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3M Unveils Details On New Cartridge

IRE Conclave Briefed on Claimed Advantages of Proposed System

NEW YORK — A stereo tape cartridge music system, with three separate channels of recorded sound, is proposed by Minnesota Mining and Manufacturing Company (3M) and CBS Labs as the home music system of the not-too-distant future. The trade has known for almost a year that CBS Labs has been developing a unique, revolutionary music system for the giant tape firm. Precise details about the system were first unveiled, however, at the Institute of Radio Engineers conclave here Wednesday (24).

The New Twist

As described by Dr. Peter Goldmark, director of CBS Labs, the system's third channel is a delayed and reverberated signal which adds optimum realism and an illusion of "being there" to the conventional stereo recording. The third channel will be optional, that is, the user with a two channel system can still use the new cartridge and hear a standard stereo recording.

Will all new stereo tape cartridges have the optional third channel?

"That is what we are aiming for," Dr. Goldmark told the assembled engineers.

Other features of the new system include:

1. Longest uninterrupted playing time—64 minutes maximum—of any home recorded medium.
2. Retail price roughly compar-

able to a stereo long-play disk ("plus or minus 10 per cent").

3. Quality as good as a long-play disk and durability superior to the disk medium. After several hundred plays, the sound remains unchanged.

4. A tape cartridge changer mechanism. The mechanism demonstrated can provide five hours of uninterrupted record entertainment but, as Dr. Goldmark pointed out, a system that will give 10 times that much play is equally feasible.

Storage Advantage

5. Ease of handling and storing. The 3M-CBS cartridge contains the recorded tape in a plastic square 5/16 of an inch thick so that the tape is not exposed and need never be touched by the user. Each cartridge occupies only one-fifth of the space needed to store less than the equivalent amount of music on an LP disk.

8. The system demonstrated by Dr. Goldmark was a two-channel system. He used three different types of program material, including a pop, classical and show album from the Columbia catalog. Critical listeners had difficulty distinguishing between the sound from the cartridge (playing at 1 1/2 inches per second) and the original master tape

(Continued on page 25)

WB PRODUCT TO GO WORLDWIDE UNDER OWN TAG

By LEE ZHITO

HOLLYWOOD — Warner Bros. Records this week will premiere its product simultaneously in 17 countries throughout the world, appearing everywhere under the same WB label. Firm is one of the few to retain its label identity in all countries.

WB's wares will be manufactured and distributed by licensees in Austria, Australia, Canada, Denmark, Finland, West Germany, Great Britain, Holland, Ireland, Italy, Japan, New Zealand, Norway, Philippines, South Africa, Sweden, and Switzerland. Pacts covering Belgium, France, Portugal, Spain and the South Americas are still being negotiated and are expected to be announced in the near future.

All deals were negotiated by Bob Weiss, the label's international director who headquarters in Paris. Warners and RCA Victor are the only two diskeries to have a full-time resident rep stationed abroad. Warner's foreign licensee deals mark the culmination of nine months' work by Weiss. Hard-won feature in his negotiations was retention of WB's label identity in all markets.

A primary advantage in achieving this point is that the

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B'dcast Protests Soar Against FCC Air Freebie Ruling

NAB, Nets See Hardships in Order; Section 317 Overhaul May Result

By MILDRED HALL

WASHINGTON — The anguished cries from broadcasters across the country, plus the dignified protests of networks and the National Association of Broadcasters, on the FCC's recent order to identify free records as such on the air, may result in a complete overhaul of the controversial Section 317 of the Communications Act. This section calls for identifying any program material for which "valuable consideration" has been received.

Such an overhaul could take many months of rule-making and hassling over fine legal points and definitions involved. Broadcasters strongly hope that the Commission will hold off axing the unannounced freebies until the recent order on the freebie playing, and the use of free records as prizes or giveaways at hops, can be threshed out in rulemaking and industry-Commission conferences.

Points Not Defined

The National Association of Broadcasters pointed out last week that the terms involved in the order, and even in the statute itself,

have never been clearly defined. Yet the Federal Communications Commission's harsh interpretation suddenly "makes previously accepted day-to-day broadcast practices illegal and unethical." Commission was meeting last week, but as of The Billboard deadline (24), hoped-for announcement of temporary reprieve was not forthcoming.

However, any hoped-for leniency on the free record announcements would have to clear the formidable hurdle of the Harris (D., Ark.) payola probers on the Legislative Oversight Subcommittee. Any action by the FCC is subject to supervision by the Senate Commerce Committee and by the House Interstate and Foreign Commerce Committee, of which Harris is chairman. All signs, including recent legislation introduced by Harris to regulate networks and tighten sponsorship announcement provisions, point to a strict attitude on anything the payola probers consider payola, on the air. (See separate story.)

Freebies Hard Hit

During recent hearings, the Subcommittee hit hard at heavy freebie foraging by a Boston station, WBZ, in 1958, and termed the free records "inducement to play." Subcommittee members were equally hard on use of free records as prizes in station promotion at Boston outlet WMEX, and scored freebie giveaways at hops sponsored by Westinghouse outlet WBZ, dur-

(Continued on page 61)

3-Channel Confusion

NEW YORK — Tradesters figure that the third channel on the new CBS-3M tape cartridge player is going to take an awful lot of explaining to an already confused public. Already on or ready to be placed on the market are a number of so-called three channel phonographs. In the case of these phonos, the third channel is not a true channel of sound but is derived from the left and right channels, mixed and fed thru a center speaker.

The CBS-3M cartridge, on the other hand, is derived from the left and right channels during recording. Or, it may be a completely independent channel recorded from a completely separate microphone. No matter how the third channel is recorded or reproduced, one thing is certain. There will be plenty of claims and counter-claims over which third channel is true and desirable.

NEWS OF THE WEEK

FCC Payola Regulations Upset Music-Radio Industry . . .

The regulations promulgated last week by the FCC in relation to freebies or sample records to radio stations created a wild scene on the part of both radio stations and record manufacturers and distributors. The beginning of the week was marked by near-panic as some stations refused to even listen to open packages of sample records and some even returned them to manufacturers. And the protests about the new rules were violent on the part of both stations and disk-makers. By the end of the week cooler heads were starting to prevail, and both stations and record execs were looking toward the FCC for clarification of its rulings. Stations wanted to know how often announcements had to be made telling about who supplied their free records, and if they bought their records how much they should pay for them. Record manufacturers were waiting for stations to tell them whether they wanted to buy records from them, or whether they wanted to continue to receive them at no charge

(Pages 1, 2, 3)

Justice Dept. Okays ASCAP Cut On TV Background Music Payoffs . . .

Both ASCAP and the Justice Department had comment to make last week on the Society's new rule to curb incentives for artificial stimu-


lation of performance pay-off on network programs showing more than once a week. The new rule will reduce pay-off on tunes qualifying for highest background pay to one-fourth of the previous worth. *(Page 3)*

Rogers Cancels Personal Appearances for 1960 Season . . .

Roy Rogers, who in the past several years has shattered attendance records at U. S. and Canadian outdoor show events, has cancelled all personal appearances for the 1960 season. Included in the cancellations are seven major U. S. and Canadian fairs. *(Page 66)*

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 **STARPOWER... ONLY ON MGM RECORDS**

How to Handle Free Disks Industry's Burning Question

Diskeries' Confusion in High Gear

By BOB ROLONTZ

NEW YORK — The week of March 21 will be long remembered as one of the most frantic, emotional and most confusing weeks in the long history of the record business. And it may also be long remembered as denoting a radical change in methods of exposing and promoting records. For March 21 was the week that the FCC payola rulings took effect, rules that (1) prohibited radio stations from playing free records unless the stations announced the records were free and, also acknowledged who sent them; (2) or ruled that stations should purchase records used on daily shows.

The overwhelming reaction on
(Continued on page 65)

Major Firms Seek Look at Dealers' Books

Victor, Col., Cap Cite Precedent In Chi Suit

CHICAGO—Lawyers for RCA Victor, Columbia and Capitol this week pressed their claim for the right to examine the income tax returns and trade association records of five Chicago dealers who have filed an anti-trust suit against the three majors.

The dealers' attorneys have claimed that the requested information is irrelevant to the suit. They added that the request would disrupt the dealers' business by causing them to dig up "every single paper, document, letter, memorandum, book, record, ledger, journal, inventory sheet, tax returns, etc., for a period of seven years."

In a counter-argument filed this week with Judge J. Sam Perry of Federal District Court, lawyers for the labels suggested that to overcome the administrative difficulty of producing the records, the April 18 deadline could be extended for one or two weeks. They maintained that the relevancy of the documents could not be determined, until they were examined in a
(Continued on page 65)

OLDS ASKS FCC ENLIGHTENMENT ON DIRECTIVE

NEW YORK—Broadcasters had plenty of questions to ask the FCC last week about its "pay or say you got it free" directive on all record shows.

Marks Olds, program director of WNEW, here, one of the Metropolitan chain, posed a representative group of questions for the Commission:

1. If we buy records, will we have to pay for extra copies of the same disk?
2. What is meant by nominal payment? May we purchase records at wholesale prices or must we buy them at retail?
3. If manufacturers send us disks will they be considered "on consignment." Will we have to ship them back if we don't buy them?
4. If a station decides to operate on a free-disk basis, must they make an announcement of acquisition after every record—every two and a half minutes?
5. Metropolitan purchased WNEW in 1957. Did the purchase price include the sale of the record library, or do these disks also come under the "freebee" category?
6. What about records sent to the homes of station personnel? Other broadcasters also wonder if when a manufacturer or distributor buys time to plug his records and his disk is played in the same time vicinity, should they be charged for a one-minute spot or should the time-charge include the disk's three-minute playing time?

Air Stations In Varying Reactions

By JUNE BUNDY

NEW YORK — Pending a clarification of semantics by the FCC, radio and TV stations across the country last week reacted in varying ways to the FCC's directive stating broadcasters must acknowledge they are playing free records or pay for them.

A few scheduled regular on-the-air "we got them free" announcements; others adopted pay-and-play plans; and still others resolved to "wait and see what our lawyers say," meanwhile continuing their old programming pattern. An ironic aspect of the situation is that with so many stations shelling out cash for LP's and singles this week—even at wholesale prices—disk sales may very well show a rise.

CBS and NBC were in direct conflict, attitude-wise. WCBS here (and other CBS stations) immediately scheduled announcements
(Continued on page 65)

Freed Show Grosses Big

HARTFORD, Conn. — Alan Freed's Rock and Roll Show racked up a solid gross of \$18,500 in two days of performances at the State Theater here on March 5 and 6. The sizable gross was scored in spite of raging snowstorm on Saturday. Star of the show was Jackie Wilson, who was the featured attraction on the potent r.&r. line-up.

Heebie-Jeebies Hit Chicago Music Men

Rush to Personal Legal Eagles, As FCC Edict Stuns All & Sundry

By BERNIE ASBELL

CHICAGO—The industry, every level of it, was flattened here this week by a strange affliction, tentatively named hyperactive paralysis.

Everybody had the heebie-jeebies, throwing up his hands, flailing his arms, shouting on the telephone and running around for advice. Yet activity was at a standstill.

The virus that knocked everybody out was last week's sudden ruling by the FCC apparently aimed at ending the traffic of free disks to radio stations. All levels of the industry agreed the edict was sweeping. But nobody knew what the ruling meant. Everybody was waiting to talk to a lawyer. The lawyers meanwhile were waiting to read the ruling.

"The alarm is genuine and universal," said Ewart Abner, head of Vee-Jay and Abner Records, who is also president of the indie trade association, ARMADA. Abner said he was talking for his label, not the association, whose lawyers had not yet read the ruling.

"The ruling is restrictive on an industry that depends on radio for its basic promotion," said Abner. "The way I read it, it will prevent a station from going thru its normal procedure of accepting, or rejecting records that are the meat of its programming. It smacks of prior censorship which the courts have never allowed. It seems to penalize a tax-paying industry for past practices. If some of these past practices are now considered
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EDITORIAL

Blow Away the Fog

Many stories in this week's issue of The Billboard document the profound disruption attending the FCC's attempt to raise the moral level of the record-radio industry.

While the agonies are going on, let us not lose sight of several basic tenets.

Firstly, the long-range purpose of the FCC is admirable. The federal agency seeks to establish a tradition of honesty where an element of lawlessness prevailed.

Secondly, The agency seeks strict adherence to the Communications Act. This, too, could be commendable if the sections of the Communications Act were completely clear. Phases of the act, however, are interpreted in many ways, and this has added to the present chaotic condition.

What is necessary is an interpretation of the Communications Act—specifically Section 317—which is both clear-cut and practical.

A clear interpretation will immediately dissipate much of the fog.

A practical interpretation of the Act must have two aims:
1. That stations be not unduly shackled in their programming;
2. That honest promotional enterprise be encouraged.

Failing such an approach, we may expect to see the disk business and the radio business severely crippled, with consequent loss of economic and cultural values.

The danger lies in a sweep of the pendulum so broad as to indiscriminately clear away the good with the bad.

The times calls for inspired direction on the part of the federal agency.

Oren Harris Neutral on FCC Directive

Rep. Hemphill Terms Action 'Ridiculous'

WASHINGTON — While the FCC stood pat last week on its stern order for free record announcement on the air, a member of the House Commerce Committee termed it "ridiculous." Committee Chairman Harris (D., Ark.) refused to make any positive statement on the FCC order, but said he knew that broadcasters thought the order "impractical and impossible to comply with." He was aware that they had asked for holdoff on the order, pending further consideration—and he appeared sympathetic to the plea.

Asked if the House Committee would itself advise holding off on this particular order, Chairman Harris said with a very serious expression: "It is not the business of

Col. Sponsors Own TV Segs

NEW YORK — Columbia Records will produce and sponsor a daily TV program series starting April 4. It will run on Channel 13 in New York (Station WNTA-TV), and it represents the firm's first venture into regularly scheduled television programming. The program, which will be a five-minute show, will follow Channel 13's "Play of the Week."

Each "Playback" show will feature a Columbia artist or performer, and Goddard Lieberson, president of the diskery will act as host on the series. Star of the first program will be Leonard Bernstein. Mitch Miller will star in the second show and Isaac Stern will be seen on the third show with accompanist Alexander Fakin. If the show proves successful there is a possibility that it will be syndicated as is being done with WNTA's "Play of the Week."

this committee to tell the FCC what it should or shouldn't do."

The chairman's comments were made in answer to questions by reporters after a meeting of the committee on bills to set ethical standards for regulatory agencies.
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COMR. LEE ANSWERS SOME LEGAL BEAGLE CRITICS

WASHINGTON—Some of the more outspoken broadcast lawyers here have asked bluntly if the Federal Communications Commission's order for announcements of free records is "prohibition all over again. Are they trying to make crooks of us? Do they figure we'll just get around it any way we can? The rule can be easily circumvented by paying for the record, and charging the company for advertising."

The comment was made to FCC Commissioner Robert E. Lee, an outspoken man himself, and known to broadcasters as one who has an open mind to all points of view on commission actions.

The Billboard asked Commissioner Lee if, as one attorney has pointed out, the only safe procedure at this moment would be to air only paid-for disks, since most stations would have to sift thru hundreds of records in a library, to ascertain which were paid for and which free, over the years.

Lee was sympathetic to the latter problem, and speaking for himself alone, said he would be inclined to "forgive" all record inventory on hand at broadcast stations, and apply the strict announcement rule only to free records acquired after the FCC's March 16 order, which says the free records come under "valuable consideration" in the statute, and so require announcement.

Lee feels that re-examination of the whole Section 317 is in order, but he feels that broadcasters have simply "overlooked" the statute in respect of the free records and certain other types of plugging. He pointed out that some legalists say FCC has discretion in interpreting the Statute, these claim that FCC could rule that acceptance of one free record for play is okay, but anything more requires acknowledgment. However, other attorneys say this cannot be done under present wording of the law.

Lee said itemizing what constitutes "consideration" in the Statute is believed by most to be the cleanest way to settle the matter—but again there is question of FCC's authority in using this discretion. Lee recalled that a 1944 proposal of enumeration for recording and other program material requiring sponsorship announcement was discarded because of legal considerations.

Lee said he had had inquiries from some smaller stations which buy records at "consideration" also requiring announcement, as per FCC's order. Clarification of such records as paid for, however, he would think "nominal consideration" more likely to apply to cases where records were free, but stations paid only postage.

Locally, among the generally angry reaction to the FCC order, broadcast attorneys are planning pleas to the FCC to either suspend the order temporarily, or allow "occasional" announcement to cover free records played, rather than requiring every record be identified, until rulemaking can be completed.

Most are worried about the spot situation—with spots already paid for and scheduled, they question the propriety of taking another three or four minutes out of the broadcast hour to identify records. There is no hard and fast rule on the number of spot announcements for broadcasters at FCC, they point out, but too many bring the broadcasting under a cloud with the NAB code and the FCC.

Some stations say they will simply toss out their freebies, if the rule holds, and begin building up libraries slowly with paid-for records.

One small local outlet was so reportedly scared by the order, that it refused even to open a package of records arriving that day from a record distributor, and left them severely untouched in the hall.

Biggest Jan. Disk Sales of All Time

NEW YORK — Sales of records in retail record shops during January (4-30) showed an increase of 4.1 per cent over the same period in 1959, in unit sales, and an almost 1 per cent increase over January 1958, previously the biggest January for record sales. The big jump, however, came in LP sales, which were up in retail stores in unit sales by 46 per cent over the same period in 1959 and were up 52.1 per cent over the same period in 1958.

These statistics are taken from the reports analyzing national trends of record sales in retail stores as prepared by The Billboard every four weeks of the year (13 times per year) under the supervision of the New York University School of Retailing.

The complete confidential reports, issued only to subscribers to this service, also provide competitive figures by label, broken down by speed, price, mono vs. stereo, etc. The reports are compiled from diaries of actual cash register sales,

from scientifically selected rotating samples of record dealers across the nation.

The big jump in LP units in January of 1960 as against January of 1959 and 1958 is evident in the figures. In January of 1960, 3,650,000 LP's were sold; in January 1959, 2,500,000 LP's were

CONTROVERSIAL SECTION 317

WASHINGTON — For those who like to argue, the controversial section 317 to the Federal Communications Commission Statute, invoked by the FCC to require freebie identification, reads:

"All matter broadcast by any radio station for which service, money or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

Juke Royalty Bills Stymied

WASHINGTON — A report out of the Senate Subcommittee on Patents and Copyrights last week noted that as of now, bills to get songwriter performance royalty on juke play are at a standstill in both Senate and House Copyrights Subcommittees. It adds that both subcommittees are hoping that those involved, the American Society of Composers, Authors and Publishers, and the juke operators, will come up with suggestions for a legislative solution to this royalty tug of war over the juke performance royalty exemption in the Copyright Act. (See separate story, Coin Machine Section, for details.)

In other areas, the Senate Copyright Subcommittee notes that no action has been taken on a bill introduced last session by Senator Humphrey (D., Minn.) to permit copyright of electronically produced music that has no conventional notes. (S. 1357.)

A bill to permit suit against the U. S. government for copyright infringement, via action thru the Court of Claims, was passed by the House in July, 1959, but has not been acted upon by the Senate Copyrights Subcommittee. This bill, H. R. 4059, has met with opposition by lawyers who claim the

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J.D. Okays ASCAP Background Cut

Calls Credit Reduction Rule Protection Against 'Raids' on ASCAP Treasury

WASHINGTON — Both the American Society of Composers, Authors and Publishers, and the Justice Department had comment to make last week on the Society's new rule to "curb incentives for artificial stimulation of performance payoff on network programs showing more than once a week. The new rule will reduce payoff on tunes qualifying for highest background pay to one fourth of the previous worth. The rule will not hold for programs going on less than twice a week.

Justice Department, approving the rule in a letter from Acting Assistant Attorney General Robert Bicks, to ASCAP counsel Herman Finkelstein, had this to say of the new rule reducing payments, and of ASCAP's promise to make periodic checkups to prevent any similar occurrence in the future:

"The new rules will protect the more than 5,000 songwriters and 1,200 publishers who are members of ASCAP against possible 'raids' on the ASCAP treasury."

Justice notes that an ASCAP study showed that "songs per-

formed as background or theme songs on network programs appearing two or more times a week, received 35 per cent of all performance credits for the total of TV network uses. On certain of such programs, theme or background use credits exceeded by almost seven times, their normal use on other similar programs."

Justice said that the study, which was presented to the department's request, to help evaluate proposed rule changes, showed an even more "striking disparity," in payments, when such uses on the multiple network shows here were compared with the number of like uses for the same broadcast length on other sorts of programs.

Backgrounding the rule changing, Justice notes, is the recent consent decree amendment ap-

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EDITORIAL

A Progressive Step

ASCAP is to be congratulated for revising its distribution formula so as to discourage "raids" on the treasury by publishers who aggrandize massive quantities of TV plugs on across-the-board aairs. (See separate story.)

The ASCAP move, which comes several months after The Billboard disclosed the extent of such depredations, is a progressive one—even tho the Society did not see fit to censure any of the big publishers whose virtuoso activities on the TV level brought the situation into sharp focus.

Despite some distress over the lack of direct censure of powerful members of the board (some members ask whether the same kindness would be accorded less influential members), it is nevertheless important to note that a forward step has been made. By diminishing the value of such plugs, part of the incentive has been removed. It is also encouraging to note that the Justice Department has its watchful eye on the matter; and perhaps close co-operation between Justice and the Society will result in the final alleviation of other irritants which still plague a large segment of the membership.

The Society's structure includes machinery to hear and process complaints. Let it be urged that this machinery be used fully, with a view toward creating a happier and more unified membership.

is played or at a specific intervals during a broadcast. KNX, the CBS owned-and-operated outlet here, announced at quarter-hour intervals during its disk shows that the recordings heard were provided as a courtesy by the record manufacturers and their distributors. Other stations felt that even this disclaimer didn't comply with the FCC's order since the Commission specified that the actual disk donor be named. This, they said, would require mentioning the name of the label and/or its distrib each time a record is played. If this were done, they asked, should the label plug be logged as commercial time? In that event, the stations would surely go beyond the Commission's limits on commercial time.

Panic Proportions

As the week wore on, the situation — taken in stunned silence when first announced — grew to panic proportions. There were as many different reactions and solutions, since each followed its own interpretation of the order. It was rather common to find stations changing policy from day to day in view of new interpretations they were able to receive or when they found one solution unfeasible they tried another.

Stations KWFB, KLAC and

(Continued on page 20)

FTC Cites Eight More Disk Firms

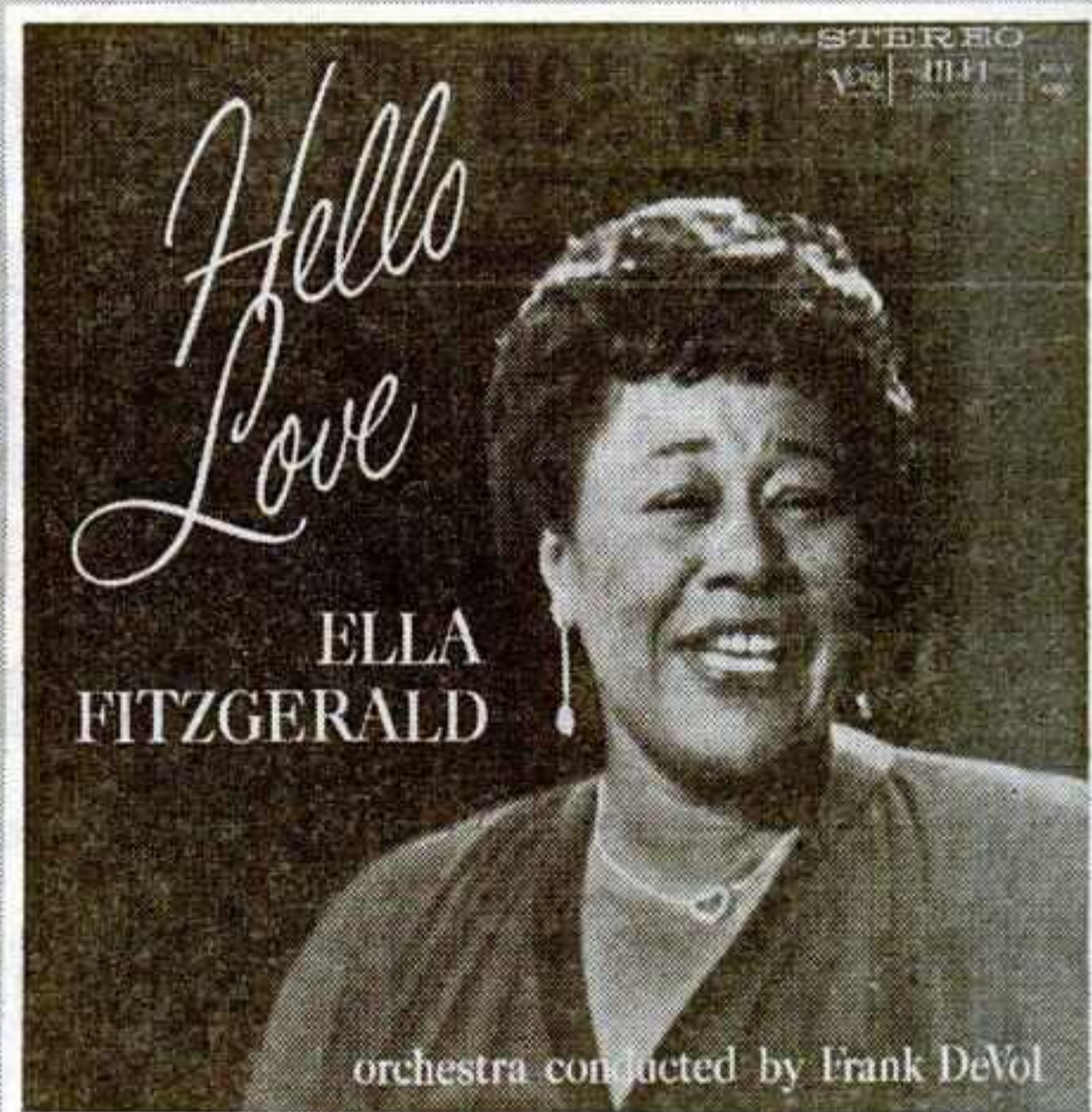
WASHINGTON — The names of eight more companies were added to Federal Trade Commission's growing list of payola complaints last week (23).

Those named were Carlton Record Corporation, and Carlton Record Distributing Corporation, New York, and Joseph R. Carlton, Norman Walters and Don Genson, their president and vice-presidents, respectively; Herman Lubinsky, doing business as Savoy Music Company, Newark, N. J.; W. S. F., Inc., New York, and Jack Waltzer and Monte Freed, president and vice - president - treasurer; Decca Distributing Corporation, New York a wholly owned subsidiary of Decca Records, Inc., which distributes records manufactured by the parent and other subsidiaries,

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Tender ELLA
**1960's
 LUSHEST
 LISTENING!**

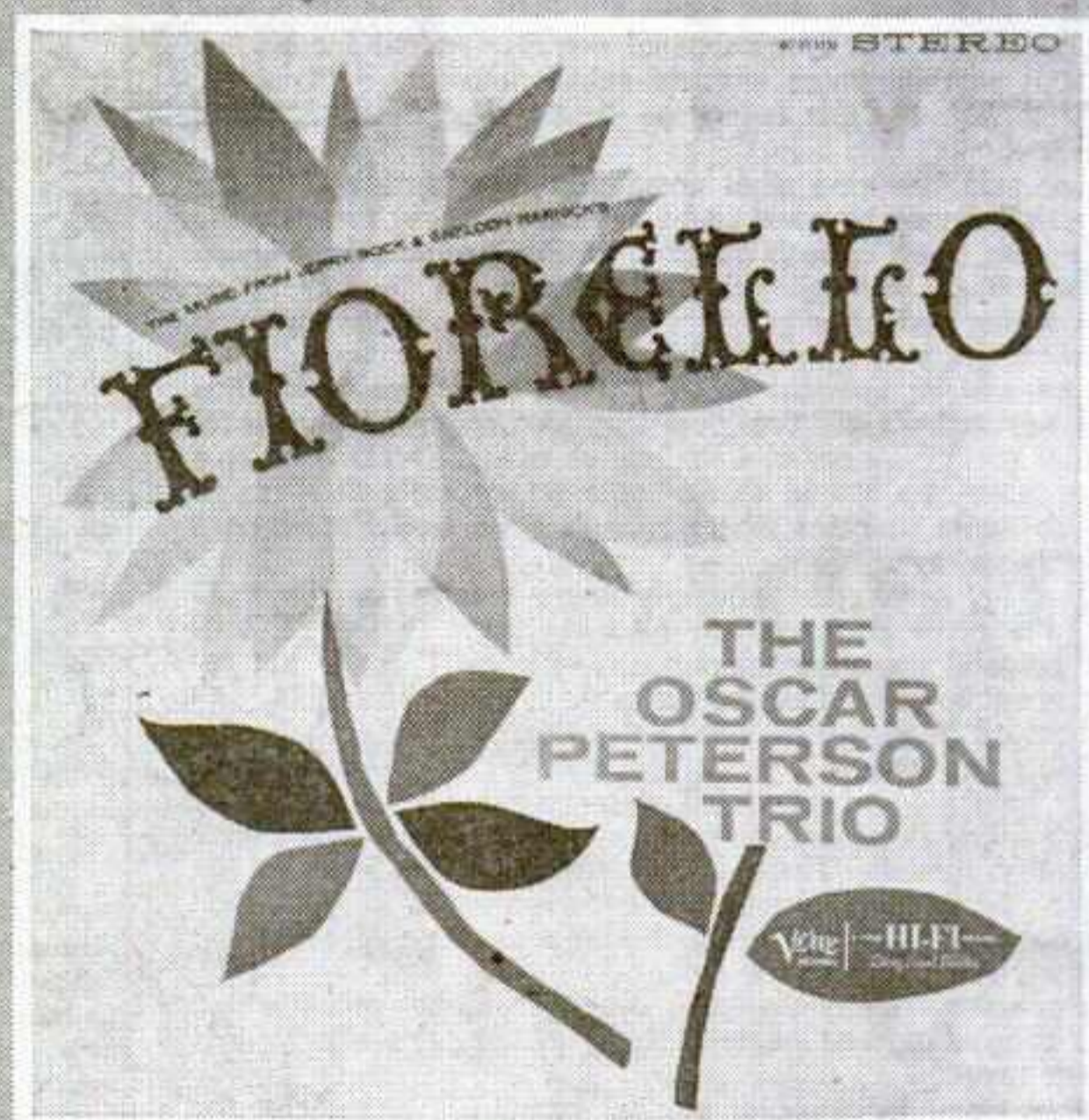


MG V-4034, MG VS-6100*

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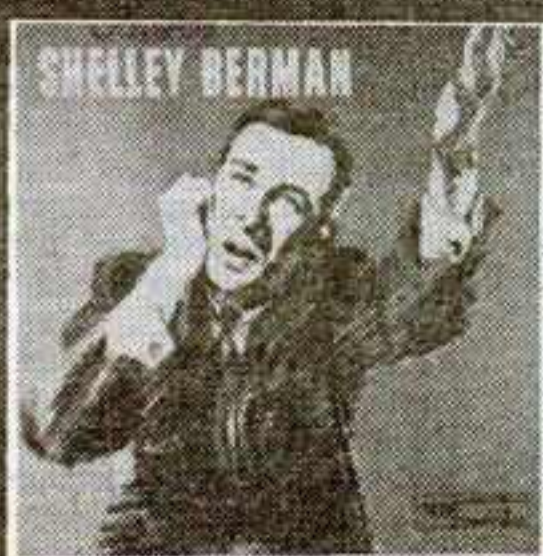
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 MGVS-6106*



OUTSIDE SHELLEY BERMAN, MGV-15007,
 MGVS-6107*



THE WONDERFUL WORLD OF JONATHAN
 WINTERS, MGV 15009, MGVS-8099*



ELLA FITZGERALD SINGS THE GEORGE AND
 IRA GERSHWIN SONG BOOK, MGV-4029-5,
 MGVS-6082-5*



THE GENE KRUPA STORY — Recorded directly
 from the soundtrack, MGV-15010, MGVS-6105*

Jamal
happy
moods

ARGO LP 662

Jamal
happy
moods

ARGO LP 662

Jamal
happy
moods

ARGO LP 662

Jamal
happy
moods

Ahmad
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Ahmad
Jamal
happy
moods

ARGO LP 662

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—Dick Williams, L.A. Mirror News

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—Harrison Carroll, L.A. Herald & Express

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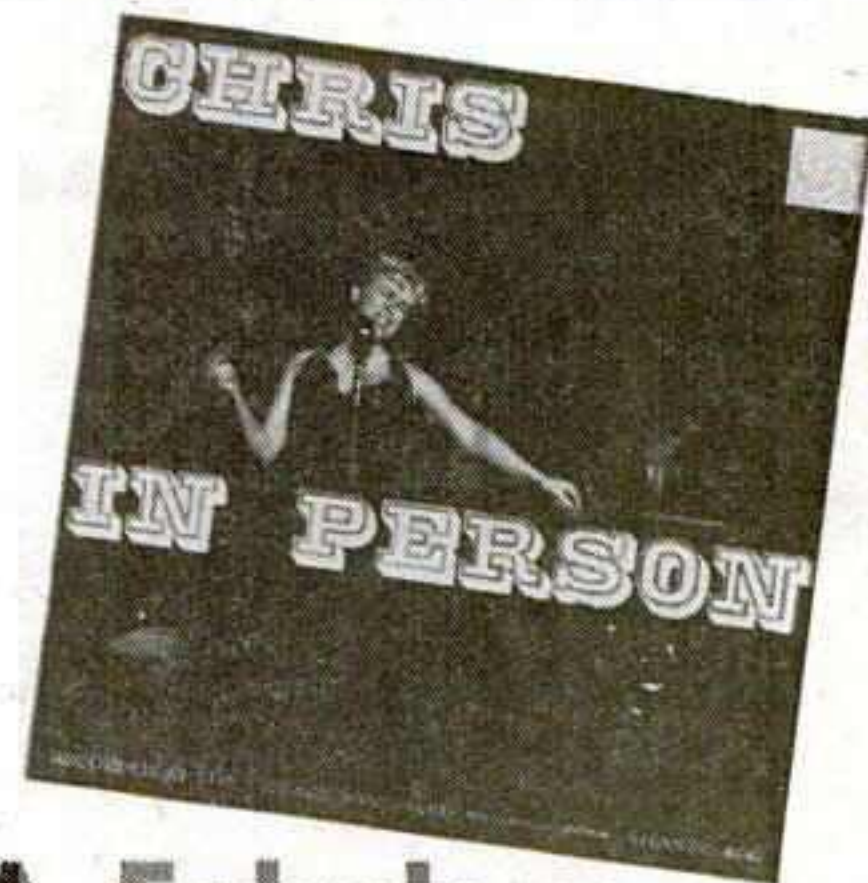
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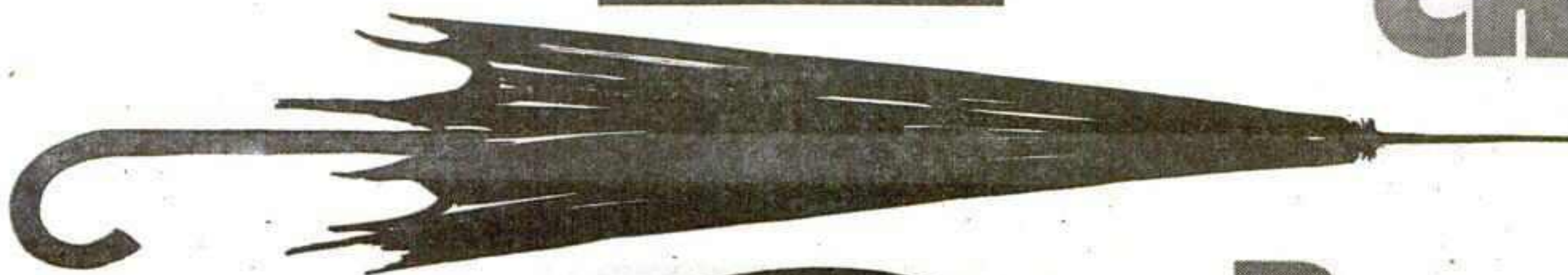


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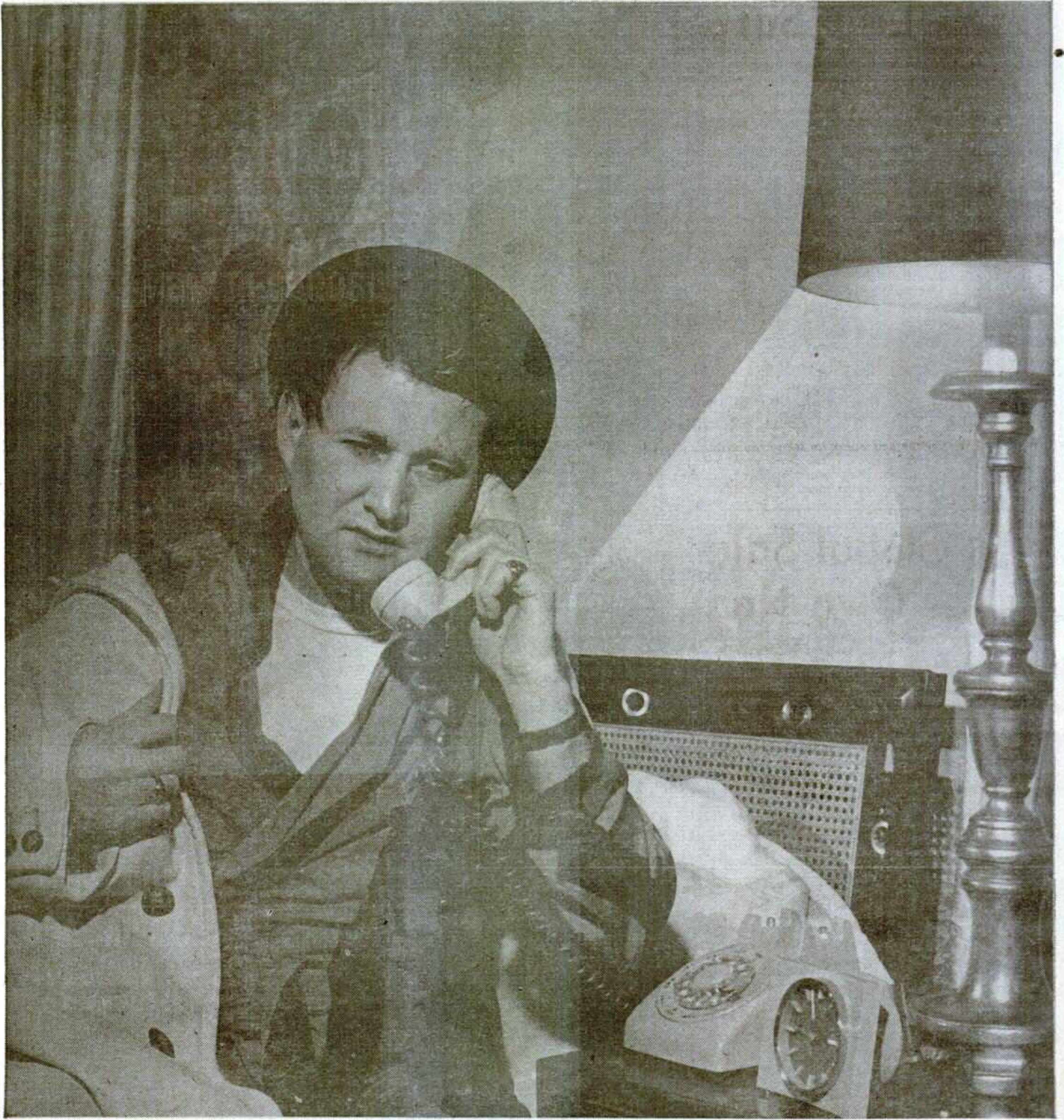
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THANKS FOR WAKING ME AT 3 AM TO RUSH YOU MORE OF THE NEW, "NOBODY LOVES ME LIKE YOU" BY THE FLAMINGOES, END 1068, AND THE GREAT NEW TWO SIDED HIT BY LITTLE ANTHONY AND THE IMPERIALS: "BAYOU BAYOU BABY" & "MY EMPTY ROOM", END 1067. I'LL ATTEND TO IT RIGHT THIS MINUTE. BY THE WAY I'M DELIGHTED WITH THE SUCCESS OF OUR 2 HITS ON GOLDISC: #3001 "BARBARA" BY THE "TEMPTATIONS" AND #3003 "LET THEM SAY" BY IVORY JOE HUNTER.

END RECORDS 1650 BROADWAY **GOLDISC RECORDS**
NEW YORK, N. Y.

NARM Conclave to Hear 'Life' Survey

NEW YORK — One of the key addresses at the forthcoming National Association of Record Merchandiser's Convention (NARM), to be held at Las Vegas, Nev., starting March 31, will be made by Ralph Gallagher, Life magazine's director of marketing. His speech will deal with a Life magazine survey of sales of records in supermarkets. Other key items on the agenda of the NARM meet at the Tropicana Hotel in Las Vegas, include panel meets, awards to best-selling record artists, and discussions of record rack merchandisers' problems, as well as many workshop sessions.

Gallagher's one-hour talk will stress the conclusions of the Life Marketing Survey. It is understood that the survey conclusions indicated that the buying public still does not generally realize that records are sold via supermarkets.

It is also reported that according to the survey many buyers feel records purchased in supermarkets are economy or inferior merchandise, and not the same merchandise as can be purchased at record

shops. These conclusions point the way toward better point-of-sale display, better promotion, and an emphasis on the quality of merchandise sold in supermarkets, since the majority of records purchased in supermarkets are impulse sales, according to reports of the survey.

The key panel discussion will feature Cy Leslie of Pickwick, Irwin Tarr of RCA Victor, Bill Gallagher of Columbia, and Hal Cook of Warner Bros. for the record companies, with Eddie Snyder of Washington, Harold Goldman of St. Louis, Al Driscoll of Columbus, O., and Pete Wambach of Harrisburg representing the rackers. They will discuss many hot rack industry questions. Tom Noonan of The Billboard will speak on merchandising in supermarkets. There will also be nine half-hour workshops, and Jules Malamud of Stereo - Fidelity, Phil Sammeth of Walt Disney, and Leon Hartstone of London Records, will speak for the record manufacturers. The NARM Awards will be another highlight for the three-day meet.

WB Global Sales Under Own Name

Continued from page 1

resulting uniformity will allow a free interchange of the label's product from one country to another. Now that Europe is enjoying a common market (duty-free import from other European countries), it will allow an easy interchange of WB product across national boundary lines. Thus, if a given release spurs a heavy demand in country A, the licensee there could import additional pressings of that record from his counterpart in country B and send him in exchange disks which are enjoying a brisk demand in that market.

Such free flowing exchange is possible only when uniformity is

maintained in the label itself, album covers, and record numbers.

WB label prexy Jim Conkling feels his line will enjoy a healthy sale abroad. Catalog, he said, was built with the foreign sales picture in mind. An unusually heavy portion of the label's LP wares were made as instrumentals purposely to hurdle the language barrier which could block their sale in non-English-speaking countries.

Also, Conkling feels that a number of his label's artists already enjoy an enviable following in foreign lands, such as Bill Haley and the Everlys, to name two. Those who appear in U.S.-made TV films have been exposed to the foreign TV film shows as "77 Sunset Strip" and "Cheyenne" are being purchased by stations abroad. Label's best-selling single, "Kookie's Comb," is expected to reap top sales when eventually it is made available to foreign buyers.

Licensees signed by Warners include the following: Austria, Musica Schallplatten - Vertrieb GmbH; Australia, the Australian Record Company, Ltd.; Canada, the Compo Company, Ltd.; Denmark, Hede Neilsens Fabriker A-S; Finland, Sahlkoliikeiden Oy; Germany, Teldec; Great Britain, Decca Records; Holland, Bovema; Ireland, Decca Records; Italy, Saar; Japan, Nitchiku Industries Company, Ltd.; New Zealand, the Australian Record Company, Ltd.; Norway, Egil Monn Iversen A-S; the Philippines, Mareco, Inc.; South Africa, Trutone; Sweden, Telefunken; and Switzerland, Musikvertrieb A. G.

Only 80G for 'Times' Theme

NEW YORK — The Billboard last week (March 21) carried a story with reference to the court case of Lombardo vs. Adams, stating that the theme, "Seems Like Old Times," used on a network radio show, gained \$340,000 income.

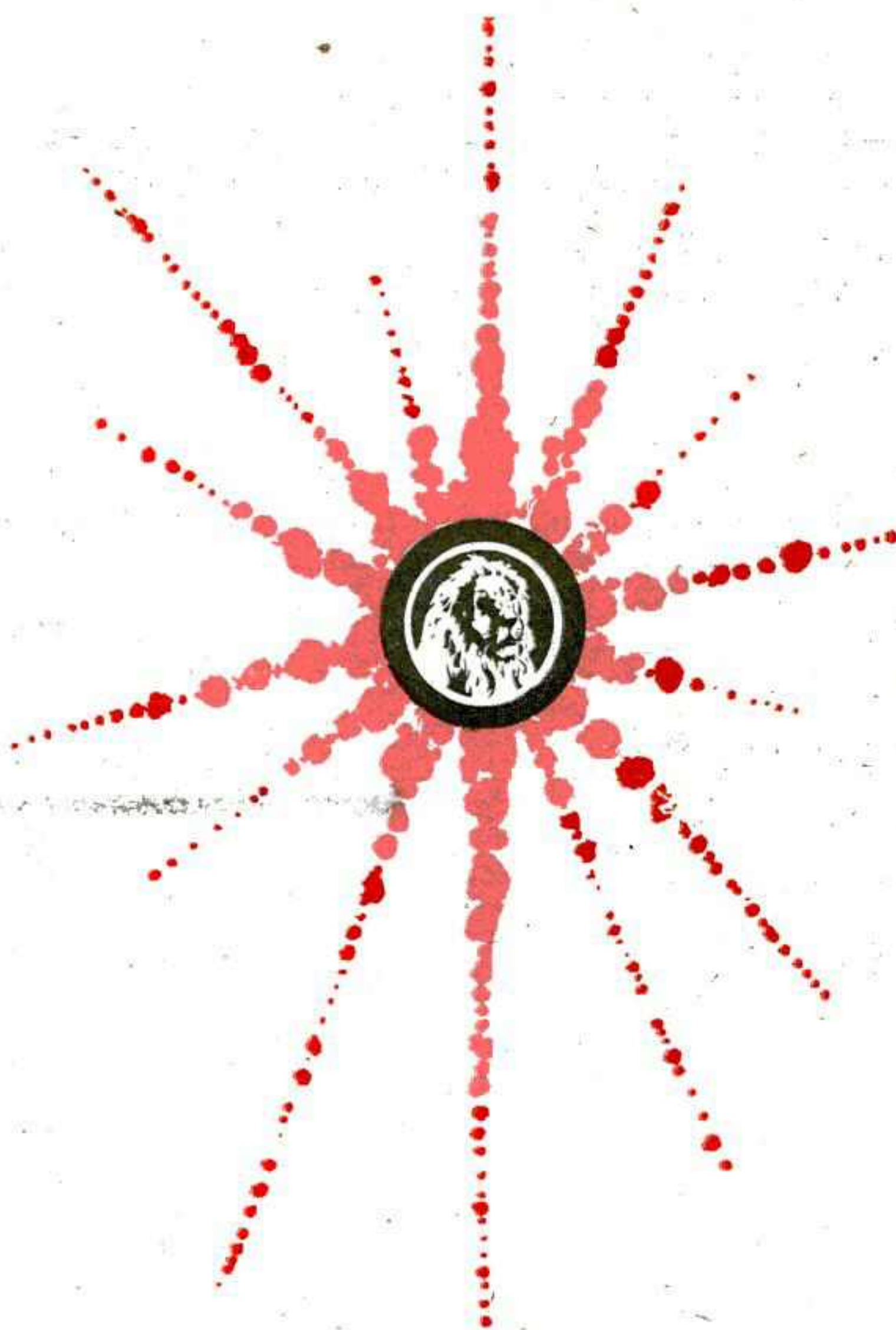
John Jacob Loeb, the co-writer with Carmen Lombardo of the tune "Seems Like Old Times," told The Billboard this week that the \$340,000 was not earned only on this one song but on the entire catalog of Lombardo and Loeb. Judge Pitoni in his decision on the case of Lombardo vs. Adams stated that Lombardo and Loeb received primarily on this one song more than \$340,000 since the theme song rule was adopted in 1950. (The case is now in appeal.)

Loeb noted that the sum earned by the entire Lombardo-Loeb catalog, in the period since 1950. The catalog includes such songs as "Masquerade," "Rosie the Riveter," "Sweetie Pie," "Coquette," "Sweethearts on Parade" and "Powder Your Face With Sunshine." Loeb said that the song "Seems Like Old Times," earned about 25 per cent of the total of \$340,000, or about \$80,000. This means that Lombardo and Loeb each earned about \$5,000 per year on the theme since 1950.

Brandt to M-G-M Coast Distribs

NEW YORK — Sid Brandt, vice-president in charge of operations for M-G-M Records, is currently visiting diskery's distribns on the West Coast and conducting sales meetings.

Brandt expects to make periodic junkets covering the MGM distrib network thruout the country.



STAR POWER

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What is *Starpower*? It's the name of a brand new concept in record merchandising: utilizing the potent magic of America's greatest recording stars, combined with the hit-making habits of America's hottest record company, all this with one goal in mind—to move merchandise. To get "action". To sell records. Say it any way you like—

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HUGE TV HOOK-UP FOR EUROVISION SONG FINALS

By DON WEDGE

LONDON — Fifteen European television networks, stretching from Finland in the north to Italy in the south, are being linked in the live transmissions of the 1960 finals of the Eurovision Song Contest, tomorrow (Tuesday, 29) night.

It will be staged by BBC-TV at the Royal Festival Hall with each participating country providing its own commentator. Judging panels in each of the 13 participating countries will also be linked to London. They do not vote on their native entry.

A 2,000-strong audience is expected to include all the publishers and writers who won their way

thru local heats to the grand final. In addition, many of the European music scene's prominent figures have been invited to attend.

All the artists will be backed by an orchestra formed by the BBC's regular musical director, Eric Robinson, but several will bring their own conductors — from France Frank Pourcel will take over the baton for their entrant, Jacqueline Boyer.

The final spot in the show is regarded as the best. To counteract this, an innovation is that the juries will hear—but not see—the final rehearsal during the afternoon. The running order will be decided by ballot today (28).

(Continued on page 64)

London Bow Big for Darin, Eddy, McPhatter

LONDON — The hottest American package yet to reach Britain—headlining Bobby Darin with Duane Eddy and Clyde McPhatter—opened to near capacity for four weekend concerts in London. The Americans are joined by British hit parader Emile Ford and Bob Miller's big rock band.

Darin had a rough passage for the first house but adapted his act, bringing his hits in earlier, for later shows to win high audience appre-

(Continued on page 64)

Overseas News Front

Belgian Newsnotes

By JAN TORFS

Juke Box Magazine, Bechelen, Belgium

The record industry in Belgium is looking anxiously at certain labels who cut their prices to 39 and even 29 francs (80 and 60 cents) for a single record. Up until now, all singles in Belgium cost 60 F (\$1.20).

Young German singers are getting more and more popular among Belgian teen-agers. For instance, Conny (on Electrola Records) and Peter Kraus (on Polydor) top almost all the popularity polls, but strangely enough, they don't succeed in creating one hit record. On the other hand, American singers such as Neil Sedaka, Conway Twitty, Johnny and Hurricanes and many others, sell records by the thousands, but have not yet succeeded establishing a big personal following.

Rina Pia, promising singer on the Barclay label, has made a very fine Flemish-language recording of two American songs: "Oh Waarom?" (Oh Why?) b-w "Nog nooit ben ik verliefd geweest" (I'll Never Fall in Love Again).

For U. S. promotion men who wonder about record promotion in Belgium: Belgian radio is controlled by the government. No commercial broadcasting competition is allowed and all personnel on this state-operated radio are there to stay, whether they are good or bad, whether the whole of Belgian listens, nobody at all! As far as teen-agers and lovers of popular music are concerned, it is very simple: They just don't listen because most of the time is devoted to classical or semi-classical music. Another result of this "no-competition" rule: There are no disk jockeys, no hit parade listings (and, of course, no payola . . .) and Belgians with an interest for modern, up-to-date music turn to more progressive, independent radio stations, such as the American Forces Network (A.F.N.) Radio Luxembourg or Europe No. 1.

Digno Garcia, born in Morasque-Luque, Paraguay, came to Europe as cultural and good will ambassador for his country, together with two other Paraguayan artists. Los Paraguayos, who records for Epic in the United States, toured all thru

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April 18 Issue



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CONNIE FRANCIS

MAMA • TEDDY K12878

CONNIE'S GREATEST HITS—One of Connie's latest and greatest albums. Contains her smash renditions of Who's Sorry Now; Fallin'; Carolina Moon; Frankie and others.



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MGM RECORDS

Europe, making fine music and best selling records. Upon finishing his job, Digno Garcia formed his own group (with Lonardo Aquino, Antonia Alvarez and Arnaldo Peralta). Palette Records just launched Digno Garcia's first album "Vivo Digno Garcia," also available in the U.S.A. The group's future releases may originate from Belgium, because Digno fell in love with a Belgian girl and is making this country his permanent home.

Palette Records is going all out on launching **Louis Neefs**, most promising young artist on their label. After "Arrivederci," a big Italian hit, Louis recorded a Flemish version of the U. S. hit "Forever": "Honderden Sterren."

The latest trend in the Belgian recording industry is a very amusing one: Take a well-known foreign singer, teach him to sing two songs in Flemish, make a record of it and you have a good chance to have a hit. **Caterina Valente**, **Vico Torriani**, **Conny (Froboess)**, **Line Renaud**, **Dalida** and many other celebrities from France and Germany did it—but surprisingly, not one American recording artist! We wonder who will be first.

London Newsnotes

By **DON WEDGE**

News Editor, New Musical Express

Because of his date on the **Frank Sinatra-Elvis Presley** ABC-TV spectacular, **Sammy Davis** put back opening at Pigalle Restaurant here till May 17. It will be his first British date. . . . **Vaughan Monroe** called in London for discussions on possible TV concert dates on way home after stint entertaining in U.S.A.F. bases in Germany. . . . **Yma Sumac** breaks Madrid vacation to visit London for ATV "Sunday Show" (one-night replacement for regular Palladium transmission) on April 3. . . . American c.&w. singer **Donn Reynolds** back in London after a year in Germany. . . . **Joe Maudlin** and **Jerry Allison**, who were **Crickets** with the late Buddy Holly when they were in Britain two years ago, return as the **Everly Brothers'** accompanying group this week. The Everlys head a British package show for three weeks on one-nighters from April 3. . . . **Sister Rosetta Tharpe** starts her third British concert tour at London's Royal Festival Hall on Saturday (April 2). Thruout she will be with the **Chris Barber Band**.

Liberace arrived on Tuesday morning (22) with an entourage that included MD **Gordon Robinson** and singer **Janet Medlin**. He begins a seven-and-a-half-week London Palladium season on April 6, followed by a 12-week provincial tour. . . . Star Theaters, a big northern chain, will promote entire tours by Mercury's **Johnny Preston** (10 weeks from April 10), M-G-M's **Conway Twitty** (24 days from May 8) and Swan's (Top Rank here) **Freddy Cannon** (six weeks also from May 8). When their

visits coincide they will be jointly presented. . . . **Ella Fitzgerald** finished three-week British visit with London concerts Tuesday (22) sharing bill with Norman Granz' JATP, their most successful tour so far.

Decca scheduled March 25 release for **Don Gibson's** RCA hit "Just One Time," with **Drifters'** "This Magic Moment," **Garry Stites'** "Lawdy Miss Clawdy" and **Monty Kelly's** "Summer Set" on their London-American label. . . . EMI had **Paul Anka's** "Puppy Love" b-w "Adam and Eve" coupling (on Columbia), **Kingston Trio's** "El Matador" (Capitol) with singles from albums by M-G-M's **Joni James** ("You Belong to Me") and Mercury's **Sarah Vaughan** ("Sweet Affection"). . . . Top Rank is launching a three-EP set in a new series called "Country and Western Express" of material from its U. S. affiliates.

Bandleader **Johnny Dankworth**, medically advised to stop touring for two months, disbands April 10 and resumes at Bath Festival May 28. Until recently Dankworth, a top jazz leader recorded for Rank, but is now with U. S. Roulette. . . . Veteran sweet music maestro **Billy Ternent** signed for orchestral LP's by Decca with U. S. release on London and Richmond labels.

Gerry Wilmot, the EMI group's chief deejay for their sponsored Radio Luxembourg shows, leaves next month to head Southern Rhodesian TV operation. **Ray Orchard** takes over Wilmot's administrative duties, with **Peter West**, leading TV sports commentator, added to the deejay roster. . . . The Mechanical Copyright Protection Society has decided to charge a shilling (14 cents) royalty for each work on small quantity disk imports, because normal 8 per cent of retail selling price does not cover overhead involved. . . . The fifth annual London Audio Fair will be staged at the Hotel Russell April 21-24.

Pye's **Lonnie Donegan** made chart history this week as first British artist to top list in first week. He shares the spot with **Johnny Preston** (Mercury) slicing "Running Bear." Only previous occasion was **Elvis Presley** ("Jailhouse Rock") in 1958. Donegan, who is just back from two weeks' recording with his U. S. label, Atco, made it with "My Old Man's a Dustman," a cleaned-up version of a bar-room ditty, recorded on a one-nighter last month. Reputedly Pye had 120,000 advance orders for its March 16 release.

Released at the end of January, **Jimmy Jones'** Cub (M-G-M here) waxing of "Handy Man" suddenly shot into the charts at No. 15 last week, moving up one place in the current list. This disk won few deejay plugs, but EMI had great faith in it from the outset and consistently featured it on their sponsored Luxembourg shows. . . . Fifteen BBC airings in its first week helped lift into top 10 **Max Bygraves** (Decca) "Fings Ain't Wot They Used T'Be"—Cockney-flavored title song from new **Lionel ("Living Doll") Bart** of Bart West End musical. . . . Capitol's **Gene Vincent**, in the middle of a very successful six-month tour (packaged with **Eddie Cochran**), may return to the top 20 with "My Heart."

British Decca To Handle WB In Britain

LONDON — British Decca will handle the Warner Bros. catalog for Britain and first releases are scheduled for early April. Altho the contract has still to be signed, it is "all but," according to group executive **W. W. Townsley**.

"Everything is agreed," he told The Billboard, "and we are scheduling first single releases for around April 5 with albums following toward the end of the month. **Roy Lister** has been appointed to manage the label and he will also be in charge of exploitation."

Lister was previously exploitation man for the Mercury catalog at EMI and began at Decca last Monday (21).

Warners have been negotiating a *(Continued on page 64)*

Paar Tapes London Show

LONDON — Jack Paar arrived in London March 19 to tape a week's output of his nightly NBC shows. The first was being recorded Friday (25) and was to be flown by jet for transmission in America tonight (Monday).

British artists signed for the shows include **Julie Andrews**, **Peter Sellers**, **Anthony Newley**, **Dickie Henderson**, **Yana**, **Edmund Hockridge** and **Dickie Valentine**. Paar has been loaned ATV's Wood Green studios for the sessions. With him is MD **Jose Melis** as well as production executives.

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

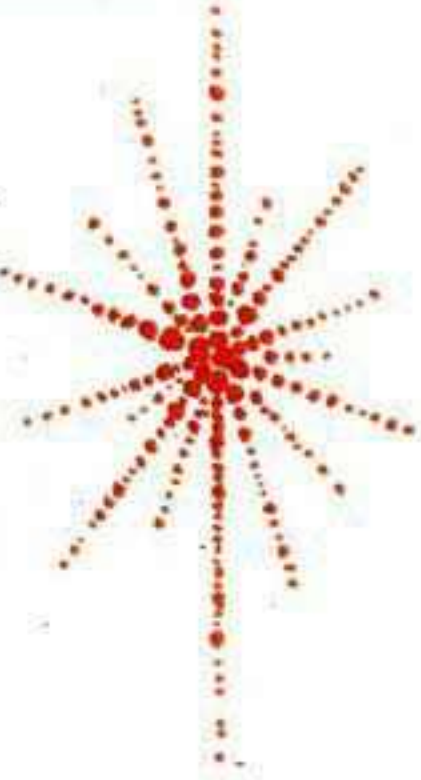
April 18 Issue

HOT 100 ADDS NINE

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

- 76. **Cradle of Love** (Big Bopper-Tree, BMI)—Johnny Preston, Mercury.
- 81. **Ooh Poo Pah Doo** (Minit, BMI)—Jesse Hill, Minit.
- 83. **It Could Happen to You** (Famous, ASCAP)—Dinah Washington, Mercury.
- 85. **Teen-Ex** (Acuff-Rose, BMI)—The Browns, RCA Victor.
- 88. **House of Bamboo** (Criterion, ASCAP)—Earl Grand, Decca.
- 93. **What Am I Living For?** (Progressive, BMI)—Conway Twitty, M-G-M.
- 96. **Why I'm Walkin'** (Tubb, BMI)—Stonewall Jackson, Columbia.
- 98. **I Need You Now** (Miller, ASCAP)—Joni James, M-G-M.
- 99. **Stairway to Heaven** (Aldon, BMI)—Neil Sedaka, RCA Victor.

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ALBUMS WITH BUILT-IN PEOPLEPOWER



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**JOHNNY
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MGM RECORDS



Wesley Rose To Europe for A&R Confabs

NASHVILLE — Wesley Rose, general manager of Acuff-Rose Publications, Nashville, and chairman of the board of directors of the Country Music Association, leaves April 1 for a month's visit to the Acuff-Rose offices in England and on the Continent. He will be accompanied by Mrs. Rose.

Rose will visit Ralph Siegel, of Acuff-Rose in Munich; Jacques Kluger, of Editions Acuff Rose Benelux, Brussels; E. C. Holmes and Alan Lockey, of Acuff-Rose Publications, Ltd., London; Rudy Revil, Les Editions Tropicales, Paris, and Ladislao Sugar, of Edizioni Frank Music, Milan. Following a visit with Maurice Rosengarten in Zurich, Rose will join the Everly Brothers and his brother, Lester Rose, the Everlys' road manager. *(Continued on page 27)*

Mitch to Speak at NAB Meet

WASHINGTON—Mitch Miller of Columbia Records will give a talk on "If I Were Your Program Director" to broadcasters during program of radio assemblies for the 38th Annual Convention of the National Association of Broadcasters to be held April 3-6 in Chicago.

John F. Meagher, NAB vice-president for radio, will preside at the opening radio assembly Monday afternoon, April 4. Opening remarks will be made by F. C. Sowell, WLAC, Nashville, Tenn., chairman of the NAB radio board of directors.

A report to the industry will be given by Robert T. Mason, WMRN, Marion, Ohio, chairman of the all-industry radio music license committee, and Emanuel Dannett of New York, the committee counsel.

A report on the NAB standards of good practice for radio broadcasters will be made by Cliff Gill. *(Continued on page 29)*

M-G-M, Cub Hit Hot Pace in Chart Sweeps

NEW YORK—The presence of five M-G-M and Cub records within the top 50 of the Hot 100 shows a great deal of action for the parent company and its subsid. Cub's Jimmy Jones with "Handy Man" continues to hold a ranking position in the top 10, after its 14th week, and the two current M-G-M Connie Francis hits continue to rise—"Mama" from 21 to 11, and "Teddy" from 47 to 29.

Latest releases from the M-G-M camp are Mark Dinning's "A Star Is Born," and Conway Twitty's "What Am I Living For," while Cub entries are Jimmie Jones' "Good Timin'" and the Impalas doing "When My Heart Does All the Talkin'."

Solons Deny Sidetrack Of Clark Payola Probe

WASHINGTON — Has Dick Clark really divested himself of interests in the 17 corporations and the song copyrights which allegedly lifted his income into the half-million-a-year-bracket? Did the deejay "exact tribute from composers and talent" in exchange for airing their music?

These and other questions being painstakingly investigated by the Harris (D., Ark.) Legislative Oversight Subcommittee were given by members Moss (D., Calif.) and Mack (D., Ill.) as the reason for delaying the Clark appearance before the subcommittee here. A progress report on the Clark phase of the payola probe, by Chief Counsel Robert Lishman supports the claim that there had been no "sidetracking" of the Clark appearance, as charged on two occasions by GOP member John Bennett (Mich.).

The two congressmen and the counsel insisted that "premature

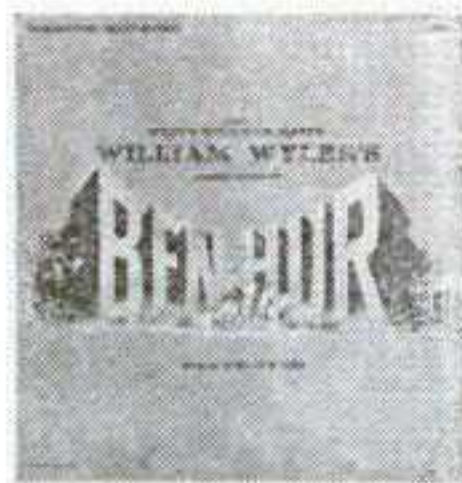
disclosure" of activities in the case would jeopardize the committee's case and might wrong innocent people. Allegations about 80 of Clark's business associates are being studied. Some allegations have already been found to be "malicious and unfounded," Lishman said in last week's report (21). Also being sifted are the books and records of more than 17 corporations, in Philadelphia, New York and other localities.

The probers want to learn from Clark, from his associates, and from the ABC network, if he has truly divested himself as claimed last November, of all outside music interests, as the network required. The investigators want to know if there was payola, either direct or indirect, in pushing records on Clark shows, "American Bandstand," and the Dick Clark Show. If so, were such payments made directly to the deejay, thru corporations controlled by him, or thru *(Continued on page 29)*

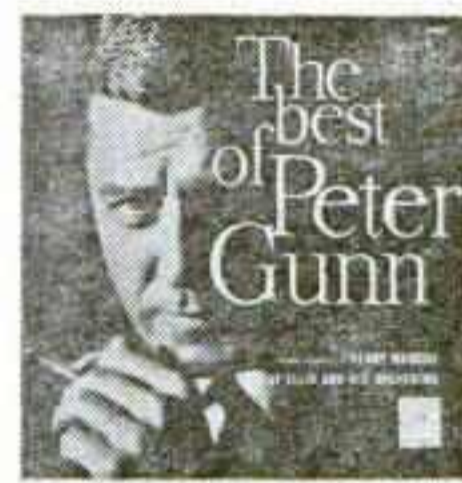
These sensationally hot MGM "STAR-POWER" Albums have what it takes to build business, create traffic and satisfied customers at one and the same time. Display them — stock them in depth — put 'em to work for you.



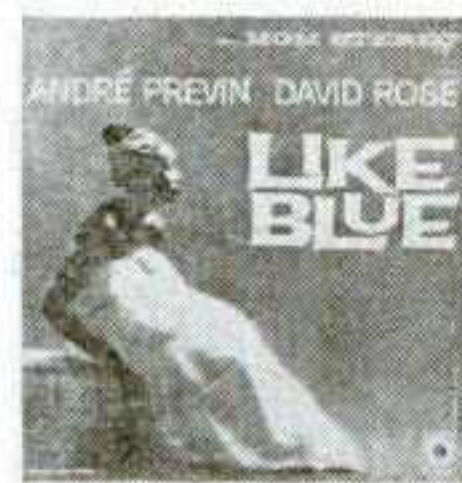
CONNIE FRANCIS SINGS ITALIAN FAVORITES
Stereo SE3791 E3791



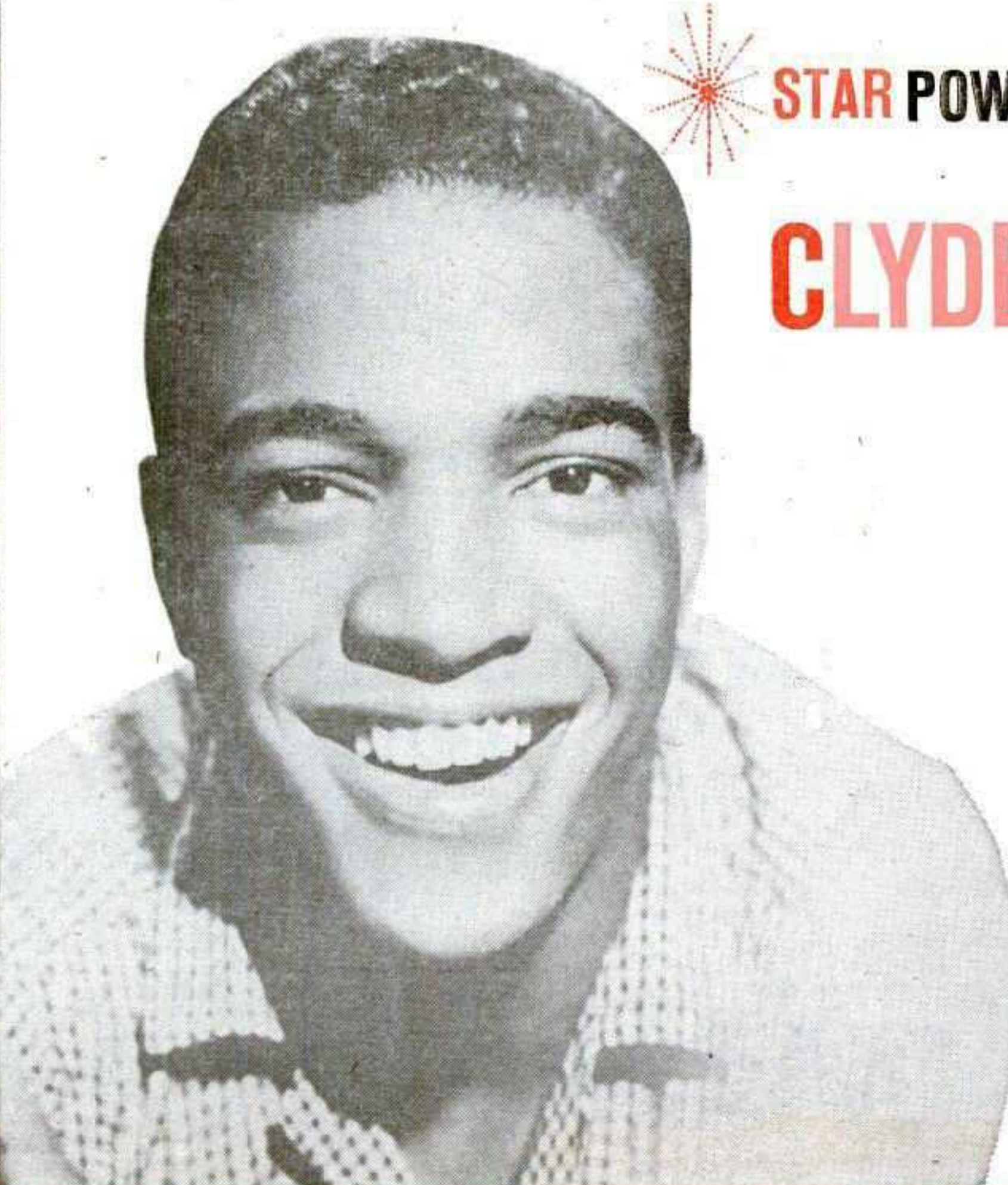
BEN-HUR
DeLuxe Edition with 32-page souvenir booklet in full color
Stereo S1E1 1E1



THE BEST OF PETER GUNN
Arranged and Conducted by RAY ELLIS
Stereo SE3813 E3813



LIKE BLUE
ANDRE PREVIN — DAVID ROSE
Stereo SE3811 E3811



STAR POWER is listenerpower on MGM RECORDS

CLYDE McPHATTER

THINK ME A KISS K12877

LET'S START OVER AGAIN-CLYDE McPHATTER
—A smash artist; a terrific style; a great album. Thrill to—Let's Start All Over Again; Bless You; How Deep Is The Ocean; The Glory of Love and others.



CLYDE McPHATTER
let's start over again
Stereo SE3775 E3775

Payola Probe Salutory Lesson, Says Kintner

WASHINGTON — Altho the Federal Trade Commission has gone hot and heavy after payola cases of push money for records, Chairman Earl Kintner said the quiz show and payola scandals should not be "blown up out of

proportion to their real importance" on the American scene, by news media. To judge from the uproar, some have pictured half the American public as racing to the nearest music store to buy rock and roll records which had been pushed, Kintner pointed out, altho "we all know this is not the fact."

Other Issues

Addressing a group of Indiana broadcasters recently, Kintner said the same media pictured the other half of the American public as completely preoccupied with the quiz show scandals. In truth, other instances of public deception being handled by the FTC are fully as

(Continued on page 19)

Rene Granted Pact Release By Imperial

HOLLYWOOD — Henri Rene's increasing activity in the realm of TV film scoring last week prompted him to seek and receive a release from his Imperial Records contract. Pact still had one year to run and covered Rene's exclusive services as musical director helming album artist and repertoire for the label and as a recording artist.

Despite the fact that Imperial proxy Lew Chudd granted Rene his requested release, Rene will continue to function for the label in all areas as before but on a non-exclusive, per session basis. He is scheduled to handle several future album sessions for the label but now will be free to intensify his work in the TV film field, consider movie scoring offers. Dissolution of the Imperial pact also frees Rene to record for other labels.

Rene came to Imperial a year ago after serving RCA Victor for approximately two decades as recording artist and musical director, both in New York and in Hollywood. Chudd told The Billboard no replacement would be made for Rene since his services will continue to be available to the label as before.

H-F Label Sets April Discount Deal

HOLLYWOOD — High Fidelity Recordings will conduct a sale during April, allowing dealers a 20 per cent discount plus dated billing for all merchandise purchased during the month. Label tags its April discount drive as the "Get Rich Plan." It will include Hi Fi's complete catalog, both monaural and stereo wares as well as three new releases to be made on April 1.

New releases include Arthur Lyman's "Taboo, Vol. II," Paul Horn Quintet's "Something Blue" jazz package and a novelty importation, "Dutch Band Organ."

Jeff Clark, Hi Fi's national sales manager, will inform dealers that co-op ad funds and in-store display matter will furnish dealers availing themselves of the plan.

DISK MAKING DOCUMENTARY AIRED BY CBC

TORONTO — The Canadian Broadcasting Corporation examined the creation of a single record in an hour-long documentary Tuesday (1) on the Trans-Canada network.

The documentary, under the title of "The Birth of a Ballad," is part of a series of sound documentaries being produced by Harry J. Boyle under the over-all title of "Project '60."

The show gave a first-time airing to a Gordon MacRae single, "You Are There," written by Al Hoffman and Dick Manning, with Albert Van Dam doing the music. Program organizer was Lloyd Chester, who went to Hollywood and New York with writer Harry Allen to gather tape material for the show.

In Hollywood, Chester and Allen interviewed MacRae, Capitol a.&r. director Voyle Gilmore, song-plugger Gerri Greene, musical arranger and conductor Van Alexander, and prepared tapes on how records are manufactured at the Capitol factory in Hollywood.

In New York, Chester and Allen interviewed music publisher George Joy, of Joy Music Company; songwriters Albert Van Damm, Al Hoffman and Dick Manning, as well as talking to Billboard staffers Paul Ackerman, Bob Rolontz and Ren Grevatt.

Back in Toronto, they interviewed Jack Campbell, head of juke box operations for R. C. Gilchrist Company, Ltd., and Mac Kenner, of A & A Record store. On the day following the show all disk jockeys at the CBC were airing the Capitol record.

Dot Schedules Prima-Smith April Drive

HOLLYWOOD — Dot Records will launch a "Louis Prima and Keely Smith Month" dealer drive in April, supported by a 20 per cent discount plan plus dated billing privileges. Special sales promotional tools will be used during the month-long campaign in pushing eight Prima-Smith packages.

Dot has designed mobile window displays, counter and window easels, Browser and LP card dividers will be provided to dealers by the label's distrib. Discount plan calls for retailers receiving two free Prima-Smith LP's for every 10 they buy. In addition, dated billing will be extended up to 90 days.

Prima-Smith push is one in a series of month sales drives pinpointed on a specific Dot attraction or theme. Dot used the sales device to impressive sales advantage on behalf of Lawrence Welk last November to move a reported \$250,000 in Welk packages. In January, it launched a "Stereo Month" drive to claim a \$800,000 sales gross in the twin-track product.

M-G-M Names Prize Winners

NEW YORK — Winners in M-G-M Records' "Big Profit Show Contest," held January - February, are, in the order named, Robert Hausfater, of Roberts Record Distributing, St. Louis; Dick Godlewski, Eastern Record Distributing, East Hartford, and Albert Bramy, Melody Sales Company, San Francisco.

First prize is a deluxe trip to Mexico for two. Second and third prizes, respectively, are a hi-fi and a Philco TV set.

SISSLE TRIBUTE BY CUNNINGHAM

NEW YORK — Paul Cunningham, past president of ASCAP and currently its director of public affairs, spoke last week (24) at a ceremony marking the unveiling of a bust of Noble Lee Sissle to the Museum of the City of New York.

The tribute was in recognition of Sissle's outstanding contribution to the creative progress of the Negro in the field of arts.

Dion-Burton Pub Hook-Up

NEW YORK — Dion, of Dion and the Belmonts, has formed his own BMI publishing company, Donna-Joan Music, Inc., named for his two sisters. The firm will be affiliated with Ed Burton's Trinity Music and operated by the Trinity organization.

The new publishing company will concentrate on material suitable for Dion's own group and similar disk attractions, both groups and singles. Dion, who — unlike many young r.&r. stars — doesn't go in for songwriting himself, will personally audition new material submitted to the firm.

The deal with Dion, which does not include a management agreement, was set by Pat Genaro, who recently joined Ed Burton, owner of Trinity and Burton Management, Inc. (formerly Csida-Burton), as veepee in charge of special projects. Genaro's new functions will cover both publishing and management activities. Dion and the Belmonts' Laurie disk, "Where or When," is still high on The Billboard's "Hot 100" chart.



JAYE P. MORGAN

HALF AS MUCH

K12879

MGM RECORDS

STARPOWER

is buyingpower on MGM RECORDS

SLOW AND EASY — JAYE P. MORGAN — An "easy to take" album with many favorites including Be Careful, It's My Heart; You'd be so Nice to Come Home To; I Never Knew; Should I and others.

Stereo SE3774

E3774



Fred Waring Ork. Ends 6-Mos. Tour in Florida

PALM BEACH, Fla. — Fred Waring and His Pennsylvanians wound up a six-month tour of the U. S. and Canada with a six-day engagement at the Royal Poinciana Playhouse here (14-19). A final unscheduled performance was given at the Pensacola Naval Base Monday (21) for Navy personnel.

During the tour, one of the longest ever undertaken by the Waring contingent, over 40,000 miles by bus and plane were racked up, according to Murray Luth, Waring's personal manager. Luth said that they found the SRO sign up in over 90 per cent of the places

they played. In Palm Beach, the reception to the Waring show last year was so great that it was re-booked this year and an unprecedented request for tickets made it necessary to schedule three matinees in addition to six evening performances. On the closing Saturday, a second matinee at 5:30 had to be presented because Producer Paul Crabtree said "people just wouldn't take no when tickets were all sold out weeks in advance."

During the show March 15, Waring announced that he had just completed his 43d year in the business. At the performances here, he presented an added attraction.

(Continued on page 21)

CAPITAL FOLK FESTIVAL SET

WASHINGTON — The Twenty-Fourth Annual National Folk Festival will be held at the Carter Barron Amphitheater here June 1 thru 5.

Emphasis will be placed on inherited folk songs and dances, but newer ones will also be included. Participants are expected to come from 25 or 30 States, and will include Spanish-American singers and dancers, Negro spiritual singers and many other types.

Affair will be sponsored by a Washington Citizens Committee and the American Folk Festival Association, Inc. Chairman will be Mrs. Jouett Shouse, chairman of the President's Music Committee of the People to People Program. Mrs. Sarah Gertrude Knott will be festival director.

Bob Mersey To Big Top

NEW YORK — Big Top Records has signed Bob Mersey, who, under the name of Spencer Ross, produced and arranged the current Columbia hit, "Tracy's Theme." The Spencer Ross name, however, will only accompany Mersey to Big Top for his first record, which is due out in a few weeks. After that the Spencer Ross name returns to its original owners, Devon Music the Talent Associates music firm owned jointly by David Susskind and Howie Richmond.

Mersey has been handling arrangements and recording for Devon Music recently, and he has a long record as an arranger and conductor. His first record for Big Top under the Spencer Ross name, which will also give him equal billing is "Theme of a Lonely Night" and "Bobby's Blues."

FAST WORK

Amy, Mala Labels Get Hot

NEW YORK — Al Masler, owner of Mala and Amy Records, has gotten hot in a short time with his new labels. Masler, who is one of the large manufacturers of injection molding pressing equipment, as well as the Golden Records line and Bell Records, and the newly started American Society Concerts LP's, has come up with a big hit called "The Madison," featuring Al Brown's Tunetoppers on his Amy label. Amy Records is fighting the Columbia Records ver-

(Continued on page 21)

Top Execs to Jockey Meet

NEW YORK—The Disk Jockey Association's first annual membership meeting (Nicolet Hotel, Minneapolis, April 8, 9, 10) will be attended by several management execs. Among these are expected to be Todd Storz, prexy of the Storz Radio chain, and representatives from Westinghouse and the Storer chain.

An officer of the DJA estimated that the meet would be attended by about 200 deejays and program directors. There is also a good possibility that Oren Harris may attend. During the recent payola hearings, Harris made a point of agreeing with deejay Bob Clayton, WHDH, Boston, when the jock stated that only a small percentage

Drayson to Distrib Firm

NEW YORK—Harold Drayson has joined Mayfair Distributors as the firm's vice-president in charge of sales.

Drayson was formerly the assistant sales manager for M-G-M Records and also national sales manager for Lion Records. He had been at M-G-M since that company's inception.

of spinners in the country have been involved in any malfeasance.

During the meet, the DJA will elect its complete board of directors, draft a deejay code of ethical practice, and set general policy for the organization.

Another

SPECIAL-VALUE
FEATURE OF

THE BILLBOARD

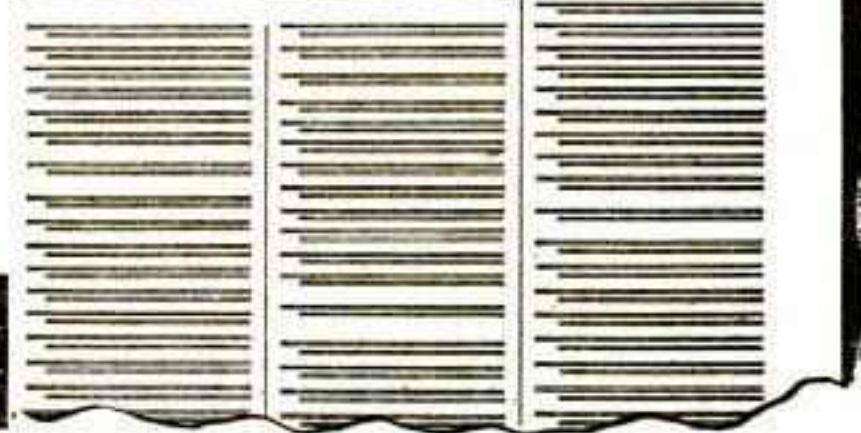
RECORD INDUSTRY

SOURCE BOOK

& DIRECTORY ISSUE

RECORD PLATING PLANTS

Special highlighted color bands were added to the index of companies listing and directory in this issue. The additional space being appropriate information about the various listed firms. For the convenience of readers, an alphabetical listing of these



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

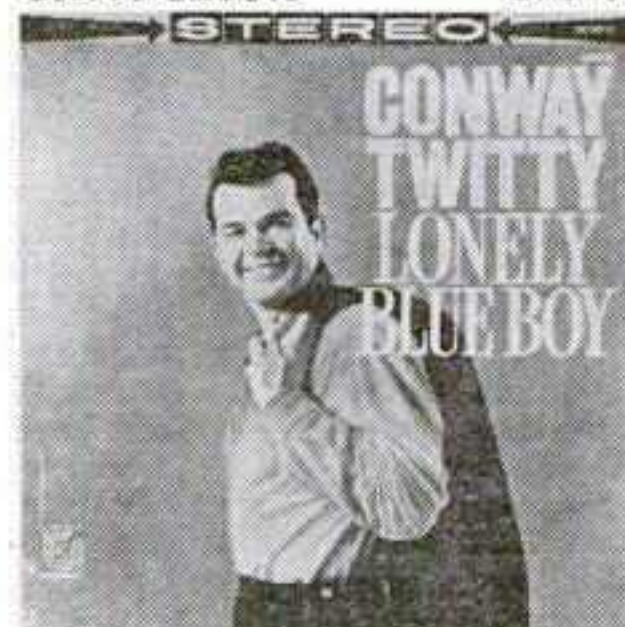
April 18 Issue

STAR POWER

is cash registerpower on MGM RECORDS

LONELY BLUE BOY — CONWAY TWITTY — Conway Twitty's biggest album yet...a great collection of hits topped with Lonely Blue Boy; Sorry; Pretty Eyed Baby; Heart-break Hotel and others.

Stereo SE3818 E3818



CONWAY TWITTY

WHAT AM I LIVING FOR THE HURT IN MY HEART

K12886



Chi Dealers to Mull Co-Op Record Buying

CHICAGO—Ten Chicago dealers have scheduled a meeting for Tuesday (29) to explore the possibility of cooperative buying.

The dealers are organized as the Associated Record Stores, which was the nucleus for the formation in June, 1958, of a national retailer's group, the Society of Record Dealers (SORD).

A spokesman for ARS said that cooperative buying by groups of dealers is already under way in Philadelphia, Pittsburgh and Los Angeles as well as in New Jersey, where an operation is in progress that was described in last week's Billboard.

Chicago is one of the few remaining markets where local distributors still enjoy relative freedom from trans-shipment, said the ARS member who declined to be named. He indicated that the dealers, operating as a large buying group, might find more favorable deals outside the territory.

"Attempts to limit trans-shipment have been stopped by the Justice Department," he said, "distributors who think they are protected by exclusive contracts with labels are living in a dream world."

NJF Board Names 1960 Officers

NEW YORK — The Newport Jazz Festival Board of Directors last week named the following officers to serve for the year 1960: Louis Lorillard, prexy; John Hammond, veepee; Jeremiah Maloney, treasurer, and Dick Sheffield, secretary. New appointees to the board were Newport Mayor Jim Maher, Al Grossman and George Avakian. The other members of the board are George Wein, David Warren, Langston Hughes, Willis Conover, Charlie Bourgeois, Charlie McWhorter, Marshall Stearns, and Marshall Brown. Arnold London is the new comptroller and Mrs. A.

Wilson Whitman is the executive secretary. Jay Weston is again the public relations director for the Festival.

Last year the NJF spent a total of \$265,692.53 on talent, which accounted for 143 bands, groups and individuals who performed at various NJF activities. In addition to the Festival itself in Newport, the NJF co-produced jazz entertainments at Boston, French Lick, and Toronto, and played a touring jazz show in Buffalo, New York, Cleveland, Columbus, Cincinnati, Toledo, Indianapolis, Louisville, Chicago, Detroit, Boston, Philadelphia, Pittsburgh, Washington and Toronto. Newport also sent a group of touring musicians to Europe, playing Scandinavia, England, Germany, Italy, France, Holland, Belgium and North Africa.

Philly Distribbs Sign Consent Orders

WASHINGTON — Federal Trade Commission last week announced approval of consent orders forbidding three Philadelphia record distributors to give undercover payola to anyone to get their records aired.

Orders covered Universal Record Distributing Corporation, and Harold B. and Clara B. Lipsius, and Harry Finfer, the president, secretary-treasurer and vice-president, respectively; Main Line Distributors, Inc., and Haskell and Barry Golder, president and secretary, respectively, and Raymond Rosen & Company, Inc., and Thomas F. Joyce, Joseph B. Elliott, Jack S. and Edward H. Rosen, and George M. Mintner, company president, executive vice-president, vice-president, secretary and treasurer, respectively.

The distributors were charged by FTC with giving radio and television deejays payola to play their records in order to increase sales. Deejays concealed the fact that they were paid for broadcasting the songs, FTC charged, and misled listeners into believing the records were selected strictly on their merits.

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

Agreements, FTC said, are for settlement purposes only, and do not constitute admissions that the companies have violated the law.

Disk Studios Get Major Face-Lifting

NEW YORK—Recording studios in New York City appear to be going thru a major rejuvenation created by an influx of new capital or by the keen competition among the many local studios. Adelphi Record Studios at 51st and Broadway, of which Ray Rand is president, just completed a \$150,000 remodeling job, and have installed all new equipment. Cue Recordings has just opened its new \$50,000 studio on 46th Street. This studio is owned by Bernie and Sholem Rubinstein and Mel Kaiser.

Meanwhile, Garry Moore has acquired a controlling interest in Recording Studios, Inc., in the Capitol Theater Building. This company has just completed three new studios, with Mort Schwartz in charge of technical operations. Recently Bob Fine opened his brand new studios at the Great Northern Hotel here.



LEADING RECORDING STUDIOS (Including Editing, Mixing & Mastering)

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

April 18 Issue

Another

SPECIAL-VALUE FEATURE OF

THE BILLBOARD

RECORD INDUSTRY

SOURCE BOOK

& DIRECTORY ISSUE

STARPOWER

is juke-boxpower on MGM RECORDS

MARK DINNING

A STAR IS BORN (A Love Has Died)

K12888

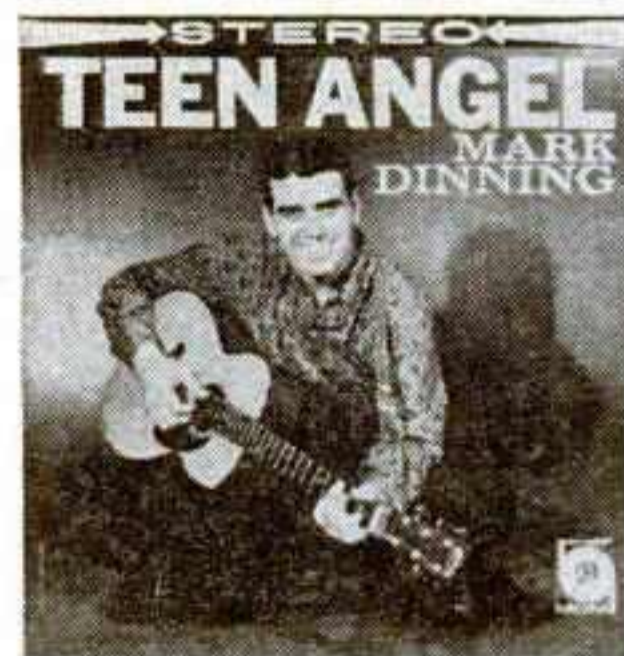
MGM RECORDS



TEEN ANGEL—MARK DINNING

—A "must" album for the greatest listening ever . . . Mark's great new LP with Teen Angel; Danny Boy; You Win Again; I'm So Lonesome I Could Cry.

Stereo SE3828 E3828



ASCAP Background Cut LEYSHON NAMED TO PICK TALENT

• Continued from page 3

proval of ASCAP's new rule reducing performance credits for the 15-minute "soap opera" program performed two or more times weekly. This type also appeared susceptible to artificially stimulated performances, Justice points out. Under the decree, ASCAP is also empowered to act, as it has, to reduce performance credits for other programs appearing two or more times weekly on networks, with prior notice to the department.

ASCAP President Stanley Adams, in announcing the drop in credit for theme and background use on the multiple weekly network programs, said the change "results from ASCAP's continuous re-examination of its distribution system." The rule does not apply to feature programs. On such programs, or to non-feature uses on once a week programs.

Adams said the Society's survey showed that the use of the background and theme music in the network programs was receiving far greater than normal use on other similar programs.

"This suggested that such disproportionate use was the result of factors other than the need of the programs or the merit of the musical works. . . . After informing the Justice Department of the results of its survey, ASCAP thereupon notified the department that it proposed to make a necessary change in its distribution system. . . . To remove any incentive for artificially stimulated performances which would result in disproportionate return to members." Adams added that if future similar distortions are found, the Society will rule to correct such distortions.

Justice describes it in similar, but stronger terms: "To this end, these rule changes will cut down

performance credits and thus money outgo, for that category of music most susceptible to artificial stimulation — background and theme music on programs appearing two or more times weekly." It notes that ASCAP survey figures on background payoff were "confirmed by our staff studies from ASCAP's files." The results suggested to both ASCAP and to the department "that such disproportionate use most likely stemmed from factors other than the merit of the songs or program needs."

Justice says the new rules enable ASCAP to act "at the first sign" that performances on particular types of programs are being pushed to "gain an unfair portion of the ASCAP royalties for some members."

Specifically, the new ASCAP rule on background credit for qualifying tunes on the two-or-more weekly network programs, will cut maximum credit use previously allowed from four use credits per quarter hour (estimated total worth about \$280), to one credit, estimated to be worth about \$70.

Justice Department spokesmen, queried on clarification of the ruling which has been issued to ASCAP members, said that only one full credit is to be allowed in any quarter-hour period, on such network programs. For a half-hour show, then, maximum allowable credit would be two full use credits, or about \$140, for background use, regardless of the number of qualifying tunes played.

This limitation would not apply to the number of background credits allowed for music on a once-a-week program. On the latter type, a ruling amendment made last October by ASCAP and concurred by Justice, limiting number

WASHINGTON — Hal Leyshon, long-time director of public relations for the American Federation of Musicians, has been named entertainment chairman of the Democratic Congressional Dinner, to be held in the District of Columbia Armory April 30.

Announcement of Leyshon's appointment was made by General Jess Larson, general chairman of the Democratic fund-raising dinner.

Names of the entertainers who will participate in the program will be announced in the near future.

of full use credits to four over quarter hour, or eight per half hour, still holds. (The Billboard, November 16, 1959.)

If none of the music used as background in the multiple weekly type program is qualifying, credit drops to 20 per cent, or one-fifth of a use credit per quarter hour. Works receiving credit on a durational basis, will be allowed 25 per cent of one use-credit per quarter hour.

In theme song use, qualifying songs are limited to 25 per cent of one use credit per quarter hour on the network programs showing more than once a week, but credit cannot go above the 25 per cent for the first hour of programming, regardless of frequency of play. For additional performances in the second hour, the tune gets only 2.5 per cent of one use credit, total for the hour.

Non-qualifying works similarly performed as themes get 2.5 per cent of one credit, maximum for the first hour, and for additional play during the second hour, they get only 1/4 of 1 per cent, maximum for the hour.

Payola Probe Salutory Lesson

• Continued from page 16

important to the public today—such as fake claims for medicines, false "bargains," et al.

Kintner said he is not minimizing the payola and frauds, and vigorous action will continue. However, he feels that the broadcasters, record manufacturers and distributors, and the disk jockeys, "all have been treated to a memorable lesson, and I suspect there is little inclination to invite any more of it."

INDIANAPOLIS — More payola revelations are in the "offing," Earl W. Kintner, chairman of the Federal Trade Commission, said here Friday (18).

In Indianapolis to address an annual meeting of the Indiana Broadcasters Association, Kintner declared that the television and radio industry could police and discipline itself without the sacrifice of "good showmanship."

"We have a mandate from Congress to stop advertisers from making false, misleading or deceptive claims," he stated. "We have issued 60 payola complaints and there are more in the offing."

Salutory Lesson
A native of Corydon, Ind., and a former Indiana prosecuting attorney, Kintner told the broadcasters that the payola scandals should prove to have a salutory effect on the broadcasting and recording industries.

"The broadcasting industry, the record manufacturers, the record distributors and disk jockeys all have been treated to a memorable lesson, and I suspect that there is little inclination to invite any more of it," he declared.

"Compliance with the law does not require sackcloth and ashes," he continued. "It is only when unrestrained showmanship begets

hucksterism and deception that the FTC must step in to draw the line.

"We are not opposed to making things attractive. If the advertisers and show people have half the imagination they are paid for, they should not have much difficulty being entertaining without the use of illegal practices, and they should not have much difficulty in knowing when they are treading on the edge of deception."

Casals Set For Festival

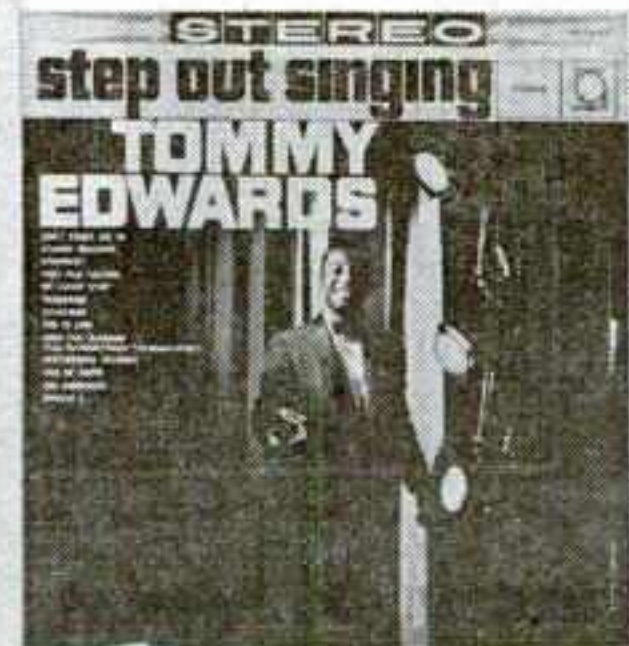
NEW YORK — Noted cellist Pablo Casals will make three solo appearances and direct several concerts during the Fourth Annual Casals Festival, to be held at the University of Puerto Rico in San Juan, June 3-22.

This year, many guest soloists will be appearing for the first time. Among them are pianists Claudio Arrau and Wilhelm Kempf; violinist Christian Ferras; harpist Nicanor Zabaleta; flutist John Wummer and violinist Walter Trampler. Singers include Leopold Simoneau, tenor; Maureen Forester, contralto; Maria Esther Robles, soprano, and Fague Springman, baritone. Spanish guitarist Andres Segovia will play two concerts and the University of Maryland Chapel Choir will also appear.

Scheduled for return engagements are Mieczyslaw Horowitzski and violinist Alexander Schneider. Conductors, in addition to Casals, will include Alexander Schneider, Juan Jose Castro and Hugh Ross.

STEP OUT SINGING — TOMMY EDWARDS — Tommy's great new solid package of winning songs that you can't miss...such as—Don't Fence Me In; Stormy Weather; Sentimental Journey; Isle of Capri; Should I and others.

Stereo SE3822 E3822



STARPOWER is fanpower on MGM RECORDS

TOMMY EDWARDS

DON'T FENCE ME IN

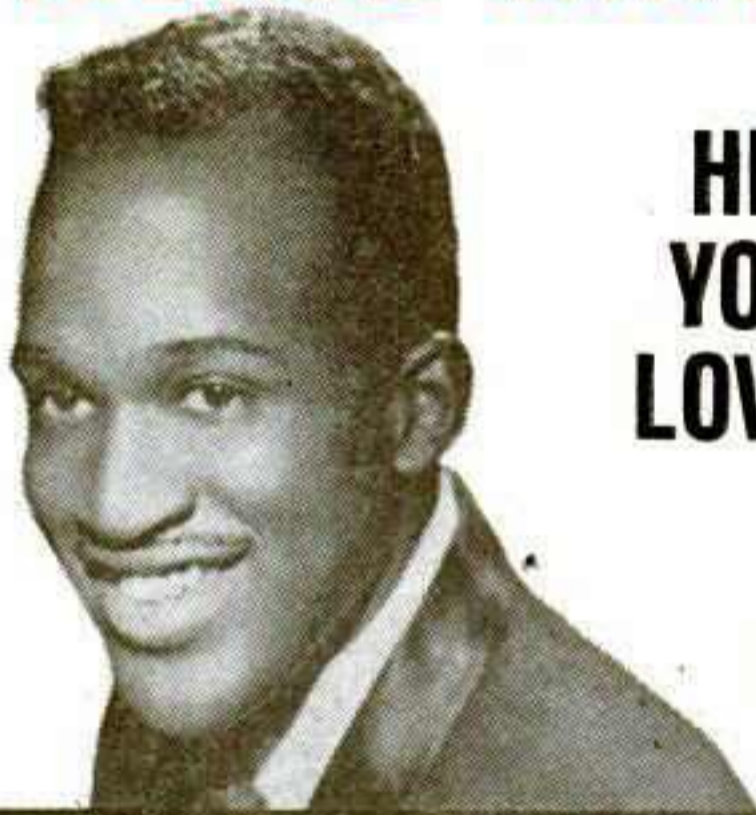
I'M BUILDING CASTLES

AGAIN K12871



**STAR POWER
MEANS BUSINESS
ON
MGM RECORDS**

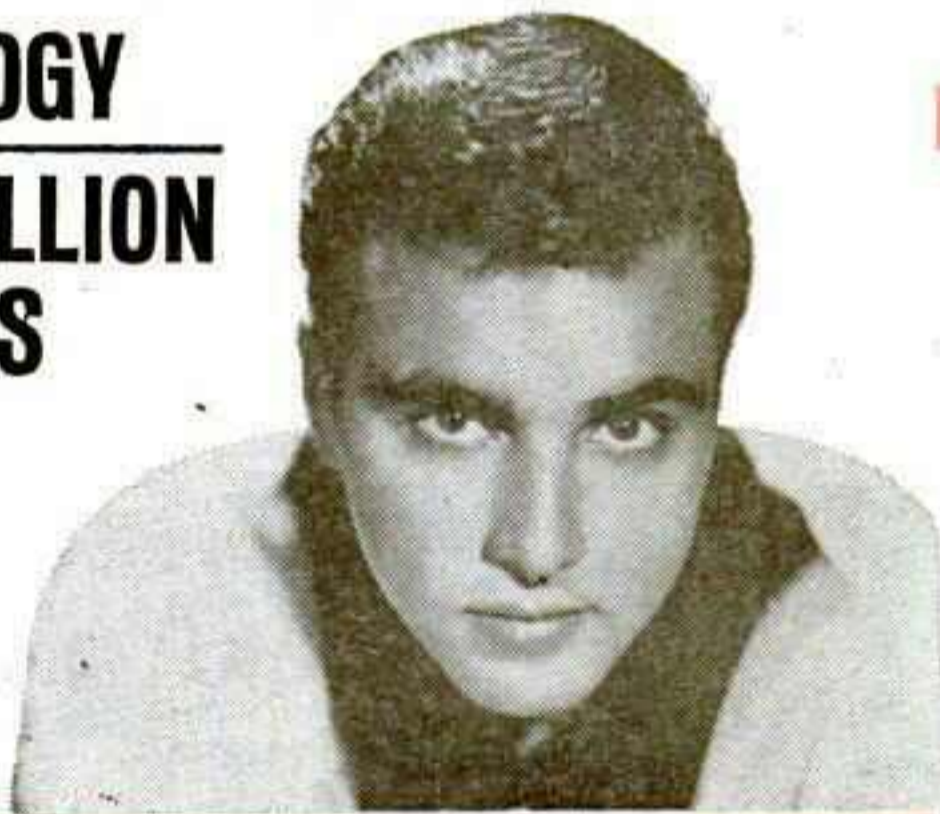
LOVELACE WATKINS



**HELLO
YOUNG
LOVERS**
K12875

DANNY VALENTINO

**BIOLOGY
A MILLION
TEARS**
K12881



ART MOONEY

**GOOD TIME
SPECIAL
PART II**
K12869



FCC Freebie Bomb Hits Coast

• Continued from page 3

KMPC immediately announced they would buy their disks, KFVB's Chuck Blore said he would pay 45 cents per single as a fair price. Disk distributors provide the station with audition samples and after product is screened the station places its order for the records it will want.

KLAC's Mort Hall said his station will pay factory, distributor and retail price, depending upon where it buys its disks. Records delivered by distributors will be accepted. The station will pay for the ones it keeps and will return those it does not use.

KMPC's Bob Reynolds said his station is accepting records from the distributors on an open account basis and will pay for the disks it takes once a price has been determined.

Some stations, such as Harry Maizlish's KRHM, have stopped playing new records as of receipt of the Commission's directive. Maizlish's "stop" order is temporary pending further clarification of FCC's statement.

All the stations in metropolitan Los Angeles are returning disks unopened mailed to them from out-of-town, marking packages "Return to sender." They feel the cost would be prohibitive in listening to the disks and then having to repackage and mail back the ones found unsuitable for their use.

As a result, distributors, caught with promotional mailings in process of going, have stopped all mailings for fear the disks would be returned. All the distributors maintain regular in-person contact with the L.A. stations but resort to mailings to nearby communities within the Southern California territory.

In cool contrast to the panic being experienced at the big outlets here, are the small stations in nearby suburbs. They are calmly accepting records without payment or plug, claiming (in off-the-record statements) that they do not feel they should change their policy until the Commission issues a clarification and a statement of procedures for broadcasters to follow. Some hastily point out they're not doing this in defiance of the FCC

but that they feel the Commission itself did not intend broadcasters to jump in panic and confusion the moment the directive was issued but that surely further clarification will be forthcoming.

Cooler and calmest broadcaster of all in L. A. appears to be KLAC's Cal Smith, who said his classical music station has no need to alter the policy he instituted four years ago. The station accepts free records. Said Smith: "Everytime a record is played on KLAC for the first time, the name of the record company and the record number is broadcast and is logged as a commercial. We then submit to the record companies a regular report when that announcement was made as if they were one of our regular commercial accounts. We feel this announcement is payment for the record. No record can be played any more than once during a two-week period on the station nor can it be played more than once during a two-month period on the same program. There can be no risk of payola with such infrequent plays so strictly enforced."

Equally Confused

Record companies themselves were just as confused as to what they could do to help broadcasters out of their chaotic condition. Capitol Records' legal department was working at full-speed at week's end in the hope of fashioning four different plans, with jockeys taking their choice. At press time, the legal eagles were not prepared to unveil their point-four program.

Liberty proxy Al Bennett said his firm was willing to follow any procedure established by the government in servicing jockeys. Payment for platters, he said, would not cure payola ills, but on the contrary, would create new forms of payola. Bennett predicted FCC's action will stir up a maze of time exchange deals between disk dealers and stations thruout the country.

Dot Records will leave it to its distributors to handle on an individual basis in the various markets according to prevailing conditions. Imperial's Lew Chudd said

**Southern Sues
Fragos Label**

NEW YORK—In an effort to make an example of recording companies who are delinquent in copyright payments outside the continental U. S., Southern Music thru its Puerto Rican office (Peer International) is suing Fragos Records for infringement.

Papers were served and proceedings began last week in San Juan. Case is believed to be one of few such cases ever to be brought up before a Puerto Rican justice. Fourteen of Southern's songs are involved, all of Spanish or Puerto Rican origin, the most notable of which is "Ay, Si Las Vacas Volaran" ("If Only the Cows Will Fly"), by Negrito Chapeaux.

he was studying the problem closely and aiding distributors in any way the label could in interpreting the directive. Warner's Jim Conkling stated his label is observing the problem and awaiting further clarification.

A few broadcasters saw a brighter side to the problem, indicating that the end of free records will usher in an era of "good music." Stations having to pay for the records will carefully select only the finest available material and reject the trash.

Broadcasters, record companies and their distributors unanimously agreed that the Commission's action will hurt the little guy—both radio station and record company—far more than it will affect the big company. Broadcasters buying records estimated that their annual disk cost will run from \$10,000 to \$20,000. Small stations won't be able to afford an expenditure of \$10,000, it was argued, for this can spell the difference between profit and loss for many broadcasters.

Similarly, smaller labels, traditionally finding it difficult to get their foot into a radio station door, now will find the door locked in their faces. Stations, it is felt, will spend their money with the top labels and ignore the newcomers.



NAB 'FM DAY' PROGRAMS FOR CONVENTION

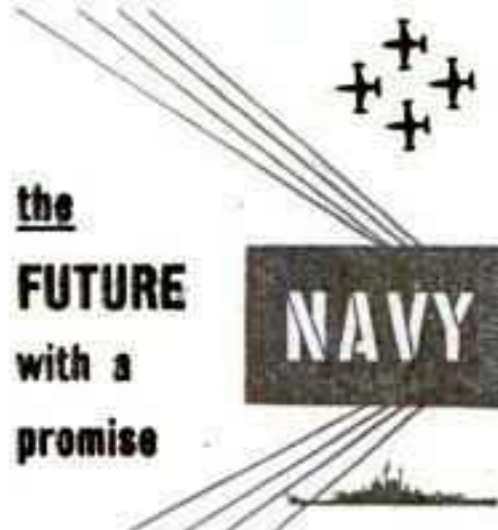
WASHINGTON — The National Association of Broadcasters has announced its portion of the FM Day program to be held Sunday, April 3, the day before formal opening of the 38th annual NAB convention in Chicago.

Ben Strouse, WWD C, Washington, chairman of the FM Radio Committee, of NAB, will preside at the session to be held in the Waldorf Room of the Conrad Hilton Hotel.

A presentation on "FM: Population Explosion" will be made by John F. Meagher, NAB vice-president for Radio, and Everett L. Dillard, Washington: "FM: The Count Up" will be given by Dr. Sidney Roslow, The Pulse, Inc., New York; Frank Stisser, C. E. Hooper, Inc., New York, and Richard M. Allerton, NAB manager of research.

Another presentation on "The FM Receiver Manufacturer Speaks" will be made by Henry Fogel, president of Granco Products, Inc., New York; C. J. (Red) Gentry, National Sales Manager, Automobile FM Radio, Motorola, Inc., Chicago, and Ted Leitzell, Zenith Radio Corporation, Chicago.

The National Association of FM Broadcasters will meet Sunday morning in the Waldorf Room. Delegates to the NAB convention are invited to attend this program.



Fast Work

• Continued from page 17

sion of the tune called "Madison Time" by the Ray Bryant Combo which is also selling well, but sales chief Walter Blumberg, of Amy and Mala, is optimistic about his disk.

On the Mala label the firm has a strong single titled "What's This I Hear," with a young singer named David Gates. But the firm is really hipped up over "The Madison." "The Madison" was written for the new dance that the teen-agers have been doing down in Baltimore and Washington and which is spreading to other cities.

Masler, by the way, has just

Fred Waring

• Continued from page 17

pianist Evalyn Tyner, who he persuaded to come from retirement to make an album with the Pennsylvanians. It will be released shortly by Capitol Records and is titled "Piano Chorale."

The William Morris office already has most of the bookings set for the next tour this fall and based on the tremendous reception to the current show, titled "Stereo Festival," have already asked Waring to add an extra two weeks to the already planned six-month trek.

purchased Stereo-O-Craft Records, right after stereo records were introduced back in 1958.

high fidelity
THE MAGAZINE FOR MUSIC LISTENERS

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

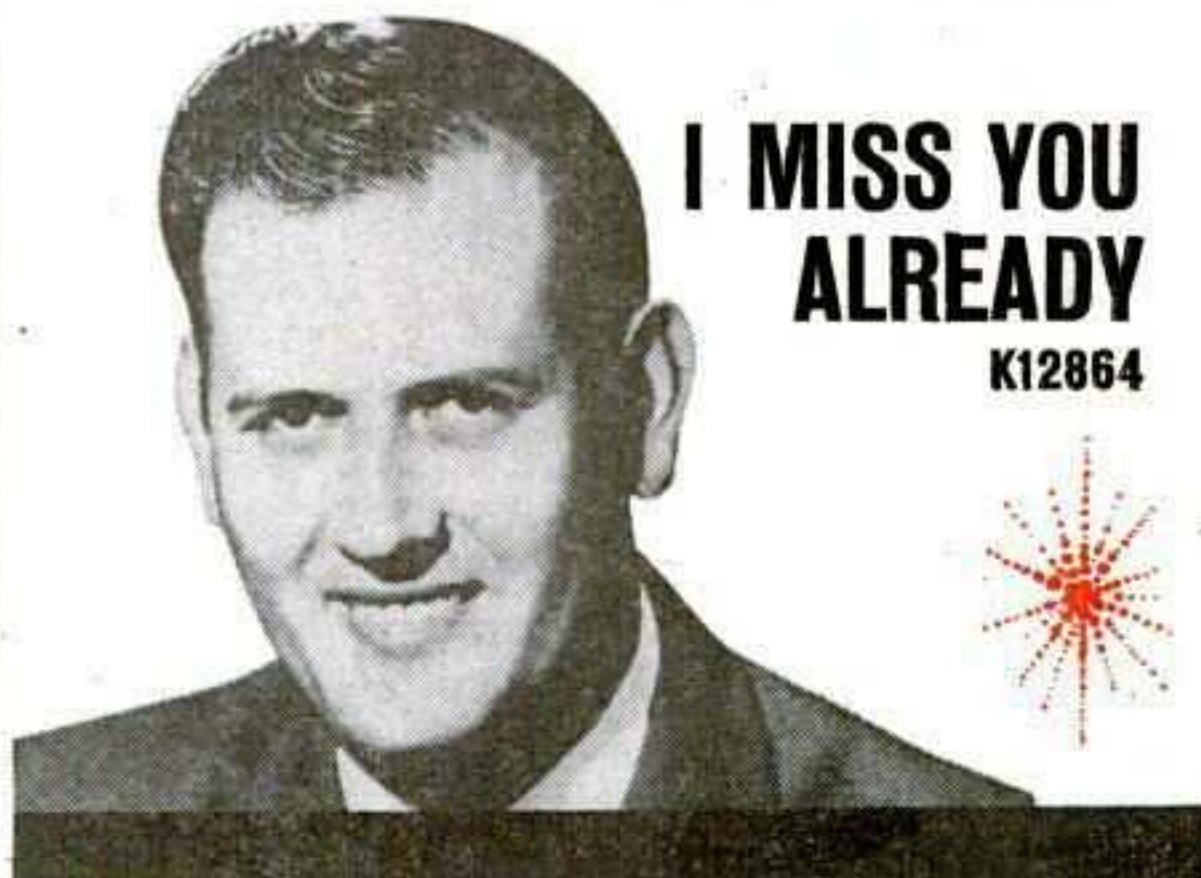
SHEB WOOLEY

LUKE THE SPOOK
K12882



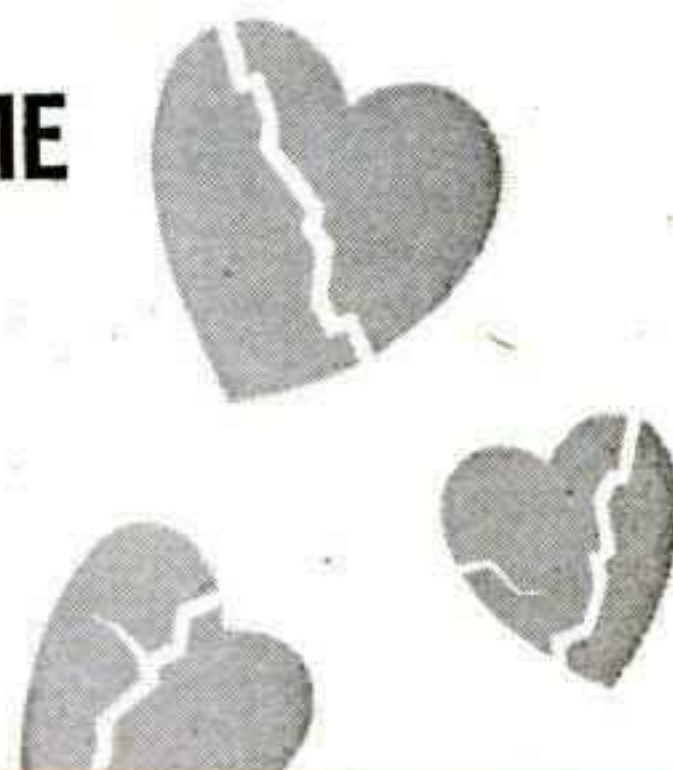
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GOOD TIMIN'

MY PRECIOUS ANGEL

CUB K9067

STARPOWER

YOURS ONLY ON **MGM RECORDS**

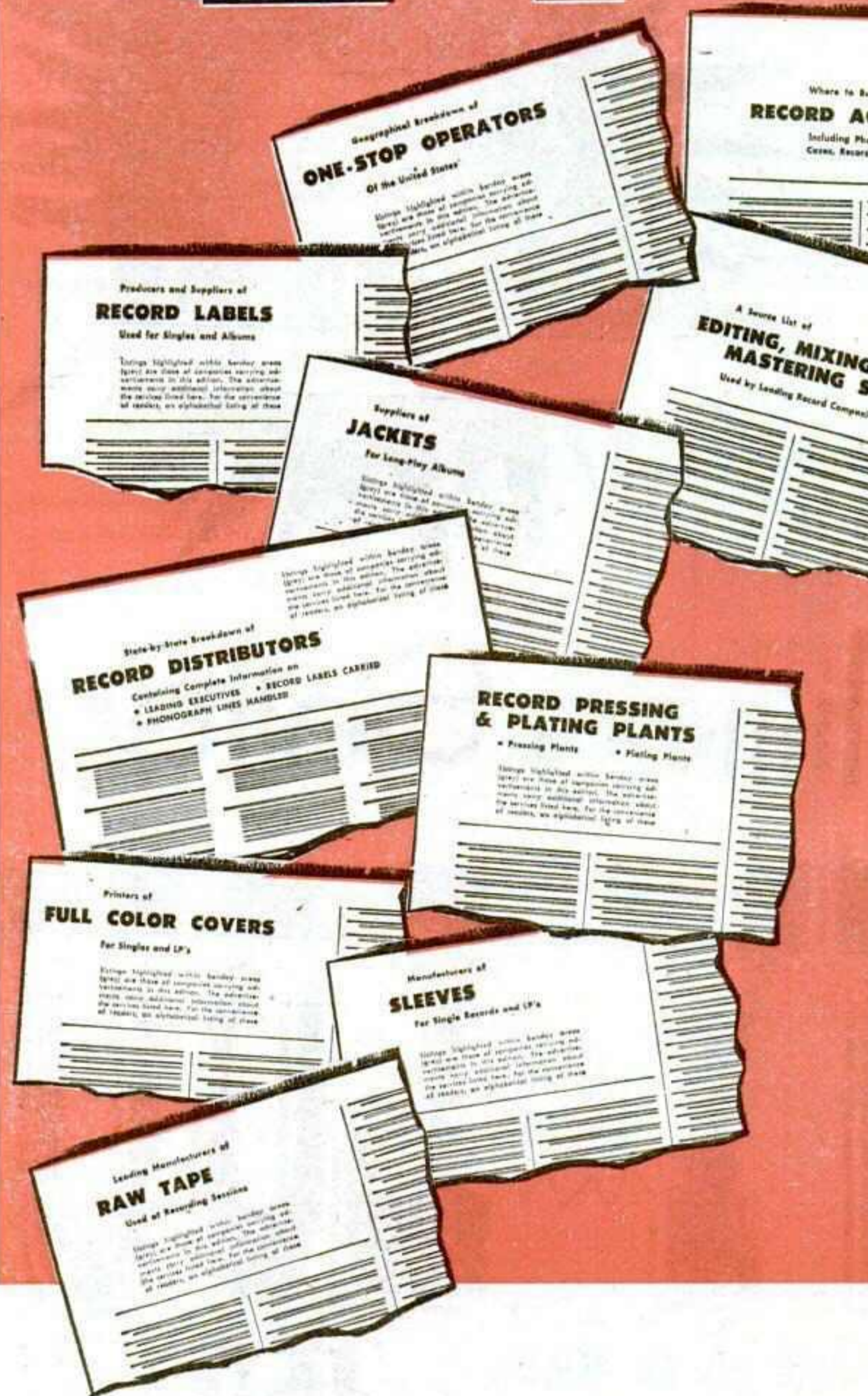
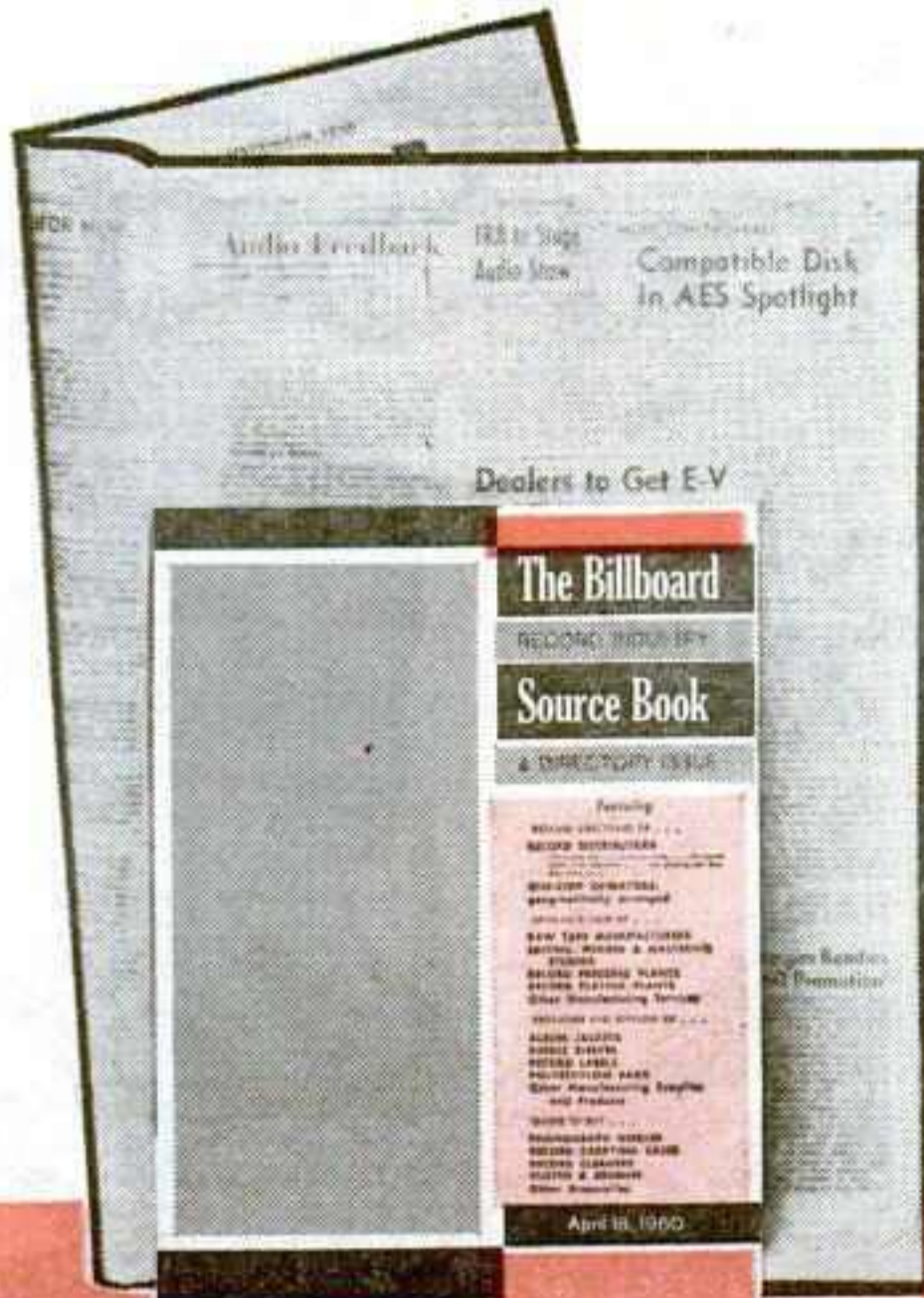
THE MORGAN BROTHERS

WHEN YOU GO OUT (GO WITH ME) **LET'S MAKE MEMORIES**
K12867



Coming in April 18 Billboard

A Directory of Services and Supplies for the Manufacture,
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BUYING & REFERENCE GUIDE
for anyone engaged in the manufacture, distribution
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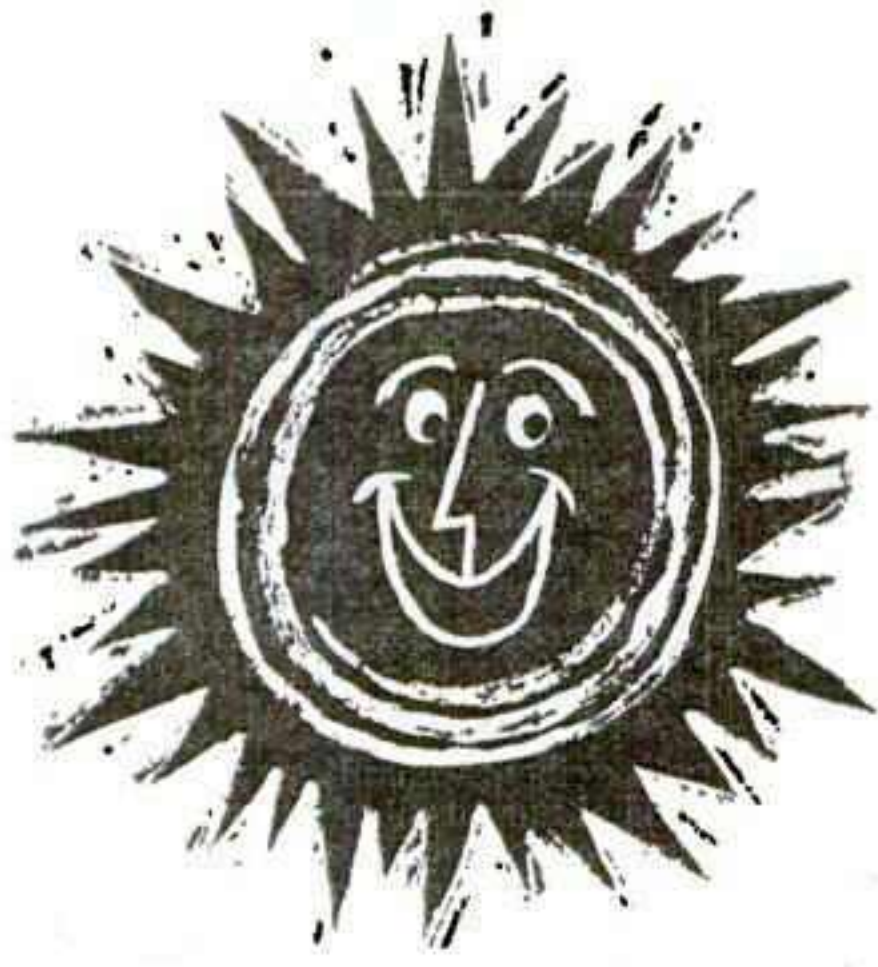
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RECORD INDUSTRY
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The "Sonny" Side of the Business!

SONNY JAMES



with

Another Million Seller

JENNY LOTT

OVER
100,000
SHIPPED
ALREADY!

(WHAT WILL THEY DO TO HER)

b/w

"PASSIN'
THROUGH"
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Mappa
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V-M's NEW 1960 AWARD WINNING MASTER CONSOLE!

- ACCLAIMED STYLING SUPERIORITY!
- UNEQUALLED PERFORMANCE!
- V-M ELEGANCE WITH EXCITING, DRAMATIC DISTINCTIVENESS

So exquisitely beautiful, this V-M Master Console won a coveted styling award for 1960 in the *Annual Mahogany Awards Competition!* A Complete Home Music Center for your most discriminating customers! Here, in one co-ordinated fine-furniture cabinet is a combination of V-M's finest quality components... 4-Track Stereo-Play Recorder featuring V-M's Exclusive "Add-A-Track," a 4-Speed Automatic High-Fidelity Stereophonic Phonograph and a Deluxe AM-FM Stereo Tuner. There's all this in a magnificently styled, award-winning Genuine Mahogany, full-bodied, hand-rubbed cabinet!



V-M 'Stereo/Fidelis' Master Console
MODEL 1002—\$1,025.00 List*

THE TAPE RECORDER is V-M's famous 'tape-o-matic'® 4-Track Stereo-Play Recorder featuring "Add-A-Track"... the unique control which permits you to record on one track, rewind, record on another track, while listening to the first track. On play-back you hear *both* tracks simultaneously!

Now you can play a duet with yourself! Sing to your own accompaniment! Learn dramatic roles! With "Add-A-Track" you have hundreds of home "entertainment" possibilities... PLUS practical educational benefits in language training, speech therapy, or musical studies. In addition to playing stereo tapes you may record and play-back monophonically as well!

HIGH-FIDELITY STEREOPHONIC PHONOGRAPH includes V-M's exclusive 'Stere-O-Matic'® 4-Speed Automatic Record Changer with Diamond Needle. Plays all record sizes and speeds *both* stereo and monophonic. All records sound *better* than ever before!

DELUXE STEREO AM-FM TUNER provides unlimited versatility in radio entertainment. Tuning knobs for all standard broadcasting frequencies and for selecting FM with or without *Automatic Frequency Control*, AM, AM-FM Stereo and FM Multiplex.

• MASTER CONTROL SELECTOR PANEL • V-M AUTOMATIC CLOCK TIMER
• V-M 'STEREO/DIRECTIONAL' DUAL SPEAKER SYSTEMS • OUTPUT RECEPTACLES FOR EXTERNAL SPEAKERS • POWER OUTPUT: 60 Watts (Peak); 30 watts (peak) each channel.

THIS WILL BE THE PRIDE OF YOUR SHOWROOM—A delight for your prospects to see, hear and buy! Call your distributor today!

*Slightly Higher West

the  of Music®

NEW AUDIO PRODUCTS

Stereo Tape Display Stand

To implement its intensive promotional and advertising campaign, Bel Canto Stereophonic recordings of Columbus, O., is offering a special display stand for its pre-recorded tape products. The merchandising display is being offered free to dealers who order one each of 20 new Bel Canto stereo tape releases. The stand is keyed to tie in with national advertising in leading consumer magazines like Playboy, Esquire and The Saturday Review of Literature.



Labeled the Browser Box, the new unit takes 2 1/4 square feet of floor space

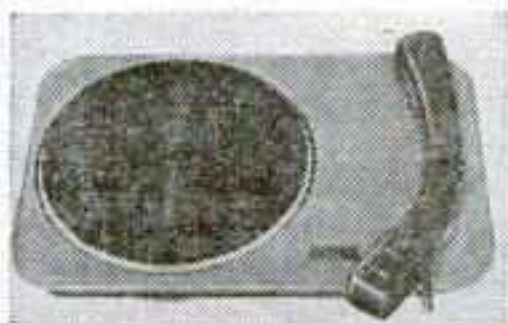
and has a removable top panel that can be altered to fit in with special promotions.

Unorthodox Cone-Less Speaker

A cone-less speaker is being marketed by the Advanced Acoustics Corporation of Nutley, N. J. The new loudspeaker, labeled the 440 Bi-Phonic Coupler, radiates sound from both the front and the back of its wooden panels, much as stringed musical instruments do. The 440 holds a 20-pound magnetic structure which is 7 1/2 inches in diameter with a short motion coil which is attached to the panel. It has no cloth front grille, comes in mahogany or walnut, and is 18 inches high, 24 inches wide and 4 1/2 inches deep. The piece of equipment will function on as little as 15 watts and can handle 50. The retail price of the new unit is \$134.40 and an ebony base is available for an extra \$5.

4-Speed Manual Turntable

Tagged for nationwide distribution this spring is the Lest 4V3-11, four-speed manual record player. The unit, which plays 78, 45, 33 1/3 and 16 2/3 r.p.m. recordings, is the manual version of Lesa CD2-21, automatic record changer introduced in this country by the Italian corporation a year ago. It is pre-wired to play either monaural or stereo, has a four-pole motor and stops automatically after each record. The player



is made predominately of aluminum and sells for a suggested list price of \$23.25. Cartridge (either stereo or monaural) and base are extras.

New Formula Aids Tape

Reeves Soundcraft, producer of magnetic recording tape in Danbury, Conn., has introduced a new tape product to its line. It is designed to extend the range of high frequency which should improve recording efficiency on both new and old equipment. The new tape utilizes a recent oxide formula discovery called FA-4. Packaged in eye-catching color the new product, which bears a large "S", will be promoted widely and advertised prominently in magazines like Playboy, Esquire, Saturday Review and trade journals.

Replacement Guide Offered

Robins Industries of Flushing, L. I., N. Y., has come up with a handy reference guide that should be of interest to dealers handling tape replacement heads. The company, which makes all sorts of recording and tape accessories, has its replacement heads cross-indexed in the new book to help tape unit dealers and owners select the proper piece of equipment for their machines. Specifications and illustrations of recording and playback heads, 2 and 4-track stereo and 2-track monophonic for more than 25 different brand names are represented. The 16-page booklet costs 50 cents and may be ordered directly from the company.

Tiny Transistor Tape Recorder

Transivoice, a new tape recorder product of GBC America Corporation, is being marketed by the company's distributors and dealers. The recorder is considered subminiature, is all-transistor, battery operated, runs at 3 3/4 inches per second, and features push-button controls and a built-in speaker. The new unit is contained in a hard crack-resistant case, comes equipped with a leather carrying case and take-up reel and will sell for \$159.95.

Retail Sales Training Kit By Motorola

CHICAGO — Dealer education in stereo phono selling was accelerated this week with the announcement by Robert G. Farris, Motorola's ad and sales promo mahoff, that the firm was making available a 15-minute "quickie" stereo sales training kit. Kit contains a 10-inch

stereo record, stereo explanation book, meeting report forms and a meeting guide checkbook. Farris said that a distributor salesman can assemble the dealer's sales staff and distribute the necessary material and play the demo disk in 15 minutes. Record explains Motorola's three channel system, making use of sound separation to graphically bring across the center bass and right and left treble channels. Motorola's sales kit follows the late 1959 training film produced by Webcor. It's understood that Magnavox is still contemplating a dealer instruction program for 1960.

COL. TRANSISTOR WINS AWARD

NEW YORK — The 1960 Hess Brothers Versatility in Design and Use Awards in the category of New Products in Any Field, went to the Columbia Transistor Convertible radio.

The award was presented to Columbia Phonographs, a department of CBS Electronics, for its "multiple uses and practicability of service to the consumer." The CBS product was picked from 8,000 entries and special award plaques will be presented during ceremonies to take place March 30.

3M Tape Engages In Duplication

CHICAGO — In a joint announcement by Minnesota Mining and Manufacturing and Zenith regarding the new one-and-seventheighths inches per second tape cartridge playback unit (see separate story), Herbert P. Buetow, 3 M prexy, threw his firm's hat into the tape duplicating ring. Long a pioneer in the manufacturing of blank tape, Buetow said that the new 3 M-CBS Lab-Zenith machine would require special duplicating technique and that his company "is nearing completion on construction of a tape duplication center in St. Paul which will insure all record companies of independent duplication facility."

REK-O-KUT VIEW

Scores Component Dealer Co-Operat'n

By CHARLES SINCLAIR

NEW YORK — One reason why more audio dealers specializing in components don't make a bigger splash in the mass consumer market is that most of them can't be bothered to learn the basics of consumer merchandising, particularly the use of pre-packaged window displays designed to attract the general public. So says Robert R. Sherwood, executive veepee of Rek-O-Kut-Audax Company, a firm that Sherwood states is "the leading company in the electro-mechanical reproduction field."

ROK-Audax is a firm believer in retail-level promotion. By Sherwood's count, his firm spends "in the five-figure brackets" each year to service dealers with the kind of window displays "they could never afford to design on their own." Yet, also by Sherwood's count, only "about 5 per cent of the total list of ROK-Audax dealers make anything like an extensive use of the point-of-purchase and window - display materials provided them."

Low Retail IQ

Part of the problem, Sherwood feels, is due to the general youth of the hi-fi industry (big-time audio is only a decade old) which results in dealers "of a low order in a retail sense." Sherwood, who heads his firm's sales, advertising and marketing efforts, keeps a run-

ning educational program going in order to cut down "the enormous waste" of well-tailored display material by dealers and by non-company factory representatives.

Sherwood is far from being ready to throw in the promotional towel as far as audio dealers are concerned, however. About one dollar in every three in ROK-Audax budget goes to dealers in New York, San Francisco and Los Angeles (where the firm sponsors FM 30-minute longhair shows on WABC, KPEN and KFAC, respectively), and via spot announcements in Dallas (KXIL). Sherwood is currently lining up similar FM radio backstopping in Boston and Miami.

"Our radio campaigns," says Sherwood, "are designed with a specific purpose in mind, mainly to enlist the enthusiastic support of the dealer for local promotions, in return for free advertising of his name via radio. We've found that the degree of dealer support far outranks the consumer response to be obtained from FM radio programming, and we are continuing to expand in this medium only for this reason."

Like many execs in the component field, Sherwood takes the underdog position when comparing his firm with the major packaged-goods phono companies, altho he admits that component houses have much to learn from their big mass-market cousins. "If ever the component people learn the merchandising techniques of the package firms, the sky's the limit. We think it's a simple matter of our having a better product. We just don't sell it as well as they do, right down to the dealer level." As an example, Sherwood cites the classic hassle of record-changer vs.

(Continued on page 29)

AUDIO NEWS BRIEFS

S. Champion Titus has been named as advertising and sales promotion manager for Ampex Audio, Inc. Titus, who previously had been account supervisor at BBD&O's Buffalo branch, succeeds Art Foy, who moved on to Vega Electronics Corporation. . . . A sale office for Stromberg-Carlson Company commercial products has been opened in Rockefeller Center. On exhibition will be audio and hi-fi stereo products. . . . The Admiral Corporation has appointed a new sales manager for the Harrisburg, Pa., district in Gus Papouschek, who formerly was district manager for Raytheon in the Kansas City area. . . . Floyd H. (Woody) Woodworth, former president of Asiatic Corporation, died in Venice, Fla., following hospitalization March 15.

New district sales representative for Zenith Sales in the St. Louis to Omaha district is Julian Shelton. Shelton previously had been merchandising manager for American Pamcor. . . . The fall-winter catalog of the Montgomery Ward Company will offer a three-channel stereo in all its 1960 console models and in some portables.

The three-channel stereo system will retail in the company's outlets at prices ranging from \$99 to \$295. . . . A new promotional gimmick instituted by Rek-O-Kut of New York, will send a number of that company's dealers to Nassau on a one-week all-expense paid vacation. Winners will be chosen on the basis of point values issued for dealers ordering Rek-O-Kut products. . . . New representatives for Pilot Radio in Southern California are Stickel-McAllister of Melrose.

A new showroom which will display Telectro tape recording products has been opened by the company's New York representatives, Robert E. Marcy Associates, in the 25th floor penthouse of 1776 Broadway. The new exhibition will be a permanent display.

New Southern representative for the Hill-Craft group of hi-fi stereo cabinets is the Altec Lansing Corporation. . . . The Admiral Corporation has appointed the Ott-Heiskell Company as its distributor of the recently allocated Northern West Virginia and Eastern Ohio territories. . . . RCA Victor distributor for the Jacksonville, Fla., area will be Seacoast Distributors of Miami. . . . New sales managers for Channel Masters Corporation are Norman Stanford, who will cover the Northeastern area, and Paul Myhand, slated to take care of the Southwest.

3M Unveils New Cartridge

• *Continued from page 1*

from which the program was taken (playing at 15 inches per second) in an "A-B" test.

Sound quality on tape is directly related to the speed at which the tape moves past the playback heads. Without specific improvements in tape, the recording equipment and playback head efficiency, the desired quality could not be achieved. With the incorporation of new designs, the system is able to deliver 30 to 15,000 cps with little distortion. According to Goldmark, the system "approaches the 7 1/2 ips performance available today."

When will the system be placed on the market? Thus far, Zenith is the only phono firm in the U. S. committed to producing the new players under 3-M licensing agreements. They have announced that they will "show" the units this year and market them in 1961. Current Zenith phono models have a jack-in feature to accept tape cartridge decks.

In addition to accepting and playing the new tape cartridges, the Zenith units will incorporate a record feature.

Also shown at the same IRE session was a compatible tape cartridge system, developed by the Armour Research Foundation (see separate story in Audio News section).

AS INTRODUCED ON THE
TENNESSEE ERNIE FORD
TV SHOW - MARCH 24

A BRAND NEW
 SINGLE RECORD
 BY...

TOMMY SANDS

**"THAT'S
 LOVE"**

c/w "CROSSROADS"

Record No. 4366



CONVERTED FURNITURE COMPONENT SALES AID

ST. LOUIS — Some of the most unusual "demonstrators" in the stereo and high-fidelity industry are selling people on the idea of installing their own systems from components at the High Fidelity Room, exclusive dealership here.

Located near St. Louis' luxurious suburbs of Ladue and Clayton, the High Fidelity has put a lot of emphasis on custom installations built around stereo phonographs or tape recorders, rather than cabinet sets. This steady promotion has worked out extremely well, primarily because Missouri housewives, like those in other cities, have objected to big, bulky cabinets and speakers suddenly thrust into the decor of their homes.

To demonstrate quickly how well stereo and high-fidelity equipment can be concealed, the Missouri dealership has taken such unusual

steps as to convert ordinary coffee tables into stereo phonographs. A favorite selling gimmick is to invite a prospect into one of the High Fidelity Rooms' listening booths. At first glance it seems that there is no phonograph in the room. On close examination, however, it is seen that a turntable is projecting up out of the tiled surface of the coffee table in one corner of the room and that there is a set of knobs along the edge of the coffee table which serve for on-off volume treble-bass and other purposes.

Other coffee tables have been converted in the same way, with amplifier, tuners, pre-amps and other components simply concealed beneath the top of the table. One look at this sort of converted table is usually enough to convince the prospect that stereo and high-fidelity equipment "can be installed anywhere in the house and completely out of sight."

Wesley Rose

• Continued from page 15

On April 3, the Everly Brothers begin a three-week European tour, which will include an engagement at the Olympia Theater, Paris, and an extensive tour of the British Isles.

Following the tour, Rose will accompany the Everlys to a special meeting of Warner Bros. Recording Company foreign affiliates to co-ordinate the Everlys' first release on the Warner label.

Rose pointed out here last week that the foreign market has been an important part of Acuff-Rose operations for a number of years but with the advent of the jet aircraft the international market takes on an even more vital aspect. "Nashville recording artists and songs are becoming increasingly popular abroad," said Rose, "referring both to his own trip and that of W. D. (Dee) Kilpatrick, general manager of Acuff-Rose Artists Corporation, who now is in Australia masterminding a personal-appearance tour by M-G-M artist Mark Dinning, of "Teen Angel" fame. The up-coming Everly European trek will be their second and they are set to make their second tour of Australia in May. Roy Acuff and His Smoky Mountain Boys, also handled by the Acuff-Rose firm, are veterans of three successful European tours. They also have toured Australia and government installations in the Caribbean area.

Nashville-made tunes also have made their mark in foreign countries, released on both U. S. and foreign labels, Rose pointed out. Notable among these are "Tennessee Waltz," "Teen Angel," Don Gibson's "Oh Lonesome Me," and the Everly Brothers' "Wake Up Little Susie," "Till I Kissed You," "All I Have to Do Is Dream" and "Bird Dog." "Oh Lonesome Me" was recorded by 25 different labels in France alone and by some half a dozen companies in each country where Acuff-Rose has an office.

"We in Nashville are happy to see our artists and tunes so favorably received in foreign countries," said Rose. "Our music is basically country and it is gratifying when musicians in other countries see fit to apply their techniques and arrangements to our tunes. In some cases the finished product closely approaches the symphonic."

Prior to his departure, Rose will spend several days in New York conferring with his firm's legal representative, Harold Orenstein.

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

UST to Sell Tape Direct to Disk Distributors

HOLLYWOOD — United Stereo Tapes, the four-track tape distributing subsid of Ampex Audio, will now start selling directly to the record distributors of the various labels whose product it handles in tape form. Disk distributors will be used in addition to UST's own distribution operation, but it is understood that the record distributors will concentrate their sales efforts on regular disk dealers while UST's sales coverage will be leveled at the key tape photo and appliance dealers.

Addendas to existing contracts with record companies are currently being written to allow the change. From the time of its formation, UST has operated as a non-exclusive distrib, leaving the UST's four-track stereo tape ver-
(Continued on page 29)

ATLANTIC 8037

THE ALBUM OF THE DECADE!

"The Rocking 50s"

Atlantic's Ten Year Survey of the Teen Hits

COMING...

SILVER SLIPPER

Bell Sound 'Stereo-Pak' Unit Pitch

COLUMBUS, O. — Bell Sound here this week projected the strongest bid yet for dealer acceptance of the stereo cartridge tape playback unit business when it offered nearly \$500 worth of stereo tape playback equipment and tape to any dealer for \$150. The self-sustaining "Stereo Pak" kit contains a walnut table model Bell stereo tape cartridge player, two matching walnut speaker enclosures containing six by nine inches wide range speakers; a Bell FM-AM stereo tuner and a selection of four Bel Canto cartridge tapes. Deal is limited to one to a dealer.

DISASTER AHEAD IF IT DOESN'T RIDE THE TRACK RIGHT

Perfect smoothness and very close tolerance in the radius of a phonograph needle is absolutely essential for a stereo or hi-fi record track. A tip too big or too small invites musical disaster. Many needles vary as much as ±.0007 from the perfect radius. The hand constructed Duotone Needle, hand set, hand polished and microscope-inspected, guarantees you no more than ±.0001 deviation in the radius to insure the closest tolerance and safety.

DUOTONE
DIAMOND NEEDLE
Keyport, New Jersey
In Canada: Chas. W. Pointon, Ltd., Toronto

on 20th FOX

ALL YOU HEAR IS BEAUTY

Hurry to the WONDERLAND of Profit!

Sell 'Alice in Wonderland'!
An Audio Book Best Seller...



Lewis Carroll's classic story of fantasy is so delightfully read by Marvin Miller and Jane Webb that it is bound to be a best seller for you. Teachers recommend it, parents buy it, children love it. Come along to the "wonderland of profit".

3-16 RPM Records.....\$3.95 List

Other Audio Book Album classics for children are available on 16 RPM Ultra-Microgroove Records.

- A CHILD'S GARDEN OF VERSES
1 Record.....\$1.49 List
- STORYTIME FAVORITES
2 Records.....\$2.95 List
- THE MERRY ADVENTURES OF ROBIN HOOD
3 Records.....\$3.95 List
- THE WIZARD OF OZ
5 Records.....\$5.95 List
- RIP VAN WINKLE AND THE LEGEND OF SLEEPY HOLLOW
1 Record.....\$1.49 List
- THE KING OF THE GOLDEN RIVER AND THE GREAT STONE FACE
1 Record.....\$1.49 List
- GULLIVER'S TRAVELS
1 Record.....\$1.49 List
- JUST SO STORIES
5 Records.....\$5.95 List
- TREASURE ISLAND
8 Records.....\$8.95 List
- PINOCCHIO
5 Records.....\$5.95 List

Stock Audio Book Records Today!
Write for Complete Catalog!

AUDIO BOOK COMPANY
St. Joseph, Michigan
"Great Literature in High-Fidelity"

Bill Leonard would blow his top!

He sure would. Because Bill knows exactly how to handle your recording requirements. He doesn't make slip-ups. Bill Leonard, like all RCA Custom men, specializes in the precise but personal service that creates both fans and friends.

And while you're at RCA, let Bill tell you about live stereo recording. He's an expert in that, too.

RCA Custom offers you the services of the finest engineers and engineering equipment...anywhere. So let Bill, or any RCA Custom specialist, show you how "indies" make hits through RCA's tradition of quality. Call or write for details today.

RCA CUSTOM RECORD SALES

New York: MU 9-7200
155 East 24th Street

Chicago: WH 4-3215
445 N. Lake Shore Drive

Hollywood: OL 4-1660
1510 North Vine Street

Nashville: AL 5-6691
800 17th Avenue South

RCA Victor Company, Ltd.
1001 Lenoir St., Montreal
225 Mutual St., Toronto



Cartridge Demos IRE Highlight

NEW YORK — Tape held the spotlight during last week's Institute of Radio Engineers conclave here, March 21-24. One development followed another in rapid succession. Minnesota Mining and

Manufacturing Company (3-M) held the first public demonstration of the tape cartridge changer - player developed for them by CBS Labs. At the same engineers' meeting, Armour Research Foundation debuted a compatible tape cartridge player - changer. 3-M announced the construction of their own tape duplication center at their home base in St. Paul and invited disk firms to avail themselves of these facilities. And, to round out the week, Ampex Corporation, foremost manufacturer of tape duplicating equipment by a wide margin, announced a "commercial tape recording process, based on new slow speed recording techniques . . . offered royalty-free to the industry."

The center of stage was held by the 3-M - CBS Lab. cartridge player. For almost a year, rumors about this unique machine have been circulating in the trade. Insiders reported that the unit would revolutionize not only the recorded tape business, but the disk business as well. Whether this estimate of its impact is overstated cannot be judged at this time but in the demonstration the cartridge and player lived up to ease of operation and quality claimed for it. The big "if" in the cartridge player's future is the number of firms that will apply to produce the unit under 3-M's licensing arrangement. As of now, only Zenith in this country, has committed itself to production and will not have models on the market until next year.

The Columbia Record and Phonograph divisions, despite CBS Labs participation, have been singularly mum on the subject. In order to get any new music system off the ground, a large, well-known catalog of recorded music such as Columbia's would have to be available to the cartridge and equipment manufacturers. The best system in the world is worthless without something to play on it. Apropos of this aspect, 3-M is rumored to be ready to do some of their own recording.

The 3-M - SBC player also requires special record - playback heads with a gap of one micron. According to 3-M and CBS, a number of firms here and abroad, themselves included, are already making commercial versions of this head.

Less spectacular perhaps, but no less interesting, was the new automatic cartridge player demonstrated by Armour Research Foundation. The unit is compatible; that is, the cartridges on familiar spools can be played on existing tape recorders. Standard tape recorders can also be adapted to play the cartridge without making too great changes in recorder design.

Marvin Camras, senior engineer at Armour Research Foundation of Illinois Institute of Technology, cited his machine's compatibility with tape units already on the market as one of its strongest features. He told the assembled technicians that a take-up reel with a ball detent in the hub would be the only additions necessary for manual operation of the new cartridge on existing recording playback equipment. The total expenditure for such an adaptation should run no more than 50 cents.

Dealer Co-Op Operation Scored

Continued from page 25

turntable (his firm makes turntables). "The whole concept of adult record listening held by package manufacturers is wrong—it's still geared to '78 thinking, rather than to LP's."

Tie-In Ads

ROK-Audax, however, has found a neat way to cut some corners in the packaged-goods field: the tie-in ad. Recently, Sherwood has managed to come up with what amounts to a hi-fi "package" for consumer-slanted print media by simply making a tie-up with leading firms that make the missing pieces needed to have a phono that will plug in and play. Two firms that have tied up successfully with ROK-Audax in such promotions — Sherwood calls them the "system concept" — are Electro-Voice and

Harman-Kardon. "The ads really work," says Sherwood, "and they bring in plenty of dealer traffic."

Altho ROK-Audax is seemingly wedded to the idea of the platter recording, it isn't ignoring tape. Sherwood admits that his firm has recently doubled its engineering staff, and has added 30 per cent to its plant space — partially with a long-range eye on new tape-playing products.

Qualitone Sued For Infringement

NEW YORK — The Sonotone Corporation of Elmsford, N. Y., has filed suit in Federal Court here, against Qualitone Industries, Inc., for infringement of four patent rights. In the complaint Sonotone charges the Tuckahoe, N. Y., company with an infringement on four phonograph needle pickups and needle assembly patents and seeks an injunction enjoining the infringement and an award of treble damages.

FABULOUS!
WHEN YOU WISH UPON A STAR
sung by
DION & THE BELMONTS
 On Laurie Records
BOURNE, INC.
 (ABC MUSIC CORP.)
 136 West 52nd St., New York, N. Y.

Smash Hit!
"SINK THE BISMARCK"
JOHNNY HORTON
 Columbia 4-1568
CAJUN PUBLISHING CO.
 Shreveport, La.

BREAKING BIG FOR A SMASH!
THEME FROM A SUMMER PLACE
 PERCY FAITH —
 COLUMBIA #4-41490
 MUSIC PUBLISHERS HOLDING CORPORATION

The Original Song From the Movie!
Theme From "OUR MAN IN HAVANA"
 (Domitila)
 Dot No. 16069
 Published by
HALL OF FAME MUSIC CO.

Mills' HIT REMINDERS
ST. JAMES INFIRMARY
 Hal Walters—Colpix CP146
 Dean Jones—88 Brand #801
 Frankie Lane—Columbia #4-41613
THAT'S MY DESIRE
 Chris Connor—Atlantic #2053
MILLS MUSIC, INC.

EXPORT SALES MANAGER
 Wanted by phonograph record company. Aggressive, intelligent man with thorough knowledge of the phonograph record business and foreign sales of phonograph records. Thorough knowledge of foreign record accounts and contacts abroad essential. Bookkeeping, accounting, selling and purchasing experience required. Send detailed resume, stating complete experience and qualifications. Please include small photograph.
BOX #270, The Billboard, 1564 Broadway, New York 36, N. Y.

Clark Probe

Continued from page 15

his third-party representatives or agents?

The subcommittee also wants to find out if Clark has, thru record pressing and other corporations, "exact tribute from composers and talent." They want to know how far the station abdicated its control over programming for the public, in favor of purely "mercenary" considerations, presumably growing out of the lucrative Clark connections.

Reluctance of Clark associates, or those who have come into contact with him thru his shows, to talk to probers has made the inquiry even longer than was anticipated, Lishman says. Many interviewed feared reprisals in the form of boycott of their records or their talents, on Clark's or other broadcast programs.

Representatives Moss and Mack said that attempts to "stampede" the sub-committee into sensational hearings on charges against deejay Clark "violate the American concept of decency and fair play." However, the report says they are hurrying to finish the investigation, and hope to be ready for public hearings "in the near future," on the Clark and other phases of the payola picture.

UST to Sell

Continued from page 27

sions of their product for servicing to the disk distrib. Few labels did this.

New method, it is felt, will be a more direct means of handling sales and product. A label's distributor will now be able to offer dealers the same recording in monaural and stereo disks as well as a four-track tape. Distrib salesmen calling on dealers will be able to pitch tape as part of their regular product. Result, UST feels, will lead to more disk dealers handling tape. Lion's share of tape sales is still being held by the photo and appliance dealers, altho more record retailers are now selling tape than in the past.

Mitch to Speak

Continued from page 15

KEZY, Anaheim, Calif., chairman of the NAB standards of good practice committee. Assisting him will be attorneys Frank U. Fletcher and Warren E. Baker, both of Washington.

ABP MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

FAST-FAST-FAST
RELIEF FROM HEADACHE *
PAIN

* DIAMOND NEEDLE SALES HEADACHES

ARE NO MORE WITH THE NEW ATTENTION-GETTING 12" x 12" (RECORD SIZE) DIAMOND NEEDLE PACKAGE.

NOW TROUBLE-FREE SELF-SERVICE SALES
 3 out of 4 phonographs can use one of the LOW-PRICED diamond needles offered in this new Puli "selectomatic" package.

DIAMOND NEEDLES . . . LAST 20 TIMES LONGER THAN SAPPHIRES

GENUINE DIAMOND NEEDLE

TRANSCRIBER CO., INC. ATTLEBORO, MASSACHUSETTS

Puli presents this new idea in diamond needle packaging designed for trouble-free silent and profitable selling, on your record racks, in your browser files or on your counter. Puli diamond needles unmatched for high quality at sensational LOW PRICES now sell themselves in this revolutionary new self-service package. Only the most popular, fastest moving replacement numbers — mean minimum inventory for you and each package contains complete information and illustration for simple positive replacement needle selection by your customer.

THE TRANSCRIBER GUARANTEE IS UNCONDITIONAL
 Unexcelled Top Quality Sensationally priced Puli Diamond Needles
TRANSCRIBER CO., INC., DEPT. C, BOX 478 ATTLEBORO, MASSACHUSETTS

LOOK FOR . . .

SILVER SLIPPER

A smash hit at the "Interlude" in Hollywood!

A smash hit at "The Sahara" in Las Vegas! Now...

Heading for a smash hit on record!

RAY ANTHONY

Sings!

Tres Chic



record no. 4358



Published by

AUT PUBLISHING CO.

HOLLYWOOD, CALIFORNIA

DISTRIBUTOR NEWS

By HOWARD COOK

BALTIMORE: Herb Silverman, manager of the record department at the Joseph M. Zamoiski Company, writes that "The Madison" by Al Brown and His Tunetoppers is the city's biggest hit. Sales are high, and it's getting heavy air play.

Harold L. Berkman, promotion manager for ABC-Paramount Records, sends word that "Way of a Clown" by Teddy Randazzo is breaking. "Footsteps" by Steve Lawrence continues to grow, and "The Love I Love" by Johnny Nash and "Lost Highway" by Elton Britt both look promising. Others on ABC-Paramount that are selling well include "Puppy Love" by Paul Anka, "Lady Luck" by Lloyd Price, "Who You Gonna Love" by Ray Charles, "Voice in the Wilderness" by Cliff Richard, "Tremble" by George Hamilton IV, "Together" by Jean Du'shon and "Who's Our Pet, Annette" by Junior Anka. Chancellor's best are "About This Thing Called Love" by Fabian, "Don't Throw Away All Those Teardrops" by Frankie Avalon and "Tree in the Meadow" by Doe Damiano.

Frank Luber of Kay-Gee Distributing Company lists "If I Knew" by the Cruisers on V-Tone as his No. 1 seller. Other big items are "Rockin' Charlie" by Bobby Peterson on V-Tone and "Explosion," an LP by the Sam Trippe ork on Sheen.

DALLAS: Al Klein of Al Klein Enterprises advises us that things are looking up in the Houston and Dallas areas. Strongest disks at the moment include "Down the Aisle" by Ike Clanton, "For Cryin' Out Loud" by Huey (Piano) Smith and "Fool or a Wise Man" by Johnny Fairchild on Ace and "Wake Me, When It's Over" by Andy Williams, "You Don't Know Me" by Lennie Welch and "Pledging My Love" b-w "Earth Angel" by Johnny Tillotson on Cadence. NRC has "Last Chance" by Collay and "Jenny Lou" by Sonny James. "Mountain of Love" by Harold Dorman on Rita, which is distributed by NRC, is also big.

Others include "Beatnik Fly" by Johnny and the Hurricanes and "What Do You Want to Make Those Eyes at Me For?" by Sunny Gale on Warwick. Eddie Fisher's "After You've Gone" on Ramrod, handled by United Telefilms, is showing well. Ditto "Mister Lonely" by the Fidels on JDS.

Joe Poovey of the Music Box writes that his strongest platters are "Baby" by Brook Benton and Dinah Washington on Mercury, "String Along" by Fabian on Chancellor, "Sweet Nothin'" by Brenda Lee on Decca, "Cherry Pie" by Skip and Flip on Brent and "Teen-Ex" by the Browns on RCA Victor. Hottest c.&w. sides are "I Don't Care Who Knows" by Lawton Williams on Decca, "Till These Dreams Come True" by Buck Owens on Capitol, "The Money Side of Life" by Frankie Miller on Starday, "I Won't Blame You" by Bill Munday on Corvair and "Dead or Alive" by Bill Anderson on Decca.

ALBANY, N. Y.: Bob Devere of Delta Record Distributors, Inc., writes that his big sides are "Because of My Pride" by the Fireflies on Ribbon, "Where's My Love" by Jamie Horton on Joy, "Caravan" by Santo and Johnny on Canadian-American, "Cindy" by Teddy Vann on Triple-X, "Gold Will Never Do" by Luther Bond on Showboat, "I'm Gonna Find Out" by the Bluenotes on Brooke, "Whole Wide World" by the Ovations on Andie and "Johnny, My Love" by Wilma Lee and Stony Cooper on Hickory. Delta now handles Riverside and Stereodiddies.

PITTSBURGH: Leonard Mendlowitz, The Billboard correspondent, sends the following distrib doings: Sam Goody has given up the branch in Pittsburgh, selling out to the locally owned National Record Marts. . . . The first LP's recorded by the Pittsburgh Symphony (Steinberg) for Everest, will be released in May. . . . Everest is now handled by Bill Lawrence, Inc. . . . Jim Winston has moved his Columbia Records division to Boquet Street in Oakland. . . . Bob Murphy moved from Capitol to Columbia to head record publicity.

SAN FRANCISCO: Stan Cumberpatch called to report strong action on "Love You So" by Ron Holden on Donna, "Five Foot Two" by Don Johnson on Kandy and "Honey Love" by Narvel Felts on Pink. Other strong sellers are "How Deep Is the Ocean" by Toni Fisher on Signet, "Cindy" by Teddy Vann on Triple-X and "Much Too Much" by Cally Dodd on Calico.

NEW YORK: Marty Hoffmann of Decca Records called to report that "Chicken Thief" is the stronger side on the new platter by the Kalin Twins. It's strongest in Buffalo, Hartford, Conn.; Salt Lake City, Indianapolis and Detroit. The label is also registering strong sales for "One Step Beyond," the "Alcoa Presents" LP by Harry Lubin.

PHILADELPHIA: Jerry Ross of Cosnat Distributing Corporation sends word that his current Dot winners are "(Welcome) New Lovers" by Pat Boone, "Am I That Easy to Forget" by Debbie Reynolds, "Dutchman's Gold" by Walter Brennan and "Amigo's Guitar" by Dodie Stevens. Atlantic has "Jambalaya (On the Bayou)" by Bobby Comstock, "Don't Deceive Me" by Ruth Brown, "Chains of Love" by Joe Turner, "This Magic Moment" by the Drifters and the Modern Jazz Quartet's new LP, "Pyramid."

Also getting action are "Come Dance With Me" by Eddie Quinteros and "Cherry Pie" by Skip and Flip on Brent, "Come on Home" by Sonny Til on Jubilee, "Baby Hully Gully" by the Olympics on Arvee, "Highland Guitar" by Frank Virtue on Wynne and "Straight A's in Love" by "Johnny, My Love" by Wilma Lee and Stony Cooper on Hickory, "A Summer Place" by Billy Vaughn on Dot and "And That Reminds Me" by Della Reese on Jubilee.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Strong Makes 'Money' On Disk Debut

Barrett Strong, new recording artist on the Anna label, is a native of Detroit. He attended and completed high school in the Motor City.

Strong comes from a musical family, and at the age of eight was the lead singer in a group with his four sisters singing spirituals. He also played the piano for the church choir.

With the upsurge of rock and roll, Strong, like many other teenagers, formed a singing group. He was only 13 at the time. He later auditioned for Berry Gordy Jr., Marv Johnson's manager and writer of Jackie Wilson's big hits. Gordy took an interest in Strong's career and signed him to a recording contract.

Strong's disk debut on Anna, "Money," is moving 'strong' on the Hot 100.

Les Compagnons Score for Capitol

Les Compagnons de la Chanson have now been together 17 years. Eight of the nine are married. The group includes Fred and Rene Mella, second and third tenors; Broussolle, the arranger and baritone; Gerard Sabet and Hubert Lancelot, baritones; and Jean-Louis Jaubert, Joe Frachon and Guy Bourguignon, basses, who are all between 31 and 39. Jean Pierre Calvet is still a bachelor.

The group began their career as a unit during World War II in southern unoccupied France. They soon became an entertainment unit for the French Army where they came to the attention of celebrated singer Edith Piaf. Miss Piaf took them on tour with her, and, delighted with their success, recorded "The Three Bells" with them. It sold over a million copies. The group has toured internationally, made many TV and personal appearances. Their current disk, "Down By the Riverside," is moving up the charts rapidly.

YESTERYEAR'S TOPS—

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

APRIL 2, 1955

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

APRIL 1, 1950

1. Music, Music, Music
2. If I Knew You Were Coming I'd've Baked a Cake
3. Chattanooga Shoe Shine Boy
4. It Isn't Fair
5. Dearie
6. Peter Cottontail
7. Third Man Theme
8. There's No Tomorrow
9. Daddy's Little Girl
10. I Said My Pajamas

VOX JOX

By JUNE BUNDY

DANCE STUNT: Buddy Deane, WJZ-TV, Baltimore, and Ed Morrison, WEBB, same city, have joined promotion forces to push the new Madison dance. Morrison, who does the "calls" on Columbia's new waxing "Madison Time," by Ray Bryant, appeared on Deane's TV show and called out instructions while teen-agers in the studio did the dance. The whole routine was taped by Columbia, for distribution to other TV stations across the country. At the same time, Columbia's Baltimore-Washington promotion director Chuck Gergory has chosen Joan Darby and Jonas Cash, two young members of the "Buddy Deane Committee" to tour the country and demonstrate the dance on other TV and stage shows. The pair telephones Deane each afternoon and their conversation is played on the deejay's show the same day.

GIMMIX: George Christy, ABC-network, is conducting a contest on his "Teen Town" show, whereby listeners are asked to name their favorite teen-aged motion picture star and tell why. Grand prize will be an all-expense-paid trip to New York for two. Annette's new LP, "Annette Sings Anka," will be awarded to the first 12 runnersup.

Jack Sharp, program director of KLIP, Dallas, points out that Buddy McGregor is the new music director of that outlet, not p.d. as reported recently in Vox Jox. . . . Russ Reardon, WAIR, Winston-Salem, N. C., will spark his jazz show with a daring stunt this spring. The jockey, a former parachute school instructor, plans to broadcast jazz chatter from 15 to 20 minutes while descending in a parachute from 18,000 feet. The stunt will be used as a "Music on the Air" segment of his "Jazz Frontier" show.

"Jazz Horizons Unlimited," a jazz club sponsored by WKPA, New Kensington, Pa., is readying plans for its members, which include a record club, a jazz talent night, a second annual trip to the Newport Jazz Festival, a "Miss Jazz Horizons Unlimited" contest, J. H. U.'s first annual jazz poll, and more concerts. . . . Another jazz-oriented outlet, KFMB-FM, San Diego, recently staged the nation's first FM "Jazzathon," to raise money for the Heart Fund. It ran 60 hours.

Quenton W. Welty, general sales manager of WWST, Wooster, O., and WRAD, Radford, Va., has written a book tagged "Writing and Selling the Popular Song." Welty himself is an active songwriter and a member of BMI. . . . Deejay Chick Watkins, WCUE, Akron, O., donned a white wig and knee breeches and made like the Father of his Country last month on Washington's Birthday. Thus costumed, he made the rounds of leading Akron business men to distribute "Radio Cue Fact Sheets," and comment, "I cannot tell a lie! The New Radio Cue is best for you!"

CHANGE OF THEME: Buddy Stevens, formerly with WDEW, Westfield, Mass., is now emceeing "The Wax Wagon" on WHYN, Holyoke, Mass. Incidentally, Ken Gaughran of that station notes that WHYN is now putting out a regular newsletter to the trade. Gaughran himself is spotlighted on page 72 of the March issue of "Modern Screen."

New program director at WCUE, Akron, O., is Bob Edwards, formerly with WTAX, Springfield. He replaces Dick Carr, who has moved to WIP, Philadelphia. . . . Larry Dean is piloting a nightly deejay show over WITH, Baltimore. News comes from Al Abrams of Jobete Music Company, Inc., Detroit.

TEXAS ROUNDUP: Lawton Williams, writer of "Fraulein" and "Giesha Girl" is the new program director of KCUL, Fort Worth, Tex. . . . Joe Poovey, formerly with KMAE, McKinney, Tex., and also featured with the Big D Jamboree, Dallas, is working for Dallas one-stopper, Music Box, Inc. He now records for the Azela label.

Johnny More has joined KMAC, San Antonio. . . . Stewart Duke has replaced Dave McGee at KHGM-FM, Houston. . . . Bill Bailey has returned to KTHT, Houston. . . . New Night Watchman at KTHT, Houston, is Joe Turner. . . . The deejay lineup on new station KVIL, Dallas, includes Dave Beuret, Hap Arnold, Andy Anderson and Ron Bailey. . . . New weekend staffer at same station is Steve Saddler. . . . Bill Day has joined KRCT, Pasadena, Tex.

Buzz Beason is the new early morning man at WSIX, Nashville. . . . Jerry Mason, formerly with WZXI, Atlanta, has joined WHB, Kansas City, Mo., in the 2-4 p.m. time slot. . . . Jerry Flesey upped from sales manager post at KOIL, Omaha, to general managership of the newly acquired KOIL-FM.

Mark Thomas, ex-deejay at WMRI, Marion, Ind., is now with Uncle Sam's Army at Fort Leonard Wood, and is "anxious to get back into the world of radio after a six month tour." . . . Hap Smith has left KPCS, Pasadena, Calif., to become program director of KECK, Odessa, Tex. . . . Paul Drew has a new show on WGST, Atlanta, from 1 a.m. to 1 p.m. Nine different programming ideas will be rotated on the program, tagged "Showcase," Monday thru Friday. A tenth concept, "Memory Lane," featuring all-time hits, will be a Friday night fixture. Drew will continue his nightly 7:15 to 11 p.m. show, "The Big Beat."

After two years in the Orient — as staffer at KSBK, Naha, Okinawa, under program director Don Hofmann — Bob Allen has returned to the States and a morning deejay show at WLEC, Sandusky, O. He writes, "The Beaches of Cedar Point will be a more than ample substitute for Waikiki for quite a while. I miss the Orient, but I guess I'll have to meet all my twains in the West for the time being."

George Stump has been appointed to the newly created post of program director for KCMO-FM, Kansas City, Mo., and John Pearson has been made p.d. for KCMO-AM. Stump will continue to emcee his daily KCMO-FM show "Afternoon in Hi-Fi."

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.

A PAUL ANKA PRODUCTION: Paul's newest contribution to the music scene is a production organization that will turn out releases on the ABC-Paramount label. The first Paul Anka Production is by a group called Junior and His Friends, singing two tunes penned by Anka, *Who's Our Pet*, *Annette b-w A. B. C. Love*. Paul, himself, is doing nicely with his *Puppy Love*—it climbed to the number four position on the Hot 100. Paul opens at the Chase Hotel, St. Louis, March 31 thru April 13.

RAY ANTHONY, the bandleader, emerges as a vocalist via his first singing disk, *Three Chic b-w Just in Time*. Both tunes, with their bright new arrangements, proved a popular part of his new nightclub act, after Anthony cut his big band down to small-club size and became a vocalist, that Capitol decided to release them. An alumnus of the Glenn Miller Band and before that the Jimmy Dorsey Band, the man with a horn admits that it took practice to get into vocal shape: "I studied voice seriously for a year before I sang a note in public." Anthony's new act is currently filling the Sahara Lounge, Las Vegas. Anthony fans will get a peek at the whole show when Capitol releases an album in the near future recorded "live" at the Anthony revue in Vegas.

The BROWNS, Jim Edward and sisters Maxine and Bonnie, are in an enviable position this week on the Hot 100: both sides of their new RCA Victor release, *The Old Lampighter b-w Teen-Ex*, are taking off fast as Star Performers. The family, who hail from Pine Bluff, Ark., hit the million-seller mark with their smash, *The Three Bells*.

BIRTHDAYS OF THE WEEK: March 28, Paul Whiteman (70). March 29, Pearl Bailey, Bob Haymes, March 30, Ted Heath, Frankie Laine. March 31, Red Norvo. April 1, Jane Powell, Eddy Duchin (deceased). April 3, Doris Day.

MARK DINNING, the youngest of a musical family of nine children, who scored with *Teen Angel*, is the subject of a new M-G-M album titled *Teen Angel*. Selections include: *Danny Boy*, *I'm So Lonesome I Could Cry*, *Blackeyed Gypsy*, *I'm Too Young To Die*, etc. Altho born in Oklahoma, Mark has settled in Nashville where he now spends a great deal of his time recording.

FOUR LADS, Frank Busseri, Bernard Toorish, James Arnold, and Corrado Codarini, go Hawaiian on their newest, *Gonna Goona*. Backing is *You're Nobody 'Till Somebody Loves You*, a light rock tempo of the favorite. The Columbia Records artists will open at the Three Rivers Inn, Syracuse, N. Y., April 1 for 10 days.

CONNIE FRANCIS is well represented on the Hot 100 with two Star Performances: *Mama b-w Teddy*. Connie is booked to make her screen debut in M-G-M's *Where The Boys Are*, which was due to go before the cameras in Hollywood shortly. However, shooting has been postponed until the strike is over. In the meantime, she will fill an engagement at the Town Casino, Buffalo, April 15-21.

BUDDY GRECO is another singer to be added to the long list of those who claim Philadelphia home. Born into a musical family, Buddy has been on the scene since he made his musical debut at the age of five on a radio program featuring Italian music. A former vocalist and piano player with Benny Goodman's Band, Buddy's first hit was *Ooh! Looka There Ain't She Pretty*. Currently, he is swingin' with a new Epic album, *My Buddy*. Selections on the album, *Like Young*, *Misty*, *The Lady Is A Tramp*, *Just In Time*, etc., were recorded during a performance at LeBistro in Chicago.

JAMIE HORTON, who just turned 17, asks a typical teen-age question in her newest Joy Records release, *Where's My Love?* Jamie, a high school student in San Diego, came to the attention of Joy Records thru a demo record she sent them of a new song she had written about a Ma-

rine boy friend titled *My Little Marine*. The staff at Joy were so impressed, not only with the song, but with the way she presented it on the demo that they signed her for the label. *Where's My Love?* was written by Paul Anka.

JONI JAMES makes her appearance on the Hot 100 with her effective rendition of the oldie, *I Need You Now*. Flip is *You Belong To Me*—both Spotlighted by Billboard. Album-wise, one of her best is the "live" recording at Carnegie Hall, recorded May 3, 1959 during her first concert there. Joni will be featured on the annual Academy Awards Oscar TV Show, April 4, singing *Five Pennies*, one of the movie tunes nominated for a movie Oscar.

MARV JOHNSON: The 21-year-old former Detroit has made an impact on the music scene in the short time he's been exposed on United Artists Records. Evidence of this is seen in his chart climbing release, *I Love The Way You Love*, which was released only a short time ago. Marv's first album, *Marvelous Marv Johnson*, is also doing well.

GISELE MacKENZIE, one of Canada's gifts to the music world, has signed an exclusive recording contract with Everest Records. Her first album for the diskery, cut when she was on a non-exclusive basis, is already out. It's called *Gisele MacKenzie In Person At The Empire Room Of The Waldorf-Astoria*. Gisele is at her best on such tunes as *LeFiacre* and *The Twelfth of Never* and her medley including *Barney Google* and *Pink Elephants*. Folks in L. A. can look forward to seeing Gisele during her engagement at the Ambassador Hotel, May 4 thru 24.

JOHNNY PRESTON, who raced the Running Bear right up on the charts, is on the scene with a new waxing, *Cardie of Love*, a peppy rockabilly on which he's backed by a chorus and standout guitar. Flip is *City Of Tears*—both Billboard Picks. The Mercury artist makes his home in Port Arthur, Texas.

BOBBY RYDELL, rapidly becoming a hit-maker, having scored with *Kissin' Time*, *We Got Love*, *I Dig Girls* and now, *Wild One*, which made the number two position on the Hot 100. The young Philadelphian just completed taping a guest spot on the Danny Thomas TV show which will be seen April 21.

TOMMY SANDS dedicated his latest recording, *That's Love*, to his in-

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

tended bride, Nancy Sinatra, when he sang it on Tennessee Ernie Ford's show last week. Sands' engagement to Nancy, daughter of fellow Capitol recording artist, Frank, was recently revealed to the nation. Flip of *That's Love* is another ballad titled *Crossroads*. Both tunes, Spotlighted by Billboard, arranged and conducted by Nelson Riddle, are rendered in the singer's new sophisticated swing style, sometimes compared to that of his future father-in-law. Tommy has a stint in Uncle Sam's Army coming up soon.

CONWAY TWITTY: From the time he began singing on the main deck of his father's Mississippi ferryboat at the age of four, right to the present time—a span of some 20 years—it seems that singing has been a natural way of life for Conway. Proof of this is displayed in his new M-G-M album, *Lonesome Blue Boy*. The album takes its name from his million-selling single of that name, and he has included it in the album. His new single, *What Am I Living For*, makes its appearance on the Hot 100 this week. Presently, Conway is doing one-nighters in the Midwest.

PROMOTION DAYS AND WEEKS: March 30 is Seward's Day—observed in Alaska. April 1 is All Fool's Day. April 1 begins National Arts & Crafts Week, Laugh Week, Cancer Control Month, Teaching Career Month, America's Heartland Development Month, Ladder Month, Automobile Month, National Hobby Month, Rug Cleaning Month, Welded Products Month, Paradise-In-April Month. April 3 begins National Association of Radio & TV Broadcasters Annual Meeting in Chicago. National Foreign Language Week, National Library Week, Noise Abatement Week and Realtor 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

BALLERINA—Vaughn Monroe United Artists
CROSSROADS—Tommy Sands Capitol
FAME AND FORTUNE—Elvis Presley RCA Victor
GREENFIELDS—The Brothers Four Columbia
I NEED YOU FOR NOW—Joni James M-G-M
IT'S TOO LATE—Johnny O'Keefe Liberty
JENNY LOU—Sonny James National Recording Co.
JUST ONE TIME—Don Gibson RCA Victor
SHE'S MY BABY—Johnny O'Keefe Liberty
SKATER'S WALTZ—Billy Vaughn Dot
STUCK ON YOU—Elvis Presley RCA Victor
THAT'S LOVE—Tommy Sands Capitol
THE MADISON—Al Brown's Tunetoppers Amy
THE MADISON TIME—Ray Bryant Columbia
TRES CHIC—Ray Anthony Capitol

ALBUMS

CAN-CAN—Original Cast Capitol
MR. LUCKY—Henry Mancini RCA Victor

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

MUSIC AS WRITTEN

New York

Mort Fega has taken over *Symphony Sid's* old jazz seg on WEVD in New York. Fega will be heard over WEVD every night from 11:30 p.m. to 3:45 a.m. Sid is now on WADO, New York. . . . MCA has signed *Chris Connor* to an exclusive booking pact. Thrush's next date is at Basin Street East in New York starting April 10 with comic *Mort Sahl*. . . . *Guy Lombardo's* concert at Municipal Auditorium in Kansas City on March 13 drew 10,000 people, plus standees. . . . Crystalette Records signed thrush *Deedee Carson* last week. . . . Rendezvous Records has acquired the master of "Everybody" and "I'm Just a Country Boy," by *Gary Faulkner* and the *Hightowers*, originally released on the Sutter label in California. . . . *Ralph Marterie* and his *Ork* are out on a tour of one nighters that will run until May 21. . . . Lebanon, O., has designated April 1 to 8 *Tommy Zang* week in honor of the *Hickory Record's* singer. . . . *Erroll Garner* became the first big jazz name to play the Fairmont Hotel in San Francisco. He opens at the Venetian Room there on May 19 for three weeks. Bob Rolontz

Cincinnati

Alan Kallman, formerly with the End and Gone labels and now owner of his own diskery, Triple-X Records, New York, was a Cincy visitor early last week to promote his new release, "Cindy," as done by *Teddy Vann*. While here, Kallman visited with the local deejays; his local distributor, *Ike Klayman*, of A. & I. Distributors, and the local office of *The Billboard*. He departed Thursday (24) for Chicago for a four-day stay before returning to New York. . . . *Tony Wilde*, former local policeman turned film and TV cowboy, has a release coming up soon on the Gardena label, coupling "Funny Bone" with "I Want Your Love," a pair of tunes passed on to him by *Tex Ritter*. . . . *Elvis Presley* cut a secret session at the RCA Victor Studio in Nashville last Sunday (20). To maintain the secrecy and to hold off the curious, the sign on the door listing the occupant carried the name of another RCA Victor artist.

Nearby Lebanon, O., is slated to turn out en masse Sunday, April 10, to honor *Hickory Records' Tommy Zang*, whose managerial reins are handled by *Mrs. Russell Carr*, Lebanon business woman and one of the town's leading citizens. Lebanon's mayor has proclaimed the week of April 3 as *Tommy Zang Week*, with the local Retail Merchants' Association and the Chamber of Commerce co-operating in the venture. Zang himself will make personal appearances at various business places during the celebration, with all merchants pitching Zang's latest release, "Under Your Spell Again" b/w "Take These Chains From My Heart." Sponsoring Zang's Lebanon appearance are *Braun's Packing Company* and *Marvin's Market*, area food chain. Climaxing the Sunday (10) event will be a record hop at the local high school gym, with *Bob Holiday*, of WING, Dayton, O., and *Bob Braun*, of WLW, Cincy, presiding.

Jack Larson, currently clicking with his new Fraternity release, "Driftin' Down the River," is in the midst of a two-weeker at the Sahara Club, Eugene, Ore., and follows shortly with a like stand at the Town & Country, Seattle. A native of Salem, Ore., Larson is set on club dates in the Pacific Northwest until the late summer. And he made all the bookings himself. . . . *Nelson King*, long one of Cincy's top deejays whose resignation from WCKY here several months ago surprised the music trade, has joined the staff of *Robert A. Cline, Inc.*, local realty firm. . . . *Woody Herman's* band is tentatively set for the suburban Rainbow Club here April 15-17. . . . *Glenn (Skipper) Ryle*, who conducts the kiddie seg, "The Skipper Ryle Show," on WKRC-TV, Sundays, 10 a.m.-noon, celebrated his fifth year with the station Sunday (27). The success of his Sunday show recently netted him another program on the station, Saturdays, 9-10 a.m.

Ed Labunski, who in recent months has made himself a big mahoff on commercial jingles hereabouts, is pitching the master on a new jazz album he has directed featuring *Ada Lee*, youthful territorial singer. King Records did the pressing. Title is "Everything I've Got." Also under Labunski's wing is a 17-year-old Dayton, O., singer, *Sonny Flaherty*, who cut a session in Nashville last week, under Labunski's guidance. Results, available here this week, show great promise for the Dayton lad. . . . Local major record shops enjoyed a bonanza here last week following the edict from Washington calling for radio stations to refrain from using freebies in their programming and use only platters purchased thru the regular channels. *Lou Epstein*, of the *Jimmy Skinner Music Center*, reported an avalanche of orders from out-of-town stations, in addition to the local demands. Bill Sachs

Nashville

Carl Smith has inked a renewal pact with Columbia Records. . . . *Jim Reeves' "He'll Have to Go"* is reported past a million "in black and white" on the RCA Victor sales sheets. . . . *Boots Randolph*, sax stylist, has a new RCA Victor album just released titled "Yakety Sax." . . . Capitol Records' *Jean Shepard* and the *Louvin Brothers* cut sessions at the Bradley Studio here last week under direction of *Marvin Hughes*. . . . Louisiana's Gov.-Elect, *Jimmie Davis* was in town recently to cut an album session at the Bradley Studio under direction of *Decca's Owen Bradley*. . . . The *Everly Brothers* have just cut a Warner Bros.' album at the RCA Victor Studios here, with the label's *George Avakian* directing.

Decca's record-sale reliable, *Ernest Tubbs*, cut a single session at the Bradley Studio Sunday night under *Owen Bradley's* direction. . . . *Everest Records' Leroy Holmes* directed a *Billy Grammer* session at Bradley's Monday (21). . . . Also at Bradley's for sessions last week were

(Continued on page 39)

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.

It's Doris Day every day in April

LIMITED OFFER!
Special NEW DORIS DAY 12" album
\$3.98 value for only **98c**
4.98 stereo value for only 1.29!
with the purchase of any other Doris Day album

92 Friday, April 1, 1960 274

LISTEN TO DAY
DORIS SINGS
A New Collection Of Songs... In Her Own Inimitable Way

DORIS DAY
(WHAT EVERY GIRL SHOULD KNOW)

CL 1438 • CS 8234

DORIS DAY HARRY JAMES
YOUNG MAN WITH A HORN

CL 582

A REVOLVING FULL-COLOR THREE-SIDED WINDOW DISPLAY

AUXILIARY USE OF WINDOW DISPLAY AS THREE-PANEL STAND-EE WITH IMPRESSIVE 36" SPREAD

"LIMITED OFFER" PREMIUM STREAMER

60-COUNT FLOOR MERCHANDISER WITH SPECIAL OFFER HEADER

IN-STORE WINDOW STREAMER SHOWING ALL DORIS DAY COVERS IN FULL COLOR

FULL-COLOR ACCORDION FOLD CONSUMER BROCHURE

DORIS DAY
DAY DREAMS
Bewitched-Sometimes I'm Happy-10 more

CL 624

"LOVE ME OR LEAVE ME"
DORIS DAY

CL 710

DAY IN HOLLYWOOD
DORIS DAY

CL 749

day by day
doris day
with PAUL WESTON and his music from Hollywood

CL 942

DAY BY NIGHT
Doris Day
with PAUL WESTON and his music from HOLLYWOOD

CL 1053 • CS 8089

DORIS DAY'S GREATEST HITS

CL 1210

DORIS DAY
Cuttin' Capers

CL 1232 • CS 8078

HOORAY FOR HOLLYWOOD
DORIS DAY
Orchestra conducted by Frank DeVol

C2L 5 • CS 8066 CS 8077

"THE PAJAMA GAME"
DORIS DAY

OL 5210

COLUMBIA #1 IN CONSUMER SALES

**APRIL
NEW
MASTERWORKS
RELEASES**



ML 5453 MS 6125

Beethoven:
Sonata No. 9
("Kreutzer");
Sonata No. 1

ZINO FRANCESCATTI, Violinist
ROBERT CASADESUS, Pianist

Shostakovich:
Concerto for Cello;
Symphony No. 1



**MSTISLAV
ROSTROPOVICH,**
Cellist,
**THE PHILADELPHIA
ORCHESTRA,**
EUGENE ORMANDY,
Conductor

ML 5452 MS 6124

**VERDI:
RIGOLETTO**



**RICHARD
TUCKER**

M2L 404 M2S 901

Haydn: Symphony No. 45
Mozart: Symphony No. 36



PABLO CASALS
conducting
the Festival Casals
Orchestra of Puerto Rico

ML 5449 MS 6122

**ARIAS, ANTHEMS AND CHORALS OF
THE AMERICAN MORAVIANS, VOL. 1
THE MORAVIAN FESTIVAL CHORUS
AND ORCHESTRA UNDER THOR JOHNSON**

ML 5427 MS 6102

**CHAMBER MUSIC FROM MARLBORO
THE MARLBORO MUSIC FESTIVAL,
RUDOLF SERKIN, DIRECTOR**

ML 5426 MS 6116

ALBÉNIZ: IBERIA; NAVARRA
ALICIA DE LARROCHA
M2L 268

SCHNABEL: DUODECIMET; TRIO
ML 5447

BERG/WEBERN/SCHOENBERG
ROBERT CRAFT
ML 5428 MS 6103

SOON TO BE RELEASED:

WATCH FOR THESE ORIGINAL BROADWAY CAST RECORDINGS

**A
THURBER
CARNIVAL**

**BYE BYE
BIRDIE**

**MAUREEN OHARA
CHRISTINE**

ALSO — THE MIKADO STARRING GROUCHO MARX

ON THE APRIL 29TH BELL TELEPHONE HOUR OVER NBC-TV.

THE ACTION IN APRIL IS ON

APRIL NEW POPULAR RELEASES

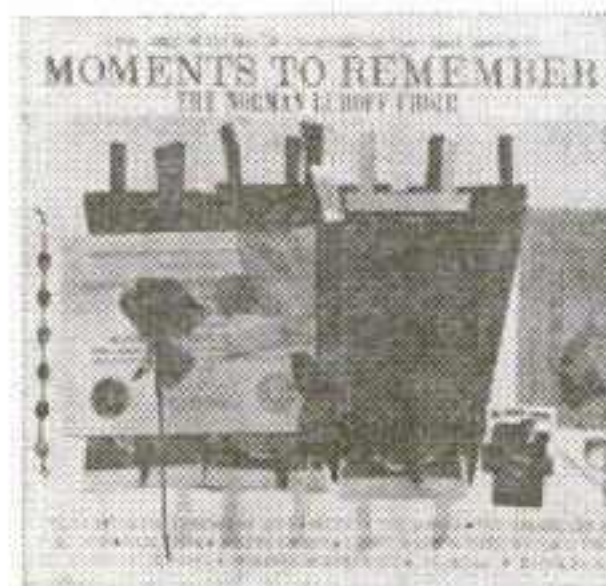
WAYNE AND SHUSTER

CL 1435 CS 8231

IN PERSON
COMEDY
PERFORMANCE



Moments to Remember THE NORMAN LUBOFF CHOIR



CL 1423 CS 8220



Swinging "Guys and Dolls" THE MANHATTAN JAZZ ALL-STARS

CL 1426 CS 8223

Gypsy Passion ANDRE KOSTELANETZ

and His Orchestra



CL 1431 CS 8228

Come On Children Let's Sing MAHALIA JACKSON



CL 1428 CS 8225

THE FAMOUS RADIO CITY MUSIC HALL ORGAN ASHLEY MILLER, ORGANIST

CL 1434 CS 8230

LOVE EYES DOMINIC FRONTIERE

CL 1427 CS 8224

DICK CARY AND THE DIXIELAND DOODLERS

CL 1425 CS 8222

LA CUCARACHA CUCO SANCHEZ AND DUETO AMERICA

WL 161 WS.313

SONGS OF GLORY LESTER FLATT AND EARL SCRUGGS

CL 1424 CS 8221

COLUMBIA

#1 IN CONSUMER SALES

© Columbia Records Inc. New York, N.Y. U.S.A.

THE

ORIGINAL VERSION

"MADISON TIME"

NUMBER ONE VERSION

"MADISON TIME"

CRAZE-STARTING VERSION

"MADISON TIME"

AUTHENTIC 'CALL' VERSION

"MADISON TIME"

RAY BRYANT VERSION


"MADISON TIME"

DANCE VERSION

"MADISON TIME"

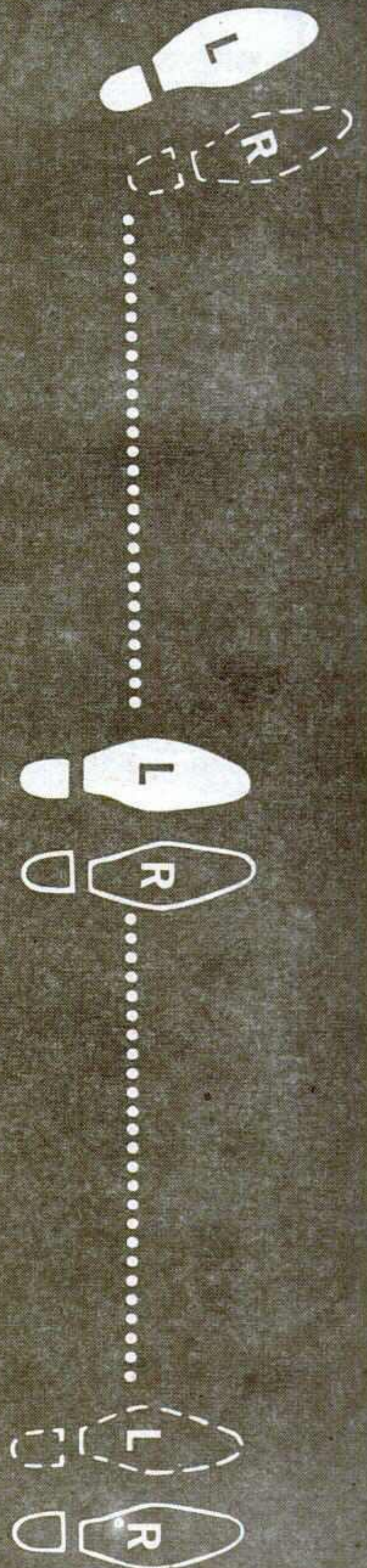
ILLUSTRATED SLEEVE VERSION

"MADISON TIME"

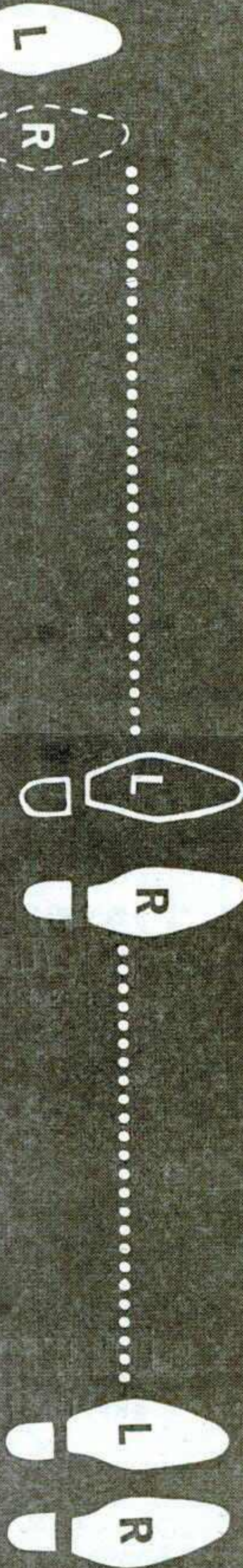
COLUMBIA  VERSION 4-41628

#1 IN CONSUMER SALES

SLIDE LEFT SLIDE RIGHT AND TOGETHER



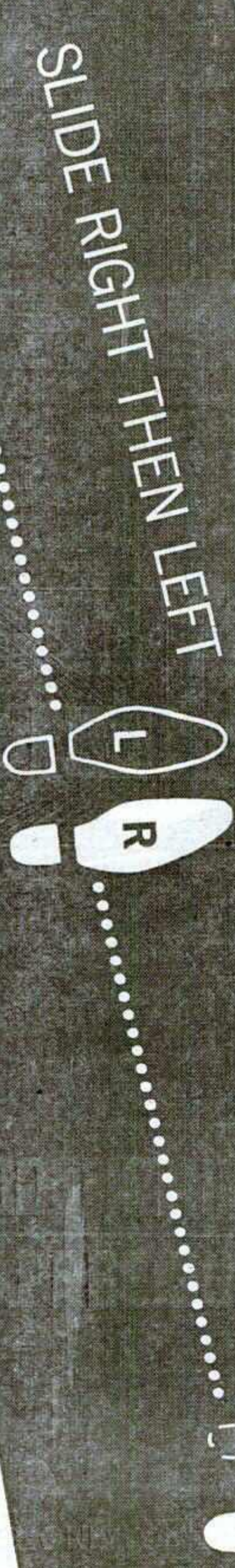
RIGHT THEN LEFT



SLIDE LEFT THEN RIGHT



SLIDE RIGHT THEN LEFT

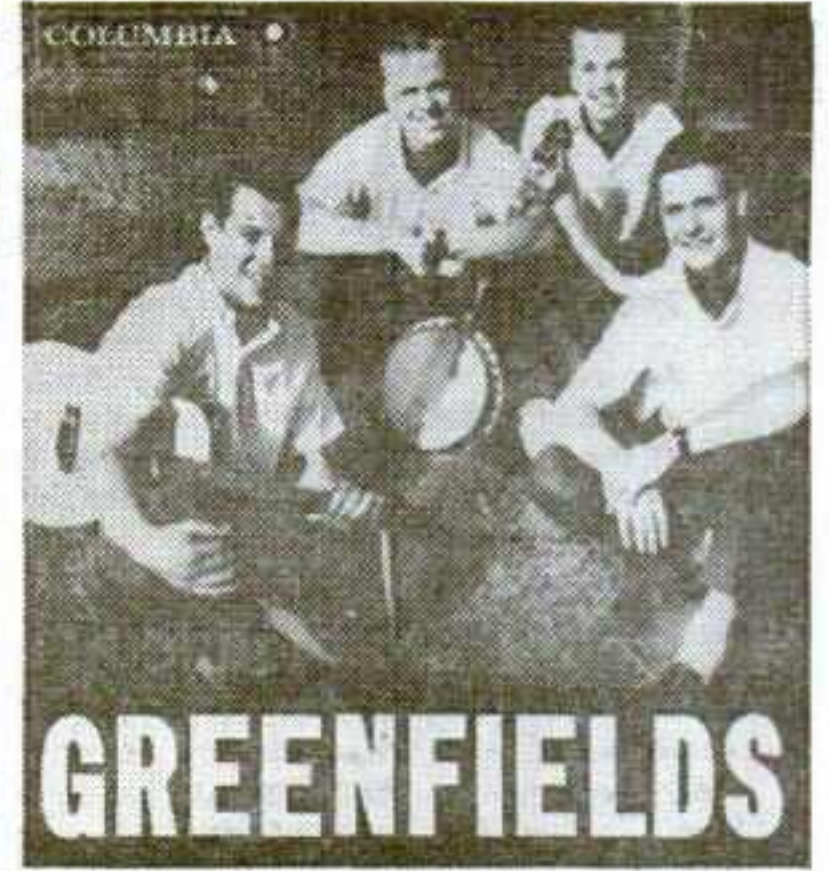


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ON COLUMBIA  #1 IN CONSUMER SALES

THE BROTHERS FOUR

THE HOTTEST SINGLE IN THE COUNTRY



4-41571

*Would you believe it?
WE have a hit!*

*It just sounds too
good to be true...*

*Yeah... I still think
the whole world
is putting us on...*

*No, fellers...
it's true... it's true!
I've checked charts,
stations, dealers...
An' everyone agrees
that we have a real
big hit.*

BOY am I nervous!



DON'T FORGET...THEIR GREAT 12" LP "THE BROTHERS FOUR" CL 1402, CS 8197 FEATURES "GREENFIELDS."

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MUSIC AS WRITTEN

Continued from page 32

Columbia's Carl Butler and Decca's Tompall and the Glasers, the Omegas and J. Robert Bradley. . . . The Oklahoma Ranglers were in from Chattanooga last week to cut jingles at the Bradley Studio under direction of Vick Willis. . . . Monument Records' Fred Foster was in town last week for sessions at the RCA Victor Studio by Grandpa Jones and Roy Orbison. . . . Warner Bros.' George Avakian was at the RCA Victor Studio last week to complete the Everly Brothers' first album session for the label. . . . Decca's Harry Silverstein infers that Goldie Hill's first album for Decca is skedded for immediate release.

Happiest guy in Nashville last week was Bradley Studio's film editor, Sid O'Berry. One of the top camera men in town, Sid also writes songs, and Owen Bradley recorded one for a forthcoming Decca album. . . . Rex Rinehart has a new release on the Yucca label, "Little Joe," which Rinehart arranged from an old folk tune, and "Let It Happen." . . . Johnny ("Running Bear") Preston has local critics bowled over with his current release, "Cradle of Love." . . . WSM-TV's round-the-clock coverage of the State Penitentiary's incident last week when two inmates held some 15 persons as hostages was definitely a first in the industry. Never before have cameras gone inside a prison during a threat of this kind. By 1 p.m. Thursday (24), station had answered requests for tapes from some 72 stations in 29 States on coverage of the sensational story.

Starday Records' Don Pierce is back in town from Europe, where he set up publishing firms to represent his Starday Music. Pierce says the new Starday Sounds Studios will be in operation by April 15. . . . RCA Victor's Harvie June Van has been hospitalized recently, but left the hospital long enough to appear on "Grand Ole Opry" Saturday (19), then returned to the nursing home after her performance. . . . Jean and Red Surrey, authors of "Teen Angel," have come up with Mark Dinning's follow-up release, "A Star Is Born," now out on M-G-M.

Chef Atkins received a note last week from "Jubilee, U.S.A.'s" Si Siman that April 13 will be RCA Victor night on the ABC-TV network show. Victor artists Jim Reeves and Jimmy Driftwood will be guests for the event. . . . RCA Victor's Steve Sholes was here for the Elvis Presley session Sunday night (20) and for visit with label's local personnel. . . . Jean Shepard and the Louvin Brothers cut sessions for Capitol last week at the Bradley Studio under direction of Marvin Hughes. Pat Twitty

Peebles Sets C&W-Pop Trek

WICHITA, Kan. — C.&w. and pop artists join forces in April on a Midwestern swing arranged by Harry (Hap) Peebles, country music impresario with headquarters here. Somethin' Smith and the Redheads turn country as they travel the circuit with Ferlin Husky, Bobby Helms, June Carter, the Plainsmen quartet, Jimmy Hall, and Johnnie Lee Wills and his band.

Trek begins April 24 at Kansas City, Kan., and follows with Topeka, Kan., 25; Sioux City, Ia., 26; Scottsbluff, Neb., 27; Omaha, 28, and Wichita, 29-30.

Another Peebles-booked c.&w. package, featuring Faron Young, Carl Belew, Patsy Cline, Stringbean, Roy Drusky, and Leon McAuliffe and His Cimmaron Boys band launch a Midwestern tour at Kansas City, Kan., Sunday (20). Other stops are Topeka, Kan., March 21; Sioux City, Ia., 22; Scottsbluff, Neb., 23; Omaha, 24; Enid, Okla., 25; Wichita, 26, and Des Moines, 27.

New Rustone Label Issues First Disks

HOUMA, La. — Rustone Records, new diskery incorporated here recently along with a new music publishing firm, Esplanade Music, Inc. (BMI), has as its initial releases "Do You Have the Right?" b/w "Sake Wa Dukie," by the Scotchtones, and "Sweet Little Girls" b/w "You Stole My Heart," by Little Willie West.

Heading up the dual firm are Dorothy C. Lee, president; Russell M. Sasser, vice-president, and Anthony D. Conino, secretary-treasurer.

MUSIC AS WRITTEN

Hollywood

Capitol Records signed the sister duo of Jeanne and Jaonie Black to an exclusive pact. First single: "Under Your Spell," backed by "He'll Have to Stay." . . . Dot is pulling two mambos out of two of its George Hernandez Latin LP's for a single comprised of themes from the current pic, "Our Man in Havana." Tunes are "Domitila" ("Havana's" main theme lifted from Hernandez' "Cuban Fireworks" LP) and "La Bella Cubana" (from his "Playtime in Havana" package).

Dot's National Radio-TV Promotion Director Dorothy Vance embarks on a two-week Atlantic Coast drum beating tour. . . . Label's album veepee Tom Mack heads for the Windy City to record Ken Nordine in "Word Jazz, Vol. II." . . . Duke Ellington is commuting between Las Vegas (where he's currently appearing) and Columbia's Hollywood studios to record a new piano album. . . . Label's current Coast sessions include the Norman Luboff Choir and the Hi-Lo's. . . . Modernaires, now at Reno's Riverside Hotel, guested on TV's George Gobel Show Sunday (27) and repeat May 8.

Mickey Goldsen's Criterion Music has issued the fourth in the firm's series of arranging books, "Underscore," by Frank Skinner. It is a newly edited edition of the volume formerly published by Skinner's own firm. Goldsen's firm has been solidifying its position in the educational field, having published approximately 35 books for educational purposes.

Jo Stafford will start a series of 39 half-hour TV filmed shows for viewing on British TV during the coming summer. . . . An impressive portion of Capitol's "Can-Can" album promotion had to be scrapped as a result of the FCC free-record directive. Label had kits ready for mailing aimed at blanketing the nation's deejays with disk and descriptive material of the new Frank Sinatra soundtrack package. Lee Zhitto.

Philadelphia

Fay Simmons, whose singing of "And the Angels Sing" on the local Semca label has attracted wide attention, has joined the talent stable of recording artists at the Jolly Joyce Theatrical Agency with offices here and in New York City. For the first time under the Joyce banner, Miss Simmons will be featured in the stage-show being staged by deejay "Jocko" Henderson which opened March 18 at the Apollo Theater in New York City, for a fortnight stand. Joyce also set Dave (Baby) Cortez to headline the "Jocko" show.

A TWO-SIDED HIT! Another "Winner" by THE BLUENOTES on Brooke Records

"I'M GONNA FIND OUT"

b/w "FOREVER ON MY MIND" Brooke 116

THE BILLBOARD SPOTLIGHT WINNER OF THE WEEK March 21st

CASH BOX PICK OF THE WEEK March 26th

A Product of Brooke RECORDS Radio Bldg., Asheboro, N. C.

Distributed Nationally by HENRY GEORGE

The First National Record Distributing Co. 6522 Tanglewood Lane, Cleveland 31, Ohio Phone: LA 4-4516

"The most Refreshing Sound on Record"

PAT JOE RALPH TOM

THE BLUENOTES



FOR THE WEEK ENDING APRIL 1, 1960

The Billboard TOP LP'S

BEST SELLING MONOPHONIC 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	15
2		2. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists RCA Victor LM 6074	18
3		3. FAITHFULLY Johnny Mathis Columbia CL 1422	11
4		7. ITALIAN FAVORITES Connie Francis M-G-M E 3791	8
5		4. HERE WE GO AGAIN Kingston Trio Capitol T 1258	21
6		5. HEAVENLY Johnny Mathis Columbia CL 1351	28
7		10. THAT'S ALL Bobby Darin Alco LP 33-104	26
8		8. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LOC 6006	21
9		11. THIS IS DARIN' Bobby Darin Alco LP 33-115	4
10		29. THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 3276	2
11		6. OUTSIDE SHELLEY BERMAN Verve MGV 15007	18
12		12. ENCORES OF GOLDEN HITS Platters Mercury MG 20472	3
13		9. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CL 1349	14
14		15. MORE JOHNNY'S GREATEST HITS Johnny Mathis Columbia CL 1344	36
15		13. OLDIES BUT GOODIES Assorted Artists Original Sound 5-001	28
16		14. FABULOUS FABIAN Chancellor CHL 5005	14
17		17. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CL 1331	29
18		18. STUDENT PRINCE Mario Lanza RCA Victor LM 2339	2
19		21. LET'S ALL SING WITH THE CHIPMUNKS Liberty LRP 3132	18
20		16. TEENSVILLE Chet Atkins RCA Victor LPM 2161	6

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		19. "TWANGS" THE "THANG" Duane Eddy Jamie JLP 3009	10
22		20. CONCERT IN RHYTHM, VOL. II Ray Conniff Columbia CL 1415	4
23		28. GENIUS OF RAY CHARLES Atlantic LP 1312	6
24		25. WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereodities MW 1	4
25		27. FOR THE FIRST TIME Mario Lanza RCA Victor LM 2338	21
26		32. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1389	14
27		24. BLUE HAWAII Billy Vaughn Dot DLP 3165	37
28		30. NO ONE CARES Frank Sinatra Capitol W 1221	32
29		22. THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MGV 15009	9
30		26. SWINGIN' ON A RAINBOW Frankie Avalon Chancellor CHL 5004	14
31		35. ANNETTE SINGS ANKA Vista BV 3302	2
32		23. PORGY AND BESS Sound Track Columbia OL 5410	37
33		31. SANTO AND JOHNNY Canadian-American CA 1001	11
34		— MR. LUCKY Henry Mancini RCA Victor LPM 2198	1
35		37. FIORELLO! Original Cast Capitol WAO 1321	12
36		36. COME FLY WITH ME Frank Sinatra Capitol W 920	13
37		39. CONNIF MEETS BUTTERFIELD Ray Conniff Columbia CL 1346	12
38		38. QUIET VILLAGE Martin Denny Liberty LRP 3122	26
39		40. GYPSY Original Cast Columbia OL 5420	37
40		— SONGS BY RICKY Ricky Nelson Imperial IMP 9082	26

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	49
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	105
3		3. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	59
4		4. MY FAIR LADY, Original Cast, Columbia OL 5090	208
5		7. GIGI, Sound Track, M-G-M 3641 ST	91
6		6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	100
7		11. THE MUSIC MAN, Original Cast, Capitol WAO 990	109
8		5. KINGSTON TRIO AT LARGE . . . Capitol T 1199	41
9		10. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	90
10		15. KINGSTON TRIO . . . Capitol T 996	41
11		12. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	63
12		8. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	58
13		9. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	56
14		16. SOUTH PACIFIC, Original Cast, Columbia OL 4180	304
15		13. HYMNS, Tennessee Ernie Ford, Capitol T 756	142
16		14. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226	46
17		22. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	70
18		18. THE KING AND I, Sound Track, Capitol W 740	179
19		17. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	53
20		21. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	50
21		20. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	58
22		23. GEMS FOREVER, Mantovani, London LL 3032	58
23		25. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	63
24		19. OKLAHOMA! Sound Track, Capitol SAO 595	212
25		24. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	56

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	12
2		2. PERSUASIVE PERCUSSION Various Artists Command S 800	10
3		4. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LSO 6006	19
4		3. PROVOCATIVE PERCUSSION Various Artists Command S 806	10
5		5. FAITHFULLY Johnny Mathis Columbia CS 8219	8
6		— MR. LUCKY Henry Mancini RCA Victor LSP 2198	1
7		7. LET'S DANCE AGAIN David Carroll Mercury SR 60152	12
8		10. FIORELLO! Original Cast Capitol SWAO 1321	12
9		12. SAIL ALONG SILVERY MOON Billy Vaughn Dot DLP 25100	11
10		8. STILL MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8009	13
11		13. CONNIF MEETS BUTTERFIELD Ray Conniff Columbia CS 8155	13
12		24. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8043	10
13		15. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1005	13
14		21. 'S AWFUL NICE Ray Conniff Columbia CS 8001	6
15		16. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056	8

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		17. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn RCA Victor LSC 2855	8
17		25. TILL Roger Williams Kapp KX 1081	19
18		— NEAR YOU Roger Williams Kapp KS 1112	19
19		11. BOUQUET Percy Faith Columbia CS 8124	3
20		18. IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 8143	7
21		20. NEW ORLEANS Pete Fountain Coral CRL 7-57282	5
22		22. WITH THESE HANDS Roger Williams Kapp KS 3030	19
23		23. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CS 8158	7
24		27. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CS 8184	13
25		— MUSIC FOR READING George Melachrino Strings RCA Victor LSP 1002	2
26		— MUSIC FOR BANG, BAA-ROOM AND HARP Dick Schory RCA Victor LSP 1866	3
27		28. FLOWER DRUM SONG Original Cast Columbia OS 2009	12
28		— AMERICAN SCENE Mantovani London PS 182	1
29		19. KINGSTON TRIO Capitol ST 996	6
30		29. LET'S ALL SING WITH THE CHIPMUNKS Liberty LST 7132	11

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		4. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	21
2		1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	45
3		3. HEAVENLY, Johnny Mathis, Columbia CS 8152	27
4		2. MY FAIR LADY, Original Cast, Columbia OS 2015	45
5		5. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	43
6		6. GIGI, Sound Track, M-G-M SE 3461 ST	45
7		— THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068	20
8		9. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	45
9		13. MUSIC MAN, Original Cast, Capitol SWAO 990	41
10		7. OKLAHOMA! Sound Track, Capitol SWAO 595	43
11		8. GEMS FOREVER, Mantovani, London PS 106	54
12		11. THE KING AND I, Sound Track, Capitol SW 740	33
13		— QUIET VILLAGE, Martin Denny, Liberty LST 7122	20
14		16. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	40
15		12. STRAUSS WALTZES, Mantovani, London PS 118	29
16		20. MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	24
17		17. GYPSY, Original Cast, Columbia OS 2017	24
18		10. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	22
19		— FILM ENCORES, VOL. I, Mantovani, London PS 124	42
20		18. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	43

BEST SELLING STEREO PHONIC LP'S

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . . . Assorted Artists, RCA Victor LM 6074
2. THE LORD'S PRAYER . . . The 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; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
5. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
7. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P 8343
8. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
9. TCHAIKOVSKY: NUTCRACKER SUITE . . . Boston Pops (Fiedler), RCA Victor LM 2052
10. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
2. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
3. THE LORD'S PRAYER . . . Mormon Tabernacle Choir (Condie), Columbia MS 6068
4. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
5. GROFE: GRAND CANYON SUITE. The Philadelphia Orchestra (Ormandy), Columbia MS 6003
6. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
7. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol SP 8343
8. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
9. SONG OF INDIA . . . Boston Pops (Fiedler), RCA Victor LSC 2320
10. CHOPIN BY STARLIGHT . . . Hollywood Bowl Symphony Orchestra (Dragon), Capitol SP 8371

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

MONOPHONIC

1. Soul of Spain, Vol. 1
101 Strings . . . Somerset P 6600
1. Backbeat Symphony
101 Strings . . . Somerset P 11500
2. Soul of Spain, Vol. 2
101 Strings . . . Somerset P 9900
4. Perry Como
RCA Camden CAL 511
5. Huckleberry Hound
Daws Butte and Don Messick . . .
Colpix CP 202
6. Good Housekeeping's Plan for Reducing
Off the Record . . . Harmony HL 7143
7. South Pacific
Al Goodman Ork . . . RCA Camden CAL 421
8. Silver Screen
101 Strings . . . Somerset P 7000
9. Sound of Music
Norman Paris Quartet . . .
Harmony HL 7235
10. You Do Something to Me
Mario Lanza . . . RCA Camden CAL 450

STEREOPHONIC

1. Soul of Spain, Vol. 2
101 Strings . . . Stereo Fidelity SF 9900
1. Soul of Spain, Vol. 1
101 Strings . . . Stereo Fidelity SF 6600
3. 101 Strings Play the Blues
Stereo Fidelity SF 5800
4. Backbeat Symphony
Stereo Fidelity SF 11500
5. Symphony for Glenn
Hamburg Philharmonic Ork . . .
Stereo Fidelity SF 5400
6. The Music Man
Various Artists . . . Lion SL 70091
7. Hawaii in Stereo
Leo Addeo Ork . . . RCA Camden CAS 510
8. Concerto Under the Stars
101 Strings . . . Stereo Fidelity SF 6700
9. Silver Screen
101 Strings . . . Stereo Fidelity SF 7000
10. Opera Without Words
101 Strings . . . Stereo Fidelity SF 8700

BEST SELLING POP EP'S

1. Heavenly
Johnny Mathis . . . Columbia EPB 13511
2. Gunfighter Ballads and Trail Songs
Marty Robbins . . . Columbia EPB 13491
3. Genius of Ray Charles
Atlantic EP 619
4. Hymns
Tennessee Ernie Ford . . .
Capitol EAP 1-756
5. Kingston Trio at Large
Capitol EAP 1199
6. Fireside Sing Along With Mitch
Mitch Miller . . . Columbia EPB 13891
7. Here We Go Again
Kingston Trio . . . Capitol EAP 1-1258
8. Spirituals
Tennessee Ernie Ford . . .
Capitol EAP 1-756
9. This Is Darin
Bobby Darin . . . Atco LP 33-115
10. Songs by Ricky
Ricky Nelson . . . Imperial EP 162

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.

Pop

THE FUGITIVE KIND

Sound Track. United Artists UAS 5065 (Stereo & Monaural)—Kenyon Hopkins has written an effective score for the film, which stars Marlon Brando, Anna Magnani and Joanne Woodward. The music utilizes themes of various nature—folk, jazz and pop with an especially interesting end title theme. The pic is likely to be a big one, and as such the set can come in for strong sales.

CAN-CAN

Sound Track. Capitol W 1501—The screen treatment of Cole Porter's Broadway success of a few seasons ago uses several other of the famed tunesmith's standards. All of the numbers are attractively presented by the film's stars—Frank Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jordan. In addition to "It's All Right With Me," "C'est Magnifique" and "I Love Paris" from the original score, "You Do Something to Me," "Just One of Those Things" and others are added. Sound and covers are sales pluses.

Sacred

SONGS OF GLORY

Lester Flatt and Earl Scruggs. Columbia CL 1424—An outstanding sacred disk by a duo, who for years have been a standard act in the sacred and country field. "When the Angels Carry Me Home," "Joy Bells" and "Bubbling in My Soul" are typical repertoire. A must for c.&w. and sacred programming. Has the true mountain sound.

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

BRASS AND BAMBOO

Tak Shindo. Capitol ST 1345 (Stereo & Monaural)—To prove there's still opportunity for originality, young Tak Shindo has found a way for East to meet West musically. He had added a few exotic Japanese instruments to a big swinging band which includes some top Coast jazz musicians. They play 10 standards and two originals and spice things by including the 13-string zither, Kabuki drums,

three-string guitar, bamboo flutes, Buddha tempo gongs and bells and chimes. "The Moon Was Yellow," "Flamingo" and "I'm Beginning to See the Light" are fine programming fare.

ORIGINAL AMATEUR HOUR'S 25th ANNIVERSARY HOUR
Pat Boone, Ray Charles Singers, Irving Fields, Jerry Vale, Teresa Brewer, Art Lund and other artists with Ted Mack. United Artists UXL 2—This two-disk set contains a host of memories. Culled mainly from old air checks are the voices of many of today's prominent personalities, as they sounded on the "Original Amateur Hour" with Major Edward Bowes or Ted Mack. Some, like Stubby Kaye, still had not been re-christened (he was Martin Wilson). Teresa Brewer was a seven-year-old child wonder. All show lack of polish, but this is an interesting memento of careers getting started. The TV show's return should help sales.

POP DISK JOCKEY PROGRAMMING

CONCERT FOR LOVERS

Magic Strings. Musicdisc MS 16011 (Stereo & Monaural)—This is a most entertaining set. Nirenberg directs the large ensemble, focusing on lush string and brass choirs. Side one presents adaptations of romantic themes from classics. Side two has selections by Richard Rodgers, George Gershwin and Cole Porter. It's an excellent programming item, and also a fine mood album.

JAZZ

ART TATUM DISCOVERIES

20th Fox 3029—These Art Tatum sides were recorded at a party that Tatum attended in Hollywood back in 1956. They display the great jazz pianist in some outstanding performances, waxed without regard to time or the concern of a recording studio. The sound is fine. The tunes include "Tenderly," "Begin the Beguine," "Body and Soul," "Danny Boy" and "Yesterdays." An excellent album that should interest many, many Tatum fans.

CLASSICAL

MAHLER: SYMPHONY NO. 9 IN D MINOR (2-12")

London Symphony Orchestra (Ludwig) Everest SDBR 3050-2 (Stereo & Monaural)—In his last completed symphonic work, Mahler finally achieved peace in his struggle with himself and fate. This first stereo recording of his "Symphony No. Nine" features Everest's fine sound, and shows a real grasp of the Mahler idiom by Ludwig and the London Symphony as the music moves from pain and torment to peace and resignation. The current Mahler anniversary celebration makes this attractive package appropriate for display.

WORKS OF LILI BOULANGER

Orchestre Lamoureux; Chorale Elizabeth Brasseur (Markevitch). Everest SDBR 3059 (Stereo & Monaural)—The late Lili Boulanger
(Continued on page 44)

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.

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**—
“BEG YOUR PARDON”**



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Henry Mancini's high-voltage "Peter Gunn" was the first TV-music album to top the charts. A second "Gunn" album enjoyed similar success. Now Mancini comes up with another sure-fire hit, based on the popular new TV series,

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RCA VICTOR 
TRADE MARK RADIO CORPORATION OF AMERICA

Reviews and Ratings of New Albums

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ HE'LL HAVE TO GO

Jim Reeves. RCA Victor LPM 2223 — Riding high on the pop single charts with "He'll Have to Go," Reeves should fare well sales-wise with this package. In addition to his singles hit, the album features expressive, sincere renditions of some effective country-flavored items — "Billy Bayou," "If Heartache Is the Fashion," "I'm Beginning to Forget You," etc.

★★★★ TEEN ANGEL

Mark Dinning. M-G-M 3828 — Mark Dinning's big hit single, "Teen Angel," is featured in this package, which also spotlights the lad's warmly expressive vocal.

style on a group of standards and folk-flavored items. The singer is particularly effective on "Danny Boy." Sure-fire appeal for his fans and nice jockey wax.

★★★★ HOMER & JETHRO AT THE COUNTRY CLUB

RCA Victor LSP 2182. (Stereo & Monaural) — This material was recorded at the Hollywood Country Club, Nashville, by Chet Atkins, who has caught the quality of a live performance. Songs and comedy chatter, including such items as "Don't Let the Stars Get in Your Eyeballs," "Let Me Go, Blubber," "Hart Brake Motel," Zany, yes, but always tasteful, and with a real flair for satire. Delightfully easy listening.

LOW-PRICED POPULAR ★★★★★

★★★★ KISMET—CAN-CAN
London Theater Company Ork. Richmond 9 30077—The movie version of "Can-Can" has just been released, which should give this well-produced package added appeal in the low-priced (2.98 stereo) field. Excellent vocal and ork performances by Rosalind Page, Eula Parker, Byan Johnson, Ross Gilmour, Michael Sammes Singers and the London Theater Company ork on the fine scores of "Kismet" and "Can-Can."

CLASSICAL ★★★★★

★★★★ BEETHOVEN: SYMPHONY NO. 7 IN A MAJOR

Symphony of the Air (Stokowski). United Artists UAS 8003 — Altho this work is available in many fine versions, this recording should hold its own sales-wise on the strength of the name-value of Stokowski and the Symphony of the Air. Excellent performance and sound. Effective cover.

POPULAR ★★★

★★★ LIKE SWUNG
Modernaires, Mercury SR 60220. (Stereo

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.

Continued from page 41

was the sister of the world-famed Nadia Boulanger. Nadia Boulanger was instrumental in having her sister's works recorded. Markevitch draws a dedicated performance from the chorus and the orchestra. The works are extended liturgical themes. The writing is modern and inventive and will be of importance to musicologists and students. Worthy recording deserves attention and exposure. Sound is excellent.

ORGAN RECITAL

Marcel Dupre. Mercury SR 90169—The great French organist is represented by some masterful performances. Repertoire has his own "Prelude and Fugue in G Minor," "Triptyque" and two compositions of his predecessor as organ professor at the Paris Conservatoire—"Allegro" and "Salve Regina." Dupre's technique and the rolling tones of the instrument create a noble effect which will enchant lovers of the king of instruments. The organ is that of St. Thomas' Church in New York. A good demonstration disk.

& Monaural) — One of the secrets of the continuing success of the Modernaires is the high quality of the group's arrangements, most of which are done by Alan Copeland. They make even the oldest standard pop tunes swing, while working in jazz elements for the edification of the more initiated listener. On either level they are in fine form on their latest, exemplified by their efforts on "Ja Da Cha Cha Cha," "Shiny Stockings," "Like Young" and "Romantique."

★★★ AMOR

Raymond Scott. Everest SDBR 1080 — Here's an interesting instrumental package by Scott, which blends a rock and roll beat with lushly arranged, heavily stringed arrangements of nostalgic standards. Sam (The Man) Taylor contributes standout melodic tenor sax solos. Fine deejay wax. Selections include "How High the Moon," "Summertime," "All the Things You Are," and "Over the Rainbow." Striking covers give package solid display value.

★★★ LET'S HAVE A PIZZA PARTY

Gaylords. Mercury ST 60075. (Stereo & Monaural) — The Gaylords sing bright Italian folk and pop songs here that should

please their fans. The tunes include "Ah Marie," "Neopolitan Nights," "Carmela," and "La Romanina." The stereo sound is good, too.

★★★ IRVING BERLIN — A GREAT MAN OF MUSIC

Raoul Poliakin Ork. Everest SDBR 3058. (Stereo & Monaural) — Here are appealing performances of some of Irving Berlin's great songs, performed by the Raoul Poliakin Orchestra and chorale. The songs include "Easter Parade," "How Deep Is the Ocean," "The Girl That I Marry," and "The Song Is Ended." God wax for deejay programming.

★★★ DEEP PURPLE — THE MUSIC OF PETER DE ROSE

Tutti Camarata Ork. Everest SDBR 1079. (Stereo & Monaural) — The Camarata ork presents several of the Peter De Rose Works including "Deep Purple," "Wagon Wheels," "Lilacs in the Rain" and "Let's Dream Together." It's an effective mood set. Sound is good. Fine arrangements are by Frank Hunter and Leo Addeo.

(Continued on page 46)

CINCH BET FOR SLEEPER OF THE YEAR!

The McCOY BOYS

'Reprieve of Love'

V-10208-45

'Our Man in Havana'

Two real WOW sides - fresh concept, sound, and story in a hot single by the McCoys on their first time out!

The big ones

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Call your RCA Victor man now!



Stereo Surprise of '60!



Reviews and Ratings of New Albums

Continued from page 44

★★★ HONKY TONK PIANO & A HOT BANJO
Lou Stein & John Call. Mercury SR 60151. (Stereo & Monaural) — Lou Stein on piano and John Call on banjo team forces effectively for sprightly outings on a group of evergreens. Included are "Side by Side," "Crazy Rhythm," and "Whispering." They're backed by a Dixie group.

It's a toe-tapping set from start to finish, and it can have wide appeal.

★★★ SOPHIE TUCKER IN PERSON
Mercury SR 60227. (Stereo & Monaural) — This album has no liner notes, but has two completely different covers, front and back. The front plugs the ageless Sophie; on the reverse she "invites you to Cha Cha Cha." Maestro Ted Shapiro's band fills one side of the disk with good society type cha cha playing. On the other, Miss Tucker provides some of her typical special material, concerned entirely with sex and women's problems attendant thereto. Some material is very funny and will please her fans, but it is not for tender ears.

★★★ CANTARE IN ITALIANO
The San Remo Singers. Time 70013 — Here's a clever switch on the Sing-Along albums. The San Remo Singers warble exuberantly in Italian on a group of familiar Italian themes — "Santa Lucia," "O Sole Mio," etc. Amusing party wax, and a strong sales item for Italian-language markets. Italian lyrics are featured on back of the album cover.

★★★ MUSIC FROM LOVE IS MY PROFESSION—MUSIC FROM WHERE THE HOT WIND BLOWS
Sound Track. Everest SDBR 1076. (Stereo & Monaural) — This album is a two-sided smash display-wise, since curvaceous Brigitte Bardot is spotlighted on one side and equally curvaceous Gina Lollobrigida decorates the flip side. Sound-track music from the pinup stars' movies are featured inside. "Love Is My Profession" is a sultry, bluesy score, while "Where The Hot Wind Blows" has a dramatic, exotic flavor. Both sides offer effective mood music for jocks.

★★★ TOWN AND COUNTRY SQUARE DANCES
Various Artists. Everest SDBR 1078. (Stereo & Monaural) — This disk is a terrific buy for someone in need of recorded material for square dance parties. No talent is credited on cover; but beyond a doubt the musicians are among the finest in Nashville. Repertoire is solid — such real flavorful American favorites as "Old Joe Clark," "Buffalo Gal," "Soldier's Joy." Calls are given, too. The disk's sound is excellent, and cover is very attractive. Dealers should not make the mistake of considering this limited to the country field.

★★★ MARCH ALONG—SING ALONG
Glenn Osser. United Artists UAS 6073. (Stereo & Monaural) — Exuberant, happy Philly string band-type backing is highlighted on this verveful community sing-styled package. Complete lyrics are included in album. The lively tune lineup—each sung in bouncy mark tempo—includes "Heartaches," "Little Girl," "Red River Rose," etc. Solid commercial appeal.

★★★ MMM NICE!
RCA Victor LPS 2117. (Stereo & Monaural) — A vocal chorus is skillfully integrated into the instrumental sections of the Thompson ork to produce a fresh, tasteful sound. Smartly arranged treatments of standards include "Younger Than Springtime," "The Song Is You," "Do It Again," etc. Excellent jockey wax for the spring season.

LOW-PRICED POPULAR ★★★
★★★ AS TIME GOES BY
Fred Hartley. Richmond S 30069 (Stereo & Monaural)—Pleasant piano stylings by Fred Hartley on a group of tunes from films. Selections include "Night and Day," "Mona Lisa" and "Love Is a Many-Splendored Thing." Tempos and types are nicely varied. Cover shot of Brigitte Bardot will help lure sales. Good rack item.

★★★ GYPSY STRINGS
Anton Mirko Ork. Richmond B 20076—Slick performances of some well-known gypsy fare, as it might be performed at a large metropolitan hotel cafe. The Mirko group does a more than acceptable job on such items as "Two Guitars," "Gypsy Caprice" and "Hora Romanesca." Not too much competition on gypsy music in the low-price category.

★★★ GREAT STRAUSS WALTZES
Frank Chacksfield. Richmond S 30073—Lush performances of the familiar repertoire. All the usual chestnuts are here—"Blue Danube," "Emperor's Waltz," "Wine, Women and Song." Good sound and engineering. Always sells despite countless duplication. This disk has advantage of low price, among other things.

JAZZ ★★★
★★★ ON VIEW AT THE FIVE SPOT CAFE
Kenny Burrell. Blue Note 4021 — Most of the tunes are in a driving groove, and the guitarist displays his usual imaginative approaches and his fine technique thruout. There are five tracks — "Birk's Works," "Hallelujah," "Lady Be Good," "Lover Man" and "36-23-36." He's backed by a swinging group with T. Brooks, tenor; B. Tucker, bass; A. Blakey on drums with piano chores split between B. Timmons and R. Hanna.

★★★ SWING, SWANG, SWINGIN'
Jackie McLean. Blue Note 4024 — McLean is fleet and inventive in this swinging seven-track set. He still very much musically resembles Charlie Parker. He's backed by W. Bishop, piano; J. Garrison, bass, and A. Taylor on drums. Hard bop fans will find the set to their tastes. Selections include "I'll Remember You," "What's New" and "I'll Take Romance."

★★★ THE FOX
Harold Land Quintet. Hi-Fi J 612 — Harold Land is a West Coast jazzman who digs Eastern hard jazz, and on this new album he and his combo come thru with driving, hard bop readings of originals that cook. The tunes include the title song, "The Fox," and "Mirror-Mind Rose," "Little Chris" and "One Down." Interesting wax for West Coasters and for hard bop fans.

★★★ PROFILE DUKE PEARSON
Blue Note 4022 — Duke Pearson is a young pianist from Atlanta who has been performing in New York for the past six months or so. He is a lyrical pianist

with a style that is very attractive and one that could as easily fit into the pop as the jazz groove. Tunes include a lot of pop items from "Like Someone in Love" and "Taboo" to "Witchcraft," and "I'm Glad There Is You." Pearson is worth watching.

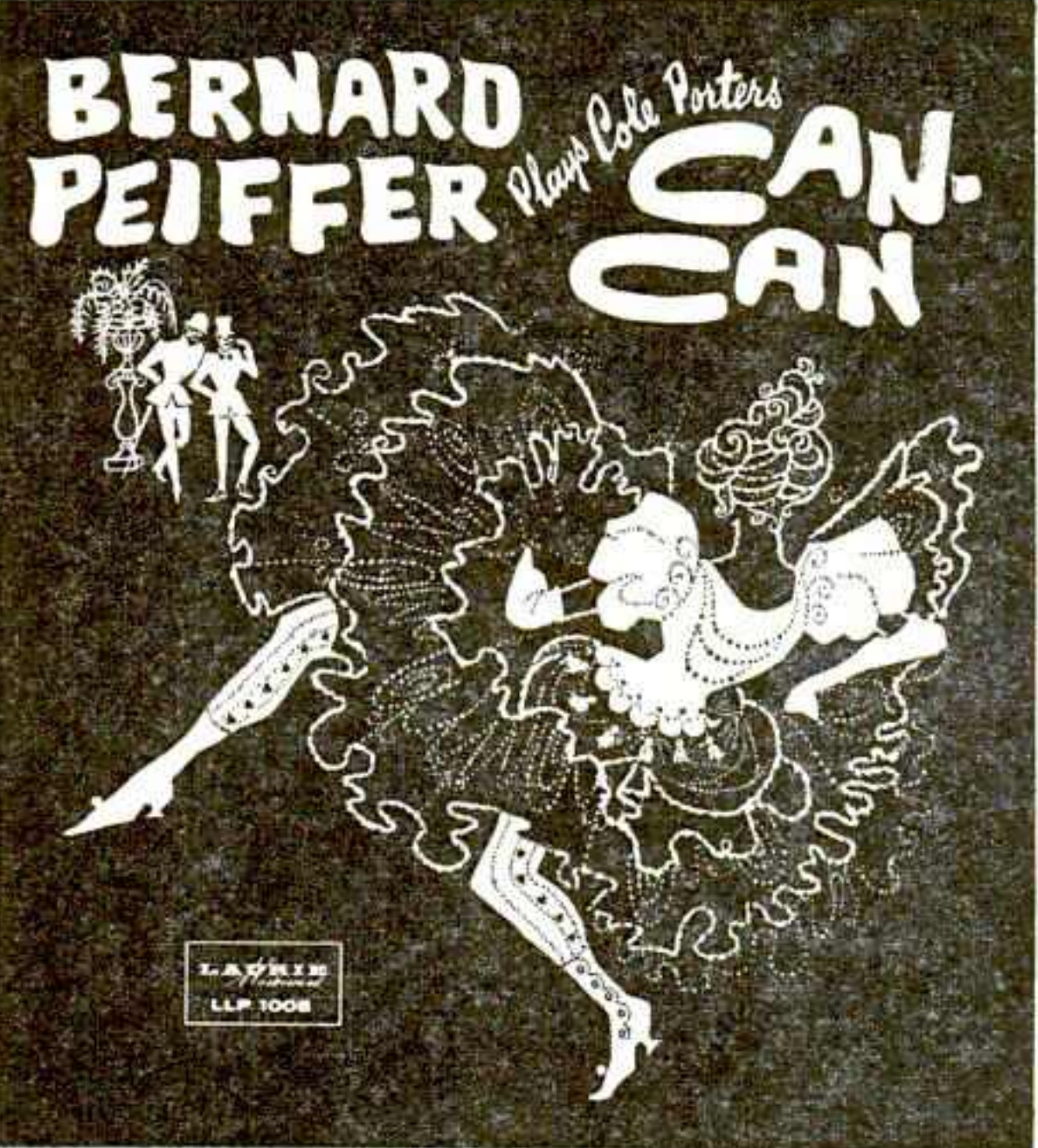
★★★ JAWS IN ORBIT
Eddie (Lockjaw) Davis Quintet with Shirley Scott. Prestige 7171 — Eddie (Lockjaw) Davis and his combo with Shirley Scott on organ turn in some swinging, uptempo readings of oldies and an occasional original. The oldies include "Foxy," "Intermission Riff," "Can't Get Out of This Mood" and "Bahia." Driving wax for jazz buffs.

CLASSICAL ★★★
★★★ KHACHATURIAN: GAYNE BALLET SUITE
London Symphony Orch. (Fistoulari). Everest SDBR 3052. (Stereo & Monaural) — This performance is full of fire and color, in keeping with the exotic, passionate music. Included, of course, are the various notable dances — "Sabre Dance," "Lyrical Duet," "Dance of the Rose Maidens," etc. The sound quality of this disk is superb. Beautiful cover merits store display.

LOW-PRICED CLASSICAL ★★★
★★★ MOZART IN PRAGUE
Bamberg Symphony (Keilberth) Telefunken TC 8032—Keilberth is an old hand at conducting Mozart, and the results on this disk usually are felicitous. The collection features the first entry into the catalog of the Serenade No. 8 in D, K.286. The other works include an attractive "Eine Kleine Nachtmusik," six German dances, two Minuets, the "Impresario" overture and the "Divertimento No. 1." A bargain both quantitatively and qualitatively.

★★★ BRUCH: VIOLIN CONCERTO NO. 1; SPOHR: VIOLIN CONCERTO NO. 8
Joan Field, Violin; Berlin Symphony Orchestra (Albert). Telefunken TCS 18031 (Stereo & Monaural) — Two beautifully melodic violin works are joined in an attractive coupling. The Bruch is a staple, of course, with many strong competing versions. This is but the third available disk of the Spohr, a work worthy of more exposure. Miss Field is an able artist, tho not in the class of Heifetz, who also has recorded the Spohr. But, the low price and coupling of works make this an attractive package and good rack product.

(Continued on page 48)



I have just had the pleasure of listening to Bernard Peiffer's interpretation of the motion picture score of Can Can.

It is most gratifying to a composer to have his work treated in such an exciting and tasteful manner.

COLE PORTER

WHAT MORE CAN WE SAY!
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I DON'T KNOW | **BUBBA DITTY**
Arranged and Conducted by Stan Applebaum
2057

RAY CHARLES
JUST FOR A THRILL
and **HEARTBREAKER**
2055

BETTY JOHNSON
YOU DON'T CARE A ROWBOAT
and **FANTASTIC** 2056
with Glenn Osser and His Orchestra



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THIS IS THE
SMASH!**

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b/w Mo' Madison-AMY #804

Dee Jays, Program Directors: Call Your Local Distributor for Sample Copy or Contact Us Direct



Reviews and Ratings of New Albums

Continued from page 46

COUNTRY & WESTERN ★★★

RELIGIOUS ★★★

★★★ MOUNTAIN FOLK SONGS

★★★ TE DEUM

Bill Clifton & Dixie Mountain Boys. **Starday SLP 111**—Excellent country package, which must also interest true devotees of folk material. Clifton has the true sound of the hills. Repertoire includes "Walkin' in My Sleep," "Mary Dear," "Blue Ridge Mountain Blue" and "Dixie Mountain Express." Programmers of Blue Ridge material have some wonderful sides here.

Marian Choir, F.R.E. Label—This is a sincere and reverent presentation of sacred choral music that should appeal to many of the Catholic faith. Side one features music written for the Mass by Gruber, Cherubini and Gounod. Side two contains hymns and anthems. The Marian Choir performs them with meaning, over organ accompaniment.

POPULAR ★★

★★ SING-A-LONG ROCK 'N' ROLL

The Chevrons. **Time 10008**—As title indicates, this is a singalong disk using noted rock and roll material—songs which were smashes for Presley, Lloyd Price, Clyde McPhatter, etc. . . in fact, material goes back to the earlier years of The Big Beat. Chevrons do a fair job. The idea is a good one.

★★★ CHA CHA CHA

Chachito Perez Ork. **Richmond S 20075**—Relatively polite renditions of cha cha to a medium beat that is kept steady thruout all numbers. Ideal dancing or for learning the dance, the relative sameness of arrangements being an asset in the latter case.

★★ PARTY TIME DANCING

Gene Dersin. **Telefunken TPS 12514 (Stereo & Monaural)**—Dersin's ork serves up pleasant, danceable instrumental wax for the low-price (\$2.98 stereo) market. Bouncy fox-trot treatments of such sturdy standards as "Alexander's Ragtime Band" and an interesting version of "Minuet in G" are featured on one side while the flip is styled for Latin-American terping in varying tempos—fox trot, tango and beguine.

JAZZ ★★

★★ GET HAPPY WITH CAPPY

Cappy Lewis. **Hi-Fi J 611**—Cappy Lewis blows both hot and cool in this well-recorded set. He applies an attractive trumpet approach to a brace of oldies that include "Rosalie," "Swanee" and "Pagan Love Song." Set can cull buys from both pop and jazz buyers.

CLASSICAL ★★

★★ BACH: PIANO CONCERTO NO. 1; PROKOFIEV: PIANO CONCERTO NO. 1 Richter, piano; Czech Philharmonic (Talich); Prague Symphony (Ancerl). **Artia ALP 123**—These two performances by Richter—the Bach with the Czech Philharmonic and the Prokofiev concerto with the Prague Symphony—are musically good. The Bach comes thru with better sound. Disk is nicely packaged in book form.

★★★ LISZT: LES PRELUDES

Lepzig Gewandhaus Orchestra (Kowitschny) **TASSO: LAMENTO E TRIONFO** Prague Symphony (Smetacek). **Parliament PLP 126**—Not much name value here, but commendable performance and the low-priced tag should account for some sales. "Les Preludes" is one of the most popular of Liszt's symphonic poems. Attractive cover photo of water lily gives package display value.

FTC Cities 8

Continued from page 3

including Coral Records, Inc., and Brunswick Radio Coporation.; Hull Records, Inc., manufacturer in New York and its president and secretary, William and Blanche Kaslin; Southern Record Distributors, Inc., Nashville, and John Richbourg, its president; Field Music Sales, Inc., independent distributor in San Francisco and Richard Rield, president, and Dolores Enterprises, Inc., New York manufacturer, and Dolores Fuller and Irving Spice, president and secretary, respectively.

Complaints charge that each company has given payola to unidentified radio and television disk jockeys. It is further alleged that the two Carlton companies have also made pay-offs to other personnel of broadcasting stations who influence the selection of records.

The pay-offs are unfair methods of competition forbidden by the FTC Act, in that they have the capacity to suppress competition and to divert trade unfairly from competitors, the complaints conclude.

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

Biggest January

Continued from page 3

sold by dealers; and in January 1958, 2,400,000 LP's were sold. Actually, the January 1960 figure is the highest racked up for any month for LP sales in the past two years, except for the Christmas months in 1958 and 1959.

Single record sales were under January of 1950, however. In January 1960 a total of 5,060,000 singles were sold, whereas in January 1959, 5,600,000 singles were sold by dealers. And EP's have dropped to an alarmingly low figure. Only 80,000 EP's were moved by dealers in January of 1960 as against 340,000 in January of 1959, and as against 735,000 in January of 1958.

Single records in January of 1960 accounted for 57.6 per cent of all unit sales, with LP's accounting for 41.5 per cent and EP's for .8 per cent. Stereo LP's accounted for 25.9 per cent of all LP sales sold in retail stores in January, 1960.

Juke Royalty

Continued from page 3

bill would cancel out suit against a private contractor when the contractor is performing work for the government, the report points out. Under present law, copyright owners can only sue employees of the government, but not the government itself, for copyright infringement.

HOT SELLING JAZZ SINGLES

PRESTIGE 45's

1. MILES DAVIS—Walkin' 157
2. WILLIS JACKSON—Cool Grits 159
3. EDDIE "LOCKJAW" DAVIS
Misty 163
4. GENE AMMONS—The Happy Blues 112
5. GENE AMMONS
Woofin' and Tweetin' 146
6. ARNETT COBB
When My Dreamboat Comes Home 153
7. EDDIE "LOCKJAW" DAVIS
In the Kitchen 129
8. GENE AMMONS
Blue Greens and Beans 140
9. SHIRLEY SCOTT
Ebb Tide/Duck and Rock 167
10. THELONIOUS MONK
Blue Monk/Bye-Ya 162
11. RED GARLAND
Red Wagon/Trouble in Mind 160
12. GENE AMMONS—Blue Hymn 121
13. MILES DAVIS—If I Were a Bell 123
14. SHIRLEY SCOTT—Summertime 147
15. EDDIE "LOCKJAW" DAVIS
Stardust 188
16. EDDIE "LOCKJAW" DAVIS
The Rev 146
17. SHIRLEY SCOTT
Please Send Me Someone to Love 135
18. BILL JENNINGS—Enough Said 152
19. COLEMAN HAWKINS—Soul Blues 161
20. RED GARLAND
Stompin' at the Savoy 151
21. JAMES MOODY—Disappointed 141
22. EDDIE "LOCKJAW" DAVIS
But Beautiful 144
23. SHIRLEY SCOTT
Just a Sittin' and a Rockin' 184
24. EDDIE "LOCKJAW" DAVIS
Tangerine 148
25. SHIRLEY SCOTT—Hong Pong 145
26. SHIRLEY SCOTT
Baby, Won't You Please Come Home 156
27. SHIRLEY SCOTT—In a Mellow Tone 149
28. MILES DAVIS—Green Haze 133
29. EDDIE "LOCKJAW" DAVIS
Body and Soul 137
30. JOHN COLTRANE—Good Bait 139

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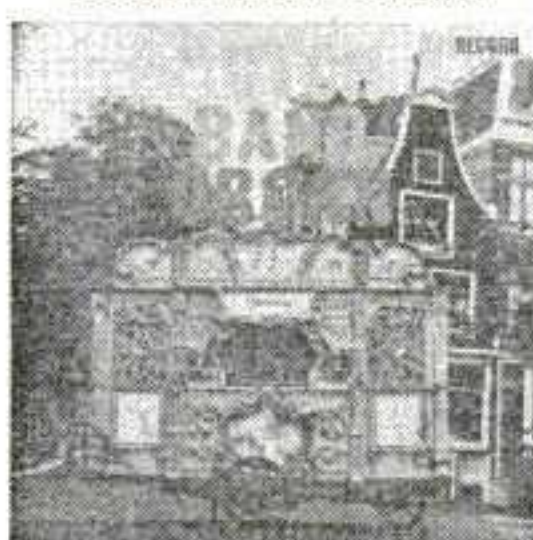
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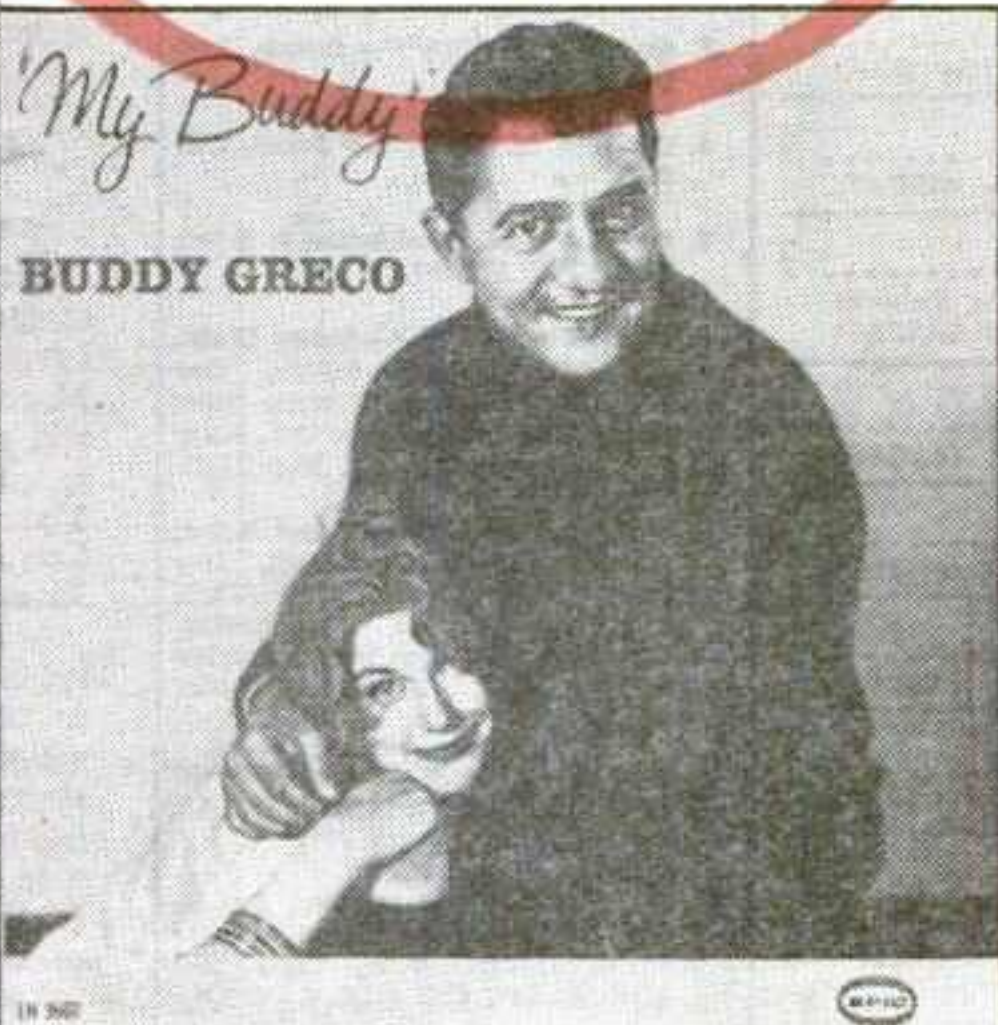
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*** TED McNABB & CO.**

Arrangements by Marion Evans

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REMEMBER WHEN - THE MERRILL STATON CHOIR—A wonderfully warm and nostalgic collection of turn-of-the-century songs, sung by one of the country's finest choral groups. Included are "Little Brown Jug," "Grandfather's Clock," "The Man on the Flying Trapeze," and eighteen others. **LN 3664 BN 559***

VIVA FRANCIS BAY & THE BIG DANCE BAND—Europe's top Latin big dance band arranger and leader, Francis Bay, presents his inimitable style, combining the excitement of the Latin beat with driving but subtle swinging phrases on "Brazil," "Anna," "Mambo #5," and 9 others. **LN 3673 BN 561***

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THE WORLD
OF WONDERFUL MUSIC
IS YOURS ON



THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING MARCH 19

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	THEME FROM A SUMMER PLACE	By Steiner—Published by Witmark (ASCAP)	10
2	2	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	11
3	3	WILD ONE	By Lowe-Mann & Appel—Published by Lowe (ASCAP)	7
4	6	PUPPY LOVE	By Paul Anka—Published by Spanka (BMI)	4
5	10	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	6
6	4	HANDY MAN	By Blackwell-Jones—Published by Sheldon Music (BMI)	11
7	9	BABY	By Clyde Otis-Murray Stein—Published by Meridian-Play (BMI)	7
8	8	BEYOND THE SEA	By Trenet-Lawrence—Published by Harms (ASCAP)	9
9	11	HARBOR LIGHTS	By Hugh Williams & Jimmy Kennedy Published by Chappell (ASCAP)	7
10	19	MAMA	By Bixio, Cherubini, Barlow-Brito—Published by Southern (ASCAP)	3
11	12	FOREVER	By Buddy Killen—Published by Tree (BMI)	7
12	18	O, DIO MIO	By Hoffman-Manning—Published by Topper (ASCAP)	3
13	20	SINK THE BISMARCK	By J. Horton & T. Franks—Published by Cajon (BMI)	2
14	5	WHAT IN THE WORLD'S COME OVER YOU	By Jack Scott—Published by Peer Int'l & Star Fire (BMI)	10
15	7	TEEN ANGEL	By JNR-Surrey—Published by Acuff-Rose (BMI)	12
16	17	BEATNIK FLY	By T. King & I. Mack—Published by Duchess (BMI)	4
17	15	DELAWARE	By Irving Gordon—Published by Gunston (ASCAP)	5
18	21	THIS MAGIC MOMENT	By Pomus-Shuman—Published by Rumbalero-Tiger-Tredlew (BMI)	2
19	13	LET IT BE ME	By M. Curtis-P. DeAnce-G. Becaud—Published by Leeds (ASCAP)	10
20	14	RUNNING BEAR	By J. P. Richardson—Published by Big Bopper Music (BMI)	15
21	—	I LOVE THE WAY YOU LOVE	By Gordy-Mikaljon—Published by Jobete (BMI)	1
22	—	FOOTSTEPS	By B. Mann-H. Hunter—Published by Aldon (BMI)	1
23	25	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	2
24	16	LADY LUCK	By Price-Logan—Published by Pri-Gan (BMI)	6
25	24	LITTLE BITTY GIRL	By C. Ballard-F. Tobias—Published by Sequence (ASCAP)	6
26	27	EL PASO	By Marty Robbins—Published by Marty's Music (BMI)	18
27	—	WHITE SILVER SANDS	By C. G. Mathews & G. Reinhart—Published by Sharina (BMI)	1
28	22	(WELCOME) NEW LOVERS	By Charles Singleton—Published by Roosevelt (BMI)	3
29	29	SIXTEEN REASONS	By Bill and Dorce Post—Published by American (BMI)	2
30	—	TEDDY	By Paul Anka—Published by Spanka (BMI)	1

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- 1. THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.
- 1. HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- 3. WILD ONE**—Bobby Rydell, Came 171.
- 4. PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- 5. SWEET NOTHIN'S** — Brenda Lee, Dec 30967.
- 6. HANDY MAN**—Jimmy Jones, Cub 9049.
- 7. BABY**—Dinah Washington & Brook Benton, Mer 71565.
- 8. BEYOND THE SEA**—Bobby Darin, Atco 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Oasser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- 9. HARBOR LIGHTS**—LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.
- 10. MAMA** — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591; John Fufano, Darlan 501.
- 11. FOREVER**—Little Dippers, University 210; Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.
- 12. O, DIO MIO**—Annette, Vista 354.
- 13. SINK THE BISMARCK** — Johnny Horton, Col 41568.
- 14. WHAT IN THE WORLD'S COME OVER YOU** — Jack Scott, Top Rank 2028.
- 15. TEEN ANGEL** — Mark Dinning, M-G-M 12845.
- 16. BEATNIK FLY** — Johnny and the Hurricanes, Warwick 520.
- 17. DELAWARE** — Perry Como, Vic 7670.
- 18. THIS MAGIC MOMENT**—Drifters, Atlantic 2050.
- 19. LET IT BE ME**—Everly Brothers, Cadence 1376.
- 20. RUNNING BEAR**—Johnny Preston, Mer 71474; Smiley Wilson, Freedom 44025.
- 21. I LOVE THE WAY YOU LOVE**—Marc Johnson, United Artists 208.
- 22. FOOTSTEPS** — Steve Lawrence, ABC-Paramount 10085.
- 23. GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp 323.
- 24. LADY LUCK** — Lloyd Price, ABC-Paramount 10075.
- 25. LITTLE BITTY GIRL**—Bobby Rydell, Cameo 171.
- 26. EL PASO** — Marty Robbins, Col 41511.
- 27. WHITE SILVER SANDS** — Bill Black's Combo, HI 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- 28. (WELCOME) NEW LOVERS** — Pat Boone, Dot 16048.
- 29. SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- 30. TEDDY**—Connie Francis, M-G-M 12878.

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

NIGHT CLUB REVIEWS

Can't Beat That Gal Peggy Lee

Peggy Lee, who is built like a gal should be built, who looks like a gal should look, and who sings like an angel, has been packing them in night after night and performance after performance at the Basin Street East in New York for the past three weeks. And it's little wonder. For Peggy Lee is undoubtedly one of the most sensational singers around today, whether you like your singing sweet or swinging, cool or hot, tender or potent. When a voice like Peggy's comes encased in her personality, touched with her stage savvy, then the combination can't be beat. And the crowds actually besieging the club for tables every night proves that.

Possibly one of the reasons for the thrush's remarkable performance on stage, apart from her own ability, is the material she uses. Peggy has learned that some of the best tunes of the day are coming out of the blues or rock fields, and she incorporates into her stand such driving items as "Fever," "All Right, Okay, You Win" and "He's My Baby and I Love Him So," (all previous rock and roll hits), to sock results. The chanteuse has always had a way with the blues and she displays this way with a fine medley of blues songs. Of course, Peggy also does the standards, including "Why Don't You Do Right," "Manana" and "Lover." She also turns in stunning readings of "You Gotta Have Heart," "I'm Gonna Go Fishin'," "Misty" and "I Don't Know Enough About You."

Part of the sock of Peggy Lee's act must also be attributed to the wonderful backing furnished by the 12-piece Neil Hefti band, and pianist Joe Harnell. They are exceptional. And the lighting that Basin Street East owner Ralph Watkins has allotted adds to Peggy's act. On the same bill, by the way, is the Ray Bryant Trio, who play "Little Suzie" and other items neatly. But Basin Street East currently belongs to Peggy Lee, as it rightfully should.

Bob Rolontz.

* * *

Backing Sells Lerner-Loewe

"An Evening With Lerner and Loewe" is the latest in Producer Stanley Melba's tributes to American composers to be presented at the Cotillion Room of the Hotel Pierre in New York. The Lerner and Loewe songfest opened at the room last Tuesday, March 22. Like the five other tributes presented previously, it will probably run a long time. For nothing can dim the memorable songs of Lerner and Loewe from "My Fair Lady," "Gigi," "Paint Your Wagon" and "Brigadoon." And singers Jack Russell, Beverly Luria and Jimmy Carroll handle them in acceptable fashion, with Russell and Miss Luria coming off best.

But even the Lerner and Loewe tunes are not aided by the manner in which the orchestra backs the singers, perhaps not due as much to the quality of the musicians as the arrangements, which are generally old hat and corny. This doesn't help the singers, either. One of the best sounding songs of the evening happened when Jimmy Carroll sang "Another Autumn," accompanying himself alone at the piano. For a room with the prestige of the Pierre's Cotillion, a classier show would seem to be in order. Direction by Dolores Pallet is as good as can be expected for a stand-up and sing show. Joseph Ricardel's orchestra sounds fine for dancing.

Bob Rolontz.

* * *

Sinatra Turns on Florida Charm

The Fontainebleau Hotel, Miami Beach, has practically made its La Ronde Room over for the current, third annual appearance of Frank Sinatra. With the normal dance floor area jammed with tables, they pack them in like sardines for Sinatra's two nightly shows with the dinner and show tab for two reportedly running to \$60. At the end of the first show, they sweep the room clear to make way for the second wave of the mob, already queued up at the doorway. Entering to the tune of "High Hopes," from his pic, "A Hole in the Head," which had a Fontainebleau setting. Sinatra belts out "I Love Paris," and the fine old "I Thought About You." Then comes the soft, "I've Got a Crush On You," with a subtle change in the lyric to "Sweetie Pie," for the benefit of the Miami audience.

In contrast to other stints here, Sinatra is more talkative this time, charming the house with his running banter between songs, such as the story of the girl deejay to whom he once gave \$20 in payola. "And she didn't even play the record," he commented.

Other selections in the hour-long turn were a driving "Road to Mandalay" and "River Stay Away From My Door," a couple of single hits, "All the Way" and "High Hopes," ("I wish the kids were here to help me," he observed) and a medley of "A Foggy Day," "I've Got You Under My Skin" and "Angel Eyes." The wind-up came with a rousing "Come Fly With Me." Sinatra pays a fitting compliment to his pianist, Bill Miller, and to the conductor of the 26-piece ork, Morty Stephens ("borrowed him from Sammy Davis Jr., because he's not working now").

Ren Grevatt.

* * *

Nina Simone in Top Vanguard Stint

Colpix Records' Nina Simone is again holding forth at New York's Village Vanguard. Miss Simone is an artist of rare talent and excellence. Those who have previously had the pleasure of hearing her original vocal settings and her fine piano work will find that she displays even more excitement than on previous occasions.

Miss Simone achieves a nearly perfect blend of jazz and classical music in her improvisations. To see and hear her is an entrancing event. Her selections cover a wide range of material—Afro-Cuban selections, blues, folk songs and pop standards.

Some of her most effective numbers are "Where D'Ya Come From?," "Am I Blue," "He Needs Me" and, of course, "I Love You, Porgy."

Her fans will be more than delighted to catch the artist in her present stint.

Howard Cook

More Reviews on Page 59



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on ALL the charts!*

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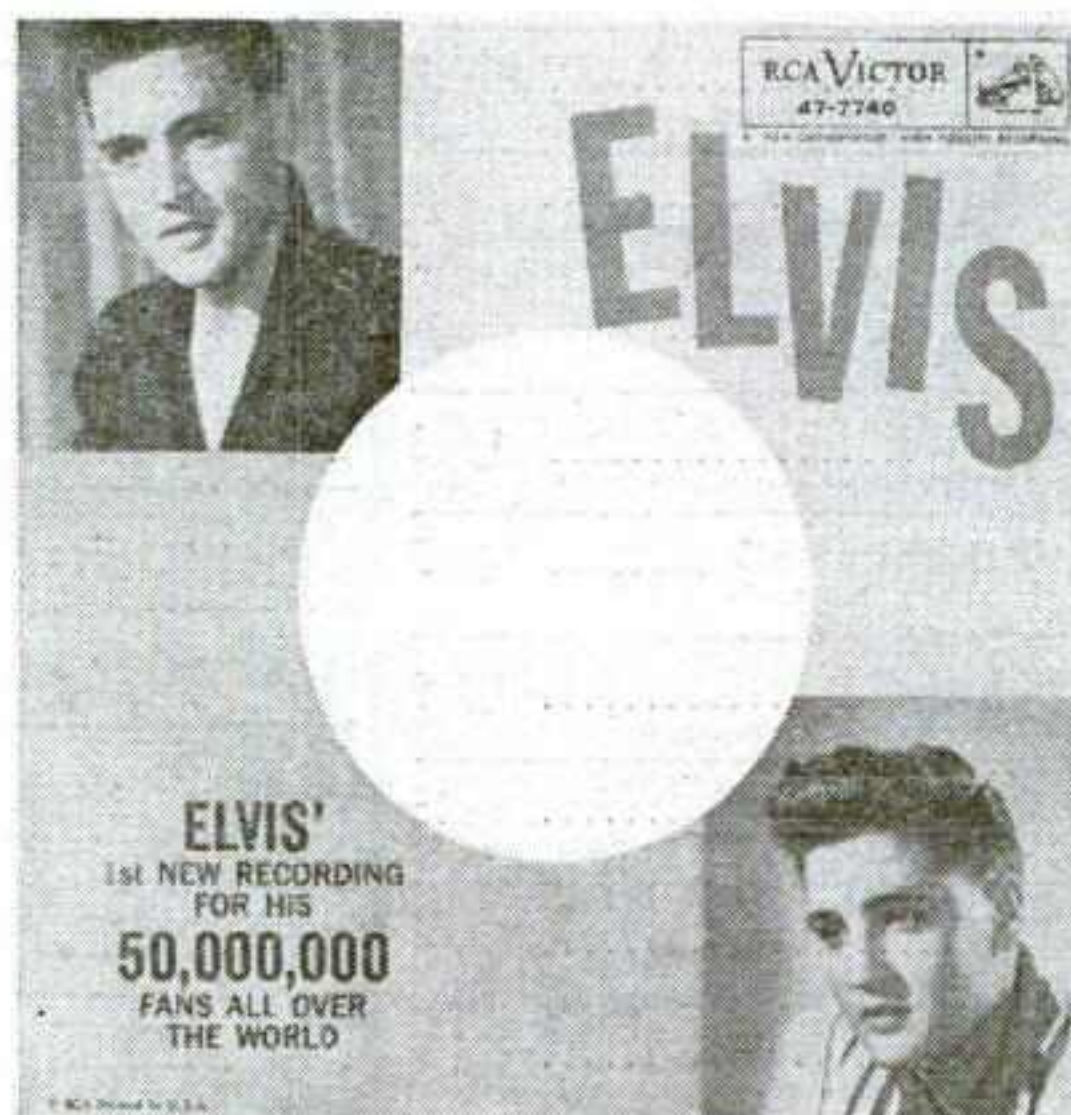
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FOR WEEK ENDING APRIL 3

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia	41490		12
2	3	3	4	WILD ONE	Bobby Rydell, Cameo	171		9
3	2	2	2	HE'LL HAVE TO GO	Jim Reeves, RCA Victor	7643	S	14
4	7	9	17	PUPPY LOVE	Paul Anka, ABC-Paramount	10082	S	6
5	8	11	13	SWEET NOTHIN'S	Brenda Lee, Decca	30967		15
6	5	8	8	BABY	Brook Benton and Dinah Washington, Mercury	71565	S	10
7	4	4	3	HANDY MAN	Jimmy Jones, Cub	9049		14
8	10	10	12	HARBOR LIGHTS	The Platters, Mercury	71563	S	10
9	12	12	11	FOREVER	Little Dippers, University	210		10
10	17	19	29	O, DIO MIO	Annette, Vista	354		6
11	21	29	46	MAMA	Connie Francis, M-G-M	12878	S	6
12	6	5	5	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank	2028	S	12
13	11	8	7	BEYOND THE SEA	Bobby Darin, Atco	6158		11
14	28	30	69	SINK THE BISMARCK	Johnny Horton, Columbia	41568		4
15	38	53	79	I LOVE THE WAY YOU LOVE	Mary Johnson, United Artists	208		4
16	19	21	47	THIS MAGIC MOMENT	Drifters, Atlantic	2050		6
17	15	16	19	BEATNIK FLY	Johnny and the Hurricanes, Warwick	520		7
18	14	15	16	LADY LUCK	Lloyd Price, ABC-Paramount	10075	S	9
19	20	22	27	LITTLE BITTY GIRL	Bobby Rydell, Cameo	171		9
20	30	42	70	WHITE SILVER SANDS	Bill Black's Combo, HI	2021		4
21	22	44	64	GREENFIELDS	Brothers Four, Columbia	41571		6
22	18	24	34	(WELCOME) NEW LOVERS	Pat Boone, Dot	16048	S	5
23	29	32	50	SIXTEEN REASONS	Connie Stevens, Warner Bros.	5137		9
24	9	7	6	TEEN ANGEL	Mark Dinning, M-G-M	12845		15
25	43	68	84	FOOTSTEPS	Steve Lawrence, ABC-Paramount	10085		4
26	27	52	45	MONEY	Barrett Strong, A&M	1111		9
27	13	13	9	LET IT BE ME	The Everly Brothers, Cadence	1376		12
28	44	60	71	STARBRIGHT	Johnny Mathis, Columbia	41583		5
29	47	54	62	TEDDY	Connie Francis, M-G-M	12878	S	5
30	24	25	22	DELAWARE	Perry Como, RCA Victor	7670	S	8
31	34	35	41	ABOUT THIS THING CALLED LOVE	Fabian, Chancellor	1047	S	5
32	16	18	21	MIDNIGHT SPECIAL	Paul Evans, Guaranteed	205		10
33	25	36	39	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot	15985		11

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	62	80	90	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town	1076		7
35	81	96	—	THE OLD LAMPLIGHTER	The Browns, RCA Victor	7700		3
36	32	40	49	EL MATADOR	Kingston Trio, Capitol	4338		6
37	46	64	80	JUST ONE TIME	Don Gibson, RCA Victor	7690	S	4
38	53	65	—	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor	1048		3
39	54	45	57	FANNIE MAE	Buster Brown, Fire	1008		9
40	40	31	23	TALL OAK TREE	Dorsey Burnette, Era	3012		9
41	39	39	66	STRING ALONG	Fabian, Chancellor	1047	S	6
42	58	66	72	SUMMER SET	Monty Kelly, Carlton	527	S	5
43	71	79	85	STEP BY STEP	The Crests, Coed	525		5
44	86	—	—	CLEMENTINE	Bobby Darin, Atco	6161		2
45	49	50	74	DON'T FENCE ME IN	Tommy Edwards, M-G-M	12871	S	6
46	80	77	60	PARADISE	Sammy Turner, Big Top	3032		7
47	41	28	30	OUTSIDE MY WINDOW	Fleetwoods, Dolton	15		7
48	33	23	26	ROCKIN' LITTLE ANGEL	Ray Smith, Judd	1016		13
49	55	47	56	LAWDY MISS CLAWDY	Gary Sittes, Carlton	525		6
50	50	51	55	ANYWAY THE WIND BLOWS	Doris Day, Columbia	41569		6
51	52	61	63	THE SAME OLD ME	Guy Mitchell, Columbia	41576		5
52	37	34	35	CHATTANOOGA SHOE SHINE BOY	Freddy Cannon, Swan	4050		6
53	23	14	10	RUNNING BEAR	Johnny Preston, Mercury	71474		24
54	31	17	15	WHERE OR WHEN	Dion and the Belmonts, Laurie	3044		14
55	79	100	—	TEENAGE SONATA	Sam Cooke, RCA Victor	7701	S	3
56	26	27	14	LONELY BLUE BOY	Conway Twitty, M-G-M	12857		14
57	64	75	89	APPLE GREEN	Jana Valli, Mercury	71588		4
58	36	20	20	TRACY'S THEME	Spencer Ross, Columbia	41532		13
59	67	88	—	BIG IRON	Marty Robbins, Columbia	41589		3
60	90	—	—	NIGHT	Jackie Wilson, Brunswick	55166		2
61	69	76	—	AT MY FRONT DOOR	Dee Clark, Abner	1037		3
62	63	69	53	CHINA DOLL	Ames Brothers, RCA Victor	7655	S	9
63	66	67	75	CHATTANOOGA CHOO CHOO	Ernie Fields, Rendezvous	117		5
64	77	86	100	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol	4342		4
65	61	56	58	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence	1372		11
66	68	71	91	MOUNTAIN OF LOVE	Harold Dorman, Rita	1003		5
67	35	26	18	DOWN BY THE STATION	Four Preps, Capitol	4312		14

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	48	49	36	BULLDOG	The Fireballs, Top Rank	2026	S	7
69	76	89	—	CARAVAN	Santo and Johnny, Canadian-American	111		3
70	92	—	—	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence	1378		3
71	56	74	68	HARLEM NOCTURNE	Viscounts, Madison	123		6
72	45	37	25	COUNTRY BOY	Fats Domino, Imperial	5645		10
73	59	48	37	TOO MUCH TEQUILA	Champs, Challenge	59063		7
74	82	—	—	SHAZAM	Duane Eddy, Jamie	1151		2
75	73	57	61	ANGELA JONES	Johnny Ferguson, M-G-M	12858		6
76	—	—	—	CRADLE OF LOVE	Johnny Preston, Mercury	71598		2
77	83	97	—	RUBY	Adam Wade, Coed	526		5
78	57	46	32	LUCKY DEVIL	Carl Dobkins Jr., Decca	31020		7
79	88	82	88	YOU DON'T KNOW ME	Lennie Welch, Cadence	1373		6
80	72	62	42	CRAZY ARMS	Bob Beckham, Decca	31029		7
81	—	—	—	OHH POO PAH DOO (Part 2)	Jessie Hill, Mint	607		2
82	51	41	38	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay	333		7
83	—	—	—	IT COULD HAPPEN TO YOU	Dinah Washington, Mercury	71560		2
84	—	—	—	TEEN EX	Browns, RCA Victor	7700		2
85	100	—	—	SOMEDAY	Della Reese, RCA Victor	7706	S	2
86	42	38	31	EL PASO	Marty Robbins, Columbia	41511		7
87	89	98	—	DON'T DECEIVE ME	Ruth Brown, Atlantic	2052		6
88	—	—	—	HOUSE OF BAMBOO	Earl Grant, Decca	31044		2
89	85	73	67	JUST A LITTLE BIT	Roscoe Gordon, Vee Jay	332		6
90	91	95	99	JAMBALAYA (ON THE BAYOU)	Bobby Comstock, Atlantic	2051		6
91	75	81	81	ROAD RUNNER	Bo Diddley, Checker	942		6
92	—	—	98	HULLY GULLY	Olympics, Arves	562		2
93	—	—	—	WHAT AM I LIVING FOR	Conway Twitty, M-G-M	12866		2
94	65	55	24	YOU GOT WHAT IT TAKES	Mary Johnson, United Artists	185		6
95	78	99	—	LONELY WEEKENDS	Charlie Rich, Phillips International	3552		6
96	—	—	—	WHY I'M WALKING	Stonewall Jackson, Columbia	41591		2
97	74	58	48	BAD BOY	Marty Wilde, Epic	9356		6
98	—	—	—	I NEED YOU NOW	Joni James, M-G-M	12885		2
99	—	—	—	STAIRWAY TO HEAVEN	Nell Sedaka, RCA Victor	7079	S	2
100	95	63	54	ETERNALLY	Sarah Vaughan, Mercury	71562	S	6

& 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

- *THE OLD LAMPLIGHTER The Browns
(Shapiro-Bernstein, ASCAP) RCA Victor 7700
- *STEP BY STEP The Crests
(Winneton, BMI) Coed 525
- *NIGHT Jackie Wilson
(Pearl, BMI) Brunswick 55166
- *DOWN BY THE RIVERSIDE
Les Compagnons de la Chanson
(Zodiac, BMI) Capitol 4342

- *OOH POO PAH DOO (PART II) Jesse Hill
(Minit, BMI) Minit 607
- *CRADLE OF LOVE Johnny Preston
(Big Bopper-Tree, BMI) Mercury 71598
- *IT COULD HAPPEN TO YOU Dinah Washington
(Famous, ASCAP) Mercury 71560

C&W

- *A SIX-PACK TO GO Hank Thompson
(Brazos Valley Boys, BMI) Capitol 4334

R&B

- *LITTLE SUSIE (PART IV) Ray Bryant
(Totem, BMI) Signature 12026

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. THE MADISON Al Brown, Amy
2. IF I KNEW The Cruisers, V-Tone
3. MR. LUCKY Henry Mancini, RCA Victor
4. CHERRY PIE Skip & Flip, Brent
5. SOMEONE LOVES YOU, JOE The Singing Belles, Madison
6. YOU BELONG TO ME Joni James, M-G-M
7. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR!
..... Ray Peterson, RCA Victor
8. A SIX-PACK TO GO Hank Thompson, Columbia
9. ROCKIN' RED WING Ernie Freeman, Imperial
10. THE WAY OF A CLOWN Teddy Randazzo, ABC-Paramount
11. COME DANCE WITH ME Eddie Quinteros, Brent
12. GOODBYE, KANSAS CITY Wilbert Harrison, Fury
13. ROCKIN' RED WING Sammy Masters, Lode
14. CINDY Teddy Vann, Triple-X
15. MADISON TIME Ray Bryant, Columbia

HOT 100: A TO Z

About This Thing Called Love	31
Am I That Easy to Forget	33
Angela Jones	75
Anyway the Wind Blows	50
Apple Green	57
At My Front Door	61
Baby	4
Baby, What Do You Want Me to Do	82
Bad Boy	97
Beatnik Fly	17
Beyond the Sea	13
Big Iron	59
Bulldog	68
Caravan	69
Chattanooga Choo Choo	63
Chattanooga Shoe Shine Boy	52
China Doll	62
Clementine	44
Country Boy	72
Cradle of Love	74
Crazy Arms	80
Delaware	30
Don't Deceive Me	87
Don't Fence Me In	45
Don't Throw Away All Those Teardrops	38
Down by the Riverside	64
Down by the Station	67
El Matador	36
El Paso	86
Eternally	100
Fannie Mae	39
Footsteps	25
Forever	9
Greenfields	21
Handy Man	7
Harbor Lights	8
Harlem Nocturne	71
He'll Have to Go	3
House of Bamboo	28
Hully Gully	92
I Love the Way You Love	15
I Need You Now	98
It Could Happen to You	83
Jambalaya (On the Bayou)	90
Just a Little Bit	89
Just One Time	37
Lady Luck	18
Lawdy Miss Clawdy	49
Let It Be Me	27
Let the Little Girl Dance	34
Little Bitty Girl	19
Lonely Blue Boy	56
Lonely Weekends	95
Lucky Devil	78
Mama	11
Midnight Special	32
Money	24
Mountain of Love	64
Night	60
O Dio Mio	10
Ohh Poo Pah Doo (Part 2)	81
Old Lamplighter, The	35
Outside My Window	47
Paradise	46
Puppy Love	4
Road Runner	91
Rockin' Little Angel	78
Ruby	48
Running Bear	53
Same Old Me, The	51
Shazam	74
Sink the Bismarck	14
Sixteen Reasons	23
Someday	85
Stairway to Heaven	99
Starbright	28
Step by Step	43
String Along	41
Summer Set	42
Sweet Nothin'	5
Tall Oak Tree	40
Teddy	29
Teenage Sonata	55
Teen Angel	24
Teen-Ex	84
Theme From a Summer Place	1
This Magic Moment	14
Too Much Tequila	73
Tracy's Theme	58
Wake Me When It's Over	70
(Welcome) New Lovars	22
What Am I Living For	93
What in the World's Come Over You	12
Where or When	84
White Silver Sands	20
Why Do I Love You So	65
Why I'm Walking	94
Wild One	2
You Don't Know Me	79
You Got What It Takes	94

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

ELVIS PRESLEY



STUCK ON YOU (Gladys, ASCAP)—**FAME AND FORTUNE** (Gladys, ASCAP)—Presley is back, and he's as hot as ever. This figures to be another strong two-sider. "Stuck On You" is in a rhythm vein. "Fame and Fortune" is a rockaballad. **RCA Victor 7740**

BROOK BENTON



THE TIES THAT BIND (Play, BMI)—**HITHER AND THITHER AND YON** (Vanessa, ASCAP)—"The Ties That Bind" is a pretty ballad, and Benton hands it a solid go. "Hither and Thither and Yon" is a lyrical, folk-flavored tune, and this also comes in for a strong outing. **Mercury 71566**

JACK SCOTT



BURNING BRIDGES (Sage & Sand, SESAC) — **OH, LITTLE ONE** (Starfire, BMI)—Scott is a good bet to score with either of these fine sides. "Burning Bridges" is a listenable, country-styled song. "Oh, Little One" is a mild-rock blues. Both have the hit sound. **Top Rank 2041**

JIMMY JONES



MY PRECIOUS ANGEL (Sheldon, BMI) — **GOOD TIMIN'** (Sequence, ASCAP)—Jones delivers two potent sides. "My Precious Angel" shows a heartfelt rendition of a very lovely ballad. "Good Timin'" is a clever rhythm-novelty that is also done with fine showmanship. **Cub 9067**

TOMMY FACENDA



BUBBA DITTY (Progressive, BMI)—**I DON'T KNOW** (Republic, BMI)—Facenda can follow his "High School, U.S.A." with either side. "Bubba Ditty" is a rocking sort that is handled with vigor. "I Don't Know" is a bright revival of Willie Mabon's old click. **Atlantic 2057**

RAY CHARLES



HEARTBREAKER (Progressive, BMI)—**JUST FOR THE THRILL** (Leeds, ASCAP)—Charles delivers "Heartbreaker," an up-tempo bluesy item with infectious gusto. "Just for the Thrill," the oldie from his current LP, is done as a smooth ballad over lush backing. Either can click. **Atlantic 2055**

DORIS DAY



HERE WE GO AGAIN (Midway, ASCAP) — **PLEASE DON'T EAT THE DAISIES** (Daywin, BMI)—"Here We Go Again" is a bright ditty that is handled with charm by the lark. "Please Don't Eat the Daisies" is the cute title tune from her coming flick. Both are well-done sides with a chance. **Columbia 41630**

MARK DINNING



YOU WIN AGAIN (Acuff-Rose, BMI) — **A STAR IS BORN** (Acuff-Rose, BMI)—Dinning can repeat his big "Teen Angel" with either of these potent bids. "You Win Again," the Hank Williams oldie, is plaintively read. "A Love Has Died" is a touching saga about a girl who achieves success, but loses a beau. **M-G-M 12888**

DEAN MARTIN



PROFESSOR, PROFESSOR (Momar, ASCAP)—**NAPOLI** (Lombardo, ASCAP)—Martin exudes plenty of relaxed charm in his readings of these two attractive tunes. "Professor" is a pretty ballad, and "Napoli" is an Italianate item. He has scored before with similar material. **Capitol 4361**

THE FIVE SATINS



I'LL BE SEEING YOU (Williamson, ASCAP)—The group backs the lead singer strongly in this feelingful presentation of the standard. They wrap it up with hit sound, and the attractive side can score. Flip is "A Night Like This," (Angel, BM). **Ember 1061**

ROBERT MOSLEY



JUST ABOUT TIME (Winneton, BMI)—Mosley strongly sells this gospel-flavored rocker. He's given great backing by a fem chorus, and the fine arrangement helps all the way. Flip is "Crazy Moonlight," (Winneton, BMI). **Coed 528**

PHIL PHILLIPS



WHAT WILL I TELL MY HEART (DeSylva, Brown & Henderson, ASCAP)—**YOUR TRUE LOVE ONCE MORE** (Play, BMI)—Phillips has his best offering since "Sea of Love." "What Will I Tell My Heart" is given a class performance over a complementary arrangement. He also styles "Your True Love," a smart rhythm tune, to strong effect. **Mercury 71611**

(Continued on page 57)

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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 55

ERNE NEWTON & THE SPIELERS

YEAH, YEAH, YEAH (Fairway, BMI)—The crew offers a rocking instrumental version of a familiar folk theme. The side builds in sound and excitement, and it's interesting enough to catch on. Flip is "Ya, Ya, Ya," (Fairway, BMI). **Caldwell 401**

Country & Western

FREDDIE HART

THE KEY'S IN THE MAILBOX (Fairway, BMI)—Hart has his best side in a spell with this effective rendition of a country weeper. "Hold Me Tenderly" is a pretty ballad that is warbled with heart over lush backing. "Lead Me On" is a plaintive, spiritual-type theme. **Duke 318**

Rhythm & Blues

BOBBY BLAND

HOLD ME TENDERLY (Lion, BMI)—Lead Me On (Lion BMI)—Bland has likely dual-market sides with his latest contenders. "Hold Me Tenderly" is a pretty ballad that is warbled with heart over lush backing. "Lead Me On" is a plaintive, spiritual-type theme. **Duke 318**

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

BET E. MARTIN

I KNOW A GIRL (Leeds, ASCAP)—**LET ME LOVE YOU** (Leeds, ASCAP)—Miss Martin wraps up both ballads most effectively. She has an attractive style which is used to good advantage on both sides. With exposure the sides could create interest. **Epic 9362**

MARTY EVANS

NOW THAT YOU HAVE GONE (Northern, ASCAP)—**POOR ME** (Mills, ASCAP)—"Poor Me" is cute rockabilly sort that is strongly presented by Evans. He also applies an effective treatment to "Now That You Have Gone," a cute tune that is smartly arranged. Both sides rate spins. **Coral 62192**

POP DISK JOCKEY PROGRAMMING

DON COSTA

THEME FROM "THE UNFORGIVEN" (Hecht & Buzzell, ASCAP)—The Costa ork and chorus present a lovely treatment of the main theme from "The Unforgiven." It's a pretty strain and it's handed a spinnable treatment. Flip is "Streets of Paris." (United Artists, ASCAP) **United Artists 221**

VERY STRONG SALES POTENTIAL

CARMEN MacRAE

WHAT HAS SHE GOT? — KAPP 327 — Miss MacRae turns in a fine reading of an attractive boundy theme. Light ork backing backs the listenable effort. It should move well. (Korwin, ASCAP)

BIG TOWN — Sultry tune is sold well by the lark over a lovely, mood arrangement. Good jockey material. (Garland, ASCAP)

BILLY VAUGHN

BEG YOUR PARDON — DOT 16064 — Old Francis Craig hit is wrapped up in a bouncy instrumental treatment with catchy tempo. Solid jockey and juke wax. (Robbins, ASCAP)

SKATER'S WALTZ — Pleasant instrumental version of the oldie. Should pull deejay play. (Talisman, ASCAP)

EILEEN RODGERS

OLDER AND WISER—COLUMBIA 41634—Attractive tune from forthcoming Broadway musical "Bye Bye Birdie" is sung pleasantly by thrush. (Morris, ASCAP)

I CRY BY NIGHT — Moving thrushing chore on a plaintive ballad with good lyrics and lush backing. Good jockey item. (Marvin, ASCAP)

BILLY AND LILLIE

FREE FOR ALL—SWAN 4051 — Cute rocker is attractively handled by the duo over a bright and brassy arrangement. Cute lyrics and tune put the side in line for spins and coin. (Conley, BMI)

THE INS AND OUTS (OF LOVE)—Sparkling, shuffle-pace ditty also comes in for a good outing from the pair. This could also break thru. (Claridge, ASCAP)

LONZO & OSCAR

I LOST AN ANGEL—STARDAY 491—Lonzo and Oscar tell about an accident in which the wife was killed. It tugs at the heartstrings and could get attention in pop and country fields. (Lonzo & Oscar, BMI)

BLUE LOVE—A neat little rocker is sung brightly by the boys over a rhythmic background. Could get coins in two markets. (Vokes-Starday, BMI)

SPEEDO & IMPALAS

WHEN MY HEART DOES ALL THE TALKING—CUB 9066—A pretty melody, with vocal and string backing having a folk flavor. Worth exposure. (Figure, BMI)

ALL ALONE—A tender ballad, with chick chorus lending a good touch to the arrangement. (Figure, BMI)

PAT SHANNON

SO HAPPY NOW—DECCA 31072—Shannon turns in a vigorous belt on a spiritualish rocker. He's backed nicely by a chick chorus and the ork. Good talent. (Camarillo, BMI)

EVERYTHING BUT YOU—Pretty rockaballad comes in for a fine belt from the singer. Again, the chorus and ork complement to good effect. (Ridgeway, BMI)

JERRY GLENN

HOLY ONE—CHECKER 949—Fine sound by Glenn on a pounding rockaballad. Excellent fem chorus support backs the lad on the listenable side. It bears watching. (Glad, BMI)

JUST TAKE ME LIKE I AM—The rockaballad is given a similar production to that of the flip with a chick group strongly backing the singer. This, too, can create interest. (Bayou State, BMI)

FREDDIE FENDER

HOLY ONE—IMPERIAL 5659—Fender sells the ballad with beat strongly over good support from the group and combo. It's a strong cover of the tune that can figure. (Glad, BMI)

Mean Woman—Stompin' blues is handled knowingly by the artist who gives the tune a solid, earthy vocal. Good side, but flip appears to have an edge. (Glad, BMI)

KENYON HOPKINS

GET CRAZY—UNITED ARTIST 217—Hard driving deep South type blues is handed solid honky-tonk-styled instrumental treatment. Good deejay and juke wax. (United Artists, ASCAP)

Blues From the Fugitive Kind—Heartfelt wailing by un-billed blues singer on effective movie theme. Both sides are from sound track of new Marlon Brando movie, "The Fugitive Kind." (United Artists, ASCAP)

MISSLES

SPACE SHIP—NOVEL 200—The Missles comes thru with a cute, Coaster's-type reading of a space ship landing on the earth. There are segments from all the current hit records. Watch this it could happen. (Flame, BMI)

We Belong Together—The Missles sell this rocker with a lot of style, and much of the style again is taken from the Coasters, but it's still good nonetheless. Flip side is stronger. (Sweco, BMI)

TRAVIS AND BOB

WAKE UP AND CRY — SANDY 1029—Fetching side with a good arrangement and a strong vocal. Tune is lively and out of the common groove. (Burnt Oak, BMI)

That's How Long — Ballad with country flavor is chanted with heart to a backing featuring guitar. (Burnt Oak, BMI)

JIMMY DARREN

BECAUSE THEY'RE YOUNG — COLPIX 142—Pleasant title theme from new Dick Clark movie is done wistfully by Darren, who sings the tune in picture. Strong promotional possibilities. (Columbia Pictures, ASCAP)

Tears in My Eyes — Emotional delivery by Darren on an okay rockaballad. (Gower, ASCAP)

DONNIE BROOKS

THE DEVIL AIN'T A MAN — ERA 3014—A rocker with a rousing gospel quality. Vocal is answered by the saxes, creating a chant and response effect. Strong side with a chance. (Bamboo-Saracen, BMI)

How Long — Ballad lacks commercial impact. Flip is the side to watch. (Bamboo, BMI)

GOOD SALES POTENTIAL

JOHNNY RAY

Before You — COLUMBIA 41626 — Effective ballad with good lyrics is handed a solid reading by Ray. (Taylor, ASCAP)

I'll Make You Mine — Showmanly warbling stint by Ray on bouncy novelty-rocker. Merits exposure. (Roosevelt, BMI)

BETTY JOHNSON

Fantastic — ATLANTIC 2056 — Romantic tune (penned by Bart Howard) with fine lyrics is handed an expressive thrushing wrap-up by the artist. Merits spins. (Wintergreen, ASCAP)

You Don't Care a Rowboat — Effective folk-flavored theme is sung appealingly by the thrush. Nice jockey side. (Gunston, ASCAP)

LILLIAN BRIGGS

Be Mine — CORAL 62193 — Miss Briggs gives out with a bright cover of the big English tune. Hers is an attractive version that should cop spins and loot. (Peer Int'l, BMI)

Not a Soul — Bluesy theme is from the coming flick, "The Fugitive Kind." It gets a meaningful belt from the lark. Nice programming side. (United Artists, ASCAP)

BOBBY CHARLES

Bye, Bye Baby — IMPERIAL 5642 — A fetching side with drums providing a good touch. Charles does a solid vocal. (Travis, BMI)

Those Eyes — Smart phrasing on this vocal with considerable heart in the rendition. A triplet figure marks the arrangement. Very nice programming. (Travis, BMI)

DUBS

Don't Laugh at Me — ABC-PARAMOUNT 10100 — Fervid vocal plea by lead singer and group on a moving rockaballad. (Sophisticate, BMI)

You'll Never Belong to Me — Plaintive rockaballad is sung with heart and sincerity by lead warbler and group. Dual market appeal (Sophisticate, BMI)

TED HARRIS

Little Drive-In — COLUMBIA 41627 — Gimmicky vocal by Harris on a mild rocker sort. He has a sound that could catch on. Side is worth watching. (Silver Star, BMI)

One and One Only — Pounding rockaballad is handled with appeal by the new singer. He also comes off to good effect on this side. (Silver Star, BMI)

DOTTIE CARROLL

Penthouse Serenade — 20TH FOX 194 — Listenable outing on the oldie by the new thrush. Light rock backing accompanies. Worth spins. (Famous, ASCAP)

Together — Miss Carroll is assisted by an unbilled male vocalist and a chorus on this mild rock treatment of the oldie. It should move as well as the flip. (De Sylva, Brown & Henderson, ASCAP)

DENNIS WELLS

Lillabelle — CREST 1068 — Soft folkish item is given a lovely reading by the singer over light chorus and ork backing. Pretty tune. Good talent. (Choice, BMI)

Brown-Eyed Cella — Waltz tune is also in a folkish vein. Again the singer's reading is appealing. Side can score with exposure. (American, BMI)

THE DALES

Rockin' Nellie — CREST 1069 — Rock and roll approach is listenably applied to "My Darlin' Nellie Gray." Good side for jocks and strong item saleswise. (American, BMI)

Sweet Annie — Good sound by the group on a mild rock treatment of "Annie Laurie." Wordless chorus is also heard. Good jockey side. (American, BMI)

HAROLD AUSTIN'S ORK


Jesse's Ideas (Parts 1 & 2) — ATLAS 1205 — Clarinet and twangy guitars are featured on this blues item over rhythm support on part one. Part two is much the same. Danceable sides with a chance, if exposed. (Mac Avery, BMI)

(Continued on page 61)

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"EASY LOVIN'"

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73 on HOT 100 and movin'

"JUST A LITTLE BIT"

ROSCOE GORDON
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1.	THEME FROM A SUMMER PLACE (Witmark)	1	7
2.	DO-RE-MI (Williamson)	6	14
3.	THE SOUND OF MUSIC (Williamson)	2	8
4.	BEYOND THE SEA (Harms)	7	5
5.	RUNNING BEAR (Big Bopper Music)	3	10
6.	TEEN ANGEL (Acuff-Rose)	4	9
7.	CLIMB EV'RY MOUNTAIN (Williamson)	5	12
8.	FOREVER (Tree)	13	2
9.	EL PASO (Marty's Music)	8	12
10.	HARBOR LIGHTS (Chappell)	11	3
11.	DELAWARE (Gunston)	9	5
12.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson)	10	12
13.	HE'LL HAVE TO GO (Central Songs)	12	5
14.	MY FAVORITE THINGS (Williamson)	14	3
15.	GREENFIELDS (Montclare)	—	1

• Best Selling Sheet Music in Britain

(For week ending March 19)

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.

Delaware—Leeds (Gunston)	Summer Place—Blossom (M. Witmark)
Why—Debmar (Debmar)	Poor Me—Mills (Mills)
Looking High, High, High — Robbins (Robbins)	Harbour Lights—Peter Maurice (Chappell)
Royal Event—Noel Gay (-)	Pretty Blue Eyes—Maxana (Almino)
Running Bear—Southern (Big Bopper-Glad)	Way Down Yonder in New Orleans — Lawrence Wright (Shapiro-Bernstein)
Voice in the Wilderness—Chappell (Chappell)	Oh So Wonderful—Kassner (-)
Slow Boat to China—Morris (Frank)	Heartaches by the Number—Joy (Pamper)
Beyond the Sea—Chappell (Harms)	What Do You Want to Make Those Eyes at Me For?—Francis Day (Feist)
Summer Set—Cromwell (Hollis)	Starry Eyed—Lawrence Wright (Manson)
Fings Ain't Wot They Used to Be — World Wide (-)	You Got What It Takes—Leeds (Jobete)

• Best Selling Pop Records in Britain

(For week ending March 19)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	MY OLD MAN'S A DUSTMAN—Lionie Donagan (Pye)	—
1.	RUNNING BEAR—Johnny Preston (Mercury)	1
3.	DELAWARE—Perry Como (RCA)	2
4.	POOR ME—Adam Faith (Parlophone)	3
5.	THEME FROM A SUMMER PLACE—Percy Faith (Philips)	4
6.	YOU GOT WHAT IT TAKES—Mary Johnson (London)	5
7.	WHAT IN THE WORLD'S COME OVER YOU?—Jack Scott (Top Rank)	6
8.	BEATNIK FLY—Johnny and the Hurricanes (London)	20
9.	FINGS AIN'T WOT THEY USED T'BE—Max Bygraves (Decca)	10
10.	FALL IN LOVE WITH YOU—Cliff Richard (Columbia)	—
11.	WHY—Anthony Newley (Decca)	7
12.	ON A SLOW BOAT TO CHINA—Emile Ford (Pye)	9
13.	SUMMER SET—Acker Bilk (Columbia)	11
14.	HANDY MAN—Jimmy Jones (M-G-M)	15
15.	DO YOU MIND?—Anthony Newley (Decca)	—
16.	WILD ONE—Bobby Rydell (Columbia)	17
17.	BE MINE—Lance Fortune (Pye)	8
18.	A VOICE IN THE WILDERNESS—Cliff Richard (Columbia)	13
19.	WHO COULD BE BLUER?—Jerry Lordan (Parlophone)	16
19.	HIT AND MISS—John Harry Seven (Columbia)	21

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b/w **I'LL GO CRAZY**
JAMES BROWN
Federal 12369

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FOLK TALENT AND TUNES

By BILL SACHS

With the Jockeys

Hal Green is now promoting country music over WBLF, Bellefonte, Pa. . . . "I'm spinning c.&w. records three hours a day, six days a week, over KVLV, Fallon, Nev.," typewrites Jim Shelton, who's been with the station three years, "and could surely use samples from the various companies. Many of the records that are aired in the Eastern part of the country never seem to find their way to Nevada. I'm from Kentucky and I know of a number of artists there who have never been heard here." . . . Eddie Briggs, a deejay and librarian at KEAP, Fresno, Calif., reports that the station recently suffered a heavy loss in a fire which destroyed the studios and library. Eddie says they need records and albums to restock the library and would especially like to hear from Capitol, which he says is the toughest company to get service from. KEAP is also interested in getting station breaks on tape from various artists. Tapes should be cut at 7½ IPS.

Blackie Crawford c.&w. platter man at KPEP, San Angelo, Tex., scribbles: "We are 100 per cent country and western here at KPEP and could use more new releases. We have somehow missed Jan Howard's new one entirely. Would appreciate all new releases we can get." . . . Another lad clamoring for more country and western wax is Floyd Tillman (RCA Victor), now spinning four hours daily on KRCT, Houston. . . . "We are trying to augment our c.&w. programming, but need more records. I am in the position where I will play just about anything with a country sound. So typewrites Jerry McKinney, program director at KVOU, Uvalde, Tex. "We especially need those listed on The Billboard's Hot C.&W. Sides," says Jerry.

"Due to a change in program policy, we are now carrying country and western music," writes Lee Grant, account executive at WTRA, Latrobe, Pa. "Would appreciate any help we can get on records." . . . Don Helms, general manager of Sure-Fire Music Company, Inc., 319 Seventh Avenue, North, Nashville 3, has available to deejays samples of the special EP's from the Wilburn Brothers' latest Decca LP religious album, "Livin' in God's Country." Drop him a line on your station's letterhead. . . .

CLARK SUNS ON FLORIDA SANDS

FORT LAUDERDALE. — TV deejay king, Dick Clark, quietly turned up under a beach umbrella in front of the smart Ocean Manor Hotel here Sunday (20).

Clark, who was sunning himself, told an inquiring member of the press, "Biggest reason I'm here is to get away from reporters and what they write. I'm up to here with it," he remarked, raising his hands to neck level. Later, Clark indicated that his refusal to talk in detail was limited only to local reporters, when he showed up with friends at several ocean front night spots. Introduced to the audience at the Galt Ocean Mile Hotel, Clark was roundly applauded. Later a local reporter, Dick Hoekstra, declared, "I began to feel that basically Dick Clark is a nice guy, a political and payola pawn."

Joe Morris, general manager of Station WGUS, Augusta, Ga., reports that Ray Crisp, former fiddle man with Johnny and Jack and the Tennessee Mountain Boys, has joined the station as deejay. Ray is heard daily from 10-11 a.m., and 2-3:30 p.m. WGUS is the only all-country-and-gospel-music station in the Augusta area. . . . A card addressed to Bar K Enterprises, P. O. Box 241, Puyallup, Wash., will fetch you a deejay sample of Buck Owens' latest Capitol waxing, "Above and Beyond" b.w. "Till These Dreams Come True."

Johnnie Silvers' first release on Sims Records, "Tuff Stuff" b.w. "When Love Ain't Right," is available to jockeys. Drop a card to Sims Records, 2205 North Dayton, Phoenix, Ariz., for your copy. Silvers is appearing nightly at Sarg's Cow Town, Phoenix. . . . Mrs. Jo Walker, secretary of Country Music Association, 610 Exchange Building, Nashville 3, is seeking the whereabouts of Don Holton. Mrs. Walker holds Don's \$10 membership fee in CMA but she is anxious to receive his signed application form.

Jimmie Skinner's new release on Mercury, "Two Squares Away" b.w. "Lonesome Road Blues," are available to deejays who'll write to the Skinner Music Center, 222 East Fifth, Cincinnati. . . . Texas Bill Strength, now on the staff of KUZZ, Bakersfield, Calif., requests that artists send him station breaks and their new records. . . . Jim Owen, of WROA, 1,000-watter at Gulfport, Miss., says he's in need of country and sacred records, new or old. The station programs six hours of c.&w. and sacred music daily. . . . Pete Wasilko, of the Allegheny Network, Brisbin, Pa., sends out an S.O.S for country disks from the majors. He states that the small labels are doing their part, but that the big ones don't budge. . . . Woody Woodell, of WPIC, Sharon, Pa., also seeks better coverage from the majors. "The big labels have let us down," Woody laments.

Johnny Canton, music director and chief announcer at KOKO, Warrensburg, Mo., puts in a bid for disks and tapes from artists and diskeries. He says KOKO programs several hours of c.&w. music daily and plans a fully sponsored c.&w. show on Saturday afternoon, but regrets to report that the station's library is lacking in c.&w. material. . . . Dean Sharpless has inaugurated a country music seg on WJHB, Philipsburg, Pa., and writes that he is in need of country and gospel wax. . . . Bob Kinney, who does two and a half hours of c.&w. music daily on WCHN, Norwich, N. Y., writes: "I haven't had a tune in sometime that has drawn requests like the hymn, "Sunrise," by Slim Whitman, taken from his album of sacred songs. Keep the releases coming to us; we'll give 'em an honest trial."

Buck Wayne and Smokey Rogers hold down the deejay seats at XERB, San Diego, the only 50,000-watt station in that section of Southern California programming country music seven and a half hours a day. . . . Jack Derrick is now turning the top tunes country style at KRCT, Houston. . . . Biff Collie infos from Hollywood that he's setting up plans for a series of taped country shows to be pitched to radio stations. . . . Jim Shelton, who conducts "Jim's Jamboree" on Station KVLV, Fallon, Nev., promises to spin merrily any disks the artists and diskeries may send him.

NO EXCISE TAX ON TAPE-IRS

WASHINGTON — Internal Revenue Service ruled last week (21) that magnetic tape recordings are not subject to the manufacturers' excise tax on phonograph records.

In answer to a request for advice from industry, the Service pointed out that phonograph records are taxed at the rate of 10 per cent, and are defined as "all disks, cylinders, or other articles, regardless of the material from which they are made, and upon which are recorded or may be recorded human speech or other sounds for reproduction by means of a phonograph or combination radio and phonograph."

IRS pointed out that magnetic tapes "are usually made of a plastic or paper base coated with magnetic material," and are "wound on reels and are sold for reproduction on magnetic tape recorders or playback machines."

The Service held that because the tapes are not for "reproduction by means of a phonograph" they are not subject to the manufacturers' excise on phonograph records.

Waldon Rogers, who recently made the switch to KHEM, Big Spring, Tex., 100 per cent country music outlet, scribbles that he's in need of new c.&w. releases. . . . Deejay samples of Dixie Records' new releases, "Nobody Cares" b/w "I'm Not Sure," by Jimmie Persons, and "I'm Missing You" b/w "What Was It?," by Eddie Reynolds, may be obtained by writing to A. C. Nail, 518 E. Seymour, Shawnee, Okla. . . . Drop a card to R. H. Carringer, Box 178, Blue Ridge, Ga., for your deejay copy of Leon Beaver's new Yonah release, "Darling, I Will" b/w "Georgia Waltz." . . . Hiram Philmon, who spins a half hour of country music each Saturday night over WBBK, Blakely, Ga., reports that the station does a lot of c.&w. programming but is lacking in new releases. Hiram, who recently established his own Philmon label, spots himself on his initial release, "You Gotta Love Me, Baby" b/w "I'm Lonesome, Baby." Copies are available by writing to Philmon at P.O. Box 293, Blakely, Ga.

Zeke Mullins, c.&w. deejay at WPAY, Portsmouth, O., recently spent several days in Hollywood with all expenses paid by Lancer Productions, a subsidiary of Columbia Pictures. It happened this way. The film company had set up location in the little town of Concord, Ky., to film an hour-long TV show called "The Wolf Tree." Zeke was hired to work in the film. The Ohio Valley was hit by a snowstorm, leaving the location scene literally buried in snow. The film company had a deadline to meet, so Lady Luck beamed on Zeke. He was flown to Hollywood to finish the picture. Zeke is on the air from 5-7 a.m. and 5-6 p.m. each day with his wife, Doris, appears also on WPAY's "Home Town Jamboree" each Saturday night, 7:15-8:30. Also on the show are Howard Perkins and his Kountry Kinfolk and Lucky Boggs and the Rainbow Trio, with Bud Gearheart and Red Ruggles. Perkins has a new release on the Shawnee label, "Lovin' Baby" b/w "It's a Crying Shame." Deejays may obtain a copy by writing to Perkins at WPAY.

More Folk Talent & Tunes on Page 60

NIGHT CLUB REVIEW

Arpeggio Offers Solid Talent

New York's new jazz room, the Arpeggio, is currently presenting a line-up of talent that allows for a thoroly entertaining evening.

Geoffrey Holder, who has already achieved considerable fame as an actor, artist and dancer, recently started making night club appearances, and he proves a gifted participant in this field also.

Holder has a resonant and pleasant voice that is attractive in its own right, but seeing him in action helps considerably. He uses his whole body in presenting a number so that each tune becomes a brief act rather than just a song to be sung. He chooses some of the most unlikely material, and with his hands, face and surprising movements interprets his numbers with distinctive charm.

His selections include "My Romance," "Sleepin' Bee," "Foggy Day," "Li'l Brown Boy," "Chaucoun," and a medley of "I Don't Want No Bald-Headed Woman" and "Wait 'Til You See Her."

Ernestine Anderson, Mercury recording artist, is also featured. The thrush sounds better with each engagement and is developing an approach that does not invite comparison with other jazz singers. Best of her tunes are "My Heart Belongs to Daddy," "Did I Remember," "I Wish I Was Back in My Baby's Arms" and "Runnin' Wild."

The Harry (Sweets) Edison Quartet is the third act. Edison's muted trumpet treatments are effectively showcased on such numbers as "Mack the Knife," "Witchcraft," "No Greater Love" and "Embraceable You." His group includes Gene Ramey on bass, Elvin Jones on drums and sensational Don Friedman on piano.

* * *

MOTION PICTURE REVIEW

Tiomkin Score Enriches 'Unforgiven'

Dimitri Tiomkin has composed an imposing and richly melodic score for the "Unforgiven," the new Burt Lancaster-Audrey Hepburn starrer. The Academy Award winner's excellent background music adds much to the exciting film.

Plot of the story centers around a family in Texas just after the Civil War and the effect that an adopted Indian girl, effectively portrayed by Audrey Hepburn, has on the various members of her foster family, neighbors and an Indian tribe.

The moving film gives Tiomkin a field day in presenting romantic and action themes. United Artists Records has released a single of the main theme by the Don Costa ork and chorus, and the label will also issue a sound track album. The pic is likely to be a big one, and various recordings of themes from the score should come in for heavy attention.

Howard Cook.

* * *

CONCERT REVIEW

Town Hall Spotlight on Harpsichord

Sylvia Marlowe, perhaps the leading exponent of the harpsichord today and a Decca Gold label artist, offered a unique evening of music last Monday (21) at Town Hall. Her all-Bach program consisted of several works for the solo harpsichord, as well as concertos for two, three and four harpsichords.

Miss Marlowe seemed very much at home in the solo works, which included a Prelude and Fugue from Book II of the "Well Tempered Clavier," Contapunctus XV from "Art of the Fugue," and the "Italian Concerto." Her style was closer to the heart of Baroque style than even in her latest LP, which features Handel works.

The works for multiple harpsichord were delightful, and their interweaving of the musical parts was something heard all too rarely. Space doubtless was a problem, but lining up the harpsichords diagonally from upstage left to downstage right, with the other musicians upstage right, made for imbalances between strings and harpsichords, and made more difficult the job of picking out which harpsichord was playing each of the keyboard parts. To date, only the two-harpsichord work is available in stereo, using pianos. The others certainly deserve recording. When this is done, the instruments doubtless will be spaced to permit separation of the parts. Why should this not be done at a concert as well?

The harpsichords were ably supported by Daniel Saidenberg, conducting the Saidenberg Little Symphony. At the harpsichords with Miss Marlowe were Rafael Puyana, Robert Conant, Pamela Cook and Theodore Saidenberg. They all played with skill and understanding.

Sam Chase.

Atlantic Sets 'Chris Connor Month' Deal

NEW YORK—Atlantic Records has tagged April "Chris Connor Month," and will offer a special half-price concession to all buyers of her LP's ranging in price from \$3.98 to a de luxe \$5.96 set) available to dealers, along with special window display material and ad mats. The label itself has set an extensive advertising schedule on the thrush in the trades and top consumer publications.

During April, anyone who purchases the album may buy any other Chris Connor LP at 50 per cent off. Dealers — thru Atlantic distributors—may purchase the en-

tire Chris Connor catalog at specially reduced prices.

The promotion was set up to honor the singer's fifth year with the label, during which time she had been the firm's most-consistent LP seller. She will be awarded a Gold LP for having sold more than 500,000 albums in that period.

Atlantic is making special Chris Connor catalogs (featuring all nine of her LP's ranging in price from \$3.98 to a de luxe \$5.96 set) available to dealers, along with special window display material and ad mats. The label itself has set an extensive advertising schedule on the thrush in the trades and top consumer publications.

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Faron Young, after a week in California and 10 days in the Midwest area for Hap Peebles, this week kicks off a 10-day swing thru the Northwest for promoter Marlin Payne. On April 19 Young begins a 30-day tour that will take him from Texas to Wyoming. This will be followed by a fortnight's jaunt thru the Maritime Provinces of Canada. Faron's new release on the Capitol label couples "I'll Be All Right (In the Morning)" and "Your Old Used-to-Be." . . . Negotiations are under way for Ferlin Husky to play a strong lead role in a TV pilot with Fess Parker. A national sponsor is also reported interested in Husky for a five-minute, five-day-a-week radio seg. . . . Moss Rose Publications, Inc., Nashville, announces the signing of Warner Mack to an exclusive writer's contract. Other exclusive Moss Rose writers are Roy Drusky, Vic McAlpin, Autry Inman, Marie Wilson and Bud Auge.

Hank Snow, now working under the Jim Denny Artist Bureau banner, last week embarked on a 20-day tour of the West Coast, at the conclusion of which he'll have approximately 10 days for business and pleasure in Nashville before leaving for dates in Iowa, South Dakota and North Dakota. Further dates are scheduled in Illinois in May and Kansas and Nebraska in June. Snow and His Rainbow Ranch Boys are inked for the All-Iowa Fair, Cedar Rapids, August 18-20, and for the Indiana State Fair, Indianapolis, September 7-8. Early in the fall Snow and his lads swing thru Oklahoma, Texas, New Mexico, Colorado, Utah, Idaho and Montana on a 30-day trek being arranged by W. E. (Lucky) Moeller, of the Denny office. Faron Young, after a week in

Buck Owens does a guest shot on "Jubilee U.S.A.," Springfield, Mo., Saturday (2) and then joins Jan Howard and Wynn Stewart for a Sunday (3) show in Kansas City, Kan., presented by Station KANS. Prior to hopping to Kansas City, Howard and Stewart play Lubbock, Tex., March 30; Colorado Springs, Colo., March 31; Amarillo, Tex., April 1, and Cain's Ballroom, Tulsa, Okla., April 2. From Springfield, Stewart and Owens jump to Regina, Sask., where they open a tour with Faron Young April 4, winding up in Fort Williams, Ont., April 13. Copies of the new Stewart-Howard release, "Wrong Company," and Owens' "Above and Beyond" are available by writing to the Bob Neal office, 5175 Mecca Street, Tazana, Calif.

The Pee King unit, with Redd Stewart and featuring Minnie Pearl, set for a one-nighter in Wichita, Kan., April 14, following King's three-day stand at the Home & Sports Show in Hastings, Neb., April 7-9. King and Stewart are also pacted for a six-week trek along the West Coast on dates arranged by Chazz Adams, of Film Records, and the Bob Neal Agency. King Enterprises, Louisville, is promoting Stewart's current Film Records release and is readying for King's Todd Records album, due out any day now. Jocks wishing copies may write to Gene King, Coleman Building, 240 West Jefferson, Louisville 2. . . . Bob Perry, heard on the Bandera label, has signed as a regular with "World's Original Jamboree," Wheeling, W. Va. Perry works

under the personal guidance of Arnold Wiesner, New York.

Suzi Arden, formerly with Red Foley's "Jubilee U.S.A.," is set for a featured spot in the Azalea Festival to be held at Wilmington, N. C., March 31-April 3. Also slated to appear is Shirlee Hunter, of "New Dominion Barn Dance," Richmond, Va. Both bookings were arranged by Jim Gemmill. Last year's show, featuring Barbara Allen, Rusty Adams and others, drew more than 8,000 people. An even larger attendance is expected this year. . . . Don Reno and Red Smiley, under the personal management of Carlton Haney, are sporting a new song folio spotlighting numerous photos and features on the "New Dominion Barn Dance." Don and Red and their Tennessee Cut-Ups appear each morning on WDBJ-TV, Roanoke, Va., and do a show each Wednesday and Saturday over WWSA-TV, Harrisonburg, Va. On Saturdays they are heard in a one-hour radio show over WWSA, Harrisonburg, and in a 20-minute seg via WRVA, Richmond.

Next Saturday's (26) guest on "New Dominion Barn Dance," Richmond, Va., is Ozark Zag Pennell. . . . Barbara Allen, presently lullabying a new son, returns to "New Dominion Barn Dance" as a regular around mid-April. On May 22, she appears at Sunset Park, West Grove, Pa., along with Jerry Cope and the Trailblazers, Rusty Adams, Dewey Ritter, Koko the Hobo, the Trailblazer Trio and Lennie Jones in a promotion set by Jim Gemmill. . . . The Louvin Brothers, during their current extended tour for Allbritten-Shucher Talent Associates, will sandwich in a recording session for Capitol Records. Deejay copies of their latest effort on the label, "The Stagger" b/w "Nellie Moved to Town," are available by dropping a card to Allbritten-Shucher, 1717 West End Building, Nashville.

Station WSM, Nashville, has added two more c.&w. names to its cast of regulars in Patsy Cline and George Hamilton IV. . . . Ron Biberthaler, of Hit Parade Music Company, Seattle, scribbles that Jimmy Wakely's newest Shasta release, "I Heard an Angel Cry," is going like a house afire in that sector. The flip, "The Life of the Party," is also netting its share of attention, says Ron, who describes the platter as "Wakely's best record ever." . . . Joe Poovey, a regular on "Cowtown Hoedown," Fort Worth, has joined the staff of the Music Box, Dallas one-stop. Joe has just cut two new sides for Azalia Records, with release due soon. Country music sales have enjoyed a noticeable upward spurt in recent months, Poovey pens. The Music Box reports considerable action on Jean Sackett's new one on the Skippy label, "Seven Beers (With the Wrong Kind of Man); Lawton Williams' new one on "D"; the new Buck Owens platter, and Bill Anderson's waxing of "Dead or Alive."

Allbritten-Shucher Talent Associates, Nashville, has just signed the Casuals to a booking pact. In addition to independent bookings, the group, which has Buzz and Richard on vocals, will work a number of personals with the Browns and Brenda Lee in ensuing months. . . . Forrest Menzie, owner of Pal's Rendezvous, c.&w. music club at 298 Divisadero Street, San Francisco, is using guest artists on his Sunday afternoon sessions.

The Billboard HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING MARCH 27		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	17	
2	3	4	4	ANOTHER, Roy Drusky, Decca 31024	11	
3	2	2	2	EL PASO, Marty Robbins, Columbia 41511	21	
4	4	6	6	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	12	
5	7	9	16	JUST ONE TIME, Don Gibson, RCA Victor 7690	4	
6	5	7	7	WISFUL THINKING, Wynn Stewart, Challenge 59061	14	
7	11	14	30	PLEASE HELP ME, I'M FALLING, Hank Lockiin, RCA Victor 7692	4	
8	8	5	5	NO LOVE HAVE I, Webb Pierce, Decca 31021	15	
9	6	3	3	THE SAME OLD ME, Ray Price, Columbia 41477	25	
10	10	10	9	AMIGO'S GUITAR, Kitty Wells, Decca 30987	21	
11	12	13	10	TIMBROOK, Lewis Prullit, Decca 31038	16	
12	20	17	17	ABOVE AND BEYOND, Buck Owens, Capitol 4337	4	
13	13	15	28	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	4	
14	9	8	8	RIVERBOAT, Faron Young, Capitol 4291	20	
15	14	18	—	PINBALL MACHINE, Lonnie Irving, Starday 486	3	
16	29	—	—	BIG IRON, Marty Robbins, Columbia 41589	2	
17	19	19	12	DEAR MAMA, Merle Kilgore, Starday 469	8	
18	—	—	—	SINK THE BISMARK, Johnny Horton, Columbia 41568	1	
19	18	12	15	EYES OF LOVE, Margie Singleton, Starday 472	9	
20	26	—	—	FAMILY BIBLE, Claud Gray, D 1118	2	
21	23	—	—	A SIX PACK TO GO, Hank Thompson, Capitol 4334	2	
22	16	30	23	RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539	11	
23	25	22	14	MARY, DON'T YOU WEEP, Stonewall Jackson, Columbia 41533	11	
24	28	26	—	TROUBLE IN THE AMEN CORNER, Archie Campbell, RCA Victor 7660	3	
25	—	21	22	THE ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	11	
26	22	29	25	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048	7	
27	17	—	—	HOW FAR TO LITTLE ROCK, Standley Brothers, King 5306	2	
28	24	16	13	NOBODY'S DARLING BUT MINE, Johnny Sea, NRC 049	8	
29	15	11	11	THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107	24	
30	—	28	26	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864	3	

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★ ★ ★ GOOD SALES POTENTIAL

Continued from page 57

GARY SHELTON
★ ★ ★ Honey Bee — ALPINE 56 — Gary Shelton, who has almost made it on other labels, bows on Alpine with a bright, sharp reading of an interesting novelty. Could get spins. (Gil, BMI)
★ ★ ★ Till the End of the Line — The lad sells a ballad with feeling, aided by a vocal group on the backing. Both sides are attractive. (Gil, BMI)

BRUCE CHANNEL
★ ★ ★ Now or Never — KING 5331 — Moderate rocker gets a solid chant from Channel over rhythm support. He has a New Orleans style that somewhat resembles Fats Domino's. Dual-market side. (Lois, BMI)
★ ★ ★ Boy! This Stuff Kills Me — Cat digs music, as he intros drums, twangy guitars and honking tenor. He shouts the tale over a driving ork and combo assist. (Lois, BMI)

DOUG POWELL
★ ★ ★ Crazy Georgia Shake — JUDI 51 — Doug Powell handles this old-time rocker with spirit over swinging backing. It moves, and it could interest the kids. Watch this. (Mellin, BMI)
★ ★ ★ Big Wide World of Romance — Interesting ballad receives another good reading from the chanter over listenable support by ork and chorus. Two good sides. (Mellin, BMI)

DEL KACHER
★ ★ ★ All of Me — MERRI 201 — Spinal instrumental treatment of the oldie, featuring tasteful harmonica and guitar blend work. (Bourne, ASCAP)
★ ★ ★ Night Mist Over the Highway Number 2 — Gentle instrumental theme with pleasing folksy flavor is wrapped up in interesting ork treatment. Nice jockey wax. (Aldon, BMI)

VIC SCHOEN
★ ★ ★ Theme From Tightrope — KAPP 325 — Bluesy theme of TV series is wrapped up in tasteful, jazz-flavored instrumental treatment. (S-G, ASCAP)
★ ★ ★ Las Vegas — Hard-diving big band instrumental treatment of bluesy theme, with solid beat. For hip spinners. (Garland, ASCAP)

LAMBERT, HENDRICKS & ROSS
★ ★ ★ Gimme That Wine — COLUMBIA 41588 — Hip piece about a wino receives

a first rate reading by the LHR group. It won't get plays on most stations but it will get a lot of spins on a few. (Hendricks, ASCAP)

★ ★ ★ Centerpiece — From the latest album by the vocal group comes this hip, smart waxing, that also features Sweets Edison on trumpet. Good jazz jock wax here. (Cathrul, ASCAP)

GARLANDS
★ ★ ★ Be Mine — KAPP 329 — Instrumental version of flip side. Effective arrangement of infectious ditty. (Peer Int'l, BMI)

DAVID HILL
★ ★ ★ Be Mine — Attractive vocalizing by Hill on the catchy melodic theme. Both sides are solid deejay wax. (Peer Int'l, BMI)

ANDY ROSE
★ ★ ★ Lifetime of Happiness — CORAL 62189 — Warm vocal by the lad on a petty rockaballad. (Wemar, BMI)

★ ★ ★ Undecided — The oldie is done as a mild rocker by Rose. Stylized reading has a sound that should attract some play. (Leeds, ASCAP)

POETS
★ ★ ★ I'm in Love — SPOT 107 — Rockaballad, with a good sound. Lead chanter gets a lyrical, soulful quality in his interpretation. (Aries, BMI)

★ ★ ★ Honey Chile — A rocker, contrasting with the flip. Lead gets an authentic quality in his delivery. (Aries-Tornado, BMI)

ROBIE LESTER
★ ★ ★ The Miracle of Life — LUTE 5904 — An inspirational side. Lyric carries a message—the miracle of life. Chick's vocal is a good one, backed by violins and chorus. (Karin, ASCAP)

★ ★ ★ Ballad of Cheatin' John — Melody is "Frankie and Johnnie," with lyric using new verbiage in spots. Chick chants it well, to a smart arrangement with a swinging beat. (Karin, ASCAP)

ARTIE WILSON
★ ★ ★ Oou-Wee Can't You See — TALENT 102 — A big sound here. Side is a rocker, with bluesy derivation as well as maching band flavor. (Bilya-Bah, BMI)

★ ★ ★ Pretty Pug Nose — A rocker, with chorus and drums prominent in the arrangement. (Bilya-Bah, BMI)

JIMMY EDWARDS
★ ★ ★ Live and Let Live — RCA VICTOR 7717 — The old song, and the chanter's delivery is reminiscent of an earlier day in the music business—with a chorus giving a modern production touch. Unusual and worthy of solid play. (Peer Int'l, BMI)

★ ★ ★ Rosie Lee — Edwards belts this one, with a rhythm backing contributing a staccato marching effect, abetted by handclapping. Church-style emphasis. (Duchess-Bridgeport, BMI)

RAY ANTHONY
★ ★ ★ Just in Time — CAPITOL 4358 — Ray Anthony gives out with fine trumpet work for the first part of the side. He takes a vocal on the second chorus with support from a group. Good jockey side. (Stratford, ASCAP)

★ ★ ★ Tres Chic — Pleasant warble in French and English on a cute medium-beat theme. It should move as well as the flip. (Aut, ASCAP)

TONY MARTINEZ
★ ★ ★ The Waiting Game — KIP 220 — The pretty song gets a tasteful vocal go, with a smartly arranged backing. Lad has a Johnny Mathis sound. (Ascot, ASCAP)

★ ★ ★ You Can't Save Your Love — Chanter has a lyric voice, with considerable tenderness in the delivery. Song is in pretty ballad. (Ascot, ASCAP)

JIMMY OLIVER & ROCKERS
★ ★ ★ Slim Jim (Parts 1 & 2) — PORT 70016 — Driving rocker receives an exciting reading from the group on this wild disking. Side II generates more noise than side one and it has a chance for some coins if exposed. (Earl-Benell, BMI)

KALANI KEALOHA
★ ★ ★ Penny My Love — UNITED ARTISTS 212 — The Hawaiian singer sells this rockaballad with a good style over interesting backing by the combo and chorus. (Marigold, BMI)

★ ★ ★ It Wasn't a Dream — A very attractive ballad is sold in smooth fashion by the young chanter and the backing is again attractive. (Almino, BMI)

LOU SHERVINGTON
★ ★ ★ Third Man Theme — CORAL 62188 — Lou Shervington turns in a jazz-oriented reading of the familiar pop hit of a few years ago. It's unusual enough to get some attention. For smart jock programming. (Chappell, ASCAP)

★ ★ ★ Nature Boy — Shervington sounds somewhat like Johnny Mathis on this interesting treatment of the hit of a decade ago. It deserves exposure. (Crestview, ASCAP)

TOMMY ROE & SATINS
★ ★ ★ Caveman — MARK IV 1 — Story is about a cool caveman who goes a-wooling. It's a rocker sort, and Roe handles it nicely over twangy guitar support. (Eager, BMI)

★ ★ ★ I Got a Girl — Okay reading by Roe and the group on a mild rocker. Some coin possible. (Eager, BMI)

JACK LeBANC
★ ★ ★ Boogie Woogie — MONUMENT 415 — Strong guitar solo stint on this bouncy instrumental treatment of the oldie. Solid jockey wax. (Morris, ASCAP)

★ ★ ★ Tammy — Pretty oldie is sung with gentle effectiveness by chorus with relaxed backing and standout guitar solo work. (Northern, ASCAP)

THE EGGHEADS
★ ★ ★ What Did Unda Wear — DECCA 31079 — Amusing spoof of the Perry Como novelty hit is sung brightly by chorus. Should get some jockey play. (Gunston, ASCAP)

★ ★ Cellars of Paris — Okay non-lyric-type choral stint on a jazz-flavored theme. (Gunston, ASCAP)

STEVE RENO
★ ★ ★ C-O-O-L — GEM 6615 — Instrumental. One theme is worked thru a series of interesting modulations. Unusual deejay programming. (Top, BMI)

★ ★ No Letter From My Baby — This side is a vocal. The style and arrangement are strongly country-oriented. (Top, BMI)

FRANK FAFARA
★ ★ ★ Gotta Get to You — MCI 1022 — A bluesy side, done in leisurely tempo, with considerable echo and good guitar sound. (Desert Palms, BMI)

★ ★ Only in My Dreams — A ballad, similar in quality to flip, with a sharply marked beat. (Desert Palms, BMI)

LENNIE DAVIS QUARTET
★ ★ ★ At a Sidewalk Penny Arcade — SHEEN 103 — Jocks looking for sides with a jazz quality have one here. Interesting vocal with good tenor and quiet organ in the background. (Robbins, ASCAP)

★ ★ Someone — Good vocal, altho not as commerial as flip. Interesting, swinging backing. (Goldband, BMI)

SAM TRIPPE ORK
★ ★ ★ How High the Moon — SHEEN 104 — The standard gets a facile treatment by the ork with horns doing a fine job. It's from the album, "Explosion." (Chappell, ASCAP)

★ ★ Fool That You Are — Vocal by Lennie Davis is nicely done with the Trippe ork backing. (Brandon, BMI)

JOHNNY PROPHET
★ ★ ★ Find a Penny — CARTHAY 105 — A rousing ditty done in march tempo. Good for gang-sing programs and parties. (Lidville, BMI)

★ ★ (I've Got) Two Arms — In march tempo, like the flip. Good vocal, altho not as strong. (Lidville, BMI)

JOHNNY BLUE
★ ★ ★ Runaway Guitar — TAMMY 1008 — Interesting guitar work, somewhat on the Santo and Johnny kick, by Johnny Blue. Side could pull spins. (Fiore, BMI)

★ ★ Crying Guitar — On this side the guitarist shows off some bright work that has both a contemporary and an old-fashioned flavor. (Fiore, BMI)

DEEDEE CARSON
★ ★ ★ I'll Walk Into the Sea — CRYSTAL-ETTE 739 — A tasteful ditty sung with a light touch. Song has the quality of special material. (Bel-Air, ASCAP)

★ ★ Seventeen — A bouncy item. Lyric is set in the teen groove. Altho there's plenty of beat, the side is not heavily rock and roll, but rather has the quality of nostalgia of the vaudeville era. (Raphael, ASCAP)

BUDDY BUTLER BAND
★ ★ ★ Run, Big Feet, Run — VERO 5691 — Considerable novelty value on this side—both in the lyric and the instrumental backing to the vocal. Deejays will find it out of the common groove and having a jazz feeling. (La Bina, BMI)

★ ★ A Hop Hop Skip and a Jump — Interesting thing about this item is the backing. There's some good horn blowing. (La Bina, BMI)

BILL BRADLEY
★ ★ ★ Five Years and a Day — BROKE 113 — Bill Bradley with a style in the Johnny Cash tradition tells this sad tale of trying to escape from a chain gang in a touching style. Could get action in both pop and country markets. (Jan-Pat, BMI)

★ ★ Whipporwill — Bradley again comes thru with a strong reading of a pretty weeper, as he tells of a lonely whipporwill and himself. (Jan-Pat, BMI)

J. JOSEPH
★ ★ ★ Happy Joe — GATEWAY 531 — Happy instrumental reading with Joseph featured on guitar. Backing is bright and cheery. Could get spins. (Cristobell, BMI)

★ ★ Dream Girl — J. Joseph performs this instrumental neatly, playing it sweetly on guitar. (Cristobell, BMI)

EDDIE CASH
★ ★ ★ Thinkin' Man — TODD 1057 — The chanter comes thru with a listenable waxing of a bright rhythm item that could get some spins. (Drake, BMI)

★ ★ Livin' Lovin' Temptation — Cash sells this rather serious ballad with feeling over triplet backing. (Drake, BMI)

LEE ADRIAN
★ ★ ★ I'm So Lonely — RICHCRAFT 5006 — Adrian does this bluesy item with appropriate voice breaks. A nice side, with considerable soul in the performance. (Richcraft, BMI)

★ ★ Barbara, Let's Go Steady — A rockaballad with triplet figure in the arrangement. Adrian chants it with a tender feeling. (Richcraft, BMI)

KELLY HART
★ ★ ★ Boy Crazy — XYZ 606 — Kelly Hart sells swinging rocker with spirit on this bright waxing. (Conley, BMI)

(Continued on page 62)

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★ ★ ★
GOOD SALES POTENTIAL

• Continued from page 61

★★ *How Softly a Heart Breaks* — The thrush sells a semi-ballad with warmth over an interesting backing. (Conley, BMI)

JIMMY KARATH

★★★ *Young and Impatient* — WHIRL 525 — Karath sells this attractive teen-type ballad with style over a first-class arrangement with strings and chorus. (Montemar, ASCAP)

★★ *Heart of a Dreamer* — On this side the lad tackles a ballad to fair results. Flip is more potent. (Montemar, ASCAP)

SPENCE BARE

★★★ *Stranger* — M. C. I. 1021 — Interesting tune is about two who once were lovers, but now one has become a stranger. The haunting theme is handled pleasantly by Bare over chorus and ork backing. (Desert Palms, BMI)

★★ *Dreams of You* — Ballad with beat

is sold to fair effect by the artist. Flip appears stronger. (Desert Palms, BMI)

TREE TOPS

★★★ *You Look Forward to Your Wedding* — ZERO 108 — Countryish tune is warmly read by Jerry Doell. Good tune and good side that rates spins and exposure. (Tri-Lite, BMI)

★★ (Legend of) *The Fastest Gun* — Western-type saga song is brightly warbled by the group. Flip may have an edge. (Tri-Lite, BMI)

TONY LOVELLO

★★★ *Mon Shou* — ACAMA 1158 — Instrumental with a Continental flavor. Side has a light, bouncy touch and is out of the common run. (Granson, BMI)

★ *Rainy Day in Rome* — Another instrumental, tho not as commercial as the flip. (Granson, BMI)

★ ★
MODERATE SALES POTENTIAL

CHRIS TYLER

★★ *Five-Ten-Fifteen Hours* — KIM 101 — Effective r.&r. backing on so-so vocal stint by Tyler on the blues. (Progressive, BMI)

★★ *Tears* — Routine reading of okay rockaballad. (Starland, BMI)

HARRY DOUGLASS

★★ *Go, Galloway, Go* — GALLANT 2002 — Attractive folk-flavored ditty with catchy tempo is chanted pleasantly by Douglass and vocal group. (Unicorn, ASCAP)

★★ *Dum Dum De Dum* — Bouncy rhythm item is handed perky rendition by Deep River Boys and kid chorus. (Templeton, ASCAP)

MICKEY GILLEY

★★ *Is It Wrong* — POTOMAC 901 — Gilley wails with feeling on country blues with strong honky-tonk type piano solo work. Both sides are dual market items. (Copar, BMI)

★★ *No Greater Love* — Plaintive reading by Gilley on heartfelt weeper with good piano backing. (Longhorn, BMI)

DAY & KNIGHT

★★ *Two Party Line* — JOSIE 877 — Uptempo blues with a lyric of novelty value. String backing is done in a staccato style, with piano joining midway. (Josie, ASCAP)

★★ *Twice as Nice* — In contrast, this side is a ballad, with a pretty melody line. Nicely done. (Benell, BMI)

JERRY & JOHNNY

★★ *Sylvia* — HEART 777 — The duo sell this slight effort in fair fashion. (Broadcast, BMI)

★★ *My Everything* — The boys handle this sweet ballad warmly. (Broadcast, BMI)

BACHELORS

★★ *The Bachelor's Club* — EPIC 9369 — Pleasant warbling stint by boys on swingy theme. (Knollwood, ASCAP)

★★ *Do the Madison* — New teen-age dance fad is spotlighted in this catchy ditty warbled in okay fashion by the group. (Saratoga, BMI)

JOHNNY FISHER

★★ *Tell Me Yes* — EMMY 1003 — Johnny Fisher sells this semi-rocker pleasantly over unusual backing. (Cloverdale, BMI)

★★ *Dream Tonight* — Okay ballad is handled in fair style by the chanter. (Cloverdale, BMI)

DANNY ROMA

★★ *I Do Do Do I* — AD-LIB 1312 — Danny Roma comes thru pleasantly on this happy effort, over a snappy backing. (Ad-Lib, ASCAP)

★ *Holy Mackerel* — Instrumental effort is handed an okay go by the combo. (Ad-Lib, ASCAP)

TONY DARRO

★★ *Sad, Sad and Lonely* — CROSBY 226 — This is the story of a young lad sentenced to 14 years in prison for theft. Fair wax. (Lansdale, BMI)

★★ *Young Hearts* — Tony Darro sells this tale of teen love with feeling over good support. (Lansdale, BMI)

SKIP GOODSPEED

★★ *With Empty Arms* — PLEASON 1001 — The artist is backed by a chorus in his reading of this countryish medium-beater. Some coin possible. (Meadowce, BMI)

★★ *Only Two, Me and You* — Goodspeed gives out with a fair outing on a rapid rockabilly sort. Fair chances. (Meadowce, BMI)

ORIGINALES

★★ *Bandstand Sound* — POOR BOY 110 — A rocker, adequately done. Lead singer provides a few interesting gimmicks. (Oleta, BMI)

★★ *Lend Me Your Ear* — A rockaballad, adequately done. Tempo is precise with a sharply marked beat. (Oleta, BMI)

LANCE CURTIS

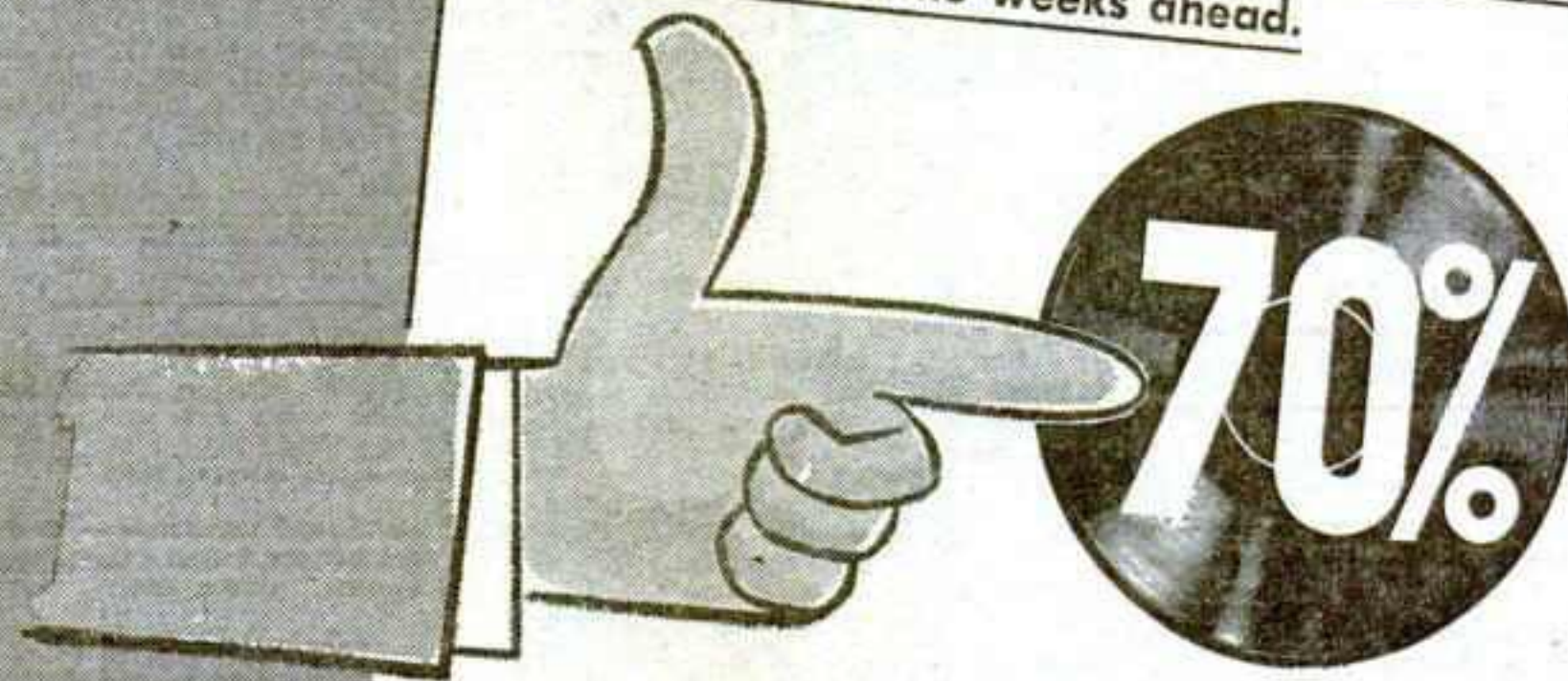
★★ *Leah* — TEEN 509 — Hawaiian-oriented side with qualities of a rocker added to the island flavor. (Royal, ASCAP)

★★ *Sympathy* — A rockaballad, with triplet figure and chorus. (Statco, BMI)

(Continued on page 63)

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FOR WEEK ENDING MARCH 27

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	TITLE, Artist, Company, Record No.
1	1	1		10	BABY, Brook Benton & Dinah Washington, Mercury 71565
2	8	7	6	7	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490
3	2	2	2	10	MONEY, Barrett Strong, Anna 1111
4	5	11	30	4	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208
5	6	6	11	17	FANNIE MAE, Buster Brown, Fire 1008
6	7	5	5	5	THIS MAGIC MOMENT, Drifters, Atlantic 2050
7	3	4	3	7	LADY LUCK, Lloyd Price, ABC-Paramount 10075
8	4	3	4	9	HANDY MAN, Jimmy Jones, Cub 9049
9	9	8	8	9	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332
10	11	9	7	7	WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028
11	10	10	14	7	WILD ONE, Bobby Rydell, Cameo 171
12	16	24		3	LITTLE SUSIE (PART 4), Ray Bryant, Signature 12026
13	19			2	PARADISE, Sammy Turner, Big Top 3032
14				1	SWEET NOTHIN'S, Brenda Lee, Decca 30967
15				1	WHITE SILVER SANDS, Bill Black's Combo, HI 2021
16	22	26	24	5	HARBOR LIGHTS, Platters, Mercury 71563
17	24	23	15	6	I'LL GO CRAZY, James Brown & the Flames, Federal 12369
18	14	14	29	4	BABY, WHAT DO YOU WANT ME TO DO, Jimmy Reed, Vee Jay 333
19	15	18	27	4	WHATCHA GONNA DO, Nat King Cole, Capitol 4325
20	17	16	9	11	SWEET SIXTEEN, B. B. King, Kent 330
21				1	LET THE LITTLE GIRL DANCE, Billy Bland, Old Town 1076
22	12	12	10	7	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804
23	13	21	22	13	RUNNING BEAR, Johnny Preston, Mercury 71474
24	25	22	13	22	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314
25	28	19	19	4	WHERE OR WHEN, Dion and the Belmonts, Laurie 3044
26			26	5	BEYOND THE SEA, Bobby Darin, Atco 6158
27	18	17		3	HARLEM NOCTURNE, Viscounts, Madison 123
28	20	20	18	18	TALK THAT TALK, Jackie Wilson, Brunswick 55165
29				1	COFFEE GRIND, Hank Ballard and the Midnighters, King 5312
30	21	13	20	4	SHAKE A HAND, LaVern Baker, Atlantic 2048

★★ MODERATE SALES POTENTIAL

Continued from page 62

THE DESIRES
★★ Longing — 20TH FOX 195 — New piece of material is sung nicely by the boys over a sort of Latin-ish beat. Tune sounds familiar. (Delstone, BMI)

★★ I Don't Know Why (I Just Do) — The fine oldie is handed an okay reading by the young group over combo backing. (Cromwell-Ahlert, ASCAP)

DEBBY MOORE
★★ Five Months, Two Weeks, Two Days — TOP RANK 2039 — This bluesy effort is on the order of "That's Right, Okay, You Win," and the thrush sells it warmly over simple support. (Goday, BMI)

★★ I Get a Feeling — Debby Moore tells about her good feeling when she is with her man. (SESAC)

KEN CARLISLE
★★ Gently — JUNGLE 501 — The singer sells a pretty ballad nicely, while the backing remains on the gentle side. Side has a chance for spins. (Jungle, BMI)

★★ Well Don-Cha Know — Ken Carlisle sings this rocker with a spiritual flavor brightly over good backing. (Jungle, BMI)

TONY WILDE
★★ Funny Bone — GARDENIA 101 — Novelty item on the style of "16 Tons," is handled with style by Wilde. (Red River, BMI)

★ Whisper to Me — Tony Wilde whispers this effort pleasantly. (Class, BMI)

GORDON RAMSEY
★★ Hurry Down to Bleecker — PALLADIUM 606 — Deejays will find this an uncommon sound. Vocal has a jazz quality. Backing is unusual, but thin in quality. (Planetary, ASCAP)

★ I Need a Lover — Nice vocal on this ballad, altho backing is too thin. (Roncom, ASCAP)

JAZZ ★★★★★

SONNY ROLLINS QUARTET
★★★★ Mack the Knife — PRESTIGE 173 — Rollins and crew come thru with a singin' jazz approach on the recent big revival. Spinnable wax for jazz and pop jocks. (Harms, ASCAP)

★★★★ The Stopper — Up, swingin' item is nicely handled by the tenor man with driving group support. Also a good side for jazz deejays. (Prestige, BMI)

JAZZ ★★★

VINNIE BURKE
★★★ St. Thomas — ASTRO 200-1 — Interesting effort, penned by Sonny Rollins, is sold smartly by pianist Burke. It deserves jazz jock exposure. (Prestige, BMI)

★★★ Night Beat — Vinnie Burke and his combo perform this bluesy effort smartly. It could be good wax for late night jock programming, as well as jazz shows. (Scope, BMI)

THE JAZZTET

★★★ Easy Living — ARGO 5360 — Art Farmer and Benny Golson are featured with their Jazztet on this attractive and smooth reading of the familiar tune. Good wax for boxes in jazz locations. (Famous, ASCAP)

★★★ Serenata — The Leroy Anderson tune is handed a boppish performance by the Jazztet here over Latin-ish backing. (Mills, ASCAP)

RHYTHM & BLUES ★★

GOLDEN TONES
★★ You Left Me Here to Cry Alone — HUSH 102 — Okay reading by lead singer and group on easy swinging r.&b. ditty. (Morhitz, BMI)

★★ Oceans of Tears — Feelingful vocal by lead singer and group on plaintive rockaballad. (Morhitz, BMI)

THE BELLNOTES
★★ Too Young or Too Old — AUTOGRAPH 204 — Lead singer sells this novelty neatly. He has a sound like Clyde McPhatter. (S&M, BMI)

★★ Little Girl in Blue — The Bellnotes present this hunk of r.&b. wax pleasantly with a good blues singing lead. (S&M, BMI)

COUNTRY & WESTERN ★★★

COUNTRY JOHNNY MATHIS
★★★ Tears and Gold — D 1130 — Heartfelt reading of real weeper by Mathis. Backing is traditional. Side should move well. (Glad, BMI)

★★★ Carl Chessman — Saga of Chessman is read effectively by Mathis. This will also appeal to traditional fans. (Glad, BMI)

SLIM WHITMAN
★★★ Twilla Lee — IMPERIAL 8326 — Haunting folk tune is handled with effectiveness by Whitman. Interesting backing helps. (Travis, BMI)

★★★ Roll River Roll — This side also has an attractive folk flavor. Whitman reads the pretty weeper over fine backing. Both sides can move for pop and c.&w. loot. (Travis, BMI)

JIMMY MARTIN
★★★ The Joke's on You — DECCA 31073 — Meaningful vocalizing by Martin on amusing country ditty about a gal who honky-tonks around. (Champion, BMI)

★★★ Foggy Old London — Folksy tune is chanted by Martin and chorus with sincerity. (Cajun, BMI)

COUNTRY & WESTERN ★★

TOMMY TRENT
★★ A Mile to the Mallbox — ALLSTAR 7198 — Countryish medium-beater tells of a gent who's willing to take a long walk to get a letter from his chick. Some coin possible. (Tenneva, BMI)

★★ Love Me — Country ballad gets an okay warble. It should move as well as the flip. (Tenneva, BMI)

HAROLD CROSBY AND PINE TREE BOYS
★★ Bamboo Castle — LORIDA 16 — Traditional approach by Crosby on a countryish ballad. It can sell. (Fighter, BMI)

★★ Change of Heart — Same comment. (Fighter, BMI)

CHIMES
★★ Free Me — WILJER 6001 — The Chimes sing this weeper in routine country fashion. (Montopolis, BMI)

★ Think of Me — Same comment. (Montopolis, BMI)

NOVELTY ★★★

SHELDON ALLMAN
★★★ Radioactive Mama — HI-FI 593 — Tune is from the singer's latest L.P. It's a cute novelty item that can draw some spins and sales. (Arvan, ASCAP)

★★★ Walk on the Ground — Same comment. (Arvan, ASCAP)

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SAVOY RECORD CO.
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Denver 3, Colo.
Ph.: MA 3-8497
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Dallas 7, Tex.
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B'DCAST PROTESTS SOAR ON FCC FREEBIE RULING

• Continued from page 1

ing which records and talent were promoted at the hop and by out-of-station announcements.

Backgrounding the FCC's lightning stroke against the freebies and other "sneaky" types of plugs, is its proposed rulemaking to hold individual licensee directly responsible for preventing payola on his station and even by indie program packagers supplying his programming. (The Billboard, March 21.) While comment was primarily called for on this addition to Sec. 317, the agency meanwhile came out with its March 16 blast. Broadcasters across the country saw their daily music programming disrupted by a plethora of announcements identifying freebies, and naming the manufacturer or distributor supplying them.

The National Association of

Broadcasters immediately entered protest on the freebie order, in addition to its criticism to the proposed rulemaking as being too hard on the broadcasters. The National Broadcasting Company, and Columbia Broadcasting Company joined NAB in asking for rulemaking before the "sweeping order" to identify freebies, free talent, et al., is made effective. American Broadcasting Company said it would add comment on the order as soon as possible.

NAB, summing up arguments for all broadcasters, says the new order would require extensive changes in day-to-day operations of practically every station in the country. Yet none has had a chance to comment on the document which outlaws practices previously accepted without comment over a period of many years. The FCC itself pointed out that almost all stations either got free records for their libraries, or get them at "nominal price," and now calls for announcements in either case.

It was noted that at one time, in 1944, there was a proposal to include "records, transcriptions" and other program material in the definition of any "valuable consideration" received in return for programming, and which required sponsorship announcement. But these categories were all dropped in final rulemaking.

"In essence, then, the Commis-

sion is adopting the rule it previously rejected, but this time without giving the public and interested parties an opportunity to comment one way or another."

NAB—and other broadcast attorneys — question whether the mere furnishing of a free record without any assurance of performance constitutes "valuable consideration." The manufacturer or distributor gets only a "hope" of record play, NAB points out. Also, there has never been any previous question as to the ethics or legality of free records used in programming, or as prizes or giveaways.

NAB points out that making broadcasters buy all records will mean curtailing the variety of music now supplied to the public by broadcasters via the free records. Need for identifying plugs if the freebies are kept and used, will cut down music time and add to the plethora of plugs, say broadcast spokesmen.

The FCC was told by Westinghouse Broadcasting Company that it is now paying for all records played on its stations, but feels the loss is to the public. WBC says its music was chosen on the merits, regardless or whether obtained free or paid for.

Harris Subcommittee will be interested in Westinghouse statement that music sheets will be kept for a year, on all music played on its stations. The sheet will be made up in advance of programming, so that a station manager reviewing it should be able to spot any obvious influences at work on disk play. Songwriters and publishers are expected to take advantage of the possibility of universal logging of all music by appealing to the FCC to make such sheets mandatory.

WBC also takes exception to the FCC ruling that record talent or other celebrities appearing gratis or for a very nominal sum must have the fact announced, plus the name of record company or distrib-

British Decca

• Continued from page 13

British outlet for more than a year, but have been close with Decca since the summer when President Jim Conklin visited E. R. Lewis, the English group's chairman, in London. The deal was finished during a visit by Warner's international chief, Robert Weiss, at the beginning of the month.

Among the first releases will be the Warner sides cut last week by the Everly Brothers, who start their first British tour on Sunday (April 3).

London Bow

• Continued from page 12

Decca held a reception for Darin and Eddy March 19 and both did interview spots on "Saturday Club," BBC radio's top teen-age radio show. The whole package tapes a "Saturday Spectacular" for ATV April 5 during a break in the tour and Darin ends with a live Palladium telecast April 10. Eddy is accompanied by his group, the Rebels, and his manager a.k.a. man Lee Hazlewood. Darin has his MD, Richard Behrke, and manager Steve Blauner along.

utor picking up the tab. WBC says such appearances are mandatory for celebrity and talent promotion, and additional announcements only add that much more to the existing plugs on the air.

National Broadcasting Company says the statute was meant to prevent "disguised advertising." It says free records are comparable to free press releases which go to newspapers and are not acknowledged by the press as "advertising." Only if a record company "pays a sum of money" to have the records played, without announcement of the fact, would there be a violation of Section 317.

Vera Lynn Mulls Bids

LONDON — Three American record companies are competing with two British labels to sign Vera Lynn now that she has left British Decca—after an association of 25 years. Vera, whose "Auf Wiedersehen" topped the U. S. charts—making her the first-ever British artist to do this—is negotiating all offers thru her husband and manager, Harry Lewis. "We are not hurrying," he said, "and will discuss them all. We are interested in exploitation as well as money."

Eurovision Finals

• Continued from page 12

In alphabetical order, these are the entrants:

Songs and Singers: Austria—"You Fascinated Me So" (sung by Harry Winter); Belgium—"My Love for You" (Fud Leclerc); Denmark—"It Was a Lovely Time" (Katy Bodtgeg); France—"Tom Pillibi" (Jacqueline Boyer); Germany—"Bonne nuit, ma chérie" (Wyn Hoop); Holland—"What a Lucky Thing" (Rudi Carroll); Italy—"Romantica" (Renato Ravel); Luxembourg—"As Long As You Are Here" (Camillo Felgen); Monaco—"That Evening" (Francois Deguelt); Norway—"Voi-Voi" (Nora Brockstedt); Sweden—"All the Others Find Each Other" (Siv Malmkvist); Switzerland—"Heaven and Earth" (Anita Traversi); United Kingdom—"Looking High, High, High" (Bryan Johnson).

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... says **JACKIE WILSON**
BRUNSWICK RECORDING ARTIST

Diskeries' Confusion in High

Continued from page 2

the part of record manufacturers, music publishers, promotion men and distributors, was one of massive disbelief. However, as it became apparent during the week that a goodly number of radio and TV stations were playing close heed to the FCC regulation (see separate story), the record industry almost to a man was concerned with how it would affect the chances of exposing a new artist.

Many felt that the FCC regulations were much too severe. They protested bitterly the necessity of stations either giving announcements on free samples or else buying records. To the latter point, the idea of buying records, objections came thick and fast. The feeling was the stations would only buy name artists' records, and thus would stifle the small companies who try to sell or break thru new artists. As one label exec put it: "This could close off all avenues to new talent. It would mean an embryo Presley would never ever get a chance to be heard." Record men talked about the way the new regulations would hurt the small, indie labels, and expressed belief that the regulations would only help the large companies.

Promotion men were worried too. The feeling seemed to be that promotion men would now be unnecessary since stations would only buy records of big name artists and thus would not even talk to promotion men about new disks with unknown artists, the kind that the promotion men spend their main time promoting.

More Rational Mood

But by the end of the week a more rational mood overtook many manufacturers as they noted that not all radio stations (in fact only a few) were returning their sample disks, and that some stations had already stated they would buy any record they liked. A check of a number of large and small companies concerning promotion records showed no set pattern or plan to cope with the new regulations, until the stations that were on their sample mailing lists indicated to them whether they wanted to buy their new records or wanted to continue to receive them free.

An RCA Victor spokesman stated that the firm would continue to send out promotion records to stations just as it always did. The firm noted that the new Elvis Presley recording had been shipped to radio stations "on time" this week. A Columbia Records legal staffer told The Billboard that the firm had no new plans concerning shipments of sample records to radio stations. The firm said it would wait upon CBS to come out with any change in policy. But Columbia promotion men were asked to visit stations to ask whether they want to buy Columbia Records or have them sent free.

Decca Records execs said that they would continue to send samples to radio stations, but if any station wanted to buy their records, Decca would be glad to accommodate them. Atlantic Records said it was sitting tight pending clarification of the FCC rulings, but that it was considering dropping its specially marked deejay label records. Laurie Records said it, too, was sitting tight, but protested the new regulations. And Ember Records stated flatly it didn't know what to do. So did many other companies, large and small.

In off-the-record talks with many record company execs how-

ever, it was noted that some were not as violent about the new regulations as they were in their public pronouncements. Many of them noted that some of the biggest names in the record industry were on indie labels, such as Pat Boone, Fabian, Rickey Nelson, Bobby Darin, Fats Domino, Annette, the Fleetwoods, the Chipmunks, Bill Black, Bobby Rydell, Duane Eddy, Barrett Strong, Paul Evans, the Crests, Dion and the Belmonts, etc. These artists, they noted, compete very successfully with such names as Perry Como, Frank Sinatra, Lloyd Price, Elvis Presley, Brook Benton, Johnny Horton, Paul Anka, Everly Brothers, the Kingston Trio, Johnny Mathis and other big names on the large labels. And it was stated by many that stations could either buy records or continue to play them without paying for them if they announced that they were free. Some of the execs conceded that it would be rougher to make a new artist, and that new small labels would have a rough go, but they pointed out that there were a lot of new artists around right now, and that the biggest problem in the record business the past few years has been the proliferation of new labels entering the business.

Maybe New Thinking?

Some execs stated that it might now be necessary to realign their thinking about the type of talent to pact to records these days. If the young, untutored amateur will become harder to break thru, said one a.&r. man, perhaps the concentration will have to be on professional singers who can do an act on the Perry Como or Ed Sullivan TV show. Perhaps, he continued, we will have to go back to promoting our disks via smarter and harder promotional methods as we did in the old days.

One large indie record company told The Billboard that he would be very happy to stop sending out 3,700 promotional disks on every new release and he would be even more happy if the stations would buy the records from him. "Then I will know they will play the record," he said wryly. "The only thing I don't know," he complained, "is what to charge a station for a record. Should it be 46 cents or 98 cents?" He said that "The job of the indie label, and the big label too, is to get on their distributors, and make sure that they play their important records for radio stations, so that the stations will have a chance to hear them. Because if they can't hear them they can't know if they want to buy them."

Heebie-Jeebies Hit Chicago

Continued from page 2

corrupt, let's stop the corruption. But let's not punish everybody on a basis of guilt by association."

Abner said that he has a singles release due next week. He plans to mail packages to stations as he always has, he said, and added that he hopes "stations have not panicked enough not to open them."

Meanwhile, managers of all Plough chain stations were to meet at the Drake Hotel here April 1 with Prexy Ralph Krelstein, of Memphis, and the chain's law firm, Dow, Lohnes & Albertson, of Washington. Fred Harm, manager of the local Plough outlet, WJJD, said that until the meeting his station did not plan to change its usual procedures in acceptance of records.

WNBQ brass were waiting for word from a meeting of NBC officials in New York in progress Thursday (24). Until word came,

Wienstroer to Open St. Louis Distribbery

NEW YORK—Norm Wienstroer is opening his own recording distributing business in St. Louis shortly. Wienstroer, who recently resigned as general manager and vice-president of Rank Records Company in America, is acquiring lines now. He expects to be in his St. Louis air-conditioned building at 1916 Washington Avenue by April 15, and the operation will be functioning by May 1.

Wienstroer is president of the corporation, which is titled Norman Distributing Company. The exec stated that he would be adding lines for the next two weeks. The company will service all of Missouri, Southern Illinois and Kansas.

Wienstroer's move to open his own distribution outfit is the latest in a series of similar developments by various record execs, such as Morrie Price and Lou Klayman, who were with Mercury prior to entering the distrib field, and various of the Warner branch managers.

Starting with Decca Records in St. Louis in 1945, Wienstroer managed four branches for the diskery—in St. Louis, Chicago, Des Moines and Dallas. The exec then became Southeast division manager for Decca, out of Atlanta; and in 1950 he was transferred to New York to become general sales manager of Coral and Brunswick. He subsequently joined Rank.

Major Firms

Continued from page 2

"discovery" proceeding. Their written argument cited precedent to support a claim that "in any case in which a plaintiff places his income in issue, his tax returns are subject to production and inspection."

The labels' lawyers quoted statements in The Billboard by officials of the Society of Record Dealers (SORD) describing the society's participation in the planning of the suit. The suit, said the brief, is a class action in behalf of other dealers who allegedly have been injured by the defending labels. Therefore, it concluded, trade association data "bears upon such questions as the definition of the class on whose behalf this lawsuit is supposedly brought, whether plaintiffs adequately represent that class, and when a cut-off date for intervention of other retailers should be set."

the station said it was not accepting any free records.

WIND, the Westinghouse outlet, also was waiting for an interpretation by the chain's lawyers in New York. Manager Gordon Davis said that for some months his station has had contracts with local distributors for purchase of records. He declined to say at what price level the disks are purchased under the contracts.

Certain disk promotion men, who have found themselves barred from contact with deejays and librarians, were openly wondering if an end had come to their method of livelihood.

Only one trade source in the area, Mercury Records, declined to comment to the trade on the ruling. Any comment from there, a spokesman said, would come in the form of a prepared press hand-out. No handout was available.

Stations' Reactions Vary

Continued from page 2

(every 15 minutes) on its record shows. The copy read "Broadcast and audition copies of the records played during this quarter-hour were supplied thru the manufacturers and distributors of those records." CBS's legal brains evidently don't believe the FCC directive means stations have to make such an announcement when every record is played, or identify labels or manufacturers by name.

On the other hand, NBC's flagship here, WRCA (and presumably the web's other outlets), has been buying its own wax, via subscription deals and additional purchases, since it adopted a "Wall to Wall" pretty music format last July. The station will merely continue this policy.

Albums received by the station from manufacturers will be utilized as audition platters, said WRCA Program Director Steve White. If they deem certain disks programmable, they will go out and buy the record, and send the free package to a local charity.

Triangle Stations adopted a similar policy a few months ago—screening all new disks and buying (from local distributors) only those they actually used on the air, the rest going to hospitals, etc.

Others on Fence

Among the stations on the fence, pending clarification of the FCC directive, are WMGM, New York; WNEW-TV, WNEW, New York; WTTG, Washington, and other Metropolitan stations. Mark Olds, program director of WNEW, said they will probably end up buying records (at wholesale prices) but they are still exploring methods of doing this with their lawyers. (See box elsewhere for complete list of questions posed by Metropolitan on meaning of directive.)

One of the Metropolitan stations, WHK, Cleveland, has literally sealed up its record library, and purchased about 30 LP's, plus the current pop single hits. Olds noted that WHK can operate this way (always pending final decision by WNEW counsel and the FCC) because its format primarily spotlights the top pop sellers. On the other hand, WNEW, he said, programs from 300 to 600 different selections every week, thereby posing a far weightier disk budget problem.

Some tradesters have predicted the present crisis may result in promotion men becoming taboo at stations and ultimately in a drop-off of from one-third to one-half in disk production. However, Olds said WNEW will continue to keep an open door for promotion men. Altho they are not allowed in the studios, WNEW has set aside a special corner for pluggers, where they may chat with station personnel between shows.

Bill Randle, WERE, Cleveland, said he could see the present situation coming, and consequently spent about \$1,700 a month ago to buy a basic LP library, plus 48 new pop singles. The library is utilized for his show exclusively.

Buys Wholesale

The jock purchased the disks at wholesale prices, a practice favored by most of the stations favoring buy-your-own-disk plans. Randle—as did several other broadcasters—said it would be too much trouble and cost too much money to return disks sent to him (they run into the thousands every month). Instead he will give them away, unless manufacturers and distributors elect to reclaim them.

Meanwhile, "good music" Station

WQXR, New York, last week immediately notified all record manufacturers that it would no longer accept free records.

Another "good music" station, WBAI, New York, a non-commercial outlet, was following the FCC directive to the letter last week. One of its classical deejays prefaced the spinning of "Rachmaninoff's 'Third Piano Concerto'", by Horowitz with the following frank admission, "This record was borrowed from the Record Hunter."

Phillips Colpix Music Head

NEW YORK—Colpix Records has appointed Stu Phillips as musical director, who will co-ordinate all a.&r. activity including the supervision of independent production.

Phillips, who attended the Eastman School of Music in Rochester, N. Y., has been associated with Enoch Light, Hugo and Luigi, and Jimmy Rogers and has written and produced TV commercials prior to his new post.

Oren Harris

Continued from page 2

Harris also conceded that certain material supplied free to broadcasters in connection with programming could be interpreted by the FCC as being in keeping with the spirit of the Communications Act, to provide "service to the public," and presumably would not need special announcement. He made the admission when one reporter likened the situation to a news broadcast, in which a band might be supplied for a parade during the event, when special announcement of the fact might seem impractical and unnecessary.

Harris added that all such questions were going to be threshed out in hearings on bills such as his own, to revise Communication Statute to cover payola, quiz frauds, et al. (See below.) Representative Hemphill displayed no such reluctance to take the broadcaster side in the issue. He said requiring announcement of each free record played was one of those "ridiculous" extremes to which all such legislation was tending. He said matters were reaching a point where buying someone a "Coke or a record" was held to be bribery.

Harris has introduced bills to amend the Communications Act which would safeguard the licensee or station management from being held responsible for deception or fraud when he has been "reasonably diligent" in trying to prevent them. He would not be held guilty when he had accepted, in good faith, the word of supplier of program material.

The bill reaches out to snare the program suppliers and others involved, by permitting the licensee, or the personnel responsible for announcing programming, to require guarantee by the supplier that he has given a "full and true statement" about the material, and that he has given names and addresses of all who have been paid in connection with it, as well as names and addresses of all who have done the paying.

Harris has also introduced bills to license networks for three years, under the Communications Act; to curtail trafficking in licenses, and to prevent fraud in quiz shows.

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ROY ROGERS CANCELS SEVEN FAIR APPEARANCES

Also Nixes Indiana, Iowa Dates; Action Jolts U. S., Canadian Events

By HERB DOTTE

CHICAGO — A bombshell, dropped Sunday (20) with the disclosure that Roy Rogers was canceling his 1960 tour of Canadian and U. S. fairs, has thrown the grandstand - coliseum attraction booking at three Canadian and four U. S. fairs wide open.

Rogers' cancellation, revealed in a wire service dispatch from Hollywood, jolted, if not stunned, three Canadian fairs—the Calgary Stampede, the Edmonton Exhibition and the Central Canadian Exhibition at Ottawa—and four U. S. fairs—Nebraska State at Lincoln, New Jersey State at Trenton; Ionia, Mich., and Reading, Pa. In all except Calgary and Edmonton, where Rogers was to show in coliseums, the contracts were for grandstand appearances.

Also canceled were a one-day appearance at Buckeye Lake Park, Angola, Ind., and a four-day sponsored appearance in the ball park at Davenport, Ia., under the sponsorship of the Shrine Temple of that city.

Rogers canceled because doctors warned the cowboy star that if he continued his hard-working pace he would endanger his health. Rogers was told that while he did not now have a heart condition, a continuation of his strenuous schedule would probably induce one.

Makes One PA

The only personal appearance Rogers will make will be at the Sportsmen's Vacation and Boat Show at the Pan-Pacific Auditorium, Los Angeles, which opens Thursday (31) and will continue thru April 10.

In that engagement, Rogers will restrict his performance to a "stand up" role. He will not, as usual, work the Liberty horse act, but will introduce acts and sing several songs, Mike North, his staffer, said.

Art Rush, Rogers' long-time business manager, Tuesday (22) underwent his second operation within two weeks. Earlier, Rush underwent an appendectomy. The second operation, it was reported, was to correct complications resulting from the first operation.

The cancellation by Rogers of his fair tour sidelines the strongest grandstand - coliseum attraction fairs in this country and Canada have ever known. Rogers shattered grandstand or coliseum records at almost every fair he played in the past four years.

During the winter he made personal appearances at some stock shows. Besides his indoor and outdoor appearances, he also was busy with appearances on TV specials and was occupied filming TV shows.

In his appearances at fairs, he (Continued on page 82)

Ariz. State Fair Picks Theme, Names New Mgr.

PHOENIX, Ariz.—Theme of the 1960 Arizona State Fair, to be held November 3-13, will be "The New Look," with space for exposition activities to be increased, Charles H. Garland, who recently assumed duties as executive secretary of the State Fair Commission, said.

Garland succeeds Ralph Watkins Jr., who was named manager to succeed George N. Goodman, who died during the fair's run last November.

Garland said plans are under way to give the fair additional acreage. The racing area covers 54.6 acres and the fair 26. With the ruling that racing can be held only during the fair, some of the track area will be converted to feature exhibits and other attractions. The move is being made, Garland said, to take care of fair customers

who in the past have been unable to participate because of the lack of facilities.

Garland, a native of Water Valley, Miss., entered the entertainment field about 30 years ago when he joined WBBM, Chicago, as commercial manager. About 15 years ago he became associated with Gene Autry in an executive capacity in the operation of radio Station KOOL and KOOL-TV here and KOLD in Tucson. Garland has also been in advertising, operating his own agency, Charles H. Garland & Associates.

COLO. STATE FAIR PACTS KIDDIE RODEO

PUEBLO, Colo.—An innovation for youngsters will open this year's Colorado State Fair. The younger cowboys will see a kid-size rodeo staged by Ted Donley, owner of the Hyde Park Pony Farms here.

The State's contracts committee approved Donley's contract for a one-day rodeo, August 22, opening day of the fair. Harry Knight, of Nepeseta, Colo., will put on the adult-size rodeo the final three days and nights of the six-day fair.

The committee also approved the contract with the Art B. Thomas Shows, of Lennox, S. D., for the midway attractions.

Rush's Oklahoma Park Makes Powerful Start

LONEWOLF, Okla. — Frank Rush opened his Craterville Amusement Park here Sunday (20) to a crowd of 20,000 customers. His 37th annual opener got 75-degree weather and the first warm day of the year.

Spending promises to be up 15 to 20 per cent on the basis of that first day's business, Rush declared. He said the attendance was marked by family groups and spending was peppered with big-denomination bills.

Adding to color of the first day was the spot's annual Indian show, using about 30 Indians in colorful wardrobe for dances and other

activities. Camera fans turn out in droves for this. Park has a Fly-o-Plane, Rock-o-Plane, National train, Pretzel, Tilt-a-Whirl, Lusse Scooter Cars, kiddie rides, roller rink and other features.

Name attractions will be used during the summer. Many are being set thru E. O. Stacy, of MCA, and Clyde Baldschun will bring in others. Last year the talent came largely from "Grand Ole Opry." April 8-10 is the time for the annual band festival, when about 75 school bands will come to the park for concerts and marching.

Rush said he is optimistic about the season and about the future in general here. The park is near the site of a \$47,000,000 missile base project.

W. Va. Centennial Hires Alfred Stern

CHARLESTON, W. Va. — Alfred Stern, exposition executive, has been signed as a consultant and managing director of the West Virginia Centennial Commission for the 1963 year-long celebration of Statehood.

Features will include an exposition train that will visit communities in the State and capitals and larger cities of five neighboring States plus Washington. A similar motorized caravan will visit towns not accessible by rail.

Stern is also a consultant on Seattle's Century 21 Exposition, scheduled for 1962.

IOWA STATE FAIR LISTS NAME LURES

DES MOINES—The Iowa State Fair's night grandstand show this year will offer three different sets of names. Singer Jane Morgan and comic Johnny Carson, a native of Iowa, will be in the first three nights, August 27-29. Johnny Cash and Molly Bee will share billing the next two nights, with the Vegabonds and the Chordettes heading the bill the following two nights. All were booked thru E. O. Stacy of Music Corporation of America, Chicago. The line of girls and supporting circus-vaude type acts will be provided by Barnes - Carruthers Theatrical Enterprises, Chicago.

Conn. Rink Leased for Exhib Hall

WESTPORT, Conn. — Greens Farms Ice Rink in Westport, will be converted to an exhibit hall and entertainment center this summer. Located on the Post Road, U. S. Route 1, the rink, connected with the Greens Farms Golf Range, Club House, and Miniature Golf Course, has been leased by Robert Presentations, Inc., for five months, May thru September. The site has free parking accommodations for more than 500 cars.

Wirth Lists Opening Acts 4-Date Route

NEW YORK — Signing of the Richiardi Jr. illusion act as his center-ring circus feature, and obtaining the Washington, D. C., "Night of Thrills" contract are accomplishments of the Frank Wirth office here. Richiardi will be featured in Wirth's productions for West Hempstead, N. Y.; Hartford, Conn.; West Springfield, Mass., and Syracuse.

Wirth will be playing the Washington date for the Masonic order there for the 14th year. Set in Griffith Stadium, it will be offered Friday, June 17. Featured will be two leading Mummies bands, the Ferko String Band and the Quaker City String Band, supported by aerial, novelty and comedy acts.

Richiardi has been widely exposed to the American public thru appearances on the Ed Sullivan TV show. Wirth has also contracted the following acts for his dates, which lead off April 1-24 in Island Garden, West Hempstead:

Prince El KiGordo, wild animal group; Wallenda Family, high wire; Chai and Somay, acrobatic; Gautier's Steeplechase; Mr. Sensation (Billy Barton), cloud swing; Flying Zaccinis, flying return; Les Alcetty's, novelty; Three Eddys, trampoline; Pink and June Madi-

(Continued on page 82)

HUNT CIRCUS SOUGHT ELVIS; 'NOT AVAILABLE'

FLORENCE, N. J.—Hunt Bros.' Circus made an offer to Elvis Presley for him to appear at Palisades Park stand April 15.

Presley's manager, Col. Tom Parker, said the singer was "not available" and suggested the offer was only for publicity. However, Harry Hunt, general manager of the circus, said the offer was a legitimate business proposition made to the singer as he awaited discharge from the Army at Fort Dix near here March 4.

The show confirmed earlier word that Emmett Kelly will clown at the Palisades stand at \$1,000 weekly. The park stand runs thru May 22. After that the circus will go on its regular road tour with an altered performance. Route will extend from Maine to Georgia, it was announced.

ESE Tenter Sets 13-Wk. Show Sked

WEST SPRINGFIELD, Mass.—Storowton Music Fair, the theater-in-the-round on the Eastern States Exposition grounds, gets its second season rolling June 13, with "Meet Me in St. Louis." This will be a world premiere, for the show was originally a movie and later a TV spectacular, but never presented as a stage musical before a live theater audience.

Walrath (Wally) Beach, circus press agent who is general manager of Music Fair, reports a 13-week schedule with 10 shows booked, as follows: "The World of Suzie Wong," "Redhead," "West Side Story," "South Pacific," "Carousel," "Girl Cray," "Student Prince," "Paint Your Wagon" and "Guys and Dolls."

THEME PARKS ON THE RISE

CHICAGO—Theme parks and other amusement centers are on the increase. The latest on the status of new parks and theme installations, those being built and those already opened, will be a feature of the 1960 Spring Special issue of The Billboard.

Dated April 11, the issue will also embrace searching editorial features on fireworks, house trailers, circuses, insurance, arenas and auditoriums, amusement rides, food and drink concessions and the valuable listing of fair, rodeo and special event dates.

Ringling Gross Holds High Pace at Charlotte

CHARLOTTE, N. C.—Big business again marked the stand of the Ringling-Barnum circus at Charlotte Coliseum. Attendance reached 68,000 in eight performances during five days (16-20).

Over-all gross for the run was reported at \$128,000, and of that \$112,000 was grossed in the final three days. Paul Buck, manager of

the building, handled the promotion of the circus here.

First two days had night-only schedules and attendances were 7,100 and 7,001. Friday afternoon (18) had 7,200. Then there was a steady series of capacity houses in the 10,000-seater. This accounted for Friday night, two shows Saturday and Sunday afternoon. Sunday night had 7,500.

Coney's New Area Sets May 15 Bow

NEW YORK — A seven-ride area is being opened in a key Coney Island development, and output of the Allen Herschell factory might endow the area with its first Sky Wheel before the season ends. Leading figures in the installation are Pat Razzano and Fred Cerbini. Frank Cerbini, father of Fred, is consultant.

A large lot on 15th Street between the Bowery and the Boardwalk had been bulldozed, and ride erection is well along. First to go up was a new Frolic. It is the largest ride proposition since formation of New Wonderland Park a few years ago.

Razzano and Cerbini are partnered in Amusement Realty Corporation, which controls the property. Their R. and C. Amusements operate a Schiff Wild Mouse, Frolic and Roll-o-Plane. Other rides are the Rock-o-Plane and Octopus of Al McKee, a new Twister owned by Anthony Sarnelli, and

a Hot Rod auto track operated by C. and C. Amusements (Ciambrone and Cafiero). The Boardwalk food building, which is part of the property, has been leased to Coney Island Foods, Inc.

The lot is 623 feet long and 50 feet wide, and is expected to be in full operation May 15. The two Cerbinis and Dominic Ciambrone and son have a Roto-Jet and Paratrooper at Wonderland Park on 10th Street and Surf Avenue, operating as Loop-O Amusements.

Cerbini, whose Roto-Jet has been a fixture on the World of Mirth Shows carnival, said the expanded activity will keep him off the road this year except for Northern fall fairs. Razzano will again have his Arcade on World of Mirth, in addition to units working at Coney Island. The Cerbinis also operate an amusement rides trucking service well-known in the East.

TAJANA UNHURT IN DAYTON FALL

DAYTON, O. — Princess Tajana fell about 20 feet from her trapeze here Thursday (24) afternoon but her fall was broken by Tom Hanneford, her husband. She escaped injury except for a minor sprained ankle, and she expected to work Friday (25).

Hanneford doubled as equestrian director here and also said he has been signed as equestrian director of the St. Louis Police Circus. The Hannefords and Princess Tajana go from this Orrin Davenport date to Cincinnati for the first of several Al Dobritch stands, including St. Louis, Washington, Des Moines, Buffalo, and the CNE. The acts also are making Al Martin park dates.

Hartford Shrine Sets Show Plan

HARTFORD, Conn. — The Hartford Shrine Circus will be April 25-May 1 at the drill shed of the State Armory here. The 28th annual event will be produced by Frank Wirth. Fred Becher is general chairman, Tom J. Lilly, show chairman; and Ralph L. Emerson, of Emerson's Wild Animal Farm, publicity director.

Prince El Kigordo's Wild Animals; Pink and June Madison's Elephants; Gautier's Ponies and Dogs; Allen's Bears; Great Wallendas; Karrell's ladder act; Alcey; Richiardi; Chai and Somay; Les Kimris; Sabre Jets; Flying Zucchini; Three Eddys, and Kokomo, clown, will be included. Advance sale and program ad sales are going well. Emerson said he plans to stage a parade again this year.

Trampoline Association Predicts 6,000 Centers

LOS ANGELES — More than 6,000 trampoline centers will be in operation in the nation within the next year was the prediction of Mal Pierson, president of the National Trampoline Association, here Tuesday (16).

Pierson called a meeting to give the story of trampoline center growth to newspapers and to offset what was said to be unfavorable publicity the centers have been receiving. Also in attendance at the session was Charles L. Senn, sanitation director for the Los Angeles City Health Department, which is studying the mushrooming of the bouncing areas.

"People in the Midwest and East are only waiting for the snow to clear to put in these centers," said Pierson, himself the operator of a recreational center and a former school teacher. He estimated that 700 to 800 of the centers will be in Southern California.

At present there are between 175 and 200 centers believed to be in operation in Southern California. The trampolines are being made principally by Nissen Trampoline, Cedar Rapids, Ia.; American Trampoline, Jefferson, Ia., and Fenner - Hamilton, Englewood, Colo.

Trampoline centers sprung up about six months ago but have really hit the high road since the

first of the year. Jess Robinson, who has been in the trampoline business since 1957, said he had equipped approximately 100 of the centers. Frank Meyers, president of Tramp-O-Land, Inc., Nissen reps, said he had equipped about 60. Trampoline centers average between 10 and 12 pit trampolines. Average cost for a trampoline center was given as \$8,500. Average cost for participation is 40 cents for half hour. Some operators permit two or three to take turns on a trampoline and charge 40 cents each for 30 minutes.

The fad has brought unique names into the field, as well as chains. Jump Center, Inc., said Murray A. Melner, has four. Others include The Big Jump, Bounce-A-Bit, Bounceland, Jump for Joy, Jumpville, and similar names.

Trampolines are 9x15 feet with a bed 6x12 feet and some 10x17 feet with a bed 7x14 feet. Pits are dug slanting to a minimum depth of 39 inches at the deepest point.

During the past months, the health department has been studying the growing industry. Senn said proposals had been drafted to provide for the "safe and sanitary operation of trampoline facilities." A discussion of these regulations with operators, distributors and members of the health department is now under way.

Burke Named General Agent Of King Bros.

MACON, Ga.—Charles T. Underwood, general agent of King Bros.' Circus last year, announced his resignation, due to ill health, and Jack W. Burke, contracting agent, has been moved up to the position, according to announcement here.

Underwood suffered a heart attack shortly after Christmas and on advice of physicians will remain in Macon for several months and may not troupe this season.

Burke is already at work in his new position. Contracting agents are Sam B. Warren and A. W. (Pat) Hanlon and they are also at work. Larry Larensen, of Tampa, former boss lithographer of the Ringling-Barnum circus, will be car manager this season. The bill crew is expected here in a few days.

The King circus opens Saturday, April 16, in nearby Warner Robins, site of a huge air base. A phone crew under direction of Ralph Brodwin recently reported advance sales of \$3,100, more than double the advance of last season for the same spot. The show will jump from Warner Robins to Athens, Ga., then to Toccoa, Ga., and move rapidly northward across the Carolinas.

According to information from winter quarters in Punta Gorda, Fla., another elephant has been purchased from a game farm in Peekskill, N. Y., and will be added to the show, along with two more cages of wild animals and several hay-eating animals. Benny Cristiani is in charge of work at quarters. The new big top will be a 90 with three 40-foot middles.

The show plans to leave the quarters for the opening stand on April 10.

Re-Elect Roose At Cedar Point

CEDAR POINT, O.—George A. Roose, who directed this Lake Erie resort for the first time last season, has been re-elected president and treasurer of the G. A. Boeckling Company, operator of the resort. Re-election of Roose came recently at a meeting of directors and stockholders.

Emile A. Legros, president of the First Cleveland Corporation, was again named director and chairman of the board of the resort company and also to the same posts for the Cedar Point Bridge Company, which handles affairs of the mile-long causeway connecting the resort with the Sandusky mainland.

Harold C. Hoffman, Sandusky, was re-elected director and secretary of both companies. Other directors of the Boeckling Company are J. Richard Dorn, Sandusky, and Clarence Davis, Robert Munger, Paul A. Dunn, J. Rider Neff and William Wood, all Cleveland.

Roose disclosed Monday (21) that plans for a housing development north of the resort were being delayed until completion of master plans for Sandusky. Between 300 and 350 homes are contemplated in the lagoon area near the Breakers Hotel and resort.

During the annual meeting of stockholders, plans were announced for doubling of facilities at the Cedar Point marina. Last year the marina was opened in May with dockage available to approximately 500 boats of all sizes. Additional dockage will be installed soon to provide room for nearly 1,000 craft.

Kelly-Miller Opens With New Equipm't

Wagons, Tents, Seats, Banners New; Show Heading for California Cities

BONHAM, Tex.—Al G. Kelly & Miller Bros.' Circus, replete with new wagons, new canvas and other innovations, launched its 1960 season here Sunday (20). The show is headed for California.

D. R. Miller, owner-manager of the show, was host to many visiting show people who came from Texas and Oklahoma points to see the new operation. Key to the show's new system is a set of show wagons designed along rail show lines but loaded into long, retractable seat wagon trailers for jumps.

Kelly-Miller has a new big top. In it are the new seat wagons on each side and blues at each end. One of the new wagons is a bandstand unit for Bubba Voss and his seven-man band, Col. Harry Thomas is equestrian director.

Menagerie is in 1959 canvas and includes the rhino, hippo, monkeys, birds, 12 elephants, 2 camels, 2 llamas, 2 zebras and a concession stand. Side Show is managed by Glen J. James and includes two

platform acts, the giraffe and eight smaller cage wagons. Side Show has a new banner line. Midway includes Frank Ellis' three shows, displaying snake, turtle and chimp. There also is a small horse show and the concession units of Ione Stevens. In the ticket wagons are Jack S. Smith and Syd Stevenson.

Fairy Tale Theme Park Opens June 15

MESSINA, N. Y. — A 25-acre theme park, Wonderland Park, is projected for a June 15 opening near here. Situated to the west of town on Route 37, it is expected to pull from traffic between the Ogdensburg and Roosevelt crossings into Canada, and from St. Lawrence Seaway visitors.

Pat Carey of Pottsdam, park president, will have a series of nursery rhyme buildings, a National Amusement Devices train ride, and perhaps a Model T and Boat Ride. Structures will include Rockaby Baby, Woman in the Shoe; Mary Mary, Quite Contrary; Little Red Riding Hood, Hickory Dickory Dock, and Three Little Pigs. There will also be a Sea-Rama aquarium display.

Snack bars and souvenir stand are included in the project. Location is right outside the city line and has 635-foot frontage on the highway. Parking will accommodate 1,000 cars at the outset, Carey said.

Tabery's L. A. Sports Show Pulls 125,000

LOS ANGELES — The first sportsmen's show to play the Los Angeles Memorial Sports Arena here pulled between 125,000 and 150,000 during the 10-day run which ended Sunday (20). Fred Tabery, who sponsored the event jointly with The Los Angeles Examiner, said.

The Sports Arena was used for exhibits with boats and trailers being shown in the adjoining Memorial Coliseum. The Swin Stadium also was used. Tabery said that the event will be an annual one with his contract with the newspaper covering a 10-year period, to 1970.

Gil Gray Circus Springfield Debut

SPRINGFIELD, Mo.—Gil Gray Circus is to open here Monday (28).

RCA Unfair, Says AGVA

HOLLYWOOD — Rodeo Cowboys of America has been placed on the unfair list by American Guild of Variety Artists, Jimmy Kelly, local branch manager, said here last week (17).

Kelly said that all "entertainers within the jurisdiction of AGVA—those being paid to perform—have been instructed not to appear with or in a Rodeo Cowboys of America event." Kelly explained that those competing in the rodeos were not involved. AGVA members, however, will not be permitted to perform within the rodeo or as entertainment between the events.

The AGVA manager said, too, that personalities likely to appear with rodeos as well as booking offices and personal managers had been notified of the union's action.

Big Fire at 'Freedomland'

NEW YORK — The 200-foot dark ride building for the Pirates' Ride was destroyed last week in a blaze visible for miles. Four other buildings of wood construction were destroyed. Nearest hydrant was a half mile away, so water had to be pumped thru 12 fire engines in succession, a city block apart, before reaching the fire.

C. V. Wood Jr., directing the 250-acre project, could not come up with a damage estimate. He said the projected June 19 opening would not be affected, as about 200 of the 248 buildings are up.

POLACK'S GROSS TOPS \$500,000 AT CHICAGO

CHICAGO — Polack Bros. Circus climbed over the \$500,000-gross mark for its Chicago run that ended here Sunday (20). It was the second consecutive season that the show exceeded the half-million mark here.

Managing Director Louis Stern said that membership sales of \$1.50 tickets, which later are exchanged for reserves, made up the bulk of the big total. The show's advance sale was down, but membership sales made up the difference. Weekend performances were sold out long ahead of time and week days, including the early ones, racked up big attendance too.

TALENT ON THE ROAD

Outdoor Jazz Bookings Appear on the Upbeat

Jazz will make a debut at a number of fairs and amusement centers this summer, actually a departure at outdoor spots. Typical is the Evanston, Ill., July 4 celebration, which annually uses considerable talent in addition to fireworks. This year the name lure will be the Dukes of Dixieland, booked in by Paul Bannister, of Associated Booking Corporation. Last year Hugh (Wyatt Earp) O'Brian was the attraction and the year previous it was Walt Disney's Mouseketeers. Dukes are also set for Atlantic City's Steel Pier the week of July 15 and will do a one-nighter at the Du Quoin (Ill.) State Fair August 28. . . . Sammy Kaye is booked for August 10-12 at the Mississippi Valley Fair, Davenport, Ia.

Phil Silvers is reportedly in the process of negotiating one, and possibly more, fair personal appearances. . . . Red Skelton is the next attraction at Chicago Chez Paree, opening April 1 and following Sarah Vaughan and the Vagabonds in the main room. . . . Gateway Singers (4), currently on tour with comic Shelley Berman, are now being repped by Associated Booking Corporation. . . . Mel Price and the Santa Fe Rangers, singer Polly Bailey and comic Luke Jones have been set for the new South Boston Jamboree to be staged in South Boston, Va., on April 1. The talent will return to the U. S. on March 30 after a three-week tour of U. S. bases in the Caribbean.

TV SHOWCASE: If television programming is any criterion, Western stars are not only holding their popularity but will again occupy a good portion of the air time next fall. A tentative compilation discloses that the shooting and riding boys will dominate 22 of 108 prime time shows come the fall. . . . Peggy King will be a guest on "Be Our Guest" March 30. . . . Jimmy Dean and the dance duo of Helene and Howard will visit the March 29 Arthur Murray Show. . . . Amanda Blake, one-third of the "Gunsmoke" trio, is set for the March 29 Red Skelton seg. . . . A look-see at plenty of English talent is promised from March 29 thru April 1 on the Paar nighttime show. . . . Four Lads and Jane Morgan will sing on the March 30 Como show.

Charlie Byrnes, Chicago

Acts Arrive in U. S.

Leon Merian and his jazz quartet opening Monday (28) for six weeks at the Paris in the Sky Club, East Orange, N. J., nitery of Dick Kolmar. . . . Whole group of circus acts arriving on the S.S. America for U. S. dates set thru Robert Koralek, including Vodez chimps, Vala Mamenis, Togare, Six Embryas (fem skaters), Lucianos (springboard), Duo Vanloos, Karin and Doris Munos Troupe, Two Paulos, Roby and Company, Carlo and Partner, and the (Five) Kari Karis. . . . Three Kims, acrobatic, open March 31 in New York's Radio City Music Hall show. Also on the Easter bill are Shirley Marie Mans and Reg Forgie, badminton act, and Elisabeth Van Den Hout, Dutch tulip queen. "Please Don't Eat the Daisies" is the film. Irwin Kirby, New York

ALWAYS SOMETHING ON

Spring-Summer Action Boon to Schaghticoke

SCHAGHTICOKE, N. Y. — More than 60,000 people are estimated to have availed themselves of Rensselaer County Fair facilities aside from fair week, and the program of diversification is credited with implanting the fair's message in people's minds even when advertising is absent. The philosophy, not uncommon in fairdom, is that exploitation of the fair location makes the event's public relations chore all the simpler.

There were 28 organizations using the grounds in 1959, for events ranging from picnics, clambakes, barbecues and general get-togethers. Some of the activities were as follows:

The State FFA threw a chicken barbecue. Local people threw a barbecue for 600 people. The local central school used a baseball diamond on the grounds for practice sessions, and volunteer fire

companies from 10 miles away played games there. All-summer picnic area is widely known in the district. It has tables, benches, toilet facilities and shelter.

In addition, the groundskeeper tends a small zoo which is maintained permanently. A volunteer fire company is located on the grounds, for which the fair provides a building.

Last year a 4-H cattle barn was erected, 140 by 50 feet, and a milking parlor. A building was converted solely for 4-H exhibits. Some of the feeling is that the diversification was a major cause of the burgeoning number of exhibits attracted.

The fair's entertainment for years has been a variety revue provided by Al Martin of Boston. Manager Phil Caird and Martin renewed their contract early in the winter.

Sib Dorton Named Drama Manager

GREENSBORO, N. C.—J. (Sib) Dorton Jr., son of J. S. (Doc) Dorton, longtime North Carolina fair exec, has been named manager of "The Lost Colony," outdoor drama here.

The younger Dorton was executive vice-president of the Southern States Fair, Charlotte, for several years and has also been assistant manager of Cleveland County Fair, Shelby, N. C. In 1959 he was administrator and public relations director for the Brevard Music Center.

Dick Richards Named Mgr. of Pacific Expo

PORTLAND, Ore.—D. E. (Dick) Richards, well known in Oregon livestock circles, has been named manager of the Pacific International Livestock Exposition here.

He succeeds Walter A. Holt, who has retired after holding the post for a dozen years. Holt also resigned as a director of the Oregon Fairs Association.

Troy Hills, N. J., Reshuffles '60 Fair Dates

TROY HILLS, N. J. — Morris County Fair will be held for seven days and nights for the first time in its 26-year history. Association President Clifford E. Hermey says the 1960 fair will open Saturday, August 20, and run thru the following Saturday, August 27, but will be closed to the public on Sunday, August 21.

This earlier opening will permit exhibitors to install their displays during the week and, therefore, not run into premium time expenses. They will then be able to make any necessary changes in their booths over the closed Sunday, he explained.

Manager Swante C. Swenson said that opening the fair on Saturday will eliminate the possibility of large trucks carrying rides and concessions blocking highway traffic over the weekend as they move onto the grounds. It is further believed that extending the run will ease traffic congestion which has developed over the former six-day operation.

'Capades' Sets Attendance High At Evansville

EVANSVILLE, Ind. — "Ice Capades" closed here Sunday night (20) in Municipal Auditorium with a record attendance of 55,000 for eight performances. Hadi Shrine, the local sponsor, announced that the show will be booked again for next March.

When staged here in 1959, the show drew 37,000 for 11 performances. The Shrine estimated that 70 per cent of the spectators came from adjoining States. Bleachers were erected to accommodate the Sunday night overflow.

Gresham, Ore., Fair to Stress TV Name Acts

GRESHAM, Ore. — Multnomah County Fair will feature "only acts with extensive TV exposure" in its free shows in the outdoor theater this year, Duane Hennessy, manager, announced.

Monte Brooks, Western Theatrical Agency, Portland, will bring in the talent for the fair, which operates August 4-13.

San Antonio Auditorium Gets 1 Concession Bid

SAN ANTONIO—Mrs. Velma Axwalt, concessionaire at several city and county sites, was the only bidder to show up for bidding on concession rights at Municipal Auditorium. She currently holds this contract, which also includes concession rights at Carver Hall and the Sunken Garden Theater.

She bid 30 1/2 per cent of gross receipts, lower than the 38 1/2 per cent of gross returns in her current contract. She also offered a guarantee of \$11,007 per year return to the city on the three-year contract, a hike over the \$10,507 guarantee in her current contract. The bid is subject to council approval.

FAIR-EXHIBITION MANAGEMENT

Orange Show's Foreign Nation Salute Lauded

SAN BERNARDINO, Calif.—The National Orange Show's project of saluting a foreign nation each year drew favorable comment from Don M. Muchmore, deputy director of the California State Department of Finance, in a conference with exposition officials here.

Muchmore was recently appointed by Gov. Edmund Brown to work with Director of Finance John B. Carr on a special project study of fairs thruout the State.

This year's Orange Show will salute the Republic of Mexico with its "Fiesta Mexicana" theme to carry out the international tie-in. The 1960 event, to be held April 28-May 8, will mark the "Golden Anniversary" of the citrus industry's exposition.

"My over-all impression of the National Orange Show is that it is one of the outstanding fairs in the State and is moving in the right direction insofar as the Department of Finance is concerned," Muchmore told the exposition's directors.

"I am impressed by the forward strides made in the past several years and have confidence in your management in carrying out your progressive plans.

"You are also on the right track with your important balance sheet, and in improvements to the grounds, the injection of new ideas of exhibiting techniques and entertainment attractions and in meeting the general interests, not only of the community, but of the thousands of annual visitors."

Muchmore was appointed to his position to conduct a survey of fairs with the purpose of reclassification to make them "more valuable assets." He is on leave of absence as executive secretary and museum director of the Sixth District Agricultural Association, Exposition Park, Los Angeles.

Dallas Women's Department Offers Record \$10,448

DALLAS—A total of \$10,448.50, largest amount in the history of the department, is offered in 783 classifications in the women's premium list for the 1960 State Fair of Texas October 8-23.

Mrs. Leah Jarrett, manager of the women's department, said this year's list features a new cover design centered by the fair's insignia for the diamond jubilee exposition in 1960.

The book lists classifications in 10 divisions, with \$9,132.50 in premiums as follows: Needlework and sewing, \$3,037; designer-craftsmen, \$1,152; art, \$902.50; miscellaneous arts, \$882; antiques, \$700; hobby collections, \$616; foods, \$500; hand-painted china, \$459; holiday corner, \$390, and leathercraft, \$314. Another \$180 is offered in a special antique souvenirs exhibit.

An additional \$1,316 will be offered in awards with \$540 in the clothing contest, \$540 in the photographic contest, and \$236 in the women's hat day contest.

The October 8 clothing contest will be a one-day affair, with winners or their appointees modeling garments which have received premium awards in a fashion show at noon.

A special feature of October 10 will be a luncheon honoring visitors who attended the fair during the years 1886-1890.

The women's hat day contest will be October 12. After contestants have modeled their own hats for judging, the winning hats will be on exhibit thru the remainder of the fair.

Fairs' Pony Trots Develop; Two Eastern Loops Forming

NEW YORK—Enough interest has been expressed in pony harness racing since the Albany fair meeting to indicate establishment of two circuits this year instead of the one originally hoped for (The Billboard, March 7). One circuit will cover the central and western section of New York State and possibly part of Pennsylvania, and the other will cover New England and Eastern New York. Dates are being drawn up.

A charter and bylaws have been drawn up for the American Pony Trotting Association, and directors have been named. There will be a meeting in Schaghticoke during April to further develop the organization and its activities. Main office will be Main Street, Oxford, Mass., where APTA President Frank L. Clark can be reached. Directors are Don Kuney, of Seneca Falls; Philip B. Caird, of Rensselaer County Fair, Schaghticoke, and Clinton Callahan of Huntington, all in New York.

Escanaba Ups Race \$\$

ESCANABA, Mich.—The board of managers of the Upper Peninsula State Fair has increased purses for harness racing to a total of \$1,000 per race. The boost is the result of the fair's qualification for State aid up to 75 per cent of total purses offered under terms of 1959 legislation.

Carl P. Hansen, chairman of the board, said the increase is expected to draw more horses for lower Michigan.

Due to increased entries in recent years, the board voted to establish a program of pre-registration for dairy and beef cattle for the 1960 fair. The deadline for entries was set at August 8. Hansen explained that a survey conducted by a dairy extension specialist indicated that dairy and beef exhibitors had little if any objection to pre-registration.

Ray LaPorte, secretary-manager, reported negotiations were virtually completed for use of the fairgrounds for the June convention of the Michigan United Conservation Club.

AMUSEMENT PARK OPERATION

Rockaways Adds Saturdays; New London Mulls Ice Rink

ROCKAWAYS' PLAYLAND, WHERE Sunday operation is a year-round basis, now has stepped up the schedule to include Saturdays. Fridays will be added to the schedule on April 15, and on April 20 it will go to nightly operation. Then on May 27 the park will be open daily from 10:30 a.m. to midnight or later. Recent visitors at the park included Patty Conklin, Rex D. Billings and Herman Larson, reports Richard Geist, vice-president. The Hudson Day Line is planning to land a steamer at the park on May 7 and June 30 for chartered trips for special parties. . . . Bids are to be sought soon by the government of Saskatchewan for construction and operation of concessions in provincial parks. . . . Ocean Beach Park, city-owned spot at New London, Conn., will have the same basic rates. However, rates to non-residents for dressing rooms and lockers will be reduced. The board has asked the city manager to determine the price of a 200 by 150-foot ice rink to be located in the parking lot of the park.

NAAPPB Chairman Seeking Convention Suggestions

LAURENCE CANFIELD, of Santa Cruz Beach, Santa Cruz, Calif., president and program chairman for the NAAPPB 1960 convention, was in Chicago Monday (14) to confer with NAAPPB Executive Secretary John S. Bowman to consider possible speakers and subjects for the general sessions November 28-30 at the Hotel Sherman. Canfield and his wife stopped off en route from a South American trip which has swept them away from the West Coast since late December. Laurence would appreciate suggestions from all members of the industry on possible subjects for discussion at the convention. . . . Elmer Freeland, of Conneaut Lake Park, Conneaut Lake, Pa., writes from his winter quarters in Fort Lauderdale that he's recovered from the bursitis that kept him off the golf course but is still sidelined as a result of an injured elbow suffered when he fell getting off his yacht. . . . Send a get-well card to Mrs. William Tarr, of Conneaut Lake Park, who is recovering from a siege of sinus trouble. She underwent surgery, but is still very uncomfortable. . . . The Roman Spanglers, of Rolling Green Park, Sunbury, Pa., are back from an extended South American trip. Roman celebrated his birthday March 5 by flying over the equator and the Amazon River. He says the saddest part of the trip was driving back to snowy Pennsylvania from Miami. . . . H. Wayne Richter of Baltimore, nephew of Owner Charles S. Rose, is a new member of the executive staff at State Fair Park, Milwaukee. He was in Chicago Thursday (14) and visited the NAAPPB offices. Richter reports Rose is installing new Flying Coaster rides as a concessionaire at Revere Beach, Mass., and Steeplechase Park, Coney Island, N. Y. Richter will also supervise the latter two ride operations.

John S. Bowman, NAAPPB Executive Secretary

Expansion Set At 'Dodge City,' N. Y. Themer

NEW YORK—A reorganization has brought new managerial talent to Long Island's Western theme park, Dodge City. Realtor Roy Feinberg and boardwalk operator Irwin Wohlman, both of Long Beach, have arrived at an operating agreement in conjunction with Barney and Tony Marino.

This will be the fifth season for the park, located on Sunrise Highway, Patchogue. Plans call for a broader offering of rides and concessions, TV attraction appearances, and a possible adjustment in the gate prices which have been 75 cents for adults and 50 cents for kiddies.

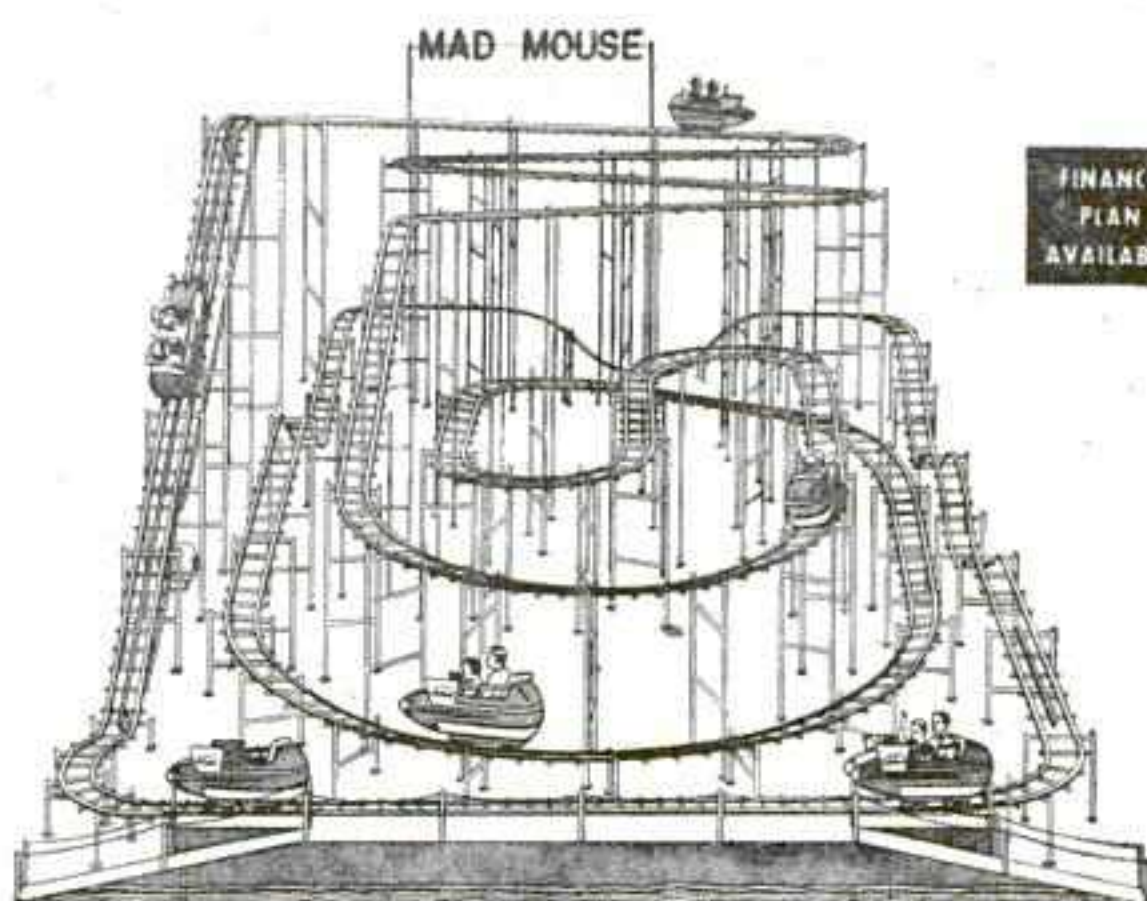
Thousands of half-rate tickets are being distributed, and package offerings to Long Island Railroad users will include free stagecoach or bus transport between the station and park. Opening will be May 28 on a part-time schedule basis, with the grand opening set for Decoration Day weekend.

The miniature railroad concession has been removed, making room for other units.

Knott Partner Named Director Of Santa Chain

ARCADIA, Calif.—Dwight Anderson, one of the partners in Knott's Berry Farm in Buena Park, and John Bailey, Fresno stockbroker, have been named new

(Continued on page 82)



FINANCE PLAN AVAILABLE

MAD MOUSE TOPS AT MOBILE; GROSSES \$1,500 IN ONE DAY

March 17, 1960

Allan Herschell Co., Inc.
104 Oliver St.
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Very truly yours,
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Al Kunz, Owner



ALLAN HERSHELL

COMPANY, INC.
NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"

ROLLER RUMBLINGS

By AL SCHNEIDER

"THE SAFEST roller rink in the world" is a slogan which Jack and Irene Boyer, owners of Skate Ranch in Denver's suburban Aurora, have adopted with pride. The Boyers, who were national dance champions in 1942, spent two and a half years as professionals at Denver's Mammoth Gardens before branching out on their own. Eager to own a rink, the husband-wife teamed up and hit upon a former factory building in Aurora. The building's interior, which had been chopped into many small rooms for a plastics operation, was large enough to provide a full-size floor and a wing with plenty of room for storage, rental operations, repair shop, etc. This, along with the facts that Aurora had no roller skating facilities and that it had the largest concentration of teen-agers in the State, was enough to prompt the Boyers to lease the building. Skate Ranch is only 50 paces from busy East Colfax Avenue, Aurora's main stem, and with a 70 by 130-foot floor is large enough to handle almost any type of skating activity. In tearing out scores of partitions and false ceilings which had been

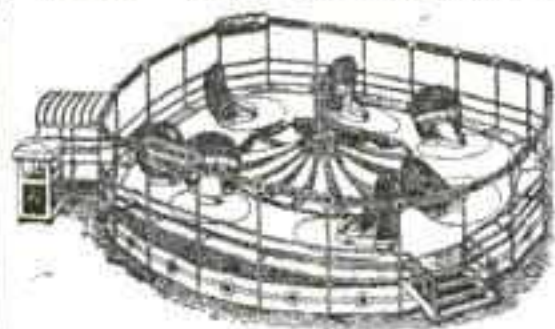
hung for the factory operation, the Boyers settled on a rustic motif for walls and interior finishings, derived from split knotty-pine logs, signs made of lariat ropes glued on pine backgrounds and a corral-type railing around the floor, made of heavy peeled-pine logs. The rink's layout is L-shaped, with warehouse, skate rentals, repairs and office in a 40 by 60-foot wing to the left of the skating floor. From the office, located at the intersecting corner, the Boyers can see every part of the operation. From it they are also able to handle recorded music or transmit thru an intercom system instructions to the organist.

Unusual is the gravity feed skate-supply operation at the rental stall. A row of four-tier shelving bins converge on the window with each of the eight-foot-long shelves tilted from rear to front so that skates may roll down nylon rails to the rental window. Here they are simply extracted at the front of the bin and handed to the customer. Since only one step is required to reach any size or type of skate, most of the labor has been eliminated from skate rentals. Standard Chicago skates make up the inventory of 300

(Continued on page 82)

THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

TILT-A-WHIRL



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Check These Important Features:

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42 Ft. Ferris Wheel
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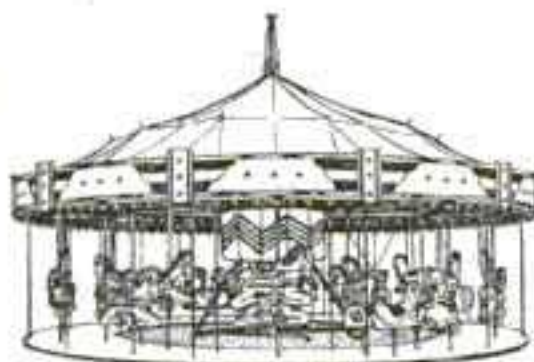
With self-adjusting steering plinon and with differential permitting short turns.

NOW 2 FARES INSTEAD OF 1

BROWNIE TRACTOR

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NEW MODERN AMUSEMENT EQUIPMENT

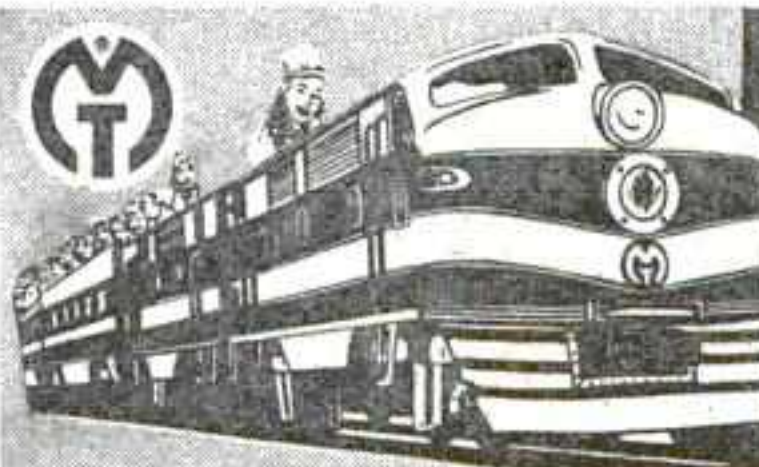


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The Billboard's
BIG 1960
SPRING SPECIAL
Dated April 11



Following are just some of the big, interesting, widely sought after features and information now being planned for the Spring Special . . .

- Annual Ride Manufacturers Survey (no street or city addresses will be used this year), plus
- Topical Story on the Ride Industry.
- 1960 Fair Dates, first publication this year.
- Special Feature dealing with the status of New Amusement and Theme Parks being planned; those in construction stages and those that have recently opened.
- 1960 Rodeo Dates, a field growing in importance and popularity.
- A real interesting and informative story from a "newcomer" in the Kiddieland Field . . . plus
- A Question-Answer Chart summarizing the many questions a newcomer asks and their answers.
- An excellent Round-Up Story on the broadening Food & Drink Market including equipment, supplies, prices, availability, etc.

THE ABOVE ARE JUST PART OF OUR EDITORIAL PLANS . . . THERE WILL ALSO BE SPECIAL SECTIONS ON . . .

FIREWORKS . . . Major pyro shows, new themes, State and U. S. laws governing them, history of fireworks, technical advances.

TRAILERS . . . New models, new accessories, prices, maintenance, loans and financing, permits for oversize vehicles, highway lengths, experiences of trailer dwellers.

CIRCUSES . . . How to sponsor a Circus, book it, publicize it, build attendance, make a profit and many other answers to questions in the minds of active and potentially active sponsors.

INSURANCE . . . Rates, Lloyd's policies, etc. NAAPPB safety and insurance campaigns. Public Liability for Trade Shows, Arenas, Auditoriums and other Indoor places of Amusement. Growing need for Food Handlers' Insurance. What to look for in insurance.

ARENAS-AUDITORIUMS . . . What Shows, Acts and Attractions are planning tours of buildings during the coming months. Status of new buildings under construction, with pictures . . . plus a great deal more information about this growing industry.

THESE ARE *FEATURES* BEING PLANNED FOR THE 1960 SPRING SPECIAL. IT WILL ALSO INCLUDE ALL THE LATE NEWS, DEVELOPMENTS, ROUTES, COMING EVENTS, LETTER LIST, ETC. . . .

A Special Issue containing all this vital information will be in tremendous demand by thousands of additional readers over and above our regular subscribers for months after publication. Therefore we will print

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TAKE FULL ADVANTAGE OF THIS ASSURED WIDE, LONG-TIME READER-INTEREST AND EXTRA DISTRIBUTION . . . PLAN NOW TO BE PROMINENTLY REPRESENTED IN THE SPRING SPECIAL . . .

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1520 N. Gower
Hollywood 9-5831

ARENA, AUDITORIUM NEWSLETTER

New Association

By TOM PARKINSON

NORTH DAKOTA AUDITORIUM and armory managers are organizing a new association with three principal aims. First, it will be trying to interest more attractions in the area. By offering shows a string of dates it is anticipated that attractions will show more inclination to head that direction. Combined efforts will tend to even out the rental schedules. The group also will urge the present free-rent buildings in the State to set up schedules of rental rates. The group already has been working with the State toward a policy of raising rental rates for the field houses and other State and college buildings.

Walter Mabee, manager of the Fargo Civic Center Auditorium, is executive of the North Dakota Auditorium and Armory Managers' Association. He advises that the association and its members will seek affiliation with the International Association of Auditorium Managers. Six individual managers are applying for IAAM membership and others already are members. In the new group are Charles Stenersen, Minot Municipal Auditorium; Kenneth Larson, Grand Forks Armory-Auditorium; Tom Baker and Paul Louder, Bismarck Memorial Auditorium; Dean Harter, Devils Lake Memorial Building; Charles Searle, Jamestown Auditorium; Nathan Crosby, Valley City Auditorium, and managers of the Mandan Armory, Dickinson Auditorium, Williston Armory and Wapeton Armory.

A committee of the North Dakotans met with the State Board of Higher Education regarding fees charged for outside uses of the University of North Dakota Field House, NDAC Field House and six State teacher colleges. The board reportedly welcomed the suggestion that rentals be used to discourage non-college uses of the college buildings; some of the college buildings already have such rate schedules. The association also met with the executive committee of the North Dakota Chamber of Commerce at Jamestown to discuss mutual problems.

Busy Fargo Auditorium Pauses To Let Contractors Finish

WALTER MABEE ALSO IS busy with his own new buildings. The Fargo Civic Center includes both an auditorium and a city hall building and Mabee is responsible for both. The auditorium was put into use on January 20. In 60 days it has had 51 events. The building has been so busy the electricians have been unable to work on finishing touches. So when a 10-day stretch of open time came along, the building "closed" to let the contractors finish. But the pace will pick up again. The building has 126 days booked between January 20 and July 1, and some bookings into 1962. The building has been host to 74,876 people in two months. Wrestling has proved a big attraction. Crowds range around the 4,000 and 4,300 mark. The Jaycees Home Show pulled 11,000 in three days. Ed Leary's ice show did fairly well in three days with basketball opposition. A symphony, wholesale trade shows and other events have been in the building already. Coming up are a nine-State physical education convention, Eastertime oratorio society activities, a Shrine ceremonial and a three-day Shrine convention, among other events. The auditorium seats from 2,100 to 4,500. It began operations with 100 booths for rent, but this proved an inadequate number and 58 more were purchased. Now Mabee reports that 40 per cent of his income has been from booth rentals. A couple of coming attractions stand out. One is "Holiday on Ice," due in October. The other is the formal dedication, which, despite the building's already impressive record, has not yet been planned.

Chalfen Tragedy Deepens

MORRIS CHALFEN, PRESIDENT of "Holiday on Ice," whose wife and three children were killed in an air crash, rushed home from Paris upon receiving the news. He was there with one of his ice shows. Returning by air, he was in a plane that dived sharply to avoid crashing with two air force jets over Michigan. Then upon arrival at Minneapolis he found that his home had been looted. . . . Mrs. Chalfen was the former Marty Collins, of Ontario, a former skater in his show. They were married in 1951 and she left the show cast then. Two of her brothers are still with the organization. Tommy Collins is a skater and Jerry Collins is on the business staff. Lyle Wright, manager of the Minneapolis Arena and a family friend, recalled last week that Mrs. Chalfen had been among the organizers and skaters for the Minneapolis Figure Skating Club's amateur ice show recently.

New Building Plans Shaping In Mississippi, Utah, D. C.

NEW BUILDING PLANS AND PROPOSALS were in the news last week. At Jackson, Miss., the State Building Commission received low bids totaling \$3,471,198 for construction of a 10,000-seat coliseum at the State fairgrounds. Bids will be studied and results announced later, the State Fair Commission said. . . . The University of Utah Board of Regents has begun a study of how to get a multi-purpose coliseum and sports arena built on the campus. Committees were named to look into certain phases of the project. Methods of financing have not been decided, nor has the size or cost been worked out. . . . At Washington, D. C., a plan is in the works for the new Stadium to include a wing of the grandstand on heavy tracks and arranged so that it can be in one position for baseball and another for football. . . . Heavy weather hit the big Fifth Annual National Electrical Industries Show at New York recently. A reported 22,127 persons viewed the 300 exhibits, but the 180 manufacturers told of a larger percentage of business. Show was produced by Harold R. Meyer and William S. Orkin.

ALBERTA TWIN AUDITORIUMS CUT DEFICITS

EDMONTON, Alta. — Alberta's two Jubilee Auditoriums, in Edmonton and Calgary, were not expected to pay their own way, but their deficits are being reduced every year. Provincial Treasurer E. W. Hinman told the Legislature's public accounts committee.

Operations of the auditoriums in the 1958-59 fiscal year cost the government \$509,627, while revenues totalled \$174,315, resulting in a deficit of \$335,311, he said. The Edmonton auditorium had a deficit of \$177,899, while the Calgary auditorium deficit was \$157,411.

Hinman said the government has never held that the auditoriums must pay their way. The halls are rented at "very low cost" to cultural, charitable and religious groups, he said. Income is increasing and he believes the public accounts for the current year will show revenue and expenditures closer to balancing, he said.

Snow Reduces Boston Crowds For Sports Show

BOSTON — The Hub's worst blizzard put a crimp in the annual Travel, Sports and Fashion Show put on by The Herald-Traveler at the Commonwealth Armory which ran five days here recently. Originally scheduled to open on March 4, it was held over a day when heavy snow brought the city to a standstill.

Main attraction was Liberace, who fortunately was able to handle the postponement and stay thru the full run of the show. The crowd totaling 52,081 for five days was the smallest crowd on record since some 100,000 are normally attracted.

Space in the Armory was fully taken. A system based on a prorated amount of square footage at the hall was used as a basis, giving exhibitors a space of 10 by 10 feet for every \$500 in ads in two special sections in The Herald and The Evening Traveler. The exhibit was enlarged this year with the addition of a military display and an exhibit of cameras.

Minneapolis Show Up 25% With Liberace

MINNEAPOLIS — Total gross receipts of the Minneapolis Builders' Show were 25 per cent ahead of last year's figure, according to H. H. Cory, show producer. The show closed its nine-day run March 20 at the Auditorium here.

Total attendance was about 99,000, which includes both paid and free admissions, Cory said. Attendance kept building thru the show's run, with the second Saturday's attendance considerably ahead of the first Saturday's figure.

Star of the stagershow, presented twice daily, was Liberace. His show also included Janet Medlin, Gordon Robinson and the Bob DeVoe Trio. Admission was scaled at \$1.25 with reserved seats for the show 50 cents extra.

Other attractions at the event included a cavalcade of gas kitchens, a "Decorator's Showcase," which featured complete rooms of furniture, and a flower show.

After his final show here, Liberace left for a 22-week tour of England, including eight weeks at the Palladium. The London theater dropped is variety policy to present shows with a single theme. Liberace's expanded show, somewhat a review of his life, is the first show under the new policy.

OWNER WM. T. NONWEILER SAYS:
"I wanted to buy a new BIG ELI Wheel but mine is in such good condition, and with the new A-C motor it would be foolish for me to invest in another Wheel. I wish my other equipment would give such good service with so little cost and attention. The BIG ELI Wheel is the best investment I ever made."
You, too, can operate a money-making BIG ELI Wheel. ASK ANY MAN WHO OWNS ONE. Write for information and 1960 Price List A-74. Several attractive shipping dates still available.
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Builders of Dependable Products Since 1900
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ATTENTION CONCESSIONAIRES!
SAVE MONEY! SAVE TIME!
FOR QUICK, CONVENIENT SERVICE AT LOWEST COST ON SUPPLIES, PLACE YOUR ORDER WITH US. WE ARE DISTRIBUTORS OF COMPLETE GOLD MEDAL LINE, CRETORS, STAR & WHIRLWIND MACHINES.
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1 Roll	1.50	of every description	2,000	SPECIAL PRINTED	Double Coupons
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10 Rolls	8.25	Stock for immediate shipment.	6,000	4,000	
25 Rolls	18.75		8,000	6,000	
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100 Rolls	44.00		15,000	10,000	
Rolls 2,000 EACH			20,000	15,000	
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No C.O.D. Orders		"Allied Trades Union Label used"	100,000	50,000	
Size: Single Tkt., 1x2			1,000,000	290.00	

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STRIPED FLOSS CONES
COTTON CANDY CONES JUMBO FLOSS CONES For more sales appeal, always use the new STRIPED floss cones. For two-color or 25c sales, always use the Jumbo Floss Cones.

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"Sno-Kone" design guaranteed to make more sales. It's the original printed cup for ice balls — the one to make your operation more profitable. In 5, 6, or 8 oz. sizes, for 10 or 15c sellers.

GOLD MEDAL FLAVORS
Far better in true fruit-like aroma and taste. Over 50 million Sno-Kones every season flavored by Gold Medal. You're always ahead with them.

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Here's the first new 2 lb. Gas Popper in over 10 years! Designed with you in mind. Easier to operate. Lasts longer. Uses Jet burners. All units have pilot life. The only ideal Gas Popper. Only \$269.50
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Carnival Routes

Bee's Old Reliable: Ozark, Ala.
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Byers Bros.: Orange, Tex., April 1-9; Port Arthur 11-16.
Fiesta: Poth, Tex., 28-Apr. 3; Po-teet 6-10.
Golden Gate: Livermore, Calif., 28-April 3; Vacaville 5-10.
Greater Kastl: Artesia, N. M., 28-April 3.
Page Combined: Columbus, Ga.
Peter Paul Ams.: Sanford, Fla.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 28-April 12.
United Expo.: Nacogdoches, Tex.; Tyler 4-9.

Circus Routes

Davenport, Orrin: Dayton, O., 28-April 2; Columbus 4-9.
Dobritch, Al: (Gardens) Cincinnati, O., 4-9.
Gray, Gil: Springfield, Mo. (opening).
Hagen Bros.: West Palm Beach, Fla., 28-29; Cocoa Beach 30; Ormond Beach 31; Jacksonville Beach April 1; Green Cove Springs 2; Beaufort, S. C., 4; Charleston 5; Orangeburg 6; West Columbia 7; Batesburg 8; Aiken 9.
Hamid-Morton: Wilkes-Barre, Pa., 30-April 2; Atlantic City, N. J., 9-11.
Kelly-Miller: El Paso, Tex., 28; Las Cruces, N. M., 29; Silver City 30; Safford, Ariz., 31, Globe April 1; Casa Grande 2; Gila Bend 3; Yuma 4; Calexico, Calif., 5; El Centro 6; Brawley 7; Banning 8; Redlands 9.
Polack Bros.: (Fairgrounds Coliseum) Indianapolis, Ind., 31-April 3; (Barton Coliseum) Little Rock, Ark., 8-9; Springfield, O., 13-14.
Ringling Bros. and Barnum & Bailey: (Trade & Convention Center) Philadelphia, Pa., 28-29; (Garden) New York 31-May 15.
Wirth: (Island Garden) West Hempsted, N. Y., April 1-24.

Ice Shows

Holiday on Ice of 1960: (Armory) Tampa, Fla., 28-April 3; (Municipal Aud) New Orleans, La., 5-10.
Ice Capades, 19th Edition: (University Fieldhouse) Wichita, Kan., 28-April 3; (Aud) Kansas City, Mo., 5-10.
Ice Capades, 20th Edition: (Arena) St. Louis, Mo., 28-April 3; (Coliseum) Omaha, Neb., 4-10.
Ice Follies of 1960: (Arena) Minneapolis, Minn., 30-April 17.

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Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 28-April 16.

Miscellaneous

Lavelli, Tony, Show: Bowling Green, Ky., 28; Shively 29; Paducah 30-31.
Matchstick Cities: Clearwater, Fla., 28-April 2; Ocala 4-9.
O'Day, Marie, Palace Car: Gainesville, Tex., 28.
Piccola Teatro di Milano: (Royal Alexandra) Toronto, Ont., 28-April 2; (Civic Opera House) Chicago, Ill., 5-17.

Arena Routes

Georgian State Dance Co.: (Garden) New York 28-30; (Arena) New Haven, Conn., April 3 (matinee); (Music Hall) Cleveland, O., 6-7; (Masonic Aud) Detroit, Mich., 8-10; (Opera House) Chicago, Ill., 14-17.

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THE FINAL CURTAIN

BLAKELEY—Ben, for 40 years a concessionaire, recently in Biloxi, Miss. He was a member of the Tampa Showmen's Association and a veteran of World War I. Burial in Biloxi.

CHAMPAGNE—Roland, 57, operator of the Continental Shows, March 13 after an extended illness. The show is widely known in Eastern carnival and fair circles. (Details in Carnival section.)

CHRISTIAN—Ford H. (Lefty), 61, retired trick roper, March 13 of a heart attack at his home near Grove, Okla. He was a former member of the 101 Ranch

Wild West Show and a veteran of World War I. Survived by his widow; a son, Robert, Los Angeles; his mother, Mrs. Alice Stockwell, Alhambra, Calif., and a brother, Charles, San Francisco. Services March 18 in Grove followed by American Legion graveside services in Dewey.

CLAYTON—Nora M., 70, longtime midway concessionaire, March 21 at her Independence, Mo., home. She and her husband, Joseph, had concessions on Hale's Shows of Tomorrow and in recent years on Hugo's Novelty Exposition Shows. She was a member of the auxiliary, Heart of America Showman's Club, and burial was in the club's cemetery plot. In addition to her husband, she left a son, Raymond; a daughter, Mrs. Ruby Wooster; two sisters and two grandchildren.

HALL—Charles Jr., 20, ride worker with Page Combined Shows, March 12 of pneumonia in Okeechobee, Fla. Survived by his widow and son, of Russellville, O., and his mother and other members of the family in Georgetown, O. Body was sent to Russellville for burial.

MUNN—Murray S., 80, secretary-treasurer of the

Mankota (Sask.) Agricultural Society for 20 years, recently. Survived by a son and a sister.

RAND—Harold S., 47, manager of the Rochester War Memorial Auditorium, Rochester, N. Y., March 11. He has been ill for some time. Survivors include his widow, and one son.

SEIFER—Howard, 58, former owner of Utah Exposition Shows, March 11 in Mammoth, Ariz. Survived by his widow, Lona, Klamoth Falls, Ore.; five children, Myrna, Sandra and John, of Klamoth Falls, and Mrs. Lela Reeves and Mrs. Bonnie Burk, Chicago; a brother, Harry, Denver, and two sisters, Mrs. Gertrude Nelson and Mrs. Betty McKelvey. Burial March 19 in Fairmont Cemetery, Denver.

STEWART—O. F. (Curly), veteran circus man, at Bradenton, Fla., February 14. He had been with Gentry Bros., Sparks, American Circus Corporation shows, Cole Bros., Robbins Bros., and Ringling-Barnum. He was a 24-hour man and assistant manager on Ringling during the Gumpertz era. He returned to Ringling in 1948 and retired because of health about four years ago. Survivors include his widow, Agnes, of Bradenton.

WIGHT—John, 75, one of the early promoters of the Ponoka (Alta.) Stampede, as president of its sponsoring association, recently in Ponoka. His ranch specialized in supplying stock for rodeo events. Survived by his widow, three daughters and one son.

ZIETLOW—Gustav A., 82, a director of Waupaca County Fair, Weyauwega, Wis., March 18 in Weyauwega. He was also an insurance executive, a trustee of the Waupaca County Hospital and a town official.

32 Magic Mountain Creditors Join Lefferdink; 1 Files Suit

DENVER—Lien-plagued Magic Mountain, multimillion-dollar amusement park battling for a spring opening, had one creditor who wouldn't go along with the proposed lien holder-mortgage plan.

The Denver Wood Products Company filed suit to collect \$17,392 from Magic Mountain, Inc. In its complaint, the company claims that it filed a mechanics' lien against the property December 17, 1959. The company asks for issuance of a decree of foreclosure against the Magic Mountain real property.

At a meeting with creditors March 3, park developer Allen J. Lefferdink proposed the 33 lien holders join him in a \$1,200,000 first mortgage on the park. The mortgage would be written against \$3.8 million of completed construction.

Lefferdink also is the park's chief creditor with an investment of \$528,159. The liens filed against the park total \$284,865.

Lefferdink has appointed D. Walter Swan executive vice-presi-

dent to oversee completion of the park. Swan has been handling Lefferdink's affairs in Washington, D. C. Swan managed air travel for both of President Eisenhower's campaigns. He was a former deputy assistant secretary of defense and assistant postmaster general before joining the Lefferdink organization.

In Memory of JOHN W. GALLAGAN

Who passed away March 28, 1954—Josephine Haywood

In Loving Memory of A Dear Friend & Pal.

FLOYD VINCENT

Passed away March 21, 1959. JOHNNY & CLEO GRAVES JACK & VIRGINIA BARNES

Many Thanks

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for their sympathy

In the recent death of our dear Husband and Father

ROLAND E. CHAMPAGNE



THE CONTINENTAL SHOWS

will continue to operate. All dates and contracts will be fulfilled; and our present staff will strive to keep the show's high standards established by Mr. Champagne

MRS. JULIA CHAMPAGNE and Daughter, DORIS

MARRIAGES

HOOVER-MOORE—

Henry Hoover, concessionaire with Carson & Barnes Circus, and Wanda Moore, daughter of Mr. and Mrs. Jack Moore, owners of the show, February 28 in Hugo, Okla.

BIRTHS

MURR—

A son, March 6 in Tampa to Mr. and Mrs. James E. Murr, concessionaires with the Blue Grass Shows.

Gosh Does Well In Miss. Snow

COLUMBUS, Miss. — Byron Gosh's All-American Indoor Circus did well on its annual tour of Mississippi despite extreme cold weather. The show said it got capacity matinees and good night crowds in most instances, with auspices signing for repeats.

At Hattiesburg, the auspices was the high school, and school club members sold 3,000 advance tickets. PTA, school bands and student groups sponsored the show in other cities also. Show does not use phones. Vistors included the Lee Slades, free act; Arthur Shoulders, New Orleans booking agent, and Fred Rawlings, of NBC.

INNISFAIL, Alta.—A \$20,000 provincial government grant will be used to install artificial ice in the War Memorial Arena if the remaining \$15,000 cost of the project can be raised. Service clubs and other organizations are expected to assist.

Waller, Tex., Moves Fair To October

WALLER, Tex.—The 1960 Waller County Fair will be held October 16-19, a departure in schedule, according to R. C. Smith, president.

In previous years the fair has been held in September, opening on a Thursday and closing Saturday. This year it will be held Monday thru Wednesday.

Prime reason for the change, according to Smith, is to make it easier for farmers, who harvest in September, to attend the event. Cooler weather is also prevalent in October, and moving off the weekend eliminates conflict with football games and other area fairs.

Beatty-Cole Staff Heading for N. Y.

MACON, Ga.—Floyd King, general agent of the Clyde Beatty-Cole Bros.' Circus, spent several days at his home here en route from winter quarters in De Land, Fla., to New York.

King said that Theo Forstall, former treasurer of the Ringling-Barnum circus, reported for work as treasurer of the Beatty-Cole show on Monday (21), after visiting friends in Sarasota, Fla. Walter Reardon, formerly assistant adjuster for R-B, will be assistant treasurer and has started work in De Land.

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- 1957 Teeter-Copter, one of the best rides ever built for teens.
- 1957 San Anton cage-type Kiddie Ferris Wheel, beautiful lighting.

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Herschell MGR, complete factory rebuilt, new horses, \$6,000; KIDDIE RIDES, all in good condition; Water Boat Ride, Choo-Choo Locomotive Train, Fire Engine, Elephant Ride. All rides can be purchased individually.

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52 Weeks Charted For Penn Premier

HENDERSON, N. C. — Arrival of snow and bitter cold put a stopper on winter quarters work of Penn Premier Shows and its newly titled second unit, Keystone State Shows. Quarters were snowbound with access being impossible for awhile. The big building was without heat.

Other than the brief curtailment, progress has been notable recently. With 24 men in quarters several fronts are being completely rebuilt and others are being repaired. Another building was rented in which

Smiley Weber is progressing with the scenic work.

A crew of men is leaving for New Orleans to bring up rides bought by Joe Gilman. These will be added to the No. 2 unit, to tour under the Keystone State Shows title.

Ordering Sky Wheel

W. A. Godley has finished booking the entire route, which now provides Penn Premier with 31 weeks and Keystone State with 21. Included is a gratifying number of fairs in Pennsylvania and North Carolina, six in the first-named State and 12 in the other, all bona fide, Lloyd Serfass, manager, points out. He added that a Sky Wheel order is being placed but there is no indication when delivery may be expected.

The main show will carry 22 rides and 12 shows; the No. 2 midway will have 12 rides and four shows. Both will operate behind a free gate at all dates until fairtime, Serfass stated. Concessionaires, including a number of returning "regulars," including Mr. and Mrs. McVee with the No. 1 show cookhouse, Woodrow Jones, Joe Soret, Babe Westbrook, Harry Westbrook, Al Dorso, Tommy Argar with bingo; Charley Allen and wife, Big Six; the Ely family, Mr. and Mrs. Ivan Miller, Miles Detrick, Tommy Allen, Arkie's gift booths, W. A. Godley, Mr. and Mrs. Russell Francis and others.

Johnny Canole is supplying all GMC tractors for Keystone State Shows and delivery is expected within the next few weeks.

SAN ANTONIO—George Evers has received the street concession contract for Fiesta Jacinto week in April.

Tom L. Powell, president of the Fiesta commission, said the contract was awarded under the or-

300 Attend PCSA Party

LOS ANGELES—Approximately 300 attended the annual "going away party" given jointly by the Pacific Coast Showmen's Association and the Auxiliary in the clubrooms here Monday (21). Hunter G. Farmer was chairman of the committee, with Sam Dolman as co-chairman.

Committee from the Auxiliary included Margaret Farmer, chairman; Peggy Forstall, Mickey Wexler, Emilie Bailey, Lucille Dolman, Helen Vaughn, Peggy Steinberg, Julie LeDoux, Ruth Davis, Emily Friedenheim and Thora Rickard.

Food was donated by Mickey Wexler, Margaret Farmer, Peggy Steinberg, Emilie Bailey, Peggy Forstall, Elsie Kennedy, Helen Newland, Mickey Koch, Julie LeDoux, Ruth Davis, Estelle Rosenthal, Dolly Muetzer, Virginia Kerp, Ruth Martone, Berta Harris, Helen Vaughn, Kitty Doolan, Mabel Brown, Ruth Safro, Madison Hopes, Jetta Clancy, Emily Friedenheim, Blanche Henderson and Clara Zeiger.

Prizes were donated by Pul-Wal Sales. Those receiving awards included Sam Alexander, Eldon Short, Margaret Farmer, Joe Steinberg, Ben Morrison, Louis Belmont, Al Weisman, Peggy Forstall, Sam Dolman, Bill Davis, Eva DeMarrs, Shirley Leatherwood, Mora Bagby, Virginia Hirsch, Sam Snobar, Earl Leonard, D. McGill, Eddie Harris, Loren Towers, Leona Cook, Faye Prosser, Betty Kent, Sally Short, Steve Vaughn, Betty Coe, Mike Swartzenberg and Ruth Martone. Ticket sales at the door were handled by Ted Kozacki.

dinance adopted by the city council granting the commission the street rights for the fiesta.

Evers' major task will be to assign permits for chairs to be placed along the streets during the two big parades.

CARNIVAL CONFAB

LOUIS A. (STRETCH) RICE, business manager of Olson Shows, flew into Chicago for the recent big meeting of the Showmen's League and also as an alternate member of the club's nominating committee. He pointed out that both he and Owner-Manager Paul Olson have also joined the ranks of Kentucky colonels along with Louis J. Berger, the show's general agent. . . . Joe Vance, singer-drummer formerly with Olson Shows and World of Mirth, writes that he and Randy Benton, guitarist, are in the revue at Stachie's Theater-Supper Club, Louisville. . . . Gordon E. Watt, midwayite and pitchman many years ago, writes that he's now Reverend Watts and heads up the Church of God in Christ in Providence, R. I., but still keeps in touch with the business.

Mr. and Mrs. Paul Throckmorton, who left the road early last season due to family illness, plan to go out again this season with the John Murphy Shows. He will be ride superintendent and his wife will have the cotton candy on the show. They've been living in California since they left the business in 1959. . . . Marie S. Rice, president of the Barre Record Company, Wilkes-Barre, Pa., says the disk firm has a definite midway flavor. She's from Howard Bros.' Shows, as is vocalist Madeline Latlip. Charley Casella, who has cut a side, is an independent concessionaire, and Bob Ruck, formerly with Reithoffer Shows, is said to be readying a record. The entire outfit got a big play in The Wilkes-Barre Sunday Independent.

Jimmy Conklin writes that the St. Patrick's Day party of the Ontario Chapter of the Showmen's League was a big one. Membership has reached the 400 mark, finances are solid, new clubrooms are in the offing, plaque is being filled and a fund-raising drive is under way. Final meeting of the winter will be April 7. . . . Roy Tobin, press chairman for the Tampa club, writes that 158 members turned out at the regular meeting with Dick Gilsdorf wielding the gavel. Reported on the sick list were John Manzat, Red Mack, Harry Harrie, Vernon Korhn, Howard Piercy, Russell Dean, O. J. Weiss, Carl Hanson, Melvin Westmorland and Charlie McDougle. Bob Venner, boat club secretary, reported a total of 198 boat fans had joined the organization and the club now has an \$8,000 floating clubhouse that'll be christened soon. *Charlie Byrnes*

* * *

Charles Simpson, concessionaire and ride operator, stopped off in Chicago recently en route from Los Angeles to Cincinnati. . . . Charles Casella, concessions op, recently cut a record for Barre Records, Wilkes-Barre, Pa., with the actual session in New York. . . . Johnny Reed, who has All-American Shows, writes that they've signed Tennessee fairs at Carthage and Woodbury, Alabama annuals at Oneonta and Childersburg, and Kentucky fairs at Elkton and Burkesville. Roller Coaster and Rolloplane arrived in Athens, Ala., winter quarters and a new girl show has been framed.

Champagne, Continental Shows owner. Attendees included Ted Golskie, John Venditto, Larry Carr and King Reid.

Miami club has paid-up cards waiting for Albert E. Moody, Jack H. Cox, Charley Bender, Eugene M. Smith, Lester John Winters, Jerome Stewart, Jack Black, Irving Strauss, Louis F. Webber, Bernard Lustig, Fred Ellenberg, Clarence Lyster, Russ Elmer Parker and Tony Santillo. . . . Billie Mack, fem stunt driver, home in Van Etten, N. Y., after touring Latin-America. . . . Phil Cook wound up his Northern tour for the House of Lenz, then set sail for Virginia and a visit with John Marks. . . . Oklahoma Shorty bought a new top for his wife's set spindle joint on New England Amusements. . . . Bill Cowan is out of the hospital after being bedded with an arm tumor. . . . It's the fourth grandchild for novelty man Aaron Hymes of Brooklyn; namely, a daughter born to his daughter, wife of Dr. Arthur Lowenthal.

Lawrence Tamargo caught a 61-pound grouper from his boat at Rock Harbor Keyes, Fla. He's due back in New York for disposition of more of his Island Manor Shows equipment. . . . Pat Razzano, World of Mirth Arcade man, was bedded with flu last week. . . . Buck Denby is ill at Bees Trailer Park, Charleston, S. C., and would appreciate hearing from friends. He was legal adjuster for several years on Ben Wolfe's midway, where Tommy Carson will handle the chores this season. . . . It's a son, James E., born to Jimmy and Phyllis Strates. They also have a daughter. . . . Eddie Keck, former Ringling paymaster, is the new Strates show bookkeeper. Also new this year are John Asel, mailman, and Charley Guttermuth, well-known ride superintendent, in the shop. . . . Joe Vitale, Detroit, is returning to the road with concessions this season. He formerly operated the funeral of Roland

Harry Frame returns to the road this season, it is reported, with about 10 rides coming out of his park operation at Crescent Beach, S. C., after the beach season ends. He'll play Southern fairs. . . . Ralph Lockett of Petersburg, Va., secretary of Foley & Burk Combined Shows, plans to visit Mexico City and Acapulco en route from his home to the show's base in Santa Rosa, Calif.

Harry Kahn, operator of New England Amusements, is over the illness which kept him from Northern fair meetings. . . . A sizable gathering of show owners attended the funeral of Roland

* * *

FLASHBACKS: 10 Years Ago—Art Frazier joined Lawrence Greater Show as concessions manager along with Jim Deal, general superintendent, and Willis Johnson, special agent. . . . Guests of Mr. and Mrs. Harry Hennies at their Hot Springs home was Mr. and Mrs. Charles Goss, Mr. and Mrs. Keith Chapman, Paul Olson, William Naylor and Tony McDonald. . . . Endy Bros. announced it would open April 20 in Philadelphia. . . . Charles Hodges was busy getting his Side Show set for a tour with Hennies Bros.' Shows.

(Continued on page 79)

HAMES AMUSEMENTS, Inc.

BIG EASTERN STAR—LADIES' SHRINE CELEBRATION

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ALL FOODS STILL OPEN. CONCESSIONS LIMITED TO 15 ONLY for entire show.

WILL BOOK FUN OR GLASS HOUSE OR ANY GOOD SHOW OF MERIT on a sensible percentage.

27 WEEKS OF FAIRS, CELEBRATIONS & CHOICE STILL DATES (first show in).

CAN USE RIDE HELP THAT DRIVE. Must have Class A License (will help you get licenses).

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c/o Freedman Novelty Co., 1055 Mission Street, San Francisco, Calif. Ph.: Klondike 2-1225.

Strates on Trek North; Open April 1

Bow in Savannah; Staff Changes & Additions Made

ORLANDO, Fla. — Rebuilding of wagons occupies many of the work-hours at James E. Strates Shows quarters, which survived the latest tornado, being high and dry due to good drainage installations. A completely new Minstrel Revue, Club 99, will be unfolded at the Washington, D. C., date in late April.

The show train left town Sunday (27) en route to Savannah, Ga., first stop on the trek north. Opening is Friday (1). Good business despite weather setbacks was experienced in the winter fairs, Winter Haven and Orlando.

The show is touring under the leadership of Jimmy Strates, son of the founder, who is moulding a closely knit team of department heads. Tommy Nemia, a member of the family, has been assisting in the front-end operation. With the addition of Eddie Keck, former Ringling paymaster, as bookkeeper, Howard Parker's new primary function is checking safety features of all equipment, and corresponding with insurance firms. Besides heading the new insurance and safety department he will help Strates with concessions.

Other personnel includes many returnees. Patsco is ride superintendent; Stonecipher, all-around man and traffic man; Red Kelly, trainmaster; Rolland Smith, head porter on coaches; Lumpkin, in charge of ticket takers and sellers; Jim Thompson, lot man; Nelson Thomas, billposting. Strates has the veteran Nick Bozinas again as treasurer, and Starr DeBelle as publicist. The staff has been augmented by a secretary, Susan Foster.

Giff Raylea has been supervising the Minstrel Show project. Its first exposure, Washington, is a heavily grossing date pulling from a close-by Negro populace. John Asel has joined as mailman and Charley Guttermuth, former ride man of the Prell and Manning shows, is in the shop helping Jimmy Otis with the wagon rebuilding project.

L. & N. Aims At New Dates On Long Island

NEW YORK — An early April opening is charted for L. and N. Amusements, in its third season of operation since the amalgamation of Al Lefleur and Harold Nevins. The show will hit several lots in Nassau County on Long Island, a departure from its usual territory, further-out Suffolk County.

Business last year was fair, it is reported, including one date on Shelter Island, 100 miles from Times Square and accessible only by ferry. The vessel was loaded with a Ferris Wheel, Chairplane, Merry-Go-Round, pair of kiddie rides, 20 concessions, and a pair of mounted 25 kw. light plants that nearly swamped the ferry.

Show is fielding six rides this year, including several pieces from the Island Manor Shows, being disposed of by the Tamango family. A couple of the projected Nas-

DETROIT CLUB AUTHORIZES NEW QUARTERS

DETROIT—The first step to move the Michigan Showmen's Association into new quarters was authorized at the Monday night (21) meeting with one dissenting vote.

The building trustees committee was authorized to negotiate for the sale of the present building and for construction or purchase of a new building.

President Robert Morrison pointed out that before any specific action is taken the matter will be brought before the full membership.

NSA Appoints Committees

NEW YORK — Committee appointments for the National Showmen's Association were announced by Max Tubis, president, and are complete except for selection of a yearbook chairman. Appointments are as follows:

Membership — Daniel Adelman, chairman; Leo Willens, co-chairman; Frank Grimes, Simon Hadgi, Seymour Levin, Angelo Longo, Sam Peterson, Frank Rappaport, Pat Reithoffer Jr. and Sebastian (Babe) Vivona.

Banquet — Joe McKee, Dave Brown, Henry Kaufman and John S. Weisman. Bylaws — Harry Alexander, Daniel Adelman, Al McKee, Joe McKee, Frank Rappaport and Charles Rubenstein. Cemetery — Ike Weinberg, Daniel Adelman, Al Howard, Harry Koretsky, Jack Steren, and Joe Uknis, co-chairman. Eligibility — Dave Brown, Harry Kaufman, John J. Leonard, Hy Malek, Sam Weisser and Leo Willens. Jamboree — George Hamid Sr., Seymour Levin, Sam Prell, Pat Reithoffer Jr., E. James Strates and all past presidents and officers.

Entertainment — Charles Davenport, John Brooks, Dave Brown, Simon Hadgi, Henry Kaufman, Harry Koretsky, John J. Leonard, Charles Silvern, Herbert Beller, Adam Cella and Jack Stern, co-chairman. Finance — Moe Elk, Daniel Adelman, Vince Anderson, Herman Cohen, J. W. Conklin, Frank Feit, Irving Rosenthal, Clem Schmitz and Leo Willens. Grievance — Sam Rothstein, Louis Elias, Al McKee, George Regan, Louis Reiben, Charles Rubenstein, Joe Sherman and Sam Weisser.

Hospitalization, Sick and Shut-In — Dr. Jacob Cohen, Daniel Adelman, Louis Elias, Charles Silvern, Jack Stern, Sam Rothstein, Joe Uknis, Ike Weinberg and Leo Willens. House — Ike Weinberg, Louis Elias, Simon Hadgi, Harry Koretsky, John T. Leonard, Al McKee, Sam Peterson, George Regan, Jack Stern, Charles Rubenstein and Sam Weisser, co-chairman. Ways and Means — Joe Sherman, Daniel Adelman, Harry Agne, Jack Agree, Al Camin, Edward Cohen, Louis Elias, Ward Graves, Charley Holiday, John J. Leonard, Frank Grimes, Al McKee, Sam Peterson, Pat Reithoffer Jr., D. D. Simmons, George Sollenberger, Pat Razzano, Joe Uknis and all past presidents and officers.

Yearbook — (no chairman) Aaron Hymes, Claude Sechrest, Joe Sherman, Frank Rappaport and all past presidents and officers. Publicity — Irwin Kirby, Jim McHugh and Richard L. Geist. Sergeant at arms is John J. Leonard.

sau dates are from the well-established Tamargo route, Lefleur stated. He reported buying trailer concessions, a generator and kiddie Ferris Wheel.



PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

GRAND OPENING, APRIL 29 TO MAY 7, 1960, FORT BRAGG ROAD, FAYETTEVILLE, NORTH CAROLINA
MILLION-DOLLAR PAY DAY—TWO FRIDAYS AND TWO SATURDAYS

Now Booking Side Show, Girl Show, Monkey Show, Fat Show, Pit Shows, or what have you? Our Fair season starts in Harrington, Del., July 25 to 30. Sixteen (16) fairs booked. Will buy or book Merry-Go-Round, also Four Kiddie Rides, and will book Rides that do not conflict. CAN USE Live Pony Rides. Concessions all open EXCEPT BINGO, EAT AND DRINKS, POPCORN, FLOSS AND ICES.

WANT—Scenery Painter, Builder for New Front, Ride Foreman for "Round Up" and for "Paratrooper"; Two #12 Wheels. Must be sober and drive. Second Men, Ticket Sellers and Takers. Also want Age and Scales, Pitch-Till-U-Win, Bear Pitch, Glass Pitch, String Game, Rat Game, Colored Game, Crazy Ball, Buckets and Rack, Long and Short Range Galleries.

All answer: **SAMUEL E. PRELL, WINTER QUARTERS, GOLDSBORO, NORTH CAROLINA**



GLADSTONE EXPO SHOWS

OPENING APRIL 18, BATESVILLE, MISS.—FIRST SHOW IN FOUR YEARS
HUMBOLDT, TENN., STRAWBERRY FESTIVAL, MAY 2 THRU 7

CONCESSIONS Want Fish Pond, High Striker, Pitch-Till-You-Win, Photos, Diggers, Scales, Bear Pitch, Custard, Cork, Long Range, Short Range, Ball Games, P. C. Tables, Set Joints, Nickel Roll, Etc.	SHOWS Want Shows with own equipment, Big Snake, Monkey, Girl, Fun House, Illusion, Etc.	RIDES Need Live Pony for season and any New or Novel Ride for our route of Wisconsin Fairs, starting July 1-5 at New Berlin (10 miles from downtown Milwaukee).
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ACE JOLLEY AND CONCESSIONAIRES, CONTACT AT ONCE
F. O. POOLE, Mgr., Box 8781, Station E., Jackson, Mississippi



WEST COAST SHOWS

OPENS LATE IN APRIL

Watch next week's Billboard for Opening Towns. WINTER QUARTERS NOW OPEN. CAN USE FOREMEN AND SECOND MEN FOR ALL RIDES. ALSO USEFUL PEOPLE IN ALL DEPARTMENTS.

CONCESSIONS—that do not conflict still available.

ALL HELP REPLY—Northwest Unit, Speed Mullins, Superintendent.
California Unit, Virgil Latiker, Superintendent.

For All Other Information, contact **EDDIE HELLWIG, WEST COAST SHOWS' Winter Quarters, Madera County Fairgrounds, Madera, California**

The Northwest's Finest Midway Attractions

Wm. D. STANLEY SHOWS

Opening May 21 — FARGO, NORTH DAKOTA

FAIRS Legion Fair, Cooperstown, N. D.; Benson Co. Fair, Minnewaukon, N. D. Minnesota Fairs at Barnsville, Fertile, Warren, Roseau, Mahanomen, Fosston, Bemidji, Clinton, Wood Lake, Sauk Center, Princeton, Barnum, Kokato, Appleton; Forman, N. D.; Madison, Minn.	CONCESSIONS Short and Long Range, One Ball, Six Cats, Buckets, String Game, Novelties, Pitch-Till-U-Win, Duck Pond, Roman Targets, Hi-Striker, Age, Weight, Bear Pitch, Cigarette Block and several other Concessions open.	SHOWS Especially want Girl Show, Wildlife, Monkey Show, Snake Show, or any other Attraction to go along with small Grind Show and new office-owned Fun House.
HELP Can use Foremen for the following Rides: Scrambler, Paratrooper, Wheel, Rollo and Tilt. Semi drivers and Second Men on all Rides. Good treatment, highest wages, uniforms. Also want Agents for Concessions of all types.	RIDES Will book Octopus for full season. Need one more Scrambler for second unit three dates, starting July 26.	

All Replies To: WM. D. STANLEY SHOWS, FARGO, NORTH DAKOTA

FOR SALE—JIG SHOW

40x100 royal blue deluxe top, including side, center, quarter poles and two (2) (A) frames. A 30x40 stage mounted on a 34-ft. Great Dane trailer, wings, back-ground and theatrical style footlights for stage. Also theatrical style stage flood lights. Heavy-duty switch box and heavy-duty electric cable for all lighting. Sound equipment . . . and 12-foot sidewall. This is State Fair equipment. If you are looking for cheap show equipment, this is not it. Contact

DICK PALMER
Rt. 3, Box 141, Lake City, Fla.

P.S.: Can use one or two men for work in winter quarters. Would like to hear from two girls for Girl Show. Reply by letter only.

Last Call GOLD MEDAL SHOWS Last Call

OPENING APRIL 1, COLUMBUS, GA.
BEST LOCATION. BIG SOLDIERS' PAYDAY.

Help Wanted: Ride Superintendent who can handle 16-ride show. Top salary. Also a few more experienced Ride Foremen who can drive semis. Alabama Slim, contact Pee Wee. Scenic Artist, Sign Painter and Carpenter, come in, will place you. Want legitimate Concessions of all kinds at very reasonable rent. This show has 15 big fairs booked, more pending. Rides: Will book any non-conflicting ride at low percentage. Shows: Want Sideshow, Wildlife, Motor or Monkey Drome, Geek Show or any other show that can get money. Contact

JOHN J. DENTON, Gold Medal Shows, Columbus, Ga.

SUNSET AMUSEMENT COMPANY

Opening Thursday, April 21, Excelsior Springs, Mo.

CONCESSIONS: Can place Buckets with Hanky Panks. Openings for Pitch-Till-You-Win, Break the Record, Punks, Basket Ball, Dip, Coke Ring, High Striker, Roman Targets, Custard, Bushel Baskets, Ice Cream. **SPECIAL DEALS** to Long and Short Ranges; Glass, Bear and Lamp Pitches; Derby, Photos, Age and Weight, Foot Longs. **SHOWS WITH OWN EQUIPMENT:** Side Show, Monkey, Snake, Animal, Mechanical, Motordrome or Grind Shows (no Dings). Address: **WINTERQUARTERS, 761 N. MAIN, EXCELSIOR SPRINGS, MO.**

MARKS SHOWS

NOW BOOKING

ALL HANKY PANKS OPEN. Center Pitches, Age & Scale, Long and Short Range Galleries.

SHOWS: Any family type Show of merit, with or without equipment.

RIDES: Will book Scrambler, or any other major ride not conflicting.

HELP: Wheel Foreman, Second Men on all rides. Show Carpenter. Show Painter (ABC, answer).

FOR SALE: Allan Herschell Dipper. Also 8 car Mangels Whip. Both rides in good condition and priced to sell.

Address all replies: Box 771, Richmond, Virginia

WANT MEN FOR NO. 1 UNIT

Want Wheel Foreman, Second Men for Tilt, Octopus, Kid Rides. Must drive, dependable and single. No cars. We furnish you sleeping quarters. If you are qualified, we will give you 10 months' work each year. Apply at **Dixie Manor Shopping Center, Louisville, Ky. Now until 23d April.**

W. R. GEREN

WANT MEN FOR NO. 2 UNIT

Foremen for Coaster, Frolic, Kid Rides; Second Man for Merry-Go-Round. Same conditions as above. Apply to **Jerry Geren, 25th Street Shopping Center, Columbus, Ind., April 5 to 23.**

FOR SALE

Flying Coaster, \$23,000 (\$6,000 off original cost); one Allan Herschell Twister, \$14,000; one Allan Herschell Looper, \$6,000; one Miller Roller Coaster, \$5,500; one Dayton Kiddie Ferris Wheel, \$500. Trailers available for some rides. All in tip-top condition. Changing our method of operation cause of this sale.

INGALLS AMUSEMENT CO.

Box 133 Phone: Broadway 8-2465 Coldwater, Mich.

PARADA SHOWS

Opening April 18th downtown Joplin, Mo. Annual Home Show, 6 big days and nights in front of Memorial Hall, 8th and Joplin on the streets.

WANT FOREMEN and SECOND MEN for Merry-Go-Round, No. 5 Ell Wheel, new Tilt, Octopus and Kid Rides. Semi Drivers, Ticket Sellers and useful People, come on. **ELECTRICIAN** who can handle G.M. Diesel and transformers.

AGENTS for office-owned Hanky Panks. Dick Wilson, come on.

WILL BOOK a few Concessions for Joplin. Hankies, Pitches, etc. **Alibi Stores**, if you work for quarter-half and stock. Space very limited, first come first served, this is a big one. **WANTED: QUARTERS AT CANEY, KANSAS, NOW OPEN, COME ON**

PARADA SHOWS, Box 125, Phone: 468, Caney, Kansas

SOL'S GREATER SHOWS

Opening middle of April, downtown Indianapolis.

CONCESSIONS: High Striker, Mug Joint, Center Pitches, Age and Scales, Punk Rack, Pitch-Till-You-Win and all legitimate Concessions.

RIDE HELP: Foremen and Second Men on all Rides. Top wages plus bonus. Good treatment. Report to Winter Quarters immediately, time is short.

COMMITTEES, NOTE: We have 2 open dates in Ohio. This show carries 8 Major and 3 Kiddie Rides, also our own Diesel electric Light Plant.

FOR SALE: 2,500 ft. Ground Cable cheap, 1 20-ft. House Trailer, \$175 cash; 1 Chevy Truck, 12 ft. van, perfect, \$350.

SOL ROSENFELD, MGR.; JACK WILLIAMS, BUS. MGR.
905 Auburn St., Indianapolis, Ind. Phone: CH 1-0839

MONTE YOUNG SHOWS

WANT: Cookhouse. Ride Foremen and Second Men for Ferris Wheel, Scrambler, Tilt-a-Whirl, Octopus, Paratrooper, Roll-o-Plane, and Merry-Go-Round. Must drive semis. Top wages.

Report week of April 4, Utah State Fairgrounds Winter Quarters, Salt Lake City. Men who have worked before, contact or come on.

Mailing Address: Box 73, Provo, Utah.

Cash — FOR SALE — Terms

Ell Ferris Wheel #5, white seats, upholstered in red, elec. Star Lerol Motor on wheels, V belt drive, wide face gears, two shoe brake, steel base plate, combination clutch lever, Ticket Box, complete. Terms, \$6,000, will discount for cash; payments \$2,000 cash, \$100 June 1, six payments out of each operating year, no winter payments; if you need a Wheel you will buy this one, used in park, come see.

Phone 468. H. C. Swisher, Box 125, Caney, Kansas

<p>JAY STANLEY CO-OWNER</p>	<p>S & W SHOWS OPENING APRIL 18—MALVERN, ARK.</p>	<p>LYLE WELLS CO-OWNER</p>
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CONCESSIONS: Hanky Panks of all kinds and Alibi Concessions, Center Pitches, Balloon Darts, Long and Short Range, Scales and Age, Photos, Hit and Miss, Fish Pond, Pitch-Till-You Win, Derby. (Popcorn and Grab already booked.)

SHOWS: Family-type Shows with own equipment. Ape Show, Snake Show, Fun House.

RIDE HELP: Second Man on Tilt. First and Second Men on Scrambler and on Double Tub Octopus. Must be licensed drivers.

All replies: **JAY STANLEY and LYLE WELLS**
Box 235, A. P. Station, Hot Springs, Ark. (Phone: National 3-2895)

ARMY PAY DAY—OPENING MARCH 31

Want Alibi Agents for Buckets and Swinger. Also two top P.C. Agents. (No Grind Store Agents.) **JACK JOHNSON, JIM KELLY, SOAPY BARNETT, GET IN TOUCH.** Can place Girl Show with own equipment. Contact

BEN CLOSSER, Phone: National 4-2267, Hot Springs, Ark., before 6:00 p.m.
No Collect Calls.

WANTED

Man to stock, flash, etc. Grind Stores and Stock Stores at permanent amusement park. Must be capable and have good references. Contact immediately.

AMUSEMENT ENTERPRISES

469 Ocean Ave. Revere 51, Mass.
Atlantic 4-7300

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

Club Activities

Showmen's League of America

CHICAGO — Two checks for the cemetery and hospital fund were received during the week. One, for \$275, was from the staff of the Polack Bros. Circus in lieu of flowers for the late Dwight Pepple, former general agent of the show. The second was from Ida Cohen in memory of Pepple and the late Justus Edwards, long-time Polack publicity agent.

At the Thursday night (24) meeting, Ed Sopenar was in the chair, assisted by Bernie Mendelson, treasurer, and Fred H. Kressmann, who served as secretary. Also on the platform were two past-presidents, Ned Torti and Bill Carsky.

Secretary Hank Shelby left during the week for a Miami vacation.

National Showmen's Association

NEW YORK — A total of \$1,825 in government bonds was pledged last week toward the 1960 award book program. In addition, there will be a case of rye whiskey contributed by Johnny Leonard. At the meeting it was announced that henceforth the \$10 annual dues will be supplemented by a \$1 charge for the cemetery fund. This will be effective as of July 1 when the new membership cards are issued.

It was decided to have the award books carry six coupons, the club to get \$5. Seller can either sell the sixth ticket and keep \$1, retain the ticket free as a bonus or offer six tickets for \$5 as a sales inducement.

These were the initial award contributions: \$300 worth of bonds by Max Tubis, \$200 apiece by Frank Rappaport and Joe McKee, \$100 apiece by Tony Perrotta, Charles Rubenstein, Ben Herman, John Weisman and Angelo Longo, \$50 apiece by Joe Uknis, Leo Wilens, Louis Elias, Tom Gargullio, Harry Alexander, George Regan, Sam Weisser, Eddie Cohen, Louis Reiben, Hy Male and Charley Davenport, and \$25 apiece by Dave Brown, Simon Hadgi and Gus Maynard.

Jack Zupan is in Barnet Hospital, Paterson, N. J.; Pat Schilly in Veterans Hospital, East Orange, N. J., and Jack Stern recovering from serious surgery at Central Park West Nursing Home, New York.

Troupers Net \$600 at Party On Fair Time

INDIO, Calif. — Approximately \$600 was raised by the Regular Associated Troupers at Showmen's Day here recently. Olivia Waldron, president of Fair Time Shows, Inc., hosted the group at the Riverside County Fair and National Date Festival.

The committee for the day was headed by Emilie Bailey, Troupers' president, and Charles Walsh Sr. as chairman, and Art Thompson, co-chairman. Tent was provided by Pete Kortez, whose Side Show was on the Fair Time midway.

Bill Davis provided truck transportation for the equipment and was assisted in the loading by Larry Nathan and Eva Thompson. Bob Matthews provided table and chairs.

Food donations were made by Warren and Flora McMenus and Sam and Mickey Wexler. Other food and beverage contributions were made by Sandy Walsh, Sylvia Levy, Ruth Davis, Ruth Wolf Wood, Larry and Martha Nathan, Eva Thompson, Sam Alexander, Maxine Ellison, Peggy Butler, Charles Walsh, Art Thompson, Emilie Bailey, Julia Hislop, Fay Curran and Ruth Kotarakos.

Awards were made by Ruth Davis, Hoppi Schiller, Dusty Rhodes and Alex Freedman. Maxine Ellison was in charge of the awards, assisted by Sylvia Levy, Ruth Wolf Wood, Ruth Davis and Ed Kennedy. Bazaar tickets were sold by Alberta Vaughn, assisted by Ruth Wood and Ruth Davis. M. H. Ellison was in charge of the bulletin.

Harley Larsen Buys Ritter's United Shows

SAN BERNARDINO, Calif. — Twenty-two-year-old Harley Larsen became one of the youngest show owners in the business when he purchased Ritter's United Shows here from Hollie Ritter, who operated the attraction for more than 25 years. Larsen said the show will be re-titled Royal West Shows.

Larsen has been associated with his father-in-law, Alex Freedman, in the operation of novelty concessions. He managed the units playing the Oregon State Fair and other fairs and celebrations in the Northwest, contracted by the Freedman Novelty Company.

The show is scheduled to open in Southern California in April and will play Northern California and Oregon. California dates already signed include the Lincoln Celebration in Lincoln, Shasta County Jamboree and Willets for July 4.

Montreal Club Banquet-Ball Set For November 15

MONTREAL—The 1960 banquet and ball of the Canadian Showmen's Association will be held in the Queen's Hotel here November 15, R. Genest, secretary-treasurer, announced.

Other recent actions included a regulation that \$150 be contributed to the funeral and burial of any member in good standing and a special fund set up. Financing will come from the welfare and cemetery funds and a percentage of all future money-raising efforts.

The house committee was authorized to seek more adequate quarters for next fall.

Miami Showmen's Association

MIAMI—Final meeting of the season was held Monday (21) with Max Sharp, third vice-president, presiding, in the absence of prey Harry (Busters) Westbrook. On the dais with him were Mel Dodson, first vice-president; Bucky Allen, second vice-president; William J. Tucker, assistant treasurer; Cliff Wilson, secretary. Also called to the head table were Stretch Rice, Morris Brown, Mickey Timin, William Tara, Newell Taylor, Johnny Applebaum, Lew Lange, Al Hamid, Ben Cohn, Bill Bloch, Harry Schreiber, Wallace N. Maer and Jack Weiss.

A combined Hit-the-Road Party and Bucky Allen Night pulled more than 300 members for a dinner and dance at which the Tony Lopez orchestra played. Ben Glasberg, building maintenance chairman, has things in good shape, and the end of the coming season will see the walls finished in carnival murals, to be painted during the summer. Betty Glasberg, his sister, prepared a stuffed cabbage-and-chicken salad lunch.

Whitey Tara, blood bank chairman, reported there are 635 pints and \$2,906 in cash available after a season of hard committee work.

At the Hit-the-Road affair, in charge of Mike Roman and Jimmie Stable, Aggie Ross and Vina Carter sang old-time songs and Lois Weiss led community singing of Irish melodies. Prizes were given, with Jimmy Finn and partner taking the waltz contest (judges Ben Glas, Whitey Taram, Bill Cowan, Gene O'Donnell, Matty Matisoff), and Charley and Vi Roth, the fox trot (judges Abe Prell, Whitey Byus, Syd Daniels, Eddie Horwitz, Louie Lang).

Cuero, Tex., Cele Signs Fiesta Shows

POTEET, Tex. — Roy Edsall, manager of American Fiesta Shows, announced that the show has been awarded the contract for the Cuero (Tex.) Pioneer Days Celebration, May 16-22.

The pact calls for 18 rides and 50 concessions to be located on the streets.

Work here at the show's winter base is going at a good rate in preparation for the April 6 opening at the local Strawberry Festival.

Route will be thru Texas, Oklahoma and Kansas, with the July 4 date at Wright City, Okla.

NEW YORK — The Billboard is in receipt of the following letter from Frank E. Barrett, city manager of Lowell, Mass.:

"It is erroneous to say that any particular organization has been given the right to conduct the annual July Fourth celebration on the South Common in Lowell. The Park Commission of the City of Lowell annually awards this concession as a result of competitive bidding under its rules and regulations. Such an award has not been made as yet."

It had been reported in the January 11 edition that the celebration contract had been awarded.

WANTED TO BOOK

For season, starting April 10 thru Labor Day, Pensacola Beach, Fla., Funhouse, Coaster, Octopus, Flying Scooter or other major Rides. Also Kid Rides, except Auto.

FRANK SHERMAN
P. O. Box 355 Gulf Breeze, Fla.

WANTED
FERRIS WHEEL
MERRY-GO-ROUND
SKY FIGHTER and
KIDDIE AUTO
 Upper Michigan, park location.
 Part of Summer Resort.
 Contact:
RALPH GLICK
 6705 N. Jean Avenue
 Chicago 46, Ill.

FOR SALE
COMPLETE or SEPARATE
 1-1948 Ideal, 30 horse, 36 ft. Merry-Go-Round and 32 ft. Trailmobile Van Trailers.
 1-1948 #12 Big Eli Ferris Wheel.
 1-1949 Tilt-a-Whirl and one 28 ft. and one 32 ft. Van Trailers.
 1-1951 Rocco Jet Plane Ride.
 All equipment clean and in top shape.
 Ready for operation.
BEST OFFER TAKES ALL OR PART
BOX 982 Billboard Pub. Co.
 188 W. Randolph St. Chicago, Illinois

\$400 CASH REWARD
 for location of
DON YARBER
 Young ride man; wife, Margaret, and small child. One finger missing, slender, short haircut, last with Dobson Shows.
 For reward, call collect.
GEORGE TURNER
 Victor 2-9888
 Oklahoma City, Okla.

MOUSE GAME COMPLETE
FOR SALE
 6-ft. Wheel in two sections, 144 holes with stock combination, inserts for money combination, 2 different beautiful Lay-Downs on plywood counter, 14x14 ft. Top and Frame with fluorescent lighting, P.A. Set, Trunk and Tool Box. Built last season and is like new. Complete, \$750.00; Wheel only, \$250.00.
 D. J. BAZINET
 119 Bafanridge Dr. Hot Springs, Ark.
 (Phone: National 3-7590)
 P.S.: Bert Hall, contact Charles Anderson at above address.

TIME REMINDER TO INTERESTED PARTIES
 Tamargo's warehouse will be open for inspection and sale of all Rides, Generators, Concessions, Rifle Range, many extras, no phone. Contact
JERRY ROTELLA
 Warehouse, 979 Prospect Ave.
 Westbury, New York

DUTCH WILSON
 Wants to Hear From
E. F. MURPHY AND JIMMY LETO
 Get in touch with Evelyn Rinaldi.
 Opening April 1, Orange, Texas.
 Will be on lot March 29.
 All Replies: c/o Byers Bros. Shows
 Western Union Orange, Texas

WANTED
SEMI DRIVER
 Steady year-round work for good, sober Man who knows rides.
 Position is delivering and erecting new equipment.
King Amusement Co.
 802 Orchard St. Mt. Clemens, Mich.

WANTED AT ONCE
 Capable Show Painter and Artist.
BERNIE THOMAS
ART B. THOMAS SHOWS
 Phone: Midway 7-2407, Lennox, S. D.

FOR SALE
 1953 3-abreast Allan Herschell Merry-Go-Round. Was always a park ride in one permanent location. Exceptionally good condition.
AMUSEMENT ENTERPRISES
 469 Ocean Ave. Revere 51, Mass.
 Atlantic 4-7300

WANTED
 Carnival with Rides and Concessions to play the Osborne County Fair, August 15 to 19, 1960. Good crowds, good facilities. Contact
JOHN S. CAMPBELL
 Portis, Kansas Osborne, Kansas
 Phone: 3811

CARNIVAL CONFAB

Continued from page 75

ated Mitchell Shows, playing Ontario, Quebec, Nova Scotia and Prince Edward Island, and has been on the Conklin and Sims Greater shows.

A chance shipboard meeting en route to Venezuela brought Mr. and Mrs. Sam Weinberg together with Mrs. Bill Stillman and her mother. Weinberg's McBride Jewelry is a prominent carnival supply house, and Stillman's the Strates Shows' auditor. . . . Broadway Charlie Davenport worked himself to a frazzle decorating the NSA for its St. Pat's party, but the results were well worth it. The place was all greened up and the hundred-plus revelers shared corned beef, salads, beverages, cocktail franks and other fixings. Charlie Sylvern got the Wally Jackson Dancers to perform, and Al Romano's band provided dance music. Davie Brown handled tickets at the door, and Harry Koretsky was in the kitchen.

Irwin Kirby

Louis Leos, secretary-treasurer of West Coast Shows, and his nephew, Bill Leos, visited Los Angeles and Hollywood from their homes in Los Banos. While in Hollywood, they were shown around by Sam Dolman with E. W. Coe. Hunter and Margaret Farmer entertained the Leoses with a night club tour, after which they left to wind up their vacation in Las Vegas, Nev. . . . Barney and Leona Stevens of Foley & Burk Combined Shows were accompanied to Los Angeles from their home in San Francisco by Dora Redder. Stevens was on a buying trip. . . . Ed Butler and Slim Bailey are managing Cecchini & Levaggi concessions on the two units of the Kemberly Shows playing shopping centers in the Los Angeles area. . . . Margaret Farmer and Edna Dauer treated

their husbands, Hunter and J. B. (Red), to a Leap Year date. The gals footed the bills for a holiday in Las Vegas with the foursome flying there from Los Angeles. . . . Jules Blumenthal leaves soon to join the Foley & Burk Combined Shows in Santa Rosa.

Elsie Kennedy, president of the auxiliary of the Pacific Coast Showmen's Association, left Los Angeles recently to visit the ailing Catherine Oliver in St. Louis. . . . Al (Red) Cohn is back at his Los Angeles home convalescing from the flu. . . . Chet Barker, general manager of Fair Time Shows, is out of the hospital. Chet was seriously injured in an accident at the Indio (Calif.) Date Festival. . . . Jimmy Lantz recently presented Show Folks of America, San Francisco, with a new gavel to be used by President Earl Leonard. . . . Jules Blumenthal will join Foley & Burk for the eighth year.

George Burmaster out of a San Francisco hospital following surgery. Other members of the Show Folks who've been on the sick list include Mr. and Mrs. Harry Martin, Babe Miller, Harry Lewis, Harry Leslie and Curly Gold. Reuben Williams was recently a patient in the San Francisco VA Hospital. . . . Dr. Malcolm Jones, club's physician, confined in French Hospital, San Francisco, and Mary Texeira scheduled to enter East Oakland Hospital for surgery.

Sam Abbott

Pallbearers at the March 19 funeral in Denver of Howard Seifer, former owner of Utah Exposition Shows, included Rex E. Elliott, of Forsythe & Dowis; Theodore Lucky, Frank Swartz; Cowboy King, King Bros.' Shows; John Oxford, Happy Day Rides; Julio L. Domsy, Charles Brock and Harry Lucky. . . . William G. Catlett, former show owner, has booked his equipment with Heart of America Shows, skedded to open in Bartlesville, Okla.

Claude (Bud) Decker is in NAS Hospital, Corpus Christi, Tex., and would like to hear from friends. . . . Another midwayite anxious to receive mail is concessionaire W. L. (Irish) Cassidy, who is in Veterans' Hospital, Ann Arbor, Mich. . . . Margaret B. Farris, the former Margaret Erdlitz, who is now a member of the Ladies' Auxiliary, Miami Showmen's Association, is back in Miami after spending three weeks in Hot Springs. While there she attended a St. Patrick's Day party at the Hot Springs Showmen's Association clubrooms. . . . Blanch Simpson, exotic dancer, is ill and would like to receive mail. Friends may write to her at General Delivery, Maidsville, W. Va.

Etta Henderson, wife of T. M. Henderson, of St. Simon Island, Georgia, is in Glynn Brunswick Memorial Hospital, Brunswick, Ga., after a heart attack suffered March 21.

Al Schneider

F. Percy Morency is recuperating at his Dallas home with broken ribs and bruises sustained in an auto crash. . . . Charles Halbrook is the new president of the Texas Showmen's Club in Dallas. . . . Jimmy Parr, husband of Daisy Parr, passed away recently in Lubbock, Tex., and was buried in the plot of the Lone Star Showmen's Association in Dallas. He also left Mabel Welshman, a sister-in-law. . . . Flo Parker, sister of Mrs. Tony Martone, was also interred in the Lone Star club's rest. . . . Mr. and Mrs. Joe Murphy, Margaret Pugh and Mr. and Mrs. Jack Lindsey have all plans set for the opening at Fair Park, Dallas.

Frank Joerling

RHODY SHOWS
Opening April 15
 Can place Kiddie Rides. We have majors. Will book Hanky Panks at most reasonable rates. We have best Italian and Portuguese celebrations in New England. Excellent Fourth of July spot, two circus dates and three fairs. Get with it.
 Contact KID HOPE
 9 Mason Street Bristol, R. I.
 Phone: CLifford 3-7889

CONCESSIONS
WANTED
 Civic Celebration, July 1, 2, 3, 4. Appleton Junior Chamber of Commerce. 6-mile drawing area—125,000 people. For details write
BOX 483
Appleton, Wisconsin

FORREST C. SWISHER
 Opening April 18 with Parade Shows, Downtown Streets, Joplin, Mo.
 Want Concession Agents, Foreman and Second Man for new Tilt. Winter quarters now open, Caney, Kans.
 P. O. BOX 125, CANEY, KANS.
 Phone 468

George Topps
 Wants Agents for Buckets, Picture Frames, Long Range Buckets, two Gunners.
 All who closed with me last year contact me in
Emporia, Va.

HARRY WEISS BINGO
 Wants Relief Callers and Countermen. Good salary, long season. Opening April 29. Address:
 5205 Alton Rd.
 Miami Beach, Fla.

O.C. BUCK SHOWS
OPENING APRIL 19, ARLINGTON, N. Y.
WANT WANT WANT
CONCESSIONS: Ball Games, Balloon Darts, Hanky Panks and Photos. Also want Arcade and Mechanical City.
HELP: Can place Scooter Foreman who can drive. Red Jonah, wire. Also Ride Help who can drive for 12 major Rides.
 Address: O. C. BUCK, Winterquarters, Troy, N. Y.

SMITH SHOWS
OPENING MAY 30, CUMBERLAND, MD.
 Wanted Cookhouse, Glass Pitch, Hoopla, Age and Scales, Pitch-Till-You-Win, High Striker, Duck Pond, Basket Ball, Slum Spindle and Cork Gallery. Want Girl Show, Monkey Show and Side Show. Want Merry-Go-Round Foreman and Wheel Foreman, Merry Mixer Foreman. Also general Ride Help, Trick and Trailer-Tractor Drivers. Want Agents for office-owned Hanky Panks. Winter quarters open April 11. Tom Kinder, get in touch with me. All replies
GEORGE CLYDE SMITH
 P. O. BOX 520 Cumberland, Md.

REED AMUSEMENT CO.
OPENING APRIL 9
 WANT: Cookhouse, Bingo, Hanky Panks of all kinds, P.C. open.
 RIDE HELP: Want first class Schiff Coaster Man, First and Second Men for Ferris Wheel, Merry-Go-Round and Chairplane; must drive. Want Electrician: have transformer wagon. Gene, phone me.
 Will book Girl Show or any good family-type Show.
 Can use set of Kiddie Rides for season.
JOHN REED
 307 Vinum St. Phone: Jefferson 8-7311 Attalla, Ala.

FOR SALE FOR SALE
 Well established, complete Carnival with A-1 reputation. Booked solid with complete route of fairs, starting July 1 in Illinois and ending October 24 in Louisiana.
 Price flexible according to amount of equipment included in sale.
 Contact: **BUFF HOTTLE**
 5650 Florida Ave., Baton Rouge, La. (Phone: Walnut 4-6970)

WM. T. COLLINS SHOWS
 Want Cookhouse that will cater to show people. Also place Hanky Panks of all kinds. Want Fun House and other Grind Shows of merit. Want Electrician that can handle big show, experienced with transformers. Must be sober, reliable, have references and drive truck. Highest wages. Address:
 801 E. 78TH STREET, MINNEAPOLIS, MINN.

Want—CARROLL'S GREATER SHOWS—Want
 OPENING May 16 at Spring Lake Minn., a suburb of Minneapolis, with a route of good bona fide Celebrations & Fairs to follow. Route cards to those that are interested.
CONCESSIONS: Cook House, Penny Arcade, Derby, Novelties, Photos, Pitches, Ball Games, Age & Scales, Short & Long Range, Roman Targets or what have you. No flats or milt camps. **SHOWS:** Will book any Shows of merit, except Mechanical.
HELP: Want Foreman for #5 Wheel, Allan H. Merry-Go-Round, Tilt, new mounted Paratrooper & new Eli Scrambler, also Second Men on all Rides, must have chauffeur license and drive. Top wages & bonus. Winter Quarters now open.
FOR SALE: Two 14-ft. Concession Tops & Frames, good shape; also 2 Wis. Ride Motors. Contact
CARROLL'S GREATER SHOWS, 10754 Central Ave., N.E., Minneapolis, Minn.
 Phone: SUNset 45018, no collect calls.

WANTED
 Shreveport, Tex., all this week, followed by 3 big payroll cities and 42 fairs and celebrations, 2 a week.
RIDES: Any major ride not conflicting with Wheel, Merry-Go-Round, Flying Coaster, Need Live Pony, No Kid Rides needed. Need Foremen and Second Men on all rides.
SHOWS: Have Girls, 10-in-1, Funhouse, Glass House, What Is It? and Iron Lung. Book all other Shows. **CONCESSIONS:** Concessions of all kinds. Especially need Cookhouse or Grab and Popcorn. **AGENTS:** Virgie Waters needs Agents for Slum Stores, Alibi and P.C. Kitty Kelly can place five Show People, Fire-Eater, Truck Driver and Sword Swallower. Stan, with in Houston at circus, contact at once, good proposition. Popeye, come home; join at once. All address:
CARNIVAL MANAGER, c/o Western Union, Freeport, Tex. Phone: BE 3-2674.

EDDIE'S EXPO SHOWS
OPENING APRIL 29 AT McDONALD, PA.
WANT
 American Palmistry, Age or Scales, Block Pitch-Till-You-Win, Photos, Penny Arcade. Will book Funhouse or buy. Have not had one on this route for years. Small Family Shows.
EDDIE DIETZ, 165 N. MONROE ST., BUTLER, PA. PHONE 7-1933.

EVANS UNITED SHOWS
 Open April 14 in Kansas City, Mo., following week in and around Kansas City, then celebrations and fairs until Oct. 20.
WANT CONCESSIONS OF ALL KINDS Photos, Age and Scale, Long and Short Range, Fish Pond, String Games, Bumper, Glass Pitch, Grab, High-Striker, Coke Bottles, Roman Targets and other legitimate Concessions.
ALSO NEED AGENTS FOR CONCESSIONS.
WANT RELIABLE HELP OF ALL KINDS.
 All people contacted, please acknowledge this ad.
 Address: Plattsburg, Mo. Phone: KEYstone 9-2424. No collect.

CAN PLACE
 Grinders, Inside Lecturers and Ticket Sellers on Nature's Mistakes, Freak Animal Show. Opens with Royal American Shows first week in May at the Memphis Cotton Carnival. Always in the market for freak, strange and unusual domesticated animals.
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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

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Player discs duplicate actual batting performances of big league players. Results are the same as in real baseball. Suggested retail \$2.50. — Cadaco-Ellis, Inc., 1446 Merchandise Mart, Chicago 54.

FURNITURE

Lawn, porch or patio table and chairs. Made of aluminum and redwood. Lightweight table opens and closes with a flip. Has 36-inch square top. Chairs sold on baker's dozen deal. — All-aluminum Products, 36th and Reed, Philadelphia 46.

WATER GUN

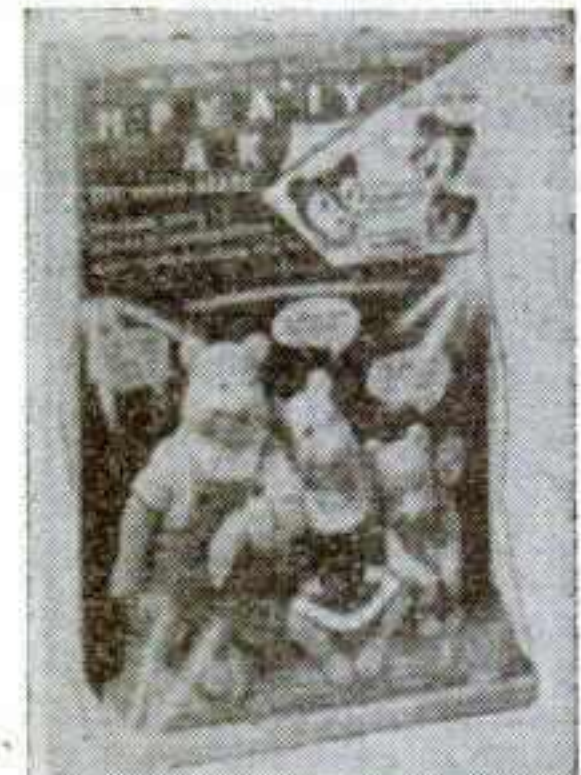


A hat water gun called the Quick Draw McGaw has surprise squirt action. Nozzle concealed in the character's mouth and shoots water from a container when the bulb is squeezed. Retail for 98 cents. — Knockerboker Plastic, 11501 Hart, North Hollywood, Calif.

PHOTO JEWELRY

Jewelry that contains tiny photographs of loved ones. For the men there are cuff links, tie clips, money clips, key charms, key chains. For the ladies, charms, bracelets, necklaces, heart-shaped charms, etc. Buyer easily inserts photos. Engravable for extra profits. — Anson, Inc., Providence 5, R. I.

BEAR BANK

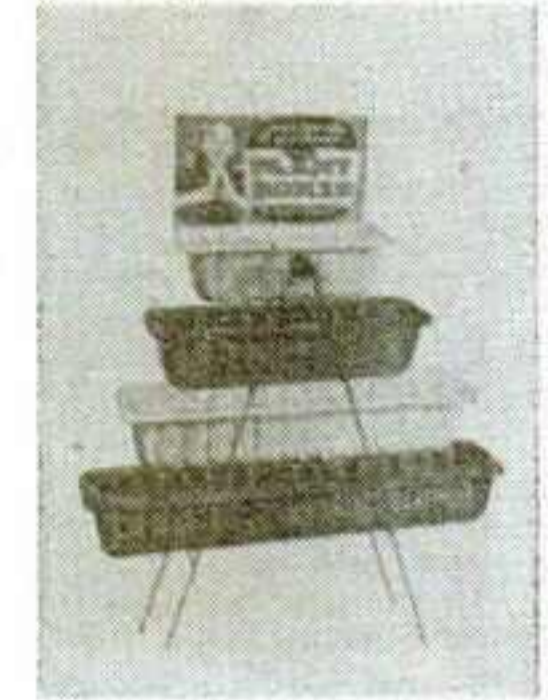


The bear family sits on a log. Big bear saves quarters and halves; mother bear holds the dimes, the youngster gets nickels and pennies. Poly bagged. Retail for 79 cents. — Sidney A. Tarrson, 712 North Franklin, Chicago.

CORN HOLDERS

Holder and butter brushes for corn on the cob. Six plastic corn skewers, poly covered on a card, retail at 29 cents; six butter brushes, packed the same way, sell at 49 cents. Skewers and brushes packed in colorful counter-top display box. — Royal-Pacific Company, 7812 Maie Avenue, Los Angeles 1.

PLANT STAND



Plant box display stand holds four plant boxes. Is said to be sturdily constructed. Manufacturer describes it as a natural for amateur flower growers. — Carlisle Manufacturing Company, 108 Meeker Avenue, Newark 12, N. J.

OVEN GEAR

Ovenware line that can be taken from the oven directly to the table for serving. Included is a French casserole set, fish dish, divided utility dish, deep pie set, relish tray, ice bucket, nappy. All fit into handled baskets. — Thatcher Glass Manufacturing Company, Jeannette, Pa.

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REBUILTS TAKING PROMINENT ROLE IN MERCHANDISE FIELD

CHICAGO—Rebuilt watches, a growing market with plenty of action and profit, will be just one branch of the merchandise business to be explored in the 1960 Spring Special Issue of The Billboard.

Dated April 11, the issue will include a close scrutiny of engraver's items, both imported and domestic; balloons, jewelry in general, Parade of Hits and dozens of other features. Not to be overlooked are the 2,500 or more fair dates, scores of special events and other valuable sources of information.

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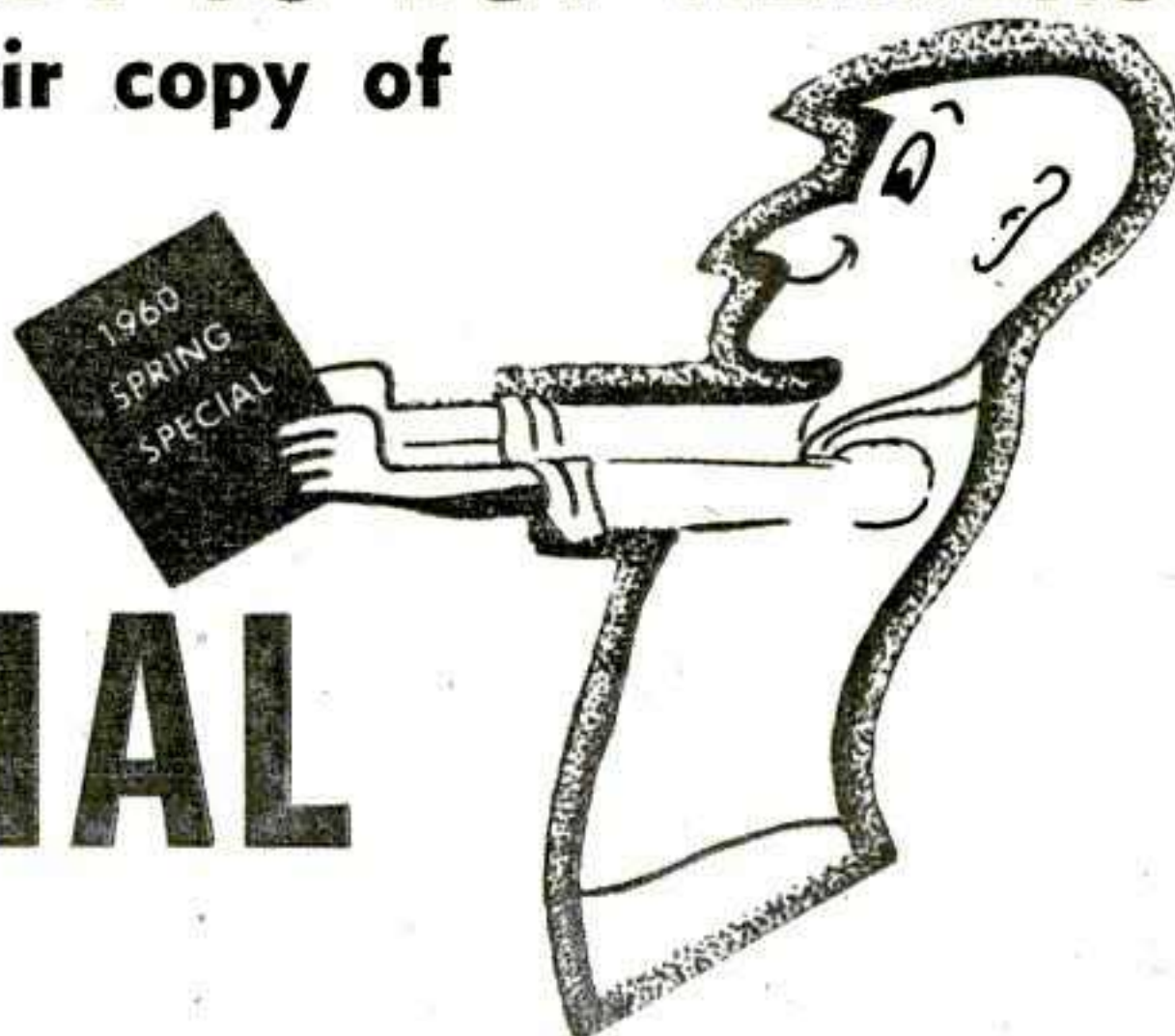
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Thousands of **EAGER, ACTIVE, READY-TO-BUY READERS**

are anxious to get their copy of

The Billboard's BIG 1960 SPRING SPECIAL

Dated April 11



Following are just some of the big, interesting, widely sought after features and information now being planned for the Spring Special . . .

- Annual Ride Manufacturers Survey (no street or city addresses will be used this year), plus
- Topical Story on the Ride Industry.
- 1960 Fair Dates, first publication this year.
- Special Feature dealing with the status of New Amusement and Theme Parks being planned; those in construction stages and those that have recently opened.
- 1960 Rodeo Dates, a field growing in importance and popularity.
- A real interesting and informative story from a "newcomer" in the Kiddieland Field . . . plus
- A Question-Answer Chart summarizing the many questions a newcomer asks and their answers.
- An excellent Round-Up Story on the broadening Food & Drink Market including equipment, supplies, prices, availability, etc.

THE ABOVE ARE JUST PART OF OUR EDITORIAL PLANS . . . THERE WILL ALSO BE SPECIAL SECTIONS ON . . .

<p>REBUILT WATCHES . . . A growing market with plenty of action and profit.</p>	<p>BALLOONS . . . The growth and selling techniques. New numbers for 1960.</p>	<p>PARADE OF HITS . . . A preview showing of what the manufacturers will be showing this year. . . . ALL features precisely aimed at the market YOU ARE INTERESTED IN REACHING!</p>
<p>ENGRAVERS ITEMS . . . New for 1960, imports and domestic.</p>	<p>JEWELRY . . . Always popular with this market. New items, styles for 1960.</p>	

THESE ARE FEATURES BEING PLANNED FOR THE 1960 SPRING SPECIAL. IT WILL ALSO INCLUDE ALL THE LATE NEWS, DEVELOPMENTS, ROUTES, COMING EVENTS, LETTER LIST, ETC. . . .

A Special Issue containing all this vital information will be in tremendous demand by thousands of additional readers over and above our regular subscribers for months after publication. Therefore we will print

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CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-9818

ST. LOUIS 1, MO.
812 Olive St.
Chestnut 1-0443

HOLLYWOOD 28, CALIF.
1520 N. Gower
Hollywood 9-5831

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.

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Caigle, M., books, 20¢ due

- Adams, Donald L. Adams, James A. Ainsworth, George Alcontar, P. J. Aldham, James B. Aldridge, J. C. Alfonsse, Ronald Alford, Fred Algar, R. E. Allen, Dale H. Allen, David Allen Jack Anderson M. Anderson, Norman Archer, Jim Armentrout, F. B. Arnold, J. C. Arnold, R. P. Arnold, Vivian Floyd Ashley, Bonnie Ashley, Charles Aston, Eddie J. Atterbury, R. L. (Bob) Auby, Red Augustus, James Auskings, Clarence D. Ayers, Trobie Ayotte, Frank W. Baines, W. W. Bair, Clarence H. Baker, Hugh Baldwin, Jerome G. Ball, Eytessel Banks, Melvin Barchinger, Linn Barner, S. H. Barry, Michael T. Barwick, A. E. Batties, Arthur H. Bauman, M. J. Beamon, Joe E. Bearden, Earl

- Beardon, J. H. Beattie, Robert Beehan, Floyd Beeham, Glen Bell, Fredrick Bell, H. T. Bell, Walter L. Benedict, A. Benfield, N. R. Bennier, J. Berge, Richard Berkeley, Bill Berossk, George Berretta, R. A. Beverly, Fred Bickford, P. J. Bishop, John Bissell, Delores M. Black, Jay Blackman, Willie Blair, D. L. Blair, R. A. Blaisdell, C. A. Blount, Emmett Boardwell, C. D. Boddie Sam Bodine, R. F. Bohn, L. E. Bolden, Andrew Bolden, Archie L. Boston Joe Botkin, Wm C. Bower, Lefty & Mrs. Bowman, Wm. E. Boyer, Otto Carl Breese, J. W. Bresnahan, Martin Bridgeford, G. D. Bridgeforth, G. F. Brillhart, Gary Britton, D. B. Brock, Willie S. Brokenshire, K. E. Brooks, A. L. Brooks, Glenn Broudy, Paul M. Brown, Bert Brown, Donald Brown, E. O. Brown, Earl Brown, Earl M. Brown, J. J. Brown, James Brown Jr., Joel Brown, Robert Bruce, Grover G. Bruce, Russell L. Bryan, Horace Bryan, Robert Bryant, Robert E. Byers, Sammy Bryson, J. C. Bullabough, Marshall G. Burbal, Joseph Burchett, James V. Burkley, E. H. Burns, Joe W. Burns, Raymond Burnside T. Burriola W. L. Burton, Charles Burns, Wm. E. Buskirk, Raymond Butland, J. E. Butler, Donald Butts, Paul B.
- Buus, Harold Emil Bynson, G. W. Byrd, Wm. Byrdson, B. Byrnes, Robert J. Cadatt, James A. Calhoun, Roy Calloway, Leo Callaway, R. Camp, R. J. Campbell, Samuel H. Candier, Warren Cantwell, Charles Carlisle, George Carter, Marcus C. Cashaman, J. W. Cassiday, G. H. Caughran, P. H. Center, Leonard H. Church, Cowboy Claiman, Jimmy & Mrs. Clanton, Ruben Clark, Tommy Clayton, John R. Clemmons, R. A. Clennney, J. L. Cobb, Charlie Cobb, Paul Cochran, D. O. Coen, Richard Coker, William Warran Cole, Ameal Coleman, Leroy Coleman, Willie Collins, D. J. Collins, Ricki Connors, Jerry Conners, Martin Cook, Bill Cook, Harlan Cook, L. L. Cook, Robert Cooke, J. M. (U. S. Reptile & Jungle Circus) Cooper, Bobby Cooper, I. S. Cooper, Noah Cooper, Richard Corbitt, H. B. Corlin, D. R. Cortez, Rita Costello, Victor Courteau, R. P. Covington, Craig Cowan, Mrs. Ada Cox, G. L. Cox, Joe E. Cox, R. L. Craft, Ronald E. Crain, J. A. Crawford, Richard Crosby Jr., K. C. Cross, R. A. Crowder, Milton Crusher, Edward Cullinan, Richard Cummins, J. H. Curry, Garland Curtis, M. T. Dahl, Harvey Dalecke, Frederiek Dalton, J. R. Dancy, Hewitt C.

SPRING SPECIAL

5 Ladies' & Gentlemen's Wrist Watches ELGIN, BULOVA, BERNUS, GRUEN 1960 Styles Guar. Like New \$32.95 15-J \$9.95 17-J \$10.95 21-J \$12.95. Write for price list. JACK JOSEPH (Southern Watch Co.) 5 So. Wabash Chicago 3

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Pipes for Pitchmen

BROTHER... Big Al Wilson wigwags a tale of woe from the M & S Hospital, Kankakee, Ill., where he is laid up with a broken leg, incurred in a recent fall on some ice. On top of that he had an attack of the flu, accompanied by a strep throat. "What comes next is anybody's guess," opines Al. Al expects to be hospitalized until some time in early May, at which time he will push auto polish, believing that a quality product will produce good biz in the stores this spring. He is all ready set up to work a lot in Cincinnati. "Would like to read pipes from Phil Craft, Red Gunn and some of the other boys," the big boy advises.

COMMUNICATIONS... from the field have been few and far between in recent weeks, probably because a lot of the boys and girls were "dug in" for the winter. Now, however, with spring approaching Bill Baker hopes the fraternity will unlimber the ink sticks and let us know of recent activities and plans for the upcoming season. A lot of the boys probably spent the winter down Florida way, which reminds us that there have been no pipes from that region in a long time. How about it, folks? Any news from the Sunshine State? We'd also like to see a few pipes from pitch folks working the big Northern towns such as Detroit, Milwaukee and the Windy City, a trio of towns that always hosts a number of pitchmen. Remember, the column is actually written by and for the pitchman, and it can be only as good as you make it; meaning that if no news is sent to Bill Baker the column is pretty skimpy. There has been a host of home and sports shows staged in the North in recent months, but reports from pitchmen working them have been practically nil. Anything to report, boys?

THAT... well known old-timer, E. C. Pardee, takes his pen in hand to report that he soon will be out on the road again. "Have been confined almost all winter and I am not in too good a shape, but think I'll be able to make another season," says Doc. "I'll be on the watch for some pipes from my friends in the field."

Interest in Grable Interest by fairs in booking a Harry James, Betty Grable-headed show has mounted, and indications are that this package, represented by Eldred Stacy, of Music Corporation of America, will have a substantial number of takers. A renewed interest by Lawrence Welk in playing fairs this year also has been reported. Welk's price, however, said to be about \$15,000 per day, will find few buyers, it is believed. Booked by Jimmie Hetzer of the Charleston, W. Va., agency bearing his name, a Japanese spectacular is set to play a string of Southern and border State fairs. Hetzer is now negotiating to fill out its route with early dates. Hetzer, incidentally, will fly to Japan within the next few weeks to obtain Japanese merchandise which, he said, will be sold at specially framed bazaars at fairs where the Japanese spec will be featured.

Declines Dates This appearance, however, and others at fairs in the U. S. lined up by North were wiped out when Skelton, appraised for the first time of the proffered fair dates, declined to sign contracts. Skelton, it developed, already had committed himself to go to Europe this summer to film some of the six TV shows he will do on circuses of the world. The Rogers cancellation and the Skelton tour fold-up leaves a substantial number of fairs without headliners and with few fair grandstand toppers in sight. Singer Pat Boone has been and is now in a better position to close for many high-priced fair dates, but Boone cannot make any commitments for fairs until such time as his motion picture shooting schedule is set. At the earliest, Boone won't know for two weeks whether he will be able to take fair dates. The motion picture strike may set back

Don't Overlook the CLASSIFIED SECTION this issue

COMING EVENTS

- California 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 Convaleads (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 3. John L. 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. Santa Monica—Santa Monica Home Show (Civic Aud), May 11-15. Patrick J. O'Toole. San Francisco—Grand Natl. Jr. Livestock Expo (Cow Palace), April 9-13. Nya Wilson.
- Illinois Chicago—All-Wisconsin Resort & Travel Show (Hotel Sherman), April 13-17. Art Huebner. Chicago—International Dog Show (International Amphitheater), April 9-10.
- Louisiana Alexandria—La. Market Poultry Show, March 31-April 1. L. L. Walters. Gonzales—East Ascension Strawberry Festival, April 23-24. John D. Gonzales, 302 Caldwell St. Shreveport—Holiday in Dixie, April 27-May 1. Abe C. Goldberg, P. O. Box 1485.
- 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, 48 Beacon St. Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud), April 1-10. F. W. Kahler. Zumbrota—VFW Convention & Loyalty Day Celebration, April 30-May 1. Ray Sanderson. Omaha—Motor Sports Auto Show (Civic Aud), April 30-May 1. L. Wm. Baker. Nevada Las Vegas—Heldorado, May 19-32. Gordon L. Shelton, P. O. Box 872. Reno—Nevada Jr. Livestock Show, April 22-24. W. C. Behrens, Max Fleischmann College of Agriculture, University of Nevada. New Jersey Asbury Park—Eastern Ceramic Show (Convention Hall), May 5-8. Asbury Park—Jersey Coast Imported Auto Show (Convention Hall), April 28-24. New York—International Auto Show (Coliseum), April 16-24.
- North Carolina Charlotte—Carolina Home and Flower Show, April 6-10. Greensboro—Greensboro Council of Garden Clubs Flower Show, April 8-10. Greensboro—Greensboro Horse Show, May 11-15. Wilmington—North Carolina Azalea Festival, March 31-April 3.
- Ohio Dayton—Dayton Sports & Boat Show (Fairgrounds Coliseum), April 7-10. Ward Collopy, 133 Warren St.
- Oregon Gresham—Multnomah Co. Parade of Gardens, April 27-May 1. Duane Hennessy.
- Pennsylvania 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.
- Texas Corpus Christi—Buccaner Days, April 28-May 8. Bob Finke, Memorial Coliseum. Dallas—Southwest Sports, Boat & Vacation Show (Auto Bldg., State Fair Park), April 2-10. Martin P. Kelly. San Antonio—Battle of Flowers, April 18-23.
- Virginia Winchester—Shenandoah Apple Blossom Festival, April 28-30.
- Washington Dayton—Dayton Jr. Livestock Show, April 22-23. Art Sunderlin. Spokane—Spokane Jr. Livestock Show, May 5-8. P. R. Gladhart, Box 2184, Old Union Stockyard. Toppenish—Central Wash. Jr. Livestock Show, April 25-27. Dorothy Peterson. Walla Walla—Walla Walla Auto Show, April 1-3.
- Wisconsin Green Bay—Green Bay Home Show, May 5-8. Green Bay—Northern Wisconsin Sports Show (Brown Co. Memorial Arena), April 2-7. Robert B. Meister.

Roller Rumbblings Continued from page 69 pairs. A standard hardwood floor is installed in the rink. In laying out Skate Ranch, Boyer was well aware of the implications of a disastrous fire which a few years ago destroyed Roller City, a big new rink which had been located in West Denver, and knew he had an ace in the hole in the fact that the former factory had incorporated an overhead door 30 feet wide in the front of the building. Instead of sealing off the door, Boyer rebuilt the motorized lifting mechanism and moved the control to the office, where a simple push of a button will lift the door seven feet in a few seconds. The corral railing around the rink was continued across the face of the door, so that rail, kickboard and all swing handily up. Thus in an emergency half of the building's front wall lifts rapidly to permit maximum exodus. This unique safety feature has been heavily exploited by Boyer in arranging family nights and kiddie affairs. The Boyers currently offer a family night, open skating nights, women's matinees and school-day matinees, 3:30 to 5 p.m. Because of the rink's safety appeal, unusually good co-operation has been obtained from parent-teacher clubs and adults controlling Scout and other juvenile groups.

Wirth Lists Continued from page 66 son's elephants; Eight Karrells, unsupported ladders; Les Kimris, aerial sensation. Clown alley includes Alvie (Kokomo) Maddox, Charley Frank, Elmer Lindquist, Joe Madden, Eddie Allen and others. Mickey Sullivan's band will provide music, Jack Montez is equestrian director and Roland Coty, rigging and prop superintendent. Wirth circus dates are, following the opener; Shrine Circus, Hartford Armory, April 25 to May 1; Shrine Circus, Eastern States Exposition Grounds, West Springfield, Mass., May 5-18, and Shrine Circus, War Memorial Auditorium, Syracuse, May 10-15.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologues, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. mh28

60 LAUGHS! NEW 10-MINUTE EEMCEE ACT plus 20 minute routine for duo or monolog. \$4. Money back guarantee. Healy, 736 West End Ave., New York, N. Y.

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. jc20

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

ETERNALIZED BABY SHOE MOUNTS—UN-finished hard plaster casts. Photo, book ends, single mounts. Art Studio, Box 175, Albia, Iowa.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings, \$1.75 & \$3.00 Dz. Pierced Earrings, Asst. \$1.25 & \$1.75 Dz. Charm Bracelets, Asst. \$1.50 & \$2.50 Dz. Tie & Cufflinks Sets, Asst. \$3.75 & \$5.00 Dz. Cultured Pearl Tie Slides, Carded \$2.00 Dz. Asst. Boxed Sets \$4.50 to \$6.00 Dz. Boxed Sets, Asst. \$18.00 Dz. Eng. Pearl Sets, Boxed \$4.50 Dz. Cultured Pearl Pendants, Boxed \$3.50 Dz. Rosary Beads, Boxed .\$.60 & \$.90 Dz. Children's Neckties, Boxed \$3.00 Dz. Pins, Asst. \$1.75 & \$3.00 Dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 7-1741), 1248 Market St., Chattanooga, Tenn. mh28

IMPORTED NOVELTY POP-ROCKET! PER-fect give-away item. 15 samples, \$1. Details free. Gary Products, 650-B Pierce, Gary, Indiana. ap4

THROW RUGS FROM WILTON REMNANTS, 27x48, \$1.75. Send \$2.50 for sample. An-thracite Furnishings, 810 Adams Ave., Scranton, Pa.

WAGON JOBBERS—AUTOMOTIVE

Well rated mfr. offers "NO.KO.RODE." fast selling, quality accessory eliminates battery corrosion. Pre-chemicalized unit, just snaps on. Over 300,000 sets sold. Must item for your line. Sales-aid materials supplied. Write today for spec. sheet & price list.

E. O. LIKENS

7812 Georgetown Rd. Bethesda, Md.

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AP Roosevelt Rd., Chicago 8, Illinois. ch-np

Animals, Birds, Snakes

BABOONS, \$50; MINIATURE CHIMP Stumptails, \$70; Ringtails. Request illustrated price list. Bronson Birds, 149 Fort-george, New York 40, N. Y. Williams 2-1150 ap4

CHAMELEONS \$15 HUNDRED PREPAID Air Mail; live arrival guaranteed. All-gators, Pythons, Boas, Dragons, Giant Rats, Snake Dens, \$25. Snake Farm, Laplace, Louisiana. mh28

BE INDEPENDENT

START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Pro- tectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. BB-114, 188 State St. Albany, N. Y.

JEWELRY CLOSEOUTS

FREE CATALOG

E102—Asst. E/rigs. Gr. \$ 6.00
201—Plastic Wallets, asst. Gr. . . 10.80
E5—Stone E/rigs. etc., asst. Gr. . . 12.00
E1—Tailored E/rigs, asst. Gr. . . . 18.00
E2—Stone & Pearl E/rigs, asst. Gr. . 21.00
E130—Rhinstone E/rigs, asst. Gr. 30.00
01—Odd Lot Brace & Neckts. Gr. . 15.00
Samples Regular Price
25% Deposit. Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

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Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

SEALS AND SEA LIONS—MAIN SUPPLIERS 2008 and circuses past 15 years. Marine Enterprises, Inc., Box 2636, Ocean Park, California. np-my23

Business Opportunities

CAROLINA BEACH, N. C. FOR RENT: Beach Store and Concession Stands, Suitable Auctions, Games, Photo, Lunch Center, Amusements. Sidney Abrams, Conway, S. C. ap4

FOR SALE

Factory of manufacturing Shooting Gal-leries and supplies. Fully stocked, equipped and established, successfully operated busi-ness since 1927. Priced to sell by owner, who wishes to retire.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

FOR SALE — LEASE AND BUSINESS. Driving Range, Miniature Golf Course, Snack Bar, Equipment. Norman Mal, R.D. 1, Patterson, N. Y. mh28

FOR SALE OR LEASE—WESTERN TOWN in New Jersey. A great opportunity and big potential. Ready for opening May 30. Box C-594, c/o Billboard, Cincinnati 22, Ohio. ap4

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book. 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. ap25

NATIONALLY KNOWN KIDDIE RIDE MFR. will sell all mold patterns and prints. Write Box A232, The Billboard, 1520 N. Gower St., Los Angeles, Calif.

PENNY ARCADE NEAR NAVY LANDING in Southern California. Open all year. Box C-466, c/o The Billboard, Cincinnati 22, Ohio. ap18

PORTABLE ROLLER RINKS

Complete rinks and section floors. State size desired.

DIXIE RINK SERVICE

P. O. Box 413 Smyrna, Ga.

This is a

DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost

only

\$14 per insertion

YOUR OWN BUSINESS — WITHOUT IN-vestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America Dept. D-30-C, Chicago 32. mh28

Costumes, Uniforms, Wardrobes

GIRL SHOW STRIP. BALLY WARDROBE, solid sequin Gowns, real Hair Wigs, Clown Suits. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. ms30

For Sale—Secondhand Show Property

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.

COMPLETE SET OF 12 FERRIS WHEEL Seats (wooden), all reconditioned. Write Geo. J. MacLean, Funland Park, 7850 N.W. 27th Ave., Miami, Fla.

ELI FERRIS WHEEL CRATES. \$135 CASH; 6 Power MJ Racers, \$750 cash. Charles Panacek, 3453 N. 3d., Milwaukee, Wis. ap4

FOR SALE—KING KIDDIE MERRY-GO-ROUND, 45" horses, excellent shape, \$2,000 or best offer. Jack Holloway, Park 2538B, 5173 Davis Road, Winston-Salem, N. C. mh28

FOR SALE REASONABLE — ABOUT 15 heavy wood carved Punch Figures belong- ing to late world famous Ajax; also Ma- chine for Electric Act. Mrs. Ajax Millana, 1230 E. 36th St., Brooklyn 10, N. Y.

FOR SALE—1957 22-FOOT COBANA CON-cession Trailer. Two 10-foot sides open. Can be used for anything. Price \$500. Dan Petralis, Phone HO. 2-3022., Valparaiso, Ind.

FOR SALE Kiddie Theater

Portable or permanent. Beautiful, com- plete with sound projector, seats, etc. A real moneymaker for boardwalk shows or Kiddieland, etc. Price complete \$700

FARMER'S MARKET

1201 S. Congress W. Palm Beach, Fla.

FOUR CUSTARD MACHINES, A.B.T. MOV- ing target background. Both in good con- dition. Phone BE 2-1365 or write M. Russo, 329 Bay 13 St., Brooklyn 14, N. Y.

FOR SALE—FERRIS WHEEL, 8 SEATS, mounted on float. Run by power take up of the truck Ford. One hour's set-up. Per- fect condition. Want Side Show Curiosity. Funny House Concession. No conflict. Beauce Carnival, Inc., St. Georges Cte., Beauce P. Quebec, Canada, Box 400, c/o F. Vallee. Phone 676.

FOR SALE—40 FT. ALLAN HERSHELL Merry-Go-Round, 2 abreast: 28 ft. trailer in good condition. Needs ton, \$3,200 cash for ooth or trade for No. 5 Ell Wheel. All replies: Peach Amusement Co. c/o Western Union, Hinesville, Ga.

FOR SALE OR LEASE—PONY CART RIDE. Fluorescent lights, beautiful paint; 14 ft. 6-seat cable drive Kiddie Wheel; Kiddie Chairplane, needs repair; 7 KW. Light Plant, perfect; '52 Ford stake, new tires. Sell all or part cheap for cash. Elsie Davis, R. 2, Alamo, Tenn. Phone OL. 6-2148, Maury City, Tenn.

GOOD USED TENTS FOR SALE. 12 FT. X 12 ft thru 42 ft x 75 ft. and up. Write for list direct from factory. Eureka Tent & Awning Co., Inc. P O Box 968. Bingham- ton, New York. ch-mh-9

G-12 TRAIN, FLUID DRIVE, SEATS 28 passengers, 210 ft. track, excellent con- dition. 2-wheel Trailer equipped to haul same. Will deliver 200 miles. Wayne Lugeanbeal, Caney, Kan.

KIDDIE M.G.R. KIDDIE AIRPLANE, KIDDIE Electric Train, Kiddie Wet Boats, Kiddie Auto. Contact Max Seskin, 1834 East 14th St., Brooklyn, N. Y.

KING COMBINATION KIDDIE RIDE, \$1,500; G-12 Miniature Train, completely recon- ditioned, \$1,000. Mrs. Howard Cheney Jr., Manitou Beach, Mich. Lincoln 7-3298.

MERRY GO-ROUND, ADULT, TWO- Abreast 32-ft. Parker, three kid Ferris Wheels. Trailer-mounted. Percell Park, South Williamsport, Pa. Phone 3-4010. mh28

MERRY-GO-ROUND HORSES, ALL SIZES, at low prices. Kiddie Rides wanted. Also coin-operated single Rides. J. W. Landt, 323 Sanford, Upper Darby, Pa.

MIXUP, SUPER ROLLOPLANE, ELI #5 Wheel, Merry-Go-Round, Octopus, trac- tors trailers racked to haul. Wm. Dyer, Box 341 Bald Knob, Ark. mh28

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY CLASSIFIED AD

DATE ONLY \$14 per inch

3-ABREAST KID MERRY-GO-ROUND G-12 Train Ride with 40 ft. tunnel; Cookhouse bus fully equipped, ready to run. Electric Orangeade, Root Beer, Pepsi coolers. Top- val. Lyndhurst, N. J. Phone: GE 8-5880. ap4

SIX HORSE TRAILER MOUNTED KING MGR, six-car Kiddie Whlp, 10-car Auto Ride. Good price. Ray Mathews, 208 S.W. 18th, Richmond, Ind.

STAR POPPER, ALSO 6 X 6 STAND AND Trailer for transporting. All in good con- dition, at bargain. Box C-596, c/o The Bil- board, Cincinnati 22, Ohio.

TWELVE-CAR DODGEM

Completely reconditioned, with or without trailers. Can be seen set up at our winter quarters.

Smith & Smith Chairplane

good condition.

N. L. CRESON

LEE AMUSEMENT CO. P. O. Box 1763 Montgomery, Alabama

16 DODGEM CARS FOR SALE—ALL OP-erating last season. Includes special rub- ber mold for bumpers and some extra parts. \$50 per car, no terms. Call Logan 2-5581 or write Geauga Lake Park, Geauga Lake, Ohio. ap4

16-TUB OCTOPUS, ROLL-O-PLANE, LIVE Pony Ride. Want Scrambler, House Trail- er, Semis, 32 ft.; Kid Rides. F. Shafer, Sontag Hotel, Evansville, Ind.

Help Wanted

BOOKING AGENT AND MANAGER wanted. Trick Horse Act. Played in Horse Shows, Fairs, TV Programs. Write Frank Manning, Route 2, Corbin, Ky.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG, Mindreading, Mentalism, Spooks, Hyp- notism, Horoscopes, Crystals, Graphology, Sub-Miniature, Radiophone for mentalists. Catalog \$1, with refundable certificate. Nelson's, 336-B South High Columbus Ohio. ap25

Miscellaneous

HOME HOTEL—114" STAINLESS STEEL Snack Bar with electric refrigerated two tap Oak Barrel Carbonator, Stanley Roller Grill, 36" Star Hot Plate built-in Sink, Re- frigerator, Bun Warmer. Good as new. Cost \$2,750; make offer. Y & A Amusement, 36 Purcell St., Staten Island 10, N. Y.

NOW FOR THE FIRST TIME "MM-100" CAN be sold by mail for married men who have that haste problem. Free brochure, or remit \$3 per tube postpaid. Satisfaction guaranteed. Fenaire, Inc., Dept. 3C, Box 35-161, Miami, Fla. ap4

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-17n

Printing

BUSINESS STATIONERY—250 8 1/2x11 LET-terheads and 250 #10 large Envelopes, postpaid \$5. W. A. Simons, 1027 Madison St., Henderson, Ky. ap11

JUMBO ENVELOPE OF BEAUTIFUL, usable Printing Samples, Cards, Charts, Humorous Signs, Stickers, etc. Sensational, 25¢ coin. Merchants Press, Taylor, Tex.

NEARGRAVURE EMBOSSED LETTERHEADS! Sparkling! Dynamic! Special Engravings, layouts in golds and colors: Circuses, Car- nivals, Parks, Kiddielands, etc. Samples 10¢. Be surprised. Solidays Colorprint, Knox, Indiana. mh28

(Continued on page 84)



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

- Type or print your copy in this space:
- Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Gags	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Advertising Specialties	<input type="checkbox"/> Mobile Homes, Accessories
<input type="checkbox"/> Agents, Distributors Items	<input type="checkbox"/> M P Films—Accessories
<input type="checkbox"/> Animals, Birds, Snakes	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Calliopes and Band Organs	<input type="checkbox"/> Personals
<input type="checkbox"/> Collectors Items	<input type="checkbox"/> Photo Supplies & Developing
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Ponies
<input type="checkbox"/> Food & Drink Concession Supplies	<input type="checkbox"/> Printing
<input type="checkbox"/> Formulas and Plans	<input type="checkbox"/> Rigging and Props
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Talent Wanted
<input type="checkbox"/> Instructions and Schools	<input type="checkbox"/> Tattooing Supplies
<input type="checkbox"/> Locations Wanted	<input type="checkbox"/> Trucks, Trailers, Accessories
<input type="checkbox"/> Magical Supplies	<input type="checkbox"/> Wanted to Book
	<input type="checkbox"/> Wanted to Buy

- ### Music, Records, Accessories
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| <input type="checkbox"/> Business for Sale | <input type="checkbox"/> Used Dealer-Distributor Equipment |
| <input type="checkbox"/> Record Pressing | <input type="checkbox"/> Used Records |
| <input type="checkbox"/> Situations Wanted | <input type="checkbox"/> Used Record Pressing Equipment |
| <input type="checkbox"/> Sound Equipment—Components | |

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|---|--|
| <input type="checkbox"/> Help Wanted | <input type="checkbox"/> Routes for Sale |
| <input type="checkbox"/> Opportunities | <input type="checkbox"/> Wanted to Buy |
| <input type="checkbox"/> Parts, Supplies | <input type="checkbox"/> Used Equipment |
| <input type="checkbox"/> Positions Wanted | |

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| <input type="checkbox"/> Agents and Managers | <input type="checkbox"/> M P Operators |
| <input type="checkbox"/> Bands and Orchestras | <input type="checkbox"/> Musicians |
| <input type="checkbox"/> Dramatic Artists | <input type="checkbox"/> Outdoor Acts and Attractions |
| <input type="checkbox"/> Hypnotists | <input type="checkbox"/> Vaudeville Artists |
| <input type="checkbox"/> Miscellaneous | <input type="checkbox"/> Vocalists |

- Indicate below the type of ad you wish:

<input type="checkbox"/> REGULAR CLASSIFIED AD—20c a word. Minimum \$4
<input type="checkbox"/> DISPLAY CLASSIFIED AD—\$1 per agate line One inch \$14 (14 agate lines to inch)
<input type="checkbox"/> TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 83

WINDOW CARDS QUALITY 14x22 NON-binding 3-color Posters, 50 words copy printed in black ink...

CAPSULE JEWELRY - ASSORTED EAR-rings, \$5 gross; Neck Pendants, \$7.20 gross...

FULLY AUTOMATIC CHROME POCKET LIGHTERS Packed Individually 25 ea. in 1,000 lots \$2.500

Salesmen Wanted

SALESMEN-BIG MONEY SHOWING NATIONALLY advertised Down-Spout-O-Matic, sensation wherever shown...

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling...

Talent Wanted

ORCHESTRA-DINNER AND DANCE, 4 OR 5 piece, Accordion essential, Mountain Resort, May 28 to Oct. 2 State Instrumentation...

Tattooing Supplies

JOIN THE INTERNATIONAL TATTOO Club. Information from all over the world. \$3 per year. Zeis, 728-A Leslie, Rockford, Ill.

TATTOO DESIGNS - BLACK & WHITE. 8 1/2 x 11, 50¢ sheet; in color, \$1.50 for 25. Prof. W. Grimshaw, 210 King St., Charleston, S. C.

Wanted to Book

HAVE EXCELLENT LOCATION FOR FIVE Kiddieland Rides on % basis. Shopping area; grossing over 1/2 million yearly! B. W. Wright, 3109 Volk, Long Beach, Calif. HA 9635S.

RIDES ON CONCESSION BASIS FOR JC Kiddieland, municipally approved, along new Mississippi Parkway (U.S. 14-81). Write Gene Smith, JC's, Winona, Minn.

Wanted to Buy

AMUSEMENT EQUIPMENT-EVANS RACE Horse, Big Six, Color Wheel, Mouse Game, Beat the Dealer, Wheels, C&B Tables, any condition, or what have you? 1601 Hoag St., Toledo, Ohio. mh28

MERRY, WHEEL, TILT, SCRAMBLER, used State size, condition, year, mfr. Knapp Co., Ltd., Box 520, Crystal Beach, Ontario, Canada. ap11

PAIR 35MM. THEATER SOUND PROJECTORS, Features and Shorts. L. M. Co., Box 201, South Lancaster, Mass. ap11

STRONG "TROOPER" SPOTLIGHTS, USED. State condition and cash price. McHale-Kawyer Productions, 118 Main St., Bangor, Maine. ap4

WANTED-OLD FOREIGN MOVIES; ESPECIALLY Greek, etc. For commercial use. Also Phonograph Records. Tallis, 11 Pleasant St., Worcester, Mass.

COIN MACHINES Parts, Supplies

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Baltimore Operator Says Nuts Offer Solid Vending Potential

By DON KLEIN

BALTIMORE — Duane Spagnole, 28-year-old bulk operator who covers the Dundalk and Essex areas of Baltimore, feels that operators who concentrate exclusively

on ball gum and overlook nut machines are passing up potential profits.

"When I started in the business in August, 1957, the ball gum and capsule charm field was saturated.

There are simply too many operators in the field and the over abundance is strangling," he said.

Because of this stifling situation, Spagnole turned to nut machines and has been very successful with them, he explained. Today he operates more than 100 nut machines and approximately 45 ball gum and capsule machines.

Easy Way

"I can make as much on nuts as I can on ball gum machines, but it's easier to place nut machines," Spagnole claimed.

Most of the ball gum and capsule machines are placed in confectionery and grocery stores. Nut machines, in which Spagnole uses pistachios and cashews almost exclusively, are placed at gasoline filling stations.

"I feel I have been very successful with nuts so far. I use 125 pounds a month easily," he declared.

Gas Stations

Filling station locations are extremely good bulk vending locations in the Dundalk-Essex area.

The reason is that the community borders on the world's largest steel plant — Sparrows Point—the home of Bethlehem Steel Company's mammoth mills and gigantic shipyard.

Dundalk-Essex are two bustling residential areas which sprawl over a wide area to the immediate southeast of Baltimore. Like most suburbs today, it is a motorized community. Everything is geared for auto transportation.

Age of Automobile

There are drive-in banks, drive-in motion picture theaters, drive-in restaurants and hot dog stands and large modern shopping centers to serve steel worker families who predominate the area.

Everyone has to own at least one car, and many have two. The filling stations are kept busy keeping the automobiles, the beast of burden of the area, in good operating shape.

"A man comes in and needs a grease job and oil change or wants his car washed. He usually waits because it doesn't take too long. While he's standing around he becomes restless and has to find something to do. He sees a nut machine, drops in his nickels and munches while he waits. The time, for some unknown reason, doesn't seem half as long with nuts in his mouth," he said.

Good Customers

A good percentage of the users of the machines are mechanics at the stations. They're usually always in want of something to nibble on during the hard day's grind.

Another profitable venture for Spagnole has been the placement of candy bar machines in some 20 filling stations. For the same reasons as the nuts, these sales are good, he said.

Candy machine operators, with the high overhead and operating expenses, cannot afford to place 5-cent candy machines in abundance anywhere. A small operator like Spagnole who works out of his apartment and automobile can do so profitably.

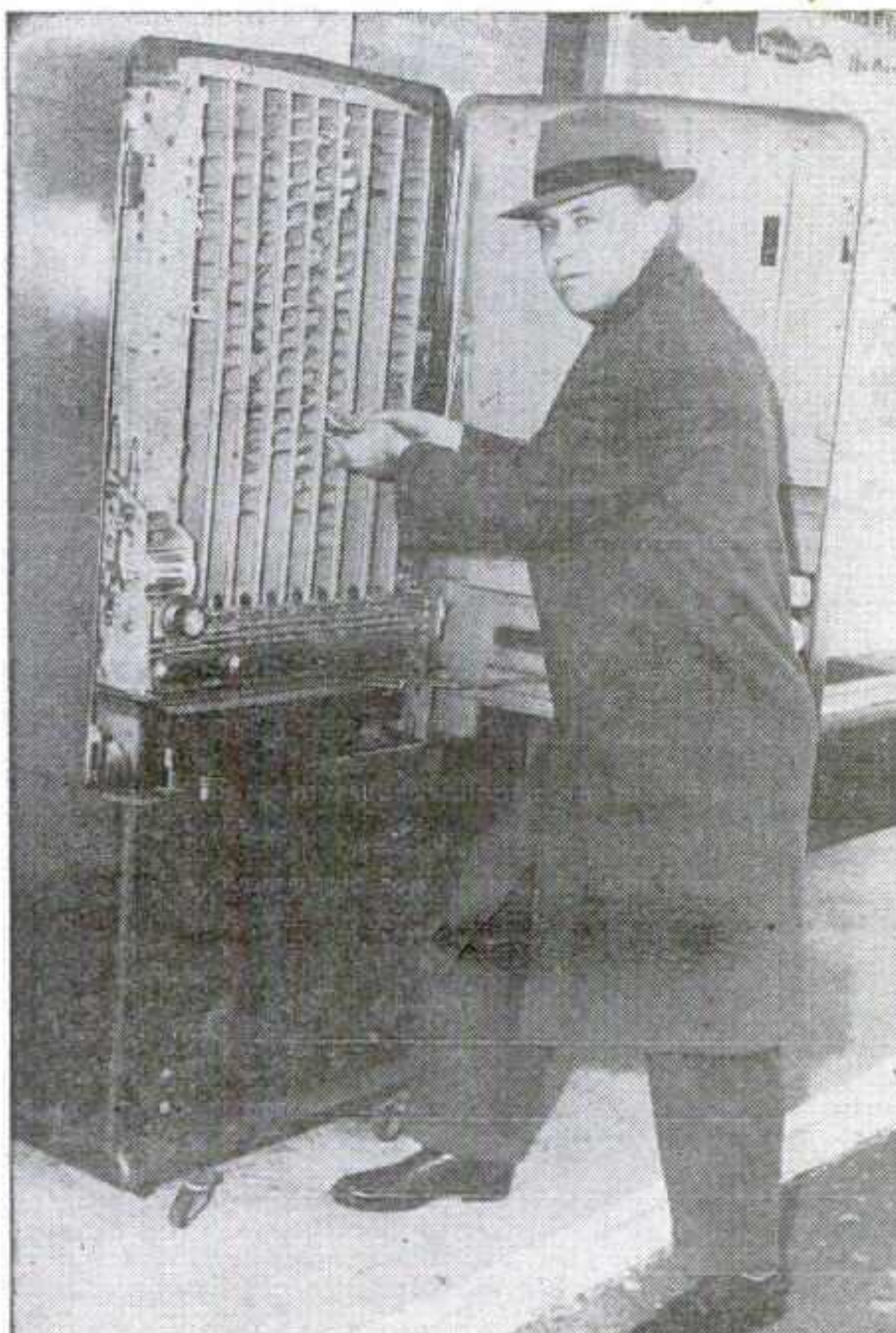
"Actually there was a great need for candy machines in this area which I feel I am filling. The big chains would not service the section because there isn't enough business to make it worth-while. There's enough tho for me," Spagnole said.

As successful as he's been, in a short time, with nuts (\$200 month-

(Continued on page 88)



DUANE SPAGNOLE may concentrate on nut machines, but he doesn't overlook any good ball gum and charm locations. This one, a Dundalk, Md., grocery store, is one of his top earners.



DIVERSIFICATION is a key to the Spagnole operation. While Spagnole is a bulk operator, he will operate a bar candy machine when the location warrants one. This gas station does.

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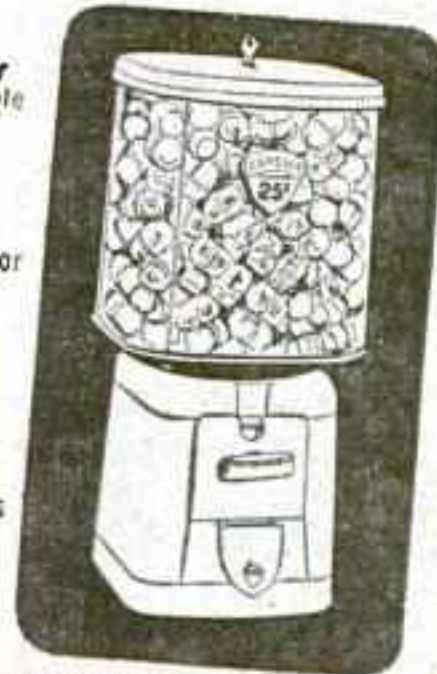


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BIRMINGHAM VENDING 540 2nd Avenue, North Birmingham 4, Alabama

BUYMORE SALES #6 Bayview Avenue Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas

H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia

IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland

LOGAN DISTRIBUTING CO. 3850 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

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

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Expect Top NVA Attendance

CHICAGO—National Vendors' Association should have top attendance for its Grand Bahama Island convention, April 21-24, if pre-convention registration is any indication.

More than 200 persons—operators, distributors, manufacturers and their families—have sent in registrations since the new Grand Bahama Island site was announced some three weeks ago, and the number is expected to be close to double that figure by convention time, according to Jane Mason, convention secretary and Leaf Brands executive.

Some 27 firms have also signed to show a full line of bulk vending machines, fill and allied supplies with a few late additions expected by convention time. The actual list of exhibitors will be announced later.

Speakers

There will also be business sessions with forums and guest speakers. Two speakers have yet to be named, one on taxation and one on psychology of children's buying habits.

They will be joined by Stanley Kreutzer, eminent New York attorney and jurist, and Paul Guynes, associated with Graff Distributing Company, Dallas (The Billboard, March 4).

Much of the convention business, however, will be conducted on an informal basis, with the social agenda occupying an important role. Besides a complete women's program, there will be numerous luncheons, cocktail hours and banquets sponsored by various manufacturers and groups.



JANE MASON

Samuel Eppy will hold a cocktail party Friday night, with Leaf Brands staging its traditional dinner-dance to wind up the convention, Saturday night.

NVA will host a luncheon Thursday and the machine manufacturers will do the same Friday. The National Vending Machine Distributors will hold a luncheon meeting for its members Wednesday (20) and will also host a Saturday-afternoon poolside cocktail party for all conventioners.

There will also be at least one hotel beach party with numerous smaller informal gatherings.

Ladies

The women's program has also been expanded. Lyle Becker,

Ringmaster Charms, and L. Hardman, Penny King, will sponsor a luncheon and cruise aboard the luxury yacht Huckster, the same boat being used to bring conventioners to and from the Island from Miami.

The women's yacht party will be held Friday afternoon (22) and will include a full social program

(Continued on page 87)

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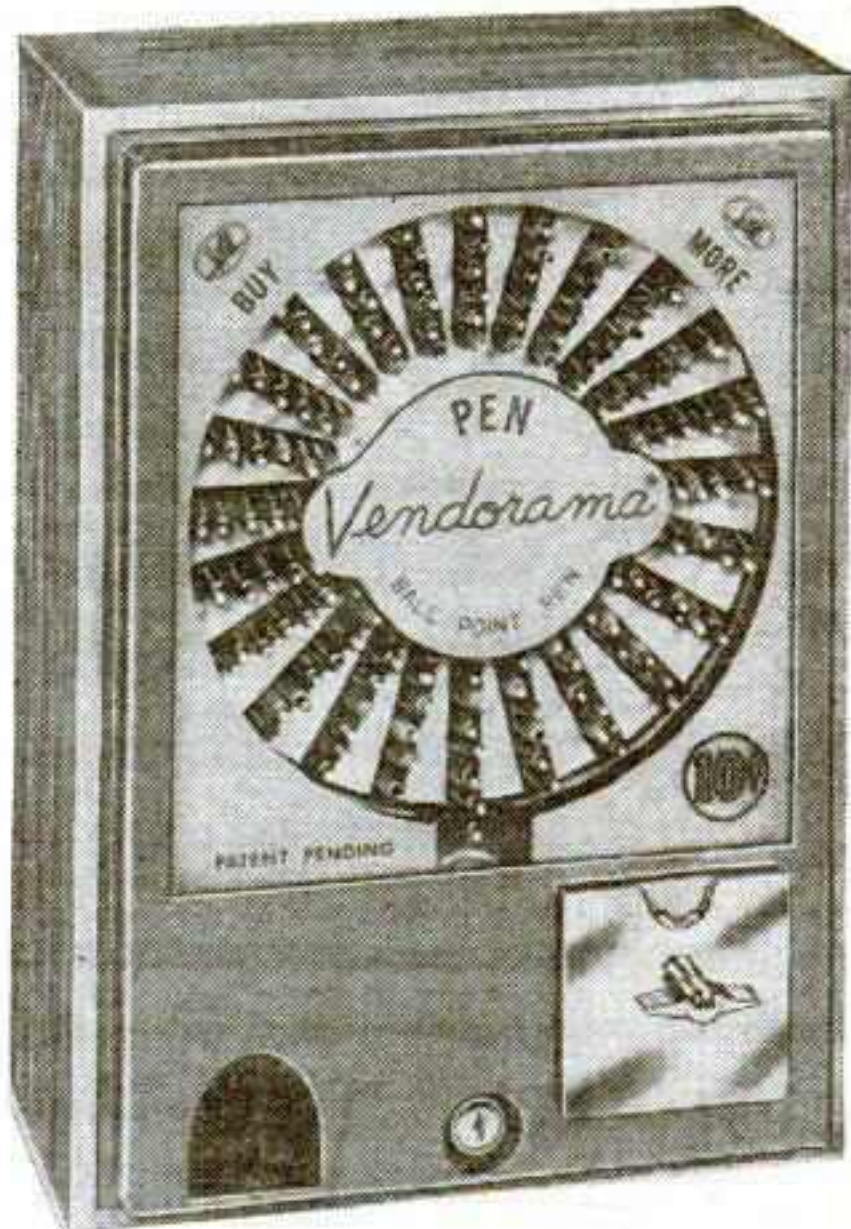
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CLOAK AND DAGGER BACKGROUND

Former Army Intelligence Sleuth Is Executive With Ball Gum Firm

By CAMERON DEWAR



RICHARD ROLLINS

BOSTON—The bulk vending industry has produced many operators as well as executives in the industry with astonishing backgrounds, but the experiences of Richard Rollins, of the Cramer Gum Company, Inc., of Boston, is going to be hard to match.

Author, lecturer, special agent for U. S. government agencies, U. S. Army intelligence agent, OPA administrator and member of the board of the National Vending Association are only some of Rollins' claims to fame.

Besides selling the Cramer products and accomplishing the difficult task of keeping relations on the highest level with customers throughout the country, much of his spare time is concentrated in bringing every last bulk vending operator into the National Vendors Association. As co-chairman of the membership committee, he is working tirelessly to achieve total enrollment.

Jet Age Man

The job of hopping about the country is well suited to a man whose background spells energy and action, and his paraphrased: "Have Gum, Must Travel." is in keeping with his active nature. The new jet age has been a happy circumstance for Rollins since these speedy planes supply just the facility he needs in his work.

The need for speedy travel can be understood when it is realized that the Cramer interests stretch over North America. The firm has factories in Oakland, Calif., and Granby, Canada, as well as the parent plant in Boston. And with customers scattered thru 48 States (Alaska and Hawaii aren't on the itinerary yet), the jet is just the thing.

Rollins was graduated from Syracuse University and did graduate work at Columbia University, but he was still a long way off from vending, for he had a yen for investigation work. In pursuit of this he went thru the training school of the U. S. Treasury Department and later became national director of research and investigation on the boycotting of Nazi Germany's goods and services to the United States.

Top Investigator

This led him into the post of chief investigator for the House Un-American Activities Committee, which brought him a citation from Congress in 1940 for "Outstanding investigatory work in the field of Communism, Fascism and Nazism." He was America's first official anti-Nazi agent and from these experiences came his book, "I Find Treason."

During the period of World War II he was in Army Intelligence and later became assistant special agent in charge of war production for the Office of Price Administration in the New England area.

It might be thought that he would find the vending industry tame after all this excitement, but

meeting. He was dashing to catch a jet for Georgia, with scheduled visits that would last a couple of weeks. But before dashing off he managed a word or two on what life is like for him when he isn't flying out somewhere.

To counteract sitting in planes so much he allowed that he played a "fair" game of golf, and while traveling he has ample time for his favorite hobby of reading books, which he practically devours. "Voracious" is the word he uses to describe his attitude toward reading.

No Driver

Strangely enough, he doesn't read for relaxation, but favors novels of the action type. He seldom uses an automobile because some years ago he was in a bad crack-up and has never trusted cars since.

When he's at home he lives in suburban Brookline with his wife and a son who attends Brookline High School. The family summers on Cape Cod, which Rollins, after

Scented Carnation Tablet Gum Introed By American, Inc.

NEWARK, N. J. — A new scented carnation-flavor tablet gum is being introduced by American Chewing Products Corporation for the bulk vending trade.

The scented carnation is the latest in the firm's line of 320-count chicle-type candy-coated tablet gum. Other flavors in the line are roasted coffee, peppermint, spearmint, wintergreen, spicy cinnamon, licorice and fruity.

The announcement was made by A. Duffield Schaeffer, president of the firm, who said samples and details of the product are available to distributors or operators.

seeing practically all of the United States, thinks is the ideal spot.

At this point Rollins is willing to leave the sleuthing business to others, but he feels that the valuable knowledge and experience he gained in the field doesn't do a bit of harm when it comes to ferreting out new customers and ideas for the Cramer firm and the ball gum industry in general.

Rollins gets all the action he craves nowadays in this growing field. He feels that the Cramer firm, under the direction of Wellington Cramer, has received wide consumer acceptance, but that a big challenge lies ahead in expanded capacity and the steady growth of the concern in foreign markets.

Also keeping him on his toes is the vital charge of seeing that the Cramer company's standards of speedily supplying the ball gum needs of its customers is maintained.

Pet Project

While his main target is set on increasing sales and preserving good public relations, his pet project is the NVA, which he believes is "doing a fabulous job in co-ordinating the activities of the bulk operators and distributors." He is loud in his praise of the association's lawyers, Don Mitchell and Ted Raynor, who Rollins says have made "marvelous progress in espousing the cause of the vending operator before legislators thruout the country."

Rollins is a difficult man to pin down and seems to be constantly on the go, as was the case at this

NVA Attendance

Continued from page 86

on board the boat. The women will also be attending the previously scheduled NVMMA get-acquainted breakfast, cosmetic demonstrations, card tournaments and the like.

Transportation to and from the convention site is being handled for NVA by General Travel Agency, with several package deals being arranged from key cities.

Some sample prices, including four nights at the Grand Bahama Club, transportation to and from the island and transportation from the city of departure to Miami are: New York, \$169; Dallas, \$185; Pittsburgh, \$188; Los Angeles, \$316, and Chicago, \$178.

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Be the first in your area with this Exclusive Vendor

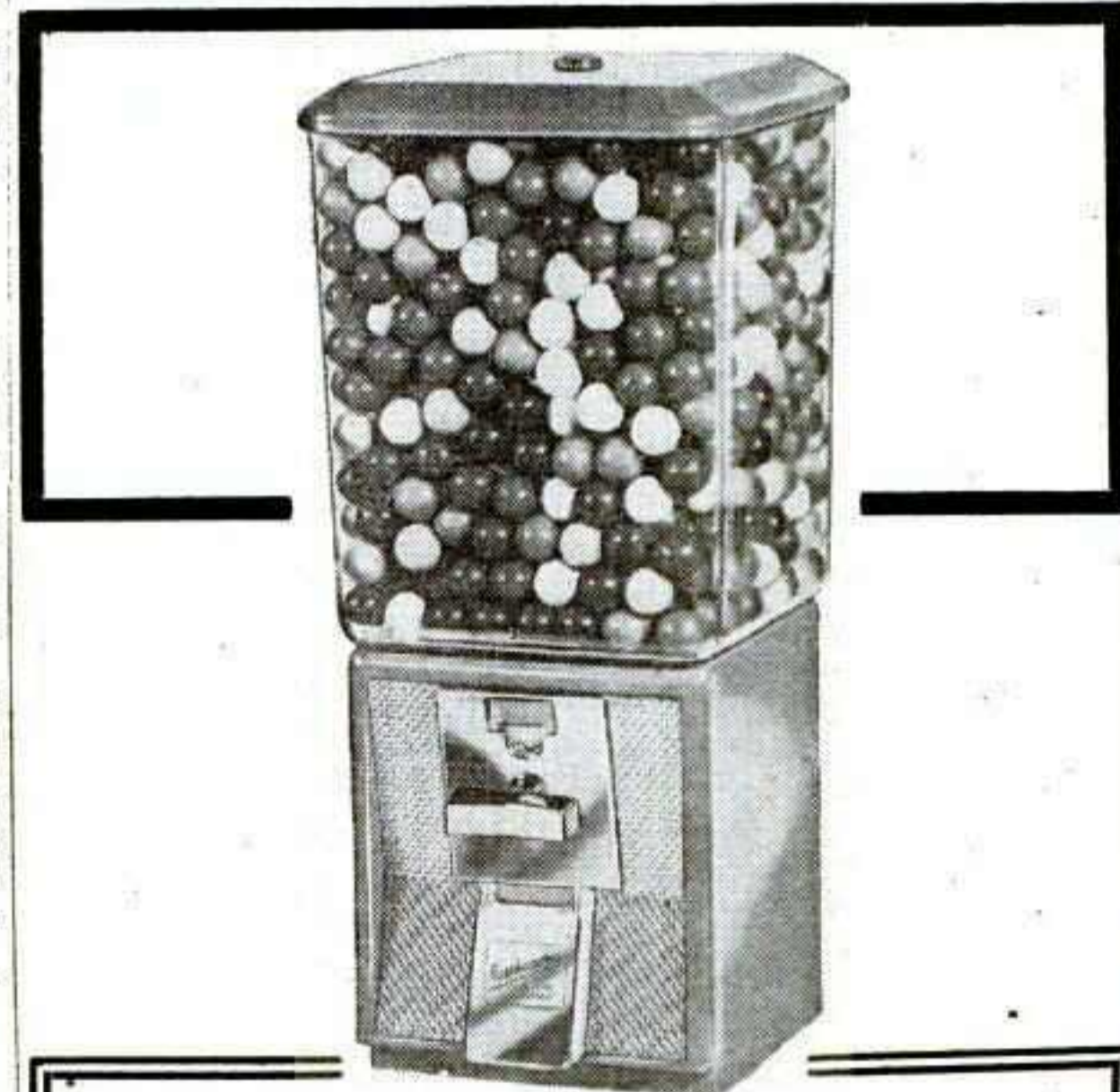
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 Exclusive Manufacturers of Vending Machines for Cracker Jack.

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GOLDEN 59 SUPER C

FOR YOUR BETTER LOCATIONS

SUPER CAPACITY

1012 Balls 100 Count Gum
 2886 Balls 210 Count Gum
 365 Regular Capsules

See your Northwestern Distributor or write to
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- Vends one at a time.
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Kids will want all colors for their collections.

Asstd. colors with foam
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Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tullio	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.56
Cashew, Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.37
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.37
Boston Baked Beans	.32
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Licorice Gems	.28
M & M, 550 Ct.	.59
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Rain-Blo Gum, 72 ct. \$.30
 Mail-off, 100 ct., per 100 .35
 Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct. .30
 Rain-Blo Ball Gum, 100 ct. .32
 300 lb. minimum prepaid on all Rain-Blo Ball Gum.

Adams Gum, all flavors, 100 ct. \$.45
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Minimum Order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

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TRUCKS AND TRAILERS (Ea. Piece) PLASTIC

1-4M \$4.50 per Thous.
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VACUUM PLATED

1-4M \$8.00 per Thous.
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at your distributor or . . .

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Drive to Form Local Bulk Groups by NVA

CHICAGO—A drive to establish State and city associations for bulk vending operators is being launched by National Vendors' Association. Don Mitchell, NVA legal counsel, said the program was calculated to establish closer co-operation among traders on a local level. NVA will furnish interested groups with suggested constitutions and bylaws during its spring convention in the Bahamas April 21-24.

Goals

Mitchell cited three immediate goals from local trade groups working in co-operation with NVA:

- (1) Gain local recognition from city and State governments, a point that local groups are much more effective with than a national organization.
- (2) Serve as a vehicle thru which NVA members thruout the country can co-ordinate local problems.

Often problems arising in one section of the country serve as a warning to other areas. Or, a program particularly effective in one area can often be applied elsewhere.

(3) Serve as a public relations vehicle for the bulk vending industry. Contact local civic, business, charitable and legislative groups to acquaint them with the members of the bulk vending industry and their role as businessmen of the community.

Florida Ops

Mitchell cited the recent formation of the Bulk Vendors' Association of Florida, with Paul Feingold, Miami operator, as president.

The group has been active in fighting several local tax and licensing measures with the help of NVA. There have also been meetings with operators exchanging operating and business information to mutual advantage.

Nut Sold Vending Potential

Continued from page 85

ly gross) and candy (\$300 monthly gross), Spagnole has been slowly building up the ball gum and capsule trade to \$35 monthly gross.

"The most difficult part of the ball gum and capsule trade is finding good locations. I can usually find a spot for nuts at one out of every three gas stations I approach. On the other hand, with ball gum I'm doing well if I place one machine at every 10 confectionery stores," he asserted.

But he has made the few spots he has pay off by concentrating machines when he finds a good one.

"If two machines do very well in one location, I put two more in the place and can usually increase my sales considerably. Also I practice the system of changing fill in the machines if they don't sell well, and this has proved remarkably successful," Spagnole said.

Getting Locations

In order to get to talk to the location owner, Spagnole takes with him a new machine that isn't too well known around the area—like the present ball point pen dispenser. If the proprietor says he's not interested in the new machine, Spagnole, having broken the ice, then tries to place one of his other machines. It's a good approach, he said.

On the average, Spagnole refills his nut and ball gum machines every five weeks, with the exception of a few spots which move

faster. His candy machines are refilled every five days. He makes repairs whenever necessary.

Spagnole goes strictly by the calendar in making refills and does all the replenishing of stock on the scene. He carries cartons of nuts, candy and ball gum items in his car.

In finding new locations, Spagnole keeps a weather eye on gas stations. When they appear to change ownerships, he approaches the new proprietor to request the spot. He also watches the area for newly built gas stations.

He clears about one-third his monthly gross, now over the \$500 mark.

Spagnole works from 4 p.m. to midnight at the nearby Bethlehem Steel plant. This leaves him most of the morning and early afternoon and all day Saturday to tend his vending machines.

He estimates he spends between 25 and 30 hours a week on this rapidly growing sideline.

"I once tried to earn more money driving a taxi, but this is better—I'm my own boss. I go to work when I want and I get rewards for every bit of effort on my part," he said.

Calif. Assn. Plans Meet To Mull Tax

LOS ANGELES—Altho the per-machine tax and an increased gross receipts levy are in effect, the Western Vending Machine Operators' Association will continue to fight for reduced rates. Leo Weiner, WVMOA past president, who is directing the drive for President William Seigle, said here.

A meeting is scheduled for Tuesday (29) at 7 p.m. at the Nickabob Restaurant, 875 South Western Avenue. Dinner will be served at 8.

The new tax calls for an increase from \$10 for the first \$5,000 annual gross to \$16 plus 25 cents per decal per machine. When stickers are not affixed, machines will be sealed. Cost for unsealing is \$10.

Weiner said that the taxes are discriminatory and that relief is being sought. While nothing can be done this year, it is hoped that the per-machine tax will be removed or, at least, reduced starting in March, 1961.

Reservations for the meeting are required and can be made by calling ROgers 7-9811, an answering service.

FTC Cites 2 Newark Firms

WASHINGTON — A consent order prohibiting Commercial Distributors of America, Inc., and National Placement & Distribution Agency, Inc., both of Newark, N. J., to use false offers of employment, exaggerated earnings claims and other deception to sell their vending machines and supplies, was approved by Federal Trade Commission last week (18).

Also subject to the order are Gene J. Davidson, president of both companies, and William J. Stockton, vice-president of National Placement.

The companies were charged by FTC last year with misleading the public in advertising and thru their salesmen. The complaint alleged that the sole purpose of their advertisements is to sell vending machines and not, as implied, to offer employment.

The FTC complaint further

(Continued on page 94)



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POPCORN VENDING WILL BRING BIG PROFITS TO YOU

Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.

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PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar . . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lion's share of your products.

COIN MACHINE DISTRIBUTORS place 80% of their trade paper advertising in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring RESULTS for advertisers?

The N.V.A. Convention will be held in Grand Bahama Island, April 21-22-23-24
THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 18!!!

ADVERTISING DEADLINE APRIL 13!!!

You can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Grand Bahama Island.

You Can Promote YOUR Convention by using advertising in The Billboard's issues prior to the Convention . . . by having your ad copy offer complete information about your National Convention . . . and encourage your operator's attendance at the Convention!

In 1960 the members of the N.V.A. have had the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . only by each and every member becoming Convention Conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '60 promises to be the greatest and most important in its history."

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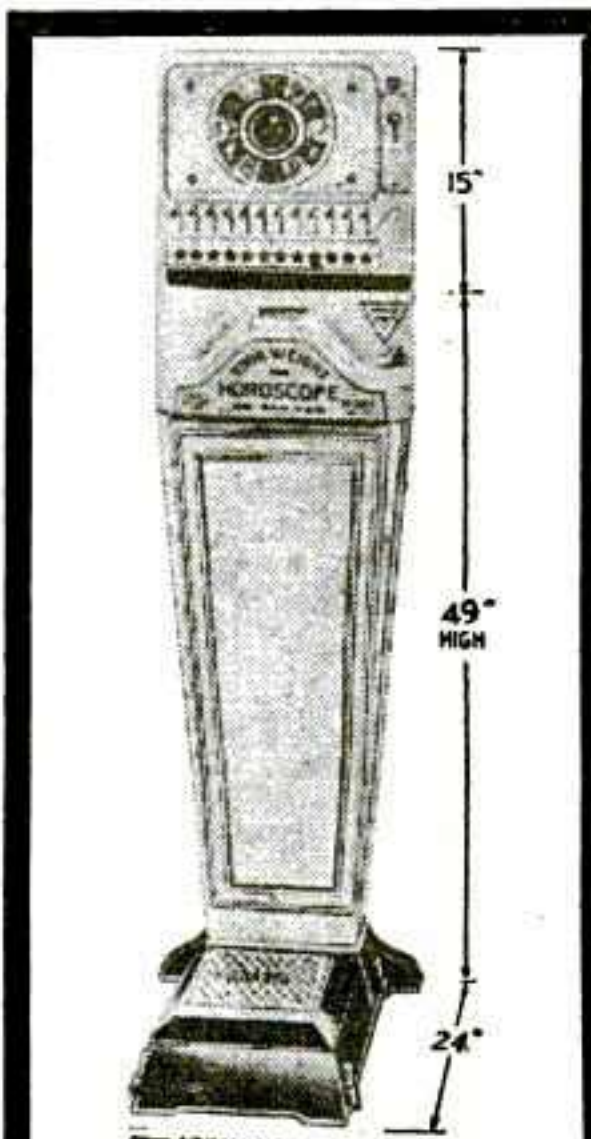
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- 1 CAR LIGHT, Reg. Value . . . 12.95

Total Value . . . \$91.70

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HOROSCOPE SCALE

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1960 MOA Show to Have Heavy Vending Accent

By AARON STERNFIELD

CHICAGO—Exhibits at the 1960 annual convention of the Music Operators of America will have less emphasis on automatic phonographs and more on diversified vending than any previous MOA show in history.

It was confirmed this week that three of the major juke box manufacturers—Seeburg, Wurlitzer and Rock-Ola—will not exhibit at the convention.

At the same time, it was learned that a record number of merchandise vendor manufacturers already have reserved booth space.

Expansion Moves

Seeburg's reason for withdrawing from the 1960 show was that the firm's expansion moves into full-line vending have been taking up so much time and manpower that it would be difficult to do an adequate job on the convention floor. In addition, a Seeburg spokesman said that the firm's equipment had been seen by virtually all operators, and that little could be gained by any further showings.

A Wurlitzer spokesman pointed to rising costs, adding that the sale of phonographs at the convention did not warrant the expense.

Rock-Ola's reason for withdrawing was also attributed to rising expenses.

AMI, United

However, two other juke box manufacturers—AMI and United Music—have reserved booth space, with AMI increasing its space substantially over last year.

Among the vending machine manufacturers who will exhibit are the Continental Vending Machine Company, one of the nation's largest full-line manufacturers; Schroeder Industries, Inc., manufacturer of a self-brew coffee machine; National Vendors, cigarette and candy machine manufacturer; Automatic Products, cigarette machine maker; Bally Vending, hot drink machine manufacturer, and Logan Distributors, one of the nation's largest bulk vending outlets.

Other exhibitors will include National Rejectors, Tape-a-Thon Corporation, Jay Jay Records, Star Title, Strip Company, Cine Fonic Sound, Inc., M-G-M Records, Decca Distributing Corporation, RCA Victor, Dot Records, Valley Sales, Paul Bennett & Company, Auto-Photo, Capitol Projectors, Wico Corporation, Irving Kaye Company, Bally Manufacturing, Tusko Kiddie Rides, American

Shuffleboard Company, Fischer Sales & Manufacturing, the Coin Machine Council for Public Relations, The Billboard, Christy Records and the Standard Financial Corporation.

Forum Meetings

According to George A. Miller, MOA president, emphasis on this year's business agenda will be on forum meetings rather than on speakers. He said a two-hour session with some of the nation's top record executives is in the works. Miller will be in Chicago late this week to complete arrangements for the show.

Miller said that the increased number of vending machine exhibits bears witness to the fact that juke box operators are diversifying and will expand rapidly into full-line vending.

Banquet and floorshow, to be held May 11, is being arranged by Buddy Basch and Paul Wittenmyer of the Roberts Agency. Forum meetings are being arranged by J. Harry Snodgrass, Norman Gefke, Joe Lederman, Lou Casola, Al Denver and Jake Friedman. Professional moderators will conduct all forum meetings.

Miller is general chairman for the convention, with John Wallace and Lou Casola as co-chairmen.



Tom Greco



Carl Pavesi

Trade to Cite Greco, Wilson and Pavesi

NEW YORK—For the first time in the history of the United Jewish Appeal's Coin Machine Division here, three industry leaders will be honored at the annual Victory Banquet. In the past, one man has been guest of honor.

The unprecedented move came in the wake of the resignation of

Sandy Moore, New York distributor, as guest of honor. Moore declined the honor because of poor health.

The new guests of honor are Carl Pavesi, president of the Westchester Operators Guild; Tom Greco, president of the New York State Coin Machine Association, and Jack Wilson, president of the New York State Operators Guild.

Carl Pavesi

Pavesi, one of the most respected members of the operating fraternity here, has headed the WOG since its inception 10 years ago. He has been one of the most active members of the UJA drive here, and has been a prime mover in the Public Relations Council of the New York State Coin Machine Association.

Tom Greco, Glasco, N. Y., operator, was instrumental in founding the NYSCMA and has served as president since the group was formed two years ago. By working a 16-hour day, he has been able to run, along with his brothers, a large operation and devote virtually full time to the affairs of the association.

Jack Wilson, president of the New York State Operators Guild, is from Newburgh. Wilson also was one of the founders of the NYSCMA, an active participant in UJA affairs, and a leader in trade association activities.

\$30,000 Goal

The trio will be feted at the Hotel Commodore, April 30. Goal of the 1960 Coin Machine Division drive is \$30,000, plus an extra \$6,000 to provide homes for two families in Israel.

The executive committee of the Coin Machine Division met at the Hotel Commodore Wednesday night (23), with several of the past guests of honor present. They in-

Changes in Juke Box Royalties Improbable in 86th Congress

By MILDRED HALL

WASHINGTON — Any change in the current law which exempts juke box operators from performance royalty payments has been all but ruled out in this 86th Congressional session. The Senate Judiciary Subcommittee on Patents and Copyrights admitted this much in a report released last week. This session of Congress is foredoomed to early closure by the coming presidential election.

The report regretfully notes that a bill introduced by its chairman, Sen. Joseph O'Mahoney (D., Wyo.), which duplicates the famous double header of 1958 which would end performance royalty exemption and also double mechanical royalty on juke play (\$1,870), has had no hearings, and the subcommittee has waited in vain for parties concerned to propose a bill they would consider fair. (Senator O'Mahoney has been recuperating from a stroke since August 1959).

A similar situation exists in the House side, the report notes, on Judiciary Chairman Celler's anti-juke exemption bill, H.R. 5921,

which had hearings in June 1959, under Copyright Subcommittee Chairman Willis (D., La.). After the hearings, Representative Celler (D., N. Y.), tried to bring about agreement between the proponents, the American Society of Composers, Authors and Publishers, and the juke box operators and others opposed to his bill.

The Celler proposal would hurdle traditional juke box refusal to deal with ASCAP, by setting up an impartial three-man committee, representing both sides, plus the office of the attorney general, to collect annual over-all fees of about \$5 per box in performance money, which would go into a fund to be administered by the three-man committee. The \$5 would be maximum annual performance fee, to be divided by performance rights groups. Conferences were held on the proposal, but the Senate report again notes regretfully that "no solution was found on which parties could agree."

The matter of the Celler compromise is reportedly to be considered by the Music Operators of America membership at its upcoming convention in May, but no one seriously expects more than a flat "No, thanks," from the operators.

One reason why legislators in

both House and Senate have held off further action at this time, is the uncertain status of the Concert Decree under which ASCAP, traditional spearhead in the fight for songwriter royalty on juke play, is operating. Altho the latest amendment order negotiated by Justice Department and ASCAP directors was signed in court in January, an appeal from the Decree has been taken to the U. S. Supreme Court by Fred Fox, of the Sam Fox Publishing Company.

Competitive Inequalities

Fox has appealed on the grounds that interest of smaller publishers in ASCAP have been overridden in the Decree, which was presumably set up to correct competitive inequalities in the Society. (The Billboard, March 21, 1960).

Sen. Alexander Wiley (R., Wis.), ranking GOP member of the Copyright Subcommittee, is of the opinion that the appeal to the Supreme Court means the issues will not be finally adjudicated or settled for some time.

The subcommittee again assures both sides of the juke box hassle that it will welcome "any reasonable suggestions designed to bring a solution to the royalty situation" affecting the songwriters and juke box operators.

Bally Shipping 3 Versions of New 1-Ball Pin



BEACH QUEENS

CHICAGO—Bally Manufacturing Company last week shipped three new versions of its one-ball pin game line. The new models, basically the same, have different play features. The games are

(Continued on page 100)

S. MOORE LEAVES WURLITZER FOLD

NEW YORK—The Sandy Moore Distributing Company, Wurlitzer distributor for metropolitan New York, Long Island, Northern New Jersey, and two counties in Connecticut, has left the Wurlitzer fold. A Wurlitzer spokesman said the decision was arrived at by mutual consent. At one time, the Moore organization was also Pennsylvania Wurlitzer distributor, but that territory is now covered by Abe Lipsky's Vend-All. A new Wurlitzer distributor for the territory formerly covered by Moore is expected to be named in the next week or two. Moore had been a Wurlitzer distributor for about three years.

cluded Lou Boorstein, Leslie Distributors; Al (Senator) Bodkin, Forest Hills Music; Mike Munves, Arcade machine distributor; Al Denver, president of the Music Operators of New York; Al Simon, Simon Distributors, and Leo Wilens, Capitol Projectors.

Irv Holzman, who is chairman of the 1960 drive, presided at the meeting.

IRS Actions Face 4 Court Challenges

CHICAGO—Challenges of Internal Revenue Service actions in classifying coin machines with multiple-coin play as gambling devices are taking place in four courts.

Rulings being contested are 59-294 and 60-102, which specify that games with certain mechanical features are subject to the \$250 tax per se, with no evidence of use for gambling required.

Two of the actions are taking place in the U. S. District Court in the Western Division of the Eastern District of Arkansas. Defendant in both actions is Curtis R. Mathis, Director of Internal Revenue for the State of Arkansas. Plaintiffs are J. W. Singleton and Charles A. Stewart.

In Kansas, Stan Tennant, doing business as Stan's Amusement and Melody Music, Inc., has filed suit against G. F. Koehler, District Director of Internal Revenue, in U. S. District Court.

In the U. S. District Court for the Eastern District of Pennsylvania, John C. Butala has filed against Edgar A. McGinnis, District Director of Internal Revenue at Philadelphia.

Meanwhile, the IRS last week handed down an opinion which held that a machine so designed that the insertion of additional coins makes available to the player additional scoring cards falls under the \$250 tax stamp category.

The ruling, based on a request for an opinion, pointed out that "the machine provides for the registration of a number of free plays which is far in excess of the number that a person playing merely for amusement and diversion normally would play off. Therefore, the machine is so designed that it is considered to be adapted to use for gaming purposes."



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	850

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	\$ 240
ABC Bowling Lanes 12/56	250
ABC Champion 9/57	480
ABC Super-Deluxe Bowler 9/57	255
ABC Tournament 6/57	400
All-Star Bowler 12/57	105
All-Star Deluxe 2/58	125
Bally Shuffle 1/59	50
Blue Ribbon 4/55	190
Champion Bowler 4/54	95
Club Bowler 2/59	525
Congress Bowler 7/55	260
Deluxe Club Bowler 3/59	575
Gold Medal 4/55	135
Jet Bowler 8/54	85
Jumbo Bowler 9/55	275

King Pin Bowler 9/55	\$ 225
Lucky Alley 8/58	605
Lucky Shuffle 9/59	410
Magic Bowler 12/54	110
Mystic Bowler 12/54	110
Pan American 6/59	745
Rocket Bowler 8/54	85
Speed Bowler 11/58	410
Star Shuffle 9/58	375
Strike Bowler 11/57	315
Super Bowler 1/58	120
Trophy 4/58	530
Victory Bowler 4/54	85

CHICAGO COIN

All Star Team Bowler 11/55	\$ 155
Blinker 8/55	205
Bonus Score 5/55	210
Bowling Team 10/55	125
Bowling League 7/57	275
Bull's Eye Bowler 7/55	205
Championship 11/56	290
Criss Cross Target 1/55	50
Double Feature 12/58	425
Feature Bowler 7/54	70
Fireball Bowler 11/54	165
Flash Bowler 10/54	110
Holiday Bowlers 9/54	150
Hollywood 4/55	170
King Bowler 3/59	780
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	85
Red Pin 3/59	490
Rocket Ball 2/59	125
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	170
Tournament Ski Bowl 12/56	125
Triple Strike 1/55	175
TV Bowling League 11/57	315
Twin Bowler 10/58	695
(Initial run)	

UNITED

Ace Shuffle Alley 5/54	\$ 75
Advance 6/59	710
Atlas Shuffle Alley 9/58	385
Banner 8/54	75
Bonus Bowling Alley 3/58	485
Bowling Alley 11/58	245
Build-Up 5/56	125
Capital Shuffle Alley 6/55	190
Clipper 4/55	180
Comet Shuffle Targette 10/54	110
Cyclone 10/58	460
Deluxe Bowling Alley 7/57	275
Deluxe Flash 6/59	570
Deluxe Mercury 11/54	85
Deluxe Shooting Star 6/58	155
Dual Shuffle 1/59	495
Duplex 11/58	645
Eagle Shuffle Alley 5/58	360
Flash 6/59	515
Handicap 9/56	285
Hi-Score 6/57	260
Jumbo Bowling Alley 8/57	490
Jupiter Shuffle Alley 9/58	225
League Shuffle Alley 2/54	60
Lightning 2/55	150
Midget Bowling Alley 3/58	160
Niagara 11/58	375
Playtime 6/58	800
Pixie Bowler 7/58	200
Rainbow Shuffle Alley 5/54	60

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	85
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	259
Green Pastures 1/54	50
Gypsy Queen 2/55	75
Harbor Lites 5/56	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	65
2 Picnic 6/58	275
Queen of Diamonds 6/59	280
2 Race Time 3/59	325
Rainbow 12/56	115
4 Register 10/56	145
Rocket Ship 5/58	195
Rolo 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 Flush 12/57	190
Straight Shooter 2/59	235

PINBALLS

BALLY

Ballerina 6/59	\$ 825
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

WILLIAMS

Arrow Head 7/57	\$ 95
Big Ben 9/54	50
Casino 8/58	185
2 Circus Wagon 10/55	90
Colors 11/54	50
Crossword 5/59	250
Cue Ball 4/57	115
Daffy 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-Haw 6/57	120
Jig Saw 12/57	130
Hot Diggity 8/56	90
Kings 8/57	115
Lazy Q 2/54	50
Lulu 12/54	50
2 Naples 9/57	45
9-Sisters 2/54	130
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-Doe 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

ARC & NOVELTIES

All-Star Baseball (Wms) 4/54	\$ 85
Aqua Duck (Coins) 2/55	145
Auto Test Turnpike Tournament (Cap) 4/59	1,295
Auto Photo Model 9.1,160	1,160
Auto Photo Model 11.1,980	1,980
Auto Test (with sound) (Cap) 9/56	560
Auto Test (without sound) (Cap) 9/56	460
Balloonomat (Cap) 12/54	115
Bang-O-Rama (Muto) 4/57	105
Bat A Score (Evans) 2/54	90
Batter-Up (CC) 4/58	190
Big Inning (Bally) 5/58	275

Sunshine 9/58	\$ 225
4 Score-Board 4/56	100
Stagecoach 11/14	65
2 Super Circus 9/57	240
4 Super Jumbo 10/54	170
2 Torador 6/56	125
Twin Bill 1/55	65
2 Whirlwind 2/58	255
Wishing Well 9/55	90
World Champ 8/57	125

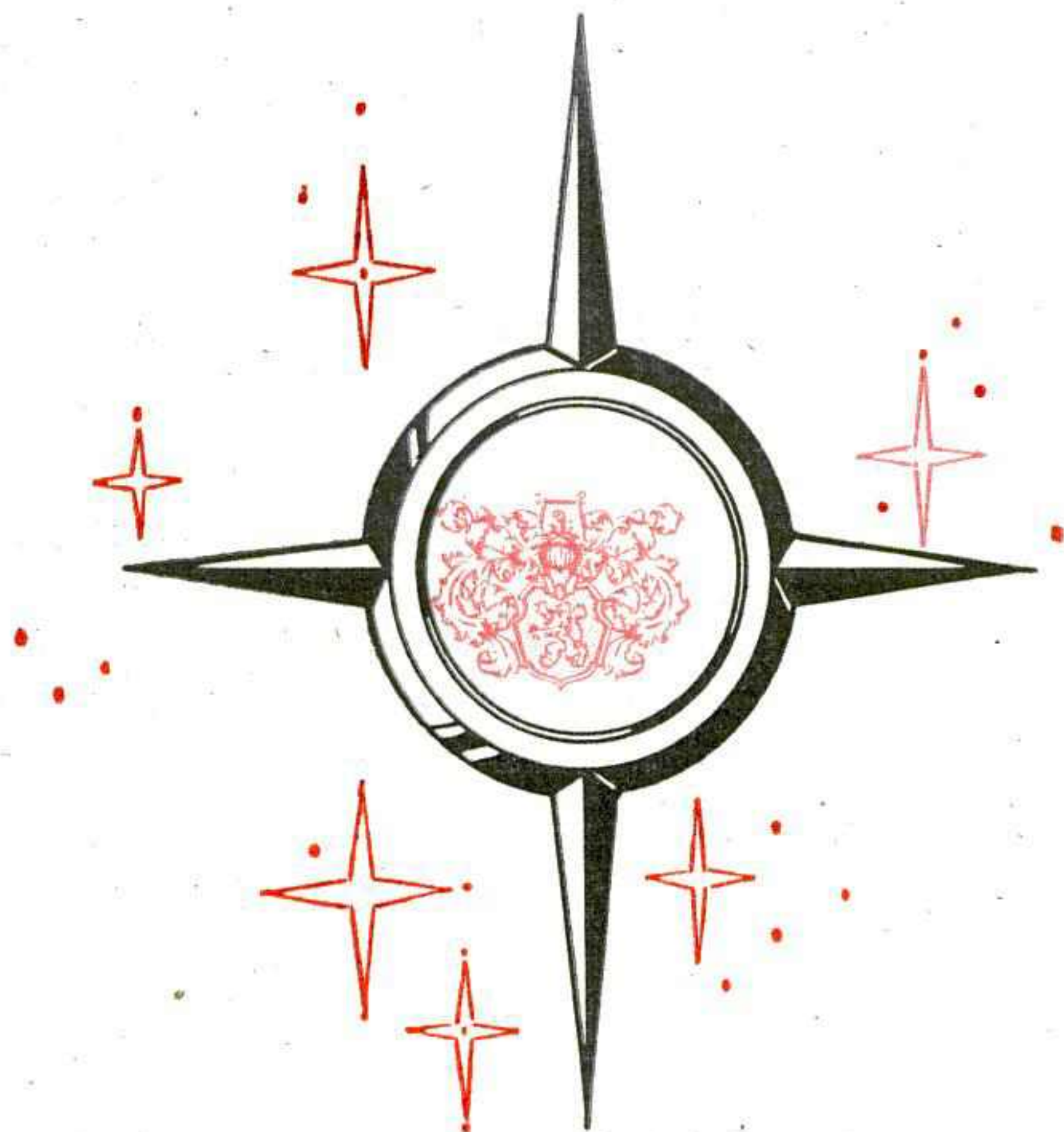
UNITED

Brazil 9/56	\$ 85
Caravan 1/58	80
Havana 1/54	25
Hawaii 8/54	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 Sea 5/56	80
Stardust 11/56	75
Starlet 11/55	55
Triple Play 6/55	85
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	50
Crossword 5/59	250
Cue Ball 4/57	115
Daffy 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-Haw 6/57	120
Jig Saw 12/57	130
Hot Diggity 8/56	90
Kings 8/57	115
Lazy Q 2/54	50
Lulu 12/54	50
2 Naples 9/57	45
9-Sisters 2/54	130
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-Doe 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)	



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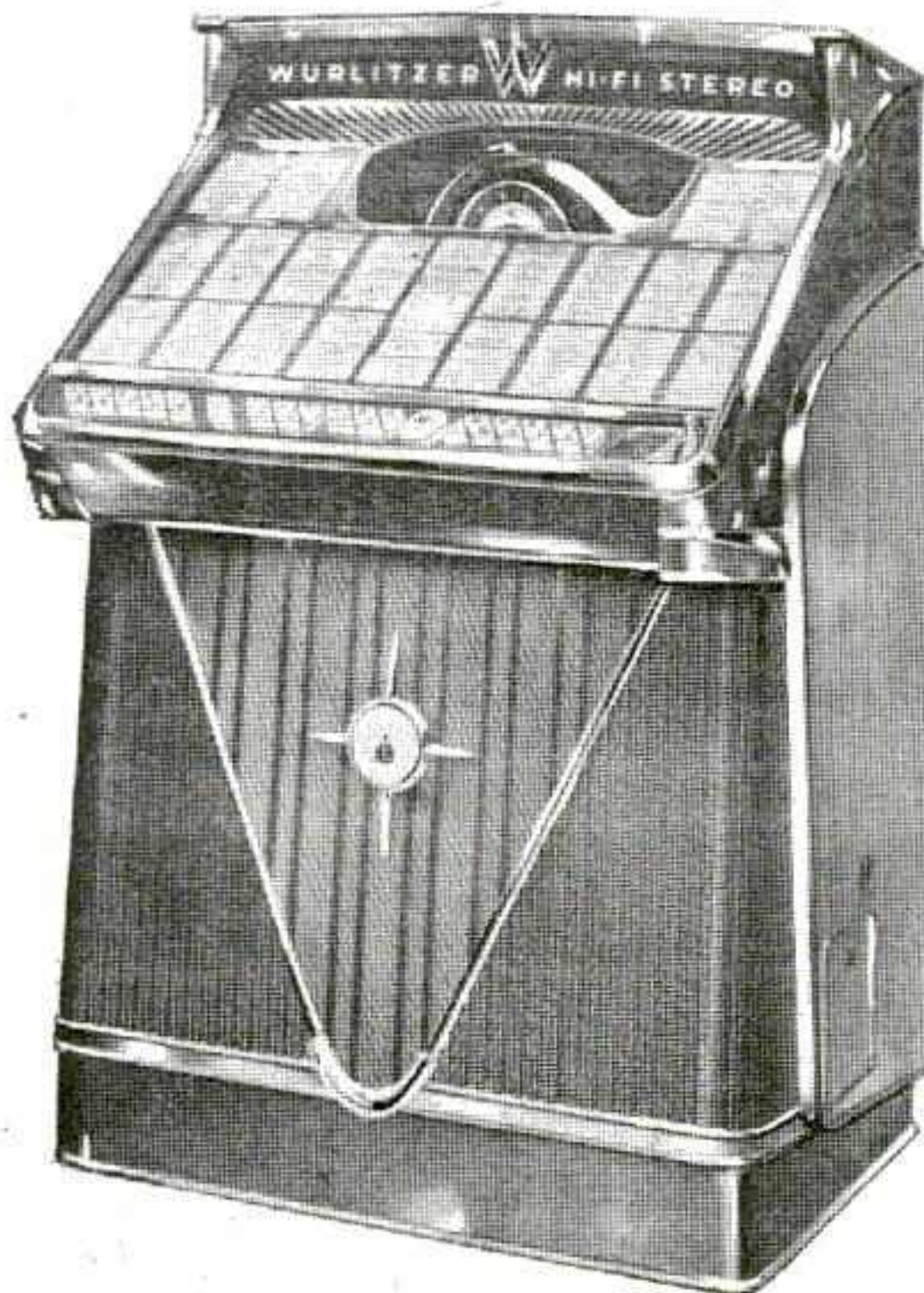
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Senate Committee Hits Shakedown Of Operators by Union Hoodlums

By DELORES NEWCOMB POE

WASHINGTON — The Senate Committee on Improper Activities in Labor or Management has again lashed out at Teamster President James Hoffa for not taking action against some of his officials who shook down coin machine operators.

In a report released last week (25) the Committee charged that Hoffa "does not now have, nor has he ever had, any intention of moving against his racketeer friends." The record shows conclusively, the report said, that Hoffa "has never moved to exercise his powers even after convicted union officials have gone to jail and even though they continue to hold office and draw salaries and even Christmas bonuses while languishing in prison."

Wortman Named

A prominent figure named was Frank (Buster) Wortman, operator of the Plaza Amusement Company, and a "longtime racket figure" in St. Louis. Wortman, according to the report, has been arrested 38 times. He invoked the Fifth when he appeared before the committee, and refused to tell the probers whether or not he ran any labor unions or received money from them. A grand jury indicted Wortman earlier this year on charges of attempted income tax evasion. (The Billboard, Jan. 18).

Joey Glimco, head of Teamster Taxicab Local 777 in Chicago, got more than passing mention, but the report dwelt mostly on his handling of the Union's welfare funds. Witnesses before the Committee last year testified that Glimco put pressure on them to buy phonograph records from certain compa-

nies. (The Billboard, March 2, 1959). Report labeled him a "parasite on the labor movement" and a "leech on society." Glimco has a record of 36 arrests, on charges ranging from extortion to murder.

Probers struck out at Abe Gordon, "unsalaried" but the dominant figure behind Local 805 in New York City. Gordon does not have a criminal record, but his business associates have been men with criminal records, principally for violating the narcotics laws. One of the associates is Milton Holt, an officer of the local, who does have a criminal record. Holt borrowed large sums of money from Harold Roth, president of Continental Industries. Gordon, the report claims, has "gravitated into the Hoffa inner circle."

O'Rourke, DeGrandis

The report noted that John O'Rourke, Joseph DeGrandis and others have been arrested and indicted in Nassau County, N. Y., on charges of "conspiracy, extortion, and coercion based on an allegation that the defendants were using Teamster Local 266 to collect tribute from juke box operators."

William Presser, head of the Ohio Conference of Teamsters, and Joseph Blumetti, head of Local 410 in Youngstown, O., also played important roles in the report. The probers pointed out that Presser had been paid \$5,000 to set up a juke box union in Detroit. Money was paid by Victor De Schryver, former operator and former president of the United Music Operators Association of Detroit. Funds were contributed by nine operators. De Schryver said know-how was needed to combat whip-

companies, which had been formed to monopolize locations (The Billboard, April 13, 1959). They figured Presser had the know-how.

Blumetti, who has an extensive criminal record, allegedly collected dues from coin machine operators without giving them any benefits in return.

Presser was indicted by a grand jury last fall on contempt of Congress charges (The Billboard, October 26, 1959).

Presser Indicted

Last week (23) Attorney General William P. Rogers announced that Presser was indicted by a Federal Grand Jury in Cleveland on charges of "corruptly obstructing and attempting to obstruct the Senate Select Committee on Improper Activities in the Labor or Management field, the McClellan Committee, in its investigation of the Teamsters Union." The indictment charges that Presser "altered, defaced, tore and partially destroyed, concealed and withheld" from the Committee certain documents which he was required to produce before the Committee in accordance with a subpoena. Conviction under this charge carries a maximum penalty of five years imprisonment or a fine of \$5,000 or both.

As part of the report, the Democratic members of the committee, Sens. McClellan, Kennedy, Ervin and Church, urged the establishment of a National Crime Commission. Such a commission would gather information on top criminals, keep close surveillance on their activities, and give their information to local and State law enforcement agencies. It would also report to the Justice Department, but would not usurp any of

Bal-Ami Improves Service To British Juke Box Ops

LONDON — Bal-Ami, British manufacturer under license to AMI juke boxes, has taken steps to institute quick, over-the-counter service on parts, records and used equipment for British operators.

Engineering Metals, Ltd., the Bal-Ami distributor for East London and the four adjacent counties, now offers day-and-night facilities, plus two-way radio on all vehicles. The system was instituted

by Dave Laren, who was appointed distributor early this year.

There is also a fully qualified Bal-Ami-trained engineer on the premises all the time to answer any query and attend to operators' difficulties.

Laren displays a full range of Bal-Ami equipment from the first E model to the latest K, plus full spares service and a well-stocked record bar.

Large Operator

Laren, who started by operating the first E produced at Ilford, has gone a long way with Bal-Ami thru the years, from building up a large operating route to being appointed as distributor.

His son is also in the business, after some years of experience with equipment of other manufacture.

In addition, Bal-Ami now reconditions much of its equipment in the large workshop of Engineering Metals at Ilford.

Cecil Jones, managing director of Bal-Ami, told our London correspondent, "This is an important new step—one of several we are making to ensure maximum distribution and finest possible service."

Funds Granted N. J. Game Body

TRENTON, N. J.—The New Jersey State Senate passed a bill Monday (14) approving \$25,000 for use by the State's new Amusement Games Commissioner until June 30, the end of the fiscal year.

The measure was immediately sent to Gov. Robert B. Meyner, who was expected to sign it momentarily. The bill, which also gave William H. Davis the power to police amusement games in the State as commissioner, was approved by a 21-0 vote under emergency suspension of rules.

Davis must now act quickly to have his new commission set up by Memorial Day. This is the traditional opening for this State's many seashore resorts such as Atlantic City, Wildwood and Cape May.

Justice Department's powers, or those of the F.B.I.

Fourth and final report on the hearings is expected to be released next week.

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PHONOGRAPH MANUFACTURERS

All manufacturers of automatic phonographs have been invited to participate in the MOA Convention. Already AMI and United Music have purchased exhibit space and, further, they are going to present the music operators with door prizes in the way of 1960 model phonographs. This is certainly co-operation to the fullest degree.

AMUSEMENT DEVICE MANUFACTURERS

Some of the amusement device manufacturers will contribute door prizes, on a voluntary basis, in the way of shuffle alleys, pool tables, etc. Names of contributors will be released in the next news bulletin. It is not compulsory for any exhibitor to donate a door prize, but it most certainly will go a long way toward

building up the attendance for the convention. The officers and directors of MOA are highly appreciative of the exhibitors' co-operation.

BANQUET AND FLOOR SHOW

Top recording stars will be featured with a well-balanced all-star show, Wednesday night, May 11, 1960, arranged by Buddy Basch and Paul Wittenmyer of the Robert Agency. Tickets for this affair can be purchased through Howard Ellis, 1430 South 13th Street, Omaha, Nebr., Atlantic 0425, or at Convention time.

LADIES' LUNCHEON

Those in attendance will again be the complimentary guests of MUSIC OPERATORS OF AMERICA at the Ladies' Luncheon, Tuesday noon, May 10, 1960. A real outstanding Floor

Show, equal to last year's show, will be presented by Paul Wittenmyer. Tickets for this affair can be secured at the Registration Desk.

RECORD COMPANY FORUM

Record companies will hold a Forum Meeting between music operators, sales forces and others. More on this meeting at a later date.

OTHER FORUM MEETINGS

Other Forum Meetings of great interest are being arranged by the committee headed by J. Harry Snodgrass, chairman; Norman Gefke, Joe Lederman, Louis Casola, Albert Denver and Jack Friedman, on all matters vital to the automatic phonograph industry. Professional moderators will be secured for these Forum Meetings.

WATCH THE TRADE PAPERS FROM THIS DATE ON FOR ALL INFORMATION PERTAINING TO THE MOA CONVENTION

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FOR FURTHER INFORMATION, WRITE OR CALL

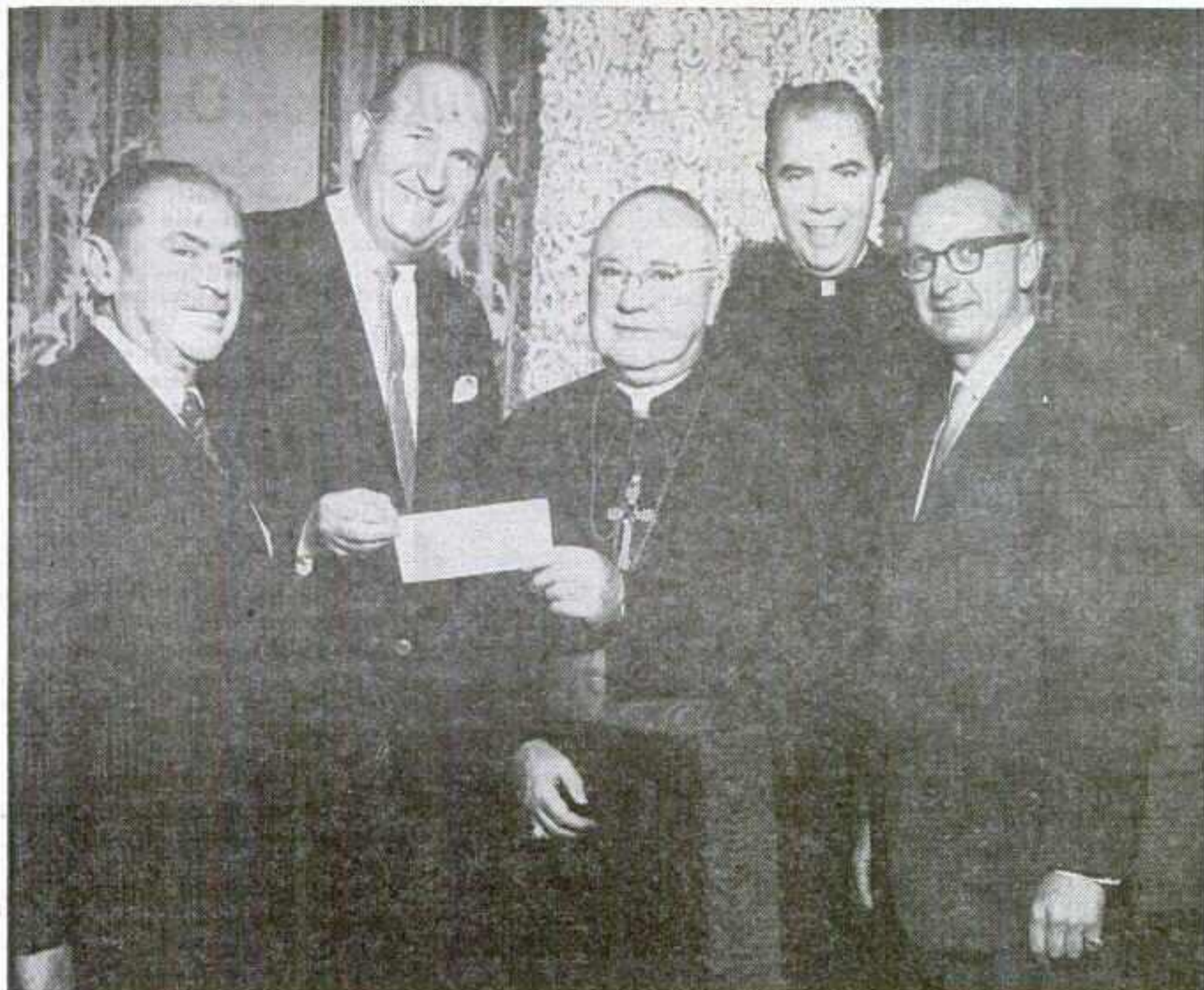


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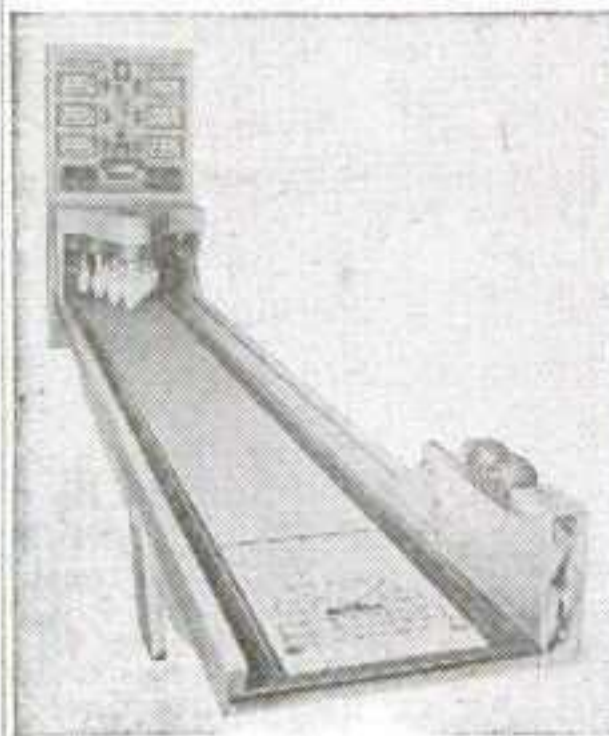
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THIS YEAR'S COIN MACHINE industry fund drive for the benefit of Cardinal Spellman's Servicemen's Center resulted in the raising of \$2,000. Here pictured are executives of the public relations committee of the New York State Coin Machine Association presenting a check in this amount to the Cardinal. Shown left to right are Barney Sugarman, Al (Senator) Bodkin, Cardinal Spellman, Monsignor Kelly and Meyer Parkoff. This was the sixth year of participation by the coin industry in the annual fund drive for the center.

United Intros Falcon Alley, Bonus Model



FALCON

CHICAGO—Falcon, a new ball bowling game with players' option of regular or bonus scoring, was shipped last week by United Manufacturing Company.

Falcon, the successor to Team-Mate in the United ball bowler line, has similar play features to Big Bonus Shuffle, the latest shuffle alley introduced by the firm. Falcon is available in 13 or 16-foot lengths.

Players select the form of scoring desired by pressing a button on the cabinet. Regulation awards regular bowling scores for strikes and spares, while the bonus method gives special scores for strikes and spares which are added to frame-by-frame scores at the termination of each game.

Scores of 30-20 for strike-spare are awarded in the first thru seventh frames, 60-40 in the eighth thru 10th frame feature, when bonus play is selected.

In addition, bonus points, registered on a smaller score panel adjoining the regular score panels, award 40-20 for strike-spare thru-out the game. But this bonus must be "collected" in the 11th (bonus) frame.

Then, if player gets a strike, he collects the full bonus points. If he gets a spare, he collects half the bonus. For a blow, he gets no bonus at all.

Del Coleman in Europe

CHICAGO — Del Coleman, president of the Seeburg Corporation, is on a European business trip with George Gilbert, vice-president of American Steel Export, Seeburg's export agent.

for the three days and work hard.

The course includes mechanism, repair and adjustment, selecting system, crediting and sound system.

Not more than 15 students are taken at a course. These then work in groups of four or five with a tutor to each group, thus enabling the student to have individual attention. The courses take place from Tuesday to Thursday inclusive, and working hours are from 9:30 a.m. to 5:30 p.m. each day.

By the time the student has completed the course he will know how to completely dismantle the mechanism and put it together again to the same standards. Repeat courses can be arranged for any student not up to standard. A certificate is given to everyone who completes the course satisfactorily, which should be a useful qualification for mechanics when they move around.

J. Sanders, who will eventually be in charge of the school, is being helped in the initial stages by Norm Zoodsm, superintendent of test equipment and inspection at Grand Rapids, Mich., and Peter Broholm, of the Field Service Division of AMI.

Black Sales Holds United Phono School

NEW YORK—Irving Holzman, Black Sales Company, slated a United Music Corporation service school last weekend (25-26) at Sandy Moore's Long Island show-room.

Roy Kraehmer, United executive, directed the school, a technical session.

United reported the school was specially arranged due to "unprecedented deliveries" of United phonographs in the New York area.

Ostergren Notes Good Effects Of Federal Probe in Indiana

GARY, Ind.—Victor H. Ostergren, Gary, president of the Automatic Equipment and Coin Operators Association of Indiana, asserted last week that last summer's McClellan committee probe of coin machine operations in Lake County, Indiana, has been productive of substantial improvements in competitive conditions.

Ostergren declared that while not all of the evils exposed at the June hearings have been eliminated, the effects of the McClellan investigation have been beneficial to the legitimate coin machine operators of the area.

"Much good has resulted from the probe," he said. "It has alerted the public and public officials to certain unsavory conditions. It has exposed undesirable elements in the business and embarrassed them to a point where they can no longer destroy ethical operators with unfair competitive practices. There is still evil, but there has been improvement also."

Juke box and other types of coin operations in Lake County are slow in recovering from the effects of the long steel strike, Ostergren reported.

"I said during the strike and I say it again that it will be a year before we're back on our feet," he stated. "The steel workers are having a hard time catching up with their bills after all those pay-less months of the strike. And we're in a luxury business. For some of us, it's worse now than it was during the strike."

Britain's First Juke Service School Opens

LONDON—Britain's first juke box service engineers' training school was opened last week by BAL-AMI (who manufacture AMI equipment under license in Great Britain) at the factory in Ilford. It is intended that courses at the school will each last three days, and will be held bi-weekly. Promptness and hard work is the keynote, with no time wasted on pep talks or similar diversions.

Managing Director Cecil Jones believes that this school will ultimately do a great deal of good in the business as a whole, particularly to BAL-AMI engineers and operators, as it will eventually ensure a uniformly high standard of maintenance and servicing.

Anyone distributing or operating BAL-AMI equipment can send their mechanics free of charge, the only stipulations being that he must stay



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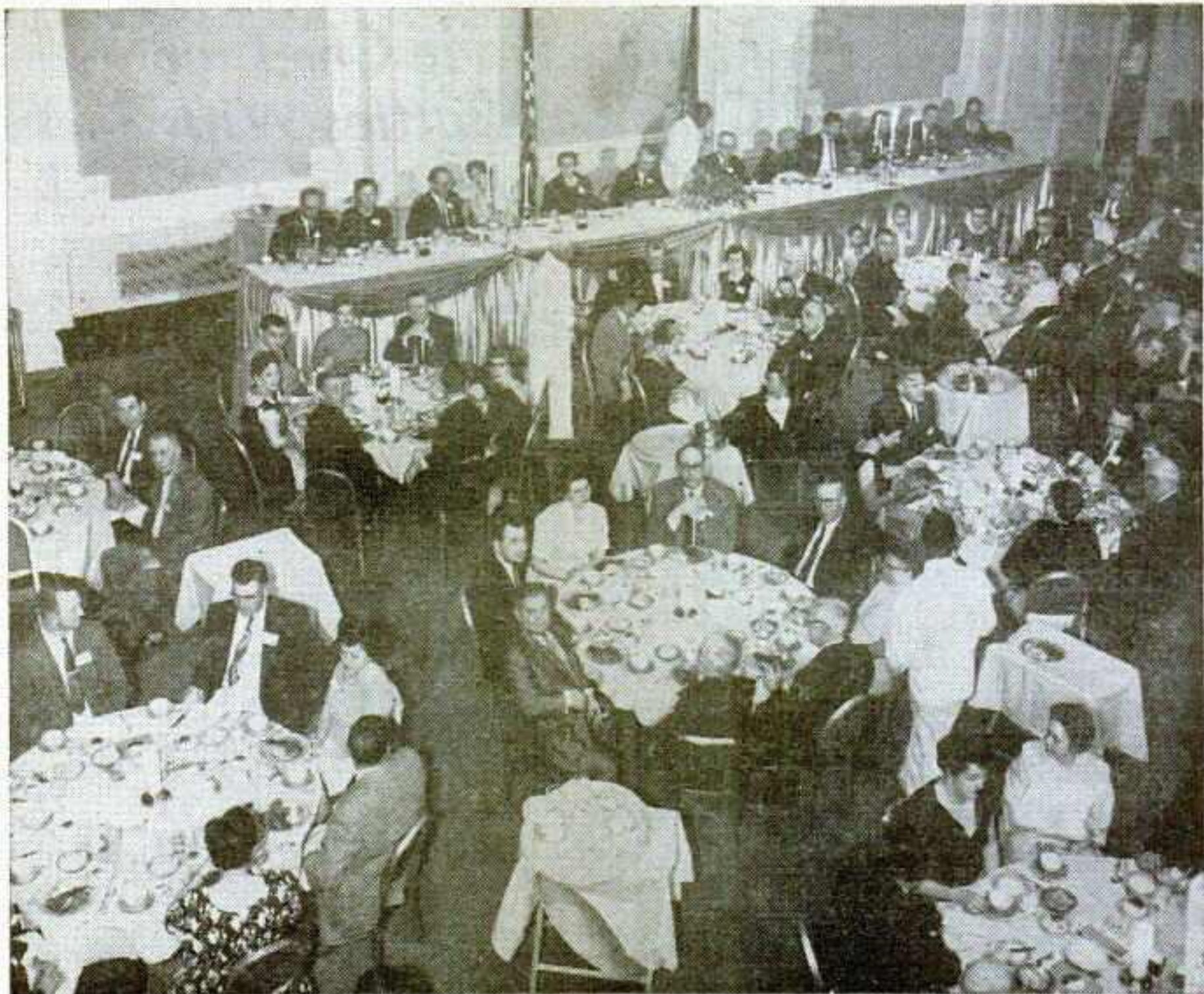
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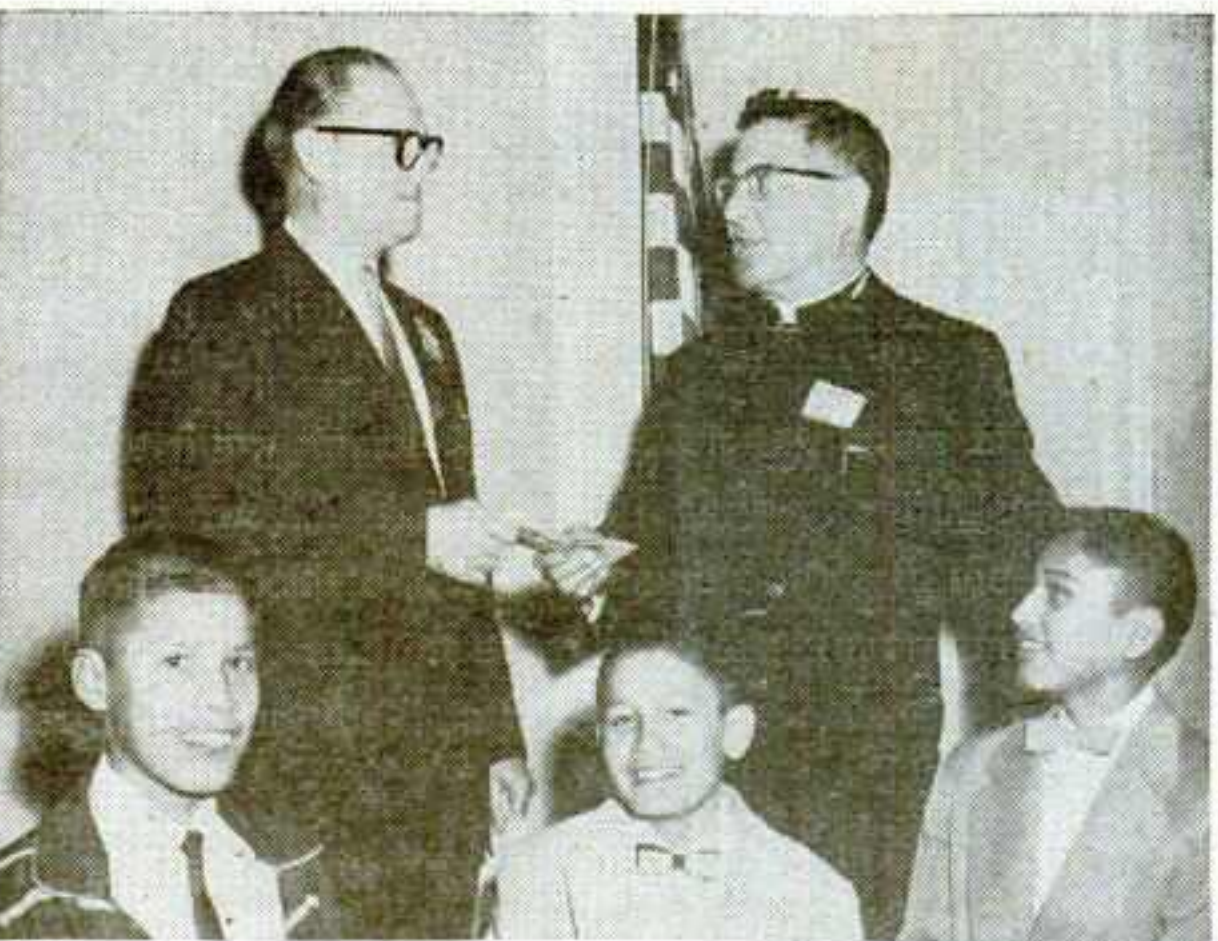
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THE NEBRASKA MUSIC GUILD'S two-day convention ended with the traditional banquet and floor-show Sunday (13) evening at Omaha's Sheraton-Fontenelle Hotel. Barely distinguishable guests at the head table are Mr. and Mrs. Ted Nichols, Mr. and Mrs. Jerry Witt, Mr. and Mrs. Howard Ellis, Harry Snodgrass, Mr. and Mrs. Elmer Cummings, Robert Manville, Richard McClanathan and Buddy Black.



FACTORY AND DISTRIBUTOR REPRESENTATIVES during the Nebraska Music Guild's servicing panel staged at the Omaha convention last week include (l. to r.) Hank Ross, Midway; Sam Lewis, Williams; Dale Hooten, Seeburg; L. W. Peteet, Wurlitzer; Joe Blend, Rock-Ola; Wayne Neyens, Gottlieb; Frank Mitchell, Rock-Ola, and Ted Nichols, moderator at the speakers' rostrum.



JERRY WITT, OF THE NEBRASKA MUSIC GUILD, presents \$200 to Rev. Frank J. Huslman, St. Augustine's Indian Mission, Winnebago, Neb., as three happy boys from the mission look on. Presentation was part of NMG's regular public relations program and was made during its Omaha convention last week (The Billboard, March 21). The mission also received a stereo record player and records plus an additional \$285 when the hat was passed during the evening banquet.

Everyone in For Nebraska P-R Donation

OMAHA—Quite a few people got into the act for the Nebraska Music Guild's public relations gift donated during its convention last week to the St. Augustine Indian Mission, Winnebago, Neb.

Lieberman One-Stop donated the stereo record player and records. Davidson One-Stop donated \$100 of the \$200 presented by the association. In addition, the Iowa association kicked in \$50 when the hat was passed during the evening banquet.

In all, the mission collected close to \$500 in cash plus the record player and records, prompting Rev. Frank J. Tulsman, representing the mission, to stand and give members a spontaneous and moving thank you.

Rich People?

One heart-note: During the dinner, one of the little Indian boys accompanying Father Hulman, turned to him and asked, "Are these rich people?"

Later when the hat was passed and members had collected \$285 to add to the original \$200 and record player, member Harry Abrams answered, "Judging by their generosity, these people aren't just rich—they're millionaires."

Eastern Pa. Ops Ready PR Plan

NORRISTOWN, Pa.—With all but two of the 16 members of the Eastern Pennsylvania Amusement Machine Association present, the group transacted a good bit of "internal, organization" business at its meeting at the General DeKalb Inn here Wednesday (16).

Also on hand for the session, which was conducted by the group's manager, Harry Sablosky, were many distributors from the area who belong to the group as associated members.

The public relations committee announced that it has almost completed a plan to publicize the group and create goodwill. It said it expects to present a definite program to the general body at next month's meeting.

The group, made up of operators in suburban Philadelphia and surrounding areas, meets the third Wednesday of each month at the General DeKalb Inn.

FTC Cites Two

Continued from page 88

charged that, contrary to other claims, the companies do not offer established routes, purchasers will not earn \$400 a month or up to \$20,000 a year on an investment of \$798, and virtually all locations obtained for them are undesirable, unprofitable and unsuitable. (The Billboard, October 5, 1959).

Respondents' agreement to discontinue these misrepresentations "is for settlement purposes only and does not constitute an admission that they have violated the law," FTC said.

Bally Ride Safety OK'd

CHICAGO — All Bally kiddie rides have earned the safety seals of both the Underwriters Laboratories, Inc., and Canadian Standards Association, safety-testing organizations. Included in the Bally line-up is the latest Pony Twins piece, the Champion horse, Little Champion, Western Express, Fire-Chief, Model T, Toonerville Trolley and Speed Queen boat.

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French Trade Chief Fights Coin Tax Battles With Facts

PARIS — Robert Chariot, the chairman of SNPA, the organization of the French coin machine industry, has opened a public relations campaign for the industry — French style.

Chariot, who brims with vitality and talks like a machine gun, explains: "Those who need education in our industry's problems are not the public, but the legislators—our National Assembly. They make the laws that regulate our industry, and we have the duty to make certain that they have all the facts before they enact laws."

Chariot believes there is no substitute for the personal touch, and he personally keeps in contact with most of the French deputies. Whenever legislation affecting the coin machine industry is in the legislative mill, Chariot is always on the scene, up front and usually center stage.

Logic and Charm

He is a practitioner of charm rather than the hard sell, and apparently he has the situation gauged correctly. For the National Assembly, after teetering for several weeks on the brink of adopting a new tax law which would have stifled the coin trade, finally yielded to Chariot's charm and logic and killed the bill.

But Chariot dismisses the personal factor. "There was nothing to it," he insists. "I simply put down the facts, laid them before the deputies, and they acted on the facts instead of on guesswork as too often happens when nobody comes forward with facts."

Chariot's philosophy is that if coinmen will do less complaining and more explaining of their case to legislators and other persons in the regulatory groups they will, over the years, get a fair shake.

Survived Wars

He would be the last to claim that France is a coinman's paradise. But the industry has been operating in France since 1909, thru both wars and the incessant French turbulence after and between the wars.

In fact, it was Georges Clemenceau, France's "Tiger" premier of World War I, who circulated the first French coin machine law dated July 22, 1909.

The coin machine trade was virtually suppressed during the first war, but was revived in 1919. It collapsed again during the second war, and did not begin reviving until 1951, when the first imports of American equipment were received.

Tight Tariffs

There are some 1,200 operators in France with 16,000 juke boxes and 12,000 coin games. The industry enjoys tight tariff protection against outside competition, with the result that 95 per cent of all equipment is French-produced.

However, instead of fostering the growth of the industry, this protectionism has, in fact, been a retarding influence, according to industry consensus. There are even some operators who hold up the French tariff wall as a classic example of the futility of protectionism.

France has an electronic industry matching that of Germany's in technical perfection, but insofar as the production of coin-operated equipment is concerned, the industry has stagnated because of the absence of foreign competition.

Demand Lacks

The French industry, despite the tariff wall, has lagged in developing the variety of juke and games which attract patronage. At the same time the lack of demand has throttled the development of new equipment.

As one French operator summarized: "It is the familiar story of the vicious circle. The only thing our

tariffs have protected has been stagnation. Now look at the Germans. . . ."

Indeed, this is the cry thruout those segments of the French juke industry unhappy with the producers' demands for retention of high protective tariffs.

Competitive Stimulus

West Germany, on the contrary, developed its huge domestic market largely thru the impetus provided by American equipment. The U. S. Army introduced the first juke boxes into Germany via American military establishments, and American equipment has enjoyed relatively liberal access to the German market.

As the domestic market boomed, West German domestic production boomed simultaneously. German producers discovered that the domestic market was big enough for the co-existence of German and American equipment; that, in fact, the increased variety of equipment encouraged by competition expanded patronage.

This is the essential dilemma of the French coin machine industry: That the industry's magnificent high-level public relations work, as symbolized by Robert Chariot, has, in a sense, been self-defeating in the sense of its success in promoting protectionism.

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5 Wurlitzer 2000's	350 each
3 #2150's	400 each
4 AMI E120's	175 each
2 G200's	375 each

20 Seeburg Library Units Available

A large assortment of all models Seeburg also available. Write for prices.

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5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

Size: 18"x8"x6"
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GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

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European News Briefs

Cowan to Distribute Rock-Ola

LONDON—Harry Cowan, Southhampton, owner of C&M Distributors, Ltd., and Melody Rental & Sales, Ltd., has been appointed Rock-Ola distributor for Southwest England. His territory includes Wilts, Dorset, Berks, Oxfordshire, Somerset, Devon and Cornwall.

The agreement was signed with Fred Walker, of Ruffler & Walker, the United Kingdom Wurlitzer distributor. Cowan had been a distributor for the Ditchburn Organisation since 1947. He severed his connection with Ditchburn a year ago to become a general jobber.

Cowan's right-hand man in the new distributorship is Duncan McClellan, who joined the firm 10 years ago when he was only 16.

Decision Due on Italian Pin Ban

ROME—A decision is expected next month on the coin machine industry's appeal against the outlawing of pinball machines.

Pinball games were outlawed in Italy last July. The industry at once began court action, and the appeal has been in the courts ever since.

From 1955 on the pinball machines, which Europeans call flippers, flooded Italy. At the time they were banned their total had reached 15,000.

The industry is basing its court appeal against the ban on the contention the pinball machines have been legislated against as gaming devices instead of amusement machines.

While pressing the court test, the industry is also conducting a public relations program aimed at dispelling anti-coin machine propaganda that pinball games, in fact coin games and juke boxes in general, stimulate juvenile delinquency.

The industry charges that the major part of this propaganda originated with the Communists, who have seized on American-produced coin machines to wage anti-American propaganda to the effect that machines were corrupting Italian youth.

Austrians Seek to Amend Law

VIENNA—The Austrian coin machine operators' association will continue negotiations with the government for amendment of Austria's gaming laws to include the operation of pay-out machines. The current round of negotiations, which had produced optimism concerning immediate amendment of the law, appear to have collapsed.

Danes Eye Coin Rental Market

COPENHAGEN—Danish coin machine operators and distributors are co-operating in a new enterprise aimed at creating a coin-machine rental market.

Eleven Copenhagen operators and distributors have formed the Dansk Automatudlending (Coin Machine Rental Agency), which will rent coin-operated equipment.

There is a large potential market, for example, for the rental of juke boxes for parties. It is estimated that in a city the size of Copenhagen there are 750 parties of various sizes staged nightly.

Theoretically, it should be possible to develop a market for several hundred juke box rentals nightly, according to polls.

Moreover, the surveys indicate a potential demand for game rental equipment. A number of Copenhagen's best known party throwers have indicated interest in Arcade-type parties featuring an array of coin games and other coin-operated amusement equipment.

Firms and persons participating in the Copenhagen experiment include Sigvard Hufeldt, Paul Kristensen, Oscar Stefansen, Knud Petersen, Hugo Stefanson, Nordisk Automat Service and Hans Ziirsen.

Autobars to Distribute Roulomint

LONDON—NSM-Leowen Automaten of Germany has appointed Autobars Ltd., of London, exclusive distributor in the United Kingdom for its Roulomint machines.

Europeans Mull Trade Mission in U. S.

BRUSSELS—The coin machine industry of the European Economic Community is considering the establishment of a mission in the United States paralleling that contemplated by the EEC itself. EEC has given conditional approval to the stationing of a mission in Washington to represent the agencies which are striving to integrate the economies of West Germany, France, Belgium, Italy, The Netherlands and Luxembourg.

It would function in handling relations between the Common Market area and the U. S. The coin machine mission would, in turn, represent the over-all interests of the European industry in the conduct of inter-trading bloc relationships.

Meanwhile, there has been a perceptible speeding up of European economic integration. The spade work has progressed much faster and smoother than any but the headiest optimists would have dreamed. The next round of tariff cuts within the EEC takes place July 1. On that date, all six nations will reduce their tariffs across the board by at least 10 per cent. However, the scheduled 10 per cent may be increased.

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BALLY
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1468 Stereo, 120 Sel.	750.00	V 200 Sel.	325.00
1475 200 Sel.	750.00	C 100 Sel.	295.00
1458 120 Sel.	545.00	B 100 Sel.	245.00
1455 200 Sel.	475.00	AMI	
1454 120 Sel.	475.00	I 200 Sel.	\$695.00
1448 120 Sel.	400.00	H 200 Sel.	595.00
1446 Hi Fi, 120 Sel.	295.00	G 200 Sel.	375.00
1438 120 Sel.	265.00	WURLITZER	
		2250 200 Sel.	\$625.00
		2200 200 Sel.	650.00
		2000 200 Sel.	395.00

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3 6-Column	\$100.00	6 Wm. Penn	\$29.50
3 3-Column Chrome	75.00	6 Robert Burns	29.50

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MUSIC SPECIALS!

A. M. I. G-200	\$250
WURL. 1600	95
SEEBURG 200 Sel.	
WALLOMATIC	110

MUSIC SPECIALS!

WURLITZER 1500	\$ 95
SEEBURG 100A	95
A.M.I. E-120	195
In Working Order	

USED CIGARETTE VENDORS

SEEBURG 800E-1	\$250
DuGRENIER K-14 (Shadow Box)	145
9-Col. DuGRENIER (Mechanically)	65
12-Col. EASTERN	115
10-Col. EASTERN	65
9-Col. NATIONAL	95
11-Col. NATIONAL (Slant Front)	175
11-Col. NATIONAL (ML)	155

MUSIC

SEEBURG 161 (Half Dollar)	\$825
SEEBURG 100B	295
SEEBURG 100G	435
ROCK-OLA 1448	425
ROCK-OLA 1438	325
A. M. I. G-120	425
WURLITZER 2300	795
WURLITZER 1700	295
WURLITZER 1800	345

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2200, 2100, 2150
2000, 2204, 1900

Large Stock of \$25.00
5205 Wallboxes
5210 Wallboxes . . . \$69.50

SEEBURG	
Model C	\$275
VL	355
V200	295
K. D.	475
Model B	195
200 Sel. Wall Boxes	78.50
100 Sel. Chrome	37.50

AMI	
H-200E	\$525
D-80	145

ROCK-OLA	
1438	\$245
1446	280
1455	450

BINGOS	
Miss America	\$135
Key West	115
Show Time	130
Big Time	55
Big Show	75
Funway	495
Lotta Fun	495

UPRIGHTS	
Kentucky Derby Day, Remota Control	\$ 95
Deluxe Big Tent	275

5 BALLS	
Duette	\$ 80
Dragonette	75
Smoke Signal	70
Balls a Poppin'	60
Peter Pan	75
Easy Aces	95
Bally Circus	85
Diamond Lil	65
Hawaiian Beauty	90
Sweet Adaline	85
Wishing Well	95
Snafu	60

ARCADES	
C.C. ROCKET SHUFFLE	\$110
C.C. Skillball, 6 Player	95

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Sea Island	\$425.00	Miss Americas	\$125.00
Carnival Queen ...	285.00	Sun Valley	155.00
Ballerina	525.00	Showtime	85.00
Cypress Gardens ..	185.00	Big Show	75.00
Beach Time	255.00	Key West	85.00

Export Specialists

COIN MART, INC.

1055 Baronne St. New Orleans, La.
JA 2-7137 — MA 3931



East

PENNSYLVANIA PICK-UPS

Felix Kadel, president of the State AMOA, is a former biology teacher and football coach at Pottsville High School. He quit the teaching business to enter the coin machine world a few years back. Today he is the dynamic president and one of the guiding hands of the fledgling coin group. He played football while attending LaSalle College in Philadelphia under the former Notre Dame great, Marty Brill.



Felix Kadel

Charles Bernstein, Lewistown operator and newly installed vice-president of the AMOA, recently purchased a Hammond organ for his 12-year-old son, Danny, who after playing the organ for only a few months was already on his seventh lesson book. Danny's picture appeared in The Lewistown Sentinel with a story telling about his dad's gift. And it wasn't even his birthday.

George Metzger

Midwest

CLEVELAND DOINGS

Celebrating his 30th anniversary in the coin machine field this year is Joseph Abraham, president of Cleveland's Lake City Amusement, Inc. He has been an operator and a distributor here thruout this period. "We expect our sales to climb higher this year along with the general economy of this area and the nation," said Abraham. "As far as a record year for all businesses, as predicted by the so-called experts, I just can't buy it."

Morris S. Gisser, head of Cleveland Coin Machine Company, likewise expects a good year for his operation. He too feels the great boom predicted in January was just a lot of noise.

Monroe Coin Machine Exchange President George George reports that last year's steel strike smacked a savage blow at the coin machine business in this area. With so many of Northern Ohio's wage earners employed in the steel mills the effect of the strike was felt heavily. "We expect our normal growth pattern to continue again where it left off before the strike," added Norman Goldstein, vice-president.

Cleveland's man on the go is Larry Hornbeck, head of Shaffer Music Company, Seeburg distributor. Hornbeck recently visited Shaffer's home office in Columbus. Soon after, he delivered a talk, "This Changing World," before the Music Operators of Toledo. Stanley Szumigala's Lido Lanes was host for the event.

Hornbeck's speech will expand on the topic: "Conditions today in all business are different than they were a year ago, a month ago, or perhaps even yesterday." . . . Joe Stone, Shaffer territory sales manager, will spend the remainder of the week in Toledo, Hornbeck reports.

—Bob Sudyk.

MISSOURI ITEMS

A. L. Kinney of Springfield, Mo., has taken in William Gudenkauf as a partner in the Kinney Amusement Company, Springfield. Gudenkauf, who has been in the business for a couple years, formerly was a partner in the Crescent Music Company with Donald E. Lee. Lee, an operator for about four or five years, sold his interest in the Crescent company to Kinney about two weeks ago. At the same time, Gudenkauf became Kinney's partner. Lee also came into the firm. The Kinney company operates Wurlitzer juke boxes and all types of amusement games.

Kinney, Gudenkauf and Lee visited the Brandt Distributing Company in St. Louis recently. Peter Brandt, president of the distributing company, was instrumental in getting Kinney into the coin machine business.

Archlee, Inc., originator of the Bowl-O-Fun recreational, miniature coin-operated bowling centers, has a new secretary. She is Linnie McFarlin Stainbrook. She and Archlee's president, Art Andrews, have worked successfully before at the Monsanto Chemical Company and Aloe Scientific division of A. S. Aloe Company, where they teamed together to produce numerous advertising and promotional campaigns.

Les Rieck, district sales manager of Rock-Ola, was in St. Louis the week of March 21 and went in the field with salesman Frank Bunten of Musical Sales Company, the local distributor for Rock-Ola juke boxes. The two went on the road to Springfield, Ill.

Out-State Missouri operators are beginning to visit St. Louis area distributors again after heavy snow and cold weather gripped this section of the country. Recent visitors at Musical Sales Company were Russ Smith of Columbia; Buddy Black, Mexico; Fred Shelton, Jefferson City, and Lyle Goff, DeSoto.

Business has been rather slow at Amusement Supply Company, East St. Louis, Ill., as a result of adverse weather conditions, owner William Geiger reported. The job of carpenters and painters in remodeling the Geiger home at Du Quoin, Ill., has been completed, but now Mrs. Geiger has the chore of decorating their residence, she said.

Ben Axelrod of Morris Novelty Company reports shuffle alley games going good and that they "can't keep enough Gottlieb games on hand to take care of everyone."

John Hicks

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SPECIAL —this week only

United's Sky Raider Guns

\$275.00

Reconditioned like new!

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1508 FIFTH AVE., PITTSBURGH, PA.

COMPLETELY RECONDITIONED

UPRIGHTS

Auto Bell Side Show (new) .	\$345
Auto Bell Play Ball	215
Auto Bell Galloping Dominoes ..	295
Auto Bell Horoscope (like new) .	445
Keeney DeLuxe Big Tent	245
Games Inc. Double Shot	245
Games Inc. Wild Cat	395

BOWLERS & ARCADES

Bally Strike Bowler, 14 ft. .	\$235
Bally Tournament Bowler, 14 ft. .	295
Bally A B C Champion Bowler, 14 ft. .	395
Bally Lucky Alley 11' & 14' .	545
Bally A B C Shuffle Bowler. .	225
Bally DeLuxe Shuffle Bowler. .	265
Bally Rebound Shuffle	75
United Bowling Alley, 14' .	195
United Team Bowling Alley, 18' .	225
United Bonus Alley, 13' .	445
United DeLuxe Mars (Shuffle), 9' .	125
United DeLuxe 11th Frame Shuffle, 9' .	95
Chicago Coin Rocket Shuffle ..	115
Chicago Coin Rocket Shuffle (2-pl.) .	175
Bally Heavy Hitter, 10-3-25 .	345
Bally Big Inning, 10-3-25 .	295
Bally Big Inning (Novelty), 10-3-25 .	275

FIVE BALLS

Gottlieb Buccaneer	\$ 60
Gottlieb Sea Belles (2-pl.)	135
Gottlieb Rainbow	155
Gottlieb Fair Lady (2-pl.)	155
Gottlieb Flagship (2-pl.)	165
Gottlieb Continental Cafe (2-pl.) .	185
Gottlieb Criss Cross	195
Gottlieb Super Circus (2-pl.) .	225
Gottlieb Brito Star (2-pl.)	235
Wms. Hayburners	65

MUSIC

Wurlitzer 1900	\$395
Wurlitzer 2304	645
AMI C-40 (conv. to 45 rpm) .	75
AMI D-40 (conv. to 45 rpm) .	125
AMI D-80 (45 rpm)	175
Seeburg 100 A (conv. to 45 rpm) .	125
Seeburg V-200 H (conv. to VL) .	
with speed read program holder .	395
Seeburg VL-200 with speed read .	445
Seeburg 100-R	465
Seeburg KD-200	495
Rock-Ola 1434 (45 rpm)	75
Rock-Ola 1455-5 (200 sel.) .	425

Bally and United Bingos

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Rush deposit to:



ROSEN HAS THE BEST BUYS IN MUSIC • MUSIC • MUSIC AND ALL COIN EQUIPMENT

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GIVE YOU MOST FOR THE MONEY IN QUALITY PLAY AND PERFORMANCE FEATURES!

"B" Line Fischer Tables, companion pieces to the Imperial Line, are designed to upgrade locations where other tables are impractical to operate by reason of initial cost!

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UPRIGHTS

Games' WILDCAT	\$395
Games' DOUBLE SHOT	245
Games' SKEET SHOOT	225
Games' GUNSMOKE	195
Games' BIG HORN	195
Auto Bell PLAY BALL	275
Auto Bell WAGON WHEEL	225
Auto Bell COUNTY FAIR	125

BOWLING ALLEYS

Bally 14' LUCKY	\$575
United 13' SIMPLEX	595
C.C. 16' CLASSIC	325
C.C. 16' T.V.	275
C.C. 14' BOWLING LEAGUE ..	225
Bally 11' A.B.C.	225
United 14' HI SCORE	245
United 13' ROYAL	275

BASEBALL

Bally HEAVY HITTER	\$325
Wms. PINCH HITTER	325
Wms. SHORT STOP	275
Bally BIG INNING	275
Wms. 1957 BASEBALL	225
Wms. 4-BAGGER	175
United STAR SLUGGER	145
United SUPER SLUGGER	125
Wms. BIG LEAGUE	95

ARCADE

Bally SPOOK GUN	\$225
C.C. CRISS CROSS HOCKEY .	275
Bally SKILL PARADE	175
Bally SKILL ROLL	95
United SHOOTING STAR	145
C.C. EXPLORER	145
C.C. ROCKET SHUFFLE	125
Wms. CRANE	65
C.C. REBOUND SHUFFLE ..	49.50

THOROUGHLY RECONDITIONED! ORDER TODAY—CALL COLLECT!

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- KEENEY SPORTSMEN
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AMI		SEEBURG	
J-200 E Stereo	\$795	KDH-200	\$500
I-200E	700	VL-200	400
G-200	350	V-200	350
G-120	400	M 100 BL	265
G-80	375	WURLITZER	
F-120	350	1650	\$195
E-80	250	1500	90
D-80	195	ROCK-OLA	
D-40	95	1455	\$500
W-80 Wall Boxes	50	1448	395
WQ-200 Wall Boxes	95	1438	275

Also complete line of amusement games.
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4-in-1

QUEEN BOWLER | **KING BOWLER**
16 Ft. | 16 & 21 Ft.

GUNS

Williams CROSS FIRE ... \$275
Genco CIRCUS GUN ... 295
Genco STATE FAIR ... 240
Un. CARNIVAL GUN ... 140
Genco SKY GUNNER ... 115
Genco RIFLE GALLERY ... 135
Exh. SHOOT'G GALLERY 95

NEW GAMES

Bally DERBY
Bally LAGUNA BEACH
Bally OFFICIAL JUMBO
Gottlieb LITE-A-CARD
Keeney HI-STRAIGHT
Keeney BIG DIPPER
Keeney
CRISS-CROSS DIAMOND
United BIG BONUS-6 PL.
United TEAM-MATES
Williams NAGS
Valley 6-PKT POOL
Kaye 6-PKT POOL
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IMPORTERS!
56-Page Illustrated
1960 CATALOG
FREE!
SEND FOR COPY TODAY!

SPECIAL! 6-POCKET POOL TABLES

RECONDITIONED-REFINISHED! **\$165**
LIMITED QUANTITY . . . First-Come, First-Served

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500
Cable: "FIRSTCOIN"—Chicago

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Say You Saw It in The Billboard



South

MISSISSIPPI MEANDERINGS

Clarence Spain, owner of Spain Amusement Company, Tunica, complains that the half dozen snows that have blanketed the Mid-South in the past few months have hurt business. He predicts a big increase soon when spring weather comes, ground is broken for cotton crops and day laborers are at work. . . . Frank Steed, Steed & Hearn Music Company, Clarksdale, also complains of the snow. He said 1960 is getting off to a slow year and figures 30 days of sunshine would up collections 200 per cent.



Clarence Spain

has been ill and all with the route is going well, but he hopes he can get his strength back and get back to work soon.

George Sammons, president of Sammons-Pennington Company, Memphis music, game and vending distributor, was in Mississippi last week calling on music and game operators. Sammons, 39, travels all over the Mid-South calling on operators.

Paul Mauceli, Paul's Novelty Company, Greenville, has built up a substantial rental income from buildings he has had constructed in the past year. He finished a third last week and rented it to OK Tire Recapping Company. Next he is going to build two night clubs. Paul's got a big start. He's only 34.



George Sammons

Eddie Barnes, Eddie's Music Service, Greenville, is at work overseeing construction of a new home and an adjoining office and shop. But the bad weather has delayed work.

Henry C. Smith, Smith Amusement Company, also complains of a drop in collections, but is optimistic that good weather soon will send them spurting. He figures winter will go right into summer, leaving spring out.

Pete Manos, PM Music Company, Greenville, has made several trips to New York in the past year to visit relatives, but is ready to drive up again if the weather would clear. . . . John Haley, Haley Music Company, Canton, with a branch office at Jackson, the State capital, reports business is good with him and predicts a bigger year in 1960 than he has ever experienced. He has expanded his operations steadily in recent years.

J. T. Long, Long Amusement Company, Hollandale, has added a wrecker to his auto repair shop during a quiet spell in his music business. He expects the cotton farming to get in big swing soon and get him busy again with his music and game route. . . . Charles Shives, former Air Force captain who inherited his father's route, reports he has completed converting all 78 phonographs on the route to 45's. He junked about 15 78's, he reports, and says business is already on the increase.

W. W. (Dock) Seale, partner in Holmes Amusement Company, Tchula, is also in the process of converting the route to all 45's. He bought the route with an inactive partner recently and is updating it for full-time business. He reports he will have it 100 per cent on 45 r.p.m. by the end of the year and will junk between 35 and 40 78's. . . . Lavaughn Johnson, Johnson Amusement Company, Corinth, reports the fishing is good at Pickwick Lake (on the Tennessee River) even tho the weather is cold and snowy. Elton Whisenhunt

TAMPA TALK

Ann Cannon, one of the few women operators of coin machine equipment in Florida, reports that her Pinellas Music Company in Clearwater is going full blast, and is happy to say that collections are as good as they ever were. . . . Ed Guy, Fifty-Fifty Music Company, Clearwater, smilingly affirms Ann's findings. Ed operates a full diversified line of music, games and vending machines. . . . Irene Hughes, personable little office manager at Ideal Phonograph Company, says things are so busy that bossman Ware Daniels is pitching in with installations and service calls. Service Managers Sam Gaskins and Howard Montgomery appreciate the lift.

Sam Placie is one of the busiest operators in town and one of the few who does his own collections and service repairs. Seems that the flu bug finally hit Tampa. Just about every coinman carrying a box of Kleenex in his car or truck. . . . Buddy Shuman, Buddy's Music Company, finally gave up fighting the bug while working and decided he better get into bed. Another bedded victim of the same bug is Tommy Davis, manager of Twenty Record Phonograph Company. Routemen Bill Bass, Ross Gnann and Jess Hall are working extra hard so Tommy won't have to worry any. Twenty Record's girl Friday, Jean Young, a veteran of the coin machine business, is also doing her share in keeping things running smoothly.

Ozzie Truppman, Bush International, flew up from Miami and made the West Coast rounds with Bush Tampa branch manager, Billy Whitcomb, reporting business good. Tony Antone, also of Bush International's Tampa office, busy as a bee with the Avenco coffee machine. Tony is showing off this little coffee maker via his El Camino. . . . Hear that Mrs. Pat Mancini is joining forces with Anita Hammond at Budisco Record Sales' Tampa office.

BOWLING PRIZE CARDS

100 Names, \$10.00 per 100 Cards
200 Names, \$15.00 per 100 Cards
1454 Rock-Ola \$485
V-200 Seeburg 300
G-200 AMI 395
1650 Wurlitzer 225

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140 East 2nd South
Salt Lake City 11, Utah

POOL TABLES

6 Pocket Pool \$165.00
Bumper Pool,
Jumbo 85.00
Regular 65.00

PHONOS

Seeburg B \$250.00
Seeburg C 295.00
Seeburg R 450.00
Seeburg KD200 .. 595.00

14 Ft. BOWLERS... \$195.00

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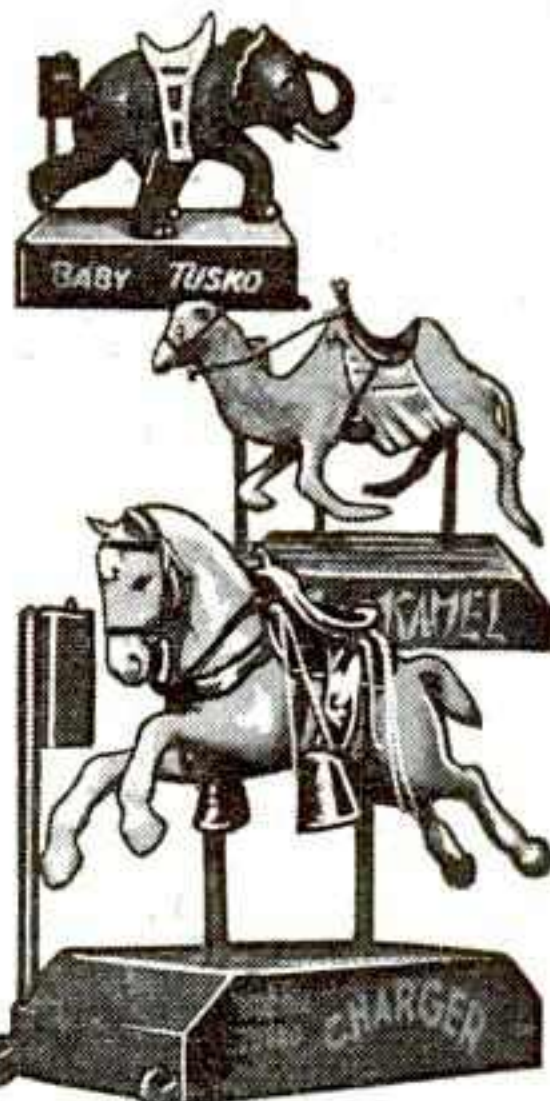
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Pa. Assn. Names Taksen, Bernstein

HARRISBURG, Pa.—The board of directors of the Amusement Machine Operators Association of Pennsylvania created two more offices at their meeting at the Blue Ridge Country Club here Wednesday (16).

The directors voted to institute the office of vice-president and also that of treasurer.

Charles Bernstein, an operator from Lewiston, Pa., was named to fill the vice-president slot, while Leon Taksen, founder and manager of the Pennsylvania AMOA unit, was unanimously chosen as treasurer. He has actually been doing the work since the group was started about a year ago.

The 11 directors who braved the snow and treacherous roads to attend the parley also discussed plans for adding more members to the board.

Workhorses

Under plans announced a few weeks ago, the Pennsylvania group decided to drop the monthly

Seeburg Files With S&E

WASHINGTON—The Seeburg Corporation last week (22) filed a registration statement with the Securities and Exchange Commission seeking registration of 120,000 shares of its common stock.

Stock, according to SEC, may be offered to employees who have been, or may be, granted options under the company's stock option plan.

ST. LOUIS—Al Thoeke, United Manufacturing Company sales representative, arrives here this week, beginning a regular sales and service swing thru Midwest areas. Thoeke will travel thru Kansas City, Iowa and Wisconsin on his current swing.

general membership meetings and let the board of directors be the workhorses of the association and function as the policy-making arm. As a result, members are being selected to serve on the board, which is being doubled to 36 members.

Felix Kadel, Harrisburg operator, who is president of the association, told the board that the group must undertake intensive membership and public relations drives for the betterment and solidification of the organization.

It was pointed out that operators should see to it that interesting, goodwill items should be called to the attention of editors of the local newspapers in their area.

Weekly Bulletins

Kadel said that the association would start sending out weekly bulletins to members of the industry in the State so they will be kept fully informed as to what is going on.

He emphasized that the coinmen in the State must organize "so Legislatures don't think they can push us around."

The president said he has learned from "unimpeachable sources in the State government" that legislation will be introduced at the next session of the General Assembly affecting the coin machine industry.

He urged that the members of the industry in the State band together and get ready to make themselves heard when such matters come up in the Assembly.

AMOA Chapter

Benjamin Sterling, an operator from Moosic, Pa., and president of the Anthracite Music Box Association, attended the meeting and announced that his 15-member group was ready to join the AMOA as a chapter.

Sterling told the gathering that his association, which as its name indicates, is made up of operators in the coal regions, approved joining in January.

Billboard Plaque

George Metzger, a correspondent for The Billboard, presented Taksen with a plaque in honor of his being named one of the top 10 newsmakers in the industry last year. These selections were announced in the January 4 edition of The Billboard.

Those attending the meeting were Kadel, Taksen, Marjorie Fetter, Vincent Cal Jean, Bernstein, Sterling, Albert Greb, Fred Lex, John Butala, William Magaro and William Triplett. Also in attendance, but not a member of the board, was Bob Brooks, a member of Bernstein's firm.



GEORGE METZGER (center), The Billboard's Pennsylvania correspondent, presents a plaque to Leon Taksen, manager of the Pennsylvania AMOA, for being named one of the top 10 newsmakers of 1959 by The Billboard. At the right is Felix Kadel, AMOA president.



PENNSYLVANIA AMUSEMENT MACHINE Operators' Association members attending the recent Harrisburg meeting were (front, left to right) Bob Brooks, Vince Caljean, Charles Bernstein, Leon Taksen, Felix Kadel and Marjorie Fetter. Back row, left to right, William Magaro, John Butala, William Triplett, Fred Lex, (a waitress), Albert Greb and Ben Sterling.

IT'S NEW! DIFFERENT! FASCINATING!

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FUNTASTIC TURNTABLE WITH 6 JET BUMPERS

ROTATES CONTINUOUSLY THROUGHOUT ENTIRE PLAY!

Jet Bumpers numbered 1 to 6 advance hosses across backbox. Bottom rollovers advance hosses.

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All Williams games are National Slug Rejector equipped

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4242 W. FILLMORE ST.
CHICAGO 24, ILL.

Parts Display Case Speeds Up Service for Dallas Ops

DALLAS — Designing a huge custom-built display case which consolidates in one spot every item which any juke box or game operator is likely to need has considerably stepped up service efficiency at Walbox Distributing Company, Rock-Ola distributors here.

Phil Weinberg and J. Fred Barber worked out the eight-foot display case on paper before going to

a cabinet maker to complete it. Highly reminiscent of the big over-size plate glass cases in jewelry stores, this display unit is finished in blond hardwood, stands elbow high and is three feet deep, three feet high and eight feet long.

Laid out in neat rows on a green felt background are coin chutes, rejectors and electronic and mechanical parts for every type of

game, phonograph and some vending machines. Each part is accompanied by a tag which gives both a description and a parts number, plus all information on the machines which it fits, as well as the price and similar information. Now any operator who suffers a breakdown on any machine, and cannot immediately call the part by name, can simply recognize it on any of the three shelves in the case, point it out, and firmly fix the name in his mind as soon as he reads it from the tag.

One of the most impressive developments since this case went into

use has been the fact that many more operators are coming in to Walbox Distributing Company's headquarters near downtown Dallas than before. "They used to telephone in," Barber said, "to order the part to be delivered by mail or delivery service. Now, however, because we have so large an inventory of parts on display, the operator can usually save time by coming in, pointing out the parts he needs, and is usually reminded of several others which are useful in everyday operation at the same time."

Parts are laid out by manufac-

turer, rather than by specific types of equipment, simply because it has been found that this "association of ideas," together with brands, makes it easier to narrow down the operator selection of the parts he needs.

Many of the replacement parts shown come in complete strips, particularly where electronic gadgets are involved, so that instead of tracing down a single part which is at fault, the operator simply buys the strip and replaces an entire operating section at once, trading in the faulty one as part of the purchase.

Dutchess Guards Internal Security At Wico's Plant

CHICAGO — Internal security is no problem at Wico, leading coin machine parts supplier, since Dutchess arrived at the scene.

Dutchess is a German Rottweiler, considered the most fearless of all watch dogs. And while this breed is extremely gentle when among friends, it acts in a most unfriendly manner when uninvited guests enter the building thru windows and side doors.

Ed Ruber, Wico sales manager, said that Dutchess recently won two major prizes at the Cedar Rapids (Ia.) Kennel Club Show. Grand prize winner at the show was Dutchess' mother.

Dutchess replaces a Doberman Pinscher, who was recently recently retired after years of honorable service as head of the Wico security force.

Bally Shipping

Continued from page 89

Beach Queens, Island Queens and Tropic Queens. They follow the initial game, Beauty Contest, in the Bally one-ball parade.

Beach Queens, the basic game, has easy-to-understand "light-a-lady" scoring, featuring "came close, try again" repeat play appeal. High-scoring for competitive play is also included in Beach Queens. Object is to light up any or all 11 Hawaiian hula girls on the backglass. The more lighted, the higher the score.

A new added feature on Beach Queens is a mystery-lighting double feature by which the final score is doubled when a "double" signal is lighted on the backglass. The signal is lighted when ball hits a play-field bumper.

Two-Ball Game

Island Queens is identical to Beach Queens, but is played with two balls instead of one. Beach Queens and Island Queens are both free-play games. Tropic Queens, played with one ball, is operated without free plays.

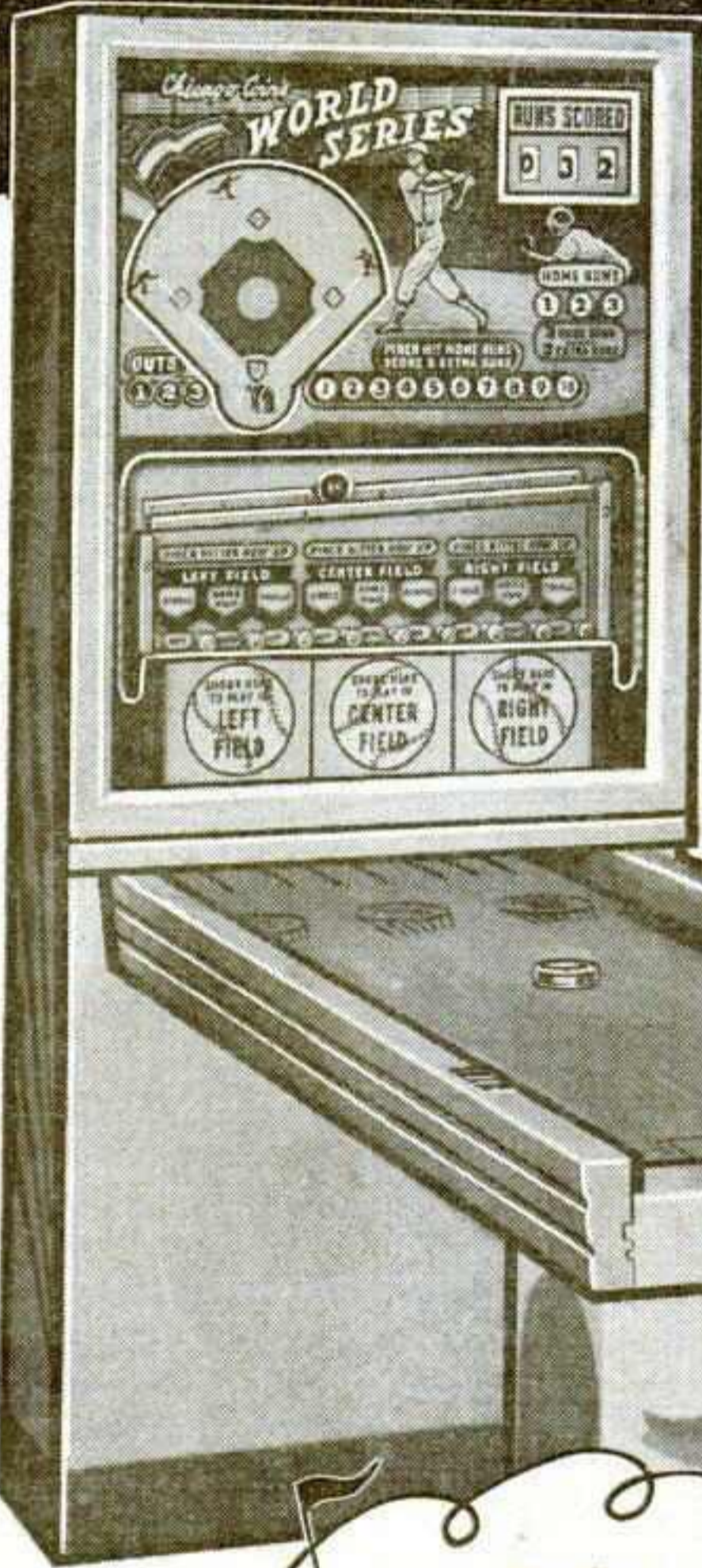
All three games feature the extra lively ball action and scoring surprises produced by sling-shot ball kickers, ball bumper and mystery-spotting kickout-saucer.

All three Queens are equipped with the operating convenience of the Auto-Mission coin divider.

CANTEEN NAMES COX, SCHUSTER

CHICAGO—John W. Cox has been elected president of the Automatic Canteen Company, parent corporation of AMI, to succeed the late Arnold Johnson, who died suddenly in Florida March 10. Frederick L. Schuster has been named vice-chairman. Cox will be in charge of domestic and foreign operations. Schuster will be the company's chief financial executive. Cox, a management consultant, has been on the Canteen board for two years. Schuster, a former Lehman Bros. partner, has been a Canteen board member since 1951.

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3 Exciting Scoring Fields . . . Left - Center - and Right Field!

Player Skillfully Shoots for Field That's Lit! . . . 3 Outs per Game

Added Attraction! Player Building Up 3 Home Runs Scores 3 Extra Runs!

Traveling Ball Action Plus Animated Players Deliver Every Thrill of Real Baseball!

Added Attraction Pinch Hit Homes Runs Score 5 Extra Runs!

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★ PLAYLAND RIFLE GALLERY

Chicago Dynamic Industries, Inc.

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Coin Industry Aiding Needy Youngsters—More \$\$ Needed

MOOSIC, Pa.—The coin machine industry is known for rushing to the aid of one of its own when he runs into trouble.

Once again, it looks like a cry for help will not go unheeded.

A few weeks ago, Ben Sterling, who operates Sterling Service here in addition to Rocky Glen Amuse-

needs \$17,000 to pay off bonds on the building that was erected by the people of this town by scraping and saving.

Ben, who is also the president of the Anthracite Music Box Association, pointed out that the money can not be expected to be raised here. This town leads the entire nation in unemployment. Almost 27 per cent of the residents are out of work. Yet the children need some place to go for recreation.

Checks Come

No sooner had Sterling issued his appeal for "just one dollar from each operator in the country" than checks started to roll in.

Three days after he asked for help, the Pennsylvania Amusement Machine Operators' Association donated \$200 to the cause, and individual operators sent checks.

The coinmen seem genuinely interested in helping these people instead of just the favorable publicity and goodwill the donations will attract.

Not Enough

But, as Sterling pointed out, they are no where near their goal.

"We would still like to hear from some of the fellows around the country," he said. "They can send their contributions to me, Ben Sterling, Sterling Service, Rocky Glen Park, Moosic, Pa."

Sterling explained that they let the younger children in the center until 8 p.m., and then chase them out so the older teenagers can use it.

"If the kids lost this place, they would have nothing," the likeable operator said.

Coal Demand Off

Moosic is a town that depended on coal to keep going. But, as

Hoffa Names Bufalino to Union Berth

WASHINGTON — William Bufalino, sharply denounced by the Senate Rackets Committee as a "front" for underworld characters who used his local as a "collection agency," will be nominated by Teamster President James Hoffa to be the union's representative on a court-appointed board of monitors. Bufalino's union has been charged with shaking down coin machine operators.

Hoffa announced last week (24) that he will make the nomination, but the chance is slim that Bufalino's appointment will be confirmed by Federal Judge F. Dickenson Letts, who has veto power over the union's selection.

Sen. John McClellan, chairman of the Rackets Committee, expressed doubt that any judge would approve the nomination if he was properly informed of Bufalino's record.

Bufalino is head of Teamster Local 985 in Detroit. McClellan labeled the union "a leech preying upon working men and women to provide personal aggrandisement to Mr. Bufalino and his friends."

Sterling points out, "nobody uses coal anymore."

The local service clubs have been raising money, but a lot of this must go to pay the \$10,000 a year operating expenses.

So, it seems, if the Moosic Youth Center is to continue, coinmen across the country will have to do the best they can in contributing to it.

Ben Sterling has done a lot to help others, and now he is asking others to help him.

SUGGEST DIME A WEEK TO HELP OPS RAISE \$\$

OMAHA—A unique "dime a week" bag idea was suggested by John Fling, secretary of the Missouri Operators' Association, as a means of operators raising money for public relations.

Fling said the plan has been in operation with Missouri members for about six months with excellent results. He spoke during the Sunday afternoon business session of the Nebraska Music Guild, following a discussion of public relations by Herbert Kraus (see separate story).

Basically, Fling's plan consists of a small cloth bag, with a tag, placed into each operator's juke box, into which the operator places 10 cents a week out of the juke gross.

The tag on the bag reads: "The operator of this machine has joined the non-profit juke box public relations program to establish nationally in the public mind that juke box music is America's favorite and finest low-cost entertainment for old and young alike.

"Your contribution will help to improve the good will of your business in your local community."

Location owners were asked if they would "mind contributing 5 cents a week (half of the dime) to help operators in public relations." There were no refusals, said Fling.

The bag yields a total of \$5.20 a year from each of the operator's phonographs and has the added advantage of having the location contribute half.

Fling estimated that if only 200,000 out of an estimated total of 450,000 phonographs in the country were involved, the plan would yield over \$1 million.

"This way," he added, "the operators are raising their own money and aren't begging from manufacturers or distributors or other sources."

Wurlitzer Service School Held for Wis. and Mich. Ops

MILWAUKEE — A three-day service school, Monday, Tuesday and Wednesday (28-30) will be held by United, Inc., for Wurlitzer operators in its Wisconsin and Upper Michigan territory. C. B. Ross, Wurlitzer factory service engineer, will be the instructor.

"Both monaural and stereo juke box maintenance and installation problems will be covered at each of the sessions," according to Harry Jacobs Jr., United president.

On Monday and Tuesday operators and their service personnel will be offered both afternoon and evening instruction periods. Only afternoon class sessions, however, are planned for Wednesday (30). Plans also call for serving a buffet supper from 5-6 p.m. to those who attend the service school on Monday and Tuesday.



BEN STERLING

ment Park, appealed to his fellow coinmen to come to the assistance of the Moosic Youth Center here.

Only Fun Spot

Sterling is chairman of this center, which is about the only place a youngster in this coal-town can go for entertainment. It is a combination boys' club and girls' club.

He let it be known that the center



Now! GOTTLIEB GIVES YOU THE FIRST 2 PLAYER CARD GAME!

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.
- Center target scores up to 100 points.
- Plus coin-box with locking cover, 4 flippers and double number match feature.



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2 SHOTS A GAME
REPLAY MODEL

**Tropic
Queens**

FAST ONE-BALL PLAY
NON-REPLAY MODEL

New
DOUBLE FEATURE
doubles final score if Thumper Bumper hit when lit

Popular "LIGHT-A-LADY" Scores
packed with "came-close, try again" repeat play appeal

SLING-SHOT KICKERS
insure extra lively ball-action

SPOTTING SUSPENSE
built into
KICKOUT-SAUCCER

Better than BEAUTY CONTEST for fast single-coin earning power. New DOUBLE feature attracts extra play, puts extra profit in the cash-box. Get your share. Get Bally "QUEENS" busy for you now.



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with 2-way proven player appeal

OFFERS PLAYERS CHOICE OF

Regulation
Scoring

TOP SCORE 300

Bonus
Scoring

TOP SCORE 990

PLAYERS PRESS BUTTON FOR CHOICE OF SCORING



BIG BONUS STRIKE AND SPARE SCORES

FRAMES SCORE			
1st-THRU-7th		8th-THRU-10th	
30 <input checked="" type="checkbox"/> STRIKE	20 <input checked="" type="checkbox"/> SPARE	60 <input checked="" type="checkbox"/> STRIKE	40 <input checked="" type="checkbox"/> SPARE

BONUS FRAME COLLECTS	BONUS SCORE ADVANCES
<input checked="" type="checkbox"/> FULL	<input checked="" type="checkbox"/> 40
<input checked="" type="checkbox"/> 1/2	<input checked="" type="checkbox"/> 20
BONUS SCORE	STRIKE SPARE

bonus builds up during game . . . collects at end of game to insure last frame suspense

1 to 6 Can Play

DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR

FLASHY Cabinet and Backglass

10c PER PLAYER

SIZE 8 1/2 FT. LONG 2 1/2 FT. WIDE

SHIPPING WEIGHT (CRATED)
430 LBS.

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