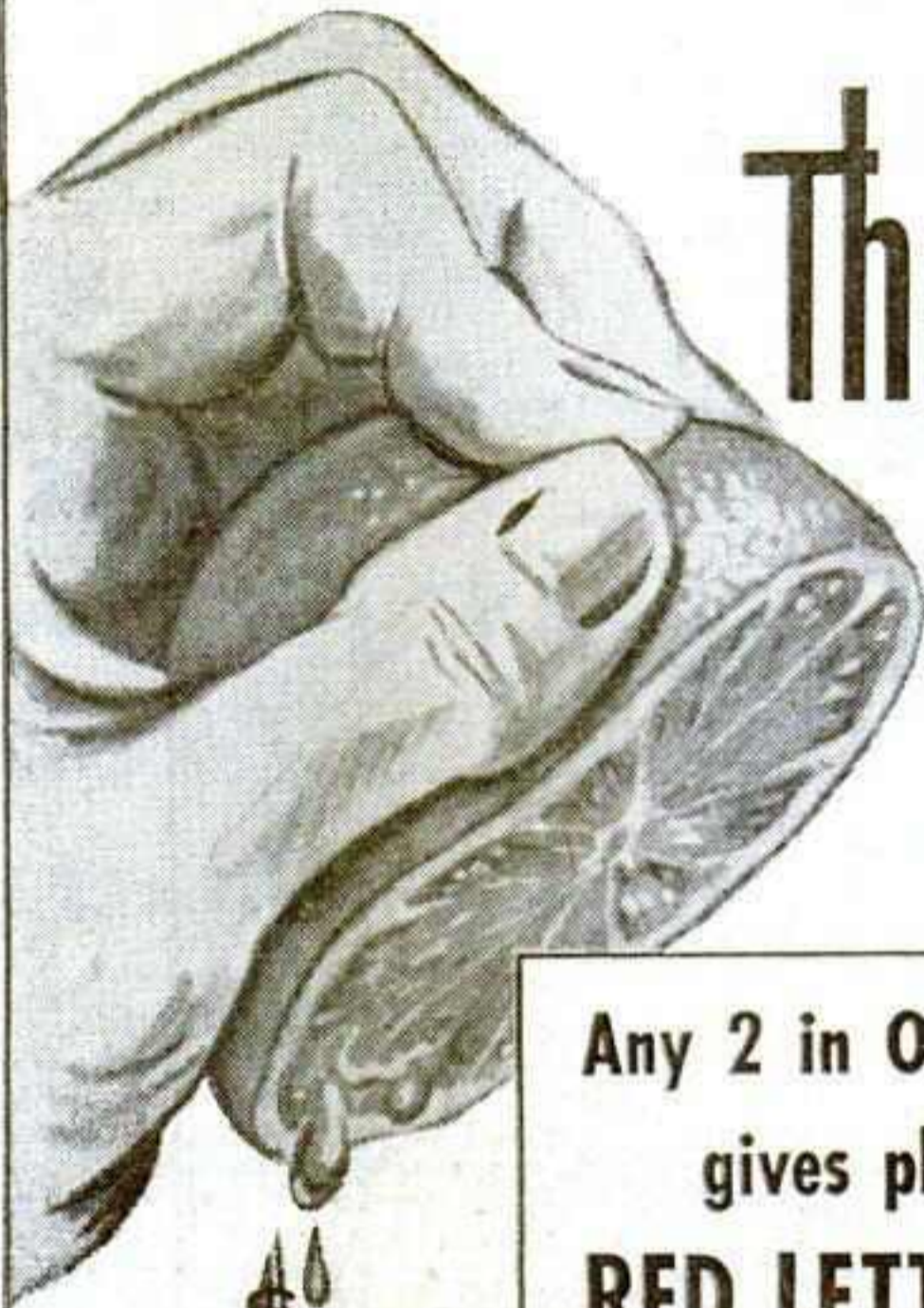
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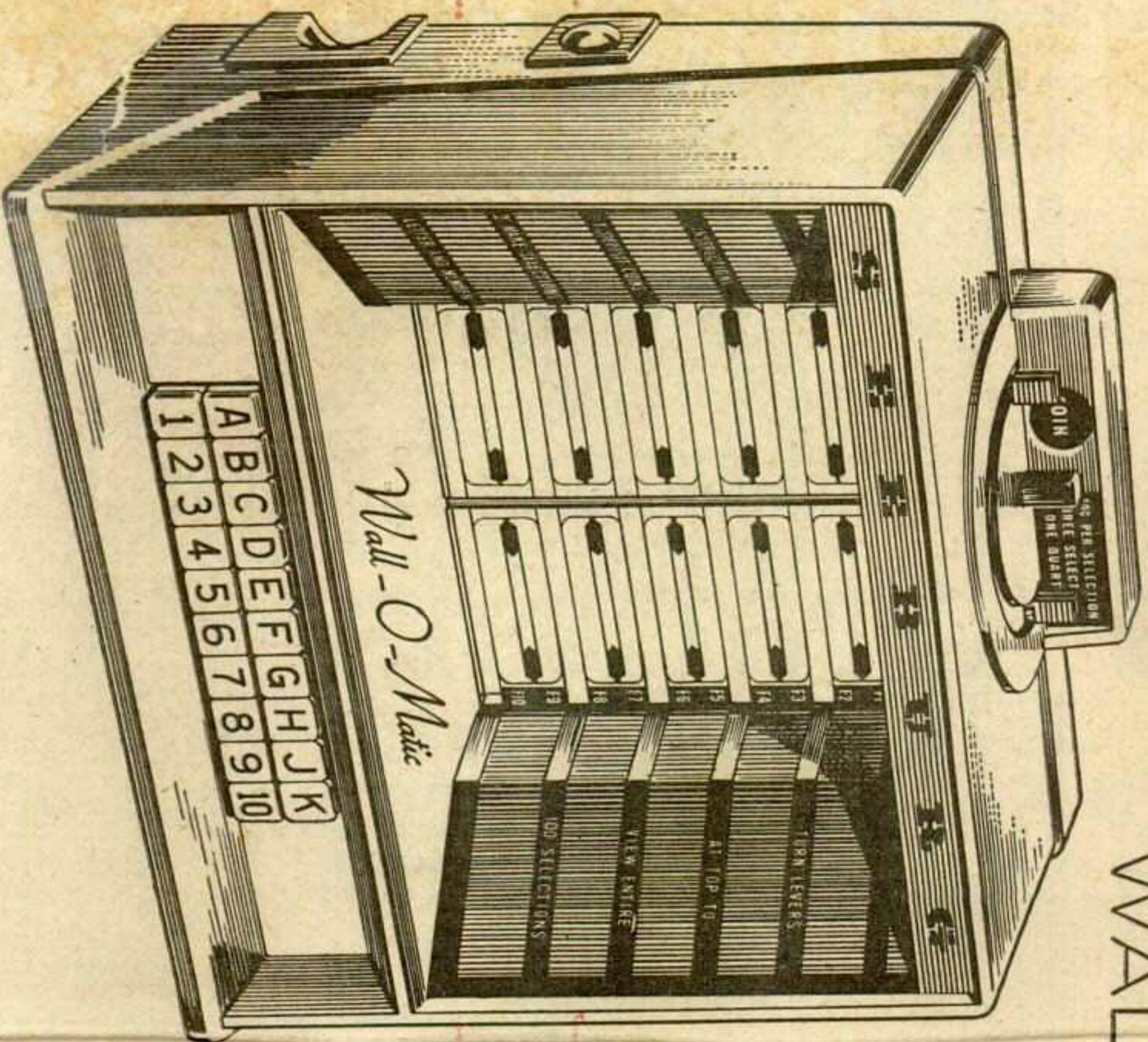
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