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FCC Lays Down New Payola Rules

Freebies, Record Hops, Junkets, Plugs Chief Targets; Mixed Views on Proposals

By MILDRED HALL

WASHINGTON — The Federal Communications Commission last week (17) lambasted a variety of payola practices, particularly freebies and record hop promotion in broadcasting, and has laid down the law on disclosure requirements for all these types of payola.

From a study of replies to its payola query of last December, the FCC has found that licensees, employees and indie contractors have been sneaking many forms of plugs, musical or otherwise, into program material, in return for equally varied types of "consideration."

The agency promises strict enforcement of the Communications Statute requiring sponsor identification for all programming material aired, whether paid for directly or indirectly. FCC says it will not punish licensees retroactively, but "watch out for any future violations," is the dictum.

No Future Excuses

No excuses will be accepted in the future that a payola practice was overlooked because it is a "common practice in the industry." Broadcasters found by the inquiry to show willful misrepresentation, or serious neglect of their responsibilities in preventing payola will be considered on a case-to-case basis, the Commission announced.

Main areas of payola reported are: (1) Freebies supplied to stations and/or employees and indie contractors for air use, or as listener prizes, or record hop giveaways. (2) Promotion of outside activities, principally record hops, which use on-the-air promotion to benefit those involved in the hop, including label providing the records. (3) Acceptance of "junkets" in exchange for promotion of some local enterprise in the guise of a legitimate news "remote" broad-

cast. (4) Plugs and "sneaky commercials, including movietune plugs, fed into regular programming without acknowledgment that the plugs were paid for in any way."

Freebie Payola

In more detail, the FCC says freebie acceptance constitutes payola. Any use of free records in regular programming, or as prizes by station or at a related record hop, require sponsor disclosure. It is not enough to announce the label — disclosure must be made that the record was furnished free, and by whom. FCC says even the "subscription" disks which stations get more cheaply from record companies require announcement of a "nominal" charge.

In the opinion of the FCC, receipt of freebies by a station has the "practical effect of being an inducement to play those particular records," and the supplier had this fact in mind when donating them. "As a practical matter, quantities of records are given to broadcast stations for no other purpose than as an inducement to obtain preferential air exposure for certain recordings in which the donor has a financial interest." FCC believes this is especially true of copious donations of disks for giveaways as prizes or at record hops.

In the record hop area, whether it is given in the name of sweet charity or whatever, FCC says benefit accrues to licensee, employee, label, performer, or deejay emcee, when such hops get on-the-air promotion. Hence all such hops must get on-the-air identification of those

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IRE TO HEAR TAPE PLAYBACK RESEARCH DATA

CHICAGO—Another milestone meeting in the history of magnetic tape recording playback should occur next Wednesday (23) at the Waldorf-Astoria meeting of the Institute of Recording Engineers, when both Dr. Peter Goldmark, motivating force behind the Minnesota Mining and Manufacturing-CBS Laboratories' projected tape recorder, and Marvin Camras, of the Armour Research Foundation, both are slated to present papers on separate future tape playback machines. While Goldmark's appearance has already been widely heralded, Camras' appearance has only been made public with receipt of the IRE programs.

Camras, holder of many basic patents governing magnetic tape recording, when contacted, said only that he will show improved revisions of fundamental tape playback instruments shown November 12, 1958, at ARF headquarters. It's rumored that Camras will present two major improvements. Camras has further automated his principle of using a leader tape on a conventional reel-to-reel tape, which, when fed thru the tape playback unit, automatically feeds into the second reel. Camras also debuted a circular three, five and seven-inch circular tape cartridge, which utilized automatic feed thru a drop from a stack of cartridges into a playback slot, where the tape played back automatically, and when the machine was halted, tape rewound automatically.

Camras will introduce "two" (Continued on page 16)

Reader's Digest, RCA Deal Highlights New Sales Method

Magazine Offers 12 LP's for \$16; Initial Pressing 1 1/2 Mil Disks

NEW YORK — Another method of merchandising disks thru other than retail outlets is being tested by Reader's Digest in conjunction with RCA. This came to light thru receipt of a promotional mailing by Reader's Digest, offering a boxed set of 12 classical LP's at a price of \$16 for monaural product and \$17.85 for stereo classical product.

Reports were that the initial pressing order, on the basis of initial testing, totalled 1,500,000 disks; altho a much larger sale is ultimately envisioned.

A spokesman for Reader's Digest stated the project was definitely not a club. It was reported that the Digest might ultimately have in mind a door-to-door selling campaign. This was not confirmed altho a spokesman for the magazine stated the publication had a door-to-door service in connection with its Condensed Book Club.

The spokesman also stated that it may be assumed that if the initial project sells well, other projects would be developed. One such project under discussion, it was learned, is a package of show music.

The 12 classical LP's in the present offering constitute material newly recorded overseas by RCA execs. The repertoire is of the war-horse type, such as "The Brandenburg Concerto No. 1," "Rite of Spring," etc. Talent includes such orchestras and conductors as the London Festival Orchestra, the In-

ternational Symphony Orchestra, the Accademia di Santa Cecilia, the Oslo Philharmonic, Sir Adrian Boult, Rene Leibowitz and Massimo Freccia.

Equal Billing

RCA and Reader's Digest share equal billing in the promotional material, on the record label itself, and on the box which contains the package of 12 disks. The label legend states: "Recorded and manufactured especially for Reader's Digest by the Custom Record Division of the Radio Corporation of America."

The promotional material emphasizes the themes of value and quality — pointing out that the package of 12 is worth "up to \$59.76." The promotion material also states: "The records in your 'Music of the World's Great Composers' album would cost you up to \$4.98 if purchased separately in a store..." The promotion is for entertainment and cultural values for the entire family. There is also included in the box of 12 a "Guide to Appreciation," an illustrated brochure with hints on "good listening."

Reader's Digest and RCA Victor, as well as RCA, are apparently planning the project with vast horizons in mind. The initial mailing was stated to have been "a large one." The magazine has over 11,000,000 subscribers and a tremendous international circulation numbering in the millions. It was learned recently that the magazine

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NEWS OF THE WEEK

Ringling-Barnum Does Bonanza Business at Greensboro, S. C. . .

Ringling-Barnum circus and the Greensboro (S. C.) War Memorial Coliseum combined to do business that was termed "fantastic." Total attendance for the six performances was 48,003 plus another 6,674 who saw the program being taped for network television. . . . Page 44

Crosby Record Production Firm Swings With Bing . . .

The Bing Crosby record producing firm, Project Records, is swinging these days with three albums produced by the firm already out on big-labels. Seven albums are projected for this year with possibilities of the Crosby firm going into its own distribution. . . . Page 2

ASCAP Under Fire by Fred Fox On Two Fronts in Washington

ASCAP publisher board-members and their policies came under attack on two fronts in Washington last week. Attorney for Fred Fox, of the Sam Fox Publishing firm, told the FCC that ASCAP publisher distribution made payola profitable in exchange for massive performance

money from tunes used in network TV background music. He asked FCC to set up rulings to head off alleged publisher payoffs to TV network program directors, etc. At the same time, the Fred Fox plea to the Supreme Court for the right to intervene in recently negotiated ASCAP Consent Decree was made public. Also in the same week, ASCAP took off after broadcasters and BMI, accusing them again of acting as a combine to push rock and roll. . . . Pages 2 and 3

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Some Stations Now Buy Disks

NEW YORK — Since the payola probes started a few radio and TV stations have started to purchase their records from local distributors. One of the stations doing this is WFIL in Philadelphia, as well as other Triangle-owned radio and TV stations. A few stations in Chicago have also started to buy their records.

Altho it is widely believed that most radio stations receive albums and singles for free, only a few thousand singles are sent out to radio stations by the largest firms on new releases, and the album list is even less on new releases. Stations in small towns and small city markets usually purchase albums from the larger companies on a subscription plan basis.

Disk Aid for Subscriptions

NEW YORK — The Reader's Digest record library, altho a king-sized promotion, is not a novel method on the part of consumer publications to build circulation. Back in the 1930's newspapers thruout the country ran special promotions on 78 r.p.m. classical disks to build circulation. During the 1950's many newspapers offered special low-priced LP classical disks as subscription builders.

However, this has become less common since the introduction of the low-price \$1.50 and \$1.98 LP. There was also a period about a year ago when it was believed that the Time-Life magazine chain was ready to enter the record business, but this fell thru. Life magazine, however, is co-operating in the promotion of the Bing Crosby, Rosie Clooney RCA Victor two-LP disk, "How the West Was Won," which is based on a series of articles in Life magazine in 1959.

BLAZING A TRAIL

Crosby Disk Firm Success Pattern

By BOB ROLONTZ

NEW YORK — The pattern of independent production of records now being set by the Bing Crosby disk firm, Project Records, may well turn into a pattern for the future for big name acts on records. For the Crosby record production unit, which started about six months ago, now has three LP's out and selling with large labels, has seven more in the works, a full schedule of disks to be waxed during 1961, and is toying with the idea of handling its own distribution in the future. And, to put the icing on the cake, the Crosby outfit, headed by Sy Rady, with Crosby and Basil Grillo in executive capacities, is now dickering for big name acts to make records for the label.

To date, the Crosby outfit has set distribution deals on three of the records it has produced. Two of them, "The Trapp Family Singers," and "Sing Along With Bing," are being handled by Warner Bros. Records, and according to Rady, are selling well. The latest disk to be issued is called "How the West Was Won," and was released last week by RCA Victor. This set features Crosby, Rosie Clooney,

Jimmy Driftwood and the Mormon Tabernacle Choir, and it is based on the series about the West in Life Magazine. This story has been sold to TV as a spectacular to be presented by Crosby on ABC in the fall, which of course, is expected to add a healthy hype to its sales.

Built Around Crosby

The albums which have been cut or are being cut for the Crosby label, are generally built around Crosby so far, with a few exceptions. Those coming up for the fall season include a set called "Bing and Stachmo," which will feature Crosby and Louis Armstrong, with musical direction and lyrics by Johnny Mercer and backing by the Billy May band. There also is an album coming up called "The Crosby Brothers," which will feature at least three of the young Crosby clan, with Bing entering every now and then to whistle a few bars. There is an album on the upcoming list titled "Bing Goes Bongo," on which Crosby will be spotlighted with percussion, and which Bill Thompson will arrange

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All NARAS Nominees Get Honors

HOLLYWOOD — The National Academy of Recording Arts and Sciences last week decided to bestow tangible recognition upon the Grammy Award finalists, thereby enhancing the importance of being selected as one of the five nominees in each of its award categories. Nomination Certificates, in the form of Perma-Plaques, were sent to the diskeries whose releases placed in the "top five" golden circle during the first two Grammy Awards.

Labels were asked to distribute the plaques to the artists and engineers who won the honors. Plaque text contains the name of nominee, category in which he was selected, disk title and year nomination was made.

Labels receiving plaques for redistribution include Am-Par, Angel, Atco, Audio-Book, Caedmon, Cadence, Capitol, Challenge, Columbia, Coral, Decca, Disneyland, Dot, Fantasy, Kapp, Liberty, London, Mercury, RCA Victor, Roulette, United Artists, Verve and Warner Bros. Policy of honoring nominees will be followed in future NARAS awards.

Compatible Disks Debut In Key Stores

NEW YORK — Fifteen key retail stores across the country have advertised Design Records' new \$1.98 compatible albums over the past two Sundays (13, 20). These included Macy's, Schirmer's and Doubleday's in New York. The other key stores were Jordan Marsh in Boston, May Company in Cleveland, May Company in Denver, Rike's in Dayton, Ohio; Shillito's in Cincinnati, Lyon & Healy in Chicago, J. L. Hudson in Detroit, Shuster's in Milwaukee, Thalheimer's in Richmond, Burdine's in Miami, and Famous and Barr in St. Louis.

Atlantic Sets 2 Jazz LP's

NEW YORK — Atlantic Records is releasing two new jazz albums this month. "Pyramid," by the Modern Jazz Quartet and Charlie Mingus' "Blues & Roots." Bassist Mingus, who usually plays with a small group, heads up a big band on his new LP, featuring an all-star group. All the compositions in this package were written and arranged by Mingus.

MEET A MUST FOR SPINNERS, WARNS DJA

NEW YORK — DeeJay Jim Hawthorne, president of the Disk Jockey Association, Inc., has issued a frantic appeal asking spinners and record programmers across the country to attend the DJA's first annual membership meeting in Minneapolis, April 8, 9 and 10.

In a letter inviting jocks to register for the meet, Hawthorne stated, "If you were told that your very existence in the radio industry was dependent upon whether or not you answered this letter, you no doubt would act immediately! This is exactly that! Your yes answer will mean in essence that you enjoy working at your profession!"

He added, "I cannot overstate the importance of this meeting to you and me, and if you can attend, you are signifying that you believe in not only your own future, but that of your station's and the entire broadcasting fraternity!" DeeJays and programmers do not have to be a member of DJA to attend the meet.

Oscar Awards To Spot Big Disk Names

NEW YORK — Gogi Grant, Frankie Laine, Sammy Davis Jr., and Joni James will be spotlighted on the 32d Annual Academy Awards Oscar show over NBC-TV April 4, 10:30 p.m.-midnight.

The four artists will warble the 1959 movie tunes nominated for Oscars this year. Miss Grant will sing "Strange Are the Ways of Love"; Miss James, "The Five Pennies"; Laine, "The Hanging Tree"; Davis, "High Hopes." Still unassigned is "The Best of Everything," but it is rumored Johnny Mathis may chant the tune, which he recorded for Columbia last year.

NEW YORK — Bill Mulligan, former RCA Victor Custom salesman in Indianapolis, has been moved to New York as manager of Custom sales planning and service. He will report to Emmett Dunn, manager of Victor Custom record sales.

NARM Sets Las Vegas Meet Plans

NEW YORK — The National Association of Record Merchandisers (NARM) will hold its second annual convention at the Tropicana Hotel in Las Vegas March 30 to April 2. NARM, which comprises 51 members (30 regular and 21 associate), is headed by Jim Tiedjens of Milwaukee. It is made up of rack merchandisers who sell records via supermarkets and chains.

One of the features of the meet will be a panel session between rack jobbers and record manufacturers. Rack men will be Eddie Snyder of Washington, Pete Wambach of Harrisburg, Pa., Harold Goldman of St. Louis and Al Driscoll of Columbus, Ohio. Record men will include Bill Gallagher of Columbia, Irwin Tarr of RCA Vic-

ASCAP Links 53% 'Top 50' to Payola

WASHINGTON — At least 53 per cent of the records which achieved top popularity in 1959 were released by companies involved in payola, according to an estimate by the American Society of Composers, Authors and Publishers. ASCAP made the claim in a supplementary statement to the Federal Communications Commission last week (16). FCC had requested ASCAP to document charges made during recent FCC hearings that payola was "rampant" among broadcasters.

ASCAP takes the opportunity to propose stringent rules against station licensees accepting any sponsorship of music on the air, by any party with financial interest in the tune, with or without announcement. ASCAP strongly criticizes FCC's proposed anti-payola ruling which would require public "disclosure" of tune sponsorship. The music performance licensing society feels this is too permissive, and the mere disclosure might become routine and ineffective. FCC proposal might even be a "step backward" in the payola field, ASCAP feels.

Control at Station

"The problems of payola should be controlled at the broadcasting station," says ASCAP President Stanley Adams. So saying, he reaffirms ASCAP contention that broadcasters and Broadcast Music, Inc., are responsible for the push on rock and roll. He proposes that the FCC makes rules prohibiting any two or more broadcasters from combining to own or control a music-licensing organization.

The ASCAP claim that 53 per cent of 1959's "Top 50" tunes were released by companies cited for payola, starts with a Billboard listing of 277 tunes that made the top-50 list in that year. (The Billboard, December 1959). Of these, 107 tunes were released by companies cited in Federal Trade Commission's 60 complaints issued thru March 14, ASCAP claims. It finds an additional 39 tunes were product of eight or more labels accused of payola during the Harris (D., Ark.) Subcommittee hearings, as reported in Broadcasting magazine. The total of 146 tunes out of 277 gives the alleged 53 per cent.

ASCAP says the percentage will undoubtedly go higher when FTC acts on the other 95 cases it has docketed for investigation. The Society quotes FTC statement that

payola involved 255 deejays in 56 cities in 26 States. Information was given the Harris Legislative Oversight Subcommittee on March 4, and is used in ASCAP proof that payola was widespread and rampant, as claimed.

Altho the ASCAP response to the FCC was supposedly to have backed charges made by Stanley Adams on January 11, the Society's proof leans most heavily on FTC citations and Harris payola hearing testimony and trade stories which came out after that date.

ASCAP proposal for halting broadcast payola would be a sweeping prohibition by the FCC, forbidding any station from taking payment for sponsorship of performance of a musical work, by anyone with a financial interest in said work. Station employees would be forbidden to take pay for play or selection of tunes from any third party, whether or not the latter had any interest in the musical work. Employee's pay for programming selection would come solely from his employer in the station.

ASCAP would make the same activities a criminal offense, in a statute which includes above pro-

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Reopened Consent Plea to High Court

Fox and Allied Pubs Claim Interests Ignored; Cite Intervention Precedent

WASHINGTON — In a plea to the Supreme Court to reopen consent decree proceedings finalized recently between ASCAP and the Justice Department, attorneys for Sam Fox Publishing Company and other ASCAP firms, cite strong precedent for the right to intervene when the interests of a party concerned are inadequately represented by existing parties to the decree. Attorneys tell the Supreme Court that competitive interests of small publishers have been ignored or overridden in negotiations between representatives of the "dominant" ASCAP board members, and the attorney general.

The plea to intervene, now publicly on file at the Supreme Court, and awaiting decision is simply dated "March." Court sources say decisions by the Justices on such pleas usually take up to five or six weeks after entry.

The plea notes that Judge Sylvester Ryan, of Federal District Court of New York, on motion of Justice Department, first promised all parties in interest the right to be heard from at the scheduled

October hearing. But during the hearing, "the Court summarily and without frings or opinion, denied appellants' motion to intervene in the proceeding."

The lower court indicated that it was denying plea of appellants' Sam Fox Publishing Company, Movietone Music, Pleasant Music Publishing, and Jefferson Music Company, because these were not parties to the original antitrust consent between the American Society of Composers, Authors and Publishers, and the Justice Department. Also, Judge Ryan said appellants were sufficiently represented by their Society's board, and by Justice Department.

Precedents Claimed

To this, it is argued in brief of attorneys Charles Horsky, of Covington and Burling, in Washington, and Herbert Cheyette, of New York, that numerous court cases set precedent for intervention in consent proceedings when third parties concerned are not represented fairly, but are subsequently to be bound by consent terms. Federal Rule 24, (A) (2) sets forth the right, appellants claim.

To the second argument, attorneys note that ASCAP board interests, far from representing smaller publishers, have been diametrically opposed to the competitive interests of the smaller publisher-members. And as for representation by Justice Department, the agreement it reached with ASCAP's directors was in painful contrast with its statement of violations by ASCAP management of both the letter and the spirit of the 1950 decree.

"The slight concessions wrung from the dominating board members in the principle of members" in the proceedings are of little or no help to smaller members, appellants hold. "The general principle of representation should not obscure the realities of this particular antitrust suit."

Quoting from Justice Department's own statement in support

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Victor Gives 'Greenwillow' Top Treatment

Big Ad Program, Giveaways Back Original Caster

NEW YORK—The RCA Victor original cast album of the Frank Loesser musical, "Greenwillow," which is shipping this week, is getting Victor's A No. 1 promotional push. It is understood that Victor is putting \$100,000 behind the promotion, the first part of which consists of two free Greenwillow albums to the first 2,500 record dealers who send in coupons to the diskery taken from trade paper ads. The two album giveaway, (one stereo, the other monaural) adds up to 5,000 LP's given out to exploit the album. (Victor also used a giveaway plan

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SORD Board Holds Special Meeting

Florida Conclave Highlights Moves to Encourage Co-Op Buying by Dealers

CORAL GABLES, Fla. — Wide awake indie disk dealers are now getting as much as 25 per cent off normal dealer cost on records, according to reports presented here this week at a meeting of the executive board of the Society of Record Dealers of America. The board was called into what was called "extraordinary special session" at the University Court Hotel here Monday (14) and Tuesday (15).

Mike Spector, prexy of the organization, who operates Spec's Record Shops here, reported that at last some dealers are "getting smart" in their buying and are thus helping to "stem the tide against discounters."

It was also reported that even tho the four top major diskeries have all extended a 10 per cent

return privilege, local distributors are not always living up to the terms. This beef was echoed by most of those present. It was agreed that wherever this occurred, dealers involved would communicate direct with the record companies, notifying them of the distributors' attitude. "We will put as much pressure on about this as we possibly can," said Spector.

Lou Shapiro Report

Considerable interest was shown at a report from Lou Shapiro, a dealer of Jersey City, N. J., dealing with the start of a dealer co-op buying operation instigated by the Association of Record Dealers of New York and New Jersey. Shapiro reported that a warehouse has already been put into operation and that at least 20 member dealers have acquired stock in the co-operation at \$1,000 a share. Spector pointed out that tho SORD itself cannot participate in such

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ASCAP Board Under Crossfire

Fox Attorney Blasts Tactics to FCC; High Court Gets Intervention Plea

WASHINGTON — ASCAP publisher board-members and their policies came under attack on two fronts here last week (16). Herbert Cheyette, attorney for Fred Fox, of the Sam Fox Publishing Company, told the Federal Communications Commission that ASCAP publisher distribution made payable profitable, in exchange for massive performance money from high-paying tunes used in background music for networks. He asked FCC to set up rulings to head off the alleged publisher-payoffs to network program directors et al.

At the same time, the Fred Fox plea to the Supreme Court for the right to intervene in recently negotiated ASCAP Consent Decree was made public at the Court here. Brief by Fox attorneys alleges that the decree negotiated between

"dominant" ASCAP publisher board members, and Justice Department, violates the competitive interests of the smaller publisher-members it was presumably to protect. Supreme Court's answer could come within a five or six-week period, The Billboard was informed. (See separate story.)

In the same week (16), the American Society of Composers, Authors and Publishers took off after broadcasters and Broadcast Music, Inc., accusing them of acting as a combine to push rock and roll. The oft-made accusation was part of ASCAP's reply to a request

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Dot Sets 21 Welk Albums During 1960

HOLLYWOOD — Dot will release 21 Lawrence Welk albums during this year, according to plans mapped last week by label prexy Randy Wood and Welk manager Sam Lutz. Contents will range from rag-time piano to waltzes, from polkas to Dixieland jazz and will spotlight such featured members of the Welk corps as accordionist Myron Floren and guitarist Buddy Merrill.

Heavy Welk release schedule indicates Wood will accelerate the same technique he introduced during the past year wherein he focused an unusually abundant number of album releases on his label's top artists. In Welk's case, for example, Dot produced a total of 11 packages during 1959 and recently pin-pointed a full month's sales campaign on pushing his wares. According to its figures, Dot's "Lawrence Welk Month" drive reaped a quarter of a million dollar gross sales volume.

Dot's device marks a departure from the usually accepted pattern whereby a label issues only a few albums by a given artist and concentrates its sales efforts to push those packages. Wood's album sales innovation is to blanket the market with a mass concentration of multiple releases by a given artist. Sales push is then intensified by the sheer weight of the product.

New Treatment For Drama Wax

NEW YORK — 20th Century-Fox Records has made its first venture into the original-cast Broadway show field with the acquisition of the recording rights to "The Andersonville Trial," smash Broadway drama set in the Civil War period. Play stars George C. Scott, Albert Dekker and Herbert Berghof.

Henry Onorati, diskery chief, stated the transfer of the drama to disks would entail a new concept—the addition to songs and background music to the spoken word category of recording. The disk version, in brief, will be a drama with music. It will be cut this week, and is scheduled for April release.

This will be the second of the label's recently announced Master Art series, the first one being the documentary, "Masters of the Congo Jungle."

Onorati feels that by imparting musical values to the spoken word, the market and catalog potential of that field is vastly increased. He plans production of other plays on

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ALAS, FOR THE GOOD OLD DAYS

HOLLYWOOD — Al Jarvis during yesterday's (20) kick-off of his new KLAC adult-aimed Sunday (10:05 a.m. - 2 p.m.) platter show, struck an interesting "how-times-have-changed" note. He recalled that during the mid-thirties, he operated a Hollywood Boulevard record store, the Stomp Shop, which boasted as one of its prime features, a small recording studio.

"There," Jarvis fondly reminisced, "musicians could have a professional record made for only 25 cents. But today, that same recording engineer would charge considerably more for his services, for he is Glenn Wallichs, president of Capitol Records."

Goody Franchises Name to Dealers

NEW YORK — A new chapter was added to the Sam Goody story with the disclosure this week that Goody would soon enter into arrangements with disk dealers in various sectors of the country for franchised use of the Goody name.

First step in the process was the sale by Goody of his interests in Pittsburgh and in the Goody Green Acres operation in Valley Stream, N. Y. Both locations will continue to operate under the Goody name on a franchise basis, with Goody to receive a royalty of the net profits.

The Pittsburgh Goody operation was bought out by the Shapiro interests, operators of a chain of disk outlets in that city known as National Record Marts. In Valley Stream, Jack Imber, a partner in the store until now, bought out the Goody interest. It's expected that Imber may well add the franchised Goody tag to other stores he contemplates operating in the Nassau County area. It's likewise believed a possibility that Goody's name will be ultimately seen in various Pittsburgh outlets, in addition

to the original Goody downtown store.

It is also known that various other franchise arrangements are under study by Goody in other regions of the nation. It was announced that the Goody New York staff will be available for consultation on merchandising problems for all franchised outlets.

Levy Named Col. Ad Head

NEW YORK — Bill Levy is the new director of advertising and sales promotion for Columbia Records. He replaces Art Schwartz, who left the firm a few weeks ago. Levy will handle trade and consumer ads and also sales promotion to Debbie Ishlon, head of creative services at the company.

Columbia Records also appointed a studio photographer for the firm. He is Henry Parker, and he is under the jurisdiction of Bob Cato, Columbia's new art and advertising director.

RIAA Cuts Gold-Disk Check Fee

Certification Of Sales Cost Reduced to \$150

NEW YORK — The Record Industry Association of America, Inc., has cut the price of the cost for certifying sales of records or albums proposed for Gold Record awards to \$150. The certification fee was originally set at \$350 in 1958 and subsequently reduced to \$300. The present price slash was made by the RIAA Board of Directors in a move to spark a more widespread use of the RIAA certification plan. A substantial part of the cost involved will now be paid from the general funds of the association.

Under the Gold Record Certification plan, the RIAA has sales

(Continued on page 43)

Unpublished Kern Tunes For Musical

NEW YORK — A group of hitherto unpublished tunes by the late Jerome Kern will provide the score of a new musical, based on the old Charles Boyer - Olivia DeHavilland movie, "Hold Back the Dawn."

The songs — between 18 and 20 — will be culled from approximately 75 unpublished Kern melodies (including ballads, waltzes, tangos, beguines and rhythm items) which have been locked in the safe of the composer's publisher, Chappell, since shortly after his death in 1945. Negotiations for the rights to the music have been with Kern's daughter, Mrs. Jack Cummings.

Some of the songs with lyrics by Dorothy Fields were recently waxed in an Atlantic album by baritone George Byron, who married Kern's widow Eva in 1951. She died last November and Mrs. Cummings is now executor of her mother's will and a trustee of her father's estate.

New Indie Distributors, R&B, DJ's Team to Keep R&R Swinging

Pattern Follows 'Closed Door' Policy of Big Time Outlets

By REN GREVATT

NEW YORK — Small, hard-working and sometimes hungry new distributors plus small indie, rhythm and blues-oriented stations and jocks are giving noticeable indications of becoming the prime solace for the little, indie diskery. The new success formula, which some see as a re-incarnation of what obtained in the swinging early fifties, has evolved not only as a result of payola inquiries but owing as well to the current pre-occupation of the industry with album merchandising.

The pattern has emerged as a direct result of so-called "closed door" policies toward new indie diskeries in the singles field, on the part of long-established indie distributors and radio stations in key markets.

With regard to the distribution picture, there are several interesting facets. For one thing, it has been noted that the larger diskeries today are often viewing singles in many cases as promotion for album product. This accounts at least partly for the growing "freebie" problem, in which manufacturers tend to "write off" the potential profits of a single in favor of album sales.

'Write Off' Attitude

With major accounts on this kind of kick, important distributors often find themselves in the position of not having time to devote to pushing a single, particu-

Zerga to EMI Music Firms

HOLLYWOOD — Joe Zerga will become international manager of EMI's music publishing firms and will resign as vice president and general manager of Capitol Records' subsid, Ardmore and Beechwood music firms. He will base his operations at EMI's headquarters, Hayes, England. His resignation is scheduled to become effective April 30 but he may remain here beyond that date should his successor not be named by then.

He had been with Capitol, an EMI subsid, since 1948, and prior to heading the Cap music firms during the past four years, served its artist-repertoire department in various capacities.

NAB SETS RADIO MONTH THEME

WASHINGTON — The theme for National Radio Month, to be celebrated in May, will be "Radio... Heartbeat of Main Street," according to John F. Meagher, NAB's vice-president for radio. Theme will emphasize that radio stations are the focal points of the communities they serve.

NAB's public relations service will distribute to all NAB radio members a complete Radio Month kit, which will contain spot announcements, speech texts, mat for use in printed material, list of program and promotion ideas, fact sheet, and a sample proclamation.

Radio members also will receive a special disk of jingles, produced again this year by Faillace Productions, Inc., New York.

larly from a smaller label. It has also been noted that new indie diskeries are meeting increasing difficulty in getting a distributor even to take their line.

It is now understood, that some important distributors in various key areas have been asked to sign agreements with the bigger companies they handle; stating that they will not take on any new indie disk lines.

This situation has resulted in distributors mulling the possibility of starting subsidiary distributorships for the express purpose of

being "available" to the newer indie record lines.

Beyond this, the situation is being seen as a golden opportunity for new indie distributorships who are willing to get in there and hit hard at getting disk exposure thru stations, while at the same time maintaining close liaison with stores in their areas.

In New York, this has already reflected in the start of two new distributorships, Cambridge and Yankee. Yankee was started only seven weeks ago by Ed Rashbaum.

(Continued on page 12)

DEALER CALLS THE COPS

Truck-Selling Distributor Lands in Toils of Law

NEW YORK — Decisive action on the part of one Roanoke, Va., record dealer put an end, at least temporarily, to one case of the latest get-rich-quick schemes in the record-selling industry. Reference is made to the gypsy-like truck selling that is blasting morale and cutting into the profits of record distributors thruout the country.

In a report to The Billboard, Zane Leeper of Globe Record Shop of Roanoke, told of how he was accosted by representatives of "Mobile Records, Inc.," and invited to choose from any of the records this "gypsy distributor" had stocked in the rear of his Volkswagen Micorbus. His price was 5 cents above wholesale, but "Mobile Records" had many of the top hits—hits, as a matter of fact, that Leeper had unsuccessfully tried to procure thru legitimate sources; hits which could have been certain sales. The truck seller also promised him immediate delivery with no shipping costs.

Leeper did not buy the disks but instead, turned the illegitimate truck selling "distributor" in to the police. He was arrested and assessed \$211 for an Itinerant Wholesaler license. Since he did not have the money with him, his truck and merchandise was impounded by the city until he could get the amount from Pittsburgh, his home base.

Allen Distributing of Richmond, who operate in the Virginia, West Virginia territory, and who passed this story along to The Billboard,

has advised their customers to have any and all truck sellers in their territory arrested.

Both Allen and the Globe shop realize, however, that arresting these moving record merchants is not really the answer.

In another section of his exclusive report, Leeper poses this question in connection with the truck seller: "How is it possible for someone to pay the same price for a record that you (the distributors) do, pay the expense of operating a truck, pay the salesman, and deliver a record all the way from Pittsburgh, for only 5 cents more than our legitimate distributors? The evils in our industry stem from the manufacturer... I think we dealers are expected to sell enough records to pay production costs and royalties, and leave the manufacturer the huge spread between the small cost of manufacturing a record and the high distributor cost to use a cushion to permit them to sell at a small margin to discounters, rack jobbers, one-stops and truck salesmen."

MATURE LISTENER NOW JARVIS 'BALLROOM' AIM

By LEE ZHITO

HOLLYWOOD — Veteran disk jockey Al Jarvis has refashioned his "Make Believe Ballroom" format to be aimed directly at the mature listener. Switch in audience target is concurrent with his switch in stations, moving yesterday (20) to KLAC from KFWB.

The pioneer platter spinner (he's been at it since 1932) has a two-fold purpose in changing the format: (1) Adults do the buying, hence adult-aimed program gives

Newport Jazz Fete Longer

NEWPORT, R. I. — The Newport Jazz Festival, which takes place in this Rhode Island town each Independence Day season, will have one extra day to run this year. The annual jazz bash will be extended to five days over the usual four from June 30 to July 4. A budget of \$110,000 has been set aside to conduct the affair.

The Newport Folk Festival, which was innovated last year, and which precedes the jazz festivities, has also had its time extended and will run from June 24 to 26.

SHARE NATIVE SONS

34 States Claim Top Disk Talent

By JUNE BUNDY

NEW YORK—Best selling record artists are indigenous to certain states and cities, according to a study of The Billboard's Spring Spotlight on Records quarterly. (March 14 issue).

Home town listings for some 223 artists listed in the quarterly's "Today's Top Record Talent" feature represented 34 states, but six of the states account for almost half of the artists.

New York and California, as might be expected, were No. 1 and —claiming 29 and 24 artists as respective native sons, while Tennessee and New Jersey tied for fourth place with 14 each.

The emergency of Nashville as a major recording center and the continuing trend toward the popularity of rockabilly and country

and western-flavored pop disks was undoubtedly responsible for Tennessee's strong showing over such large population states as Illinois, Michigan and Missouri.

For example, a recent Billboard story pointed out that more than 50 per cent of RCA Victor's pop hit singles in 1959 were cut by a.&r. exec Chet Atkins in Nashville. Columbia's Nashville-centered a.&r. man, Don Law, sliced Johnny Horton's big hit "The Battle of New Orleans," and Archie Bleyer made all of the Everly Brothers' click platters in Nashville.

The top 10 disks on the "Hot" (Continued on page 12)

Decca Hails New Singles From Album

NEW YORK — Decca Records this week was crowing about at least three active new singles which were taken from current album product. Promotion chief, Lenny Salidor, noted these as "On the Terrace," from Harry Lubin's album of "Alcoa Presents... Music From One Step Beyond"; "Crazy Arms," by Bob Beckham from "Just as Much as Ever," and Earl Grant's "House of Bamboo" from "Grant Takes Rhythm."

On the other hand, Salidor noted a switch in the case of "Chi Chi Merengue," by the Eloise Trio. The single was released in front to acquaint dealers with the new group and establish acceptance for a forthcoming album. Immediate reaction to the disk caused the label to move up the album release date to April 1.

200 in Army Show Finals

WASHINGTON — Some 200 contestants will take part in Army entertainment contest finals, to be held at Fort Belvoir, Va., June 10-17.

A panel of six judges will select acts from the three-night finals to perform in the world-touring soldier show, "Rolling Along of 1960."

A "recorded" phase will also be conducted at both local and command levels, and will consist of three categories. The first is dramatic group which may include a scene from a play or original material.

Second and third categories are small chorus (to 20 singers) and large chorus (more than 20 singers).

After leaving Fort Belvoir, "Rolling Along" will begin a nine-month tour, appearing at major military installations thruout the world.

ALBUM TITLE CORRECTION

NEW YORK — Due to a tabulation error, "The Student Prince and Other Great Musical Comedy Hits," by Mario Lanza on RCA Victor has been erroneously listed on The Billboard's best-selling monophonic, action LP chart. The correct album is "The Student Prince" — a later edition of the Romberg score, also sung by Lanza. It appears this week in the 18th position on the chart.

(Continued on page 12)

*The dance that's sweeping the country —
 The Record that's
 making it famous*

**THE
 ORIGINAL
 VERSION**

THE

MADISON

b/w "Mo Madison"

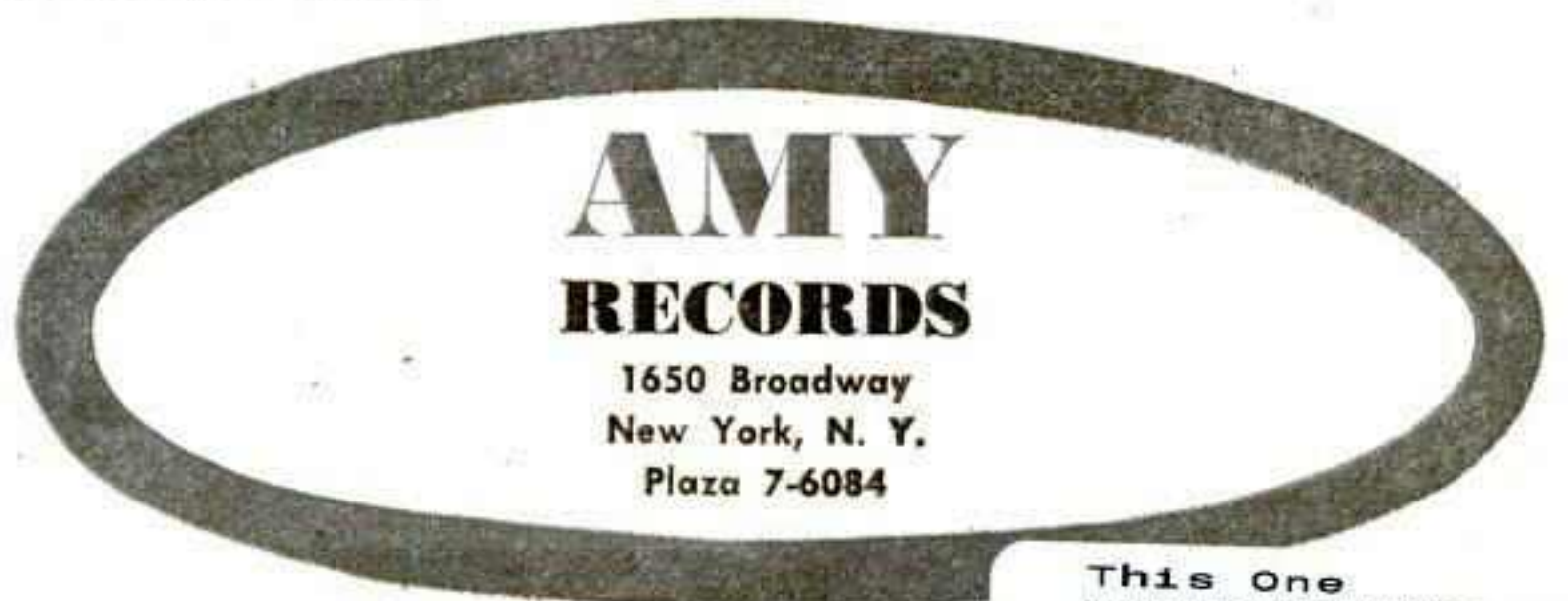
by **AL BROWN'S
 TUNETOPPERS**

*with the
 Authentic Calls*

featuring
Cookie Brown

on AMY RECORD #804

DEE JAYS, PROGRAM DIRECTORS:
 CALL YOUR LOCAL DISTRIBUTOR
 FOR SAMPLE COPY, OR CONTACT
 US DIRECT.



BIG BUSINESS TIE

Huge Sales Outlets In Premium Disks

By BERNIE ASBELL

CHICAGO—A boom for disk manufacturers—and many will say a new bane for dealers—is the growth of LP's and EP's as business premiums, frequently offered for less than \$1 each on sales tie-ins.

Sometimes the disks are specially recorded. Sometimes they are close-outs of catalog items. Most often, they are new compilations of old material. But always, the quantities are huge.

A new outburst of interest by merchandisers can be expected in disk premiums as a result of a comprehensive feature in a recent issue of Advertising Requirements magazine, containing a roundup of many recent disk tie-in promotions.

A promotion that sold a cool million EP's was one offered by Coca-Cola in 1957, six Tony Bennett tracks for 25 cents. The disk included such warmed-over smash hits as "Rags to Riches," "Because of You" and "Cold, Cold Heart." In 1958, Westinghouse pushed 280,000 LP's thru appliance dealers for \$1.29 each, entitled "Benny Goodman Plays at the Brussels

World's Fair." Both these offers utilized Columbia material.

Columbia sold another Goodman package to Texaco, featuring 10 Goodman standard numbers plus a performance of Texaco's "Swing Into Spring" campaign song. Texaco gas stations unloaded 500,000 pressings at \$1 each.

RCA Victor has had success in realigning old material on seven-inch disks for bargain-price giveaways. It packaged Melachrino Strings for Botany, and others entitled, "Hires Root Beer Presents RCA Victor's Sound Spectacular for '59" and "Sabena Belgian World Airlines Presents Holiday Abroad: Selections from New RCA Victor Albums."

One example of specially recorded material was a package pressed by Victor for Four Roses. It was an LP entitled "Sing With the Four Roses Singing Society," featuring 18 arrangements of old favorites. It sold 280,000 copies at \$1.

A talent bonanza was scooped up in a premium disk by The Watchmakers of Switzerland, TV sponsors of last year's NARAS banquet. The disk, called "The Golden Ones," features a dozen formidable names from as many labels: Nat King Cole, Perry Como, Doris Day, Fats Domino, Ella Fitzgerald, Kookie Byrnes, Julie London, Patti Page, Debbie Reynolds, Carleton Carpenter, Billy Vaughan and Roger Williams, each in one of the star's established hits. First pressing order was for 70,000 copies. They were offered by mail for \$1 on the TV program and thru watch dealers.

Top Records has enjoyed brisk movement thru premium channels (Continued on page 42)

Liberty Adds N. Y. Staffers

NEW-YORK — In a move to increase sales and promotional activity in the New York City area, Liberty Records has appointed Bob Scaff as Eastern promotional manager and shifted Eastern divisional manager Erv Bagley from Philadelphia to the label's New York City office (headed by Jane Gibbs, manager of Liberty's New York operations).

In addition the office personnel of Liberty's headquarters here has been augmented. Scaff formerly served with Concord Distributing Company, Cleveland, where he handled distribution of all Liberty and allied labels in that area.

BEAU GESTE

'After You, My Dear Gaston'

NEW YORK — George Goldner of Gone Records and Ahmet Ertegun of Atlantic Records pulled an Alfonse and Gaston act this week. Goldner had released last week a new record by the Flamingos with the tunes "Nobody Loves Me Like You" as one side and the oldie, "Besame Mucho," as the flip. After the record samples had shipped he heard that the Coasters on Atco were releasing a two-sided recording of "Besame Mucho" this week. He called Ertegun and suggested that the two firms would be better off if they didn't have to fight each other on the same tune. Ertegun agreed.

Goldner called back the Flamingos record, and replaced "Besame Mucho" with "You, Me and the Sea," and put the "Besame Mucho" tune in an album. Ertegun, delighted with Goldner's gesture, has told his promotion men Norm Rubin and Len Maxwell, to tell jocks to work on both the Coasters new record and the Flamingos new recording as well.

Juke Operator Sets Disk Air Promotion Firm

WASHINGTON — A novel idea for a nationwide network of promoters to plug new releases to deejays is being put into operation here by Hirsh De La Viez, owner of a juke box operation, Hirsh Machines, Inc. The new firm is called Record Promotion, Inc., and its services in presenting records to deejays in the U. S. and Canada will be available to anyone wanting to expose a tune on the air—from the songwriter or publisher, to the label or distributor.

De La Viez feels this is a practical answer to the business of promoting records to deejays. He hopes those interested will welcome the change from old-style, uncertain "payola" promotion, to a modern, businesslike, guaranteed operation, complete with IBM machines, punch-cards, addressographs, territorial assignments and national spread.

The promotion service will not "hype" records by claiming they are sure-fire hits. Instead, the promoter will call the attention of the deejay to the tune, ask for his opinion (Continued on page 43)

HOT 100 ADDS SIX

NEW YORK—Six new sides appear in this week's edition of the Hot 100 chart. Essentials are:

- 82. Shazam (Gregmark, BMI)—Duane Eddy, Jamie.
- 86. Clementine (Tweed, ASCAP)—Bobby Darin, Atco.
- 90. Night (Pearl, BMI)—Jackie Wilson, Brunswick.
- 92. Wake Me, When It's Over (Robbins, ASCAP) — Andy Williams, Cadence.
- 94. Words (Melody Trails, BMI)—Pat Boone, Dot.
- 100. Someday (Duchess, BMI)—Della Reese, RCA Victor.

COPENHAGEN FANS PICK QUALITY OVER BARGAINS

By TED WOLFRAM

COPENHAGEN — The inhabitants of Copenhagen seem to be in a spending mood this year, but not so much for "bargains" as for quality. In the entertainment field the biggest hit here is "My Fair Lady," which is in its third month and still playing to sold-out houses, and with people still cuing up early in the morning, in front of the box-office, on the slim chance of getting a pair of tickets.

The activity in the concert field centered largely on "benefits," but for these high-salaried talent was engaged and the concerts were handled by concert agencies — with admission prices on same level as those of "My Fair Lady." The most important benefits were those given to augment the pension funds of the Royal Opera Orchestra and the Danish National Radio Symphony Orchestra. Both took place in Tivoli's Concert Hall, and both were sold out as soon as tickets went on sale.

'Extra' Concerts

In both of the above cases the talent bookers immediately ar-

ranged "extra" concerts, on a commercial basis, for the soloists — pianist Arthur Rubenstein and violinist David Oistrakh. These two concerts were also held in Tivoli Concert Hall, with ticket prices about a third lower as there was no orchestra nor guest conductor. Both were sold out.

On top of these money-pulling concerts the Danish National Radio-TV networks organized a huge, three-hour-long show and concert in Tivoli Concert Hall in connection with the UN fund-raising campaign for refugee relief. This show netted more than 1,000,000 Danish "crowns" (\$145,000) from ticket sales and donations sent in from radio and TV listeners and viewers.

While "Holiday on Ice," playing major part of February in the big KB Hall, drew full houses and turn-aways during this concert period, three big jazz concerts, around the beginning of March, did not draw capacity altho they were well received. The Quincy Jones band, which has been with Harold Arlen's "Free and Easy" musical, on a short-lived tour, was unable to get a hall in Copenhagen, but gave two concerts in near-by Malmo, Sweden, where it did moderately well, drawing some "fans" from Copenhagen.

The English jazz band of Chris Barber, which on previous appearances has registered sell-outs, drew (Continued on page 42)

Bills in Hopper To Up Postage

WASHINGTON — Bills to re-adjust postal rates upward have been introduced in both Senate and House, and if passed, will raise special fourth-class rates allowed for mailed sound recordings, from 9 cents for the first pound and 5 cents each additional pound, to 10 cents and 6 cents, respectively.

Once again, a bill by Rep. Torbert MacDonald (D., Mass.) to exclude popular music, aimed particularly at rock and roll, from the fourth-class rates, has been temporarily shelved by the House Post Office Committee. Committee staffers say members decided to devote major effort to the rate-raise legislation. The "temporary" shelving of the MacDonald measure practically assures burial in this session of Congress, just as a similar bill was buried last year.

Rate raises proposed in Bill S. 3192 by Sen. Everett Dirksen (R., Ill.), and H. R. 11140, by Rep. Tom Murray (D., Tenn.), chairman of the House Post Office Committee, at request of Postmaster Summerfield, include: a raise to 5 cents per ounce for first-class mail, and a 1-cent raise on post cards. Second-class rates, which include magazines, would go to 1 cent for copies weighing two ounces or less and 2 cents for copies in excess of two ounces, or zone pound rates, if latter are higher.

Airmail would go to 8 cents per ounce; individual third-class mail would go from 3 cents for first two ounces and 1½ cents for each additional, to 4 cents and 2 cents, respectively. Pound rates for bulk mail from 16 cents to 18 cents per pound.

Rate revisions would become effective July 1, 1960, in the measures, which are endorsed by President Eisenhower.

Give Away 'Teddy' Disks

ROME — Producers of the song film, "The Teddy Boys of Song," are pressing all of their numbers on plastic disks which will be given away at first-run showings of the film thruout Italy. It is the first time such songs will be offered this way instead of being plugged via a tie-in sales campaign with a record company.

'NUDA' BANNING HITS 'LIBERO'

ROME — By seizing all copies of Domenico Modugno's "Libero" in both Rome and Milan, a move which will doubtless be followed thruout the country, police made a collector's item of the Fonit disk. Seizure was not aimed at the song which won second prize at the recent San Remo Festival but at the lesser-known Modugno composition on its reverse side, "Nuda."

Considerable church opposition had been expressed to the lyric, "I would like to hold you nude in my arms," and the number had been barred by RAI from radio and television. Fonit plans to re-issue "Libero," one of the top-selling records in the country, with a new coupling immediately, without waiting for a final decision. Meanwhile, the record has been nudged out of second place by Joe Sentiere's "Quando Vien La Sera" ("When Evening Falls").

Pennsy Dealers Seek Charter

PITTSBURGH — The Independent Record Dealers' Association of Pennsylvania have asked Common Pleas Court for a charter "to propogate ideals on which the record industry was founded."

Several officers listed on the charter application said the move had nothing to do with counteracting publicity incident of payola.

Treasurer Vincent Lascheid said "this is strictly a co-operative buying thing."

He explained the dealers believe they can save money buying records collectively rather than as independent merchants.

Secretary Ernest Kuban observed:

"We are trying to survive. We are slowly being forced out of the business. We want to buy collectively."

He charged the main problem was preferential pricing by certain unnamed record distributors. He said that about 30 operators of retail record shops in Western Pennsylvania are members of the new association. The group wants to be chartered as a non-profit organization.

Another SPECIAL-VALUE FEATURE OF

THE BILLBOARD RECORD INDUSTRY SOURCE BOOK & DIRECTORY ISSUE



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

April 18 Issue

A
PAUL ANKA
PRODUCTION

**“WHO’S OUR PET,
ANNETTE”**

b/w

“A. B. C. LOVE”

ABC-10089

featuring

JUNIOR AND HIS FRIENDS

**Anka’s first production—
a star-studded new group—
on the hit-making label
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B/W

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SURE-FIRE MUSIC Co., Inc.

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"Make Your Next Song A Sure-Fire Hit!"

NEWS REVIEW

6 Unusual Baroque Albums

Good taste is apparent thruout in a series of new LP's collectively called the American Society Concerts-in-the-Home, an offshoot of Bell Records. A commodity all too seldom present, this excellence of judgement is to be noted in the content, performance and packaging of the six LP's from the series reviewed.

The bulk of the repertoire dates from the Baroque period and constitutes works not in the catalog at all or, in a few cases, available in but one or two other versions. This, in itself, is unique at a time when most labels seem to be rushing to duplicate the sure-fire war-horses. Performances all are of genuine excellence, with variations from one disk to another, of course. Packaging features full-color reproduction, each of a different Picasso work, with no printing to mar the art. This may not offer the dealer content, but it can perhaps prove an even greater eye-catcher by virtue of being different. The reproductions include three sketches and three crayon drawings, two of the latter being in color.

In all cases, the music is performed under the direction of Daniel Saidenberg, well known for the past two decades as conductor of the Saidenberg Little Symphony, specialists in Baroque works. His efforts here are on a very high level and deserve commendation.

The initial release, SAS 1001, features Handel's Double Concerto in F, better known in its transcription as an organ concerto, but recorded here for the first time in the original version. The work is made to order for stereo, with two wind ensembles, one on each side, answering and echoing each other. The releases, available either in stereo or mono, feature a relatively conservative approach to stereo directionality, but one which is quite effective when offered an opportunity like this. A Vivaldi flute concerto and Geminiani Concerto Grosso also are attractively heard on this disk.

SAS 1002 includes Telemann's "Don Quixote Suite" and three short works by Handel; none of the latter is elsewhere available. SAS 1003 contains the incidental music from Purcell's "Gordian Knot United," Boyce's brief overture-like Symphony No. 8, and two Trio Sonatas, one by Pergolesi in G and another by Telemann in C. Latter works are particularly effective in stereo, since they utilize three musical threads — two soprano parts (one for each speaker), and a bass part (which is most effective when centered).

SAS 1-4, similarly, features a brilliant performance of Bach's Trio Sonata No. 1 in C, and Handel's Concerto a Quatre No. 1 in D Minor, which is similar in form. The reverse side features Beethoven's popular Quintet in E Flat for Piano and Winds, Op. 16.

SAS 1005 comes closest to duplicating standard repertory, altho providing the first stereo versions of two popular chamber works: Mozart's Quartet No. 17 (The Hunting), and Haydn's Quartet Op. 76, No. 5. Both are given vibrant performances by the Claremont String Quartet.

Finally, SAS 1006 features French organ and harpsichord works of the 15th and 16th century, as played by Paul Maynard. The outstanding material in the collection are five organ compositions by Francois (Le Grand) Couperin, which reproduce beautifully on the Baroque-styled organ of New York General Theological Seminary.

These releases, mostly off the beaten path, required courage as

FCC Lays Down New Payola Rules

Continued from page 1

who benefit and how, the agency rules.

FCC scores the hops for use of live recording talent at a fee "substantially less" than prevailing or union pay scales. In exchange for record promotion, the Commission has found that the operator of the record hop is partially or fully reimbursed by a record distributor or manufacturer for the fees paid to performers.

The agency says it has found "widespread record hop plugging on stations where the station itself or its employees had some financial interest in the enterprise." Such announcements have been labeled "promotional" non-commercial spot announcements, or overlooked entirely, in some cases, a far as logging on station report to the FCC is concerned. In latter case, the excuse has been that the hop promotion was just part of the deejay's ad-lib patter. Also part of the payola, is frequent airplay of those records which will be given away at the hop, or records featuring talent to perform at the hop.

Even when the hop is for charity, with everything ostensibly "donated" free, if free disks provided have the effect of inducing on-the-air mentions, or record spins, the accompanying announcement must state that records are being provided, and by whom, the FCC warns.

Also in the music line, FCC says identifying "jingles" associated exclusively with one sponsor who holds the copyright, cannot be sneaked into a program without sponsorship identification, even when the jingle is played on an instrument, and no words are sung. Similarly, frequent spins of music from a movie showing locally, in return for the movie house taking spot announcements, will have to be accompanied by identification.

The latter two types of payola are included in the FCC's fourth category, "plugs and sneaky commercials." This also covers sneak mentions or pictures of products not officially sponsored on a program, in return for which station or personnel get goods or services.

The Commission appears to be confident that requiring all of

well as discernment, and the manufacturer should be commended for both. Mono versions list at the standard \$4.98, stereo at \$5.98.

American Society: SAS 1001, SAS 1002, SAS 1003, SAS 1004, SAS 1005, SAS 1006. Sam Chase.

these disclosures for heretofore unidentified payola will be a serious deterrent to the statute violations.

The few responses so far received to the FCC's request for comment on its proposed anti-payola rulemaking generally favor the idea, but fear that licensees will be held too strictly to account for infractions they cannot prevent. A group of broadcasters, including WTOP, the Washington Post station here, Great Western Broadcasting, and others, recommend a softer wording. Licensees would be required to take steps "reasonably calculated" to prevent payola.

Columbia Broadcasting System feels the same way, and also finds the rule ambiguous. If licensee is to be responsible for actions of its officers, employees and outside contractors, the latter should be covered by the ruling, too, says CBS. Final date for comment on the payola ruling is March 22.

Digest-RCA Deal Opens Sales Vista

Continued from page 1

held a meeting which was attended by 10 of its international division managers. The purpose was to study the disk project with regard to overseas distribution.

At the level of Reader's Digest, the moving spirit of the project is A. C. Cole, vice-president and general manager. Late last week Cole discussed aspects of the project with George Marek, RCA Victor chief.

It was known that execs of the RCA Victor Book-of-the-Month Record Club were studying the RCA - Reader's Digest project. An exec of Book-of-the-Month, queried whether he believed the new venture would impinge on the market established by the club, stated that only time would tell.

The disks are being pressed at RCA Victor plants in Rockaway, N. J., Indianapolis and Hollywood. They are not purchasable at any outside source.

One source of information disclosed that the next set of disks likely to be produced for the magazine may be recorded in the United States, and will sell for a slightly higher rate than the current package.

Another Billboard Record/Phono Dealer

GENE HI FI CENTER 0331
 GENE BRANSCOME 90212
 122 E TEXAS AVE 32K6
 BAYTOWN TEX 060007

GENE HI-FI CENTER

The retail establishment of this record/phono dealer . . .

- . . . is essentially a hi-fi store
- . . . offers both records and albums
- . . . handles phonographs selling from \$29.95 to \$1,000
- . . . has been reading Billboard for more than 18 months

Gisele

one of America's greatest artists
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Al Pellegrini conducting the Emil Coleman Orchestra

LPBR 5069; SDBR 1069 (STEREO)

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The magnificent voice of Mackenzie! The priceless sound of Everest at one price for stereo and monaural!

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SMASH ENCORE

FROM
THE RUNNING BEAR KID

JOHNNY PRESTON

*

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MORE NEW SMASH HITS OF



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APPLE GREEN June Valli 71588

PROMISE ME THOMAS and 2223 MILES Patti Page 71597

SPARKLING BROWN EYES George Jones 71583

TOKEN OF LOVE Benny Barnes 71600

ASCAP Board Under Crossfire

• Continued from page 3

by the FCC that it back up statements made by ASCAP President Stanley Adams during recent FCC hearings. Adams had said payola was "rampant" among broadcasters. (See separate story.)

Similar charges of a broadcaster-produced era of rock and roll were made by anti-rock crusader Gloria Parker, and by Barney Young, representing Colored Performing Rights Society of America, and two other equally small music performance rights groups: Life Music, Inc., and National Juke Box Music, Inc. Miss Parker says that songwriters are starving, altho \$30,000,000 is distributed for 100,000.00 broadcast tune-plays annually. She blames the situation on the "pompous broadcasting fraternity," because they do not keep records of all performances. Gloria wants the FCC to make the logging of music a requirement for all broadcasters. She says rock and roll is a "funeral parlor" for the music of Oscar Hammerstein and Irving Berlin and other ASCAP writers.

Cheyette Blast

The Cheyette blast at publisher-payola told the FCC that three factors in the ASCAP distribution have made payola inevitable, to snag lush net background music deals: 1. Surveying of network performance on a 10 per cent basis, as against one-out-of-500 local radio plugs caught. 2. Attributing to network performances two thirds of ASCAP income, altho only one-fourth of ASCAP revenue is derived from that source; 3. Granting of arbitrarily high values by ASCAP board to certain compositions (of which 63 per cent were owned by ASCAP board members, it was reported by the Roosevelt House Small Business Subcommittee in 1958.

Factor one makes certain a network play will get into ASCAP survey, and the other two factors raise performance royalties high enough to make paying for the plugs profitable, the statement points out.

"The moral was simple to any businessman, for whom one-third to nine-tenths of his income depended on it." Even under revised Consent Decree, a ratio of value of 100 to 1 for identical use of tunes is allowable, altho cut down from former allowance of payment up to 1,000 times greater for a board publisher-owned tune than for one owned by a lesser member.

Cheyette quoted stories in trade

PARIS RECORD LENDING CLUB

PARIS — This city appears to have a record club which does not seem to have any "commercial" angle as it only handles classics on a loan basis. It does not call itself a club but is known as a disk library.

The "Discotheque de France" (Record Library of France) is operated by "Association Loisirs" (Leisure Association) and is located in the Theatre Marigny, on the Camps - Elysees. At present it has a library of 6,000 French and foreign recordings of the classics, but expects to have 10,000 in 1961.

A membership card costs 60 cents; annual dues are \$5.40, plus a weekly charge of 40 cents. Members can take out two records for a period of two weeks. Records are delivered to suburban subscribers via a "Disk Bus." The library has a room equipped for auditions of the loaned platters, and also gives recorded concerts daily at 12:30 p.m.

publications, bluntly pointing out the take of big ASCAP firms represented on the board, particularly for music backgrounding network TV and radio afternoon and quiz shows. On these shows, "music was chosen for production of the greatest performance royalties under the ASCAP survey," and one trade story quoted, flatly stated that such deals were bought and paid for.

Apropos of fast money, it is pointed out that "only one new publishing company has broken into the top 20 in terms of the size of ASCAP revenue since the war, and this did so as soon as it was formed." It is Melody Music, Inc., owned by Barry and Enright, TV packagers. Latter were storm centers during recent Harris (D., Ark.) TV quiz show hearings for alleged fraud on "Tic Tac Dough" and "21." The two own a radio station, WGMA, Hollywood, Fla., whose license renewal was held up by the FCC pending further investigation of the character of its ownership.

In further documenting, the statement quotes Roosevelt (D., Calif.) Small Business hearing testimony that one ASCAP board publisher got over \$80,000 in one year for use of five notes as a theme on a network radio quiz program. Court case of Lombardo vs. Adams showed that another theme, comparably used, gained more than \$340,000 over a seven-year period for its composers and publisher board-members.

The only action ever taken by the Society against this type of "rigged" performance payoff, says Cheyette, was a resolution against any attempt to influence music programming on the Ed Sullivan show. Presumably, "all other shows" are free from such prohibition, and in effect the payola practice is "sanctioned by the board."

Indirect Payola

The payola method outlined was the setting up of a record, on which 40 high-paying tunes belonging to a single ASCAP board member were played on the organ by a quiz show musical director. "Here the music director shared mechanical royalties, plus whatever arrangements were made with the publisher. The record is distributed by the publisher for use as background music on network shows, where each performance will produce handsome, predictable ASCAP royalties."

To remedy the situation, action is recommended on three fronts: 1. ASCAP's Consent Decree should require an independent agency to survey music use, instead of permitting the ASCAP board (self-perpetuated over decades), to conduct the survey themselves, as is presently the case. 2. All broadcast licensees should be required by the FCC to file periodic reports of every use of music on its station. 3. The right of the station to li-

Decca-Arden Fashion Tie

NEW YORK — Toni Arden and Decca Records are engaged in a tie - in promotion with Junior Theme, a dress manufacturer, which has brought about joint efforts in various markets between Decca branches and stores handling the Junior Theme line in the given market.

Miss Arden posed last week in six new dress designs being promoted by the company for spring and summer, in colors inspired by "Besame Blue," "Pop Pink," "Hi-Fi Green" and "Record Black." Gal will also shortly debut in pictures with a dramatic role in 20th-Fox's "Murder, Inc."

OLYMPICS ROME NITERY SPARK

ROME — The Eternal City is apt to become a little Las Vegas so far as talent is concerned during the Olympic Games period and possibly for a week or two before and after the games, which will take place between August 25 and September 11.

With the announcement by the new Casa Cugat that it will present recording names including Abbe Lane, Lena Horne, Johnny Ray and Frankie Laine and similar calibre, other night spots are planning to follow suit. These will probably include Bricktop's, Belvedere delle Rose, Rancho Grande, Casina delle Rose and a new locale to be opened by Robert Alda, American film and recording star.

cense ASCAP music would depend on agreement of the Society to distribute its revenue to members on a per-use basis, founded on the broadcast logging reports filed with the FCC.

However, the ruling proposed would allow for variation in payments according to the type of music use (featured play as against background, etc.). Also, performance rights groups would pay their share of expenses involved in the music logging by broadcasters to the FCC. (In this connection, members of the Harris Subcommittee were angered by deejay and station-librarian claims of listing of all records played over the air—but no such lists could be found by committee probers.)

Big Miller Pic, Radio Tie-Up

NEW YORK — Universal-International is re-releasing its all-time top-grossing film, "The Glenn Miller Story," this week, via a special promotional tie-up with local radio stations WNEW and WRCA when the movie opens here at the RKO Palace Theater Tuesday (22).

Ex-Miller vocalist Ray Eberle and his band will appear on the stage of the Palace in the evening, and on Saturday, March 26, jazz clarinetist Sol Yaged and a five-piece combo will present three hour-long sessions in the lobby—featuring only tunes associated with the late Miller.

Station WRCA will originate three of its deejay shows from the Palace lobby on opening day. Ed Herlihy will broadcast from noon to 2 p.m.; Art Ford, 4-6 p.m. and Wayne Howell, 7-9 p.m. All of the programs will feature Glenn Miller disks.

On the same day WNEW deejays William B. Williams and Dick Partridge will feature special Glenn Miller salutes and a Glenn Miller contest on their respective programs.

Local deejays and newspaper mea will also be visited by Martha

(Continued on page 43)

Patti Page In Honolulu

HONOLULU — Patti Page appeared at the Waikiki Shell for the Sportorama - Outdoor Show here last week (March 11-20) following Victor Borge who presented two concerts March 4 and 6.

Miss Page drew 4,000 on opening night, with tickets priced at \$2 and \$1. Show was sponsored by Max Winter Enterprises and the Honolulu Advertiser. Borge drew a total crowd of 8,000 with tickets priced at \$6.60, \$4.50, \$3.50 and \$2.



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WADE FLEMONS
for a typographical error in
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advertisement in the
March 14th Billboard

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Smash Hit!
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Craig Douglas—Jaro J-77016
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IN THE BILLBOARD

'IT'S ON THE PLATTER'
Stickers on Albums
Spotlight Hit Singles

NEW YORK—The Merchandising and sales execs in charge of albums at both large and small record firms have come up with a new gimmick to spur album sales that could be called "pasting on the stickers." The stickers are necessary when a single record issued out of an album turns into a smash hit. This is when the sales and merchandising execs suddenly discover—to their chagrin—that the album whence the single record came is often titled in such a way as to give no evidence that the single hit selection is also contained in the album. To correct this, the diskeries usually print up stickers to be pasted on the albums already out in the field so that dealers—and their customers—will know they can obtain the hit in the album as well as on the single.

Some of the recent examples of "pasting on the stickers" are the Bobby Darin album of "That's All," on Atlantic, the Columbia album of "Hits From the Movies" and the Marty Robbins album of "Gunfighter Ballads." Darin's album contained "Mack the Knife," of course, and after it broke as a smash single the Atlantic execs quickly got on the ball and attached stickers to the cover of the albums out in the field so that everyone could see that it contained the hit.

Over at Columbia the firm this week had all of its field men pasting stickers on the album of "Hits From the Movies" so that the title now reads "Featuring Percy Faith's Original Theme From 'A Summer Place'." The Faith hit was originally issued as a single, but was later put into the movie hits album as but one of 12 single sides with movie themes. Right now Columbia is reading stickers for the Marty Robbins album of "Gunfighter Ballads," which contains both "El Paso" and "Big Iron," so that prospective purchasers will know they can buy the Robbins' hits in the LP.

The stickers and the advertising of the single hits on the album bring up some interesting aspects of today's record business. One is simply that a single hit from an album helps sell the album to those who want the hit on an LP rather than a 45 r.p.m. single, as

well as fans who have already bought the single and want to have more recordings by the same artist. It also points up the interdependence of albums and singles and the importance of merchandising an artist who has real potential on both types of disks. Carlton Records noted the importance of this recently when the firm had an album by Paul Evans ready for release simultaneously with the release of his second single "Mid-

Team to Keep R&R Swinging

an alumnus of the Sam Weiss organization. The new outfit has already acquired such lines as Clock, Mala, Mohawk, Amy, Del Canta, Ron, Ric, Love, Fortune, Rondo and Rondolette in its brief tenure.

Cambridge, started a few months back by Pete Garris, who was formerly with Bruno as well as Weiss, has acquired Duke, Peacock, Backbeat, Panart, V-Tone, Vim, Treasure, Mark-X and Triple-X.

Garris, among others, noted the increasing importance to the indie distributor of r.&b. jocks and stations. He pointed to such disks as "Rockin' Charlie," by Bobby Peterson and "If I Knew," by the Cruisers as among those that are moving for him strictly as a result of play by r.&b. jocks. "Those two records were never even touched by the stations we used to count on for plays," said Garris.

Closed Door Policy

The closed door policy with the bigger indie stations is seen as a logical outgrowth of Congressional investigations into payola and the alleged tie between payola and rock and roll. Promotion men have complained ever since the stories started to break from Washington that they "can't get in to see anybody anymore." As a result they have turned to the smaller, rhythm and blues stations where as one put it: "We don't have to pay a cent but they play our records."

This has resulted, according to reliable informants close to the teen scene, in a growing share of audience in the teen brackets for the swinging r.&b. jockeys. These sources explain the popularity of the r.&b. jocks in easily understandable terms. For one thing, these jockeys have played down the spiritual end of programming during the week, reserving this for Sundays. By the same token, they have broadened their own programming to include many types of pop disks but always including the basic kind of rock and roll the teens want most.

On the other hand, the teeners note, they like the r.&b. boys because they are "hip," a quality they say is sometimes hard to find among the pop deejay fraternity of the post-payola era. They also like the r.&b. jock's sense of humor and excitement and his down-to-earth touch.

One of the hottest of the current crop in this league is Douglas (Jocko the Spaceman) Henderson, who recently took over an evening slot on WADO, New York, lately known as WOV. Many of the kids are talking about and listening to Jocko these days according to the teen-age sources. But there are a number of others who have become the airplay targets of the promotion men with the newer indie distrib.

In Cincinnati, they are talking about Bugs Scruggs and Jockey Jack Gibson on WCIN, while other hot New Yorkers include the well-

34 States Claim Top Talent

Continued from page 4
100" this week include Jim Reeves' "He'll Have to Go," cut by Atkins; Brenda Lee's "Sweet Nothings," recorded for Decca by its Nashville-based a.&r. man, Owen Bradley, and "Teen Angel" by Mark Dinning who is managed by veteran Nashville publisher Wesley Rose of Acuff-Rose Music.

Another interesting sidelight on night Flyer" following up his first hit "Seven Little Girls." More and more firms have noted that an artist who comes thru strongly in singles can sell a lot of albums if the album is issued with dispatch.

the hometown tally is that 16 of the best selling artists were born in foreign countries. Canada led the international parade with six names—Paul Anka, Dorothy Collins, the Crewcuts, the Four Lads, Jack Scott and Percy Faith. Faith, Scott and Anka are Nos. 1, 6 and 7 respectively on the "Hot 100" this week.

London-born artists making the "Today's Top Record Talent" listing were Frank Chacksfield, Marty Wilde, Mantovani, Melachrino, and Cliff Richard. Showing up with one best selling disk name each were Belgium with Rocco Granata; Germany, Frank Metis of the Islanders; France, Jacky Noguez; Holland, Willy Alberti, and Yugoslavia, Ivo Robic.

Cities claiming the most best selling artists were New York City, Philadelphia and Los Angeles; followed by Nashville, New Orleans, Pittsburgh, Memphis, Kansas City, Mo., and San Francisco.

In addition to the six states named in the first part of this story, states and the number of current best selling record stars born in each were as follows: Ohio, 10; Illinois, 10; Oklahoma, eight; Missouri, seven; Michigan, seven; Massachusetts, six; Kentucky, six; Virginia, six; Washington, six; Texas, five; Georgia, four; Arkansas, three; Alabama, three; South Carolina, two; Arizona, two; Hawaii, two; Mississippi, two; North Carolina, two.

States chalking up one home-grown artist each were New Mexico, Connecticut, Nebraska, Colorado, Florida, West Virginia, Kansas, Indiana, Utah and District of Columbia.

Jarvis Aim
Continued from page 4

Among contests is Jarvis' "Over 21" with listener needing more than 21 points to win. He'll also air "mystery voice" routines. Gimmicks also include series of fast throwaway lines cut in from voice tracks of a fictitious character tagged "Begonia" (in real life, Marilyn Jarvis, the jockey's wife). Another regular feature is "P.T.A.—The Playhouse 10 Actors," consisting of 10-second comedy playlets.

Jarvis says he'll draw his disks from the "Top 40,000" programming, that is, whatever he feels is deserving regardless of chart position. He will not feature rhythm and blues or rock and roll, altho he may air a few grooves of it to show his listeners, for contrast sake, the difference in his platter fare. He intends to provide exposure to non-charted new diskings.

KLAC proxy and General Manager Mort Hall signed Jarvis after the latter completed a seven-year stand at Crowell-Collier's KFVB. Jarvis generally is considered to be the first of the deejays, introducing the platter spinning concept at Los Angeles' station KELW (forerunner of today's KABC) in 1932. Later that year, he moved to KMPC (located at the time in Beverly Hills and then owned by the MacMillan Petroleum Corporation, hence the call-letters) and became the first to use the "Make Believe Ballroom" tag.

'Lady' Marks 4th Birthday

NEW YORK — In honor of the fourth anniversary of "My Fair Lady" this month, Lerner & Loewe's have purchased a special supplement in the Sunday New York Times of November 27, to advertise the show. The 16-page supplement will contain stories about the show, plus ads for Columbia's album of "MFL" and others, and pictures of the stars. Supplement was set by Norman Rosemont, exec of Alfred Productions, the L. & L. production company.

IHFM Show Set for Sept.

NEW YORK — Institute of High Fidelity Manufacturers will hold its 1960 New York High Fidelity Music Show at the New York Trade Show Building September 6-11. The show, which had been canceled for performance at the Coliseum only last week, will offer a number of innovations at this year's show. The institute is now negotiating with name talent who will perform at regularly scheduled shows for the public, and there will be a full day set aside for exclusive trade previews.

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RECORDED TAPE BEEF

Philly Dealers Hit Ad, Package Lack

By MAURIE ORODENKER

PHILADELPHIA — "There's no Hit-of-the-Month on pre-recorded tape," say dealers in the Philadelphia area. "Tape just doesn't move like records. It's impossible to say that one tape is out-selling another. What is popular today on tape is the type of music which will always have universal appeal, such as light classical music and show tunes."

Most dealers who have a complete and extensive selection of tape in their inventory say, without a doubt, that the biggest demand is for four-track stereo tape. The selection of music on pre-recorded tape is still quite limited. Although there are a few jazz tracks, they are not desirable enough to appeal to the customer who would like to invest money in pre-recorded tapes.

In general, when a customer comes into the store, he knows exactly what he wants, whether two-track or four, and usually has a specific track such as "My Fair Lady," picked out to purchase before he has stepped inside the door.

A department head at Radio Electric, which carries Bell cartridge units, had this to say: "Bell

and Victor cartridge units are moving very quietly — to be truthful, they're moving about as well as they have been promoted. The trend is still toward reel-to-reel tape, and it seems the country isn't quite ready for cartridge units yet. People like the idea of having three speeds to choose from, instead of being able to play back tape on only the three-and-three-quarter speed—which is a disadvantage of the cartridge unit."

"What's wrong with the tape business? We'll tell you what's wrong with it!" scream dealers all over Philadelphia. Besides the price factor and the limited selection of pre-recorded music, both of which are high sales deterrents.

(Continued on page 16)

Brand Names Picks Award Winners

NEW YORK — The Brand Names Foundation has named the winners in its Retailer-of-the-Year competition. The top-ranking winners were chosen—one first place-award and four Certificates of Distinction in each of 25 different retailing classifications — from 571 finalists.

First Place Awards in the Music Store category went to Jacobs Brothers, of Philadelphia, and Citations of Distinction winners were led by Billboard subscriber Kitt Music Company, Washington; Ludwig Music House, St. Louis; Tom Clark Music, Grand Junction, Colo., and Newton Piano Company, Norfolk.

Special congrats go to Billboard subscriber Lachmere Sales Company of Cambridge, Mass., who walked off with first-place honors in the Appliance Store division. Certificates of Distinction went to Polk Brothers of Chicago; Engle Electric of Lackland, Fla.; Pidgeon Stores of Des Moines and Athens Appliances of Athens, O. Leader in the Department Stores Class II section was Waller-Scott of San Diego, Calif., with Certificate of Distinction going to Billboard subscriber Fowler, Dick & Walker of Wilkes-Barre, Pa.; the Fahy Store of Rome, Ga.; S. F. McRae, Jackson, Miss., and Zollinger Harned of Allentown, Pa.

EIA Clarifies Definition Of Industry

WASHINGTON — In an effort to make more explicit what it considers a much too general Labor Department definition of the electronics industry, the Electronics Industries Association has submitted a clarification of industry to the government body which they hope will be used in the forthcoming survey preliminary to the Walsh-Healy wage determination hearings.

The new clarification separates the electronic industry into two classes which are determined by the type of product a manufacturer makes. It is intended to replace the Labor Department definition which identifies the electronics industry as being devoted to the manufacture of electrical apparatus and sub-assemblies therefore involving the use of electronic tubes and/or solid state semiconductor devices.

According to the EIA, the new proposal, which is the result of a poll taken among major electronics manufacturers, will do away with the inclusion of other electronic industries now covered by the Walsh-Healy wage determinations, such as the electronic components and tube semi-conductor industries. The new clarification would also eliminate "difficulties that would arise if the definition is framed in terms of apparatus and sub-assemblies involving the use of electron tubes and semi-conductors," the group announcement said.

Over 156 Mil Radio Sets in U. S. Homes

NEW YORK—According to the unofficial figures of the Radio Advertising Bureau here, there are now an average of three radios in each American home.

The new massed total brings to 156,394,000 radio sets which are in working order in the United States. The compilation breaks down like this: 106,007,000 home sets; 40,387,000 auto radios, and 10,000,000 sets which are in public places. Interesting, too, is the Bureau's 18,167,000 sales figure for 1959 for 4,000,000 of these receivers were Japanese imports.

Zenith Asks Okay for FM Stereo Air System

CHICAGO — Zenith Radio Corporation, long a front-runner in FM broadcasting with its 21-year-old WEFM outlet here, oldest in the nation, and a leading producer of FM receivers, this week sought FCC authorization for a new compatible FM stereo broadcasting theory. The Zenith FM two-channel broadcasting system permits broadcasting of a monaural and monophonic signal simultaneously and, in addition, offers an opportunity to send out a different monaural signal for storecasts and various types of background music.

The Zenith system transmits a main carrier and two sub-carrier signals. Those listening with conventional FM receivers receive a

monaural signal, while stereo receivers would simultaneously receive on channel via the main carrier with the other channel on a sub-carrier. The other sub-carrier would carry the monaural commercial background music, which can program an entirely different type of music. In its petition, Zenith claims that their compatible system is the only one that permits the stereo broadcast without displacing the commercial background music which is a major source of income for FM stations. Cost of Zenith broadcasting equipment "will not be significantly different from that required by any other system," Zenith reports.

NEW AUDIO PRODUCTS

Compact Tape Display

Orr Industries, maker of Irish Brand recording tape, has put together a new promotional display case for their product. They announced from Opelika, Ala., that the new display case stands six feet high, is black and green and will hold nearly \$1,000 in merchandise.

7 Portables Bow

With the portable radio market an important adjunct to many dealer income sources, some interest may be stirred up by a line of seven transistor portables introduced by the Motorola Corporation of Chicago, which range in price from \$24.95 to \$54.95.

In the Model XT18 the company considers it has the first practical cordless radio. The XT18 is powered by two battery packs that has 12 D cell power, and will run on average use for 900 hours.

Also introduced are models X14, 15, 16, 17, and 19, and the model L20, the Ranger.

Speaker System Baffle

A new ceiling baffle meant for use with hi-fi stereo speakers mounted on heating, electrical and air conditioning fixtures, has been marketed by Utah Radio & Electronic Corporation of Huntington, Ind. The baffles, which come in many shapes and sizes, are applicable with speaker equipment ranging from 3½-inch to 12-inch models. Most attractive, by company report, is the 12¾-inch diameter fixture which is louvered for the full 360-degree sound dispersal of an eight-inch speaker.

13 Heads in 1

The Magnecord Series 100 Stereo tape recorder head is a new item in the line of Midwestern Instruments. The new unit records and reproduces half-track monaural, two-track stereo and quarter-track stereo. It is a three-head assembly which features a stacked stereo erase head, an in-line two-track record and reproduction head, and stacked in-line quarter-track reproduction head. There's also a separate head applicable to quarter-track playback.

The new unit may be used as a direct replacement for existing heads on the Series 100 Magnecordette equipment, and sells for \$65.

Diamond Needle Drive

Qualitone Industries of Tuckahoe, N. Y., has instituted a new line of diamond needles called the Karns "eternal" diamonds, which are imported from Switzerland. The new line is being kicked off with a stepped-up merchandising and promotional campaign, the highpoint of which will be a product show featuring the company's display of new packaging ideas and concepts. It will also show off an equally new line of rack items in the phonograph and tape fields.

3M Mulling MBS Tie-Ins

CHICAGO—Minnesota Mining & Manufacturing is studying the possible purchase of an interest in the Mutual Broadcasting System, both 3 M and the network confirmed this week. The St. Paul-based major manufacturer of a wide range of products from blank recording tape thru coated abrasives, said "we have been approached by the owners of Mutual," while Robert Hurlleigh, prexy of the network, said that a third party, whom he did not identify, had opened the negotiations. Hurlleigh said he had personally visited the home base of the 3 M firm.

Stromberg to Reorganize Hi-Fi Sales

ROCHESTER, N. Y. — A general reorganization and intensification of the hi-fi sales operation was announced here by the Leon J. Knize, consumer products sales manager for Stromberg-Carlson. Under the new plan, high fidelity sales are to be split in four parts,

OVERSEAS RADIO SETS 162½ MIL

WASHINGTON — At the end of 1959 there were 160,667,000 radio sets in the world outside the U. S., its territories and Canada, according to the U. S. Information Agency. Total was 8 per cent higher than a year earlier.

Biggest rise, U. S. I. A. said, was in Communist Eastern Europe, half of it in the Soviet Union. Communist China made a large gain, as did the Near East, South Asia and Africa.

U. S. I. A. said the rapid growth of television seemed to be an increasing factor in holding down radio receiver increases in some countries, particularly the United Kingdom and Japan.

one for each section of the country and will be administered by four regional managers. The company plans, too, to double its field sales force.

Slated to become regional managers are Roy Raymond, who will handle the Northeastern U. S.; L. J. Ulrich, director in the Southeastern U. S.; Eugene P. Feeney, who will supervise the Midwestern U. S., and West Coast, Alaska and Hawaiian chief, Donald E. Carroll,

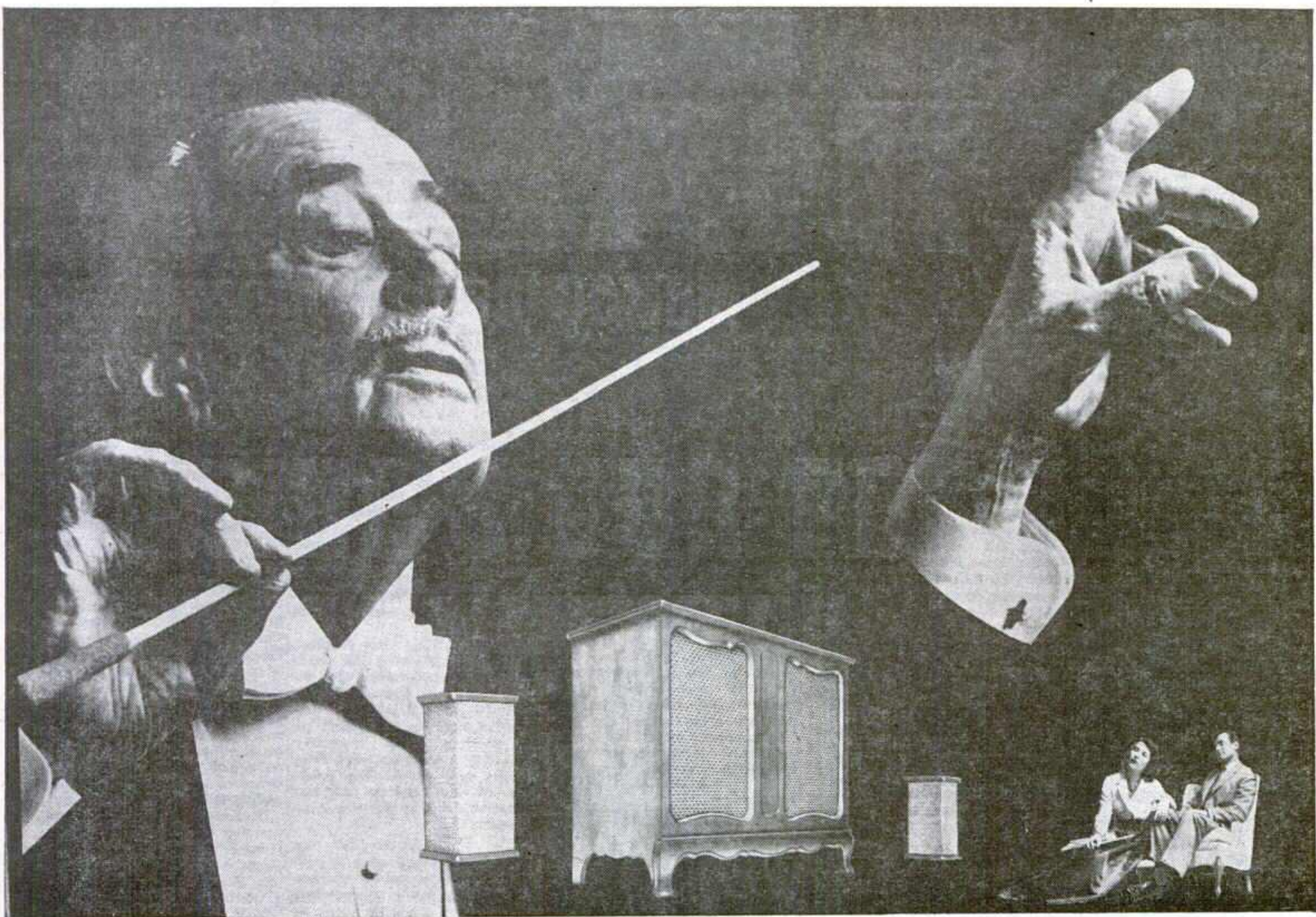
Tape Distrib, Photo Supply House Tie-Up

CHICAGO — The fusion of a record and tape distributor with a major photographic supply wholesaler was in the wind this week, with Art Velan, veteran head of Advance Distributing, a pioneer in the wholesaling of pre-recorded tape, huddling with Perry Winnaker of Hornstein Photo Sales here. While neither would comment on the "sales arrangement" which is being worked out between Advance and Hornstein, it was known that talk centered around the Hornstein sales force handling the different tape libraries stocked by Advance. Both men are attending the important photo dealers' national convention in St. Louis next week, it was learned.

HI-FI RECEIVER IN SMITHSONIAN

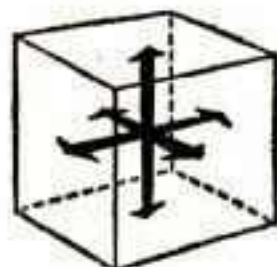
WASHINGTON — The nation's first high fidelity receiver was presented to the Smithsonian Institute last week by Avery Fisher, president of Fisher Radio Corporation, who designed and constructed the receiver in 1937. The set, called the Fisher Philharmonic Futura, will become a part of the permanent collection of the Division of Electricity of the Smithsonian's Museum of History and Technology.

At the presentation ceremonies, Fisher said he believes the development of the "high fidelity hobby" in this country has had a "greater cultural impact on the American home, and increasingly that of the rest of the world, than any other force except the printed word."



Superb French Provincial Mark 13. Maximum Music Power Output—53 watts. 6-speaker Panoramic Sound System. Matching Companion Speaker or new "TOTAL-SOUND" speakers (SS3 shown) extra cost. Stereo AM-FM radio included in Mark 13-D

RCA VICTOR *brings you* TOTAL-SOUND STEREO



**Total-Sound fills the entire room—wall to wall, floor to ceiling—
gives the most glorious new high-fidelity stereophonic sound everywhere
in the room. Your customers no longer have to sit in front of the set!**

For over half a century, "Victrola" phonographs have led the world in the reproduction of sound. And these are the finest instruments we've yet produced—in both quality and performance.

Now, RCA Victor has produced the *ultimate* in high fidelity—TOTAL-SOUND STEREO. Your customers don't have to be experts to appreciate it. Nothing to assemble. They just sit back and enjoy the most glorious music ever heard!

RCA Victor TOTAL-SOUND STEREO gives high-

fidelity, wide-separation stereophonic sound *in every inch of the room!* With this new RCA Victor "TOTAL-SOUND" system your customers no longer need to sit right in front of the console . . . the console can be placed *anywhere in the room.* Think of the flexibility (an important sales feature) this gives customers in furniture arranging and in decorating!

These superb RCA Victor instruments are unquestionably among the most versatile in the

world! Your customers can buy the multi-speaker console alone . . . and then add a companion speaker. Or, for the ultimate in high-fidelity stereo, add twin "TOTAL-SOUND" speakers as shown above! It's as easy as plugging in a light cord!

Here, suddenly, is the last word in stereo—stereo that plays *all* records better . . . even old favorites! Set up a demonstration and prove to customers RCA Victor TOTAL-SOUND STEREO is ready and right . . . right now!

Specifications subject to change without notice



THE MOST TRUSTED NAME IN STEREO

CO-OP PROMOTIONAL STUNT SELLS STEREO

By ROBERT LATIMER

ALBUQUERQUE, N. M.—Mel Ross, stereo dealer here, has a flare not only for unusual, colorful promotions to build sales, but likewise for getting co-operating business firms to carry a lot of the cost.

Witness the clever "Night on the Town" stunt which Ross used during late 1959 to bring an all-time record number of stereo prospects into his downtown store.

Seeking something to "wake up" the Albuquerque market to the pleasures of stereo, Ross went into a huddle with himself, and came up with the idea of a "Night on the Town Contest." Realizing that many couples, thru habit, simply don't get out for an evening in the downtown district more than a few times per year, and that the average housewife thus had little or no opportunity to listen to stereo, Ross decided to offer a pleasant dinner in a leading downtown hotel dining room, a corsage for the housewife, and a movie, as a free drawing prize with no strings attached. In order to carry the idea to the public, he contracted 100 television spots, all one-minute types, interspersed between popular news and music programs thru the day, on two top Albuquerque radio stations. Before signing for so large a radio coverage, he went to two co-operating distributors, who agreed to pay \$100 toward the \$200 cost.

Co-Op Deals

Then Ross picked a famous din-

ing room, the Lamp Lighter Room in Albuquerque's Cole Hotel as the site for the "Night on the Town" dinners. When the program was thoroughly explained to the hotel management, the latter agreed to serve the dinners without charge, in return for extremely valuable publicity via the radio beams.

Encouraged with this success, the Albuquerque stereo dealer then went to a florist who offered the same sort of free co-operation in return for radio mention, and to a local association of movie theater owners, who likewise offered complimentary tickets to any theater desired.

Armed with this tremendous co-operation, Ross put the radio show on the air, inviting Albuquerque residents to drop in to either of two stores in the city, and to fill out an entry blank to qualify for nine "Nights on the Town" to be given over a three-week period. There was no other stipulation than that the entrant come into either store. Instead of handing the entry blanks out over the counter, however, Ross saw to it that the blanks were carried in salesman's pockets at each store which meant that every entrant had to contact a salesman, and usually, remained for a demonstration of stereo, high fidelity, new television, or other appliance lines carried.

The nine "Nights on the Town" were awarded over the space of three weeks, and the names of winning couples announced via the 100 radio spots. Each winning couple was picked up by taxi, with an orchid corsage for the housewife, whisked to the hotel, to order any dinner they pleased from the menu, and then give their choice of a downtown-district movie theater, plus transportation home. Ross himself acted as host for each event, and made a memorable evening of it for each couple.

Volume Up 65%

This unique stunt captured the Albuquerque public's fancy more resoundingly than anything else which the local stereo industry has ever attempted. There were at least 50 entrants registering each day over the three-week period, rising to around 65 per day during the final week. During the three weeks, store volume at both locations rose more than 65 per cent, and helped Ross close out 1959 with a \$50,000 volume during October, \$41,000 in November, and \$42,000 for December. One week in each month was devoted to the "Night on the Town," and the resulting increase in traffic was enough to break all existing sales records for similar months.

One of the best features of the unique stunt, of course, was the fact that the New Mexico dealer

Motorola '60 Stereo Phono Sales Up 71

CHICAGO — Altho Motorola's phonograph sales in 1959 hit an all-time peak for the firm, stereo disk playback unit sales thus far in 1960 are 71 ahead of last year, according to W. E. Laswell, who attributed the sales increase to a number of factors, placing major emphasis on Motorola's three sets of amplifiers and speakers, which produced separation in the one-piece sets.

Motorola, Laswell said, was a pioneer in swinging to all-in-one stereo consoles and he also said console sales were helped because all Motorola consoles are AM-FM equipped and because of the success of the association of Motorola audio with Drexel furniture cabinetry. Dealer reaction, he added, has indicated that the three different (classical, pop and country and western) stereo LP starter library packages, which firm offers as dealer sales promotion, has helped the growth.

Despite recurrent rumors in the trade, Laswell denied that Motorola is readying to make the Minnesota Mining and Manufacturing-CBS Laboratories one - and - seven-eighths inches per second tape playback. "We are ready to start producing tape playback on an assembly line operation with a relatively short notice," he said, "but at present we feel the marketing climate for any tape venture on our part isn't correct."

TV Exposure For 'Side Man'

NEW YORK — Because the Wurlitzer Side Man, the new electronic "rhythm section" recently marketed by the Wurlitzer Company, needs visual demonstration to be comprehended, the manufacturer will embark on a concentrated network TV program.

The introductory campaign will be run on NBC's "Today" and "Jack Paar" shows in the latter part of April and on thru May. It will be repeated in July and August on the same shows and resumed again in October before a heavy Christmas promotion.

shared the "freight" with his distributors, the hotel, florist, and theaters so effectively that his net cost for the entire promotion was only \$200.

"The most important thing of all, of course, was the fact that we got hundreds of people to listen to stereo and form a real appreciation for it," the dealer said. "The benefits of the contest will carry on over into 1960."

Hit Ad and Package Lack

• Continued from page 14

people prefer to either borrow or buy stereo records and record their own tapes. It's less expensive and they get exactly what they want.

But the big problem is this: Manufacturers do not provide enough point-of-purchase advertising aids necessary for a retailer to advertise and move his tape inventory. The average dealer doesn't quite know what to do with the tape. He has to hide it on the shelves, since most stores don't have the set-up or the inventory for customers to thumb thru tapes like they do with records.

"The packaging could be improved." Stereo tape recordings are confusing the general public. Everyone thinks the boxes are really 45 r.p.m. records, because of their size and labeling, and no one is interested in 45 r.p.m. records these days.

Manufacturers need attractive jackets and a completely revised way of packaging the tape to make them as marketable as the current crop of long playing album covers. This, combined with a suitable point-of-purchase display for retailers, might be the answer to the problem.

Executives from Shore Brothers, and Mort Farr's said: "It seems that the manufacturers are not sure enough of themselves. We think the public is ready for pre-recorded tape, but it just isn't being promoted. The companies seem to be keeping the whole thing a deep dark secret. The public needs education and the only way to reach them is by the proper use of advertising."

"The whole pre-recorded tape concept needs clarification by both the manufacturer and the distributor. Someone has to communicate the entire concept to the public to clear up the misconception. The industry isn't channeling their advertising in the right directions. It's the same trouble we had with monaural and stereo misconceptions, and that has not been completely licked."

The consensus in Philadelphia

is "concentrate on education thru advertising" and get retailers point-of-purchase displays "if the pre-recorded tape business is ever going to be successful."

IRE to Get New Data on Tape Playback

• Continued from page 1

different tape changer methods," he admitted. It's understood that he will show a simple changer, which merely plays back the circular cartridge in sequence as they are piled on the changer spindle, while another console unit is equipped with push button mechanism which makes selectivity possible. Primary strength of the ARF mechanism stems from the fact that Camras, it's understood, feels that the automation he's devised will be applicable to present reel-to-reel machines thru a conversion kit.

The Institute of Radio Engineers International Convention which is to be held jointly at the New York Coliseum and the Waldorf-Astoria Hotel today, is expected to draw some 65,000 experts from all phases of the electronics industry. The session will bring together engineers from 40 different countries and something like 25,000 pieces of electronic equipment will be on exhibit and there will be 54 technical sessions at the Waldorf and/or the Coliseum.

The show will be kicked off this morning (21) by a message from Pioneer V, the American satellite on its way into orbit around the sun. Among the 850 exhibits are a transistor radio the size of a billfold, cigarette pack-sized computer, and a miniature TV camera.

RCA Makes Own Tape in New Plant

NEW YORK — RCA is now manufacturing its own magnetic tape at its new tape plant in Indianapolis. RCA will manufacture tape for commercial, professional and home recorder use. Up to now RCA Victor purchased its tape from outside suppliers.

The Indianapolis plant is now in operation and RCA states that it will turn out 2,000,000 feet of magnetic tape this year. Sales of pre-recorded tape will be under the RCA Victor Record Department Division. Sales of blank tape for professional and commercial use will be under the Electron Tube Division. At the beginning RCA magnetic tape output will be concentrated on audio tape; later the plant will turn out tape for computers, etc.

FREE RADIO INSURANCE

COPENHAGEN — The Philips firm, which does not resort to "high pressure" sales campaigns, is offering an unusual sales deal but publicizing it very elegantly, with its usual type of display ads in the news sheets.

What the firm offers, for free, is an insurance policy with each purchase of one of its "Portalet" portable transistor - equipped radios. Policy provides insurance against loss, theft or destruction of the radio during two years.

Motorola '59 Sales Jump

CHICAGO—A 33 per cent sales increase in 1959 was the highlight in Motorola's annual report issued this past week. The same document reveals that the company earnings were up 92 per cent in 1959 over 1958, and that both the sales and the earnings figures were new records for the company. Net sales for 1959 were \$289,529,444 and net earnings were \$14,171,237 or \$7.17 per share.

The appliance company also revealed that its net investment in plant and equipment is now 20 per cent higher than this time last year and that employee profit sharing had reached nearly \$45,000,000 for 1959. Working capital at the conclusion of the past year stood at \$57,061,000, approximately \$2,500,000 higher than in 1958.

Darin, Eddy Leave For British Tour

HOLLYWOOD — Bobby Darin and Duane Eddy departed last week for a month's co-starring tour of England and Scotland. This will mark their first personal appearance in the British Isles. Pair will perform in Lewisham, Edmonton, Leicester, Glasgow, Liverpool, Birmingham, Bristol, London, Leeds, Sheffield, Manchester, Castel and Guildford.



on 20th FOX
ALL YOU HEAR IS BEAUTY

Another SPECIAL-VALUE FEATURE OF

THE BILLBOARD
RECORD INDUSTRY
SOURCE BOOK
& DIRECTORY ISSUE



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

April 18 Issue

JUST RELEASED!
THE SINGLE OF THE YEAR!

ON THE TERRACE

b/w **THEME FROM ONE STEP BEYOND**

Music Composed and Conducted by **HARRY LUBIN**
9-31070

TAKEN FROM **THE ALBUM OF THE YEAR**
FROM THE TV SHOW OF THE YEAR

DECCA
RECORDS
Presents



DL 8970 (Monaural)
DL 78970 (Stereo)

VOX JOX

By JUNE BUNDY

GIMMIX: Deejays are asked by the President's Council on Youth Fitness to help promote "National Youth Fitness Week," May 1-7, via plugs on their shows for the drive which utilizes the slogan, "Fitness Can Keep U. S. Strong." . . . Phil Stout, WTOA, Trenton, N. J., and Johnny Carlton, WFIL-TV, Philadelphia, recently co-hosted a record hop and "Teen Beat" stage show at the Lambertville Roller Arena, Lambertville, N. J., with all proceeds going to "The New March of Dimes."

GAB BAG: Harry Michaels, program director of WJZ, Decatur, Ill., writes, "Your listing of April-Spring tunes (see last week's Vox Jox) was probably a boon to many deejays like myself, but I was dismayed to see you overlooked one tune I always play at this time of year, 'April in Fairbanks,' from 'New Faces of 1956.' I think other jocks may be interested in this little swinger, particularly with Alaska celebrating its first 'April in Fairbanks' as a state."

Jim Rutledge, WMLS, Sylacauga, Ala., writes, "Amid all the columns in Billboard, rare is the note from the deep Southern stations. Here's a little station that pipes solid music from 7 p.m., three hours of nothing but good instrumental, name bands, unknowns and all; and now and then the old line jazz, blues or solid standards on Album Review. So just a note to let you know that all the South isn't program-nervous because the boy is coming home in March."

THIS 'N THAT: Dick McGrath and Bob McNeil, WSWA, Harrisonburg, Va., are taking their "Meet the Mac's" show on the road. They'll air their afternoon show from a different school in their area each day. The boys need "faster service on pop releases."

Jim "The Joker" Throckmorton and Jack Lawyer, WJPG, Atlantic City, N. J., have joined forces with the local YMCA to present weekly "Swing Inn" record hops, which are attended by about 1,200 teen-agers. . . . Buddy McGregor, new program director of KLIF, Dallas, needs wax.

PEPSI PICK HIT: Otis Eversole Jr., program director of KBI, Muskogee, Okla., is promoting a "Pic Hit Gimmick," whereby the station's "Highlight Hit" (pick hit of the week) disk is sold each week at local record stores for 69-cents and six Pepsi Cola bottle caps. The special is good on each disk only during the week the "pick" is featured on KBIX.

PROGRAMMING TIPS: Bob Allen, KIOA, Des Moines, Ia., helps his listeners slim down by playing exercise instructions from "The Good Housekeeping Plan for Reducing Off-the-Record" album. He follows up each exercise with a disk featuring a suitable beat for the gymnastics.

A special hour-tribute to Leonard Warren—who died on stage at the Met, March 3—was aired by WABC, New York, last Tuesday (15). Guesting with WABC commentator Don Lowe was Rise Stevens who appeared in many operas with the late singer. She discussed highlights of Warren's career with Lowe and played some of his best-known recordings.

CHANGE OF THEME: Rol Hopkins, WLOB, Portland, Me., has succeeded Frank Fixaris as temporary chairman of the Greater Portland Disk Jockey Association. Hopkins will serve for the next four months. The group recently held the annual Heart Fund Hop in co-operation with the Maine Heart Association. . . . New staffers at KISN, Portland, Ore., are Bob Stevens, ex-program director of KVAN, Portland, and Ed Leahy, formerly "Mr. Moon" on a local TV show.

New Morning Mayor at WERC, Erie, Pa., is Tom Torrance, who will continue to supervise the record library. Also new at WERC is Cliff Shilling, formerly with WICU, same city. . . . Tom Loftin, ex-KOKL, Okmulgee, Okla., and Sid Braden, ex-KAMO, Rogers, Ark., have joined KBIX, Muskogee, Okla. Loftin has taken over the 6-9 p.m. time and Braden handles the 9 a.m. to noon slot.

(Ronn) Terrell Metheny has been named music director of WOKY, Milwaukee. He will continue to air his daily 10 a.m.-noon and 3-6 p.m. deejay shows under the name of Mitch Michael. Notes Metheny, "I'd appreciate anything you can do to let my friends now that Ronn Terrell, Mitch Michael and Terrell Metheny are me, myself and I."

Joe Brooks, formerly publicity-promotion chief for Decca Records' Philadelphia branch, has joined WIP, Philadelphia, as music director. He replaces Dan Curtis, who will concentrate full time on his WIP deejay duties. . . . New spinner at WIP, effective April 1, will be Dick Carr, of WCUE, Akron, O.

Veteran deejay Al ("Make Believe Ballroom") Jarvis has taken over the 10 a.m. to 2 p.m. time slot at KLAC, Hollywood, thereby ending a long-time association with KFWB, same city. . . . Wink Martindale, who recently resigned from his TV record show on KHJ, Los Angeles, has signed an exclusive contract with NBC-TV.

Lee Manson, ex-program director of WNHC, New Haven, Conn., has taken over the p.d. post at WCKR, Miami. Also new at WCKR are Roger G. Berk, director of radio and station manager Alan Henry. . . . Jim Palmer has moved from WPEO, Peoria, Ill., to WMBD, same city, where he will emcee a daily afternoon record show and also act as assistant program director.

Mrs. Pat Roper, program director of WGBF, Evansville, Ind., since 1931, was named "Evansville Woman of the Year," for 1959 by the Quota Club, a national women's service organization. . . . Dean Collins, ex-WGH, Norfolk, Va., has taken over the 2-6 p.m. show at WPGC, Washington.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Angela Jones' Solid Hit for Ferguson

New M-G-M recording artist, Johnny Ferguson, was born on March 22, 1937, in Nashville. He graduated from Hillsboro High School and attended Peabody College for one year.

While he was attending high school, he worked part-time at Radio Station WNAH in Gallatin, Tenn., and at WAGG in Franklin, Tenn. During the summer of 1958 Ferguson worked as an announcer at Radio Station WJAT in Swainsboro, Ga., where he was in charge of their Friday night record hop.

Ferguson is also a songwriter. He wrote and recorded two of his songs on another label, "Sad, Sad Day" and "Candy Love."

He has made many personal appearances with noted artists. His favorite sport is baseball and his hobby is collecting folk songs.

The young singer's disk debut for M-G-M, "Angela Jones," is currently moving on the charts.



'Greenfields' First Hot Disk for Brothers Four

The Brothers Four, who individually answer to the names of Bob Flick, Michael Kirkland, John Paine and Richard Foley, met as fraternity brothers (Phi Gamma Delta) at the University of Washington. They are all natives of the State, stand six feet or more in height and range in age from 20 to 22.

They played their first date at the Colony Club in Seattle, but their big break came when Dave Brubeck's manager, Mort Lewis, caught them at the Hungry "i" in San Francisco and signed them to a personal management contract.

Soon after they were signed by Columbia Records and began to make network TV and night club appearances.

"Greenfields," currently climbing the charts, is their first big disk.

YESTERYEAR'S TOPS—

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

MARCH 26, 1955

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

MARCH 25, 1950

1. Music, Music, Music
2. Chattanooga Shoe Shine Boy
3. If I Knew You Were Comin' I'd've Baked a Cake
4. Rag Mop
5. I Said My Pajamas
6. There's No Tomorrow
7. Cry of the Wild Goose
8. It Isn't Fair
9. Daddy's Little Girl
10. Candy & Cake

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, sends the following round-up of distributor events over the past month. The shuffling of sales rosters continued during February. Emil Reitman is no longer with Records Unlimited, Inc. He now covers the State territory for James S. Martin. At Taylor Electric Company, RCA Victor distributes, Bob Maxwell replaced Pete Stocke as up-State representative. Don Berman, formerly with Tops Records, now handles the Madison territory. Neil Cummings is on the sales roster for John F. O'Brien, headquartering in Green Bay. Al Ripley is now with Capitol Records.

Marty Schwartz of James S. Martin reports strong action on "White Silver Sands" by Bill Black's Combo on HI, "(Welcome) New Lovers" by Pat Boone and "Am I That Easy to Forget" by Debbie Reynolds on Dot. Top LP is "Theme From 'A Summer Place'" by Billy Vaughn on Dot. Tops at Dell Distributing, according to Rolf Voegelin, are "What in the World's Come Over You" by Jack Scott on Top Rank, "Too Much Tequila" by the Champs on Challenge and "Sixteen Reasons" by Connie Stevens on Warner Bros.

Vern Sherkow, Sherco Distributors, lists "P. S., I Love You" by Jimmy Darren on Colpix and "Love Is a Prison" by Captain Stubby & His Buccaneers on Jamie. Dan Sabin of Taylor Electric Company names "He'll Have to Go" by Jim Reeves, "Delaware" by Perry Como and "The Old Lamplighter" by the Browns. Strongest LP's are "Teensville" by Chet Atkins and "Sixty Years of Music America Loves Best." Rik Froio, M. S. Distributing Company, reports strong sales for "Tall Oak Tree" by Dorsey Burnette on Era, "Forever" by the Little Dippers on University and Bobby Darin's Atco EP, "Clementine."

Strongest platters at Capitol, states Bob Thompson, are "Down By the Station" by the Four Preps, "Six Pack to Go" by Hank Thompson and "Down By the Riverside" by Les Compagnons de la Chanson. Decca's Kendal lists "Dear Johnny" by Sandra Dee and "Endless Love" by the Chestnuts and "Peace of Mind" by Teresa Brewer on Coral. Top LP is "The Fire House Five Crashes a Party" on Goodtime Jazz. Maurie Goldstein of Music Distributors claims big sales for "Beatnik Fly" by Johnny & the Hurricanes and "What Do You Want to Make Those Eyes at Me For?" by Sunny Gale on Warwick and "Mama" b-w "Teddy" by Connie Francis on M-G-M. Li'l Wally's polka LP's on Jay-Jay are strong. Garmisa of Wisconsin, notes Harry Beckerman, has winners with "Footsteps" by Steve Lawrence on ABC-Paramount, "Don't Throw Away All Those Tears" by Frankie Avalon on Chancellor, "Harbor Lights" by the Platters and "Apple Green" by June Valli on Mercury.

John O'Brien has "Midnight Special" by Paul Evans on Guaranteed, "Tender Love and Care" by Jimmie Rodgers and "Summer Set" by Monte Kelly on Carlton. Bill Farr, Morely-Murphy Company, Columbia distributes, mentions "Theme From 'A Summer Place'" by Percy Faith, "El Paso" by Marty Robbins and "All Is Well" by Johnny Mathis. Best LP's are "Old Sweet Songs" by Frank DeVol, Mitch Miller's "Sing Along" sets and "Faithfully" by Johnny Mathis.

NEW YORK: Most promising newer items at Columbia Record Distributors are "Madison Time" by Ray Bryant, "I'll Bring You a Rainbow" by Tony Bennett, "Solitaire" by Jerry Vale and "Got a Date With an Angel" by Kitty Kallen.

Mike Kelly of Mayfair Distributors, Inc., reports action on "I Was Such a Fool" by the Flamingos on End, "Dark Eyes" by Pete Bennett on Cupid and "Suddenly" by Nick De Matteo on Guyden. Best-selling, newer releases are "Pledging My Love" by Sanford Clark on Jamie, "Little Serenade" by Pierre Cavalli on Jamie and "The Midnight Ride of Paul Revere" by Troy Ferguson on Sharp.

NEWARK, N. J.: Joe Martin of Apex-Martin Record Sales, Inc., sends word that he's getting strong sales on "The Madison" by Al Brown on Amy, "If I Knew" by the Cruisers and "Rockin' Charlie" by the Bobby Peterson Quintet on V-Tone, "Cindy" by Teddy Vann on Triple-X and "Chumba" by Gabriel & the Angels on Amy. Others include "Betty Lou" by Bird Rollins on Harvard, "Rosemary" by Larry Hall on Strand, "Dream On" by Richard Barrett and "Eight o'Clock Scene" by the Casals on Seville, "Where's My Love" by Jamie Horton on Joy, "Night Train" by Buddy Lucas on Vim.

Best LP's are "A Gasser" by Annie Ross on World Pacific, "Caught in the Act" by Frances Faye on GNP and "Sing Along With the Honky Tonks" on Somerset.

SAN FRANCISCO: Stan Cumberpatch of New Sound called to report strong sales on "Love You So" by Ron Holden on Donna, "Chattanooga Choo Choo" by Ernie Fields on Rendezvous and "Summertime" b-w "Caravan" by Santo & Johnny on Canadian-American. Newer releases that have been going well include "Cindy" by Teddy Vann on Triple-X, "Say You" by Art & Doty Todd on Dart, "Five Foot Two" by Don Johnson on Kandy, "Honey Love" by Narvel Felts on Pink and "How Deep Is the Ocean" by Toni Fisher on Signet.



*A song with
a message
and a moral!*

**SOUL
SEARCHING!**

SENSATIONAL!

THE BROWNS

Featuring Jim Edward Brown

"TEEN-EX"

c/w

"THE OLD LAMPLIGHTER"

RCA VICTOR 47/7700

CHALLENGING!

**EMOTIONAL
IMPACT!**



A smash hit at the "Interlude" in Hollywood!

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

for the first time on record

RAY ANTHONY

Sings

Tres Chic



record no. 4358



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HOLLYWOOD, CALIFORNIA

MUSIC AS WRITTEN

New York

Golden Crest Records has signed **Joe Venuti** to a long term waxing pact. . . . **Jimmy Carroll**, **Jack Russell** and **Beverly Luria** will star at Cotillion Room of the Hotel Pierre in New York this week in the "Evening With Lerner & Loewe" Show. . . . **Freddie Cannon** arrived in Australia this week (22) for an eight-day tour. . . . "Biddle Dee Dee" pop tune from the **Walt Disney** flick "Toby Tyler," has been cut by the **Mitchell Boys Chorus** on Disneyland. . . . **CO-ED Records**, the label owned by **N. B. Mayhams**, now has foreign distribution set for all new singles coming out over the next few months. . . . **Mark Durbin** is now at the Magic Inn in Seattle, Wash.

Kai Winding has ankleed **Columbia Records** and plans to cut his own tapes, which he will lease to record labels. . . . **Denyse Ange**, young Canadian thrush, in New York on a visit recently. . . . **The Brook Benton-The Coasters Show** at the **Howard Theater** in Washington last week, broke all house records in spite of the raging snowstorm. . . . **Jackie Wilson** opens at the **Fontainebleu** in Miami starting April 13. This week the lad opened at the **Club Zanzibar** in Nassau. . . . **Paul Anka** is set for a group of Eastern clubs starting this week, and will appear in **Boston**, **Philadelphia** and **Buffalo**, prior to opening at the **Copa** in New York on June 23. . . . **Leroy Holmes** has signed **Gisele MacKenzie** to an exclusive **Everest** recording pact. Formerly the thrush only cut albums for the label.

Hirsh De La Viaz has started a national record promotion firm called **Record Promotion**. Firm is now covering jocks in Washington-Baltimore, Richmond-Norfolk and Southern Florida. **Paul Robertson** and **Mitch Manning** are working with **De La Viaz**. . . . **Lorraine Lester** has been signed by **King Records**. . . . **Philadelphia Orchestra** starts its second major tour this week playing nine concerts in 10 days in the South and Midwest. . . . **Brook Benton** opens at the **Cloisters** in Hollywood this week (23) for four weeks. **Manager Dave Dreyer** will be at the opening. . . . **Trumpeter Leon Merriam** opens at the **Paris** in the **Sky** night club in East Orange, N. J., on March 28 for five weeks. . . . **Dick Rahmey** has started a new label, **Richcraft**, with headquarters in Brooklyn.

Lennie Welch, of **Cadence**, is set for a week at the **Howard Theater** in Washington starting April 1. . . . **Jo Stafford** has been invited to the **Command Performance** for the **British Royal Family** on May 16, 1960. . . . **The Upsetters**, now on **Gee Records**, are on tour with **Little Willie John**. **Upsetters** were previously the **Little Richard** band. . . . **Jay Livingston** and **Ray Evans** have penned the theme song for the forthcoming **Broadway** show, "Viva Madison Avenue." Tune is "Viva Madison Avenue Samba." . . . **Vanguard Records** will issue next month the first recording of **Ernest Bloch's "America."** Project is under the joint sponsorship of the **Harkness Foundation** and **Vanguard**. . . . **Mahalia Jackson** will appear at **Constitution Hall** in Washington on March 23 under the sponsorship of the **Interdenominational Church Ushers Association**. **Bob Rolontz**.

Hollywood

You can expect **Dot Records** to register a protest with the **Motion Picture Academy**, either openly or behind the scenes. Label is miffed because the Academy snubbed **Dodie Stevens**, its top-selling teen-ager, in assigning a vocalist to perform the Oscar-nominated "Five Pennies" song for the forthcoming awards presentation program. It was **Dodie's** strong seller, and what's more, **Dot** issued the original sound track album of the **Danny Kaye-Louis Armstrong** starrer. However, **M-G-M** Producer **Arthur Freed**, who is producing the Awards show, decided to assign the tune to **M-G-M** Records vocalist **Jonie James**.

Management Consultant Bruce Rozet was appointed to **Capitol Records'** newly created post management planning administrator, reporting to **Cap** veepee **Dan Bonbright**. Concurrently, **Ron Beyl** was elevated from his slot as exec staff analyst to another newly created job, director of the management review and development department. He will report to **Rozet**, along with **Organization Planning Director Larry Robbins** and **Profits Planning Department Director Bob Poling**.

Imperial prexy **Law Chudd** returned from a week's swing around the label's **Midwestern** distribs. Purpose: **Sales confabs**. . . . **California State's** annual **March** inventory tax has slowed dealer orders to a meager trickle. **Merchants**, unwilling to pay a tax on stock, are keeping orders to the barest minimum. **Retailers**, according to a **distrib** survey, are buying only fast-moving merchandise, the top charted product which they are certain won't last long on their shelves, or releases customers have placed on order.

Dot will seek to cash in on **Debbie Reynolds'** strong-selling single, "Am I That Easy to Forget," by using it as the title tune of an album currently being rushed. Single, according to **Dot**, promises to hit the half-million mark.

Billy Vaughn's "Theme From A Summer Place" LP is selling like a single, according to **Dot Records** who predicts a half million sales mark is in sight. . . . **Capitol Records** is currently dividing its merchandising department into a "planners" and "doers" group similar to the organizational pattern recently introduced in other areas of the firm. **Reshuffling** is expected to be completed by next week.

Joe Allison becomes professional manager of **Cliffie Stone's** four publishing firms. More recently, he accepted the post of artist-repertoire director for **Liberty's** newly formed country and western division, a position he will continue to hold in addition to remaining a deejay at **Long Beach's Station KFOX**. Another facet of his professional

(Continued on page 24)

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.

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

AL BROWN'S TUNETOPPERS have the original record of the new dance craze, **The Madison**. The dance had its beginning in Baltimore about mid-February and came to the attention of **Amy Records** thru it's sales topper, **Walter Blumberg**. Here's how it got on record: **Walter Blumberg** was on a promotion tour when a **Baltimore** distributor insisted he see a new dance being done by **Al Brown's Tunetoppers** featuring **Cookie Brown** at a local club. **Blumberg** was so impressed that he had **Buddy Smith** (**Amy's** a.&r. director) come see the dance and it's recording possibilities. They both agreed it was fun and thus the original **Madison** record was born.

WALTER BRENNAN, the veteran movie and TV actor, makes his debut on **Dot Records** with **Dutchman's Gold** b-w **Back To The Farm**. **Dutchman's Gold** is based on the famous folk tale and narrated by **Brennan** over soft chorus and orchestra assistance from **Billy Vaughn** and his aggregation.

RAY BRYANT & HIS COMBO offer another recorded version of the new dance, **The Madison**, titled **The Madison Time**, on **Columbia**. **Bryant's** rendition comes in two parts and there's a swingin' ad-lib assortment of crazy **Madison** Time calls. The 28-year-old former piano accompanist to **Carmen MacRae**, **Ella Fitzgerald** and others is rapidly developing into a major jazz name. **Ray's** early experience centered around the **Philadelphia** area. Currently he and the boys are doing the scene at **Basin Street East**, N. Y. C., until **March 31**.

FREDDIE CANNON, who is scoring with **Chattanooga Shoe Shine Boy**, departed last week for a week's tour of **Australia** that will last till **March 28**. It's **Freddie's** first visit to that continent. He plans a series of one-nighters in the **Chicago** area upon his return and in **May** he is off to a three-week engagement in the **British Isles**, his second trip to **England** in less than a year.

BIRTHDAYS OF THE WEEK:
March 23, **Johnnie Guarnieri**,
March 25, **Anita Bryant**, **Frankie Carle**, **Arturo Toscanini**, **March 27**, **Sarah Vaughan**.

TONI FISHER follows her hit, **The Big Hurt**, with two strong entries: **How Deep Is The Ocean** b-w **Blue, Blue, Blue**, both picked by **Billboard**. There's an interesting story in the way **Toni** made the record scene. A demo she had cut was handed to **Wayne Shanklin** (a.&r. man) who was impressed by her voice and tried four months to locate **Miss Fisher**, who had retired in despair from professional singing, as she had received no encouragement. When **Shanklin** finally located **Miss Fisher** and heard her sing in person, he knew his hunch was right that here was a great new recording and entertainment personality.

ERNE FORD has a new **Capitol** album of popular religious songs titled **Sing A Hymn With Me**. **Ernie** has proven to be a top ranking favorite with songs such as these which he features on his weekly TV show. Among those he sings in this special presentation are: **Onward Christian Soldiers**, **Oh How I Love Jesus**, **The Church In The Wildwood**, **I Love To Tell The Story**, **What A Friend**, etc.

FOUR PREPS, **Don Clarke**, **Bruce Bellard**, **Glen Larson** and **Ed Cobb** are in **The Billboard** Spotlight with their newest, "Hear It From Me, a gentle rockballad, b-w **Got A Girl**, a rhythm side sung in an exuberant fashion.

SONNY JAMES, the young man from **Hackelburg, Ala.**, who hit the million mark with **Young Love**, is on the scene with his first release since signing with **National Recording Corporation**: **Jenny Lou**, a fine sounding record with **James** heard in dual-track style. **Flip** is **Passin' Through**, an up-beat bouncer.

ROD LAUREN, who has success with his first record, **If I Had A Girl**, sings his way into the **Billboard** Spotlight Circle with his second, **Listen My Love**, a winning ballad. **Flip** is **This I Know**. Both were recorded February 9 in **Hollywood**, and have the backing of **Shorty Rogers'** orchestra (22 pieces including 10 violins). **Rod** hails from **Fresno, Calif.**

DELLA REESE will include her newest **RCA Victor**, **Someday** b-w **Faraway Boy**, during her engagement at the **Cloister Inn, Chicago** beginning **March 22** for three weeks.

JIMMIE RODGERS has two potent sides in **Joshua Fit The Battle o' Jericho** b-w **Just a Closer Walk With Thee** — both given a moving rendition by the young singer who sold over a million with **Honeycomb**, **Kisses Sweeter Than Wine** and **Secretly**. The **Roulette** recording artist and his wife are expecting the arrival of their first child, due any day now. **Jimmie** is scheduled to guest on the **Pat Boone** TV show **March 24** and will appear at the **Cave Supper Club, Vancouver, B. C.**, **April 4** for two weeks.

JACK SCOTT, the young **Detroit** singer, is swingin' with his first release on the **Top Rank** label, **What In The World's Come Over You**, and his first **Top Rank** album, **Remember Hank Williams** — a performance of the great **Hank Williams'** most memorable hits including **Your Cheatin' Heart**, **Cold, Cold Heart**, and **Half As Much**.

JOHNNY TILLOTSON and **ARCHIE BLEYER** combine their talents on two of the greatest **Rock-n-Roll** ballads, **Earth Angel** and **Pledging My Love**. **Johnny** does an impressive singing job and **Mr. Bleyer** supplies the lush orchestral backing. **Johnny** is the 21-year-old from **down Jacksonville, Fla.**, way who is one of the newest names on the **Cadence** roster.

JUNE VALLI is climbing on the **Hot 100** with her newest **Mercury** wax, **Apple Green**. **Miss Valli**, a native **New Yorker**, likes to cook **Italian** dishes, sew, knit and ride horseback, when she can find the time. She will guest on the **Don McNeil** **Breakfast Club** radio show **April 4** thru 8.

JERRY VALE is performing his latest **Columbia** release, **Solitaire**, at the **Frolics, Revere, Mass.**, until **April 2**. He opens at the **New Wrights Supper Club, New Britain, Conn.**, **April 4** for one week.

DINAH WASHINGTON: Born **Ruth Jones** in **Tuscaloosa, Ala.**, **Dinah** was given music lessons by her mother and by the time she was 11 was singing and playing the piano in a **Baptist church** on **Chicago's South Side**. She and her mother formed a singing team and toured the country for 10 years. In 1942 she broke away from gospel singing to try the popular and blues fields. Since then, **Miss Washington** has become a favorite rhythm stylist, as evidenced by her **Mercury** hits, **What A Diff'rence A Day Makes**, **Unforgettable Baby** (with **Brook Benton**) and her current hit albums, **Dinah Washington** and **Dinah Washington The Queen**.

PROMOTION DAYS AND WEEKS: **March 21** is **National Teen-Agers Day**; to foster better relations between teen-agers and adults. **March 21** begins **National Television Technicians' Week**. **March 25** begins **Jewish Youth Week**, and it's **Independence Day** in **Greece**, **Lady Day** in **England** and **Ireland** and **Maryland Day** in **Maryland**. **March 27** begins the **20th Annual Rugby Week** in **Bermuda**, competition with teams from the **U. S. & Canada** competing with local teams.

See you in a week. **TOM ROLLO**.

THIS WEEK'S NEW Money Records

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

SINGLES

- ABC LOVE—Junior and His Friends.....ABC-Paramount
- CHATTANOOGA SHOE-SHINE BOY—Freddie Cannon.....Swan
- CRADLE OF LOVE—Johnny Preston.....Mercury
- I LOVE THE WAY YOU LOVE—Mary Johnson.....United Artists
- LISTEN MY LOVE—Rod LaurenRCA Victor
- ON THE TERRACE—Harry Lubin OrkDecca
- TEEN-EX—The BrownsRCA Victor
- THE MADISONS—Al Brown's TunetoppersAmy Records
- THIS I KNOW—Rod LaurenRCA Victor
- TRES CHIC—Ray AnthonyCapitol
- WHO'S OUR PET, ANNETTE—
Junior and His FriendsABC-Paramount

ALBUMS

- GISELE MacKENZIE IN PERSON AT THE EMPIRE ROOM—
Gisele MacKenzieEverest
- GREENWILLOW—Original Cast.....RCA Victor
- THE FUGITIVE KIND—Original ScoreUnited Artists

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

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

REBEL

FREE

THE FIRST 2500 DEALERS TO MAIL IN THE COUPON WILL EACH RECEIVE FREE 2 ORIGINAL CAST ALBUMS (ONE LIVING STEREO AND ONE REGULAR LONG PLAY) OF BROADWAY'S NEWEST HIT MUSICAL—"GREENWILLOW"



Frank Loesser's best score in years. Winingly performed by Anthony Perkins (in his musical show debut) and other stars of the original Broadway cast.

RUSH YOUR COUPON NOW!

RCA VICTOR, BOX 38B, ROCKAWAY, NEW JERSEY GW
 If my name is among the first 2500, please send me 2 albums of "Greenwillow" (1 regular L.P. and 1 Living Stereo). I understand winners will be chosen by date of postmark, not by date of receipt.

DEALER'S NAME _____
 STORE NAME _____
 ADDRESS _____
 CITY _____
 ZONE _____ STATE _____

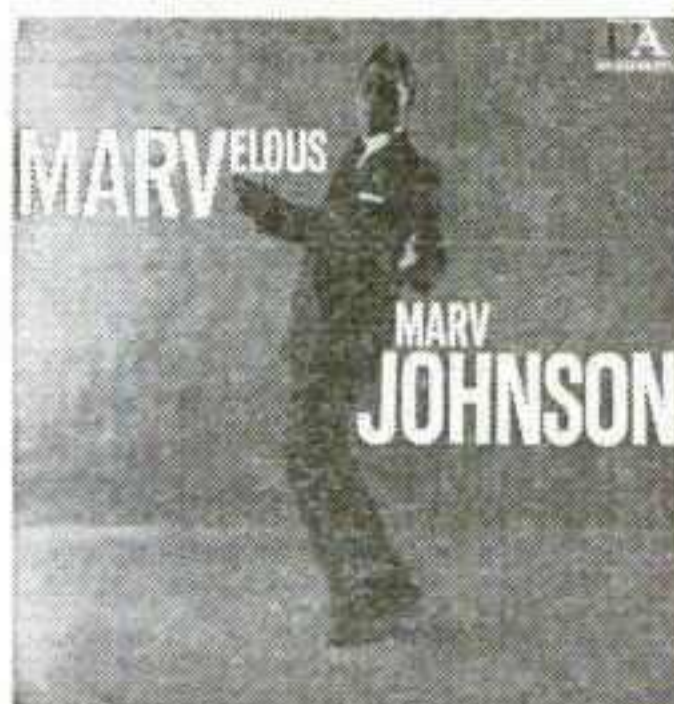




JUST OUT—300,000 SOLD!

MARV JOHNSON

“I LOVE THE WAY YOU LOVE” UA 208



**MARV'S
NEW ALBUM
SELLING
LIKE A
SINGLE!**

UAL 3081
(UAS 6081 Stereo)



PUBLISHER: JOBETE MUSIC CO. INC. PERSONAL MANAGEMENT: BERRY GORDY, JR.

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

FOR THE WEEK ENDING MARCH 25, 1960

The Billboard TOP LP'S

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

| This Week | Last Week | Title, Artist, Label and Number | Weeks on Chart |
|-----------|-----------|--|----------------|
| 1 | | 1. THE SOUND OF MUSIC Original Cast Columbia KOL 5450 | 14 |
| 2 | | 3. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists RCA Victor LM 6074 | 17 |
| 3 | | 2. FAITHFULLY Johnny Mathis Columbia CL 1422 | 10 |
| 4 | | 4. HERE WE GO AGAIN Kingston Trio Capitol T 1258 | 20 |
| 5 | | 5. HEAVENLY Johnny Mathis Columbia CL 1351 | 27 |
| 6 | | 7. OUTSIDE SHELLEY BERMAN Verve MGV 15007 | 17 |
| 7 | | 6. ITALIAN FAVORITES Connie Francis M-G-M E 3791 | 7 |
| 8 | | 10. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LOC 6006 | 20 |
| 9 | | 8. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CL 1349 | 13 |
| 10 | | 9. THAT'S ALL Bobby Darin Atco LP 33-104 | 25 |
| 11 | | 12. THIS IS DARIN Bobby Darin Atco LP 33-115 | 3 |
| 12 | | 36. ENCORES OF GOLDEN HITS Platters Mercury MG 20472 | 2 |
| 13 | | 14. OLDIES BUT GOODIES Assorted Artists Original Sound 5-001 | 27 |
| 14 | | 11. FABULOUS FABIAN Chancellor CHL 5005 | 13 |
| 15 | | 17. MORE JOHNNY'S GREATEST HITS Johnny Mathis Columbia CL 1344 | 35 |
| 16 | | 16. TEENSVILLE Chet Atkins RCA Victor LPM 2161 | 5 |
| 17 | | 19. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CL 1331 | 28 |
| 18 | | 21. THE STUDENT PRINCE Mario Lanza RCA Victor LM 2339 | 1 |
| 19 | | 28. "TWANGS" THE "THANG" Duane Eddy Jamie JLP 3009 | 9 |
| 20 | | 27. CONCERT IN RHYTHM, VOL. II Ray Conniff Columbia CL 1415 | 3 |

| This Week | Last Week | Title, Artist, Label and Number | Weeks on Chart |
|-----------|-----------|---|----------------|
| 21 | | 15. LET'S ALL SING WITH THE CHIPMUNKS Liberty LRP 3132 | 17 |
| 22 | | 22. THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MGV 15009 | 8 |
| 23 | | 25. PORGY AND BESS Sound Track Columbia OL 5410 | 36 |
| 24 | | 24. BLUE HAWAII Billy Vaughn Dot DLP 3165 | 36 |
| 25 | | 34. WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereodiddies MW 1 | 3 |
| 26 | | 23. SWINGIN' ON A RAINBOW Frankie Avalon Chancellor CHL 5004 | 13 |
| 27 | | 30. FOR THE FIRST TIME Mario Lanza RCA Victor LM 2338 | 20 |
| 28 | | 32. GENIUS OF RAY CHARLES Atlantic LP 1312 | 5 |
| 29 | | — THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 3276 | 1 |
| 30 | | 29. NO ONE CARES Frank Sinatra Capitol W 1221 | 31 |
| 31 | | 20. SANTO AND JOHNNY Canadian-American CA 1001 | 10 |
| 32 | | 26. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1389 | 13 |
| 33 | | 31. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia ML 5386 | 23 |
| 34 | | — MY LORD, WHAT A MORNIN' Harry Belafonte RCA Victor LPM 2022 | 1 |
| 35 | | — ANNETTE SINGS ANKA Vista BV 3302 | 1 |
| 36 | | 33. COME FLY WITH ME Frank Sinatra Capitol W 920 | 12 |
| 37 | | 37. FIORELLO! Original Cast Capitol WAO 1321 | 11 |
| 38 | | — QUIET VILLAGE Martin Denny Liberty LRP 3122 | 25 |
| 39 | | — CONNIFF MEETS BUTTERFIELD Ray Conniff Columbia CL 1346 | 11 |
| 40 | | 39. GYPSY Original Cast Columbia OL 5420 | 36 |

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 | 48 |
| 2 | | 2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032 | 104 |
| 3 | | 4. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107 | 58 |
| 4 | | 3. MY FAIR LADY, Original Cast, Columbia OL 5090 | 207 |
| 5 | | — KINGSTON TRIO AT LARGE . . . Capitol T 1199 | 40 |
| 6 | | 6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133 | 99 |
| 7 | | 5. GIGI, Sound Track, M-G-M 3641 ST | 90 |
| 8 | | 8. PETER GUNN, Henry Mancini, RCA Victor LPM 1956 | 57 |
| 9 | | 11. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 | 55 |
| 10 | | 7. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160 | 89 |
| 11 | | 9. THE MUSIC MAN, Original Cast, Capitol WAO 990 | 108 |
| 12 | | 10. ONLY THE LONELY, Frank Sinatra, Capitol W 1053 | 62 |
| 13 | | 13. HYMNS, Tennessee Ernie Ford, Capitol T 756 | 141 |
| 14 | | 15. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226 | 45 |
| 15 | | — KINGSTON TRIO . . . Capitol T 996 | 40 |
| 16 | | 14. SOUTH PACIFIC, Original Cast, Columbia OL 4180 | 303 |
| 17 | | 19. FLOWER DRUM SONG, Original Cast, Columbia OL 5350 | 52 |
| 18 | | 16. THE KING AND I, Sound Track, Capitol W 740 | 178 |
| 19 | | 17. OKLAHOMA! Sound Track, Capitol SAO 595 | 211 |
| 20 | | 20. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270 | 57 |
| 21 | | 12. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283 | 49 |
| 22 | | 21. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243 | 69 |
| 23 | | 23. GEMS FOREVER, Mantovani, London LL 3032 | 57 |
| 24 | | 18. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000 | 55 |
| 25 | | 24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628 | 62 |

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 | 11 |
| 2 | | 2. PERSUASIVE PERCUSSION Various Artists Command S 800 | 9 |
| 3 | | 6. PROVOCATIVE PERCUSSION Various Artists Command S 806 | 9 |
| 4 | | 4. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LSO 6006 | 18 |
| 5 | | 5. FAITHFULLY Johnny Mathis Columbia CS 8219 | 7 |
| 6 | | 7. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia MS 6068 | 19 |
| 7 | | 8. LET'S DANCE AGAIN David Carroll Mercury SR 60152 | 11 |
| 8 | | 10. STILL MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8009 | 12 |
| 9 | | 13. QUIET VILLAGE Martin Denny Liberty LST 7122 | 19 |
| 10 | | 12. FIORELLO! Original Cast Capitol SWAO 1321 | 11 |
| 11 | | — BOUQUET Percy Faith Columbia CS 8124 | 2 |
| 12 | | 11. SAIL ALONG SILVERY MOON Billy Vaughn Dot DLP 25100 | 10 |
| 13 | | 14. CONNIFF MEETS BUTTERFIELD Ray Conniff Columbia CS 8155 | 12 |
| 14 | | 20. CONCERT IN RHYTHM, VOL. I Ray Conniff Columbia CS 8022 | 19 |
| 15 | | 16. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1005 | 12 |

| This Week | Last Week | Title, Artist, Label and Number | Weeks on Chart |
|-----------|-----------|--|----------------|
| 16 | | 17. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056 | 7 |
| 17 | | 19. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn RCA Victor LSC 2355 | 7 |
| 18 | | 26. IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 8143 | 6 |
| 19 | | — KINGSTON TRIO Capitol ST 996 | 5 |
| 20 | | 18. NEW ORLEANS Pete Fountain Coral CRL 7-57282 | 4 |
| 21 | | 22. 'S AWFUL NICE Ray Conniff Columbia CS 8001 | 5 |
| 22 | | 23. WITH THESE HANDS Roger Williams Kapp KS 3030 | 18 |
| 23 | | 15. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CS 8158 | 6 |
| 24 | | 21. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8043 | 9 |
| 25 | | 25. TILL Roger Williams Kapp KX 1081 | 18 |
| 26 | | 9. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould RCA Victor LSC 2345 | 19 |
| 27 | | 27. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CS 8184 | 12 |
| 28 | | 29. FLOWER DRUM SONG Original Cast Columbia OS 2009 | 11 |
| 29 | | 28. LET'S ALL SING WITH THE CHIPMUNKS Liberty LST 7132 | 10 |
| 30 | | 30. THE EDDY DUCHIN STORY Sound Track Decca DL 7-8289 | 4 |

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

| This Week | Last Week | Title, Artist, Label and Number | Weeks on Chart |
|-----------|-----------|---|----------------|
| 1 | | 1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032 | 44 |
| 2 | | 2. MY FAIR LADY, Original Cast, Columbia OS 2015 | 44 |
| 3 | | 3. HEAVENLY, Johnny Mathis, Columbia CS 8152 | 26 |
| 4 | | — HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258 | 20 |
| 5 | | 9. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956 | 42 |
| 6 | | 5. GIGI, Sound Track, M-G-M SE 3461 ST | 44 |
| 7 | | 8. OKLAHOMA! Sound Track, Capitol SWAO 595 | 42 |
| 8 | | 4. GEMS FOREVER, Mantovani, London PS 106 | 33 |
| 9 | | 11. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069 | 44 |
| 10 | | 13. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338 | 21 |
| 11 | | 10. THE KING AND I, Sound Track, Capitol SW 740 | 32 |
| 12 | | 7. STRAUSS WALTZES, Mantovani, London PS 118 | 28 |
| 13 | | 14. MUSIC MAN, Original Cast, Capitol SWAO 990 | 40 |
| 14 | | 6. ONLY THE LONELY, Frank Sinatra, Capitol SW 1053 | 24 |
| 15 | | — BLUE HAWAII, Billy Vaughn, Dot DLP 25165 | 33 |
| 16 | | 15. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252 | 39 |
| 17 | | 16. GYPSY, Original Cast, Columbia OS 2017 | 23 |
| 18 | | 17. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 | 42 |
| 19 | | 20. 'S MARVELOUS, Ray Conniff, Columbia CS 8037 | 22 |
| 20 | | — MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040 | 23 |

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC 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 PRAYERThe Mormon Tabernacle Choir (Condie), Columbia ML 5386
3. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
4. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
5. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
7. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
8. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P 8343
9. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia ML 5286
10. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

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

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

- STEREOPHONIC**
1. Soul of Spain, Vol. 2
101 StringsStereo Fidelity SF 9900
 2. Soul of Spain, Vol. 1
101 StringsStereo Fidelity SF 6600
 3. 101 Strings Play the Blues
Stereo Fidelity SF 5800
 4. Symphony for Glenn
Hamburg Philharmonic OrkStereo Fidelity SF 5400
 5. Hawaii in Stereo
Leo Addeo OrkRCA Camden CAS 510
 6. Concerto Under the Stars
101 StringsStereo Fidelity SF 6700
 7. Opera Without Words
101 StringsStereo Fidelity SF 8700
 8. The Music Man
Various ArtistsLion SL 70091
 9. My Fair Lady-The King and I
Various ArtistsStereo Fidelity SF 2700
 10. Gypsy
Jack Sterling QuintetHarmony HL 11016

- MONOPHONIC**
1. Soul of Spain
101 StringsSomerset P 6600
 2. Perry ComoRCA Camden CAL 511
 3. Good Housekeeping's Plan for Reducing
Off the RecordHarmony HL 7143
 4. Huckleberry Hound
Daws Butler and Don MessickColpix CP 202
 5. South Pacific
Al Goodman OrkRCA Camden CAL 421
 6. Silver Screen
101 StringsSomerset P 7000
 7. Hawaii in Hi Fi
Leo Addeo OrkRCA Camden CAL 510
 8. 101 Strings Play the Blues
Somerset P 5800
 9. Sound of Music
Norman Paris QuartetHarmony HL 7235
 10. Backbeat Symphony
101 StringsSomerset P 11500

BEST SELLING POP EP'S

1. Gunfighter Ballads and Trail Songs
Marty RobbinsColumbia EPB 13491
2. Heavenly
Johnny MathisColumbia EPB 13511
3. Genius of Ray Charles
Atlantic EP 619
4. Kingston Trio at Large
Capitol EAP 1199
5. Fireside Sing Along With Mitch
Mitch MillerColumbia EPB 13891
6. Hymns
Tennessee Ernie FordCapitol EAP 1-756
7. Here We Go Again
Kingston TrioCapitol EAP 1258
8. Songs by Ricky
Ricky NelsonImperial EP 162
9. Ricky Sings Again
Ricky NelsonImperial EP 159
10. Peter Gunn
Henry ManciniRCA Victor EPA 4333

Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

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

Pop

14 MORE NEWIES BUT GOODIES



Various Artists, Mercury MG 20581 — Mercury has rounded up another batch of recent single waxings, including such hit sides as Johnny Preston's "Running Bear," Dinah Washington's "What a Difference a Day Makes," etc. Also featured are sides by the Platters, Brook Benton, Patti Page, Rusty Draper, Sil Austin, Elton Anderson, George Jones, Sarah Vaughan and others. A solid buy for pop fans.

GREENWILLOW



Original Cast, RCA Victor LOC 2001; LSO 2001 (Stereo & Monaural) — Frank Loesser's score for "Greenwillow" is certainly one of his most attractive. It is interpreted by Tony Perkins, Cecil Kellaway, Pert Kelton and other members of the Broadway cast with winning appeal and charm. The score boasts a flock of unusual and interesting songs — "Faraway Boy," "Summertime Love" and "Never Will Marry" to name a few. Packaging is attractive, and the sound is excellent.

I AM NOT A NUT, ELECT ME



Lenny Bruce, Fantasy 7007—The humorist has another package with likely big sales in view. He lashes out at travel, entertainers, night clubs and a varied flock of subjects. Each topic is subject to his witty brand of humor. Crowd reaction to the selections, which were recorded during club appearance, adds to the over-all appeal. Interesting cover will command interest.

HOW THE WEST WAS WON (2-12")



Bing Crosby, Rosemary Clooney, Desert Mormon Choir, Mormon Tabernacle Choir, Jimmie Driftwood and Sam Hinton—This handsome set is sure to attract. The striking cover and informative booklet are perfect complements to the fine album contents which are interpreted by a stellar line-up of artists. The two-disk set offers a heap of Americana in narrated and song form. Strongest potential.

Jazz

PYRAMID



Modern Jazz Quartet, Atlantic 1325—Here's another solid sales package by the Quartet, featuring their usual inventive, tasteful treatments of standards—"High High the Moon," "It Don't Mean a Thing"—and originals, including the title theme, a gospel blues-flavored item with fascinating tempo changes inspired by a Mahalia Jackson performance.

Children's

MOTHER GOOSE NURSERY RHYMES



Sterling Holloway, Disneyland DQ 1211—Sterling Holloway, with a sort of pixieish voice, is the focal point of a nicely imaginatively produced set of Mother Goose. There is a sort of loose, story-telling continuity between the various verses and songs all of which should serve to hold the attention of the kiddie klan. A Disney chorus sings the many tunes. "Humpty Dumpty," "Peter Piper," "Sing a Song of Sixpence," etc. are all here. A solid buy for the youngsters.

International

BRENDAN O'DOWDA SINGS IMMORTAL IRISH BALLADS



Capitol ST 10213 (Stereo & Monaural) — This item is loaded, with universal appeal, and all folk collectors will appreciate the authenticity of the ballads, the fine writing, great lyrics and the sincere and tasteful presentations by the talented artist. Fine backing and arrangements add to the attractiveness of the tunes which were all penned by the late Percy French, who was both a fine songwriter and artist. Truly a package that should be pushed by dealers. Attractive cover.

Sacred

THE STATESMEN ON STAGE



RCA Victor LSP 2188 (Stereo & Monaural)—A gas of a performance by the famous gospel group. This, in line with a growing trend, was recorded live from the well-known Ryman Auditorium in Nashville, and the enthused response of the live audience is catching. The boys outdo themselves with a thoroly exciting presentation including many stomping, rhythmic upbeaters. There are 16 offerings done with great vocal pyrotechnics, that should satisfy fans of the Statesmen in particular and gospel material in general. The spirit was on everybody here.

Specialty

SOUNDS OF PARRIS ISLAND



Gold Star Records—This is, literally, a blow by blow reconstruction of what it means to go thru 13 weeks of training at a U. S. Marine boot camp. From the arrival of the trainees to the graduation exercises, one hears the sounds of the recruits being processed, lectured, drilled, dressed down and generally shaped into a fighting unit. Alumni may find the sounds of bellowing drill sergeants like music; others will get an education in Marine training procedures from this disk.

(Continued on page 29)

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★ ★ ★ ★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **LONELY BLUE BOY**
 Conway Twitty, M-G-M E 3818—Twitty's big single hit, "Lonely Blue Boy," is included in this package, which blends with r.&r. hits like "Heartbreak Hotel," etc., with such oldies as "Blue Moon," and "My Adobe Hacienda." A spinnable package for jocks with young audience.

★★★★ **AFTER SIX**
 Dick Hyman, M-G-M E 3827 — Title alludes, presumably, to dancing and entertainment after 6 p.m., and the liner notes are by Bert Bacharach, fashion expert, who comments on the "After Six" tuxedo worn by Hyman and others on the cover. In any event, a very fine package of sophisticated music for listening and dancing. Hyman's keyboarding is superb; he plays virtually all idioms with fluency, and his trio provides smart backing. The side includes show tunes, Latin rhythms, ballads, etc.

★★★★ **PARADE**
 Original Cast, Kapp KD 7005-S (Stereo & Monaural) — Jerry Herman's latest revue, "Parade," boasts several clever situation songs, a fair share of ballads and interesting monologs. It continues to run solidly off Broadway. Star Dody Goodman is featured in several amusing skits, as are Richard Tone, Fia Karin, Charles Nelson Reilly and Lester James. The numbers have been effectively trimmed to include the show's best material. Accompaniment is by two pianos, bass and percussion.

★★★★ **WHERE THERE'S LIFE**
 Russ David Ork, RCA Victor LSP 2191 (Stereo & Monaural)—The keynote here is brightness and a joyous approach to pop songs which all have "Life" in their titles. The arrangements are playful and sparkling, as in "Ah Sweet Mystery of Life," "Life Is Just a Bowl of Cherries" and "Give Me the Simple Life." The LP's title is derived from a well-known TV commercial and the product of the sponsor, a prominent beer manufacturer, is shown on the cover. Resulting plugs should help sale of this album.

★★★★ **THE BIG HURT**
 Toni Fisher, Signet WP 509 — The lark, who had a big singles hit with her recording of the album title tune, warbles to strong effect on a fine array of tunes, including standards and new material. Her sultry pipes are used to advantage on such fare as "Take Me in Your Arms," "Gloomy Sunday," "Speak of the Devil" and "The Big Hurt." Strong chances.

(Continued on page 31)

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The pick of the new releases:
SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 27

SOUND
BAND OF THE IRISH GUARDS



(Jaeger) Capitol ST 10232 (Stereo & Monaural) — The excellent ensemble presents a program that includes works by Mendelssohn, Mozart, and Bennett. The various arrangements are effectively tailored for the band instrumentation. A wide range of tones and colors are achieved under Major Jaeger's direction. Sound in this set is hard to beat, and buffs will have a ball demonstrating it.

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

THE FABULOUS JOSEPHINE BAKER

RCA Victor LSC 2427 (Stereo & Monaural)—Fabulous is the word for Josephine Baker. Virtually a legend for 35 years since she became the idol of Paris; this outstanding recording provides a glimpse of her dynamic talents. Her own individual style seems eternally youthful whether turned loose on a novelty, sentimental ballad or torch song. Her forthcoming trip here, with the attendant excitement, should help sales. Highly recommended for radio programming.

GILBERT & SULLIVAN SONGBOOK

Ralph Hunter Choir, RCA Victor LSP 2116 (Stereo & Monaural)—The accomplished mixed choral group turns out a de luxe package that, quite likely, a flock of Gilbert and Sullivan fanciers have been waiting for. These are 13 ever-popular melodies by the famous pair from a half dozen operettas, "H.M.S. Pinafore," "Pirate of Penzance," "The Mikado," "Trial by Jury," "Patience" and "Princess Ida." The arrangements for accompanying ork are delightful and fit well with the payoff job by the Choir. Eight copies of lyrics of all the tunes are included for a song party. Folder type package should do well.

POP TALENT

LOVE IS NOTHING BUT THE BLUES

Dick Williams, Capitol ST 1330 (Stereo & Monaural)—Williams applies a pleasant baritone to a flock of standards. He makes an impressive album debut, and he's nicely backed on the tunes by the Jack Marshall ork. Set has been well recorded in stereo. Selections include "Love Letters," "Somewhere Along the Way" and the album title tune. Fine programming fare for jocks.

POP DISK JOCKEY PROGRAMMING

CAN-CAN

Nelson Riddle, Capitol ST 1365 (Stereo & Monaural)—The Nelson Riddle ork serves up sparkling and colorful terp arrangements of the Cole Porter music from "Can-Can." Several of the composer's tunes, not in the Broadway score, are utilized in the film. Sound in stereo comes thru to strong effect. Numbers include "I Love Paris," "It's All Right With Me" and "Just One of Those Things." Displayable cover will help.

JAZZ

THE GREAT WIDE WORLD OF QUINCY JONES

Mercury MG 20561 — This is the first recording by the newly formed Quincy Jones band, and it's a swinging waxing. The band features arrangements by such top names as Ernie Wilkins, Bill Potts, Al Cohn, Ralph Burns, and Jones himself. The sections play with verve and solos by Phil Woods, Jimmy Cleveland, Lee Morgan, Julius Watkins, and others, are very attractive. Tunes include "Lester Leaps In," "Air Mail Special" "Cherokee" and "Chant of the Weed." Strong modern big band wax.

CLASSICAL

MOORE: SYMPHONY IN A; PERRY: STABAT MATER

Japan Philharmonic Symphony Orchestra (Strickland) omposers CRI 133—A very good performance of the attractive Symphony in A Major by composer Douglas Moore, plus a capable reading of Julia Perry's "Stabat Mater." The Japan Philharmonic Symphony Orchestra, newest of the five major Tokyo symphonic groups, performs creditably, and the work of soprano Makiki Asakura is assured. Two well-performed works of contemporary American composers.

HOVHANESS: MEDITATION ON ORPHEUS

Japan Philharmonic Symphony Orchestra (Strickland).

WOOD: POEM FOR ORCHESTRA

Asahi Orchestra of Tokyo (Korn)

KELLER: SYMPHONY NO. 3

Japan Philharmonic Symphony Orchestra (Strickland) Composers CRI 134—The position of Alan Hovhaness as one of America's finest contemporary composers is verified by his new work, an arresting and always interesting opus with some highly original touches. It is adeptly performed by the Japan Philharmonic, which also presents Homer Keller's "Third Symphony," a somewhat less inspired effort. The Asahi Orchestra of Tokyo plays Joseph Wood's short romantic "Poem for Orchestra," a compact and melodious work.

OPERA

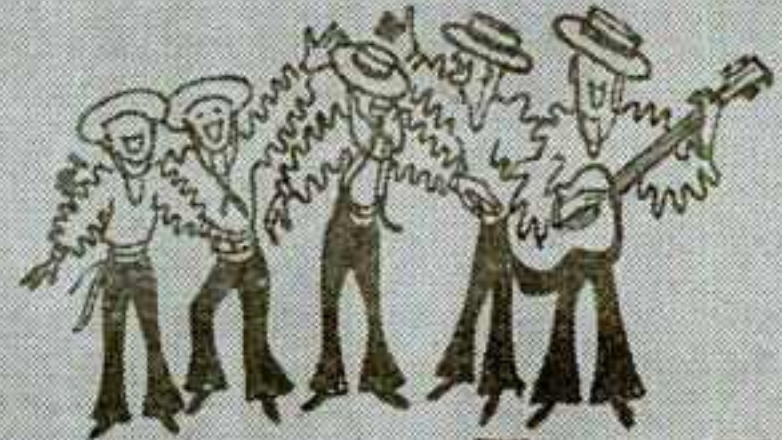
LEONARD WARREN

RCA Victor LM 2453—The late artist's fans will find this memorial

album a worthy tribute to Leonard Warren's talents. Included are arias from several of the operas in which he appeared. A brief, but dedicated liner lends a quality touch. Dates of performances are listed after each selection. Striking cover photo.

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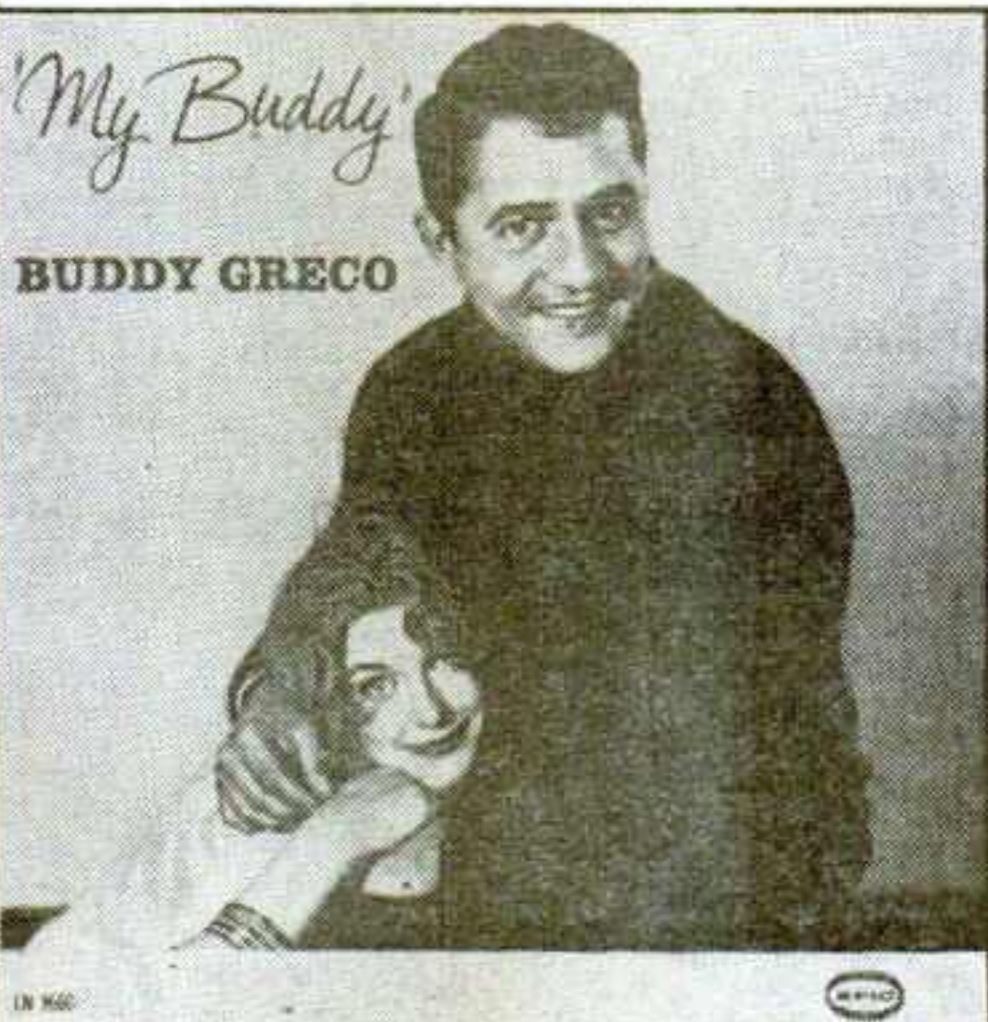
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EPIC'S BIG FOUR!



MY BUDDY • BUDDY GRECO—Buddy Greco at the piano, singing and swinging a group of greats, including "Misty," "Like Young," "The Lady Is a Tramp," and "Just in Time." Recorded on location at Chicago's famous jazz nightery, Le Bistro.
LN 3660 BN 557*

BIG BAND SWING • TED McNABB AND CO.—The swingin'est band in town! Twenty-two top jazz performers (i. e. Urbie Green, Gene Quill, Zoot Sims, Al Cohn, Osie Johnson) crowd the bandstand for twelve great standards, arranged and conducted by Marion Evans.
LN 3663 BN 558*

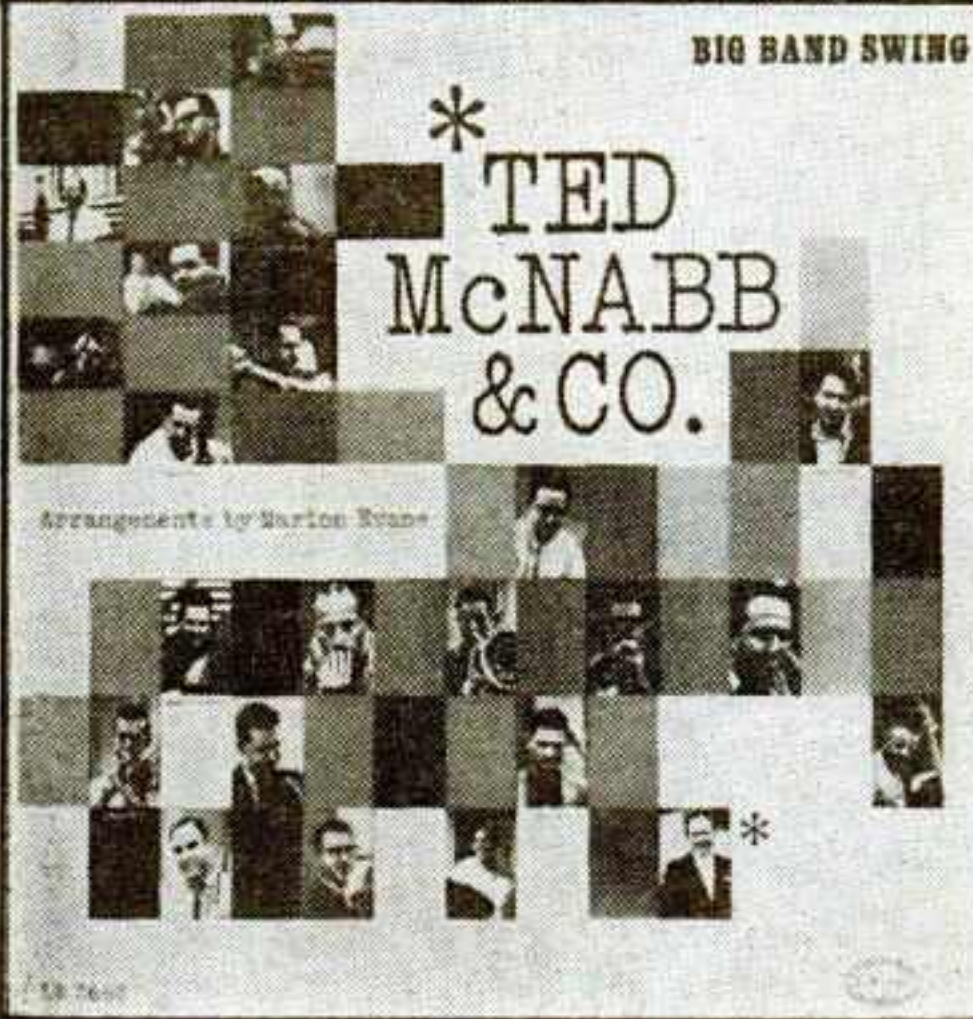
REMEMBER WHEN • THE MERRILL STATON CHOIR—A wonderfully warm and nostalgic collection of turn-of-the-century songs, sung by one of the country's finest choral groups. Included are "Little Brown Jug," "Grandfather's Clock," "The Man on the Flying Trapeze," and eighteen others.
LN 3664 BN 559*

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*

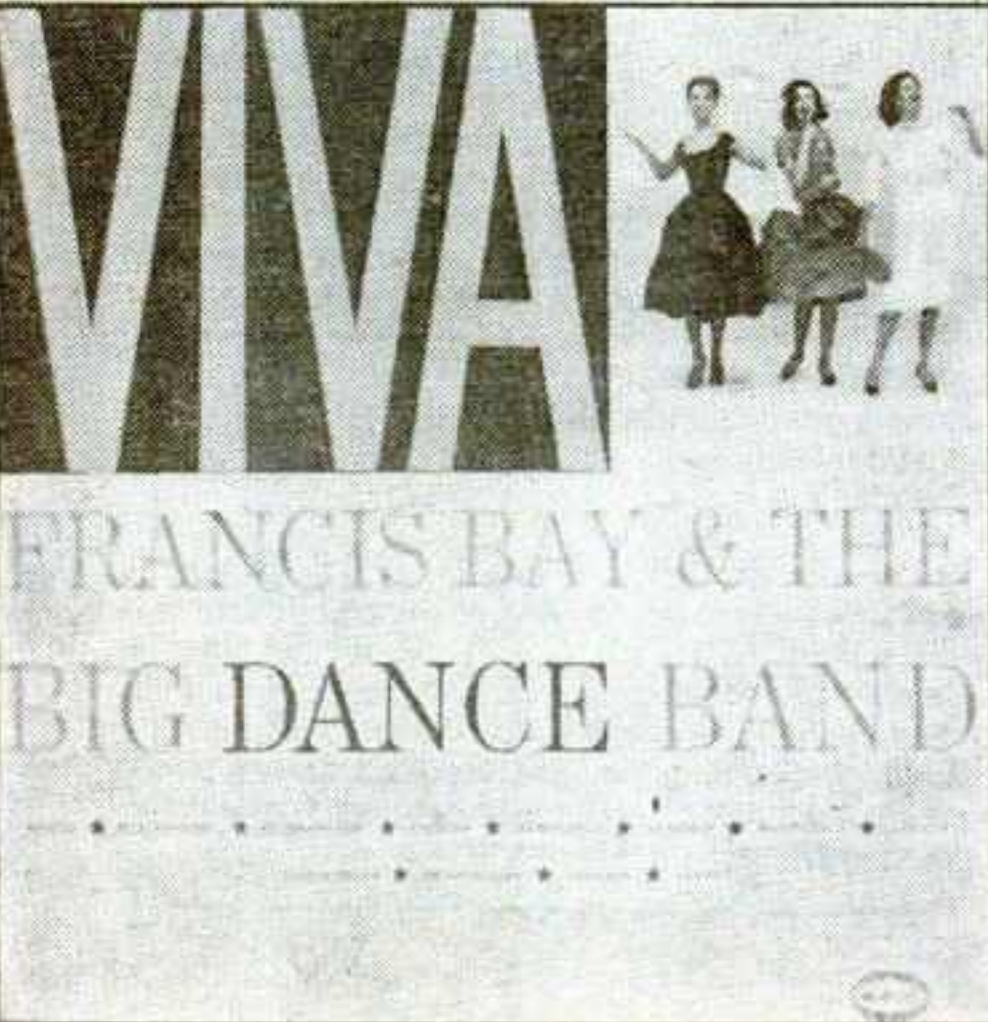
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LN 3664



LN 3663



THE WORLD
OF WONDERFUL MUSIC
IS YOURS ON



Reviews and Ratings of New Albums

★★★★
VERY STRONG SALES POTENTIAL

Continued from page 29

LOW-PRICED POPULAR ★★★★★

★★★★ MORE PETER GUNN
Sound-Stage All Stars. Hamilton HLP 1125—A bright new recording of additional selections culled from the much-watched "Peter Gunn" TV show. As usual, the Mancini music is catchy and listenable, and the ork, under the direction of Pete Candoli, plays it in swinging jazz style, that will appeal both to jazz buffs and pop fans. Best sides are "The Little Man Theme," "Goofin' at the Coffee House" and "Blues for Mothers."

★★★★ MORE EDDY ARNOLD
Camden CAL 563 — A strong collection of previously issued singles by Eddy Arnold, who is back on the hit lists again with his new recordings. The tunes contained here include "Little Bit," "The Day You Left Me," "Unbreakable Heart," and "Just a Little Lovin'." Should have good sales, especially on racks.

★★★★ RODGERS & HAMMERSTEIN SONGBOOK
Richard Kiley. (2-12"). Camden CBL 192 — An excellent two-LP set featuring musical comedy singer Richard Kiley performing the best known Rodgers and Hammerstein tunes from "Oklahoma," "Carousel," "State Fair," "Allegro," "South Pacific," "The King and I," "Me and Juliet," "Pipe Dream," "Cinderella," and "Flower Drum Song." Good orchestral backing by

the George Siravo ork. The liner notes are informative and the set is packaged smartly.

CHILDREN'S ★★★★★

★★★★ DONALD DUCK & HIS FRIENDS
Disneyland DQ 1212 — Jiminy Cricket and the familiar Donald take part in a loosely-knit story idea that forms a framework, around which are woven a flock of sing-along tunes that most old gangs love to sing. The kids will like the story-telling gimmick, but the new angle for them is the tunes—"Hall Hail the Gang's All Here," "Clementine," "Alouette," etc., the lyrics for which are reprinted on the back cover. Can prove popular with a wide segment of youngsters.

LOW-PRICED CLASSICAL ★★★★★

★★★★ SHOSTAKOVICH: SYMPHONY NO. 7
Czech Philharmonic (Anceri). (2-12"). Parliament PLP 127 — This is the symphony which, composed shortly after the German invasion of Russia, was given a triumphal premiere here by Toscanini. Celebrating the defense of Leningrad, it remains a moving and powerful work. With only two other versions available, this splendidly performed low price edition by the Czech Philharmonic should compete on a favorable basis. Demonstrate the frighteningly repeated "Invasion" march theme in the first movement.

★★★
GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ STEEL GUITAR
Speedy West. Capitol T 1341 (Stereo & Monaural)—A mighty snappy album production with West, a brilliant man with his fast moving fingers, giving out with a fancy exercise on the 24-stringed instrument. He's in the spotlight practically all the time in front of a rhythm quartet. A lot of the Western, ranch-styled sound here and it can make a lot of people want to dance, or just listen. Sample titles would include "Speedin' West," "Railroadin'," etc. A lot of these sides would rate as great juke box singles.

★★★★ BABY, THEY'RE SINGING OUR SONG
King Sisters. Capitol ST 1333 (Stereo & Monaural)—There is a medley of 14 songs on the first side, and Side Two has a medley of 11 tunes. The King Sisters apply their listenable, modern harmonies to a flock of oldies. Tempos and types are nicely varied. Drop the needle at any point of either side for highly pleasant results. A winning jockey album, and it also has strong chances sales-wise.

★★★★ DALE ROBERTSON PRESENTS HIS ALBUM OF WESTERN CLASSICS
Roland Shaw. RCA Victor LSP 2158 (Stereo & Monaural)—The arrangements of the Western classics were done by Roland Shaw. Selections include the theme from the TV'er, "Wells Fargo," of which Robertson is the star, "Across the Wide Missouri," "Boots and Saddle" and "High Noon." Cover photo of Robertson may help attract some sales.

★★★★ HAWAII CALLS
Various Artists. Capitol ST 1339 (Stereo

& Monaural)—Various artists interpret a flock of tunes of Hawaiian origin or those that deal with the island in their themes. A listenable variety of fare is included—"Hawaiian War Chant," "Hawaiian Wedding Song," "Blue Hawaii," etc. The set has been effectively recorded in stereo, and can be an easy-sell item.

★★★★ SONGS FOR A RANEY DAY
Sue Raney. Capitol ST 1335 (Stereo & Monaural)—Several of the tunes in the lark's latest LP have been selected to take phonetic advantage of her last name. She warmly renders "I Get the Blues When It Rains," "Blue Tears" and others like "Impossible" and "Wrap Your Troubles in Dreams." The set is listenable thruout. It's a very spinnable package for jocks, and it should prove a good seller also.

CARMEN MacRAE
★★★★ What Has She Got? — KAPP 327 — Miss MacRae turns in a fine reading of an attractive bouncy 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)

★★★★ HAMMOND GONE CHA CHA
Jackie Davis. Capitol ST 1338 (Stereo & Monaural)—Organist Davis serves up a listenable set of cha chas that should appeal to fanciers of the popular Latin, terp step. Included are "The Glow Worm," "A Woman in Love" and "Perfidia." Fine sound and an attractive cover will help lure sales.

★★★ CRAZY TIMES

Gene Vincent. Capitol ST 1342 (Stereo & Monaural)—Vincent, primarily a rockabilly artist, will surprise many listeners with his approaches in this set. The some of the tunes are done with his traditional zest, others are performed with a much smarter feeling. Tunes include "Accentuate the Positive," "Crazy Times" and "Hot Dollar." Set will appeal to teen and adult buyers.

★★★ CARIBBEAN

Mitchell Torok. Guyden GLP 502—Torok sings many of his own songs here—including his smash composition of 1953, "Mexican Joe." Also material by Boudleaux Bryant and Torok's wife, Romona Redd. Good package, with pop appeal. Some of the other titles are "Caribbean," "Guardian Angel."

★★★ STEP OUT SINGING

Tommy Edwards. M-G-M E 3822—Edward styles the tunes in his latest set in a lightly swingin' groove. Included are his current hit singles, "Don't Fence Me In," "Tangerine" and "Over the Rainbow." Tasteful arrangements by Leroy Holmes nicely back the singer. Set allows for fine programming, and it should prove a strong seller.

JAZZ ★★★★★

★★★ BLUES & ROOTS

Charlie Mingus. Atlantic 1305 — Charlie Mingus gets a chance in this set to display some earthy, down home, churchy style of music, mainly cast in the blues form. Some of it is very exciting but a lot of it seems superficial in spite of the shouts and yells. Mingus, as usual, is superb on bass, and Jackie McLean and Pepper Adams come thru well, too. Best sides are "Moanin'," "Tensions" and "My Jelly Roll Soul." Mingus has been better represented on wax, although this is an interesting set.

CLASSICAL ★★★★★

★★★★ ENESCO: OCTET IN C MAJOR

Rumanian Symphony Orch. (Silvestri). Arlia ALP 119 — An excellent recording of Enesco's "Octet in C Major," performed by the String Ensemble of the Rumanian Symphony Orchestra, under the direction of Constantin Silvestri. This work, rarely performed, was daring when it was first presented, and even today its unresolved chords and uneven rhythms place it squarely in the modern idiom. The recording is good, and the packaging is attractive. An LP for the connoisseurs.

FOLK ★★★★★

★★★★ TINKLING

Nitoy Gonzales. Capitol ST 10233, (Stereo & Monaural) — Gonzales and His Manila Rondalla offer an interesting program of native Filipino dances. Liner notes for the set give background info about some of the dances included that will help contribute to the enjoyment of the set. Sound is good. Likely limited sale, however.

LOW-PRICED

INTERNATIONAL ★★★★★

★★★★ SOVIET ARMY CHORUS & BAND

Parliament PLP 128 — Material on this album is representative of songs from various parts of the Soviet Union. Songs are sad, haunting, some with balalalka backing. Voices and arrangements are excellent. A good buy at the price.

INTERNATIONAL ★★★★★

★★★★ THIS IS FELIX CABALLERO

Secco CELP 444 — Chanter has a fine tenor voice, in the legit style, and he renders the performances in Spanish, his native tongue. Included are "Green Eyes," "What a Difference a Day Makes," "Without You" and "Orchids in the Moonlight." His tonal quality is highly romantic.

SPIRITUAL ★★★★★

★★★★ SISTER ROSETTA THARPE

M-G-M E 3821 — In addition to true spirituals, Sister Tharpe also performs some inspirational sides here, such as "I Believe." Other material includes "Walk All Over God's Heaven," "Without Him," etc. Good cover.

RELIGIOUS ★★★★★

★★★★ A TIME TO SING

Fague Springman. Word W 3077 — Springman is indeed an impressive baritone stylist and has a voice which fits the religious groove unusually well. To the accompaniment of full orchestra, he offers such well-known oratorio selections as "Largo" from Handel's "Xerxes"; "O God Have Mercy" from Mendelssohn's "St. Paul"; plus Sullivan's "The Lost Chord," and "The Lord's Prayer," by Malotte. A rewarding program of devotional material.

★★★★ WHITE SISTERS

Word W 3099 — The White Sisters

offer listenable vocal settings of several hymns and sacred songs. They are accompanied by Harold De Cou, who also did the arrangements. Selections include "Someone," "In Times Like These," and "Saved By Grace." Devotees of this sort will find the set an attractive item.

★★★ MAJESTIC THEMES

Claude Rhea. Word W 3087 — Tenor Claude Rhea's voice, which seems close to operatic in range and timbre, is well suited to the repertoire he presents on this record. It consists of devotional and sacred music as well as adaptations of such other works as the folk song "I Wonder as I Wander." Excellent support given by the Concert Orchestra of London. Above average quality among religious records.

★★★
MODERATE SALES POTENTIAL

LOW-PRICED POPULAR ★★★★★

★★★ A SALUTE TO KEN GRIFFIN

Bill Simon. Lion L 70134 — Bill Simon recreates veteran organist Ken Griffin's style on a group of Griffin favorites—"You Can't Be True, Dear," "You Tell Me Your Dream" and other pleasant standards. Moderate sales potential.

LOW PRICE POLKA ★★★★★

★★★ POLKAS

Various Artists. Audio-Lab AL 1543 — Clarinet, accordion and trumpets take the lead at various points in this pleasant

Massey-Ferguson Sets Foley Series On Keystone Net

SPRINGFIELD, Mo. — A new 63-program series, "Radio Jubilee," built around country music's Red Foley, has been bought by Foley's television sponsor of the past two years, Massey-Ferguson, Inc., farm-equipment manufacturer, who will place the show for three-day-a-week runs on selected affiliates of the Keystone Broadcasting System.

To date, the line-up of stations contracted to carry the quarter-hour series numbers 120, according to John B. Mahaffey, RadioZark vice-president, who set the deal for Foley.

Format, according to Mahaffey, leans heavily upon typical Foley novelty tunes and his trade-marked "songs of inspiration." Announcer will be Massey-Ferguson's TV spokesman, Joe Slattery.

and sometimes rollicking set of polkas. There are a dozen tunes altogether by a number of unbilled bandleaders and their groups. Good sound, and the price is right, but there'll be plenty of competition from the names in this field, all of whom have their own separate followings.

101 Strings
The World's First Stereo-Scored Orchestra

AUDIO FIDELITY RECORDS PRE-PAK BIG PROFITS

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Performed by Latin America's finest. The hand picked BRASILIA NATIONAL BAND. The Stereo Sound you've never heard before...
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DANNY VALENTINO
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"BIOLOGY"
and
"A MILLION TEARS"
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"ALL I COULD DO WAS CRY"
ETTA JAMES
argo 5359

THE ALBUM OF THE DECADE!
The Rocking 50s
Atlantic's Ten Year Survey of the Teen Hits

BARRE
WIKES-BARRE, PA.
ALL NEW SONGS!
ALL NEW SINGERS!
IS FRESH AS SPRINGTIME!

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Haddads TV & Furniture Co.

The retail establishment of this record/phono dealer . . .

- . . . is essentially a hi-fi and furniture store
- . . . offers both records and albums
- . . . handles phonographs selling from \$19.95 to \$500
- . . . has been reading Billboard for more than 3 years

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING MARCH 12

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) | 9 |
| 2 | 2 | HE'LL HAVE TO GO | By J. Allison-A. Allison—Published by Central Songs (BMI) | 10 |
| 3 | 3 | WILD ONE | By Lowe-Mann & Appel—Published by Lowe (ASCAP) | 6 |
| 4 | 4 | HANDY MAN | By Blackwell-Jones—Published by Sheldon Music (BMI) | 10 |
| 5 | 5 | WHAT IN THE WORLD'S COME OVER YOU | By Jack Scott—Published by Peer Int'l & Star Fire (BMI) | 9 |
| 6 | 11 | PUPPY LOVE | By Paul Anka—Published by Spanka (BMI) | 3 |
| 7 | 5 | TEEN ANGEL | By JNR-Surrey—Published by Acuff-Rose (BMI) | 11 |
| 8 | 7 | BEYOND THE SEA | By Trenet-Lawrence—Published by Harms (ASCAP) | 8 |
| 9 | 8 | BABY | By Clyde Otis-Murray Stein—Published by Meridian-Play (BMI) | 6 |
| 10 | 13 | SWEET NOTHIN'S | By Ronnie Self—Published by Champion (BMI) | 5 |
| 11 | 12 | HARBOR LIGHTS | By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP) | 6 |
| 12 | 14 | FOREVER | By Buddy Killen—Published by Tree (BMI) | 6 |
| 13 | 10 | LET IT BE ME | By M. Curtis-P. DeAnce-G. Becaud—Published by Leeds (ASCAP) | 9 |
| 14 | 9 | RUNNING BEAR | By J. P. Richardson—Published by Big Bopper Music (BMI) | 14 |
| 15 | 19 | DELAWARE | By Irving Gordon—Published by Gunston (ASCAP) | 4 |
| 16 | 18 | LADY LUCK | By Price-Logan—Published by Pri-Gan (BMI) | 5 |
| 17 | 16 | BEATNIK FLY | By T. King & I. Mack—Published by Duchess (BMI) | 3 |
| 18 | 21 | O, DIO MIO | By Hoffman-Manning—Published by Topper (BMI) | 2 |
| 19 | 27 | MAMA | By Barlow-Brito—Published by Southern (ASCAP) | 2 |
| 20 | — | SINK THE BISMARCK | By J. Horton & T. Franks—Published by Cajun (BMI) | 1 |
| 21 | — | THIS MAGIC MOMENT | By Pomus-Shuman—Published by Rumbalero-Tiger-Tredlew (BMI) | 1 |
| 22 | 25 | (WELCOME) NEW LOVERS | By Charles Singleton—Published by Roosevelt (BMI) | 2 |
| 23 | 17 | MIDNIGHT SPECIAL | By Milton Schnapf—Published by Jones-Milbern (BMI) | 5 |
| 24 | 30 | LITTLE BITTY GIRL | By C. Ballard-F. Tobias—Published by Sequence (ASCAP) | 5 |
| 25 | — | GREENFIELDS | By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI) | 1 |
| 26 | — | AM I THAT EASY TO FORGET | By Carl Belew-W. S. Stevens—Published by Four Star (BMI) | 1 |
| 27 | 22 | EL PASO | By Marty Robbins—Published by Marty's Music (BMI) | 17 |
| 28 | 26 | LONELY BLUE BOY | By Weisman-Wyse—Published by May (ASCAP) | 9 |
| 29 | — | SIXTEEN REASONS | By Bill and Doree Post—Published by American (BMI) | 1 |
| 30 | — | MONEY | By J. Bradford Gordy Jr.—Published by Jobette (BMI) | 1 |

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.
- HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- WILD ONE**—Bobby Rydell, Cameo 171.
- HANDY MAN**—Jimmy Jones, Cub 9049.
- WHAT IN THE WORLD'S COME OVER YOU** — Jack Scott, Top Rank 2028.
- PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- TEEN ANGEL** — Mark Dinning, M-G-M 12845.
- BEYOND THE SEA**—Bobby Darin, Ato 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- BABY**—Dinah Washington & Brook Benton, Mer 71565.
- SWEET NOTHIN'S** — Brenda Lee, Dec 30967.
- 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.
- FOREVER**—Little Dippers, University 210; Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.
- LET IT BE ME**—Everly Brothers, Cadence 1376.
- RUNNING BEAR**—Johnny Preston, Mer 71474; Smiley Wilson, Freedom 44025.
- DELAWARE** — Perry Como, Vic 7670.
- LADY LUCK**—Lloyd Price, ABC-Paramount 10075.
- BEATNIK FLY** — Johnny and the Hurricanes, Warwick 520.
- O, DIO MIO**—Annette, Vista 354.
- MAMA** — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591.
- SINK THE BISMARCK** — Johnny Horton, Col 41568.
- THIS MAGIC MOMENT**—Drifters, Atlantic 2050.
- (WELCOME) NEW LOVERS** — Pat Boone, Dot 16048.
- MIDNIGHT SPECIAL** — Paul Evans, Guaranteed 205; Gateway Singers, Dec 29972; Tiny Grimes, Atlantic 865; Gordon Jenkins/Weavers, Dec 28272.
- LITTLE BITTY GIRL**—Bobby Rydell, Cameo 171.
- GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp 323.
- AM I THAT EASY TO FORGET** — Carl Belew, Dec 30842; Skeeter Davis, Vic 7671; Debbie Reynolds, Dot 15985.
- EL PASO** — Marty Robbins, Col 41511.
- LONELY BLUE BOY** — Conway Twitty, M-G-M 12857.
- SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- MONEY** — Barrett Strong, Anna 1111.

CONCERT REVIEW

Hanna Ahroni Scores at Town Hall

The remarkable young Israeli singer, Hanna Ahroni, showed herself to be not only a talented artist but a show-wise personality who captured the attention of the Town Hall audience and held it at her concert last Saturday (12). Altho the Decca artist does sing some songs which fall into the general folk category, she is really not a folk singer at all, but an international entertainer. Her next engagement, at Las Vegas' Thunderbird, surely should enable her to point this up.

The program consisted of several Israeli, Hebrew and Yiddish songs, a group of Spanish flamencos and Portuguese fados, a South African and French song, and a Negro spiritual. Her style in some cases can be called derivative, as in the emulation of the best aspects of such a chanteuse as Amalie Rodrigues in the fados and flamencos, even to the niceties of phrasing. In at least one instance, "Tani Tani," Miss Ahroni's interpretations surpassed even the unforgettable Miss Rodrigues'.

Miss Ahroni was at her very best in gay and youthful numbers with an upbeat, and fortunately these constituted the bulk of her program. A striking young lass of about 24, she is also blessed with a vivid and frequently reed-like voice of wide range which naturally recalls that of Yma Sumac. Miss Ahroni puts her vocal blessings to more use than mere coloratura display, however, achieving a major degree of conviction and feeling.

What criticism can be made lies with her choice of opener, a lengthy Israeli "rhapsody dedicated to the 10th anniversary" of that nation's birth. While it displays her voice adequately it is not the sort of opus to catch the attention of the average audience. It would have been more appropriate after a less complex work had introduced her talents; her second half opener, from the "Song of Songs," would have been a much stronger opening work.

Miss Ahroni was presented under the auspices of Art D'Lugoff, who is achieving considerable stature by the calibre of talent he has been sponsoring, not only at his "Village Gate" club, but in concert. Latter have included Carlos Montoya, Alfred Deller, Mahalia Jackson, Rey de la Torre and Carmen Amaya, and a collection of talents which tag D'Lugoff as a potential S. Hurok.

★ ★ ★

NIGHT CLUB REVIEW

Bruce Could Be Fine Comic-But

Lenny Bruce will probably always remain an enigma to his friends, as well as his enemies. Within minutes he can switch from a brilliant, incisive comic, training his guns upon the upside-down morality of the world, to a vulgar, tasteless boor, who seems to think that to get his ideas across it is necessary to hit the audience over the head with a mallet. He showed off his wildly erratic style at the Blue Angel in New York last Tuesday night (15), when he started his act with a fascinating, entertaining and philosophically comic 15 minutes which had the audience eating out of his hand, and then suddenly descended into the depths of gutter comedy which supposedly was a plea for racial tolerance — but which turned out to be a perverted use of the word. Lennie Bruce's act is too well known to talk about his use of four and five-letter words, whether in context with his characterizations or not, but even this is less disturbing than his ability to control his apparent need to destroy himself in front of the audience. Bruce could be a great comic, and occasionally he reaches the heights, but he doesn't stay there for long. His need to lecture his audience on his own guilt feelings is too much. Whether the Blue Angel regulars, or owners Max Gordon and Herb Jacoby, will ever recover from the Bruce booking — his first at the Angel — is somewhat problematical, tho it is true that Bruce has pulled his regular followers and filled the room each night.

On the bill with Bruce are Robert Clary and thrush Pat Scott. Clary is as pleasant as ever, getting big hands for his "I'm in Love With Miss Logan" and "Lucky Perre," as always. Pat Scott's thrushing is enjoyable, especially her selection of material, which is apt for the Blue Angel crowd.

Bob Rolontz.

★ ★ ★

MOVIE REVIEW

'Summer' a Real Photo Poem

"Jazz on a Summer Day," Bert Stern's flick based on the 1958 Newport Jazz Festival, is a lovely and entrancing film that should please both the jazz fan and the square alike. It is a film of incredible photography, with some of the most poetic camera work in years. It is actually a documentary story of the Newport Jazz Festival, but the story line is the jazz, the audience and the breath-taking beauty of Newport in the summer — both the land and the sea. Everything about the film, the color, the shots of the youthful audience enraptured at Newport's Freebody Park, and the close-up of the jazz musicians and singers, has a touch of art and class and a feeling for simple and very human things.

The artists in the picture include Gerry Mulligan, Louis Armstrong, Mahalia Jackson, George Shearing, Dinah Washington, Jimmy Guiffre, Anita O'Day and Chuck Berry. The audience includes kids who like jazz, of whom there are many. The film is a Galaxy Attractions presentation and a Raven Films Production. Bert Stern produced and directed the film; George Avakian was musical director, Aram Avakian edited the film. The film runs for 85 minutes. It should do well in art houses across the country, especially in large cities and college towns where the jazz fans are many.

Bob Rolontz.

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**HEADED FOR NO. 1
ON ALL THE CHARTS!**

Freddy

CANNON

Explodes

with

**CHATTANOOGIE
SHOE SHINE BOY**

SWAN 4050



c/w

Boston

(My Home Town)

**1405 Locust St.
Philadelphia, Pa.**

FOR WEEK ENDING MARCH 27

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 | | △ | 11 |
| 2 | 2 | 2 | 3 | HE'LL HAVE TO GO . . . | Jim Reeves, RCA Victor 7643 | | S | 13 |
| 3 | 3 | 4 | 10 | WILD ONE . . . | Bobby Rydell, Cameo 171 | | | 8 |
| 4 | 4 | 3 | 2 | HANDY MAN . . . | Jimmy Jones, Cub 9049 | | | 13 |
| 5 | 8 | 8 | 9 | BABY . . . | Brook Benton and Dinah Washington, Mercury 71565 | | S | 9 |
| 6 | 5 | 5 | 5 | WHAT IN THE WORLD'S COME OVER YOU . . . | Jack Scott, Top Rank 2028 | | S | 11 |
| 7 | 9 | 17 | 41 | PUPPY LOVE . . . | Paul Anka, ABC-Paramount 10082 | | S | 5 |
| 8 | 11 | 13 | 16 | SWEET NOTHIN'S . . . | Brenda Lee, Decca 30967 | | | 14 |
| 9 | 7 | 6 | 4 | TEEN ANGEL . . . | Mark Dinning, M-G-M 12845 | | | 14 |
| 10 | 10 | 12 | 15 | HARBOR LIGHTS . . . | The Platters, Mercury 71563 | | S | 9 |
| 11 | 8 | 7 | 6 | BEYOND THE SEA . . . | Bobby Darin, Atco 6158 | | | 10 |
| 12 | 12 | 11 | 13 | FOREVER . . . | Little Dippers, University 210 | | | 9 |
| 13 | 13 | 9 | 8 | LET IT BE ME . . . | The Everly Brothers, Cadence 1376 | | | 11 |
| 14 | 15 | 16 | 19 | LADY LUCK . . . | Lloyd Price, ABC-Paramount 10075 | | S | 8 |
| 15 | 16 | 19 | 27 | BEATNIK FLY . . . | Johnny and the Hurricanes, Warwick 520 | | | 6 |
| 16 | 18 | 21 | 18 | MIDNIGHT SPECIAL . . . | Paul Evans, Guaranteed 205 | | | 9 |
| 17 | 19 | 29 | 61 | O, DIO MIO . . . | Annette, Vista 354 | | | 5 |
| 18 | 24 | 34 | 50 | (WELCOME) NEW LOVERS . . . | Pat Boone, Dot 16048 | | S | 4 |
| 19 | 21 | 47 | 47 | THIS MAGIC MOMENT . . . | Drifters, Atlantic 2050 | | | 5 |
| 20 | 22 | 27 | 28 | LITTLE BITTY GIRL . . . | Bobby Rydell, Cameo 171 | | | 8 |
| 21 | 29 | 46 | 62 | MAMA . . . | Connie Francis, M-G-M 12878 | | S | 5 |
| 22 | 44 | 64 | 80 | GREENFIELDS . . . | Brothers Four, Columbia 41571 | | △ | 5 |
| 23 | 14 | 10 | 7 | RUNNING BEAR . . . | Johnny Preston, Mercury 71474 | | | 23 |
| 24 | 25 | 22 | 23 | DELAWARE . . . | Perry Como, RCA Victor 7670 | | S | 7 |
| 25 | 36 | 39 | 39 | AM I THAT EASY TO FORGET . . . | Debbie Reynolds, Dot 15985 | | | 10 |
| 26 | 27 | 14 | 12 | LONELY BLUE BOY . . . | Conway Twitty, M-G-M 12857 | | | 13 |
| 27 | 52 | 45 | 43 | MONEY . . . | Barrett Strong, Anna 1111 | | | 8 |
| 28 | 30 | 69 | — | SINK THE BISMARK . . . | Johnny Horton, Columbia 41568 | | | 3 |
| 29 | 32 | 50 | 55 | SIXTEEN REASONS . . . | Connie Stevens, Warner Bros. 5137 | | | 8 |
| 30 | 42 | 70 | — | WHITE SILVER SANDS . . . | Bill Black's Combo, HI 2021 | | | 3 |
| 31 | 17 | 15 | 11 | WHERE OR WHEN . . . | Dion and the Belmonts, Laurie 3044 | | | 13 |
| 32 | 40 | 49 | 70 | EL MATADOR . . . | Kingston Trio, Capitol 4338 | | | 5 |
| 33 | 23 | 26 | 22 | ROCKIN' LITTLE ANGEL . . . | Ray Smith, Judd 1016 | | | 12 |

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | TITLE | Artist, Company | Record No. | STEREO | WEEKS ON CHART |
|-----------|--------------|---------------|-----------------|--|--|------------|--------|----------------|
| 34 | 35 | 41 | 53 | ABOUT THIS THING CALLED LOVE . . . | Fabian, Chancellor 1047 | | S | 4 |
| 35 | 26 | 18 | 14 | DOWN BY THE STATION . . . | Four Preps, Capitol 4312 | | | 13 |
| 36 | 20 | 20 | 17 | TRACY'S THEME . . . | Spencer Ross, Columbia 41532 | | △ | 12 |
| 37 | 34 | 35 | 52 | CHATTANOOGA SHOE SHINE BOY . . . | Freddy Cannon, Swan 4050 | | | 5 |
| 38 | 53 | 79 | — | I LOVE THE WAY YOU LOVE . . . | Mary Johnson, United Artist 208 | | | 3 |
| 39 | 39 | 66 | 60 | STRING ALONG . . . | Fabian, Chancellor 1047 | | S | 5 |
| 40 | 31 | 23 | 34 | TALL OAK TREE . . . | Dorsey Burnette, Era 3012 | | | 8 |
| 41 | 28 | 30 | 40 | OUTSIDE MY WINDOW . . . | Fleetwoods, Dolton 15 | | | 6 |
| 42 | 38 | 31 | 29 | EL PASO . . . | Marty Robbins, Columbia 41511 | | △ | 20 |
| 43 | 68 | 84 | — | FOOTSTEPS . . . | Steve Lawrence, ABC-Paramount 10085 | | | 3 |
| 44 | 60 | 71 | 84 | STARBRIGHT . . . | Johnny Mathis, Columbia 41583 | | △ | 4 |
| 45 | 37 | 25 | 25 | COUNTRY BOY . . . | Fats Domino, Imperial 5645 | | | 8 |
| 46 | 64 | 80 | — | JUST ONE TIME . . . | Don Gibson, RCA Victor 7690 | | S | 3 |
| 47 | 54 | 62 | 77 | TEDDY . . . | Connie Francis, M-G-M 12878 | | S | 4 |
| 48 | 49 | 36 | 24 | BULLDOG . . . | The Fireballs, Top Rank 2026 | | S | 11 |
| 49 | 50 | 74 | 75 | DON'T FENCE ME IN . . . | Tommy Edwards, M-G-M 12871 | | S | 5 |
| 50 | 51 | 55 | 72 | ANYWAY THE WIND BLOWS . . . | Doris Day, Columbia 41569 | | | 5 |
| 51 | 41 | 38 | 37 | BABY, WHAT DO YOU WANT ME TO DO . . . | Jimmy Reed, Vee Jay 333 | | | 6 |
| 52 | 61 | 63 | 89 | THE SAME OLD ME . . . | Guy Mitchell, Columbia 41576 | | | 4 |
| 53 | 65 | — | — | DON'T THROW AWAY ALL THOSE TEARDROPS . . . | Frankie Avalon, Chancellor 1048 | | | 2 |
| 54 | 45 | 57 | 51 | FANNIE MAE . . . | Buster Brown, Fire 1008 | | | 8 |
| 55 | 47 | 56 | 63 | LAWDY MISS CLAWDY . . . | Gary Stiles, Carlton 525 | | | 5 |
| 56 | 74 | 68 | 56 | HARLEM NOCTURNE . . . | Viscounts, Madison 123 | | | 13 |
| 57 | 46 | 32 | 31 | LUCKY DEVIL . . . | Carl Dobkins Jr., Decca 31020 | | | 16 |
| 58 | 66 | 72 | 82 | SUMMER SET . . . | Monty Kelly, Carlton 527 | | S | 4 |
| 59 | 48 | 37 | 30 | TOO MUCH TEQUILA . . . | Champs, Challenge 59063 | | | 10 |
| 60 | 33 | 33 | 71 | ALVIN'S ORCHESTRA . . . | David Seville and the Chipmunks, Liberty 55233 | | | 5 |
| 61 | 56 | 58 | 54 | WHY DO I LOVE YOU SO . . . | Johnny Tillotson, Cadence 1372 | | | 10 |
| 62 | 80 | 90 | 93 | LET THE LITTLE GIRL DANCE . . . | Billy Bland, Old Town 1076 | | | 6 |
| 63 | 69 | 53 | 38 | CHINA DOLL . . . | Ames Brothers, RCA Victor 7655 | | S | 8 |
| 64 | 75 | 89 | — | APPLE GREEN . . . | June Valli, Mercury 71588 | | | 3 |
| 65 | 55 | 24 | 20 | YOU GOT WHAT IT TAKES . . . | Mary Johnson, United Artists 185 | | | 21 |
| 66 | 67 | 75 | 85 | CHATTANOOGA CHOO CHOO . . . | Ernie Fields, Rendezvous 117 | | | 4 |
| 67 | 88 | — | — | BIG IRON . . . | Marty Robbins, Columbia 41589 | | △ | 2 |

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | TITLE | Artist, Company | Record No. | STEREO | WEEKS ON CHART |
|-----------|--------------|---------------|-----------------|---------------------------------|--|------------|--------|----------------|
| 68 | 71 | 91 | 96 | MOUNTAIN OF LOVE . . . | Harold Dorman, Rita 1003 | | | 4 |
| 69 | 76 | — | — | AT MY FRONT DOOR . . . | Dee Clark, Abner 1037 | | | 2 |
| 70 | 70 | 40 | 33 | SHIMMY, SHIMMY, KO-KO BOP . . . | Little Anthony & the Imperials, End 1060 | | | 16 |
| 71 | 79 | 85 | 90 | STEP BY STEP . . . | The Crests, Coed 525 | | | 4 |
| 72 | 62 | 42 | 36 | CRAZY ARMS . . . | Bob Beckham, Decca 31029 | | | 12 |
| 73 | 57 | 61 | 68 | ANGELA JONES . . . | Johnny Ferguson, M-G-M 12855 | | | 5 |
| 74 | 58 | 48 | 49 | BAD BOY . . . | Marty Wilde, Epic 9356 | | | 7 |
| 75 | 81 | 81 | 97 | ROAD RUNNER . . . | Bo Diddley, Checker 942 | | | 4 |
| 76 | 89 | — | — | CARAVAN . . . | Santo and Johnny, Canadian-American 111 | | | 2 |
| 77 | 86 | 100 | — | DOWN BY THE RIVERSIDE . . . | Les Compagnons de la Chanson, Capitol 4342 | | | 3 |
| 78 | 99 | — | — | LONELY WEEKENDS . . . | Charlie Rich, Phillips International 3552 | | | 2 |
| 79 | 100 | — | — | TEENAGE SONATA . . . | Sam Cooke, RCA Victor 7701 | | S | 2 |
| 80 | 77 | 60 | 66 | PARADISE . . . | Sammy Turner, Bug Top 3032 | | | 6 |
| 81 | 96 | — | — | THE OLD LAMPLIGHTER . . . | The Browns, RCA Victor 7700 | | | 2 |
| 82 | — | — | — | SHAZAM . . . | Duane Eddy, Jamie 1151 | | | 1 |
| 83 | 97 | — | — | RUBY . . . | Adam Wade, Coed 526 | | | 2 |
| 84 | 43 | 28 | 21 | PRETTY BLUE EYES . . . | Steve Lawrence, ABC-Paramount 10058 | | S | 18 |
| 85 | 73 | 67 | 64 | JUST A LITTLE BIT . . . | Roscoe Gordon, Vee Jay 332 | | | 6 |
| 86 | — | — | — | CLEMENTINE . . . | Bobby Darin, Atco 6161 | | | 1 |
| 87 | 84 | — | — | STRAIGHT A'S IN LOVE . . . | Johnny Cash, Sun 334 | | | 2 |
| 88 | 82 | 88 | 95 | YOU DON'T KNOW ME . . . | Lennie Welch, Cadence 1373 | | | 4 |
| 89 | 98 | — | — | DON'T DECEIVE ME . . . | Ruth Brown, Atlantic 2052 | | | 2 |
| 90 | — | — | — | NIGHT . . . | Jackie Wilson, Brunswick 55166 | | | 1 |
| 91 | 95 | 99 | — | JAMBALAYA (ON THE BAYOU) . . . | Bobby Comstock, Atlantic 2051 | | | 3 |
| 92 | — | — | — | WAKE ME WHEN IT'S OVER . . . | Andy Williams, Cadence 1378 | | | 1 |
| 93 | 59 | 44 | 42 | TOO POOPED TO POP . . . | Chuck Berry, Chess 1747 | | | 6 |
| 94 | — | — | — | WORDS . . . | Pat Boone, Dot 16048 | | S | 1 |
| 95 | 63 | 54 | 46 | ETERNALLY . . . | Sarah Vaughan, Mercury 71562 | | S | 7 |
| 96 | 94 | 78 | 76 | LET IT ROCK . . . | Chuck Berry, Chess 1747 | | | 8 |
| 97 | 78 | 43 | 32 | GO, JIMMY, GO . . . | Jimmy Clanton, Ace 575 | | | 16 |
| 98 | 72 | 76 | 65 | SLEEPY LAGOON . . . | Platters, Mercury 71563 | | S | 5 |
| 99 | 85 | 52 | 35 | TIME AND THE RIVER . . . | Nat King Cole, Capitol 4325 | | | 8 |
| 100 | — | — | — | SOMEDAY . . . | Debra Reese, RCA Victor 7706 | | S | 1 |

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *TEENAGE SONATA Sam Cooke
(Marks, BMI) RCA Victor 7701
- *BIG IRON Marty Robbins
(Marty's Music, BMI) Columbia 41589
- *SHAZAM Duane Eddy
(Gregmark, BMI) Jamie 1151

- *WAKE ME, WHEN IT'S OVER Andy Williams
(Robbins, ASCAP) Cadence 1378
- *CARAVAN Santo & Johnny
(American Academy of Music, ASCAP)
Canadian-American 1111
- *CLEMENTINE Bobby Darin
(Tweed, ASCAP) Atco 6161

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. IT COULD HAPPEN TO YOU Dinah Washington, Mercury
2. CRADLE OF LOVE Johnny Preston, Mercury
3. IF I KNEW The Cruisers, V-Tone
4. MR. LUCKY Henry Mancini, RCA Victor
5. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?
..... Ray Peterson, RCA Victor
6. CINDY Teddy Vann, Triple-X
7. OOH POO PAH DOO Jessie Hill, Minif
8. CHERRY PIE Skip & Flip, Brent
9. STAIRWAY TO HEAVEN Neil Sedaka, RCA Victor
10. TAMIAMI Bill Haley & His Comets, Warner Bros.
11. TWO THOUSAND, TWO HUNDRED, TWENTY-THREE MILES
..... Patti Page, Mercury
12. WHY I'M WALKING Stonewall Jackson, Columbia
13. SIX-PACK TO GO Hank Thompson, Columbia
14. I ONLY WANT YOU The Passions, Audicon
15. GOODBYE, KANSAS CITY Wilbert Harrison, Fury

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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.

THE COASTERS

BESAME MUCHO (PARTS I & II) (Peer Intl., BMI)—The Coasters apply their distinctive sound to the popular oldie on side one. Side two has a long tenor sax solo by King Curtis, and the group comes in again later on the side. Both sides build in excitement thruout. **Atco 6163**

JERRY WALLACE

YOU'RE SINGING OUR LOVE SONG TO SOMEBODY ELSE (Vera-Taj, BMI)—**KING OF THE MOUNTAIN** (Thunderbird, ASCAP)—"You're Singin'" is a snappy, '20's-type ditty with bright brass and banjo backing. "King of the Mountain" is a cute medium-beater on which he is also given strong support. Both are neatly sold by Wallace, and he could have clicks with either. **Challenge 59072**

THE FIREBALLS

FOOT-PATER (Dundee, BMI) — **KISSIN'** (Dundee, BMI)—The group should keep their hit string unbroken with their latest waxings. "Foot-Pater" is much along the lines of their previous winners. "Kissin'" is also in the rocker groove. **Top Rank 2038**

JERRY BUTLER

A LONELY SOLDIER (Conrad, BMI)—**I FOUND A LOVE** (Conrad, BMI)—Butler gives out with fine deliveries on both sides. "A Lonely Soldier," a rockaballad, tells of a soldier who's unhappy, because he's been away from home so long. "I Found a Love," a change of pace, shows a smart reading of a jazz-flavored tune. **Abner 1035**

ANITA BRYANT

PAPER ROSES (Pambill, ASCAP)—**MIXED EMOTIONS** (Roger, ASCAP)—"Paper Roses" is an attractive, country-flavored waltz. "Mixed Emotions," the oldie, is a warmly sold ballad. Both sides are well-handled by the artist, and either can go all the way. **Carlton 528**

JOHNNY CASH

SEASONS OF MY HEART (Starday, BMI)—**SMILING BILL McCALL** (Cash, BMI)—"Seasons" is a fine country ballad that gets Cash's usual, effective vocal. "Smiling Bill McCall" is on the novelty side, and the tune tells a cute tale. Both have dual-market appeal. **Columbia 41618**

THE FOUR LADS

GOONA GOONA (Korwin, ASCAP) — **YOU'RE NOBODY 'TIL SOMEBODY LOVES YOU** (Southern, ASCAP)—"Goono Goona," an Hawaiian-type tune with cute lyrics, is given a bright reading by the foursome over a cute arrangement. "You're Nobody" is done in a light, rock framework and shuffle tempo. Both sides are strong confenders. **Columbia 41629**

DODIE STEVENS

AMIGO'S GUITAR (Cedarwood, BMI) — **CANDY STORE BLUES** (Leeds, ASCAP)—The talented, young thrush gives a pop twist to "Amigo's Guitar," Kitty Wells' recent c.w. click. "Candy Store Blues" is nicely revived in a smart reading by the chick. Both have the hit sound, and either can score. **Dot 16097**

THE UNTOUCHABLES

POOR BOY NEEDS A PREACHER (Ultra, BMI)—The new group could have a winner with their first try. They handle the clever bit of material brightly, nicely assisted by a pounding arrangement that includes strings. It's an interesting side with strong chances. Flip is "New Fad," (Ultra, BMI). **Madison 128**

THE BLUENOTES

I'M GONNA FIND OUT (Jan-Pat, BMI)—**FOREVER ON MY MIND** (Jan-Pat, BMI)—The group offers strong sides to follow their "I Don't Know What It Is." They give a quality sing to "I'm Gonna Find Out," a bright medium-beater. "Forever on My Mind," a ballad, is also sold with strong appeal. **Brooke 116**

DON WINTERS

THAT'S ALL I NEED (Cedarwood, BMI)—**SOMEDAY BABY** (Acuff-Rose, BMI)—Winters chants two rockers in fine style. "That's All I Need" has a spiritual flavor. "Someday Baby" is a rocker with Latinish traces. Chorus and ork work on both side is most helpful. **Decca 31067**

THE ISLEY BROTHERS

HE'S GOT THE WHOLE WORLD IN HIS HANDS (CHAPPELL, ASCAP)—**HOW DEEP IS THE OCEAN** (Berlin, ASCAP)—The Isley Brothers could have another "Shout" with either of these fine outings. "He's Got the Whole World" is given a spirited belt. They take attractive, melodic liberties with "How Deep Is the Ocean" and read the tune as a rocker. Both can step out. **RCA Victor 7718**

(Continued on page 37)

ROD LAUREN'S SECOND SMASH SINGLE LISTEN MY LOVE c/w THIS I KNOW

47/7720



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 35

Pop

TOMMY SANDS



THAT'S LOVE (Grace, ASCAP)—**CROSSROADS** (Grace, ASCAP)—Sands comes thru with two fine vocal efforts on attractive tunes. "That's Love" is a smartly-delivered medium-beater that tells of the settings and ingredients for love. "Crossroads" is a pretty ballad on which he's lushly backed. **Capitol 4366**

JAN AND DEAN



WHITE TENNIS SNEAKERS (Hillary-Ultra-Admiration, BMI)—**CINDY** (Hillary-Ultra, BMI)—The duo can score again with either of these potent bids. "White Tennis Sneakers" is about the teen fad. "Cindy" is a rockabilly tribute to a gal. Both sides can score. **Dore 548**

THE CASUALS



EIGHT O'CLOCK SCENE (Rush, BMI)—**TEACHER CRUSH** (Rush, BMI)—The new group scores effectively on two strong sides. "Teacher Crush" is done with a sort of Everly Brothers approach. "Eight o'clock Scene" is a rocker. Both should catch on with spins. **Saville 105**

ELTON BRITT



LOST HIGHWAY (Acuff-Rose, BMI) — **A CONVICT AND A ROSE** (Shapiro-Bernstein, ASCAP)—Britt applies handsome readings to both tunes. "Lost Highway" is a strong saga-type item that is sung with feeling and sincerity. "A Convict and a Rose" shows a plaintive warbling stint on a Latin-flavored ditty with weeper lyrics. **ABC-Paramount 10080**

Country & Western

JIMMY SKINNER



LONESOME ROAD BLUES (Skinner, BMI) — **TWO SQUARES AWAY** (Skinner, BMI)—Skinner should have chart items with these attractive sides. "Lonesome Road Blues" has a sort of gospel flavor. "Two Squares Away" is in a folkish groove. **Mercury 71606**

EDDIE NOACK



SHAKE HANDS WITH THE BLUES (Glad, BMI)—**SUNFLOWER SONG** (Glad, BMI)—Noack turns in two fine performances. Top side is a listenable honky-tonker. Flip is a bright medium-beater. Both will score with traditional fans. **D 1124**

WYNN STEWART & JAN HOWARD



WRONG COMPANY (Jat, BMI) — **WE'LL NEVER LOVE AGAIN** (Jat, BMI)—"Wrong Company" is delivered along traditional lines, and the pair gives it an emotion-packed reading. "We'll Never" also gets a traditional approach, and they handle the tune with listenable harmonies. **Challenge 59071**

Sacred

THE LOUVIN BROTHERS



JUST SUPPOSE (Central Songs, BMI)—**I SEE A BRIDGE** (Central Songs, BMI)—The Louvins attractively render two inspirational songs with their usual fine approach. They give both sides excellent outings, and they should prove strong items for the market. **Capitol 4359**

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

POLLY BERGEN

FOUR SEASONS (Stratford, ASCAP)—The lark renders the lovely, new George Weiss-Jule Styne tune with a quality vocal. Spins of the pretty tune, which has the sound of a standard, should please. Flip is "It Might as Well Be Spring" (Williamson, ASCAP). **Columbia 41617**

CORINA MINETTE; TOMMY THOMAS ORK

HELL HAVE TO STAY (Central Songs, BMI)—**YOUNG AT CHA CHA CHA** (Young at Heart) (Cherio, BMI)—Top side is the answer song to "He'll Have to Go." The thrush reads it prettily over complementary backing. Spinnable side should go well with listeners. Flip spots a bright cha cha instrumental reading of the oldie that also provides spinnable wax. **ABC-Paramount 10097**

HARRY LUBIN

THEME FROM "ONE STEP BEYOND" (Harrose Enterprises, BMI) **ON THE TERRACE** (MUSIC FROM "ONE STEP BEYOND") (Harrose, BMI) — Lubin, conducting a big symphony orchestra, etches two intriguing instrumental sides. Both are from the LP, "One Step Beyond." Both are arranged with inventiveness and color. Jocks should like both, and they can also break strongly sales-wise. **Decca 31070**

VAUGHN MONROE

BALLERINA (Jefferson, ASCAP)—Monroe revives his old click for a listenable first etching on his new label. It's been up-dated with a bright chick chorus backing the singer. Ork backing by Don Costa is clever and interesting. Flip is "Love Me Forever" (Home Folks, BMI). **United Artist 214**

POP NOVELTY

JACKIE RAE

THEME FROM "A SUMMER PLACE" (Witmark, BMI)—**THE MOON GOT IN MY EYES** (Joy, ASCAP)—Rae impresses with two fine efforts. "Theme From 'A Summer Place,'" could be given new life via the artist's fine reading. "The Moon Got in My Eyes" is also neatly wrapped up, and this, too, should get spins a-plenty. **Epic 9366**

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

CRASH CRADDOCK

★★★★ **LETTER OF LOVE** — COLUMBIA 41619 — Attractive reading of pretty ballad with beat by the chanter. He's nicely supported by the chorus and ork. (Sherwin, ASCAP)

★★★★ **ALL I WANT IS YOU** — Lovely ballad is nicely wrapped up by Craddock. This should also move strongly. (Andick, ASCAP)

SHEB WOOLEY

★★★★ **LUKE THE SPOOK** — M-G-M 12882 — Wooley and speeded voice friends give out brightly on this cute novelty. It's his best in a while, and this could get attention. (Channel, ASCAP)

★★★★ **MY ONLY TREASURE** — Deep-voiced reading of a countryish rockaballad provides a good coupling. This can also get sales, tho flip appears a bit stronger. (Channel, ASCAP)

JAMIE HORTON

★★★★ **HEARTBREAKIN' DOLL** — JOY 237 — The "My Little Marine" gal provides a bright dual-track reading of a rockabilly ditty. Both sides are well done, and either could step out. (Joy, ASCAP)

★★★★ **WHERE'S MY LOVE** — The lark delivers an appealing reading of a cute Paul Anka tune. She has a salable sound. Fine backing helps. (Spanka, BMI)

JOHNNY SMITH

★★★★ **MY DEAR LITTLE SWEETHEART**—ROYAL ROOST 701—Lovely waltz gets a fine reading from the guitarist over a string-filled ork. Excellent programming material. (Planetary, ASCAP)

★★★★ **ONCE IN A WHILE**—The evergreen is tastefully styled by Smith. Lush ork backing sets a listenable framework. Also a fine side for deejays. (Miller, ASCAP)

AL ALBERTS

★★★★ **NO LOVE BUT YOUR LOVE**—M-G-M 12884—Tune is based on "Pagliacci." Alberts reads it in big voice over a lush and pretty arrangement. Worth Watching. (Artists, ASCAP)

★★★★ **SOUTH OF THE BORDER**—Swingin' approach by the singer on the oldie. It's done with a jazz feeling. Ork backing by Ray Ellis is first-rate. (Shapiro-Bernstein, ASCAP)

GORDON MacRAE

★★★★ **YOU WERE THERE** — CAPITOL 4357 — Bluesy ballad with beat is given a fine belt by the singer. Light piano triplets in the backing lend an interesting touch. It's one to watch. (Joy, ASCAP)

GORDON MacRAE and SHEILAH MacRAE

★★★ **Our Love Story** — Cute tune is nicely wrapped by the MacRaes. Jocks may take to it, but flip appears the money side. (Korwin, ASCAP)

CATERINA VALENTE

★★★★ **DOWN BY THE RIVERSIDE (QU'IL FAIT BON VIVRE)** —LONDON 1913—Tune is currently going well for Les Compagnons de la Chanson. The thrush gives the ditty a sprightly belt in French over an exciting arrangement. Fine side for jocks. (Zodiac, BMI)

★★★ **Sweetheart, My Darling, My Dear** — Medium-beat tune has Latin traces. The lark reads it nicely over a pleasant setting. Good coupling. Lyrics are in English and French. (Arcadia-Verlag, ASCAP)

★ ★ ★ GOOD SALES POTENTIAL

D. D. (FOOTS) FORD

★★★ **D. D.'s Madison (Parts 1 & 2)** — POTOMAC 902 — Instrumental of a tune with the dance rhythm that's currently popular in the Baltimore-Washington area. Good jockey side, and the tune has a chance, if the dance catches on. Side two is more of the same with tenor and organ spotlighted. (Dazzler-Potomac, BMI)

DUKE MITCHELL

★★★ **I'll Be With You in Apple Blossom Time** — VERVE 10206 — Over a smart, stylish arrangement of the oldie, Duke Mitchell comes thru with a Louis Prima-ish reading of the oldie. An exciting side. (Broadway, ASCAP)

★★★ **Tik-A-Tee, Tik-A-Tay** — On this side Mitchell sells an Italian novelty with sparkle, and the backing is sock all the way. This has a chance. (E. B. Marks, BMI)

JOHNNY TWIG

★★★ **Gina** — VERVE 10185 — Bright, happy instrumental reading of a familiar sounding melody by the Johnny Twigg combo here. Could get jock spins. (Vivid, ASCAP)

★★★ **Sax-O-Phun** — On this side the lead has a lot of fun with his sax work. Two pleasant sides. (Robbins, ASCAP)

EDDIE HEYWOOD

★★★ **Out of Bounds**—MERCURY 71603—Attractive melody is played well by Eddie Heywood here over lush string backing. (Brenda, BMI)

★★★ **There You Are** — Another pretty effort is played with feeling by Heywood and again the backing is rich. (Brenda, BMI)

BILL CHAPPELL

★★★ **She's Gone Forever** — YUCCA 121 —Chappell handles this snappy up-tempo effort with a good performance as he tells about the girl he loved who has now gone to heaven. A good waxing. (Fairway, BMI)

★★★ **Lovely Dove** — A bright rocker receives a creditable reading from the chanter on this swinging side. Lad has a good sound. (Fairway, BMI)

JOHN LOREN

★★★ **Tell It Like It Is** — GEE 1059 — Bright rhythm tune is chanted with appeal by Loren over rocking assistance by a combo and a male group. (Figure, BMI)

★★★ **Tell the World** — Rockaballad is nicely handled by Loren. Side should move as well as the flip. (Wildwood, BMI)

MICHAEL COLDIN & THE SOPHOMORES

★★★ **Roll Out the Green Carpet, Mr. Springtime** — 20TH FOX 189 — Cute, infectious waltz is given a pretty group reading. Fine jockey side. (Novelty, ASCAP)

★★★ **The Legend of Rip Van Winkle** — Coldin and the chorus tell the classic legend of Rip Van Winkle. Tune is sprightly and cute, and it should come in for spins. (Glory, ASCAP)

THE FOUR DUKES

★★★ **Baby Won't You Please Come Home** — IMPERIAL 5653 — The oldie is given a bright go by the Four Dukes over a sprightly arrangement. The side can sell. (Pickwick, ASCAP)

★★★ **John Henry** — Stylized reading of the old folk classic. It's an interesting adaptation that can catch on. (Post, ASCAP)

INTERLUDES

★★★ **No One for Me** — VALLEY 106 — Pretty ballad is given a quality reading by the lead with fine group backing. Light accompaniment helps. Side rates exposure. (Valley, BMI)

★★★ (Fort) **Lauderdale** — Cute tune also gets a fine group outing. The tune is done with a slight Latin flavor. Good jockey material. Both sides rate exposure. (Valley, BMI)

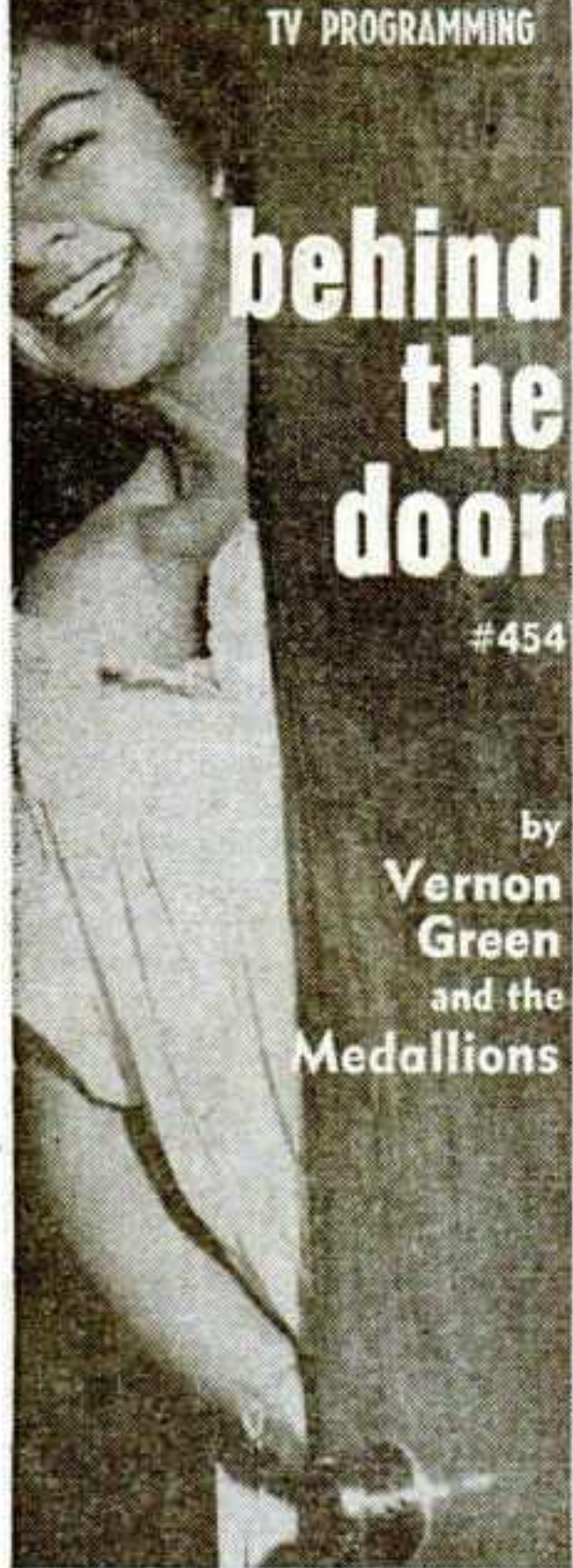
PEARL BAILEY

★★★ **New Shoes** — ROULETTE 4233 — Amusing novelty is sung by the star with her usual sock showmanship. (Planetary, ASCAP)

(Continued on page 41)

(Continued on page 40)

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• Best Selling Sheet Music in U. S.

| This Week | Tunes are ranked in order of their current national selling importance at the sheet music jobber level. | Last Week | Weeks on Chart |
|-----------|---|-----------|----------------|
| 1. | THEME FROM A SUMMER PLACE (Witmark) | 1 | 6 |
| 2. | THE SOUND OF MUSIC (Williamson) | 6 | 7 |
| 3. | RUNNING BEAR (Big Bopper Music) | 3 | 9 |
| 4. | TEEN ANGEL (Acuff-Rose) | 5 | 8 |
| 5. | CLIMB EV'RY MOUNTAIN (Williamson) | 4 | 11 |
| 6. | DO-RE-MI (Williamson) | 2 | 13 |
| 7. | BEYOND THE SEA (Harms) | 8 | 4 |
| 8. | EL PASO (Marty's Music) | 7 | 11 |
| 9. | DELAWARE (Gunston) | 13 | 4 |
| 10. | AMONG MY SOUVENIRS (De Sylva, Brown & Henderson) | 9 | 11 |
| 11. | HARBOR LIGHTS (Chappell) | 15 | 2 |
| 12. | HE'LL HAVE TO GO (Central Songs) | 14 | 4 |
| 13. | FOREVER (Tree) | — | 1 |
| 14. | MY FAVORITE THINGS (Williamson) | — | 2 |
| 15. | LET IT BE ME (Leeds) | 10 | 5 |

• Best Selling Sheet Music in Britain

(For week ending March 12)

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

| | |
|---|--|
| Why—Debmar (Debmar) | What Do You Want to Make Those Eyes at Me For?—F. Day (Feist) |
| Looking High, High, High—Robbins (Robbins) | Way Down Yonder in New Orleans — L. Wright (Shapiro-Bernstein) |
| Voice in the Wilderness—Chappell (Chappell) | Little White Bull—P. Maurice (—) |
| Delaware—Leeds (Gunston) | Poor Me—Mills (Mills) |
| On a Slow Boat to China—Morris (Frank) | Harbour Lights—P. Maurice (Chappell) |
| Royal Event—Noel Gay (—) | Running Bear—Southern (Big Bopper) |
| Pretty Blue Eyes—Maxana (Almino) | Summer Set—Cromwell (Hollis) |
| Beyond the Sea—Chappell (Harms) | Oh So Wonderful—Kassner (—) |
| Starry Eyed—L. Wright (Manson) | Raw Hide—Leeds (Erosa) |
| Heartaches by the Number—Joy (Pamper) | Misty—Bregman, Vocco & Conn (Octave) |


• Best Selling Pop Records in Britain

(For week ending March 12)

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

| This Week | Last Week |
|-----------|---|
| 1. | RUNNING BEAR—Johnny Preston (Mercury) 1 |
| 2. | DELAWARE—Perry Como (RCA) 3 |
| 3. | POOR ME—Adam Faith (Parlophone) 2 |
| 4. | THEME FROM A SUMMER PLACE—Percy Faith (Philips) 6 |
| 5. | YOU GOT WHAT IT TAKES—Marv Johnson (London) 9 |
| 6. | WHAT IN THE WORLD'S COME OVER YOU?—Jack Scott (Top Rank) 14 |
| 7. | WHY—Anthony Newley (Decca) 5 |
| 8. | BE MINE—Lance Fortune (Pye) 12 |
| 9. | ON A SLOW BOAT TO CHINA—Emile Ford (Pye) 4 |
| 10. | FINGS AIN'T WOT THEY USED T'BE—Max Bygraves (Decca) — |
| 11. | SUMMER SET—Acker Bilk (Columbia) 10 |
| 12. | PRETTY BLUE EYES—Craig Douglas (Top Rank) 11 |
| 13. | A VOICE IN THE WILDERNESS—Cliff Richard (Columbia) 8 |
| 14. | WAY DOWN YONDER IN NEW ORLEANS—Freddie Cannon (Top Rank) 7 |
| 15. | HANDY MAN—Jimmy Jones (M-G-M) — |
| 16. | WHO COULD BE BLUER?—Jerry Jordan (Parlophone) 16 |
| 17. | LOOKING HIGH, HIGH, HIGH—Bryan Johnson (Decca) 15 |
| 17. | WILD ONE—Bobby Ryuehl (Columbia) — |
| 19. | COLETTE—Billy Fury (Decca) — |
| 20. | BEATNIK FLY—Johnny and the Hurricanes (London) — |

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The Billboard HOT C & W SIDES

| THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO | FOR WEEK ENDING MARCH 20 | | WEEKS ON CHART |
|-----------|--------------|---------------|-----------------|----------------------------------|---|----------------|
| | | | | TITLE | Artist, Company, Record No. | |
| 1 | 1 | 1 | 1 | HE'LL HAVE TO GO | Jim Reeves, RCA Victor 7643 | 16 |
| 2 | 2 | 2 | 2 | EL PASO | Marly Robbins, Columbia 41511 | 20 |
| 3 | 4 | 4 | 5 | ANOTHER | Roy Drusky, Decca 31024 | 10 |
| 4 | 6 | 6 | 6 | YOU'RE THE ONLY GOOD THING | George Morgan, Columbia 41523 | 11 |
| 5 | 7 | 7 | 7 | WISFUL THINKING | Wynn Stewart, Challenge 59061 | 13 |
| 6 | 3 | 3 | 3 | THE SAME OLD ME | Ray Price, Columbia 41477 | 24 |
| 7 | 9 | 16 | — | JUST ONE TIME | Don Gibson, RCA Victor 7690 | 3 |
| 8 | 5 | 5 | 4 | NO LOVE HAVE I | Webb Pierce, Decca 31021 | 14 |
| 9 | 8 | 8 | 8 | RIVERBOAT | Faron Young, Capitol 4291 | 19 |
| 10 | 10 | 9 | 9 | AMIGO'S GUITAR | Kitty Wells, Decca 30987 | 20 |
| 11 | 14 | 30 | — | PLEASE HELP ME, I'M FALLING | Hank Locklin, RCA Victor 7692 | 3 |
| 12 | 13 | 10 | 11 | TIMBROOK | Lewis Prufft, Decca 31038 | 15 |
| 13 | 15 | 28 | — | AM I THAT EASY TO FORGET | Skeeter Davis, RCA Victor 7671 | 3 |
| 14 | 18 | — | — | PINBALL MACHINE | Lonnie Irving, Starday 486 | 2 |
| 15 | 11 | 11 | 10 | THERE'S A BIG WHEEL | Wilma Lee & Stony Cooper, Hickory 1107 | 23 |
| 16 | 30 | 23 | 14 | RIVERBOAT GAMBLER | Jimmie Skinner, Mercury 71539 | 10 |
| 17 | — | — | — | HOW FAR TO LITTLE ROCK | Stanley Brothers, King 5306 | 1 |
| 18 | 12 | 15 | 17 | EYES OF LOVE | Margie Singleton, Starday 472 | 8 |
| 19 | 19 | 12 | 18 | DEAR MAMA | Merle Kilgore, Starday 469 | 7 |
| 20 | 17 | 17 | — | ABOVE AND BEYOND | Buck Owens, Capitol 4337 | 3 |
| 21 | 23 | 21 | — | I'M CRYING MY HEART OUT OVER YOU | Lester Flatt & Earl Scruggs, Columbia 41518 | 6 |
| 22 | 29 | 25 | — | UNTIL TODAY | Elmer Snodgrass & the Musical Pioneers, Decca 31048 | 6 |
| 23 | — | — | — | A SIX PACK TO GO | Hank Thompson, Capitol 4334 | 1 |
| 24 | 16 | 13 | 20 | NOBODY'S DARLING BUT MINE | Johnny Sea, NRC 049 | 7 |
| 25 | 22 | 14 | 12 | MARY DON'T YOU WEEP | Stonewall Jackson, Columbia 41533 | 10 |
| 26 | — | — | — | FAMILY BIBLE | Claud Gray, D 1118 | 1 |
| 27 | 24 | 24 | 16 | STRAIGHT A'S IN LOVE | Johnny Cash, Sun 334 | 6 |
| 28 | 26 | — | — | TROUBLE IN THE AMEN CORNER | Archie Campbell, RCA Victor 7660 | 2 |
| 29 | — | — | — | BIG IRON | Marty Robbins, Columbia 41589 | 1 |
| 30 | — | — | — | MAKE THE WATER WHEEL ROLL | Carl Smith, Columbia 41557 | 1 |

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Bob Berry is reported attracting attention with his new one on the Bandera label, "It's the Way You Are." . . . Rex Allen is in Houston for the filming of "Tomboy and the Champ," in which he is starred. . . . Organist Jimmie Richardson, who heads up Marcile Records, with headquarters in Shelbyville, Tenn., has just released a new single and an album, both of which are being distributed by Music City Record Distributing, Nashville. Sessions were cut at the RCA Studios in Nashville. Single spots "The Wash Cannon Ball" and three non-country tunes. Included in the album set are "Slippin' Around" and "This Ole House." Richardson, who is set on a long string of horse shows with his organing, plays the equine fiesta at the River Downs Race Track, Cincinnati, the first week in May.

Ramblin' Lou, of Station WJLL, Niagara Falls, N. Y., has Mac Wiseman set for five dates in that sector, opening March 23 in Corning, N. Y., and following with Turners Corners, Ont., 24; Syracuse, N. Y., 25; Potsdam, N. Y., 26, and Gasport, N. Y., 27. Lou also has Grandpa Jones booked in that area April 20-24. . . . Uncle George Featherstone, who for 12 years promoted c.&w. music at Wonderland Ranch, Dunnville, Ont., has sold the ranch to devote his full time to his real estate investments. . . . Jimmy Driftwood has a new album, "The Westward Movement," on RCA Victor's April 1 release list. He has just wrapped up another, tentatively titled "Tall Tales," under Chet Atkins' watchful a.&r. ear in Nashville.

Catering to the resurgence of country music popularity in the rich agricultural area surrounding Independence, Ia., the Gayla Ballroom there has bought a line-up of c.&w. talent from Jim McConnell, of Top Talent, Inc., Springfield, Mo., for April, May and June. Tex Ritter plays there April 27; Roy Acuff and gang move in for May 11, and the Wilburn Brothers will be the features May 21, Don Gibson headlines May 28, and Johnny Horton, with Tillman Franks, tops the bill June 11. McConnell is presently lining up a two-week jaunt thru the East for the Wilburn frerers. . . . George R. Price, of LaGeorge Music (Air Records) Company, Venice, Calif., advises that his firm has terminated sponsorship of its Songwriters' Workshop.

Carl J. Evans Sr., of Tampa, reports that the new "Suwanee River Jamboree" bowed with a bang March 12 at Live Oak, Fla. Opening show featured Frank Evans, Willie Matthis, Terry Nichols and other regulars, with Little Eller Long and the Country Cloggers as special guests. March 19 features were Herb and Kay Adams, regulars with the Ernie Lee show over WTVT-TV, Tampa. . . . The gospel singing Blackwood Brothers set for Baltimore March 22 and Easton, Md., March 23. . . . Lee Morgan soon celebrates two years on the staff of WLS, Chicago, with her group known as the Midwesterners. Lee and the combo are heard occasionally on the station's "Smile Awhile," and regularly on "Dinner Bell" and the "National Barn Dance" every Saturday night. Miss Morgan and the Midwesterners are elated with the action being tendered their new releases, an LP titled

"Remember Me," and a single coupling "Remember Me" and "Swiss Chalet." Leon Sash has recorded one of Lee's compositions, "Dear One," on Columbia's Harmony label. It's called "Hi-Fi Holiday for Accordion."

Johnny and Jack and Kitty Wells are routed for Albuquerque, N. M., March 22; Lamar, Colo., 26; Pueblo, Colo., 27; Salt Lake City, April 1, and Idaho Falls, Idaho, 2. Kitty's new one on Decca, "Left to Right" b.w. "Memory of Love," is due for release this week. . . . Station WSM's "Noontime Neighbors" shows, heard Monday thru Friday, 12:05-1 p.m., has T. Tommy Cutrer emceeing, with John McDonald, WSM farm director, giving out with the news. . . . Lonzo and Oscar's new release on the Starday label couples "Blue Loves" with "I Lost an Angel." . . . Vi Muszynski, of Bandera Records, Chicago, has a session coming up soon on Bob Perry and Betty Foley. The pair will cut an EP together, with Betty waxing four sides on her own. . . . Roy Acuff and his lads stop off in Worcester, Mass., April 1; North Attleboro, Mass., 2, and Hartford, Conn., 3.

Columbia last week released the new Lester Flatt and Earl Scruggs album titled "Songs of Glory," comprising 12 of their most-requested hymns. The lads play a three-day stand at Johnson City, Tenn., opening Tuesday (22), and follow with Springville, Tenn., March 31; Old Hillsboro, Tenn., April 1; Robbinsville, N. C., 4; Howell Hill, Tenn., 7, and Center Town, Ky., 8. . . . Other "Grand Ole Opry" bookings are as follows: Faron Young and Roy Drusky, Sioux City, Ia., March 22; Scottsbluff, Neb., 23; Omaha, 24; Enid, Okla., 25, and Wichita, Kan., 26; Ferlin Husky, Fort Worth, March 26; the Louvin Brothers and Ray Price, Barksdale Air Force Base, Louisiana, March 25; George Morgan, Minneapolis, March 30-April 2 and April 6-9; Jim Reeves, Houston, March 26; Fort Worth, April 4; Rusty and Doug, Congerville, Ill., April 9.

Tommy Duncan has rejoined the Bob Wills band, which has a release coming up soon on the Liberty label. . . . Wade Ray and his show group, currently holding forth at the Golden Nugget, Las Vegas, recently signed to record for Bill Lowery's NRC label and have an album release, "Wade Ray Swings at the Nugget," due out soon. . . . Eddie Noack, now working out of Oklahoma City, is sporting a new release on the "D" label, "Shake Hands With the Blues" b/w "Sunflower Song." . . . Jim Hadley, whose new release on the Buddy label couples "I Remember" with "Midnight Train," opens his new nitery, Mac Kinaw Dells, 23 miles east of Peoria, Ill., April 9, with Jim Reeves and the Wilburn Brothers as special guests. Holding forth regularly at the spot for Friday and Saturday night dances will be Hadley and his Drifting Rangers and the Dells Quartet.

Music Corporation of America has signed Leon McAuliff and His Cimarron Boys to an exclusive seven-year pact. Leon's personal manager, Don Thompson, negotiated the deal. McAuliff and his lads are on tour this week for Hap Peebles, Wichita, Kan., promoter, and next Sunday (27) play for promoter Smokey Smith at the KRNT Theater, Des Moines.

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PARTS I & II

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Potomac #902

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MICKEY GILLEY

Potomac #901

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the Fidelitys

and Sammy Lowe's Orchestra

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IN A ROW!



GOING ALL THE WAY!

"WHITE SILVER SANDS"

Bill Black
and his combo

Hi 2021

COME DANCE
WITH ME
EDDIE
QUINTEROS
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**BIRMINGHAM
JAIL**
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I'M A LITTLE BOY
by
WARREN STORM
Nasco 6031
DeLays - If you haven't received
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Nashville, Tenn.

Dramatically Different
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The Night"*
THE MYSTICS
Laurie 3047

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Chester McDowall's
"TELL ME NOW"
and
**"JOY IN MY
TEARDROPS"**
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DUKE RECORDS
2809 Erastus St. Houston 26, Texas

COME DANCE
WITH ME
EDDIE
QUINTEROS
#7009
brent RECORDS

Reviews of New Pop Records

Continued from page 40

★★★ GOOD SALES POTENTIAL

★★ **What Are They Laughing About**—A novelty. Melody is a bouncy one. Vocal gimmick is a spate of wild laughter. Chant, when the laughter ends, gets some soul in the vocal. (Downey, BMI)

WALTER BRENNAN
★★★ **Dutchman's Gold** — DOT 16006 — Billy Vaughn backs the veteran movie actor on this side. Brennan narrates a Western saga over a soft chorus and ork assist. It's based on the famous folk tale. (American, BMI)

★★ **Back to the Farm** — "I don't care for the city," tells Brennan on this philosophical side. Again it's narrated over chorus and ork support. (Talisman, ASCAP)

★★ **Wise to You**—FLING 716—Tony Cosmo bows on the new label with a pleasant reading of a nice ballad. (Bengimann, ASCAP)

★★ **Pony Tail Annie & Crew Cut Joe**—Okay rocker is sung neatly by the lad here. (Bengimann, ASCAP)

TERRI & JAY
★★ **Tomorrow's Another Day** — TARCO 100—Rocker sort gets a so-so outing from the pair. Fair potential. (Donasoc, BMI)

★★ **Why Hub?**—Same comment. (Donasoc, BMI)

BOB ORRISON
★★ **Florella**—LIBERTY 55237 — Pretty Latin theme is sung pleasantly by Orrison. (Chris, BMI)

★★ **Sarah Lee**—Catchy folk-flavored item is handed okay vocal. (Metric, BMI)

AL BRITT
★★ **Pretending**—SMOKE 103—A tune with a pretty melody. It's a slow ballad chanted in a Westernish style by Al Britt against a simple triplet piano backing. Sax chorus follows the vocal. (Gulf Stream-Singing River, BMI)

★★ **Shuffle Back to Buffalo** — The old melody gets a new lyric. Britt chants this side again in echo fashion against a shuffle rhythm backing. (Gulf Stream-Singing River, BMI)

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1755 BROADWAY NEW YORK, N. Y.
Dear Disk Jockeys,
"I ONLY WANT YOU"
to play my hit record.
—THE PASSIONS
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RELIABILITY—QUALITY
RECORD PRESSING
Originators of the Patented
rim drive; thick-thin
type record
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HOLLYWOOD 46, CALIF.

HIGHBROWS
★★★ **Love So Divine**—ROCK-HIGHLAND 107—A pleasant rockaballad by the boys, who sing largely in unison. Arrangement has modest triplets. (Citation, BMI)

★★ **In the Little Red Schoolhouse** — A moderately jumping side. Tune has a cute, old-fashioned message. Fair results. (E. B. Marks, BMI)

Jazz

PAUL SMITH QUARTET
★★★ **My Favorite Things**—VERVE 10203 —From the score of "Sound of Music," and an album thereof by the Smith Quartet comes this interesting, upbeat, jazz oriented arrangement of the tune. Rhythm group has a listenable sound. Spinnable for a change of pace. (Williamson, ASCAP)

★★ **Do-Re-Mi**—Another tune from the album of "The Sound of Music," by Smith's crew, and again it's presented in stylish form by the quartet to a Latin rhythm. Danceable side. (Williamson, ASCAP)

Country & Western

WILMA LEE & STONEY COOPER
★★★ **Johnny, My Love (Grandma's Diary)** — HICKORY 1118 — The pair apply a listenable hill sound to this nostalgic country tune. Strong side for the market with pop appeal also. (Acuff-Rose, BMI)

★★★★ **More Love** — Bright outing on a snappy country tune. This should also prove a potent item. Two solid sides. (Acuff-Rose, BMI)

JEANNIE McMANUS
★★★ **No Letter Today** — SHASTA 131 —Pretty, multi-track outing on a countryish ballad. With plugs this can move well. Pop and c.&w. coin possible. (Peer Int'l, BMI)

★★★ **In the Chapel of St. Anthony** — Lovely ballad is expressively rendered by the lark. Side is also dual-track, and this, too, might grab loot with plugs. (Republic, BMI)

TOWNSEL SISTERS
★★★ **Blackberry Winter** — HICKORY 1117 — The girls come thru with a pleasant country styled reading of a pretty ballad that could get a lot of attention. The girls are good and disk could have pop and country appeal. (Acuff-Rose, BMI)

★★★ **Give My Love to Joey** — A weeper penned by the Bryants is sold sweetly here as the girls explain why they have to say goodbye to Joey. (Acuff-Rose, BMI)

LEON McAULIFF
★★★ **Bear Creek Hop** — CIMARRON 4046 — A swiny country instrumental. Terrific for country-style dancing. C.&w. deejays will want this. (Cimarron, BMI)

★★★ **Boogie on Strings** — A fine bluesy country instrumental that swings right along. Knowledgeable jocks will note the interesting roots of this material. (Cimarron, BMI)

COUNTRY GENTLEMEN
★★★ **A Letter to Tom** — STARDAY 487 — The Gentlemen sing a nostalgic song recalling incidents of 15 years ago. It's done via a "Letter to Tom." Like all performances on Starday, the true country sound is here. (Starday, BMI)

★★★ **Darling Alalee** — Nice harmony here, and the vocal is backed by some sharp pickin'. True sound. (Starday, BMI)

CALVIN BOLES
★★★ **Ridin' Alone in a Model T** — YUCCA 120 — Country rhythm side. A bright lyric and some fine country fiddling spark this one. (Fairway, BMI)

★★ **Down the Road I Go** — A traditional weeper. Boles has the authentic sound. Song has some odd metrical twists. (Fairway, BMI)

ARDIS WELLS
★★★ **I'm Only Human** — AZALEA 131 —The chick chants this weeper in a sobbing, breathy style which is very effective. Song is in waltz time, and is produced with a chorus behind the chantress. (Betsy, BMI)

★★ **Baby Doll** — In contrast with flip, this is a rocker. Funky strings and a chorus abet the chantress. (Betsy, BMI)

(Continued on page 42)

Reviews of New Pop Records

Continued from page 37

★★★★ VERY STRONG SALES POTENTIAL

MORGAN BROTHERS

★★★★ **WHEN YOU GO OUT** — M-G-M 12867 — Peppy item is in a clever ricky-tick vein. The boys do a good job on the infectious item. Very spinnable side for jocks. (Miller, ASCAP)

★★★ **Let's Make Memories** — Smooth outing by the Morgan Brothers on a pretty tune that has folkish qualities. They're prettily backed by the chorus and ork. (Wemar, BMI)

JEFF TABOR

★★★★ **I'M LONESOME** — DOLTON 631 — Rockaballad is expressively rendered by Tabor. Arrangement includes lush strings and interesting plucked strings. It has a chance. (Conerstone, BMI)

★★★ **Here's Where a Broken Heart Lives** — Interesting tune gets a handsome reading from the lad. Weeper lyric, but the tune has Latin traces. He's backed by a chorus also. (Cornerstone, BMI)

RICHARD HAYES

★★★★ **MISSING ANGEL** — COLUMBIA 41586 — Lovely ballad with beat is given a pretty reading by the chanter. Ork setting complements nicely. Good jockey side. (Daniels, ASCAP)

★★★ **Take Another Step**—Hayes handles a pretty, folkish sort over an attractive ork and chorus assist. It should move. (Melrose, ASCAP)

GAYLORDS

★★★★ **LOVE ME NOW AND FOREVER**—MERCURY 71601—A mighty attractive Italian folk song is handled neatly here by the Gaylords backed by a triplet-type arrangement by the ork. This could grab coins. Second chorus is sung in Italian. (Vivo-Homar, BMI)

★★★ **Whip of the Wind**—The Gaylords sell an interesting ballad with charm over a good backing by the orchestra. Rates spins. (Vivo-Hallmark, ASCAP)

ELMORE JAMES

★★★★ **MAKE MY DREAMS COME TRUE**—FIRE 1011—Elmore James comes thru with a down to earth reading of a driving blues that goes. This could break loose in the pop market with exposure, and should grab r.&r. coins too. (Elair, BMI)

★★★ **Bobby's Rock**—This side is a rocker, played in strong instrumental fashion here by the group. Flip is the power. (Fire, BMI)

ANITA CARTER

★★★★ **MAMA DON'T CRY AT MY WEDDING**—JAMIE 1154 —The fine thrush turns in a strong rockaballad effort to a slow triplet in the string backing. A nice chorus backs the side. Melody is reminiscent of the verse to "Good Night Irene." A strong side. Watch it. (Acuff-Rose, BMI)

★★★ **Moon Girl**—The fine country thrush turns a cute ditty. She's a gal from the moon who lands here on her rocket ship. It's a bouncy tune, and the gal seems at home with it. Spinnable wax. (Acuff-Rose, BMI)

PAUL RICHY

★★★★ **THE LEGEND OF THE BIG STEEPLE**—SUN 338—Richy chants this tune with a good religious-based message, in a nice, revival style. Church type chorus backs him. A good arrangement of the catchy material. Tune has also been cut by Porter Wagoner. (Jack, BMI)

★★★ **Broken Hearted Willie**—Richy has a solid sound on this tune which tells quite an interesting story of progressive heartbreak. Richy has a touch of Jim Edward Brown in his voice. A satisfying, spinnable side. (Up, BMI)

BOB AZZAM

★★★★ **MUSTAPHA**—MERCURY 71595—This has an interesting rhythmic flavor of the Near East, with a flute heard prominently. Has a novelty flavor with a vocal in another, indistinguishable language. (Pure, BMI)

★★★ **Moonglow (Tintarella di Luna)**—This is a cover of the Italian tune now enjoying several diskings here, including one by Dorothy Collins. The boys sing it to a blues backing by the combo. A spinnable side. (Pure, BMI)

TED CARUSO

★★★★ **PATRICK HENRY** — KENCO 5004 — Saga type tune deal with the famous statesman. Side has bright sound. It should come in for play. (Kenco, ASCAP)

★ **Over and Over and Over Again**—Only fair outing on a waltz. Flip has it all. (Kenco, ASCAP)

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PART II
HAL AUSTIN
Atlas #1205

I SEE A MILLION PEOPLE

b/w
YOU CALLED ME JENNIE
CAROLYN O'DONNELL
Atlas #1210

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Circle 5-2857

THE NO. 1 SMASH IN ENGLAND

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

EMILE FORD AND THE CHECKMATES **ANDIE 5018**

A Natural Winner
MR. LUCKY
from CBS TV series "Mr. Lucky"

Georgie Auld and his orchestra
RA-2037

JAMIE **GUYDEN**
Headed for the Top of the Charts!
SUDDENLY NICK DE MATTEO
Guyden #2024
RECORDS 1330 W. Girard Ave. Phila., Pa. ST 2-3338

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The Cruisers
"IF I KNEW"
V-Tone #207
Deejays: Write for Sample Copies.
V-TONE RECORDS
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Marching to the Top
New Artist—New Songs
PEGGY LYNN
NEVER LOOK BACK
b/w
Without You I'm Lost
#601
Dist. & DJ's, write for samples.
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GIVE TO DAMON RUNYON CANCER FUND

JOHNNY TILLOTSON
PLEDGING MY LOVE
 b/w **EARTH ANGEL**
 CADENCE 1377



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

"BARBARA"
 The Temptations

Goldisc #3001
GOLDISC RECORDS, INC.
 1650 Broadway, New York, N. Y.

A Two-Sided Hit by
THE CRESTS
STEP BY STEP
 b/w **GEE**
 (But I'd Give the World)
 Coed #525

COED
 RECORDS
 1619 Broadway, New York, N. Y.

A Two-Sided Smash!
Bobby Rydell
 sings
WILD ONE
 b/w
LITTLE BITTY GIRL
 #171

C.A.M.F.
 RECORDS
 1405 Locust St., Philadelphia, Pa.

The Hit Version of
"SUMMER SET"

CARLTON TAGS THE HITS

MONTY KELLY
 Is on Carlton
 #527

CARLTON RECORD CORPORATION
 345 W. 58th St., NYC 19 Circle 5-1240

Reviews of New Pop Records

Continued from page 41

★★★ **LA DELLION**
 ★★★ On the Lam for Alabam — **DOUBLE EAGLE 5** — Another bouncy country item. In contrast to flip, this has more of the traditional c.w. flavor. Chantress does a good job.

★★ **Ma's Coming Home** — Country-flavored rhythm side, with a novelty lyric. Bouncy item. Jacket contains the lyrics.

★★★ **WAYNE (RED) YEAGER**
 ★★★ Tears in My Eyes — **CAPO 2** — He cheated on the only chick he ever loved. This theme is done in traditional weeper style, with strings and honky tonk piano behind the chanter. (Durf, BMI)

★★ **Must That Someone Be Me** — Another weeper. The chick cheated on him and he poses the question implicit in the title. (Durf, BMI)

★★★ **JIM HADLEY & DRIFTIN' RANGERS**
 ★★★ **Midnight Train** — **BUDDY 117** — Personable reading by Hadley on his own tune, a bouncy country blues. (Gaylord, BMI)

★★ **I Remember** — Plaintive tune is warbled with sincerity and warmth. (Gaylord, BMI)

★★★ **KENNY BROWN**
 ★★ **Let's Love Again** — **SUNDOWN 127** — The country chanter sells a pretty ballad with appropriate feeling over good support. (Kenetta, BMI)

★★ **Lonely Nights, Empty Arms** — Kenny Brown sings about his lonely times since his love is gone. (Kenetta, BMI)

★★★ **SMOKEY STOVER**
 ★★ **Lifetime of Forgettin'** — **OL' PODNER 104** — A ballad of tragedy, hill style. Stover gives it a spirited whirl in the good backwoods tradition, with a weepin' fiddle in support. (Glad, BMI)

★★ **Ballad of Jimmy Hoffa** — A tune based on the trials and troubles of Teamster Union boss, Jimmy Hoffa. Stover extols the fact that thanks to "Jimmy," the trucks still roll across the land. Hard to tell who'll spin this. (Moss Rose, BMI)

★★★ **RAY & LAMAR**
 ★★ **I'd Like to Know** — **SMOKE 102** — The pair turn in a nice brand of country harmony warbling against a pleasant guitar in the backing. There's a Latinish rhythm in the tune. (Gulf Stream, BMI)

★★ **I'm Tied to One** — A traditional piece of country ballad wax. He's tied to one but also mixed up with another chick and thereby hangs the tragedy. It's quite a mess and the boys do okay by the tune. (Gulf Stream, BMI)

★★★ **BEN JACK**
 ★★ **Book of Memories** — **CIMARRON 4045** — A weeper in the traditional style. The chanter tells the sad story, chapter by chapter, as in a book. (Cimarron, BMI)

★★ **I Only Want a Buddy** — The oldie still carries a lot of nostalgic charm. As done by Jack, it has the feeling of an old vaudeville performance. (Cole, BMI)

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

★★★ **HAROLD CROSBY & PINE TREE BOYS:**
 None Are So Blind/Love and Affection—Lorida 7-8

BUBBA FORD: Whose Arms Were You in Last Night?/Wiggling Blond—M-G-M 202
JIM HADLEY & RHYTHM RANGERS: Honky Tonk Girl/Foolish Ways—Buddy 115

JIM HADLEY & DRIFTIN' RANGERS: Wanted/My Broken Heart—Buddy 116
LA DELLION: The Beginning of Sin/Don't Want Nothing From You, Darling—Double Eagle 4

LARRY STREETER: Old Love Letters/It's All Over Now—Dixie 2024
BILL WILLS: Where Is My Baby?/Boogie Woogie All Night Long—Dixie 825

Polka

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

★★★ **ALBERT TULO:** Crossroad Waltz/Jeanette's Polka—Balkan 10019

Rhythm & Blues

★★★ **RAY STARR**
 ★★ **I'm Falling Out of Love (With You)** — **LEE 505**—Ray Starr comes thru with a Fats Domino type of reading of an interesting effort that also features a Domino type arrangement. (Dyche, BMI)

★★★ **Billy Jo** — The chanter shows off a good style on this wild rocker about a cat named Billy Jo. (Dyche, BMI)

★★★ **EARL HOOKER**
 ★★ **Dynamite** — **CHECKER 947** — Smokey sound by Hooker on this moderate beat blues. Tenor sax and piano are spotlighted. Possible pop and r.&b. coin. (La-Cour, BMI)

★★★ **BOBBY SAXTON**
 ★★ **Trying to Make a Living** — Saxton waits to listenable effect on a blues tune. This also has dual-market appeal. (La-Cour, BMI)

★★★ **LIGHTNIN' SLIM**
 ★★ **Tom Cat Blues** — **EXCELLO 2173** — Down home blues as only Slim can deliver them. Harmonica and the down guitar combined with the Deep South vocal and slow, lazy pace, give it the sound of the swamp. A persistent sound here. (Excellorec, BMI)

★★★ **Bed Bug Blues** — An interesting bit of philosophy is this tale of a household blight. Those bugs really give this cat some anxious moments. (Excellorec, BMI)

★★★ **BOBBY MARCHAN**
 ★★ **Snoopin' and Accusin'** — **FIRE 1014**—Catchy r.&r. ditty with bouncy tempo is sung with showmanship by Marchan and the Tick Tocks. Dual market item. (Fire, BMI)

★★ **This is the Life** — Okay chanting by Marchan on plaintive rockaballad. Flip, tho, is better side. (Fire, BMI)

★★★ **JOHNNY ACEY**
 ★★ **Please Don't Go (Back to Baltimore)** — **FIRE 1015** — Acey shouts this upbeat in good, gospel fashion. The chorus repeats the phrases behind him, also in shouted style. Pounding rhythm features the side. (Fire, BMI)

★★ **Why** — A slow paced blues, somewhat in the "Kansas City" rhythm pattern. Acey turns in a nice, relaxed job over rhythm group support. (Fire, BMI)

'Top 50' Linked to Payola

Continued from page 2

hibitions, and also penalize givers of payments designed to "induce" play of music on a radio or TV program. This could boomerang on certain ASCAP publishers strongly alleged to have made kick-back deals with TV network programmers to get their high-paying tunes played as background music. (See separate story on statement of attorney Herbert Cheyette, for Sam Fox Publishing Company, to

the FCC, alleging ASCAP publisher-payola.)

Additional data requested by the FCC was breakdown on percentages of ASCAP versus BMI music performed on the air. The ASCAP statement gives only a table showing relative gain in BMI performances of pop singles over the past decade, ending in 1958 with 63 per cent BMI and 37 per cent ASCAP tunes in this category. No figures on relative percentages covering all types of music are given, although findings at two Congressional hearings (House Antitrust Subcommittee and Senate Communications Subcommittee) showed about 85 per cent of all aired music to be ASCAP's, and between 12 and 15 per cent BMI.

ASCAP also supplied a breakdown of distribution to writers and publishers by classes. In 1958, ASCAP reports, 4,614 writer members averaged \$2,321 for the year. Majority of 88 per cent received less than \$5,000, and only 310 members, or 7 per cent, went over \$10,000.

On the publisher earnings, 1,109 publishers averaged \$9,815 for performances in 1958, with 85 per cent getting less than \$5,000. About 9 per cent received between \$5,000 and \$25,000, and 6 per cent received "\$25,000 or more," said ASCAP.

The last modestly indicated category was documented more completely at Roosevelt (D., Calif.) House Small Business hearings to show 1956 publisher takes of \$1,423,575 for Warner's Music Publishers Holding Corporation; a total of \$1,166,951 for the Big Three, Robbins, Feist and Miller; and \$1,052,088 for Chappell. Total 1956 publisher income was \$9 million.

★★★

★★★ **EMMETT DAVIS**
 ★★ **You Changed My Night Into Day**—**FLING 717** — Routine r.&r. theme is chanted with feeling by Davis. (Brent, BMI)

★★ **I Know Where I Was Wrong** — Okay rockaballad is sung with sincerity by Davis. (Fire, BMI)

★★★ **MARY ANN FISHER**
 ★★ **Only Yesterday** — **FIRE 1010** — Miss Fisher thrushes an oaky romantic ballad. Big band arrangement is strictly old style. (Fire, BMI)

★★ **Wild as You Can Be** — The jump side, with Miss Fisher turning in a satisfactory job with the blues. Band again is old hat here. (Fire, BMI)

Spiritual

★★★

★★★ **CROSS JORDON SINGERS**
 ★★ **Strollin' Round Heaven** — **REVELATION 107**—A slow and insistent chant by the group with a fine lead performance. A lot of soul-satisfying shouts here. Good for the market. (Fire, BMI)

★★★★ **Kneel & Pray**—A powerful bit of pounding inspiration by the fine group. The lead here shouts it but the rest of the group match him measure for measure for pure dedication. Contrasts well with the flip. Two fine sides. (Fire, BMI)

★★★

★★★ **Jesus Said**—**REVELATION 113**—A wild spiritual effort is pounded out here by the girls who sell it in exciting style. Good wax for the market.

★★★ **The Answer** — The spiritual group handle this moving item well over good and legitimate backing by the piano and organ.

★★★ **KINGDOM JUBILEE SINGERS OF NEW YORK**
 ★★ **Tired of Life**—**REVELATION 110**—Exuberant reading by lead and chorus on exciting gospel theme.

★★★ **God Said Let There Be Life**—Reverent theme is handed expressive solo stint by lead canary.

Copenhagen Fans

Continued from page 6

near-capacity at the KB Hall on March 1.

Ella Pulls Near Capacity

Norman Granz and local promoter Richard Stangerup presented Ella Fitzgerald and her JATP unit in two concerts in Tivoli Concert Hall on March 2. Ella Fitzgerald usually draws full houses here, but only drew near-capacity. However, presenting this JATP unit in Tivoli Concert Hall was an experiment on the part of Granz, and he will probably profit from it when he brings Miles Davis to this hall on March 21. With Ella Fitzgerald were the Paul Smith quartet, Shelley Manne's quintet, Roy Eldridge and Jimmy Guiffre's trio. Ella was in top form, netting raves, while good mentions went to Gus Hohnson, Roy Eldridge and Wilfred Middlebrook.

March continues almost as hectic—in the concert and benefit field—as February, but Miles Davis will probably do all right, as this will be his first personal appearance here although his records have made him popular. Tentative lineup for the Davis concert March 21 is Miles Davis quintet, Oscar Peterson Trio and Stan Getz quartet.

The Modern Jazz Quartet and Count Basie's band are also skedded for appearances here in the very near future.

Crosby Firm

Continued from page 2

and produce. And there is an album to be issued in the fall called "Christmas at the Crosbys," which will feature Bing, the Crosby boys, etc., and is expected to pack a hefty wallop come the holiday season.

There will be many more "Bing Singalongs," which will all be issued by Warner Bros. according to the agreement set up by Rady and the diskery. But Crosby and Rady are making deals wherever they choose on all of the other albums, and according to Rady they are having no difficulty in getting bids on all of their LP's to date. It is also interesting to note that the Crosby outfit is making deals for club distribution of their LP's after suitable time has elapsed from its original issue via dealers.

Rady told The Billboard this week that the Crosby firm was considering setting up its own distribution next fall and issuing records on its own Project label via the top 35 indie distributors. Rady stated that many distributors have come to him and offered distribution of the line nationally. The head of the label also revealed that the Crosby label was currently in negotiation with some big TV and night club names for wax contracts.

Big Business

Continued from page 6

at prices as low as 69 cents per LP. Presumably, the offers are comprised of discontinued numbers. Doeskin Tissues, Cities Service gas stations, Brooklyn Savings Bank and Diamond Ginger Ale have handled Tops merchandise.

In addition to LP's and EP's, there has been a growing traffic in name artists on paper-and-laminated-plastic disks for premium circulation.

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April 18 Issue

Disk Air Promotion Firm

Continued from page 6

ion and listener reaction, during a return visit about one week after the first contact. Report will go out to the client. The focus will be principally on local deejays in non-network radio and TV stations.

Four records are already in the works, with promotion scheduled in the Baltimore - Washington territory, and the Richmond - Norfolk area, under direction of Paul Robertson, a former Decca and Warner man. Service is now available in both of these areas and in the South Florida territory, where Mitch Manning is in charge. Within 60 days, De La Viez says, 20 areas will be assigned, each with a central office, from which promoters will fan out to "every deejay in every radio and TV station" in the territory.

Price will be \$50 to promote one tune in one territory, making

cost for national promotion about \$1,000. However, De La Viez feels that most publishers or talent, or other clients wanting to reach the deejays, will start with one or two areas, and break into large scale promotion only if the promotion firm reports favorable deejay reaction, or the tune begins to break out in an area.

There will be "some" screening of records, says De La Viez, as when a disk is so obviously amateur or hopeless that the client will be told to save his money. Everything will be done by mail order, and for the present, all will be centralized in the Washington depot, at 1320 Rhode Island Ave., N. E., Washington 18, D. C.

Labels, a.&r. men, publishers, songwriters, deejays, et al. have been notified of the service, De La Viez says.

SORD Board

Continued from page 3

an operation it looks with favor "on this tactic of survival."

Andy Anderson, of Chicago, said he felt that the conclusions reached at the South Florida meeting can have far-reaching effects on the entire distributor-dealer relationship. Each delegate to the confab was expected to relate the developments at the meetings to his own organization. Special emphasis was expected to be placed on the encouragement of co-op buying in the reports carried back to the local level.

"Serious Business"

Anderson also contrasted the current business sessions of the SORD here, with what he called "another recent convention in this area." Anderson commented that "broads, booze and bribes were not a part of our sessions. We're involved in too serious a business—the business of survival. As a matter of fact, four of the nine board members brought their wives."

Spector told The Billboard that the nine officials of SORD who were present traveled a total of more than 20,000 man miles at their own expense to attend the sessions. Present were Howard Judkins, Garden City, Calif.; Charles Simmons, of Dallas; J. Martin Kaplan and Andy Anderson, Chicago; Bud Hurst, Cleveland; Pete Oppenheim, Lexington, Mass.; Joe Waldhorn, Fulton, N. Y.; Lou Shapiro, Jersey City, N. J., and Mike Spector, of this city.

NARM Meet

Continued from page 2

items. Often these are sold directly to drug and grocery chains where racks are also located. The question to be discussed, he said, is whether this practise threatens the market value of all records.

New trends in packaging, displays and warehousing also will be reviewed. A growing trend in the rack field, Tiedjens added, is that department stores and hi-fi shops are turning over operation of their record departments to rack jobbers.

Tiedjens revealed that in his own rack operation in Milwaukee, he is offering consumers a cut-price deal based on a current RCA Victor sale. Instead of offering a stereo disk for \$1 with every one purchased for \$5.98, as the manufacturer has suggested, Tiedjens is selling any RCA stereo package for \$3.49 straight. The deal has brought brisk business, he said. At least one other major racker to his knowledge—one based in Chicago—is doing the same, Tiedjens said.

New Treatment

Continued from page 3

disks on a similar basis.

These will be done by Onorati in association with Allen Adler, film producer.

Special music for the disk version of "The Andersonville Trial" has been written by Henry Nemo. This music will be made available to overseas producers planning stage productions of the play.

Miller Tie-Up

Continued from page 11

McQuon, tagged "The Glenn Miller Girl."

The first 500 patrons on line at the Palace Tuesday will receive disks culled from Decca's "Glenn Miller Story" sound track album. The re-release of the movie may well spark another big sales haul for dealers on available Miller wax, since U-I plans similar high-powered promotions when the picture opens the following week in other key cities across the country.

Consent Plea to High Court

Continued from page 3

of need to amend the decree, and from testimony and findings by the Roosevelt (D., Calif.) Small Business Subcommittee hearings of 1958 on ASCAP policies, the plea alleges violations of a judgement presumably designed to protect smaller members in major areas of distribution and control:

The negotiated consent still leaves dominant publishers in acknowledged nominal control of 41 per cent of total publisher vote — which is equivalent to control of nearly 50 per cent of valid votes, the brief states. Concentration of the dominant publishers, and scattered position of the smaller, make the former's power unassailable under the amended decree.

The negotiated consent still does not provide for accurate information to members. Control over collection and distribution information is still left in the hands of personnel dominated by the ASCAP board.

Distribution formula still favors the dominant publishers and "perpetuates" the fundamental inequities in competitive relations between ASCAP members.

Glaring Inadequacies

"Glaring inadequacies" in the ASCAP survey remain uncorrected. Roosevelt hearings showed the entire method of survey inaccurate and unreliable, the plea points out. Nevertheless, the new consent order continues the same procedure, with the "same personnel operating on ASCAP premises," under supervision of directors who are representatives of dominant publisher members.

The only change in survey procedure has been to raise the sampling percentage of local station play by a fraction of a per cent, together with an attempt to make mathematical multipliers in the survey more accurate.

"Obviously, if the original information which is fed to the survey sample is inadequate, the most accurate mathematical formula devised can do nothing but compound the error."

Also, the brief points out that the Justice order permits the directors to make verbal and subjective interpretations of formulas which determine distribution revenues. Directors are still free to give heavy weight to certain performances.

In the light of such deficiencies, the appellants wonder on just what facts the lower court decided to approve this particular consent order. The ASCAP vote to accept the decree, on which Judge Ryan

relied, showed over 40 per cent of publisher-members opposed, and over 30 per cent of writer members, who cast valid votes. This "substantial minority" had no voice in the consent proceedings.

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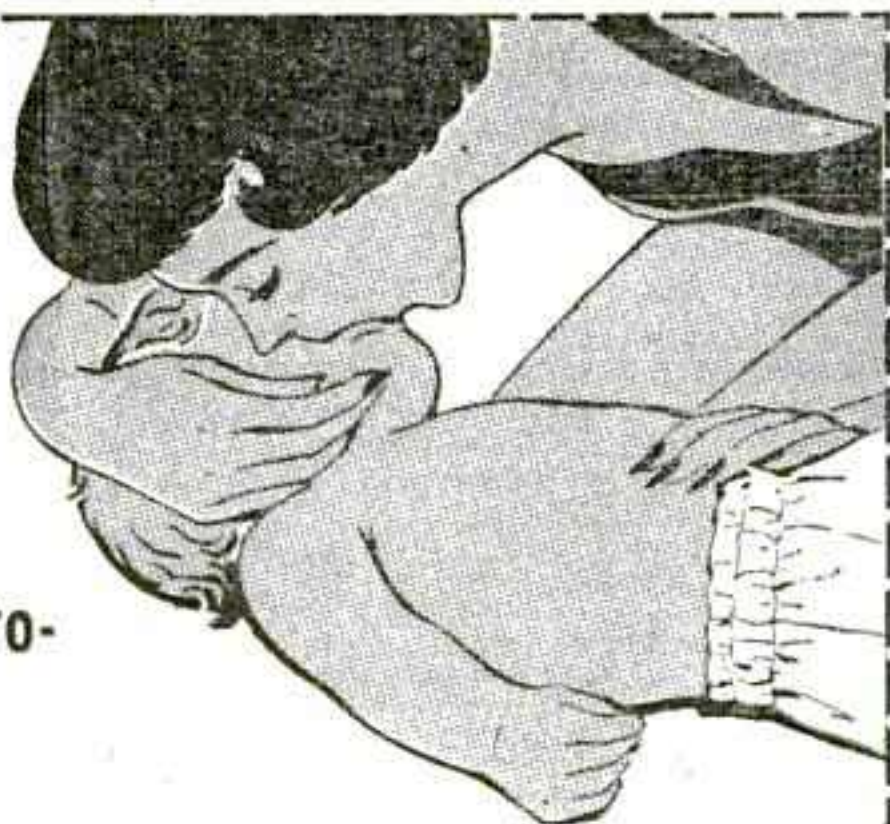
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Gold-Disk Check

Continued from page 3

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SLA HOLDS TO SHERMAN, ORIGINAL BANQUET DATE

Ten League Past-Presidents Join In Decisions on Convention Plans

CHICAGO—A record turnout of 10 Showmen's League of America past-presidents, with other members of the League's board of governors, voted unanimously here Thursday night (17) to hold to the originally scheduled banquet and ball date Wednesday, November 30, and its originally scheduled hotel (the Sherman here).

The group also voted to discontinue the President's Party, hereto a Sunday night outdoor convention event, and to merge its best features into the Banquet and Ball and to sharply upgrade the entertainment portion of the Banquet and Ball.

In other action, the board confirmed the date for the annual election of officers (Monday, November 28), and scheduled the annual Memorial Services for 11 a.m., November 29, in the Hotel Sherman.

The whopping attendance of past presidents, the heaviest for any meeting on record excepting for the always heavily attended sessions during the outdoor convention, was sparked by the action of the International Association of Fairs and Expositions in shifting its dates from the usual Monday, Tuesday and Wednesday following Thanksgiving Day to Thursday, Friday and Sat-

urday, December 1-3, and changing to the Morrison Hotel here. For years the Showmen's League and the IAFE have held their convention concurrently in the same hotel—the Sherman.

The IAFE's action, made without consultation with the Showmen's League, prompted League President Paul Olson to urge as many past-presidents as possible to attend the Thursday (17) meeting. He expressed the wish that the fullest possible expression of opinion be made at the session. Olson himself flew in from his Florida home to preside.

Big Turnout

J. W. (Patty) Conklin planed in from Toronto and Floyd E. Gooding flew in from his Columbus, O., base. Other past-presidents on hand were Sam J. Levy Sr., Fred H. Kressmann, Frank Duffield, Jack Duffield, Ned E. Torti, in from Milwaukee; Bill Carsky, Maurice (Lefty) Ohren, and Ernie Young.

Members of the board of governors in attendance were Al Kunz,

who flew in from Birmingham; George Flint, Sam Levy Jr., Lou Leonard, Jack Kwiet, William T. Collins, in from Minneapolis; Henry Polk, Louie Berger, Noble Case, Ed Levinson, Benedict Carmisa, Charlie Zamater Sr., Dave Friedman, Hadji Delgarian, Morris Haft, and Herb Dotten.

Officers, besides Olson on the dias, were Ed Sopenar, first vice-president; Lou Dufour, second vice-president; Bernie Mendelson, treasurer; Hank Shelby, secretary. Two members of the board of trustees, Elmer Byrnes and Frank McDermott, also were present.

Meet With IAFE

Prior to the night meeting, Olson, Conklin, Gooding, Ohren and Frank P. Duffield met with Willard Masterson, J. C. Huskisson and Frank H. Kingman, president, vice-president, and secretary, respectively of the IAFE, and G. W. (Bill) Wynne and Maurice Fager, IAFE members, to discuss problems posed by the IAFE in switching its dates

(Continued on page 54)

Ringling Grosses 110G at Greensboro

Building Manager Reports Business 'Fantastic' as Full Houses Count Up

GREENSBORO, N. C.—Greensboro War Memorial Coliseum and the Ringling-Barnum circus combined to do business that building Manager Robert Kent termed "fantastic."

Total attendance was 48,003. The circus began with a special program on Thursday (10) for television. The program was taped for telecast on May 10 as a CBS spectacular. The seats for this at Greensboro were allocated thru a tie-in with Kroger stores and there were 6,674 people in the 6,726 seats. TV killed the few other seats.

Paid attendance at the six performances of the circus drew crowds of 6,699, 6,343, 6,775, 7,175, 7,208 and 7,129. Extra seats were brought in for the performances of March 12 and 13. All this was accomplished despite the worst snow storm in 32 years, an 11-inch deluge.

The circus grossed \$110,559.75 for the stand, a giant score for the show and biggest gross in the history of the new building. After taxes the net was \$101,222.76.

In its three days, Ringling outdrew what "Holiday on Ice" did in its highly successful six-day run that launched the building. Promotion of the circus included strong use of the TV event, publicity in chain stores and shopping centers, and newspaper ads and stories. Promotion was handled by the building's management.

Kent said that the Ringling gross of \$110,000 pushes the building's gross since its October 29 opening to about \$215,000.

CHARLESTON, W. Va.—Ringling Bros. and Barnum & Bailey Circus had opposition from snow and cold in West Virginia but nevertheless did big business at Charleston and fairly good business at Huntington.

The show was in Huntington Memorial Field House for March 2-3. Heavy snow hit at show time on the first afternoon. Five thousand people caught that performance, but transportation was stalled by the snow and the night performance had only 1,200 people. School kids swelled the second afternoon to 2,000 and the final night show (3) had 2,500.

At Charleston there was plenty of snow and 20-degree temperatures, but first jolt of the storm was over, and the business was big. The Junior League sponsored the stand at Charleston Civic Center, a 6,000-seater. First day pulled crowds of 5,800 and 5,600. Second day had a full house of 6,000 in the afternoon and 5,400 at night.

Harry Lashinsky of Charleston promoted these days and is doing some of the other Ringling promotions in the East.

MINN. STATE FAIR BOOKS JONNY RIVERS

ST. PAUL—Jonny River's High Diving Mules have been signed for a 10-day appearance at the Minnesota State Fair here August 27-September 5.

The act will do two-a-day as a thrill feature of the regular grandstand fare. Booking was handled thru Jack Lindahl Attractions, Inc., Chicago. Rivers recently played the new Miami fair at Tropical Park race track.

'Ice Capades' Sets Record

DETROIT—The closing weekend of the John H. Harris "Ice Capades" helped to break all records in attendance at the Olympia Stadium here, Olympia General Manager Nick Londes reported. Box-office figures showed a total attendance of 249,903, close to a quarter-million ice show enthusiasts.

Londes rates this an all-time high at the Olympia, and virtually matching the 250,000 predicted for "Ice Capades'" 25 shows this year. The second weekend's performances for the three Saturday and two Sunday shows drew over 50,000 in attendance.

The Olympia fiscal year ends April 30. This year's wrestling bouts alone brought in \$471,000, which is attributed to this season's star of the ring, Dick the Bruiser. The hockey box office is up 12 per cent over last year. The Junior Red Wings created more business in juvenile and family attendance this winter. Also helping to boost the record was the 24 per cent over last year ago of the "Ice Follies'" performance in the fall.

N. Y. Opera Festival to Open At Utica on September 28

NEW YORK—The new auditorium at Utica, N. Y., will be the first stand of the new season for the Wagner Opera Company's New York Opera Festival. This was announced by Felix W. Salmaggi, general manager, who said he plans to open on September 28 and visit about 50 cities in about eight weeks. The show's itinerary will include Canada.

Included in the repertoire will be Puccini's "Madame Butterfly" and "La Boheme," Verdi's "Rigoletto," and the double bill of Mascagni's "Cavalleria Rusticana" and Leoncavallo's "Pagliacci." All of the operas will be performed in Italian, and "Butterfly" will also be offered in English. Company personnel will number about 65, including orchestra, chorus, principals, and administrative and technical staff. The company will travel in two personnel buses, and will carry its own scenery, costumes and properties, in a truck-trailer.

In 1959, the organization visited 51 American and Canadian cities, presenting 60 performances, covering 12,531 miles. Salmaggi also announces that the New York Opera Festival will again present a series of six outdoor performances at the

Seven in Show Business Die In Air Crash

Chalfen, Frain, Sbarbaro Family Members Perish

TELL CITY, Ind.—Seven people connected with show business died in the Thursday (17) crash of a commercial airliner near this Southern Indiana town.

Mrs. Morris Chalfen, wife of the president of "Holiday on Ice," and three Chalfen children, Debbie 7, Linda 5, and Richard 2½, perished. They were en route from their Minneapolis home to join Chalfen in Miami Beach, where the ice show is playing.

Mrs. Andy Frain, wife of the Chicagoan who operated the ushering service bearing his name, lost her life. Accompanying her on the plane was David Osborne, a chief usher, who was en route to Miami to huddle with Frain on handling of the crowds at the two National Conventions this summer.

Judge John A. Sbarbaro, longtime member of the Showmen's League of America, was also one of the crash victims. Sbarbaro, a Chicago Municipal and Superior Court judge, operated an undertaking business in Chicago which for years has been the scene of funerals of many people in show business.

Surviving Sbarbaro are his widow, a brother, Anthony, and a sister, Mrs. Anhelina Caviale.

Mrs. Frain is also survived by five sons, Andrew Jr., Michael, Peter, Patrick and Francis and one daughter, Cornelia.

Evans Named Seattle Expo Federal Aide

WASHINGTON — Philip M. Evans was administered the oath of office last week as U. S. Commissioner for the Century 21 Exposition to be held in Seattle in 1962. Evans has been acting commissioner since November of last year.

It will be Evans' duty to co-ordinate federal planning in the exposition. Federal participation, for which Congress has appropriated \$9,000,000, will dramatize the spirit and service of science in benefiting mankind. The government plans construction of a science center on a site of about 21 acres. Land will be donated by the City of Seattle and the State of Washington.

Principal objective of the federal exhibition will be to encourage young people to consider careers in science.

2,500 FAIRS MAKE READY

CHICAGO—Well over 2,500 agricultural fairs in the United States and Canada are making ready for their '60 runs in various ways.

Talent is being lined up or has been signed. Premium books are coming off the presses. Concession space is being allotted and commercial exhibit space contracted.

The dates of these 2,500-plus fairs will be carried in the Spring Special Edition of The Billboard, along with the secretary's name. This traditional list, of prime importance in the outdoor business, is just one of the dozens of features. Others include rodeo dates, ride manufacturer list, coming events and many more.

TWO FORMER MICHIGAN FAIR MGRS. IN NEWS

DETROIT — Two former managers of Michigan State Fair were in the news last week.

James M. Hare, who gave up the position to successfully run for the position of secretary of state, has announced his candidacy to succeed G. Mennen Williams as governor of Michigan on the Democratic ticket.

Hazen L. Funk, who preceded Hare in the fair post, was named vice-president of the O. H. Frisbie Moving & Storage Company here to handle sales development.

NAAPPB Safety Group Sets Up '60 Campaign

CHICAGO—The National Association of Amusement Parks, Pools and Beaches will greatly intensify its program of safety education and promotion this season, according to Safety Chairman Marvin Staton, of Spring Lake Park, Oklahoma City.

His announcement came from NAAPPB headquarters here, following a workshop conference of committee members in Newark, N. J., as a sequel to the insurance committee meeting. Sitting in on the conference, besides Staton, were NAAPPB Executive Secretary John S. Bowman and Ray Ellis, staff coordinator for the National Safety Council, both of Chicago; Julian Norton, Lake Compounce, Bristol, Conn.; John Logan Campbell, NAAPPB insurance counselor, Baltimore; Aulton Mullendore, Associated Indemnity Safety superintendent, Newark, N. J., and John Allen, of Philadelphia Toboggan Company, representing the American Recreation Equipment Association as a substitute for Frank Hrubetz, AREA safety chairman, who was unable to attend.

ABC Retains Squaw Valley Eats, Drinks

NEW YORK—With the Winter Olympics activity having ended at Squaw Valley, Calif., the entire site was turned over to the California State Division of Parks—but ABC Vending Corporation continues the operation of its 140 food concession installations on a permanent basis, the company reports.

In addition, ABC operated seven souvenir stands and two camera shops. The other installations included 75 coin-operated vending machines. A list of items in order of preference shows pizza pie on top, followed by hamburgers, hot dogs, sandwiches and snack items. All hot drinks were in demand, Sam Alesker of ABC reports, as were those utilizing ice cubes.

The Squaw Valley team included Alesker, company vice-president who heads up the firm's activities servicing arenas, airports, ball parks and special events; Ed Shapiro, West Coast general manager with outdoor experience; Charles Gordon of Philadelphia, David Smerling of Chicago, Robert Smerling of New York, Lowell Robillard and John Gilley. Albert Scoo was director of operations.

Hamburgers were cooked at the rate of 600-per-hour on a new conveyor belt style electronic broiler never before used on the West Coast. Both hamburgers and hot dogs were served in aluminum foil bags to protect them from old man winter.

Aussie Fair Eyes Million-Plus Gate

SYDNEY, N. S. W. — A number of solid reasons give the Royal Easter Show management expectations of topping last year's attendance total of 1,033,988. The annual event, held on a 71-acre showgrounds, is closely allied to agricultural fairs in the United States by virtue of its exhibits, layout, structures and entertainment. It takes out rain insurance totaling \$224,000.

Dates this season are April 8-19, including 10 days and eight nights. Since last year construction has included a new horse assembly area and marshalling yard, and steel - and - concrete overhead roadway to carry horses into the main arena from the yard and not thru the showground streets. It is 400 feet long, with clearance of 15½ feet above the road. The arena seats 45,000 people.

Other work has included extending the lower deck of the grandstand to provide seats for 1,000 more people, modernization of liquor fountains and illuminations. In addition several banking firms have erected modern buildings on the grounds.

Prize money exceeds 38,800 pounds (\$87,000), highest on record for the sponsoring Royal Agricultural Society. There will be 500 industrial exhibitors. Public displays include the "fleece - to - fashion" wool panorama, sheep shearing demonstrations, wool winding and woodchopping competitions.

Held at the fair are displays of horsemanship, night polo, rodeo, marching girls' displays, and a broad range of competitions. Entries include more than 7,000 head of horses, 3,725 head of cattle, 908 swine and thousands of other animals.

Official opening by the Governor-General, Lord Dunrossell, will be April 13, followed by the first of the grand parades, one of which will be held every afternoon. Director of the RAS is Sir F. H. Berryman. Of the 196 judges, four are from overseas: T. F. Bradstock of England, Herefords; Robert Drummond of Scotland, Ayrshires; T. A. Burgeson of America, Friesians, and D. T. Sinclair of New Zealand, dogs. Admission prices are 1 shilling (13 cents) for children and 5 shillings (65 cents) for adults.

The whole program is aimed at reducing accident claims in the industry as the whole, thus working toward ultimate reduction of liability insurance rates, Stanton explained. He emphasized that the committee program is an industry-wide project and not restricted to those operating under the NAAPPB liability insurance plan. As was the case last year, the National Safety Council will assist NAAPPB in promoting the project.

Athabasca, Alta., Set

ATHABASCA, Alta. — The Athabasca District Agricultural Society has set August 9 and 10 as dates of its annual fair, to coincide with the schedule of Gayland Shows. President is R. N. Russell.

Edmonton Ex Starts on New Bldg. in August

To Cost \$2,500,000; Sets Talent for Roy Rogers Show

EDMONTON, Alta.—The Edmonton Exhibition will, immediately after its July 18-23 run, break ground for a new \$2,500,000 sports-exhibit building, officials announced.

The structure will house a skating rink, hockey arena, 12 sheets of curling ice and nine bowling lanes. There will be 126,000 square feet of exhibit space in the basement, main floor and mezzanine levels.

The exhibition board is seeking permission of the Royal Canadian Air Force for a return of the five-plane Golden Hawks aerobatic team, which was at last year's fair. Okay for the appearance hinges on whether the Air Force can line up enough dates to merit reforming the team.

Talent line-up for the Roy Rogers and Dale Evans show was also announced. The duo, which will do six night performances in the Gardens, will be on at the same time as the GAC-Hamid night grandstand show.

Troupe will include the Rogers regulars such as Pat Brady, Sons of the Pioneers, Roger's Liberty Horses and musical conductor Rafael Mendez and his two sons. Also set are the Hollywood Square Dancers (9), and the Ruddells, comedy trampoline.

Al Sweeney Moves Into Pro Bowling

CHICAGO—Al Sweeney, veteran promoter of IMCA auto races, has added another facet to his operation—that of furthering the organization of a national professional bowling league.

Being organized by J. Curtis Sanford, Dallas oilman, plans are to establish a bowling league with Eastern and Western divisions of eight teams each.

Eight franchise seekers have already posted earnest money. In order to qualify, those seeking franchises must have seating facilities of no less than 3,000, Sweeney said.

He also pointed out that the bowling enterprise is a winter occupation for him and his auto race staff who will continue to operate the 60-date circuit in some 14 States.

A. D. SCOTT RETIRES FROM FARGO FAIR

FARGO, N. D.—A. D. Scott, veteran fair executive, has retired as secretary of the Red River Valley Fair here. Scott, who will 76 March 26, is the second generation to participate in the fair here. His father W. A. Scott, had preceded him as an official.

The younger Scott has been secretary here since 1941 and has been asked to continue to serve as chairman of the harness racing program. He will continue as secretary of the North Dakota Association of Fairs, a position he has held for many years.

He and Mrs. Scott plan to reside in Fargo.

ALLENTOWN FAIR TO RUN NINE DAYS

Opening Backed to Friday; Decisions Still Pending on Midway, Grandstand

ALLENTOWN, Pa. — For the first time in its 108 years the Great Allentown Fair will run over a nine-day period this fall. The event has had steadily rising attendances in recent years, promoting the executive committee to vote unanimously in favor of an extended run. It did not, however, make any entertainment decisions.

Dates this year are September 16-24, starting on a Friday and running thru Saturday of the following week. Previously, there had been a Sunday midway operation, free-gate "preview" on Monday, and institution of the paid gate starting Tuesday.

Robert P. King, committee chairman, said the plan is for a complete fair operation from the outset on Friday, rather than the first four days being merely a carnival offering. King added that all exhibits will be open, the midway will operate, competition will be in full swing, and the grandstand program will begin Friday night. Judging of 4-H classes will be held the first four days, followed by clearing of areas and reoccupation for other livestock judging.

Retain Vespers Program
As in prior years there will be a community vespers Sunday evening in front of the grandstand, with no program to follow. Sunday can therefore draw, in good weather, the overwhelming crowds the fair is accustomed to, with the probability of dissipated action once the service starts. All show activity stops during the service.

Several vital questions remain unanswered; namely, admission prices and schedule, and the midway and grandstand entertainment contracts. The show committee will meet shortly to dispose of grandstand entertainment. Midway is the domain of the concessions committee, which had not scheduled another meeting as of last week.

The gate policy is of prime interest, since there has been consideration of retaining the same system as the past. This would call for a

Saskatoon Ex Adds Rodeo to Horse Show

SASKATOON, Sask.—The Saskatoon Exhibition's annual light horse show has been extended to five days this year and will feature rodeo events. Event will be held in the stadium April 5-9.

The exhibition board has joined the Cowboys' Protective Association. Rodeo events will be staged and judged with the co-operation of the Canadian Cowboys' Protective Association, Calgary. Prize money for the cowboys will total \$5,000.

SASKATOON EX SEES 78G NET ON \$375G '60 BUDGET

SASKATOON, Sask.—The Saskatoon Exhibition board, which has adopted a \$375,700 budget for 1960, is looking for a surplus of \$78,200. Expenditures are expected to total \$297,500.

Last year the surplus was \$131,469 and expenditures were \$276,745.

The budget for 1959 was \$408,215. In 1958 it was \$379,186; in 1957, \$380,032, and in 1956, \$358,600.

Grandstand revenue this summer is expected to be \$68,000, with expenses, including band and stagehands, at \$25,200.

Cost of general help during fair week is estimated at \$23,000.

free fair for four days, with imposition of an admission price on Tuesday.

On Friday (18) the fair's first annual sports and vacation show got started in Agricultural Hall. Running for nine days, it is managed by Wedell Emrick and has Barnes-Carruthers talent. Randy Avery, of B-C, was on hand a week early to work on the sports show and other matters.

Dwight Pepple Dies; Funeral To Be Monday

CHICAGO—T. Dwight Pepple, former general agent for Polack Bros. Circus and Russell Bros. Circus, was found dead at his apartment here Thursday (17). He was 84.

Services are to be at 11 a.m. Monday (21) at Lain's Funeral Home at 1034 North Dearborn, Chicago. Burial will be at Showmen's Rest. He was a member of the Showmen's League, Show Folks of America and Pacific Coast Showmen's Association.

Pepple was a native of Ohio and as a youth joined the first organized carnival, the Frank W. Gaskill Carnival Company, which later was the Gaskill-Mundy Carnival. In that first season, Pepple joined Frank Bostock and Vic Leavitt in their carnival, where he stayed until 1898. He got back in show business in 1910 with the Colonial Minstrel Maids, which later made a two-year tour of the Sun Circuit.

He was an actor at several times in his career and a partner in the Morgan - Pepple stock company. About 1912 he opened a Chicago agency, which was a desk in the office of Minnie Palmer, mother of the Marx Brothers. He produced shows for cabarets and vaude, and his office grew to major proportions. He claimed to have produced the first jazz band act for the stage, and it included Mae West. He hired the Duncan Sisters in these early years and he hired them again about a year ago for a long run in the Chicago area.

Prohibition knocked out the cabaret business so he quit show business for a time but soon had franchises for the Miss America contest and the original Miss Universe contest. In 1931 he began booking circus acts and a year later joined Milt Holland, indoor circus

(Continued on page 55)

Maintenance and general improvements are expected to total \$30,000 and prize money will run to \$32,000.

A feature of the summer fair will be a free gate Children's Zoo, to be housed in the stadium. A similar attraction, with farm and domestic animals and their young, has been a popular part of the Regina Exhibition in recent years.

The Saskatoon Exhibition board has also decided to call for bids for construction of a combination sheep and swine barn and curling rink, to be ready for livestock use during the summer fair. Building will be of concrete block construction, with roof skylights for natural lighting.

CISCO KID, VIDEO NAMES HEAD FOR AUSTRALIA

WOODLAND HILLS, Calif.—Clyde Baldschun, head of Clyde Baldschun & Associates, personal managers and show producers, will leave Los Angeles May 3 with a number of television headliners for a two-week tour that will include cities in Australia, Hong Kong, Tokyo and Manila.

Already signed for the show are Duncan (Cisco Kid) Renaldo, Jimmy Dodd and the Mouseketeers; Irish McCalla, who plays "Shenna," and Louis Quinn, "Roscoe," of the "77 Sunset Strip" series.

Baldschun said supporting acts will be added upon arrival in Australia. He will manage the troupe for dates in Sydney, Melbourne, Adelaide and Brisbane. He will produce the shows in Hong Kong, Manila and Tokyo. Performances are for one day each, but a day's layoff follows dates in Sydney, Melbourne and Hong Kong.

Baldschun recently moved his offices to this city and is now located at 20218 Santa Rita.

Kid TV Favorites Set For Brockton's Fair

BROCKTON, Mass. — Brockton's Fair's "new look" — largely evident this year in its July Fourth week and changed midway appearance — kept moving this month with the addition of entertainment elements and staff personnel.

George Carney Jr., manager, retained the Daniel F. Sullivan agency of Boston to handle the advertising chores. George Loebis, Providence sports publicist, is in

charge of public relations. A series of kiddie TV favorites will provide both entertainment and publicity for the fair, Carney said.

During the week there will be appearances of Channel 4's Rex Trailer and Channel 5's Bozo the Clown. Miss Jean of Channel 5's "Rompin' Room" will show on both Saturdays and kids' day. Big Brother Bob Emery is booked in Tuesday, July 5. These will all be free to the public. In addition there will be GAC-Hamid acts performing on stages spotted around the grounds.

Famous Cole Opens April 4

HUGO, Okla.—Famous Cole Circus is scheduled to open April 4 at Clarksville, Texas. Show is speeding preparations after being held back by weather. Owner Herb Walters is in charge here. Agent is Bob Couls and other advance people include Jack Gagne, bill car manager, with three men.

Nat'l Sports Car Championships Awarded to Denver

DENVER—Continental Divide Raceways will hold its first Sports Car Club of America national championship races here on Saturday and Sunday, July 16-17, operator Sid Langsam said.

Granting of the national sanction by SCCA headquarters in Westport, Conn., has been confirmed by Paul Rader, SCCA's regional director with jurisdiction over Colorado. The okay was said to have followed the successful inaugural regional event staged last Labor Day.

Program will be the ninth on the SCCA national championship trial this season. Circuit opens March 19-20 in Midland, Tex., and terminates after 16 meets in Daytona, Fla., November 12-13.

'FLOWER DRUM SONG' SET FOR STATE FAIR OF TEXAS

DALLAS—"Flower Drum Song," the latest Rodgers and Hammerstein hit, has been booked as the Music Hall attraction for the 1960 State Fair of Texas in October.

The show will have 24 performances, opening on Friday night, October 7, the evening before the fair officially gets under way on Saturday morning, October 8, and will run thru Sunday afternoon, October 23, last day of the fair.

The show will close in New York in May after some 600 performances and will head west for engagements in Detroit, Los Angeles, San Francisco and Denver before coming to Dallas.

It is expected that the majority of the Broadway cast will continue in their original roles with the national company.

"Flower Drum Song" will be the third Rodgers and Hammerstein show to play State Fair dates in the Music Hall in recent years. Its predecessors, both of which were tremendously successful in their State Fair runs, were "South Pacific" in 1950 and "The King and I" in 1954.

New Location Aids Boston Flower Show

REVERE, Mass.—The 89th New England Spring Flower Show had a new home today as it opened an eight-day stand at Wonderland dog track here Sunday (13). The event, which has been housed during most of its existence in the now demolished Mechanics Building, attracted a record crowd of more than 20,000.

Nearly 200 exhibitors are showing thousands of spring blossoms within the grandstand area and the two floors of the clubhouse. A huge plastic covering encloses the open grandstand allowing the benefits of sunshine but keeping the biting cold outside. Special heating systems have been installed in both buildings and floral exhibits were placed on the grandstand floor and roof as well as in the clubhouse.

The tearing down of the 75-year-old Mechanics Building to make way for the \$50 million Prudential Center had left Boston virtually without a sizable auditorium for expositions. In use now is the Commonwealth Armory, but this did not have space for the flower show.

Flower show officials had feared the show would have to be abandoned or held in separate halls, such as Horticultural and Symphony halls, simultaneously, in order to accommodate the exhibits. Someone, however, came up with the idea of the dog track, which at first seemed like a wild idea. Since the track is situated on the subway line and is within easy access of major highways as well as having space to park 8,000 cars, it was decided to give it a try.

The result was that the opening day crowd was so large that officials halted the sale of tickets for a period during the afternoon since the crowd was so great inside. Many husbands were familiar with the location, but without a race program they couldn't find their way any better than their wives, so great is the transformation.

A newly constructed walk connects the grandstand to the clubhouse and all the sellers' and paying windows have been covered over with roses and orchids and other reminders of spring and summer. The show was officially opened by the governor's wife, Mrs. Foster Furcolo, at 1 p.m. The show remains open each day until 10 p.m.

Company Gives \$\$ for Arena

FLIN FLON, Man.—The Hudson Bay Mining & Smelter Company has given \$250,000 to the Flin Flon Community Club to cover the cost of enlarging and modernizing the town's hockey arena.

Altho the present steel structure of the rink will remain the same, the seating capacity will be increased from 1,200 to 1,900 by adding to the south end of the building and moving the walls out six feet on both sides. The base for all seating will be cement, in keeping with plans for fireproofing the building.

A new corrugated aluminum roof will be placed on the roof steel, and insulation, applied to the inside of the roof, will be covered with aluminum sheeting.

Dressing rooms for hockey teams will be moved and fitted with showers, and other facilities and the building's waiting room will be enlarged.

TALENT ON THE ROAD

Indiana State Fair Show To Be Watched With Interest

The five-night grandstand appearance of a collection of country and western names at Indiana State Fair this year will be watched with interest by bookers, fair execs and talent alike. Its one of the first times a major fair has signed this type talent for as many nights (five in all) in front of the grandstand. So far as the names are concerned, they'll be split in two segments with Webb Pierce, Carl Smith, Minnie Pearl, Brenda Lee, Pee Wee King and ork on the first three. Ray Price, Hank Snow, Stonewall Jackson, Marvin Rainwater, Wanda Jackson and Red Sovine and His Western Playboys are in for the final two days of the fair. . . . And along the c.&w. line, supporting talent for the Red Foley dates at the Colorado State Fair, Pueblo, in August, will include Uncle Cyp Brasfield, Slim Wilson's band, Columbia Records' thrush Norma Jean and the Jubilee Promenaders with L. D. Keller.

The trampolining Ruddells, long-time exponents of the elastic platforms, will accompany Roy Rogers and Dale Evans on their appearances at fairs in Calgary and Edmonton this summer. The Rogers' regulars will also be along, including Pat Brady, Sons of the Pioneers, Roy's Liberty Horses, Rafael Mendez and his twin sons, and the Hollywood Square Dancers (9). . . . Playing the San Antonio sports show in Joe Freeman Coliseum were Zippy the chimp, Eddie Repacy and his ork, Russ Dotson and his divers, and Great Seabright, high performers. . . . Not only amateurs but also pro musicians, singers and baton twirlers will compete in talent contests to be conducted this summer as part of The Chicago Tribune's Music Festival, to be held August 20. Festival Director Phil Maxwell reports the cast will include some 7,000 amateurs and pros in those categories, plus other entertainers. Thirteen prelim bouts will be held in that many Midwestern cities prior to the big August date.

TV SHOWCASE: Mr. and Mrs. Steve Lawrence (she's Eydie Gorme) will guest on the March 23 Perry Como Show. . . . Tommy Sands will visit Tennessee Ernie Ford the following p.m. . . . Peggy Lee is set for two Revlon revues, March 24 and April 14. Mel Torme will sing with her on the latter evening. . . . Shelley Berman, who in addition to his usual personals, is clicking big with a hit record album, has been making more and more appearances on video. . . . Buster Keaton will join Paul Whiteman on the March 24 show.

Charlie Byrnes, Chicago

G. M. Motorama Signs Howes; Star Parade for Fla. Guests

Denice Darcel opens Monday (21) at the Lotus Club, Washington, for a week. . . . Eartha Kitt has nine days set for the Chi Chi Club, Palm Springs, Calif. . . . Comic Dorothy Loudon's date at the Blue Angel in New York will last four weeks and five days. . . . Steel Pier, Atlantic City, features Danny Costello starting June 26. . . . The big General Motors Motorama in Toronto will have Sally Ann Howes as a headliner, for seven days starting next November 26, set thru William Morris Agency. . . . Cavalcade Theater on Miami Beach continues to be the scene of big-name appearances. It's the Ritz Brothers, March 21; Marion Colby, 25; Alan Gale, 28; Jose Iturbi, 31; Judy Garland, April 4; Barry Sisters, 8; Shelley Berman, 12; Alan King, 14; Bobby Darin, 18. Free and limited to guests of the Deauville, Casablanca, Versailles, Sans Souci, Sherry Frontenac and Crown hotels.

Irwin Kirby, New York.

Film Strike Delays Boone, Clark Dates at Detroit Fair

DETROIT — Confirmation of Pat Boone and Dick Clark as headliners at Michigan State Fair is being held up by the strike that has virtually shuttered the motion picture industry.

Both performers, who also have film commitments, are unable to finalize the fair bookings until the Hollywood trouble is settled. Boone and Clark each are tentatively set to head up one of the two segments of the fair's Coliseum show which, for years, has featured record and TV names.

Donald L. Swanson, fair manager, last week released a report that showed the '59 fair ended with \$10,118.65 after expenses. Total revenue was \$766,125.77. He pointed out that the fair paid out

over \$600,000 in premiums in the past five years, all derived from fair income.

Swanson termed new exhibit buildings as one of the fair's prime needs. The proposed new women's building is expected to relieve the pressure somewhat, but he stressed a need for improved facilities for junior exhibitors.

Alberta Arena Adds Ice, Seats

STETTLER, Alta.—The artificial ice in Stettler's new arena is now in use for skating and hockey and will also be used for curling. When interior work is finished there will be seating for 2,200, dressing rooms, concession booths and up-to-date lighting and sound systems.

The building, of arch construction and covered with aluminum sheeting, has been designed for year-round use and will house 4-H activities, agricultural shows and rodeos during the spring, summer and fall.

BRANDON, Man. — The Brandon Zoological Board plans to open a children's zoo in Exhibition Park in July, with farm animals and a few exotic species. Many of the animals will be borrowed from farmers, and children will be allowed to handle them.

AMUSEMENT PARK OPERATION

New England Meeting Set; Miniature Golfs Installed

NEW ENGLAND ASSOCIATION of Amusement Parks and Beaches has scheduled its 34th annual convention for the Parker House, Boston, April 7. William H. Patton is president of the group. Fred L. Markey, secretary-treasurer, announced the meeting date. . . . Jimmy Johnson, of San Antonio, opened his Playland Park on March 17 as is his annual custom. . . . Patrons claiming injury at Town of Buckskin Joe, near Royal Gorge Park, Colorado, are suing the owner, David W. Ashton. The couple states they were injured by horses rented at the theme park. . . . Frank Abramoff, Fairways Miniature Golf, announced that his firm is building courses at Lakeview Park, Royersford, Pa.; Pinebrook Golf Course, Passiac, N. J.; Million-Dollar Pier, Atlantic City, and Hershey Park, Hershey, Pa. The Million-Dollar Pier course is the second to be built in a theater building. At Hershey the course is a portable model to be installed on an ice rink after the winter skating season. . . . Two Houston policemen, Neal Todd and Bernard Beuche, have opened a miniature golf course and Kiddieland at Angleton, Tex. Spot is called Runt Ranch.

Muar Adds Roller Coaster; Airlines Slow Park Owners

NAAPPB PAST PRESIDENT Bill Muar, of Roseland Park, Canandaigua, N. Y., is adding an adult-size Roller Coaster to his funland. His deal is with John Allen, of Philadelphia Toboggan Company, the latter acting as a concessionaire. . . . Dick McFadden, formerly with Allan Herschell, says he's thrilled being in business for himself as a manufacturer's agent and as a park design consultant. . . . Mary Staton, of Spring Lake Park, Oklahoma City, is revamping his open-air theater area with a new sunken garden effect achieved by paving over a creek which winds thru the park. He's also adding a new outdoor restaurant to the area adjoining his swimming pool. Mary reports he's feeling much better after a bout with the flu, contracted while he and wife, Lureta, were in the East. They had a rigorous time getting home, what with the New York airports being "socked in" because of snow and having to wait hours in the airline terminal until the flights resumed. . . . Add "when you have time to spare" department. . . . Patty Conklin, in Chicago for the important SLA meeting, reports he was 12 hours flying from Toronto to Chicago Wednesday night (16) because of the snow and airports being "stacked up." Almost to Chicago, his plane had to return to Windsor, Ont., and sit down for a several hours' wait. John S. Bowman, NAAPPB Executive Secretary.

ROLLER RUMBLINGS

By AL SCHNEIDER

INSTEAD of attempting to keep his patrons on the skating floor, Bob Chado, owner of Roller City, Denver, deliberately encourages their off-floor excursions. The reason is the big amusement machine arcade located in the left front corner of the building, an ideal facility in which skaters may take a break from skating, yet entertain themselves (at a profit to Chado) while doing so. With more than a dozen types of "participation" amusement machines involved, the arcade has become a valuable source of additional profits while providing an amusement outlet for visitors who don't want to skate and patrons who are temporarily weary of skating. In building Roller City (which suffered a disastrous fire during its first year and which has since been completely rebuilt), Chado installed a heavy-duty resilient floor, with especially heavy tile in the arcade. Able to give with the weight of the skater, the tile does not crack, such as is often the case when skaters use an ordinary asphalt tile surface. Chado reported that the amusement ma-

chines are in almost continuous use. Most popular have been bowling machines and a unit which tests patrons' auto-driving skill.

Eighteen operators, representing 14 rinks, have been added to the membership roster of the Roller Skating Rink Operators of America, it was announced recently by association Secretary Charles E. Cahill at Detroit headquarters. The operators and the rinks they represent are R. G. Johnson, Johnson's Skateland, Douglas, Ariz.; Roy M. Johnston, Moline (Ill.) Roller Rink; H. C. Jelstrom, Peter Yawt and Edward E. Hibbs, Hollywood Skating Arena, Hollywood, Fla., formerly operated by Mr. and Mrs. Herbert C. Collins; William E. Hickman, Skateland, Pueblo, Colo.; Joseph S. Druker, Capitol Skateville, Niagara Falls, N. Y.; J. F. Ross, Tropicana, Cocoa, Fla., and Skateland, Melbourne, Fla.; Mr. and Mrs. Bert Doss, Circus Rink, Bloomington, Ill.; Robert M. Schmit, Gayla Ballroom Rink, Independence, Ia.; Mr. and Mrs. Donald L. Baldwin, Roller Frolic, Burlington, Wash.; Willard G. Snow, Blue Island, Pekin, Ill.; Essex P. Eads, Rollerama, Fort Branch, Ind.; Elmer C. Webb, Algoa (Tex.) Rink, and Mr. and Mrs. Thomas R. Bender, Hannan Rollarena, Lancaster, O., formerly operated by Kelly R. Hannan.

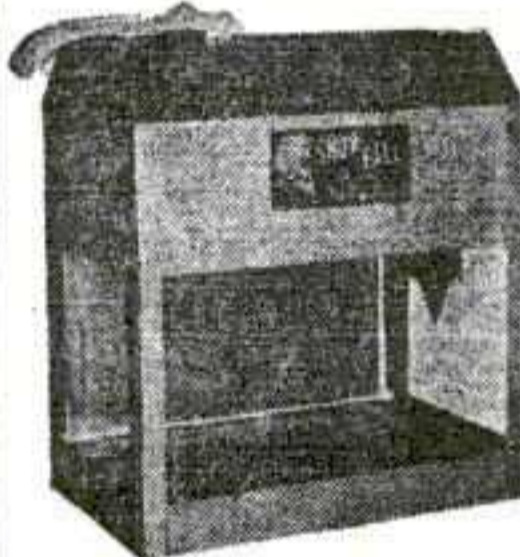
Hervey Opens Sound Effects Firm for Parks

WEST LOS ANGELES, Calif.—Jim Hervey, formerly with Mackenzie Electronics and who assisted in the design and installation of the sound effects system at Disneyland, has formed a new company, Amusement Effects, a division of Audio Electronics.

In addition to distributing the Mackenzie cartridge tape players, Hervey's firm specializes in the engineering and installation of sound effects systems for amusement areas. In addition to all the necessary equipment, the firm has an extensive library of sound effects available in catalog form.

Among the projects currently under way at Audio are systems for a new walk-thru at Harry Batt's Pontchartrain Beach, New Orleans; jungle walk-thru at Charles Woods' Storybook Land, and a complete modernization sound system for Willow Grove, Philadelphia. At the latter spot the system includes equipment and recorded tapes for the dark ride, Jungle Boat ride, Moon walk-thru, Autopia, Funhouse and Riverboat ride.

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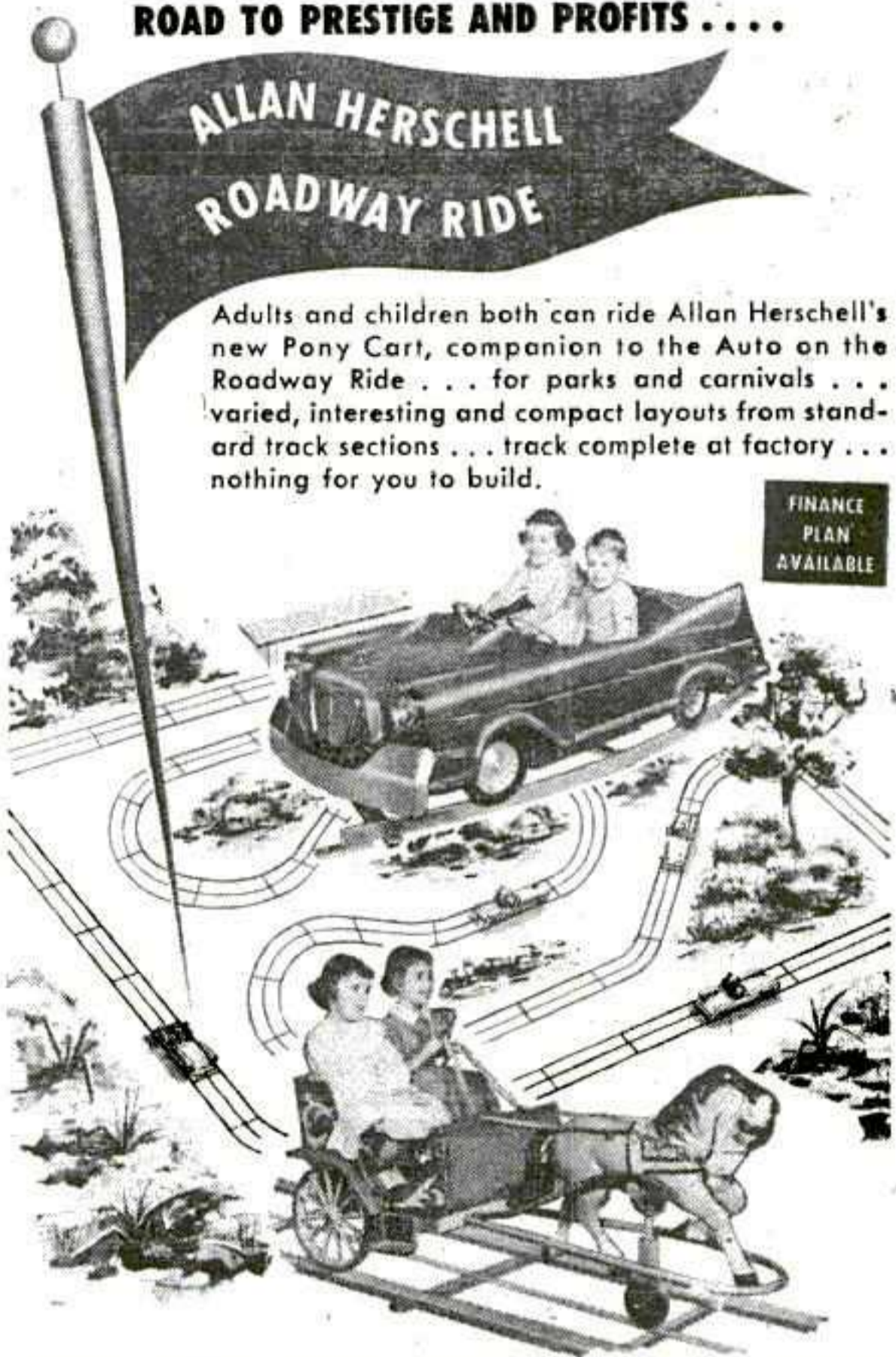
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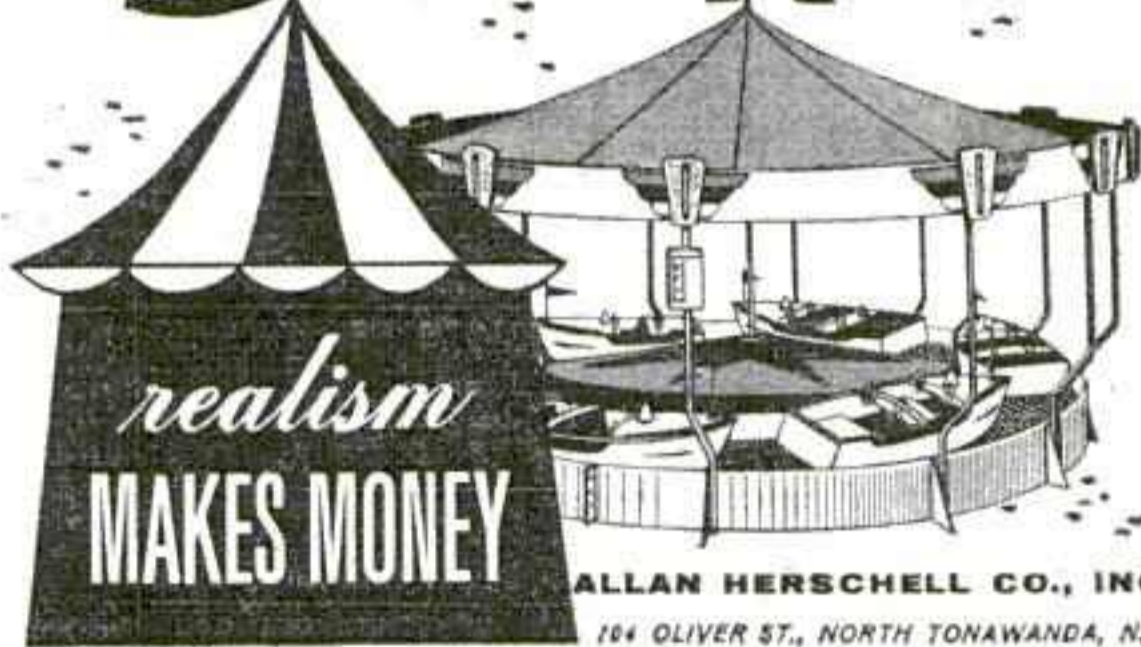


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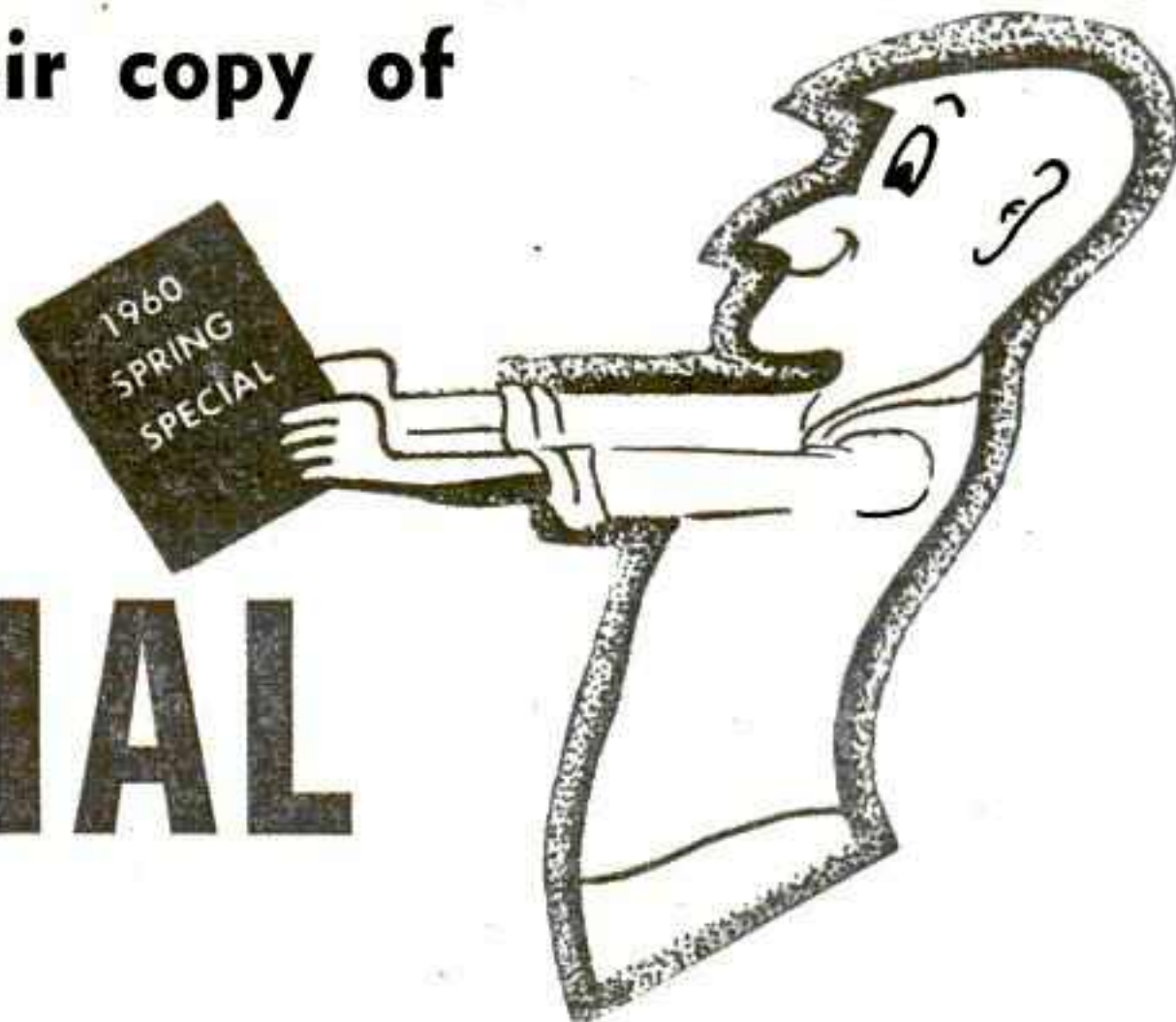
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- Topical Story on the Ride Industry.
- 1960 Fair Dates, first publication this year.
- Special Feature dealing with the status of New Amusement and Theme Parks being planned; those in construction stages and those that have recently opened.
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ARENA, AUDITORIUM NEWSLETTER

Chattanooga Remodeling Awaits July Bond Issuance

CHATTANOOGA'S REMODELING program for the Memorial Auditorium will get started about mid-year, according to Tommy C. Thompson, manager. The city commission voted \$750,000 for air conditioning, new seats, new stage curtains, escalators and redecorating. Work and buying awaits issuance of the bonds, which is scheduled for July. Thompson points out that the building is 39 years old and badly in need of the new equipment and refurbishing. Meanwhile the building is busy with a heavy schedule of auditorium-arena attractions. This year's is the 13th annual appearance for "Holiday on Ice" in Chattanooga.

Association Committee Reports Survey Progress

COMMITTEE MEMBER Lin Lueddeke reports that much progress has been made toward accumulation and publication of the IAAM's survey of auditorium-arena operation. One edition was circulated among the limited number of participants last summer. In the past five months the effort has been expanded. It now covers reports from 82 buildings and there are some new chapters. Lueddeke, manager of the Oakland (Calif.) Auditorium, undertook the solicitation of information and compilation. He figures that these now involve 19,500 answers, with each participating building answering many. Don Jewell, manager of the new Memorial Coliseum at Portland, Ore., has been rewriting and updating the narrative. Francis Deering, manager of Sam Houston Coliseum, Houston, is in charge of producing the book in bound form for members of the association. Lueddeke reports that he is enthusiastic about the work accomplished by the committee.

New Building in Michigan; Chicago Flower Show Opens

THE NEW L. C. WALKER SPORTS Arena at Muskegon, Mich., will open about October 1. It will have 4,000 permanent seats plus bleachers for 2,000 and a 200 by 85-foot hockey floor. George S. Dellinger is the manager. . . . Frank Dubinsky's second annual Chicago World Flower and Garden Show is at the International Amphitheater March 19-27. He reports the show will use 140,000 square feet this time and that it expects to top last year's attendance. This year there is no conflict in dates between Dubinsky's flower show and Grover McDonald's home and garden show, since the latter has switched to fall dates. . . . General Electric has published a bulletin about a new-type installation for pole-type transformers for floodlighting installations.

Maryland Building Draws Business With Key Shows

WICOMICO MEMORIAL YOUTH and Civic Center at Salisbury, Md., is coming along well during its first year, but is short on show attraction bookings, according to W. Marsh Gollner, manager. "Water Follies" did very well and wants to come back, he reports. The Harlem Globetrotters had a sellout and were well received. An auto show had to be canceled, but a sportsmen's show did very well, he continues. A country music show was okay except for a late arrival that necessitated some stalling. Gollner has sought an ice show without success. Next major attraction is Mahalia Jackson, booked for April 14.

Auditoriums, Arenas Book Varied Events in March

OKLAHOMA CITY CIVIC AUDITORIUM will have a Motor Sports and Auto Show April 30-May 1, produced by L. William Baker. National Ballet of Canada will be in the building March 29. Shrine Circus is due April 18-24. . . . Second Annual Southern West Virginia Home Show will occupy the Charleston Civic Center March 23-27, reports Manager Bill Bolden. . . . Cincinnati Music Hall's attractions include Greater Cincinnati Antiques Show, March 24-27. Manager Charles Bauer Jr., notes that the Cincinnati Symphony completes a tour on Tuesday (22). . . . Manager Herman J. Penn has started his campaign to book Christmas parties for Greenville (S. C.) Memorial Auditorium. He has a Passion Play March 28-31 and "Look Homeward, Angel" on April 15. . . . Basketball is going great in many arenas this month, among them Allen County Fair War Memorial, Fort Wayne, Ind., and the Lansing (Mich.) Civic Center. Lansing has a sports and boat show March 23-27, Marty Robbins on April 22, Roger Williams on April 30, and Shelley Berman on May 3. . . . Seattle Civic Auditorium is in the midst of a sports show (19-27). . . . Hockey and public skating occupy the schedule for the Armory at Louisville. . . . Queen Elizabeth Theater at Vancouver has the British Columbia Music Competitions Festival this week. . . . Ellis Auditorium, Memphis, had the Vienna Choir Boys on March 17. Hamid-Morton Circus plays there March 19-25, and "Holiday on Ice" was there March 9-15. Van Cliburn was in earlier. . . . March at the Franklin County Veterans' Memorial, Columbus, O., meant appearances of Vienna on Parade (5), a seven-day furniture sale, the Dispatch-Journal Boat Show (22-28), including an appearance by Guy Lombardo, and on March 25 a show by Victor Borge. He goes the next day to the Opera House at Chicago.

Italian Opera Troupe Coming For Fall Tour

NEW YORK — Italian Opera Company will tour the U. S. next fall and winter, bringing over a 130-person company including major chorus, ballet and orchestra. Arrival in this country is set for September and the first date will be October 3, not in New York.

Silvester Zaccaria, representing the troupe and booking it independently, said an Eastern debut is planned, with New York saved as the closing of a tour estimated to run as long as six months. Luigi Infantino, tenor, is a major performer and other artists of the La Scala, Rome Opera and San Carlo cluded. Italian Opera Company is based in Milan. Ino Savini and Loris Gavarini are to tour as conductors.

Other artists are: sopranos, Disma De Cecco, Rena Canachi, Antonietta Mazza Medici, Rosalie Maresca, Maria Luisa Cioni and Norma Machoni; mezzo-sopranos, Maria Luisa Castellano Franca Sacchi, Beatrice Toscana and Nicoletta Carruba; tenors, Raffaele Lagares, Mario Laurenti, Lorenzo Sabatucci, Pietro Di Vetri and Francesco Moreale; baritones, Carlo Meliciani, Antonio Campo, Vittorio Primas, Mario Basiola Jr., Salvatore Primativo and Gianpiero Malaspina; basses, Ugo Novelli, Franco Ventriglia and Marco Guelfi; prima ballerina, Guiliana Barabaschi; prima ballerino, Gino Ancona.

Demolition Starts At Ebbets Field

NEW YORK — The last ball hurled in Ebbets Field is a steel one being swung by a crane as part of demolition work. Brooklyn's venerable ball park started tumbling down last week to make way for an apartment house project. The ball park was opened in 1913 and has been used only sporadically since the Dodgers moved to Los Angeles. The \$23,000,000 housing development will have a Little League Field, also called "Ebbets Field."

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Hours, Prices for N. Y.'s 4 Circuses

NEW YORK — The Ringling circus got to New York first with the mostest this month, and on the basis of its early advertising campaign the advance sale thru last week was far outdistancing that of any recent year. Notable was a heavy increase in subway, railroad and outdoor billing, plus a return to old-style illustrations and wordage.

Bill Fields, press chief, has been rotating newspaper illustrations, with no repeats from day to day. The first press go-around was made Tuesday (15), to win story space ahead of St. Patrick's Day, and reception was excellent. Radio and TV advertising have been heavy, too.

Ringling is one of four circuses hitting the metropolitan area at one

time altho none is first in. That tag is pinned on Pan American Circus, which played suburban Paterson, N. J., and White Plains, N. Y., buildings a month ago. The Wirth and Beatty-Cole shows are 25 miles from each other on Long Island and have been taking space in the press out there, to the exclusion of New York City newspapers.

Palisades Amusement Park has not released much in the newspapers, restricting itself to outdoor billing in New Jersey and sniping around New York City. The first newspaper ad was of the "wait" nature. Title chosen is "Royal International Circus presented by Hunt Bros." Its show is 96 performances long.

Show Times, Prices

Following is the performance and price schedule for each of the circuses:

Ringling: In Madison Square Garden, March 31 to May 15. Shows 2 and 7:30 p.m. midweek. Night shows are 8:30 Fridays and Saturdays, 6:30 Sundays. Easter week shows are 10 a.m. and 2:30 p.m., with Friday and Saturday being 10 a.m., 2:30 and 8:30 p.m. Adults, \$2, \$3, \$4, \$5 and \$6.50.

Shrine Show Draws 81,000 At St. Paul

ST. PAUL—St. Paul Municipal Auditorium handled total attendance of 81,210 for the Shrine Circus produced by Orrin Davenport. Show ran March 9-13. The auditorium seats 8,500 persons for the circus and this total was exceeded at three of the performances when extra seats were brought in. This was 3,102 higher than last year's total attendance.

Attendance records show March 9, night 2,985; March 10, afternoon 5,257, night 2,067; March 11, afternoon, 6,524, night 7,661; March 12, morning 8,804, afternoon 9,741, night 5,321; and March 13, afternoon 8,760 and twilight 4,070.

Kids under 12 half-priced Monday thru Friday afternoons and Monday thru Thursday evenings, except Easter week.

Royal International (Hunt): At Palisades (N. J.) Amusement Park, April 15 to May 24. Shows 3:30 and 8 p.m. Mondays thru Fridays. Easter week and all Saturdays and Sundays, 1:30, 4 and 8 p.m. Center reserves, \$2.75 for adults, \$1.75 for kids. End reserves, \$1.95 for adults, \$1 for kids. Includes park admission, free parking.

Wirth Circus: In Island Garden Arena, West Hempstead, N. Y., April 1-24. Shows daily and Saturdays, 2:30 and 7:30 p.m. Sundays 2:30 and 6 p.m. Saturday mornings 10:30 a.m. April 4-8, 3:30 and 7:30 p.m. Adults, \$2, \$3 and \$4. Kids, \$1, \$2 and \$3. Free parking.

Beatty-Cole: In Long Island Arena, Commack, N. Y., April 15-24. Shows Saturdays, 10:30 a.m., 2 and 8 p.m. Sundays, 1:30 and 4:30 p.m. Midweek, 2 and 8 p.m. All ages, \$2, \$3 and \$4. Kids half price at night.

CIRCUS TROUPING

By TOM PARKINSON

REPORTS ARE THAT Little Bob Stevens will reopen his Stevens Bros.' Circus this season. Equipment has been moved from Coffeyville, Kan., to Alamo, Tex. Dick Loter is contracting for the present. Stevens has had concessions on Hagen in recent seasons. . . . The Clyde Beatty-Cole Bros. Circus delivered a tiger to the Kelly-Miller show last week; went on to Muscatine, Ia., to buy a small elephant, then returned to Hugo, Okla., to load another elephant and a camel the show was buying from K-M. . . . Pete Cristiani is back with the family show and is to have the concessions again this season.

Cotton Fenner, of the Feld organization, was in Chicago recently setting up the Ringling-Barnum stand at the International Amphitheater for June 2-12. . . . Beatty-Cole has contracted to play Atlantic City, May 7-8; Asbury Park, May 19; Long Branch, 20; New Brunswick, 21 and Philadelphia, May 22-30. . . . Cristiani Bros. Circus has booked Toledo for the Grotto, June 18. . . . Carson & Barnes is planning to open March 24 at Commerce, Tex. . . . Bailey Bros. Circus plays Paris, Tex., April 5 and Muscokee, Okla., April 7-9.

Royal American Shows has purchased several of the surplus Ringling wagons. Included are two donniker wagons and a show wagon to be used for hauling an automobile. The carnival also bought the circus' sanitation truck. . . . Work of tearing down buildings at the Ringling quarters in Sarasota is reportedly moving fast. Steel from the old buildings is to be moved to Venice, Fla., for the new ones. Sarasota newspaper figures that the show saved an estimated \$58,343 in taxes since 1941. No records are available for earlier years of the show's stay in Sarasota. Sum represents total of rebates given to the show by the county because of advertising the circus did for the area. . . . Jack Niblett, English circus writer who was in this country a few seasons ago, expects to return to the U. S. this summer for five weeks and to visit shows in that time.

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Ed Sullivan's Sunday (20) special circus show on TV was the result of efforts by Al Dobritch. He called from Paris to New York with the idea, came back to New York for a conference and in a matter of very few days was back in Paris to set up the filming. Most U. S. acts whose film clips were added to the French film had appeared on the Sullivan show originally thru Dobritch also.

Atayde Bros. Circus recently completed a successful 15 days at Guadalajara, Mexico, and is working its way toward Pueblo for a two-week stand. Business has been good and better than in Mexico City. . . . Circo Union opened at Guadalajara March 10 for two weeks. Joe Lempke's Chimps leave Circo Union soon to join Gil Gray Circus.

CFA members in Norwalk, Conn., have formed the Tom Thumb Tent. Officers include Lenox J. Currie, president; Charles Moad, vice-president, and Eugene J. Chariott, secretary-treasurer. . . . Opening of the new circus movie, "Toby Tyler," at San Antonio was the occasion for a meeting of the CFA there. Among those meeting at the Hertzberg Room at the library for a party prior to the movie were Leonard Farley, Tom Scaperlanda, the Raymond Gerhardts, Everett L. Houser, Dr. and Mrs. R. F. Hartman and Alan Davidson. Visitors at the Hertzberg Collection recently have included Davidson, Brace Helfrich, Wally Beach, the John Arters, the C. G. McMahaons, the Scaperlandas, the Ger-

hardts, Harold S. Dale, A. B. Garretson, Bob Towner and the Hartmans. Mrs. McMahon is the former Mrs. Ola Donovan Odom.

Charles Hilderra has been playing California dates, store shows and other engagements recently. He opened with Ring Bros. Circus at its Novata, Calif., stand, first of a string of shopping centers. He has some fairs set for late summer. . . . Sverre Braathen, CFA, authored an article about circus bandmasters on occasion of the annual meeting of the American Bandmasters' Association. The association met at Madison, Wis., early in March, and those attending included Karl L. King.

Clowns at the Minneapolis Shrine Circus included Gene Randow, Harold Simmons, Leo Francis, Joe Coyle, Bozo Cary, Billie Burke, Lawrence Cross, George LaSalle, Jack and Ruby Landrus and Grimaldis. . . . Buster Olle is clowning in Florida schools now and will be with the Beatty-Cole show this season. His wife, Esther, will be with the show also. . . . Evelyn Currie's story of recapturing an escaped animal at Kansas City was told not only in regular news stories and photos on the wire services, but also in a UPI story that carried her own byline. . . . D. Roger Francis is promoting a Magic-Rama Show in Pennsylvania. . . . The Erwin Pages, formerly with Henson Bros. Circus, visited the All-American Circus at Huntsville, Ala. The Matt Lawrishes also visited at Florence, Ala.

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TURNING BACK THE PAGES: Opening Ringling's publicity campaign in New York were Babe Boudinot and his billers plus press men Bev Kelly, Frank Braden, Frank Morrissey and Allen Lester. . . . Hamid-Morton date at Memphis grossed \$76,000. . . . Hunt Bros. wanted a horse trainer. . . . Austin Bros. Railroad Circus wanted people. . . . S.L. Cronin was readying his new Cronin Bros. Circus. . . . Noel Van Tilburg's Minneapolis Shrine show was nearing a \$100,000 gross.

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Box 83, Newport, Ky.

FAIR-EXHIBITION MANAGEMENT

Calgary Building Debt Adds Up to \$1,300,000

CALGARY, Alta.—Construction of necessary buildings at the exhibition grounds, such as the \$2,000,000 Big Four combined exhibits building and curling rink, has put the Calgary Exhibition and Stampede, Ltd., into debt to the tune of \$1,300,000.

This was revealed by Mervyn A. (Red) Dutton, president of the exhibition board, in an address to the Calgary Junior Chamber of Commerce.

"I am making this statement at this time because there seems to be a feeling among a small segment of our citizens that the exhibition board and all that it constitutes is owned by a number of wealthy businessmen and that the organization is simply rolling in money," Dutton said.

Dutton said the board hoped to be in a position to pay off its debt within the next 10 years and at the same time leave a moderate surplus on operations in order to take care of the year-to-year improvements on the plant and facilities.

While the land and all the buildings and facilities at Victoria Park (the fairgrounds) are owned by the city of Calgary, and thus by the citizens as a whole, the exhibition board is developing and building up the exhibition and stampede from annual revenue and without assistance from civic funds, he reminded.

He said none of the directors or the numerous committee members receive pay or allowances from the exhibition board, and that the only paid employees are the few permanent staff members who handle the exhibition and stampede and its numerous associated activities the year round.

The stampede has brought international fame to Calgary and still ranks as the greatest tourist attraction in Canada, Dutton said.

He defended the recent decision to boost the 25-cent gate price to 50 cents and said it was the first increase in 42 years. Stampede patrons will receive the greatest entertainment value for their money to be offered anywhere in North America, he said.

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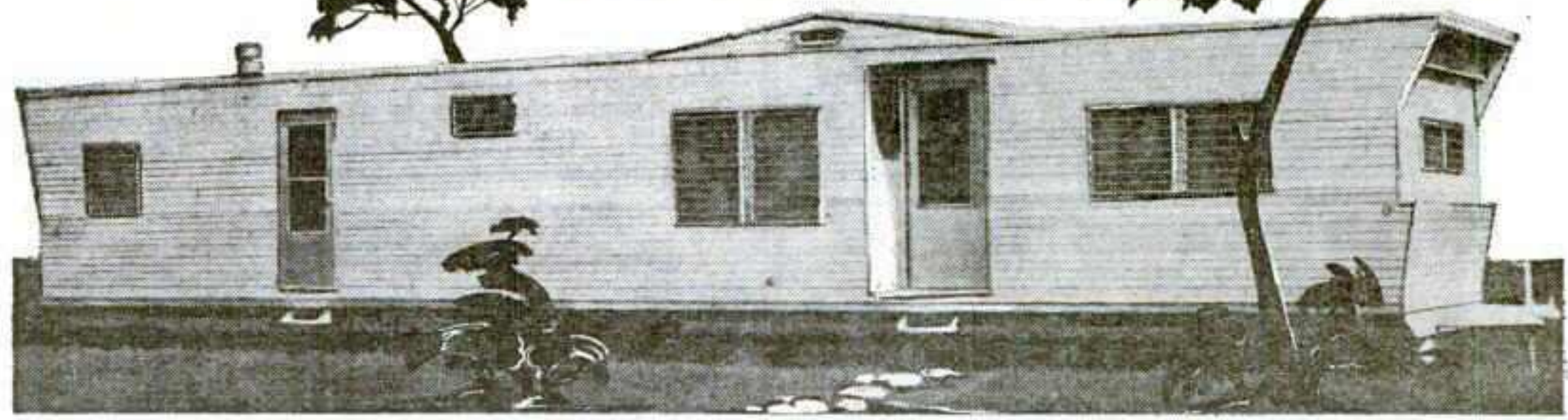
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THE FINAL CURTAIN

BOZZA—Roxie, 45, March 16 of a heart ailment in St. Elizabeth Hospital, Belleville, Ill., where she had been a patient for the past year. Survived by her husband, Tom, carnival concessionaire, and two daughters. Services March 18 in East St. Louis, Ill., after which the body was sent to Mount Vernon, Ill., for burial.

CHALFEN—Mrs. Morris, wife of the producer of "Holiday on Ice" and her three children, March 17 in an airline crash near Tell City, Ind. (Details elsewhere.)

COONS—Mrs. Anita Hanly, 64, wife of Claude Coons, formerly with the old John Robinson Circus band, recently in a Lexington, Ky., hospital. Besides her husband, she is survived by a son, Frank W., Albuquerque, N. M.; two sisters, Mary Jo and Katherine S. Hanley, Lexington; a brother, George A. Hanly, Miami, and four grandchildren.

DUFFEY—Rose, tattooed woman known professionally as Rose Conway, recently in New York. She formerly worked at Coney Island, New York, and in Hubert's Museum, New York. Police are holding the body in the morgue. Anyone knowing of relatives are requested to contact New York police.

FRAIN—Mrs. Andy, wife of the head of the ushering services, March 17 in an airline crash near Tell City, Ind., (Details elsewhere.)

LUCE—Ben, 88, an outdoor showman for over 60 years, March 12 in Inglewood, Calif. Survived by his widow, Mabel; a daughter, Corinne; a granddaughter and three great grandchildren.

MAZLEY—Hodie Ray (Bill), 22, son of Mr. and Mrs. Cecil R. Mazley, of Central States Shows, March 1 of carbon monoxide poisoning. He was subjected to fumes from a diesel motor while working aboard a salvage boat. Well known to showfolks, he formerly trouped with the Central States Shows. Besides his parents, he is survived by a sister, Mrs. Florence Stewart, and a brother, Lee Ray. Masonic funeral took place in Aransas Pass, Tex.

MURGATROYD—Sydney, former circus and carnival man, February 10 in Santa Clara, Calif., of a heart attack. Survived by his widow, the former Mary McKeone; a daughter, Mrs. Mary Ann Hamblen, San Francisco, and a son, S/Sgt. Michael E. Murgatroyd, Chanute Field, Ill. Burial in Alta Vista Memorial Park, Palo Alto, Calif.

PEPPLE—T. Dwight, 82, former general agent of Polack and Russell circuses, one-time show producer, and pioneer carnival man, at Chicago March 17. Details elsewhere in this issue.

SBARBARO—John A., 70, long-time member of the Showmen's League of America, March 17 in an airplane crash near Tell City, Ind. (Details elsewhere.)

SCOTT—William M., 85, former producing clown with Ringling Bros.' Circus, March 8 in DuBois, Pa. Survived by a sister. Services March 11 and burial in Beulah Cemetery, DuBois.

Carnival Routes

All American: Bamberg, S. C.
Bee's Old Reliable: Loxley, Ala.; Ozark 28-April 2.
Big State: Falfurrias, Tex.
Deggeller Show of Shows: St. Petersburg, Fla.
Greater Kastl: Carlsbad, N. M.
Page Combined: Titusville, Fla.
Peter Paul Ams.: Sanford, Fla.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 21-April 12.
United Expo.: Bryan, Tex.; Waco 28-April 2.
Victory Rides: Abilene, Tex.

Circus Routes

Davenport, Orrin: Dayton, O., 24-April 2; Columbus 4-9.
Hagen Bros.: Pompano Beach, Fla., 21; Fort Lauderdale 22; Boca Raton 23; Homestead 24; Key West 25; Marathon 26; Sweetwater 27.
Hamid-Morton: Memphis, Tenn., 21-25; Wilkes-Barre, Pa., 30-April 2.
Kelly-Miller: Greenville, Tex., 21; Waxahatchie 22; Mineral Wells 23; Abilene 24; San Angelo 25; Midland 26; Pecos 27; El Paso 28; Las Cruces, N. M., 29; 28; Las Cruces, N. M., 29; Silver City 30; Safford, Ariz., 31; Globe April 1; Casa Grande 2.
Polack Bros.: (Fairgrounds Coliseum) Louisville, Ky., 24-27; (Fairgrounds Coliseum) Indianapolis, Ind., 31-April 3; (Barton Coliseum) Little Rock, Ark., 8-9.
Ringling Bros. and Barnum & Bailey: (Ice House) Haddonfield, N. J., 23-24; (Trade & Convention Center) Philadelphia, Pa., 25-29; (Garden) New York 31-May 15.
Wirth: (Island Garden) West Hempstead, N. Y., April 1-24.

Miscellaneous

Lavelli, Tony, Show: Ashland, Ky., 21-22; Portsmouth, O., 23; Lexington, Ky., 25-26; Bowling Green 28; Shively 29; Paducah 30-31.
Matchstick Cities: Daytona Beach, Fla., 21-23; Lakeland 24-26; Clearwater 28-April 2; Ocala 4-9.
O'Day, Marie: Quanah, Tex., 21; Vernon 22; Wichita Falls 23-26; Gainesville 28.
Piccola Teatro di Milano: (Her Majesty's) Montreal, Que., 22-27; (Royal Alexandra) Toronto, Ont., 28-April 2.

Legitimate Shows

Dark at the Top of the Stairs: (War Memorial Aud) Fort Lauderdale, Fla., 23; (H. S. Aud) Ocala 24; (City Aud) Savannah, Ga., 25; (Royal) Columbus 26; (Twp. Aud) Columbia, S. C., 28; (War Memorial Aud) Greensboro, N. C., 29-30.
Look Homeward, Angel: (National) Washington, D. C., 21-26; (Ind. U Aud) Bloomington, Ind., 28;

(Continued on page 55)

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PORTEMONT MAPS 24-FAIR ROUTE

Will Split Show to Play Four Annuals; Adds Helicopter, New Front Gate Arch

GANTT, Ala. — Final make-ready on Johnny's United Shows is under way here at winter quarters and the show is just about ready for a route that will include 24 fairs, five spring stands, an Air Force installation and a July 4 celebration.

Johnny Portemont, owner-manager, said the show will be split into two units on four of the fairs booked. The entire show will open May 16 and close November 19. Prior to the bow, a ride and concessions unit will play dates in southern Alabama.

Portemont and Lloyd Kelly drove to North Tonawanda, N. Y., to pick up a new Helicopter at the Allan Herschell plant. Eddie Hall brought in six additional light towers. Work here has been going on most of the winter. A new fiber glass front arch with nylon marquee is being built and red and white nylon tops will flash up most of the shows and concessions.

On the back end a new rock and roll unit is planned and Jules Catarzi will bring on a Rolloplane, Turtle Show and Monster.

Portemont recently purchased 30 acres south of Andalusia where a new home is planned plus winter quarters and trailer park facilities.

Staff, in addition to the senior Portemont, includes Johnny Portemont Jr., co-owner and general manager; John Terry Portemont III, "ride owner and consultant"; Marilyn Portemont, secretary-treasurer; Charlie Hines, advance advertising; Eddie Hall, general superintendent; Ray Jackson, towers and front, mailman and agent for The Billboard; Eddie Hart, artist; A. Ward, maintenance; William (Bill) Anderson, electrician; Ted Woodward, general representative.

APRIL BOW

New Show Framed by Rosenfeld

INDIANAPOLIS—Sol's Greater Shows will hit the road for the first time, opening in mid-April, Sol Rosenfeld, owner-manager, announced. Rosenfeld recently acquired rides from the estate of the late Smith brothers of Spencer, Ind.

This will be the first attempt at show ownership on the part of Rosenfeld, who has been in the business for some time. Plans are to carry five major and two kid rides, two shows and close to 20 concessions, he said. Ohio, Indiana and Illinois will be played and the show will carry its own diesel light plant.

Jack Williams is general agent and business manager and will manage the office-owned concessions. Mrs. Rosenfeld will have her bingo in the lineup.

Tampa Club Gets \$10,432 From 3 Shows

TAMPA—The treasury of the Greater Tampa Showmen's Association has been enriched by a total of \$10,432.74, profits from jamborees held on three shows this winter, President Dick Gilsdorf announced.

Shows and the amounts turned in were: Royal American Shows, \$6,126; Blue Grass Shows, \$2,394.11; James E. Strates Shows, \$1,912.63.

Chet Fowler, chairman of outdoor events, announced that the annual "Hit-the-Road" barbecue would be held April 3 at Ralston Beach. Close to 700 pounds of ribs and 300 of chicken will be served.

Joe Sciortino reported 933 paid up members. Bill Stophel announced a total of 350 pints of blood and \$1,500 in cash in the blood bank.

Three Eastern Fairs Still Sans Midway

ALLENTOWN, Pa. — Decisions on both the midway and grandstand entertainment awards are expected next week for the Greater Allentown Fair, manager Ed Leidig reports. Allentown, Bloomsburg, Pa., and the Maryland State Fair in Timonium are the major Eastern fairs whose contracts have not been announced as yet.

Leidig said four carnivals are competing for the date, played in recent seasons by the James E. Strates, World of Mirth and Reithoffer Shows.

CARNIVAL CONFAB

TED GOLOSKIE of Providence is fielding his own show this season. . . . Dave E. Fineman set to open with the Prell show in Fayetteville, N. C. . . . Other front-end doings include Tommy Carson with Ben Wolfe's midway and Sheik Rosen to debut with Johnny Denton's Gold Medal Shows. . . . Reports have Sam Generallo promoting the Saturday matinees on Amusements of America this season after having handled it for years with L. I. Thomas. Tony Mason bossing work projects in Sumter, S. C., under supervision of John and Babe Vivona. It is understood Dutch Whiteside may be a regular on the Vivonas' midway this spring.

Plenty of carnival action in store around Philadelphia, the area to be visited by Sal Bonafino (Bunny's Rides), Oscar Magdole Amusements, M. D. Shows, Quinn and Essner (Active Bazaar), and the Strates and Vivona shows. . . . Phil Cook, touring for the Lenz insurance firm, got snowbound in Henderson, N. C. Dined with Joe Gilman there. Also had a freezing visit with Homer Scott (Georgia Amusement Company) in Toccoa, Ga. In company with brother Sol, Phil will be visiting Johnny Venditto, Larry Carr, Gene Burr, Lee Hill, Oscar Buck, Harry Kahn, Reid Lefevre and the Lagasse clan on a Northern sales trip. . . . Mr. and Mrs. McVee will have their cookhouse on Penn Premier Shows this year. . . . Mr. and Mrs. Mark Reilly left Florida March 11 on the S.S. Evangeline for a 10-day Caribbean cruise. Mrs. Elizabeth Murphy is returning to the O. C. Buck Shows' office this year, she reports.

★ ★ ★

Simon (Piccolo) Hadji, concession agent, worked for Mike Todd Productions' exploitation of "Scent of Mystery" in New York. He drove a 1925 Renault taxi, used in the film, around Times Square with Eddie Fisher, Elizabeth Taylor and Peter Lorre as passengers. . . . Mae Hong, King Reid Shows press agent, working ahead of two Columbia Pictures films in the Midwest during March. . . . Louis Scherer got snowbound driving from Providence to Brooklyn for How-Reit Shows meetings, and had to hole up at the Hotel Taft. . . . Harry Alexander's talkathon Wednesday (9) was grueling but important, for it was the third and final reading as the National Showmen's Association revised its bylaws.

Jack Stern, Eastern concessionaire, is in Central Park West Nursing Home, 22 West 74 Street, New York, convalescing after a long illness. . . . Pat Schilly, of the World of Mirth Shows, brother of Frank Schillizzi, is in Veterans Hospital, East Orange, N. J. . . . Thomas A. Holzman, also of World of Mirth, is laid up at the V. A. Hospital, Bay Pines, Fla., and would like to hear from friends. . . . Al and Camille Howard and their son were weekend house guests of the Pat Reithoffers in Dallas, Pa. A cocktail dinner was held in their honor, followed by dinner at Irem Temple Country Club. Present were the Howards, Reithoffers, Mr. and Mrs. Bill Goodman, and Mr. and Mrs. Edward Morgan. Morgan is attorney for the Reithoffer Shows operation. . . . Virginia Leonard is membership chairman for the NSA Ladies' Auxiliary, with Dolly McCormick and Bess Hamid as vice-chairmen.

William (Bill) Naylor, veteran outdoor tub-thumper, stopped off recently at the St. Louis office of The Billboard en route to Hot Springs for a vacation. Bill suffered a fractured arm in a fall on the ice last December and thus his annual January trip to the spa was postponed several weeks. . . . Visitors to the Gantt, Ala., winter base of Johnny's United Shows have included Mr. and Mrs. Lee Creson, Harry and Nina Sutton, Charlie and Rosie Lampkin, Junior and Mrs. Mary Lamay, Mr. and Mrs. Bob Brown, Joe Salidino and daughter, Shirley, Hub and Winnie Luehrs

and family, Mr. and Mrs. Charlie Hodges, Mr. and Mrs. E. Strohl, Mr. and Mrs. E. Allen, Henry Kennedy, P. C. (Bill) White, Mr. and Mrs. Ernie Farrow, Mr. and Mrs. I. V. Hulme, Joe Fontana, Mr. and Mrs. Fred Cantrell and Mr. and Mrs. Bob Yabroudy. Mrs. Lloyd Kelly left Gantt recently to pick up a new popcorn trailer in Marine, Ill. Jack and Luchie Owens came in after some jewelry operations in Louisiana stores. Also arriving were Whitey and Lucille Bryant, Harry Harris and Mr. and Mrs. Bob Carroll.

Frank Joerling

Barbara LeMay, exotic dancer, recently opened at Club 50, East St. Louis, Ill., and would like to hear from friends. . . . H. M. (Toots) Reves is in Brooks General Hospital, San Antonio, and requests mail. . . . Robi DeMar, girl show operator, recently purchased a 120 by 30-foot top and 150-foot bannerline from Charles Hodges, show operator with Gooding Amusement Company. . . . Lions Club of Taylor, Pa., has awarded midway contract for its 1960 Memorial Week Celebration to Garden State Shows, the latter's manager, R. H. Miner, agreeing to present four major and four kiddie rides and 18 concessions. Garden State has also been signed for the Great Bend Township & Baras Centennial, Great Bend, Pa., July 17-23, according to E. Empett, committee secretary. . . . Bill Ackley Sr. advises that contrary to reports circulated a couple of years ago, he is still alive and active with the J. J. Klein Enterprises. His daughter, Sandra Elaine, who was born on World of Mirth Shows, recently won a queen contest in Presque Isle, Me.

Howard Piercy recently underwent an operation in Dr. Carter Moore's Memorial Hospital, Franklin, Ky. Other troupers on the sick list are Horace Gordon, Route 3, Box 115, Montgomery, Ala., and John (Framingham Red) Shaughnessy, formerly of the Continental Shows, in Veterans' Hospital, Togus, Me. All would like to receive mail from friends. . . . The Dale Maddens are back at their home in Lake City, Ia., after working seven weeks in and around St. Joseph, Mo. They are currently preparing equipment for their shopping center unit.

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FLASHBACKS: 15 Years Ago—Max Goodman announced at Hot Springs winter quarters that, despite rumors to the contrary, Wonder Shows of America would go on the road for the 1945 tour. . . . Tommy Fuzell sold his Spitfire to H. W. Bartholomew and Joe H. Sharp. . . . Showfolks of America, San Francisco, raised more than \$2,500 for its sick and death fund at its annual spring party chairmanned by Dan Michaels. . . . James M. Rafferty's R & S Shows kicked off the Eastern season, opening a 32-week tour at Southport, N. C. Walter Nealand handled the press.

Byers to Open In Orange, Tex.

COUSHATTA, La. — Byers Bros. Shows will leave its winter base here late in March and will open its '60 season at Orange, Tex., Carl Byers, owner, announced.

Season will see the show in Texas, Arkansas, Louisiana, Missouri, Iowa, Wisconsin and Oklahoma. One new fair added this year is the Great Jones County Fair at Monticello, Ia., and the show will repeat at the Dubuque, Ia., annual. Equipment will be divided for July 4 celebrations at Red Oak and Osceola, Ia.



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Want Hanky Panks only. Want Novelties, Age and Weight, Ice Cream, Hats, Duck Pond, Cigarette Shooting Gallery, Ball Games, Records, Bushel Baskets, Milk Bottles, Coke, Pitch-Till-You-Win, Roman Targets; Bear, Bird and Glass Pitches; Dart Games, Bowling Alley. Can place Shows. Want 5-in-1 or will furnish complete equipment to reliable Operator. Also want Operator for Snake Show on Trailer, 64-ft. front. Can place Drome or any worth-while attraction.

ALL REPLIES:

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15 Rides — Heart of America Shows — 6 Shows OPENING APRIL 5, BARTLESVILLE, OKLA., DOWNTOWN LOCATION

SPRING ROUTE INCLUDES 5 ARMY PAY DAYS, 6 WEEKS IN KANSAS CITY AND OMAHA, FOLLOWED BY 17 OF THE BEST CELEBRATIONS AND FAIRS IN OUR TERRITORY. SEASON CLOSURE OCTOBER 10.

RIDE MEN: Have openings for Foremen. Top pay, good treatment, must drive.

Second Men with drivers' licenses. No cars. Winter quarters open.

RIDES: Will book Pony Ride, Coaster, Scrambler, other Rides not conflicting.

SHOWS: Big route for Girl Show with own equipment, need only one. Will book Side Show and Grind Shows. Need Man for Fun House and Front Gate.

CONCESSIONS: Derby, Age and Scales, Short Range, Long Range, Photos, Nickel Pitches, some Hanky Panks. Good route for Penny Arcade, Direct Sales of all kinds. Contact

ALL PEOPLE CONTRACTED ACKNOWLEDGE THIS AD.

Phone calls 6:00 to 7:00 p.m. only (no collect). Show leaves winter quarters April 1.

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(22 Weeks) TROY, N. Y. (10 RIDES)

HAVE CONTRACTS FOR GOOD SHOW-PROVEN SPOTS IN N. Y. STATE & VERMONT—SHORT JUMPS.

CONCESSIONS: Want neat Cookhouse, Glass Pitch, Novelties, Age & Scales, and few other Concessions. (NO FLATS).

SHOWS: Want Girl Show with own equipment, any other Shows, Fun House, Dark Ride.

RIDES: Want Scrambler and one other major Ride not conflicting. Can place Pony Ride due to disappointment. Lou Clark, can use your Ride Front Location. Larry Sanders (Girl Show Operator), call me collect, Roy. (No collect wires or phone calls.)

LEE HILT or ROY PEUGH, 47 Bank Street, Troy, N. Y. Tel.: AS 2-0895.

ROY PEUGH, R.D. #1 Waterford, N. Y. Tel.: Troy, CE 7-8259.

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WANTED

AGENTS FOR STOCK STORES. ALL WHO CLOSED WITH ME LAST FALL, WRITE OR COME ON. ("Red," who left in Independence, can place you.) Winterquarters until March 28, then Orange, Texas, opening April 1.

CHARLIE ELDER

c/o Byer Bros. Shows
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FOR SALE

#12 Eli Wheel, with or without Fruehauf Trailer; #5 Eli Wheel, with or without Dodge Truck; 1 Transformer Truck with 75 Kw.; 1 Transformer Truck with two 50 Kw.; two Bingo Games, 20x60, 20x40.

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Clear Lake, Iowa

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RAY BOWEN or BOWMAN

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Open all year round

Wants Freaks and Novelty Acts. State salary and particulars in first letter.

SLA's Prexy's Party And Banquet Merge

Record Past Presidents Turnout Made for Meeting Called by Olson

Continued from page 44

from those traditionally set for both its and the Showmen's League convention activities. Prior to the start of the closed session of the board of governors, Masterson, Fager and Wynne, all Showmen League members, were introduced to the group.

Before closing their meeting, the board voted to merge the previously appointed committees for the presidents party and the banquet and ball into the banquet and ball. As a result, Maurice (Lefty) Ohren and Sam Levy Jr., will be co-chairmen, with Bill Carsky, Bernie Mendelson, Charles Zemater Jr. and Frank Taylor as the other members.

In the League's formal session, prior to the board of governors meeting, Lou Dufour paid tribute to M. J. (Mickey) Doolan, who died June 7, 1957, for Doolan's

high ideals and philanthropy. Doolan, Dufour pointed out, in his recently executed will, left the League \$6,750 and "symbolized our concepts of brotherhood."

A moment of silence was observed in honor of T. Dwight Pepple, a League member, who died early Thursday morning (17).

J. L. Clayton, president of the Showmen's Guild of Australia, attended the general meeting and gave high praise to Olson for the manner in which he conducted the proceedings.

Reported on the sick list at the regular meeting were O. J. (Whitey) Weiss, in Tampa; Pat Finnerty, Miami; Charles McDougall, Santa Rosa Hospital, San Antonio; Lou Keller, Roy Marietta, Harry Ferris, all in Chicago.

Al Kunz Picks Up Velare Space Wheels

CHICAGO—Al Kunz, owner-manager of Heth Shows left here Thursday (17) for Long Beach, Calif., to arrange for delivery of the Velare Double Space Wheels, which he purchased in January. The ride will be moved to Harry Batt's Ponchartrain Beach Park, New Orleans where it will open for business on April 10.

Kunz was here to attend the special meeting of the Showmen's League of America on convention plans. As a member of the SLA nominating committee, he also attended that meeting on Thursday afternoon.

A crew of 34 men are busy in winter quarters at Birmingham, Ala., readying rides, shows and equipment for the season. Complete show will bow late in May but a shopping center unit of 11 rides is out at present and two school units will go out in April for an eight-week tour of Birmingham schools.

A new Dodgem building is

being constructed and a new front for the Devil's Daughter show. The Heth Octopus was recently returned from Eyerly Aircraft where it was overhauled and King Amusement has delivered a new Fun-house.

Nat and Dorothy Mercy are in quarters after a talent tour. The Galyon Siamese Twins will be features of the Heth back-end and the Mercys will also produce Club Havana, Hawaiian Village, Side Show and four other units.

Kunz disclosed that he has placed orders for three new Tandem wheel semis to carry the Dodgem and Tilt-a-Whirl, Chevrolet tractors and one Chevrolet pick-up.

He will attend the March 24 meeting of the International Showmen's Association on his return from California. Kunz is 1960 president of the club.

McCrary Buys Sky Wheel

NORTH TONAWANDA, N.Y.—The Allan Herschell Company has received another order for one of its new Sky Wheels, this one from E. D. McCrary, former owner of 20th Century Shows and now an independent ride operator.

George Moses, Allan Herschell sales manager, said orders on the wheel are being taken still subject to final pricing and delivery.

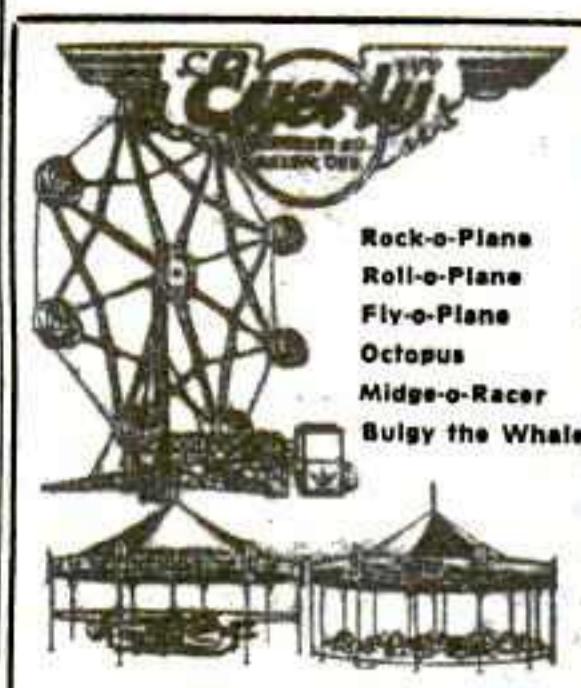
Miami Fem Club Names Nom. Group

MIAMI—The Ladies' Auxiliary of the Miami Showmen's Association has appointed its nominating committee which will organize a slate of officers for 1961.

Named to the committee were Agnes Grosso, chairman; Virginia Feldman, Kay Leisure, Lola Kockonover, Evelyn Taylor, Alberta Mack and Rose Lang. Alternates are Kitty Glosser, Dora Pierson, Peggy Hirsch and Pat Rickter.

A fashion show will be held in the clubrooms on March 16 with Peggy Heiman and Estelle Bell in charge. Members will do the modeling. A hit-the-road party is set for March 19.

The past-president's card party was reported a big success. Proceeds went to the old-age fund.



USED RIDES FOR SALE

| Ride | Quantity | Ride | Quantity |
|----------------|----------|-------------------|----------|
| Flying Coaster | (1) | Chair Plane | (2) |
| Caterpillar | (2) | G-16 Train | (4) |
| Merry-Go-Round | (4) | "1865" Min. Train | (1) |
| Dodgem Build'g | (1) | Turnpike | (2) |
| Dodgem Cars | (24) | Jr. Hot Rod | (1) |
| Twister | (1) | Buggy | (2) |
| Looper | (1) | Rocket Ship | (2) |
| Hot Rods | (10) | Tank Ride | (1) |
| Roller Coaster | (2) | Roto Whip | (1) |
| Boat | (2) | Tubs-of-Fun | (1) |
| Auto | (2) | Many, many more. | |
| Jolly Cat | (1) | | |

No lists furnished. State what you want.

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Must be flame resistant and in good condition.

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BERT DOSS

1606 So. Main Bloomington, Ill.

Westbrook Names 200 To Posts at Miami Club

MIAMI — A list of 200 names, more than ever before, has been set up by Harry (Buster) Westbrook to populate the committees of the Miami Showmen's Association. The directors this year are increased in number from 50 to 65. In addition, 24 "Miami Beach representatives" have been appointed, plus a "convention committee."

Complete committee list is as follows:

Directors — Zelig L. Bass, Louis Bell, Leo Bistany, Shep Blumberg, William C. Bryant, John Campi, Johnny Canole, S. Tommy Carson, Is Ceilin, Ben Cohn, Dick Coleman, Phil Cook, Sydney Daniels, Danny Dell, Jack Essner, Nate Farber, Dave Fineman, Patty Finerty, Ben Glasberg, Ep Glosier, George Gordon, Max Goodman, Specs Groscurth, Joe Grosso, Al Hamid, Carl Hanson, Jeff Harris, Eddie Horwitz, Al Howard, Harry Katz, Al Kuntz, Lew Lange, Charles Lenz, Murray Levitt, Art Lewis, Morris Lipsky, Willie Lish, Joe Marchiano Jr., John Miller Sr., Harry Modele, Bob Negus, Pete Norman, Paul Olson, Roland Page, John Portemont, Abe Prell, Louis A. Rice, Mike Roman, Harry Ross, Dutch Salus, Harry Schreiber, Claude Sechrest, Jimmy Stabile, Jimmy Strates, Joe Straus, Whitey Tara, Newell Taylor, Mickey Timmins, Dominic Vivona, Rip Weinkle, Harry Weiss, Jack Weiss, Dutch Whiteside and John Wilson.

Ambassadors of good will — (West) Harry Ross, (Canada) Willie Lish, (East) Shep Blumberg, (Midwest) Louis A. Rice, (Maintenance) — Ben Glasberg, chairman, Eddie Horwitz, co-chairman, Al Hamid, Vic Hamid, R. G. Brown, Finance — Bill Cowan, chairman, Dave Endy, Bob K. Parker, Nate Farber, Max Goodman, Picnic — Mike Roman, chairman; Joe Ross, co-chairman, Jimmy Stabile, Sam Generallo, Tom Shatkey, Lou Kramer, Dixie Malanga, Hymie Rosenblum, Paul Vilco, Nelson Wilkins, Funeral and cemetery — Mike Roman, chairman, William J. Tucker, Jimmy Finn, Harry Heiser, J. D. Frisbie, Relief — Mike Roman, chairman, Jimmy Stabile, Joe Ross, Entertainment — Joe Ross, chairman, Mike Roman, co-chairman, Jimmy Stabile, Tony Mason, Joe Boston, Larry Marcassio.

House — John Campi, chairman, Ben Glasberg, Charles Wright, John Hoffman, Tom Sharkey, Eddie Horwitz, Al Hamid, Joe Marchiano Jr., Earl Bennett, John O'Rourke, Milton Finkelstein, Bill Roe, Bar — Harry Schreiber, chairman, Rip Weinkle, Harry Katz, Bob K. Parker and Charles Wright, all co-chairmen, Ways and means — Newell Taylor, chairman, Louis A. Rice and Morris Lipsky, co-chairmen, John Portemont, Midwestern chairman, Shep Blumberg, Eastern co-chairman, Charles Wright, award books chairman, and Phil Cook, Al Kuntz, Hal Eifort, John Campi, Johnny Canole, Roland Page, William (Bill) Page, George Gordon, Ben Cohn, Pete Norman, Rod Link, Morris Vivona, Ep Glosier, Paul Olson, Lloyd Serfass, John Hoffman, Dave E. Fineman, Harry Schreiber, Joe Marchiano Jr., Bucky Allen, Ben Glasberg, Danny Dell, Jack Essner, Specs Groscurth, Is Ceilin, Barney Corey, Al Dorso, Harry Modele, E. E. Farrow, Sam Prell, Ben Herman, Harry Weiss, Jack Weiss, Al Hamid, Bob Negus.

By-laws — Wallace N. Maer, chairman, Jack Weiss, co-chairman, Bill Cowan, Lew Lange, Phil Cook, Building management — Sam Prell, chairman, and all officers. Building emergency — Sam Solomon, chairman, William J. Tucker, Cliff Wilson, Nate Farber, Blood bank — Whitey Tara, chairman, Charles Wright, co-chairman, Whitey Byus, Ben Glasberg, Sydney Daniels, Alton Pierson, Mike Roman, Al Rossman, Jimmy Stabile, Barney Tassell, Pud Hartman, Bingo — Harry Weiss, Joe Cennema and Guy Markley, co-chairmen, Tommy Arger, Al Dorso, Danny Dorso, Howard Drayer,

Bib Negus, Gene O'Donnell, Max Pincus, Ben Weiss, Yearbook — Harry Schreiber, chairman, Newell Taylor and Dutch Saltus, co-chairmen, Tylers — Russ Erdell, chairman, Joe Aarons, Vic Hamid, Eddie Horwitz, R. G. Garner.

Membership — John Miller Sr., chairman, Lew Lange and Ben Glasberg, co-chairmen, Nate Cutler, Phil Cook, George Gordon, Newell Taylor, Willie Lish, Louis Bell, Claude Sechrest, Ben Cohn, Murray Levitt, John Hoffman, John Campi, Abe Prell, Harry Schreiber, Charles Travers, Eligibility — Alton Pierson, chairman; Jimmy Stabile, Whitey Tara, Rip Weinkle, Ben Glasberg, Convention — Max Sharp, chairman; Bob K. Parker, Sydney Daniels, Leo Bistany, Max Goodman, John Vivona, Oscar Buck, Sam Prell, Ben Weiss, Bill Cowan, Bucky Allen and all past presidents, Auto award — Nate Farber, Sydney Daniels, Harry Katz, Zelig L. Bass, Newell Taylor, Fights — Harry Katz, chairman; John Campi and Art Lewis, co-chairmen.

Christmas party — Sydney Daniels and Willie Lish, dual chairmen; Nelson Wilkins, Jack De Marco, Al Goldstein, Robert Mainster, Alexander Cunningham, Sid Markham, Christmas baskets — Whitey Tara, chairman; Mike Roman, Alton Pierson, Nate Farber, Lew Lange, Harry Schreiber, Bill Hornfield, Spots Motola, Willie Lish, Nelson Wilkins, Newell Taylor, Louis Kramer, Charles Jacobs, Tom Sharkey, John Campi, Banquet and ball — Max Sharp, chairman; Nate Farber, co-chairmen; Sydney Daniels, Bucky Allen, Lew Lange, Jack Weiss, Publicity — Irwin Kirby, chairman; Roy Jones, Phil Cook, Presidents party — Max Sharp, chairman; Rip Weinkle, Nate Farber, Mickey Timmins, Lew Lange.

Pepple Dies

Continued from page 45

promoter and uncle of Irving Polack. A few seasons later he joined Polack Bros. as a promoter and special agent. Next he went to Russell Bros. as agent until 1939, when he rejoined Polack as agent. He retired from the Polack show two years ago and opened an office in Chicago to produce and promote shopping center shows and to book acts. He intended to give up the office at the end of this month and write his autobiography.

Survivors include a sister, Mrs. Ada Blanche McCormick, Escondido, Calif.; a niece, Mrs. Henry R. Stauffer, of Ashland, O.; a nephew, Col. George E. McCormick, Escondido, Calif., and several great nephews, including Richard Stauffer, Wheaton, Ill.

Legitimate Shows

Continued from page 52

(Memorial Coliseum) Evansville 29; (Ellis Aud) Memphis, Tenn., 30-April 1; (H. S. Aud) Huntsville, Ala., 2; (City Aud) Asheville, N. C., 4. Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 21-April 16.

Ice Shows

Holiday on Ice of 1960: (Exhn. Hall) Miami Beach, Fla., 21-27; (Armory) Tampa 28-April 3. Ice Capades, 19th Edition: (Expo. Bldg.) Little Rock, Ark., 22-27; (University Fieldhouse) Wichita, Kan., 28-April 3. Ice Capades, 20th Edition: (Stadium) Chicago, Ill., 21-27; (Arena) St. Louis, Mo., 28-April 3. Ice Follies of 1960: (Memorial Aud) Buffalo, N. Y., 22-27; (Arena) Minneapolis, Minn., 30-April 17.

Arena Routes

Georgian State Dance Co.: (Garden) New York 27-30; (Arena) New Haven, Conn., April 3 (matinee); (Music Hall) Cleveland, O., 6-7. New York City Opera Co.: (Eastman) Rochester, N. Y., 21; (Loew's State) Syracuse 22; (Symphony Hall) Boston, Mass., 23-24; (Bushnell Aud) Hartford, Conn., 25-26.

BAKER UNITED Shows

"A Clean Modern Midway"

Opening middle of April, Indianapolis, Ind.

CONCESSIONS: Can place Foot-Long, Pronto Pups (must be clean and attractive) Age and Weight, Hoopla, Duck Pond, Pitch-Till-You-Win, Short Range, Balloon Darts, Bird Pitch, Coke Bottles, High-Striker, Glass Pitch, Ball Games or any clean, legitimate Concessions that work for stock. (Roy Dearduff, contact me at once.)

HAVE BINGO, POPCORN, FLOSS AND SNOW BOOKED.

RIDE HELP: Can place Wheel Foreman and Kiddie Ride Foreman, Second Men on all rides. Must drive semis and have licenses. No cars.

SHOWS: Can place Glass and Funhouse, Snake, Fat, 10-In-1 and Monkey. NO GIRL SHOWS. (J. W. Roach, Contact.)

FOR SALE OR TRADE—Special-built 24 ft. Office Trailer ready to go. Will trade for rides, trucks or other equipment.

Contact ERNIE ALLEN, MGR., 1818 Spang Ave., Terre Haute, Ind. Phone North 3321.
No Collect Calls

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"A Strong Show With a Strong Route"

BOOKED SOLID — BOOKED SOLID

WE HAVE A GOOD ROUTE OF FAIRS AND CELEBRATIONS. WE PLAY THE 10,000 CRESTONIAN'S CLUB JULY 4 CELEBRATION—4 BIG DAYS, 4 BIG NIGHTS—CRESTON, IOWA—BANDS, FREE ACTS. FIREWORKS AND BOAT RACES.

HELP WANTED—Foremen for #5 Eli Wheel, 8-Tub Short-Arm Octopus. Second Men on Tilt, Octopus, Wheel and Merry-Go-Round.

RIDE SUPERINTENDENT—Who knows above rides and can handle same. An exceptionally good job for a good, sober man. (BILL PRATT, contact).

Best of working conditions for all above. Good salary and bonus if you stay. Best of equipment. Short jumps, only one stand a week. Best of motor equipment. All must drive semis.

CONCESSIONS—Can place small Cookhouse or Sitdown Grab, Photos, Long and Short Range, Pitches, Hanky Panks. We carry only one of a kind.

SHOWS—Place Shows with own equipment.

JESS WRIGLEY WANTS AGENTS. All who have worked for him in the past, contact in care of Show.

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ECORSE RD & HARDING, APRIL 12-24**

Well selected and tested route of Celebrations and Fairs to follow thru November. Want Major Rides not conflicting with Merry-Go-Round, Wheel, Tilt and Rollo. Can use three good Kiddie Rides. Good treatment and low percentage to all.

Good territory for Penny Arcade and Dark Ride. Grab Joint, Hanky Panks and Photos, all do well here. NO FLATS or doubtful games. Help wanted for office-owned Concessions.

COOK AMUSEMENT CO., Inc.

FRANK COOK and GERALD GORDON, Owners.
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11323 BRAMELL AVE., DETROIT 39, MICHIGAN. PHONE KENWOOD 4-5969

JIMMIE CHANOS SHOWS

Opening April 29, Muncie, Ind.

CONCESSIONS: Want legitimate Concessions of all kinds, Ball Games, Pitch-Till-You-Win, Balloon Dart, Scales and Age, Long Range Shooting Gallery, Short Range Shooting Gallery, Glass Pitch, Pottery Pitch, Bear Pitch and Fishpond.

SHOWS: Girl Show, must have two or more girls, any other family-type Shows with own outfit. Can use Penny Arcade.

RIDE HELP: Flying Scooter, Rolloplane and Ferris Wheel Foremen. Also want Foremen for Kiddie Rides. Prefer man who repairs organs. Ride Help who are working for us, report at Greenville, Ohio, Winter Quarters April 20. Also want Transformer Electrician.

COMMITTEES, we have a few open dates for Ohio and Indiana. This show has 14 rides, owned by office.

All replies to JIMMIE CHANOS, 709 East 4th Street, Greenville, Ohio

CONCESSIONS WANTED

Shrine Circus, April 3-7, Cincinnati, Ohio. Want Hanky Panks, Photos, High Striker and Glass Pitch.

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36-50-120 KW Diesel Electric Sets with operator (on wheels)
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WANT NOW

Foremen for No. 5 Wheel and Merry-Go-Round, Man to handle Kid Rides. Also Electrician, must be able to handle Diesels and wire large show. All must drive. Want Second Men and other useful help. Write. Winter Quarters now open. Long season.

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LAST CALL LAST CALL LAST CALL CRAFTS EXPOSITION SHOWS

OPENS YUMA, ARIZ., APRIL 6-10 RIDE FOREMEN & SECOND MEN, REPORT TO WINTER QUARTERS 7283 Bellaire Avenue, North Hollywood, Calif. Show leaves for Yuma April 2. WANT TRUCK AND SEMI DRIVERS MUST HAVE CLASS-A CHAUFFEUR LICENSE We can help you get your Chauffeur's License. Have openings for Electrician (transformers), good Carnival Mechanic, useful People in all departments. Can also use 3 more Ticket Sellers. All answer to: CRAFTS 20 BIG SHOWS, INC. 7283 Bellaire Avenue, North Hollywood, Calif. Phones: POplar 5-0909, POplar 5-0320 — Nights: POplar 6-2737

ATTENTION, SHOWMEN!

Opening Columbus, Ga., March 28-April 2, downtown location, followed by Montgomery, Anniston and several other large, outstanding cities in Alabama. This is an outstanding spring route.

CONCESSIONS: Prize-Every-Time Games, American Palmistry, Long and Short Range Galleries, Age and Scales, Novelties, Derby Races and Penny Arcade. Eats—Pronto Pups, Custard, Waffles and Chocolate Dip. SHOWS: High-class Wildlife, Fun and Glass Houses, Motordrome, Sideshow, Big Snake or any outstanding attractions. RIDES: Dark Ride, Scrambler, Coaster, new and novel Kiddie Rides. RIDE HELP: Foremen for three Wheels and Tilt. Must have license and be capable semi drivers. If you drink or drive a car, don't apply. Address all replies to: PAGE COMBINED SHOWS, TAMPA, FLA. Phone: REdwood 6-3094 until March 25, then Showgrounds, Titusville, Fla. P.S.: All people contracted with show contact immediately.

JAMES H. DREW SHOWS

WINTER QUARTERS NOW OPEN

Wanted: Ride Men in all departments. Also capable Foremen for new trailer-mounted Paratrooper and new 12-car Scooter. Want Second Men on all Rides. Must be licensed semi tractor drivers. CONCESSIONS: Have opening for Long and Short Range, Photos, Novelties, Prize-Every-Time and outright sales. NOTE! John Barfield, answer. SHOWS: Want to hear from family-type Grind and Bally Shows.

All address JAMES H. DREW SHOWS

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WANT Bingo for opening spot, Popcorn and Candy Apples, Photos, Long and Short Range Gallery, Novelties, Age and Scales; one Ball Game open. Agents for office-owned Hanky Panks. Will book any kind of Hanky Panks.

WANT Side Show Manager with acts (Gene Kite, answer), Girl Show Manager with two or more girls. Want Funhouse, Wildlife, Unborn, Monkey Show, Freak Animal, Pony Ride. Will book Rides not conflicting. Mail and wires to

WM. C. (BILL) MURRAY P. O. BOX 461, SUFFOLK, VIRGINIA

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.

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12 RIDES—Want for long season Fairs & Celebrations Mich., Ohio, Ind., and late fall Faira Miss., Ala. Open near Detroit May 1. Cookhouse, Hanky Panks, Corn, Apples, Floss sold. One Alibi, must have Hanky Panks, IH Striker, Long and Short Gallery. Help: Foremen on some Rides, Second Men that drive. Must be entirely reliable. Want Scenic and Show Painter now.

J. J. FREDERICK 2263 Newton, Detroit 11, Mich.

WILSON FAMOUS SHOWS

OPENING THE MIDDLE OF MAY

WANT SHOWS: Can place family-type Shows and Fun House. CONCESSIONS: Short and Long Range, Center Pitches, Novelties, Cookhouse, Jewelry, Photos, Ball Games, Darts, Pitch-Till-U-Win, or any type Concessions working for stock. RIDES: Can use two Kiddie Rides. HELP: Can use First and Second Men on all rides that have license to drive semis. FOR SALE OR TRADE: Complete set of Arcade Machines, around 50, all good, enough to frame an arcade, priced right or will trade for Bulgy, or any Kid Ride that is in good shape. RAY WILSON, Owner; R. D. REID, Mgr., Astoria, Illinois.

USED CANVAS FOR SALE

2—good A. H. Little Beauty Merry Tops, \$50.00 each; 1—100 ft. Little Beauty Sidewall, \$30.00; 8—Rocko car covers, \$20.00; 2—Caterpillar Ballies, \$15.00 each; 1—small front marquee and 2—25 ft. pees sidewall, \$35.00; 1—24x34 gable end Top, only \$35.00; 1—100 ft. 8-ft. striped sidewall, \$50.00; 1—80 ft. khaki sidewall, \$25.00; 1—8x8 top and sidewall, no bally, \$10.00.

SUNSET AMUSEMENT CO. 701 N. Main St. Excelsior Springs, Mo.

CONCESSIONS WANTED

For summer season. Grind Stores of all kinds. Have building for same. Novelties open. Ray (The Fat Man), call me.

BERT FLYNN

Olcott Development Corporation, Olcott, New York.

STOCK TICKETS

Table with 2 columns: Quantity and Price. 1 Roll \$1.50, 5 Rolls \$4.50, 10 Rolls \$8.25, 25 Rolls \$18.75, 50 Rolls \$44.00, 100 Rolls \$88.00. Double Coupons Double Prices. No C.O.D. Orders. Size: Single Tkt., 1x2

TICKETS

of every description Wheel tickets carried in Stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio "Allied Trades Union Label used"

Cash With Order Price SPECIAL PRINTED

Table with 2 columns: Quantity and Price. 2,000 \$7.40, 4,000 \$8.75, 6,000 \$10.10, 8,000 \$11.45, 10,000 \$12.80, 50,000 \$24.00, 100,000 \$38.00, 500,000 \$150.00, 1,000,000 \$290.00

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- List of names and addresses for parcel post, including: Cagle, M., books, 20¢; Ackerman, Joe P.; Adams, Donald L.; Ainsworth, George; Alconzar, P. J.; Aldham, James B.; Aldridge, J. C.; Alfonso, Ronald; Alford, Fred; Algar, R. E.; Allen, Dale H.; Allen, David; Anderson, M.; Anderson, Norman; Armentrout, F. S.; Arnold, J. C.; Arnold, R. P.; Ashley, Bonnie; Barner, Charles; Aston, Eddie J.; Atterbury, R. L. (Bob); Aubry, Red; Augustus, James; Auskins, Clarence D.; Bales, W. W.; Bair, Clarence H.; Baker, Hugh; Baldwin, Jerome G.; Ball, Eytzell; Banks, Melvin; Barchinger, Linn; Barner, S. R.; Barry, Michael T.; Barwick, A. E.; Battles, Arthur H.; Bauman, M. J.; Beaman, Joe E.; Bearden, Earl; Beardson, J. H.; Beattie, Robert; Beecham, Floyd; Beecham, Glen; Bell, Frederick; Bell, H. T.; Bell, Walter L.; Benedict, A.; Benfield, N. R.; Bennier, J.; Berge, Richard; Berosik, George; Berretta, R. A.; Berry, J. C.; Beverly, Fred; Bickford, P. J.; Bie, Frank (Big Rabbit); Bishop, John; Bissell, Delores M.; Black, Jay C.; Blackman, Willie; Blair, D. L.; Blair, R. F.; Blaisdell, C. A.; Bland, Frank; Blount, Emmett; Bock, Willie S.; Boddie, Sam; Bodine, R. F.; Bohn, L. E.; Bolden, Andrew; Bolden, Archie L.; Boston, Louis M.; Bowkin, Wm. C.; Boudy, Bob; Bouthie, Sonny; Bower, Lefty & Mrs.; Bowers, Jerry; Bowman, Wm. E.; Boyer, Otto; Breace, J. W.; Bresnican, Martin; Bridgeford, G. D.; Bridgeforth, F.; Brillhart, Gary; Britton, D. B.; Brock, Willie S.; Brookshire, 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, Louis M.; Brown, Robert; Bruce, Groves G.; Bruce, Russell L.; Bryan, Horace; Bryan, Robert; Bryant, Robert E.; Bryani, H. C.; Byers, Sammy; Bryson, J. C.; Bullabough, Marshall G.; Burbal, Joseph; Burrett, James V.; Burke, Jack; Burkley, E. H.; Burns, Joe W.; Burns, Raymond; Burnside T.; Burnside, L.; Burton, Charles; Buskirk, Raymond; Butland, J. B.; Buus, Harold Emil; Byrd, G. W.; Byrd, Wm.; Byrdson, B.; Byrnes, Robert J.; Cadatt, James A.; Calhoun, Roy; Calloway, Leo; Callaway, R.; Camp, R. J.; Campbell, Samuel H.; Cantwell, Charles; Cartise, George; Cashman, J. W.; Cassidy, G. H.; Caughran, P. H.; Center, Leonard H.; Chaudron, Jay; Christ, A.; Church, Charles; Church, Cowboy; Clanton, Ruben; Clark, Tommy; Clayton, John H.; Clemens, H. A.; Clenney, J. L.; Cobb, Charlie; Cobb, Paul; Cochran, D. O.; Coen, Richard; Coker, William; Coie, Amexi; Coleman, Leroy; Coleman, Willie; Collins, D. J.; Collins, Ricki; Conyers, Martin; Cook, Bill; Cook, Harlan; Cook, L. L.; Cook, Robert; Cooke, J. M. (U. S. Reptile & Jungle Circus); Cooper, Bobby; Cooper, L. S.; Cooper, Noah; Cooper, Richard; Corbett, H. B.; Corey, Joseph E.; Corlin, D. R.; Cortes, Rita; Costello, Victor; Courteau, R. P.; Covington, Craig; Cox, G. L.; Cox, Joe E.; Cox, R. L.; Coyne, Bettie; Craft, Ronald E.; Craig, Clifford F.; Cruz, J. A.; Cruser, Jr., K. C.; Cross, R. A.; Crow, Chas. Wm.; Crowder, Milton; Crusler, Edward; Cullinan, Richard; Cummins, J. H.; Curry, Garland; Curtis, M. T.; Dahl, Harvey; Daiske, Frederick R.; Dalton, J. R.; Dancy, Hewitt C.; Daniels, Clarence; Daniels, John; Dant, D. L.; Dante, Fred; Darden, O. C.; Darling, V. E.; Davidowski, D. C.; Davis, Clarence; Davis, D. W.; Davis, E. D.; Davis, Jerry D.; Davis, Lester O.; Davis, T. P.; Day, Richard L.; Dayie, Mabel; De Frost, Les; De Pierre Jr., F. C.; De Vogel, August; Decker, Earl; Deeks, Eddie (Shows); Degrio, Dennis; Delaney Jr., Carl I.; Delawater, Leroy; Demers, J. M.; Depantis, Frank; Deover, W. J.; Dickerson, Albert; Diggers, Lewis; Dillon, J. L.; Dillon, Juanita; Dipple, C. A.; Dobbin, J. D.; Dodd, Jerry; Dodd, L. C.; Donaldson, C. F.; Dunovan, John; Drain, H. A.; Drapper, A. A.; Draves, Louis; Drew, J. 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W.; Johnson, Dennis R.; Johnson, E. L.; Johnson, LaVerna; Johnson, R.; Johnson, Sam; Johnson, Swede & Mable; Johnson, William; Johnston, Santora; Jones, Avery B.; Jones, Fred B.; Jones, Larry; Jones, James; Jones, U.; Kabage, Richard; Kahn, B. M.; Kanton, F.; Kauti, Roland; Kelley, Merle; Keltner, T. D.; Keizer, George A.; Kelly, G. M.; Kelly, Kevin; Kelly, Pete; Kemp, Darrell; Keys, Jimmy; Kessler, Richard; Kesting, L.; Kimp, James T.; King, James W.; King, Kenneth B.; King, Riley; Klein, Jerry; Klick, Peter T.; Klunkowal, S.; Knight, Danny E.; Knowles, David E.; Kolaski, John W.; Kotum, George; Kozy, Frank J.; Krause, S. G.; Kuehl, W.; Kunder, Bruce; Kuns, Martha; LaDuke, Peggy; LaMay, Peaches; LaPaige, Bert; La Vasser, George; LaVoy, Mrs. Marie; Labadie, Lawrence; Labrause, F. P.; LaJala, Rudy C.; Lamar, D. M.; Lambert, Thomas; Landon, W. F.; Lancy, Clarence W.; Lanes, M. D.; Lanier, L. C.; Lankford, Lester & Mrs.; Larry, Eddie; Larson, Donald L.; Larson, James C.; Launger, A. J.; Laurie, R.; Laverne, Luther; Lavin, Glen; Lawson, Louis; Lawson, Ronald G.; Lawrence, Ann L.; Lee, James; Lee, Virgil; Lefebure, Mrs. J. A.; Legions, J. L.; Lehman, Herb; Leslie, O. A.; Levan, Kenneth; Lewis, Frank H.; Lewis, Ray I.; Lewis, Richard; Lindberg, R. E.; Lindholm, H. R.; Lindquist, D. G.; Lindquist, W.; Lint, Ted; Little, Frank C.; Livermore, Theodore; Livingston, James; Loas, Leo A.; Logan, Clarence; Logan, L. T.; Loh, James M.; London, D. M.; Long, H. E.; Lopez Jr., F.; Lopez, Pete; Lott, Roy Leon; Love, Lester; Lowry, John & Mrs.; Lykens, Donald W.; Lynch, Alfred J.; Lynch, Marvin; McCants, John L.; McClelland, Dan W.; McCormaughy, H. E.; McCarty, J. R.; McCrae, Booker; McCraw, Edward J.; McDermott, H.; McDermott, Joan; McDermott, William; McDuffie, Eugene; McElmurray, C. W.; McElmurray, D. J.; McFarland, L. G.; McGhee, Eddie L.; McGibbon, Charles; McGill, R. L.; McGlothorn, L. C.; McCraft, Warren; McGraw, Harold; McKay, Jack R.

(Continued on page 60)

FOR SALE OR TRADE

Two late model Evans Long Range Galleries on Dodge and Chevrolet: 10-Car Allan Herschell Auto Ride; Smith & Smith Chairplane, has 20-foot tower; Kiddle Airplane, G-12 Train, Live Pony Ride, 10 Tops and Frames, 10 late model Trucks.

George (Red) Heller

Box 215, Kennett, Mo. Phone: Tuxedo 8-4895

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Place Immediately, Carpenter to work in winter quarters shop on new Dodgem and Show Fronts. Want to hear from Man that can do Publicity work and light General Agent duties ahead of the show.

AL KUNZ, Owner & Mgr. P. O. Box 5515, No. Birmingham, Ala. Western Union, Birmingham, Ala.

You won't be able to reach me by phone until after March 25th. Phones: WO 1-5921 and FA 3-2631

\$350 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.

DAVID E. KELLY

About 59, gray hair, glasses, usually has Flats. Last with Thomas Joyland. Kelly, call me collect at Victor 2-9888, Oklahoma City, Okla.

Insurance claim

GEORGE TURNER

Wanted for Unit #2

JOHNNY DENTON SHOWS

OPEN APRIL 1

Pin Store Agents, Razzle Store Agents, Skillo Agents, Six Cats Agent and Gunner, Pea Pool Dealer, Chet, Danny Duling, Durham, Brownie, Billy Van Doren, call me.

WILLIE LEWIS

ATlantic 2-4933

RICHMOND, VA.

FOR SALE

G-12 Train: Allan Herschell Coaster, \$4,500; used in park weekends only. Midgo Racers, other Rides. Complete Arcade, 28x48, blue top, etc.

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FOR SALE

Allan Herschell Two-Abreast Little Beauty Merry-Go-Round, fluorescent lighting, electric motor, wooden horses, excellent condition, complete with Fruhauf Van, \$6,900 cash.

BERNARD THOMAS

Midway 7-2407, Lennox, S. Dak.

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New Wells Cargo, Yellowstone, Avion Fan, Holiday Rambler, Franklin, Pathfinder. Contact me for discount on any make trailer.

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JOHNNY CANOLE

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German Hot Rods, used two short seasons, newly painted, excellent shape, 325 ft. track, extra spur, single phase rectifier, ride good as new. Reason for selling, don't have room for it. Bargain.

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World of Mirth Shows For your new 20th Century Mobile Home purchase.

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Rides for "Fourth of July Celebration" at Tuscarawas. Write Chamber of Commerce Tuscarawas, Ohio

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MARCH 21, 1960

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THE BILLBOARD

57

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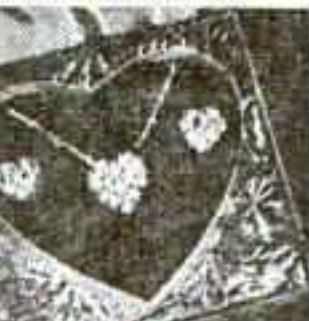


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Both insects and crustaceans, made in colorful straw, are mounted on pins. Each is about 3/4 inches long. Included are dragon flies, crayfish, bees, ants. Imported from Italy.—F. O. Merz, 104 North 63 Street, Philadelphia.

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Butterfly styling on candelabra. One model has three candle holders with circular dish in the center. Others are three and more candle holder sets. Designed by Don Duval. Retail at \$1.00.—United Wire Craft, 2120 North Southport Avenue, Chicago 14.

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LIGHT
PORTABLE
RUGGED

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Garden spray is said to throw fine, soft spray. It's all plastic, designed for new lawns or delicate flower beds. Base is 5 1/2 inches in diameter; 2 3/4 inches high. Corrosion and rust proof. No parts to wear out. Retail for \$1.29. Packaged on display cards.—Federal Tool Corporation, 3600 W. Pratt Boulevard, Chicago 45.

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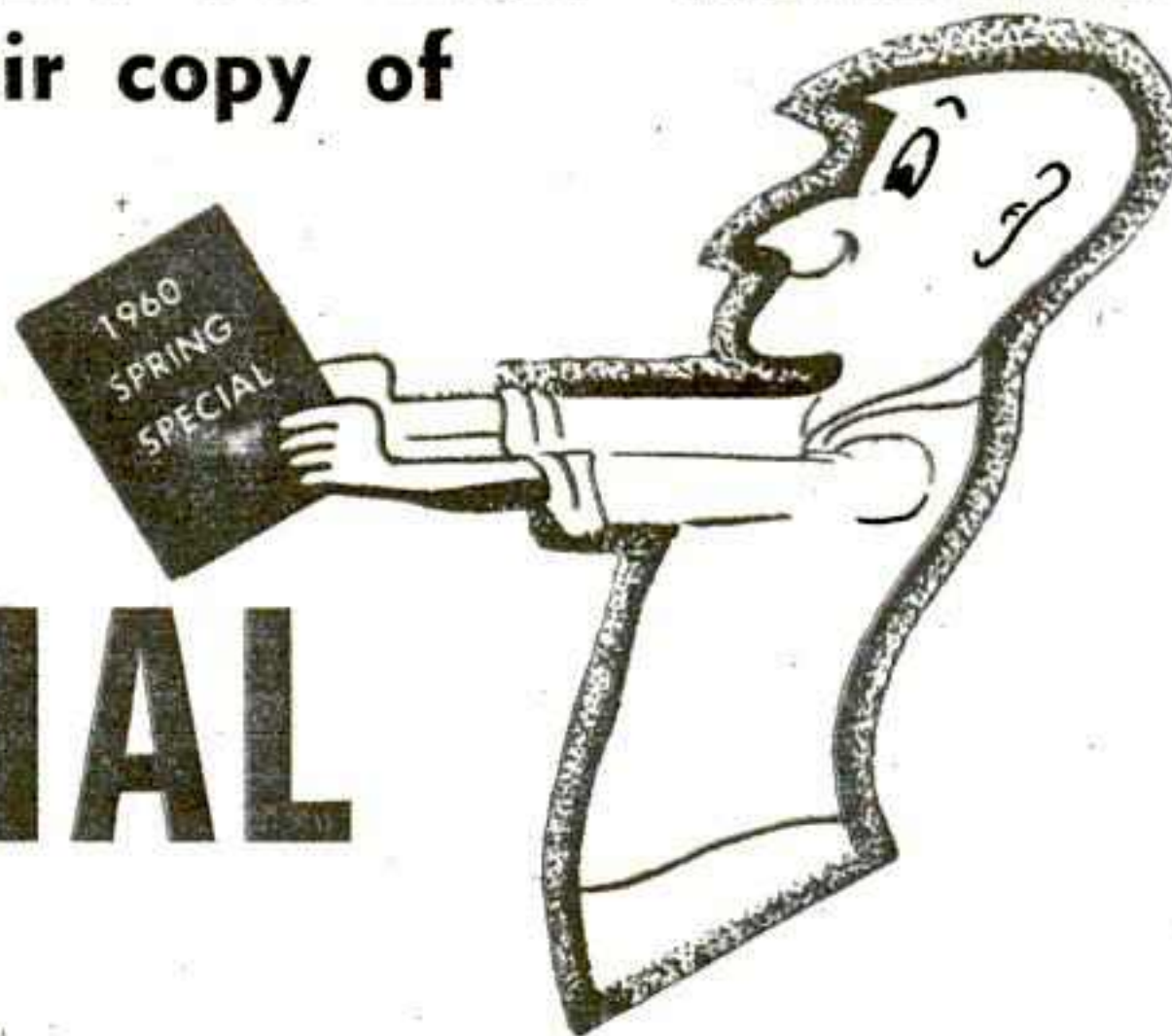
are anxious to get their copy of

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

7,000 EXTRA COPIES to fill the needs of these requests

TAKE FULL ADVANTAGE OF THIS ASSURED WIDE, LONG-TIME READER-INTEREST AND EXTRA DISTRIBUTION . . . PLAN NOW TO BE PROMINENTLY REPRESENTED IN THE SPRING SPECIAL . . .

RESERVE SPACE TODAY!

ADVERTISING DEADLINE WEDNESDAY, APRIL 6

CINCINNATI 22, OHIO
2160 Patterson St.
Dunbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
Plaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-9818

ST. LOUIS 1, MO.
812 Olive St.
Chestnut 1-0443

HOLLYWOOD 28, CALIF.
1520 N. Gower
Hollywood 9-5831

SPECIAL WATCH SALE

FREE WATCH with order of 12.

6 Ass'd Watches
Elgins, Bulovas, Gruens, etc.

\$38.95

Rebuilt, guaranteed like new. BRAND NEW 1960 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.

SAMPLE \$7.95
Single Watches: 15-J, \$9.95; 17-J, \$10.95; 21-J, \$12.95.

Write for free catalog

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

Midget Bible

Only 1x1 1/2 in. Over 200 pages. Illustrated. Choice of black or white cover with gold imprint.

ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Either style: 90c dozen, \$6.70 per 100. \$50.00 per 1000. F.O.B. Detroit. Send 15c for sample of both.

Johnson Smith Co., Detroit 7, Mich.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP BOOKS BASEBALL BOOKS

at very reasonable prices
Phone Wheeling—CEDAR 34287

Columbia Sales Co.
302 Main St., Wheeling, W. Va.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 817 E. Jefferson Blvd., South Bend 17, Indiana

SPECIAL

54 X 72 STRIPED STADIUM BLANKET—
\$1.40 Each

KEROSENE COPPER LAMP
\$2.75 Dozen

Sold in dozen lots only. Truck shipments only.

25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc. 763 W Taylor Chicago 7, Ill.
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

GIVE TO DAMON RUNYON

YOUR TICKET TO SALES RESULTS—

THE ADVERTISING COLUMNS OF THE BILLBOARD!

BALLOON STICKS PENNANT CANES PLUSH TOYS—SLUM

If you are a large user, write for quantity prices.

MIDWEST MDSE. CO.
1008 Broadway Kansas City 5, Mo.

FREE! CATALOG ADULT GAMES JAR TICKETS

MATCH-PAIRS TIP BOOKS
SALESBOARDS PUSH CARDS
BINGO and CASINO EQUIPMENT
Complete Supplies

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

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 Gags, Sketches, Monologues, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. mh28

SHEET MUSIC EXCHANGE

5c per sheet. Mail in as many or as few as you desire. If less than 20 sheets, add 10c for return postage. No special orders for specific pieces. Send correct amount of coin, currency or check with order.

HOUSE OF YVONNE
Dept. 12
Rt. 1 Box 875 Hemet, Calif.

TWO BEAUTIFUL SONGS AND AN ancient Greek Record for one dollar. Address: William Spross, Brenham, Tex.

25,000 PROFESSIONAL LINES! ROUTINES, Sight-Bits, Parodies, Topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. mh21

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.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per 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.

SMITH & SMITH CHAIRPLANE SWING FOR sale. 22 ft. Tower, just been rebuilt, new seats, new rebuilt cylinder, Wisconsin motor, new wiring with dome & 150 ft. ground cable, new bearings and commutator, 20 sections of iron fence. This ride is perfect, ready to go, price, \$2,000. Reason for selling, have two. W. R. Milligan Jr., 554 Pine St., College Park, Ga. Phone PO 7-4404.

THE "SUPER OCTO"—THIS THRILLING Australian ride with large stay-in repeat, cap 32 adults, eight spinning cars, full parts. Price \$12,000. Joyland Amusements, J. Clayton, 845 Alderson Ave., Billings, Mont. mh21

TRAINS — ALL SIZES, GAUGES, TYPES: new, used, custom built. Photos details, \$1 bill (refundable). Miniature Trains, 33 B Winthrop, Rehoboth, Mass. mh21

TWO CUSTARD MACHINES, A.B.T. MOVING target background. Both in good condition. Phone BE 2-1365 or write M. Russo, 329 Bay 13 St., Brooklyn 14, N. Y.

TWO HINGED LUNCH STANDS, FULLY equipped: both have 10"x20" counters, \$100 each. One two-wheel trailer, \$50, built to haul one stand. C. Fred Hansen, Hominy, Oklahoma.

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. Topval, Lyndhurst, N. J. Phone: GE 8-5680. ap4

16 DODGEM CARS FOR SALE—ALL OPERATING last season. Includes special rubber mold for bumpers and some extra parts. \$50 per car, no terms. Call Logan 2-5581 or write Georgia Lake Park, Georgia Lake, Ohio. ap4

36 FOOT THREE-ABREAST ALLAN HER- shell Carousel. Aluminum Horses. Purchased new 1951. Electric Motor. Never been moved. Looks and runs like new. Used only summer months. Ell No. 5 Ferris Wheel: wooden seats, electric motor. Completely reconditioned recently. Will accept best offer both rides. Can be seen in operation at Ragan's Park, Macon, Ga. ap4

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lene Star Seating, Box 1734, Dallas 1, Tex.

Agents, Distributors Items

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 \$18.00 Dz.
Boxed Sets, Asst. \$9.00 & \$18.00 Dz.
Eng. Pearl Sets, Boxed \$4.50 Dz.
Cultured Pearl Pendants, Boxed \$3.50 Dz.
Rosary Beads, Boxed \$6.00 & \$9.00 Dz.
Children's Neckties, Boxed \$3.00 Dz.
Flies, 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.

KOEHLER NOVELTY SIGNS SELL EVERY- where. Comic, witty, illustrated, money makers. Samples, etc., 10c or send \$6 for 100 best sellers, postpaid. U.S.A. only. Koehler, 12 Caldwell Ave., Cincinnati 16, Ohio.

NEW 7"x11" SIGNS — COMEDY, RE- ligious, general. 50c sellers. Send for free catalog. 10 samples, \$1. Lowy, 812 Broadway, Dept. 138, New York 3. ch-mp

RIVALING DIAMOND IN BRILLIANCE! New Imported Gem! Blue-white! Hard! Guaranteed! Wholesale, \$2 per carat. Jalkagem, 2644-B, No. Western, Chicago 47.

SALEMEN! AGENTS! DISTRIBUTORS!
\$\$\$ MAKE BIGGER PROFITS \$\$\$
Sell RV-2 liquid Cadmium battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in country.

USONA DYNAMICS CO.
Box 97 Clovis, Calif.

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

FOR SALE: THE MOST UNIQUE AND UN- usual Midway Attraction in the world. Ideal for small exotic posing show operation. Props, costumes, trailer, and all patent rights to act. \$2,500 cash. Contact Harry Bosen, New York Costume Co., 10 W. Hubbard, Chicago.

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. mh21

PORTABLE ROLLER RINK—40'X80', COM- plete. New tent, sectional floor, sound system, 100 pairs skates, skate counter, wiring, etc. \$3,850. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone CR 4-4019.

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-B, Chicago 32. mh28

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators: complete line of Parts. Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif. ap4

BE SURE to read **SPRING SPECIAL ANNOUNCEMENTS MERCHANDISE SECTION** and **SHOW NEWS SECTION**

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

FOR SALE — CRIME CAR ON SPECIAL. built semi, 1957 International Tractor, 110 volt power plant. Show framed to work streets. Price, \$3,500. Stored in Oklahoma. Write W. F. Stephenson, 2320 Lee Ave., El Monte, Calif.

FOR SALE—KING KIDDIE MERRY-GO- Round, 45' horses, excellent shape. \$2,000 or best offer. Jack Holloway, Park 25388, 5173 Davis Road, Winston-Salem, N. C. mh28

FOR SALE — KING TRAILER-MOUNTED Jr. Wheel, A-1 shape, 24-passenger Rocket Swing Ride. We will deliver within reason. Contact P&J Amusements, P. O. Box 45, Massillon, Ohio. Phone Temple 2-9487.

FOR SALE—MOBILE UNIT, SUITABLE FOR Concessions, etc. B. J. Sizer, St. James, Minnesota.

FOR SALE — PARKER 36 MERRY-GO- Round, 26 Jumpers, 1 stationary love tub, 1 seat top, 4 years. Wall 3 years. Price, \$3,250. C. H. Johnson, 327 6th St., Boone, Iowa.

FOR SALE—4 KIDDIE RIDES AND TRANS- portation. All factory made. Good bookings. A-1 condition. Don Moyer, R. R. #1, Sanborn, N. Y. Phone: REpublic 1-4210.

FOR SALE—6 PONY TRACTORS, BEEN IN storage 2 years. Factory overhauled and reconditioned, brand new in appearance and performance. \$185 each. F. O. B. Cincinnati in lots of 6. Cash only, no deals. Pee Wee Valley, 1661 Summit Rd., Cincinnati, Ohio.

FOUR MAJOR RIDES FOR SALE—TILT-A- Wheel, Caterpillar, Ferris Wheel, Merry-Go-Round. Kaydros Park, Saratoga Springs, New York. Call 35W1.

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 966, Binghamton, New York. ch-mh28

GRAB JOINT, 8X12, ON WHEELS, FULLY equipped trailer. All new equipment. \$950. Ray Eches, 229 Michigan Ave., Marysville, Michigan. Phone YUkon 4-2029.

IN NORTHERN CALIFORNIA—G-12 MINIA- ture train. Top condition: 270 foot track. Used less than one year. 1138 Sheridan Ave., Chico, Calif. Telephone FReside 2-6967.

KIDDIE RIDES FOR SALE — MANGELS Roto Whip, Mangels Pony Cart. Guaranteed like new, used 12 months, never outside. Write or telephone. R. A. Markham, Jappahannock, Va. mh28

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 MIXUP, 30 CHAIR, 20' TOWER V&E Wis. comp. conditioned, \$1,600. Owner R. B. Seyerly, 2741 N. River Rd., Salem, Ore. mh21

MIXUP, SUPER ROLLOPLANE, ELI :5 Wheel, Merry-Go-Round, Octopus, tractors, trailers racked to haul. Wm. Dyer, Box 341 Bald Knob, Ark. mh28

SHOOTING GALLERY — 8'X16' MOVING targets, complete, guns, counter. Sell or trade. Lee Berkowitz, 116 East Westmont Dr., Dothan, Ala.

SHRUNKEN HEADS, SHRUNKEN BODIES, strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz. mh21

SIX DODGEM BULLPENS, EXCELLENT condition, price \$600. Russ Pace, Suburban Park, Manlius, N. Y. Call park, Overbrook 2-5471, or home, Oldfield 6-9577. mh21

Help Wanted

GIRLS FOR COLORED GIRL SHOW—START soon. Top salary, no experience necessary, send photo. We furnish wardrobe. Idella Frazier, please contact me. Write Box C-595, c/o Billboard, Cincinnati 22, Ohio.

MECHANICAL MAN — VETERAN PER- former doing mechanical man routine required for advertising promotion in Chicago market. Send photograph and background to Fred Livingston, Livingston and Associates 218 E. Ontario St., Chicago 11, Ill. ch-ap4

NEED GUNNERS FOR 6-CAT — MUST drive. Have good deal for you. Ray is no longer with me. Bob, let me hear from you. Open around April 3. Ethel Settle, Route 2, Warrior, Ala. Phone Hickory 8-7531.

NEEDED — GOOD CONCESSION MAN TO make Candy Apples, Carmel Corn, etc., and run stand from late May thru Labor Day. Send qualifications and references to Paul Nelson, Waldameer Park, Erie, Pa.

BE SURE to read **SPRING SPECIAL ANNOUNCEMENTS MERCHANDISE SECTION** and **SHOW NEWS SECTION**

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

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

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For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

CHAMELEONS \$15 HUNDRED PREPAID Air Mail; live arrival guaranteed. Alligators, Pythons, Boas, Dragons, Giant Rats, Snake Dens, \$25. Snake Farm, Laplace, Louisiana. mh28

WANTED — FREAK ANIMALS OF ALL kinds. State price of each animal. Write: Georgia Game Park, Box 75, Rising Fawn, Georgia.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh21

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FOR SALE

SUPER ROLLO-PLANE, READY TO RUN. With transportation. Albert B. Dairk, R.D. 1, Box 17, Shamokin, Pa.

For Sale—Secondhand Show Property

ALLAN HERSHELL TANK RIDE, PARK operated, good condition, \$2,200; complete new set Shipping Crates for 12 Ell Wheel, \$185; Band Organs, 150, \$1,500; 165, \$1,950. Both presently being completely rebuilt. E. H. Trifes, 210 Bridge, Groton, Conn. mh21

BAND ORGAN, EXCELLENT CONDITION. 101 wooden whistles, 29 songs on 3 paper rolls. Howard Bigelow, 6 Loralee, Albany 5, New York.

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.

BEAUTIFUL OLD MERRY-GO-ROUND, 42 ft. diameter, 3 abreast, 16 stationary horses; outside row 8 jumpers, 6 stationary; middle row 8 jumpers, 6 stationary; inside row 2 coaches. All hand carved wooden animals. Sunset Beach Club, Almonesson, New Jersey. mh21

BUILD NOW: COMPLETE PLANS: FUN- house, \$10; Pit Show (Spiders), \$8; Mouse Circus, \$5; Free Catalog. Brill, Box 875, Peoria, Ill.

Instruction and Schools

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. mh21

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spells, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Minature, Radiophony for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. ap25

VENTRILOQUIAL, \$60 UP: PUNCH FIG- ures, \$15. America's finest hand-carved wooden figures. Catalog 10c. Spencer, 3246 Columbus, Minneapolis 7, Minn.

Miscellaneous

CONQUER BIG AND LITTLE TYRANTS. 1,500 words mimeo. 30c. Carl Liddle (novelist), Box 1023, Tallahassee, Fla.

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 35-181, Miami, Fla. ap4

Real Steam Trains
Built the West

Let "LITTLE TOOT"
BUILD YOUR PROFITS

CROWN METAL PRODUCTS CO.
Wyano, Pa. West Newton 1550

SIGNS—DO THEM YOURSELF WITH EASY- to-use patterns. Write for free circular. Ansel Babu, 116 George, Mt. Prospect, Ill. mh21

JEWELRY CLOSEOUTS

FREE CATALOG

E102—Asst. E/rqs. Gr. \$ 6.00
201—Plastic Wallets, asst. Gr. . . . 10.80
E5—Stone E/rqs, etc., asst. Gr. . . . 12.00
E1—Tailored E/rqs, asst. Gr. 18.00
E2—Stone & Pearl E/rqs, asst. Gr. . . 21.00
E130—Rhinstone E/rqs, asst. Gr. . . . 30.00
O1—Odd Lot Brace & Neckls. Gr. . . 15.00

Samples Regular Price
25% Deposit, Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT
START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Pro. Tectors. Samples of either \$6c with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. BB-113, 168 State St. Albany, N. Y.

Business Opportunities

BE SURE to read **SPRING SPECIAL ANNOUNCEMENT SHOW NEWS SECTION**

For many reasons why your classified ad is a MUST . . . in this BIG SPECIAL. Classified ad deadline, Wed., April 6.

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 Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner, who wishes to retire.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

FOR SALE — LEASE AND BUSINESS. Driving Range, Miniature Golf Course, Snack Bar, Equipment. Norman Mal, R.D. 1, Patterson N. Y. mh28

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NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spells, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Minature, Radiophony for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. ap25

VENTRILOQUIAL, \$60 UP: PUNCH FIG- ures, \$15. America's finest hand-carved wooden figures. Catalog 10c. Spencer, 3246 Columbus, Minneapolis 7, Minn.

Miscellaneous

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(Continued on page 60)

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 59

Personals

REWARD FOR WHEREABOUTS OF Raymond Parker, Gypsy, age 41, bootmaker...

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography...

Printing

NEGRAVURE EMBOSSED LETTERHEADS! Sparkling! Dynamic! Special Engravings...

SPECIAL! 750 GUMMED LABELS PRINTED with any name and address, 50¢ sheets...

WINDOW CARDS QUALITY 14X22 NON-bending 3-color Posters, 50 words copy printed in black ink...

Salesmen Wanted

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling...

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display...

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.

Miscellaneous

FEMALE IMPERSONATION CHARACTERIZATION Act. Available for club and agent booking. Three wardrobe changes, three routines in rumba and exotic...

Musicians

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New Hook-Up Device Cuts Servicing Time 50%

By GEORGE METZGER

PHILADELPHIA—How would you like to cut the time of your collections in half, provide a clean bowl each stop, make sure your employees don't dip into the till,

and guard against give-aways while changing a machine?

Of course you would. But you might add, "it's impossible." If you did, you would be wrong, because there is a new item on the market

that provides all this and more.

It's called the Rake Easy Change. The inventor, of course, is Manny Rake of the Rake Coin Machine Exchange here.

Way It's Hooked

He has come up with a device after four tries and many dollars that he thinks may answer some of the problems of the bulk business. It all revolves around the way the machine is hooked on to the stand.

Briefly, this is what the Rake Easy Change is:

Each machine has a bracket attached to it. Ones that are going on one or two-machine stands have brackets with a slot on the back shaped like a pyramid. The others that are going on racks have a piece of metal protruding straight down for about three inches.

Now, the ones going on a stand simply slide right down on a piece of metal that also looks like a pyramid, but is protruding. This fits right in the slot.

Rack Slots

For those on racks, the rack has a slot about four inches long cut in it and the piece of metal protruding from the bottom of the machine fits into the hole.

In both cases, locks are put on the bottoms. On the stands, the lock passes thru holes in both the bracket on the machines and the stand. This makes it impossible for anyone to take the machine without taking the stand and all. On the racks, the lock is put thru a hole in the piece of metal protruding from the bottom of the machine and therefore it cannot be lifted back up thru the slot in the rack.

If this isn't quite clear, the accompanying pictures will probably straighten you out.

Flat Rate Paid

Under this system, the man serving the route puts an entire machine on each stand or rack and takes back the one that has been there en toto. The location owner is paid a flat rate depending on how much of the fill is gone.

"It just takes a couple of seconds to walk into a place, unlock the old machine, take it off, slip on the new one, lock it, pay the location owner and be on your way," said Rake.

"You can see how much faster this is than opening a machine, filling it up, locking it, taking out the coins, counting them up and paying off the location owner," he went on.

More Sanitary

"Besides, with my invention, it is a much more sanitary process," Rake said. "First of all, you take the old machine out and put in a freshly cleaned one. Then, too, you don't get any of the fill on the floor. And also the public doesn't see someone handling the fill with hands that aren't always too clean."

Manny, a veteran of the business, also pointed out that the routeman can't give any of the fill away because he has only a key for the lock on the stand, not the lock on the bowl.

"Lots of times when you make a stop at a bar everyone will crowd around ask for some nuts," he said. "For good relations you have to give them some. Then the bartender slides a glass down the bar and tells you to fill it up. This could actually take about 10 per cent of your fill."

Avoids Trouble

"But with the Easy Change, the serviceman doesn't have a key and he simply tells the people as much," Rake said. "They don't get mad because they realize he just can't give them anything."

"Then, too, the routeman doesn't have a key to the coin box, either," he continued. "Set up a scale of about \$2 commission for each nine-and-a-half pound ma-

chine. Then if you walk into a place and find a machine half empty, you just give the location man \$1.

"You know by this method that the employee can't cheat you in anyway," he said. "When he leaves in the morning, you give him \$2 for each machine he is taking with him. When he returns with the empties, you can tell just how much he had to pay out because of how much fill is left in them. He then gives back the rest of the money you gave that he did not need. There can't be any question about this method."

Easily Cleaned

Rake explained that each machine brought back can then be completely cleaned and refilled. He said that by getting the dirt

each time, it is simply a matter of just blowing it out, usually.

Rake pointed out that if an operator has 800 machines on location, he needs only 40 extras under his Easy Change method.

"If he changes 40 machines a day, he can handle 200 in a week," Manny said. "Since each stop is hit about once a month this means he could service 800 machines each month and only need the 40 extra machines that are being taken out each day."

Quick and Easy

What about the locations where the machines are emptied quickly?

"That's another good feature about this method," he said. "The operator can leave three or four completely filled machines with the

(Continued on page 63)



MANNY RAKE, inventor of the Rake Easy Change system, prepares to fit machine into slot on rack (arrow). The piece of metal protruding from the bottom of the machine fits in the slot and then the padlock Rake is holding in his right hand is snapped thru a hole in the metal, making it impossible for the machine to be lifted out of the slot. Machine laying on side at left shows how Easy Change bracket is fitted on the bottom of machines.



LEBOWITZ, general manager of the Rake Coin Machine Exchange, shows how the one and two-machine Easy Change works. Machine he holds has bracket on it with indented hole. Bracket simply slips on stand that has a piece of metal protruding that fits right in the slot on the bracket. A lock is placed thru both the bracket on the machine and the bracket on the stand. Lock can be seen on single machine at left, which has machine already fitted on it.

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Luxury Yacht Cruise Planned To NVA Conclave in Bahamas



The Huckster

CHICAGO—National Vendors Association convention-goers will be arriving at their convention site at Grand Bahama Island in style.

NVA convention secretary Jane Mason announced that The Huckster, a brand new 85-foot luxury yacht will be available to conven-

tioners wishing to make the trip from Miami by water.

The yacht will depart April 19 and return April 25. There may also be a trip on the 20th and a return trip on the 24th. Cost of the round trip will be \$30 per person. Children from 12 to 16 get to ride for \$10 and tots under 12 go for \$5. Babes in arms ride free.

Prize Winner

The yacht recently won all honors in the 1959 Guy Lombardo Annual Tournament and first prize in the Miami Aqua Parade. It also features the latest in ocean-going luxury.

It has a 3,000-mile cruising range, television, radio and hi-fi record player in a plush lounge complete with bar facilities. There is also dancing on the aft deck.

Persons wishing reservations should address them to NVA now.



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Distributors to Parley During NVA Meet

CHICAGO — The National Vending Machine Distributors Association will hold a meeting of their own during the National Vendors Association convention in the Bahama Islands, April 21-24.

Among topics likely to be discussed are: The association's "Trading Post" bulletin, credit exchange policies, sales promotion, stock and inventory control and the starting of new operators in the bulk vending business, according to Jack Nelson, vice-president and chairman of the publicity committee.

Meeting will be held Wednesday, April 20, at the convention headquarters, The Grand Bahama Club, located on the West end of Grand Bahama Island, nearest of the Bahama chain, some 55 miles off the Florida Coast. Luncheon will also be served.

Trading Post

The "Trading Post" bulletin was inaugurated by NVMDA shortly after the first of the year. It lists used equipment that distributors have to buy or sell, is published monthly and is available only to the membership.

Thus far, three issues have come out. It has been used by distributors to good advantage for exchange of equipment information and may see revision in format.

Interchange of credit information is always an important part of distributor meetings since many oper-

ators buy from more than one distributor.

The distributors will also examine methods of increasing sales, (Continued on page 63)

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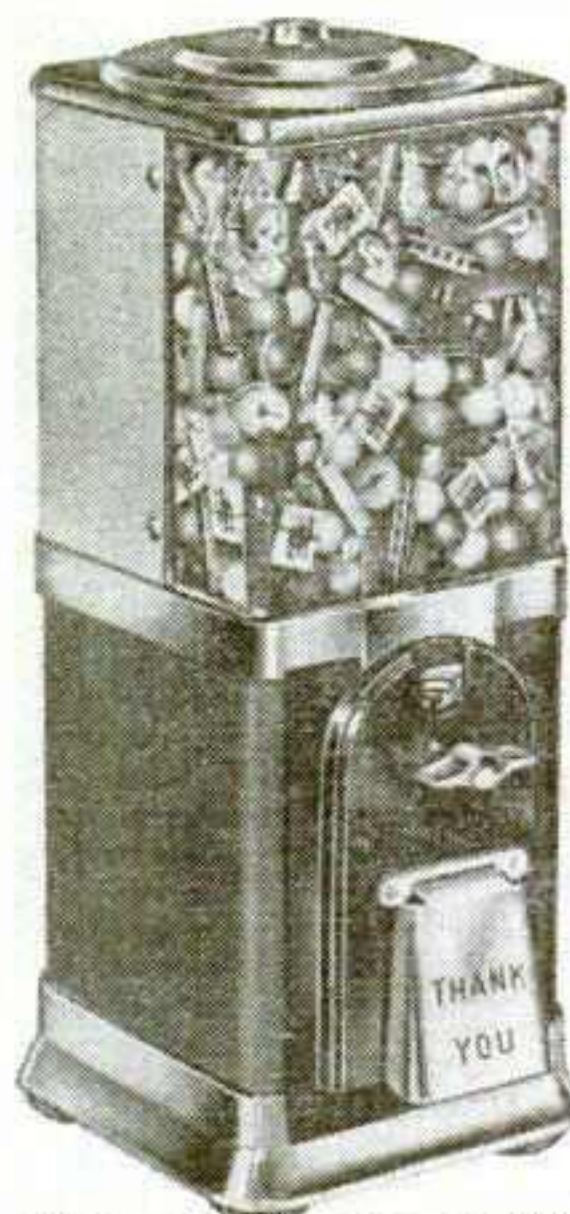
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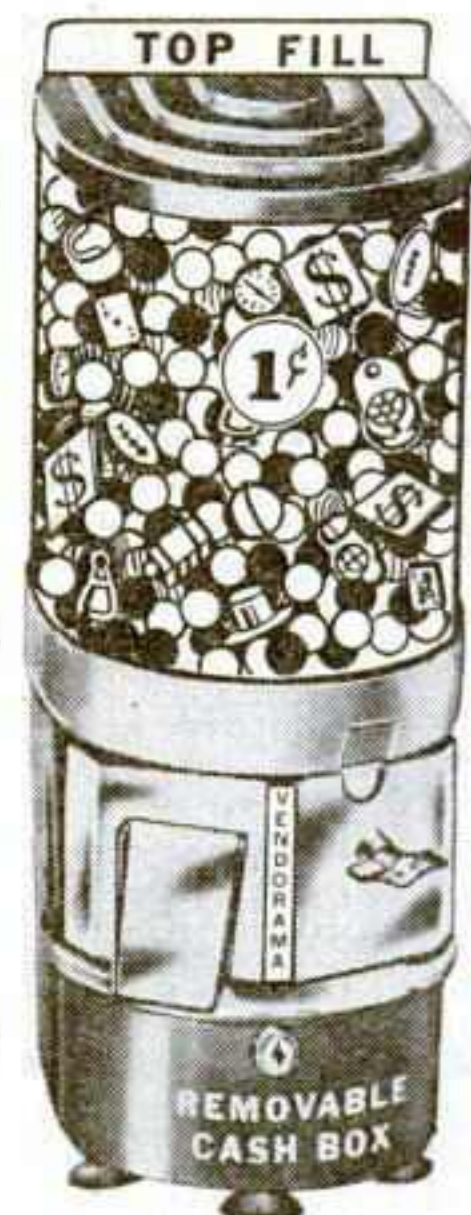
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MANNY RAKE



NATE RAKE

New Hook-Up Cuts Time 50%

• Continued from page 61

store owner for him to keep behind his counter. Then when the machine runs empty, instead of calling the operator, all he has to do is go out and unlock the empty machine from the stand and slide on a fresh one. Anyone can do it, it's so easy."

Rake pointed out that the route-man needs only one key since it will fit all the locks on the route.

Impresses Location

"You'd be surprised how much better the location owner feels when he sees a new machine coming in each month," Rake said. "They are more inclined to give business to this kind of operator than one that leaves his machine on location for about six months before cleaning it."

Rake pointed out that if a machine breaks down and the location owner doesn't have any spares on hand to put on himself, he just calls the operator and he comes out and slips on a new machine and takes the broken one back to the shop.

"This is another factor the store owners like," he said. "They don't have men hanging around their store fixing machines."

Truck Arrangement

Manny said that one operator that has started using his Easy Change system has fixed his truck up specially for carrying the new type machine.

"He put brackets along the inside of his truck and he hangs the machines on them just like he was slipping them onto a stand," Rake said.

Nate Rake, Manny's brother and partner, said the operators who have started using their system have reported complete satisfaction.

Op Reports Good

"They told us they have cut the time it takes them to service their routes in half," Nate said.

The Rakes said they realize that it might cost an operator a little bit of money to convert their machines for the Easy Change system, but they pointed out that it could be done a few machines at a time.

"It wouldn't be long before the operator has his money back and then starts saving some," Manny interjected. "He won't have any pilfering or give-aways, he would need only half as many routemen since the service time will be cut in half and he has an extra selling point when competing for a location due to all the advantages of the Easy Change method."

Not Too Costly

Rake was quick to point out, tho, that converting to the Easy Change system doesn't cost as much as an operator may think.

The Easy Change for a double machine stand, including the two brackets to fit on the machines, costs \$7. The Easy Change and a bracket for a single machine stand costs \$4.50.

"The beautiful part about the whole thing is that these Easy Changes can be put right on the stands that the operators already

have," Manny said. "They don't have to buy new stands."

Has Stands, Too

But then the distributor added quickly with a grin: "Of course, I have stands, too, if they want to buy them."

He said that special prices for rack Easy Changes can be had by writing him. He added that he would be willing to give anyone writing full information on his system.

"I have been trying for years to come up with an answer to the age-old bulk vending problem of fast, clean service," Rake said. "Altho it has cost me a good deal of money, I think I have finally got it."

Distrib Meet

• Continued from page 62

advertising, sales promotion planning, stock and inventory control, mail order techniques and other internal operating problems. Often a method will work well in one territory and fail in another, and vice versa, Nelson said, making the exchange of information valuable.

Last but possibly most important on the agenda will be the question of how to help new operators get started in business—the life blood of any distributorship.

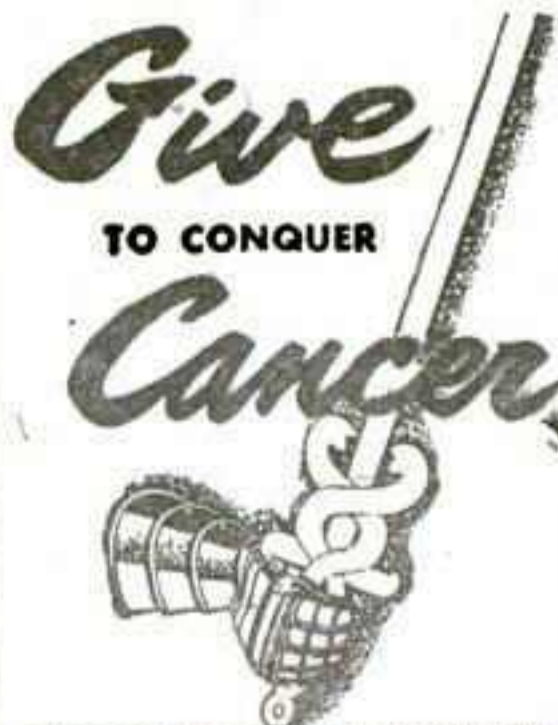
Different methods are used thruout the country. Some distributors will go so far as to send a man out in the field with a new operator. Others will bring him into their shop for a few days or use various combinations.

Social

Besides their business meeting, NVMDA will also take an active part in the NVA convention program. On Thursday morning, April 21, the distributors will sponsor "Get Acquainted" continental breakfast for the ladies.

On Saturday, NVMDA will also host a poolside cocktail hour for the ladies.

Officers for the group are Moe Mandell, New York, president; Jack Nelson, Chicago, vice-president; Bernard Bitterman, Kansas City, secretary-treasurer.



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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!!!

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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."

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

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Jack Sloan Dick Ford

HOLLYWOOD 28, CALIF.
1520 North Gower
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ST. LOUIS 1, MO.
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Frank Joerling

Your ticket to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors, Centers and Coatings

Direct Low Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size . . . 27¢ lb.
Chicle Ball Gum, 130 ct. . . 35¢ lb.
Clor-o-Vend Ball Gum . . . 40¢ lb.
Clor-o-Vend Chicks, 320 ct. . 40¢ lb.
Chicle Chicks, 320 & 500 ct. . 36¢ lb.
Bubble Chicks, 320 & 520 ct. . 28¢ lb.
Tab (short stick), 100 ct. . 38¢ box
5-Stick Gum, 100 packs . . \$1.90
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS
35 years of manufacturing experience.
4th & Mt. Pleasant • Newark 4, N. J.

The **Northwestern GOLDEN '59** is your best buy

Bernard K. Bitterman says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

BERNARD K. BITTERMAN
4711 East 27th Street
Kansas City 27, Missouri

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

6-COLUMN STONER, with Angle Iron Base, 1 or 2 nickels . . . \$75.00
NATIONAL 9-M CIGARETTE, 25c & 30c . . . 85.00
8-COLUMN CRUSADER, 25c & 30c . . . 57.50
8-COLUMN PRESIDENT, 25c & 30c . . . 50.00
8-COLUMN DIPLOMAT, 25c & 30c . . . 65.00
CONVERSIONS, 30c to 35c . . . 7.50
8-COLUMN STONERS (pre-war & post-war)
6-COLUMN STONERS (pre-war & post-war)

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857

Tape Phone Recorder Speeds Service for New Orleans Op

By CLINT BOLTON

NEW ORLEANS—The sticker on the gum ball and charm machines throught most of uptown New Orleans says, "For service call 'NICK,' UNiversity 1-1312," and nine times out of 10 when you call, a taped message invites you to dictate the location of the machines and the service required. On the 10th time you may get Nick, who is Nicholas Schiro, one of the major bulk-vending operators in the city.

For 13 years Nick has been operating machines in the New Orleans area and now has one of the largest operations in the Crescent City. Some time ago he installed a message recorder on his phone and the device handles about 90 per cent of his business calls. Schiro, an affable, native Or-

leanean, believes personal contact is the key to the continued growth of his business, and spends about six hours per day, five days a week covering his routes.

Daily Service

Daily service ranges from a one-unit location in a neighborhood paper store to his multiple unit set-ups in the three vast Schwegmann supermarkets. Penny gum balls, gum balls and charms and 5-cent capsule machines are the backbone of his operation.

Back in 1947 Schiro sold out his grocery store and thru friends in Chicago and his brother-in-law, Dominic Gagliano, he got into the bulk vending business. It was, he recalls, a good time to start. War-time rationing had limited gum supplies and almost anything that would supply a little more gum

at the corner store was welcomed. In partnership with Gagliano, he established locations throught the city.

As the firm's operations expanded it was mutually decided that the team would split up. Gagliano took over the locations downtown and Schiro the uptown spots. His two-car garage became Schiro's headquarters, and with his wife working with him he concentrated on building up his area.

Two Problems

"As time went by," he says, "we were faced with two major problems, merchandising and locations. Today there are about 24 bulk vending operators in New Orleans and new locations are hard to come by.

As in the case of almost any other business, there is plenty of competition. A location owner may decide that he ought to operate his own machine in his own place.

Next he places a few machines around in other stores and locations. This is okay until he suddenly finds that to run this business successfully you have to work at it on a full-time basis.

Part-Timers

This situation creates a problem for the full-time operator. According to Schiro, neglected locations are any operator's biggest headache and such neglect means dissatisfied location owners as well as unhappy consumers. From time to time, he has bought machines from part-timers to protect his own interests in that particular area.

This is part and parcel of his sales philosophy which caused him to install the telephone message recorder. It makes it possible for him to give around-the-clock service 365 days a year, altho under normal circumstances his own five-day-a-week coverage of his locations eliminates almost all emergency calls.

Schiro notes a trend to supermarkets, with the small neighborhood grocery store becoming a thing of the past. In recent years, all operators in the New Orleans area have noted a decline in the one and two-unit locations. Schiro views this with mixed feelings.

Tradition

New Orleansans are tradition-minded. They have a strong feeling for the corner sweetshop, the family-type grocery store and other small businesses. Their inevitable passing is cause for personal regret and also means the alert operator must constantly develop new locations.

Schiro, a natural-born salesman, has met this challenge by keeping step with the times. His most nota-

Gum Products \$176 Million

WASHINGTON — The nation's chewing gum manufacturers shipped products valued at \$176 million in 1958, according to preliminary results of the 1958 census of manufacturers.

The total was an increase of 11 per cent over 1954, the last year in which a census of business was taken. The report, issued last week by the Census Bureau, does not give separate breakdowns of the various types of gum (tab, ball, etc.) that were shipped by the makers.

ble achievement in this direction has been to obtain locations in the three huge Schwegmann supermarkets here. All are high-traffic spots.

Most Desirable

These three locations may well be the most desirable in all of New Orleans. In two of the branches Schiro has 20 and six machines, respectively. In a third layout, Schiro has the exclusive bulk-vending operation with 36 machines scattered in strategic locations about the store.

Unlike many operators, Schiro feels that he does a better job by pre-filling his globes in his garage-workshop behind his residence. He keeps a large number of spare globes on tap and each day's work begins with the fill. Globes are washed before each filling and ever so often Schiro and his wife put the globes thru a sterilizing solution.

Machines are refilled as needed. In high-traffic spots this is once a month or less. Slow locations are the "three-month fills." He says there is no possible way of stepping up the action on these spots. It is largely a matter of local traffic and he feels that the steady grind on such places justifies their acceptance.

Winter Slow

Winter is slow for Schiro. While he estimates about 60 per cent of

(Continued on page 77)

Service is Simplified with the



Northwestern INTERCHANGEABLE MERCHANDISE UNIT



Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2929 Prospect Ave., Cleveland 15, Ohio
Phone: Tower 1-6715

MANDELL GUARANTEED USED MACHINES

| | |
|--|---------|
| N.W. Model 49, 1¢ or 5¢ | \$14.50 |
| N.W. DeLuxe 1¢ or 5¢ Comb. | 12.00 |
| N.W. #39 1¢ Porc. | 7.95 |
| N.W. Model #52 1¢ Porc. Converted for 100 St. B.G. | 4.50 |
| Silver King 1¢ B.G. or Mds. | 8.50 |
| ABT Guns | 30.00 |
| Mills 1¢ Tab Gum | 12.00 |
| Acorns 1¢ or 5¢ B.G. or Mds. | 10.00 |

MERCHANDISE & SUPPLIES

| | |
|--|-----|
| Golden Non Pareil Almonds, 5-lb. vac. pack fins, per lb. | .85 |
| Pistachio Nuts, Jumbo Queen, Red. | .68 |
| Pistachio Nuts, Jumbo Queen, White | .65 |
| Pistachio Nuts, Large Tulip | .61 |
| Pistachio Nuts, Vendor's Mix | .61 |
| Pistachio Nuts, Shell | .54 |
| Cashew, Whole | .64 |
| Cashew, Butts | .61 |
| Indian Nuts | .75 |
| Peanuts, Jumbo | .42 |
| Spanish | .32 |
| Mixed Nuts | .57 |
| Baby Chicks | .30 |
| Rainbow Peanuts | .32 |
| Boston Baked Beans | .32 |
| Jelly Beans | .28 |
| Licorice Gems | .28 |
| M & M, 550 Ct. | .59 |
| Hershey's | .47 |

Rain-Bio Gum, 72 ct. \$.40
Mail-off, 100 ct., per 100 .35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct. .30
Rain-Bio Ball Gum, 100 ct. .32
300 lb. minimum, prepaid on all Rain-Bio Ball Gum.

Adams Gum, all flavors, 100 ct. \$.45
Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. .45
Hershey's Chocolate, 200 ct. 1.30

Minimum Order, 25 Boxes, assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the NEW



Northwestern GOLDEN 59

This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6467

Bulk Vending Sales Rise Slightly in '59

CHICAGO—Bulk vending sales last year were only slightly more than the 1958 figures, according to Vend magazine's 1960 Census of the Industry released this week. (Vend is a sister publication of The Billboard.)

Sales of \$58,760,000 compared with sales of \$58,500,000 the previous year. All figures are before commissions, and they do not include charm machine totals.

A slight increase in the number of machines in operation was shown—from 1,125,000 to 1,300,000, with machines averaging 100 sales a week in both years. Total sales for both years were also the same—\$5,850,000. Sales are still overwhelmingly at 1 cent.

Number of machines on location, while topping the 1958 totals, were still behind the 1,150,000 figure in 1956. The following year, number of machines on location dipped to 1,100,000, so 1959 marks the second straight year that the number of machines on location increased.

While no profit figures are available, it appears certain that the increased volume does not compensate for rising service costs, and hence per-machine net income is probably down somewhat.

Altho the tendency in recent years has been toward the consolidation of routes and larger bulk operations, the Vend survey concludes that the part-time operator is still an important factor in the business.



If you pride yourself on being able to pick a winner—take a long, deep look at this new Northwestern Cabinet Stand with dazzling Golden 59's outshining anything on the market. Here is merchandising at its best. Try a Golden 59 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write
THE NORTHWESTERN CORPORATION
2033 East Armstrong Street Morris, Illinois

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

CRACKER JACK VENDING MACHINE

DISTRIBUTORS, OPERATORS

Be the first in your area with this Exclusive Vendor

For Full Information, Write or Phone
C. J. VENDORS, Inc. 4643 West Washington Blvd. Los Angeles 16, Calif. WEbster 1-6644
Exclusive Manufacturers of Vending Machines for Cracker Jack.

H. B. "HUTCH" HUTCHINSON SAYS:



"Contact me for complete information on the Golden 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

TWENTY-FIVE (25) GIMMICK MIX

ONE THOUSAND will Fill THREE (3) MACHINES

Full of TREASURES REWARDS

\$5,000 and up . . . \$7.50 per 1,000
1,000 to 4,000 . . . \$9.60 per 1,000

F.O.B. Jamaica, N. Y. Immediate Delivery.

Here are TWENTY-FIVE different GIMMICKS, enough to make a child WANT to BUY.

SAMUEL EPPY & COMPANY, INC.
97-15 144th Place Jamaica, N. Y.

Lively Forums Spark Neb. Juke Box Confab

OMAHA—A small but enthusiastic group of operators held a lively forum on current juke box operating practices and problems Saturday afternoon (12) during the Nebraska Music Guild's Midwest meet here last week.

Nick Biro, of The Billboard, kicked off the session with a discussion of The Billboard's 1959 Juke Box Operator Poll, a statistical survey of the industry, followed by Albert Mason, district sales representative of AMI, who spoke on sound and speaker systems.

Afterwards, operators, moderated by Ted Nichols, forum chairman, held an informal question and answer session on programming, stereo and other current topics of the juke box industry.

Stereo Disks

Most operators agreed that the chief problem with stereo was the lack of hot, new stereo singles, but all were in accord that stereo machines were better than monaural even without the proper records since the improvement in sound on monaural disks made the machines worthwhile.

Mason pointed out the difficulty engineers faced in developing speakers capable of reproducing the extreme highs and lows of today's high-fidelity sound.

However, having the proper speakers is only half the battle, Mason cautioned. Proper placement in a location and amplification is equally important.

Balanced

The speakers should be balanced and phased properly. Citing a large room as an example, Mason said the speakers on one side should be out of phase from those on the other side. Otherwise the speakers will be fighting each other with a

dead area in the middle where the two sets of speakers cancel each other out.

In stereo, on the other hand, all speakers in a room should be in phase, since the two sides of the room actually reproduce different sound channels.

Mason also stressed keeping speakers within the confines of their amplifier. Too many speakers on a weak amplifier produces distortion.

Record Expenses

In discussing programming, most operators agreed their record expenses were running as high as 20 per cent of gross, with up to five new disks being changed per machine every two weeks.

Trade paper charts were the most popular means of buying new records. One operator pointed out, "We'd like to think we know about records, but I for one have bought a lot of dogs relying only on my judgment."

Operators were split on the number of records to change on their poorer spots compared to their better locations. Some felt the poorer spots should get the same record changes with the idea of building, whereas others felt the poorer earning locations just didn't support as many new disks as the better locations.

Programs

A number of methods were mentioned for keeping track of the record program on individual juke boxes, including:

(1) Filling out slips of paper for each new record put on a box and filing it by location. The operator then knows what new records have been put on each week.

(2) Keeping a large wall chart listing top locations in a vertical column and new record purchases

(Continued on page 71)

Phil. Seeburg Outlet Expands; Acquires Baltimore Territory

By AARON STERNFIELD

BALTIMORE—One of the most dramatic switches among automatic phonograph distributors in recent years took place this week when Mac Lesnick, for 17 years the Seeburg distributor here, sold his distributorship to a new corporation headed by the principals of Eastern Music Systems, the Seeburg distributor in Philadelphia.

The new corporation, Eastern Distributors, Inc., will headquarter at 140 West Mount Royal on the premises occupied by Musical Sales, the Lesnick organization.

Staffing the new corporation will be Nat Solow, president of Eastern Music Systems, who will be secretary and who will headquarter out of Baltimore, and Zaven Hovsepian, former Eastern Music Systems salesman, who will be vice-presi-

dent in charge of sales of Eastern Distributors.

Adair, Stein

Other principals are Bill Adair and Marv Stein, who with Nat Solow were responsible for the meteoric rise of the Philadelphia distributorship and who will remain in the City of Brotherly Love to run the operation there. However, both men will make frequent trips to Baltimore and confer with Solow and Hovsepian on the Eastern Distributors operation.

And while Mac Lesnick has bowed out as Seeburg distributor, he will hardly remain inactive in the coin machine business. Lesnick, along with his brother Hy and his son Stan, will expand operations on Musical Sales, Inc., a juke box route, the Midfield Cigarette and Music Service, and another operat-

ing company, M. B. Lesnick, doing business as MHD.M.

Lesnick will also join a new corporation, Industrial Vending, a full-line automatic caterer. In this venture, he will be in partnership with Harry Rosenberg and Moe Kaminsky, both of whom were with Double-U Sales, the United Manufacturing outlet here. Rosenberg, the principal owner, had previously sold the distributorship to Sam Weisman to concentrate on his operations.

Gordon Comment

Jack Gordon, Seeburg's vice-president in charge of the phonograph division, commented that the Seeburg management has the highest confidence in the Adair-Solow-Stein-Hovsepian team.

He pointed out that in a little

(Continued on page 74)

Coin Game Producers Just Getting Warmed Up for '60—Best to Come

By Ken Knauf

CHICAGO — Introduction of new amusement game models is off to a relatively slow start this year, but there are indications the situation could change quickly.

Just 15 new amusement models have been shipped since January 1, while almost twice that many were shipped in the first three months of 1959.

Reason for the difference is that a then new-type game attraction—the rebound shuffle—sparked production in the first few months of last year, altho it lost its novelty appeal soon after. This year no

really new-type game has shown itself.

May Come Soon

But there are strong hints that such a new game may be on the way.

The 1960 output to date consists of six five-ball pin games, including a pair of two-player models; one in-line pin, a one-ball pin (the first to bow in many a year), two gun games, including one that features bounding ball action; two shuffle bowlers, a horoscope machine and two new pool game series. In addition, four new upright games have bowed, a hefty number of uprights for a two-and-one-half-month period.

Absent thus far from the 1960 game line-up is a new ball bowler. Usually at least one such game is introduced in every two-month period.

Short on Novelties

But for the horoscope model, no new novelty-type game has appeared. (By novelty is meant any game of other than standard type.)

But new ball bowlers are on the drawing boards (one will be announced very shortly) and so are some brand-new kinds of amusement machines.

The new five-balls are Golden

Gloves (Williams single-player), Seven-Seas (Gottlieb two-player), World Beauties (Gottlieb single-player), 21 (Williams single-player with card theme), Lite-a-Card (Gottlieb two-player with card theme) and Nags (Williams single-player with horse race theme).

The new in-line is Bally's Laguna Beach and the new one-ball is also Bally's Beauty Contest.

Shuffle Bowlers were bowed by United (Big Bonus) and Bally (Official Jumbo).

Guns Added

Chicago Coin introduced the Shoot the Clown standard rifle game, and Bally bowed Bally Derby, a gun game with a horse race theme and bounding ball scoring.

Auto-Bell bowed the new horoscope, Magic-Mirror, and added the Mermaid upright. Games, Inc., shipped two upright models, Super Wildcat and Twin Super Wildcat. Keeney came out with its Criss Cross Diamond upright.

Fischer introduced two new pool game series—the "B" Series standard pool table and the Fiesta-Pool bumper-type table. (See separate story in this issue.)

Introductions of new game and kiddie ride models in 1959 totaled

(Continued on page 71)

18 Firms Show at Nebraska Music Ops' Regional Meeting

By NICK BIRO

OMAHA—A full scale regional convention, complete with equipment exhibits, business sessions, operating forums and a lively social program, was staged by the Nebraska Music Guild at Omaha's Sheraton Fontenelle Hotel here last week (12-13).

There were juke box, games, cigarette and candy vending exhibits, with 18 firms occupying 22 booths in a large exhibit hall on the hotel's main floor.

Attendance was good, tho hampered somewhat by record snows which virtually made road traffic in the Nebraska area impassable. Despite this, an estimated 200 operators, distributors and guests attended the two day sessions.

State Meets

Operators from 10 adjoining States were represented and several of the State groups held meeting of their own Sunday (13) morning before the general meeting.

The convention marked the first time operators were introduced to the coin machine industry's newly started public relations program being headed by the Coin Machine Council (The Billboard, March 14).

Herbert M. Kraus, head of the public relations firm retained by CMC, addressed the group, outlining the program and how operators could participate.

The featured speaker role was shared with Kraus by Harry Snod-

grass, Music Operators of America director, pinch-hitting for George Miller, MOA president, who was unable to attend due to illness.

The Nebraska Music Guild did some public relations of its own with the presentation of a \$200 check and a record player and records to Right Reverend Monseigneur Frank J. Hulsman on behalf of the St. Augustine's Indian Mission in Winnebago, Neb.

The presentation was shown on two local television stations, KETV and WOW-TV, and was carried in a brief story in the Omaha World-Herald.

The convention got under way

BILLBOARD PICS STUCK IN SNOW

OMAHA — A heavy blanket of snow, which didn't help attendance at the Nebraska Music Guild convention here last week, was equally harsh on The Billboard's plans for photo coverage. The photographer had no trouble covering the meet in Omaha, but promptly got stuck a day later on an out-of-town assignment. To make a long story short, pictures of the convention were not in Chicago by press time, but will appear in next week's Billboard.

Saturday (12) morning with registration and opening of the exhibits. Forums on juke box operating (see separate story) were held in the afternoon, followed by a cocktail hour and banquet in the evening.

The various State groups met Sunday morning with the general business session in the afternoon. Following talks by Kraus and Snodgrass, a servicing panel was held with all exhibiting manufacturers participating.

The festivities wound up Sunday night with a banquet and floorshow. On hand were several local civic and business leaders, city councilmen, plus presidents and officials of several State associations.

Floor Show

Joe Martin, WOW radio announcer; emceed the show. Martin incidentally, together with Al Lamar, wrote the Republican Party's new campaign song and will introduce it March 28 at a Founders Day banquet to Vice-President Richard Nixon in Lincoln, Neb.

The program included Johnny Ray Gomez, a youthful accordion-playing songster; Lillian Briggs, Coral record artist, and the Kernels, a quartet of singing, guitar, piano, harmonica and what-have-you playing group of men that were easily the highlight of the show.

The group, made up of Jack Mc-

(Continued on page 76)

Bob Charles, 52, Leading N. Y. State Operator, Dies Suddenly

BINGHAMTON, N. Y.—Funeral services for D. Robert (Bob) Charles, 52, who died in Miami suddenly as a result of a heart attack, were held here Tuesday (15). Charles, a veteran of more than 25 years as a juke box and amusement game operator, had been president and founder of the Binghamton Amusement Company, one of the largest operations in New York State.

Death came Thursday (10) as the Charles family was on a Miami vacation. He leaves his wife, the former Katherine Boyle; a son, Robert D., and his parents, Mr. and Mrs. Walter Charles.

Charles was one of the most popular and best known operators in the State. A vice-president of the New York State Coin Machine Association and a veteran member of the Music Operators of Ameri-

ca, he was also active in community affairs.

He had been president of the Sunrise Terrace Association (a suburban civic group) and had been active in the Knights of Columbus, the Loyal Order of Moose and the Holy Name Society.

Charles had been a leading member of the New York State Public Relations Council and, by his participation in civic affairs in the Binghamton area, had done much to create a feeling of good will toward the coin machine industry.

Funeral services were held at the McDevitt Bros. Funeral Home here and were attended by coinmen throughout the State. A solemn high mass requiem was conducted in St. Patrick's Cathedral, with burial in Calvary Cemetery. Monday (14) special services were conducted by the Loyal Order of Moose.



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

Table listing music machines such as D-40 (40), 1951 for \$75, E-40 (40), 1953 for \$135, etc.

ROCK-OLA

Table listing Rock-Ola machines such as 1438 (120), 1954 for \$280, 1442 (50), 1955 for \$320, etc.

SEEBURG

Table listing Seeburg machines such as M100B (100), 1950 for \$255, M100C (100), 1952 for \$300, etc.

WURLITZER

Table listing Wurlitzer machines such as 1250 (48), 1950 for \$85, 1400 (48), 1951 for \$95, etc.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling machines such as ABC Bowler 7/55 for \$240, ABC Bowling Lanes 12/56 for \$250, etc.

Table listing King Pin Bowler 9/55 for \$225, Lucky Alley 8/58 for \$605, etc.

CHICAGO COIN

Table listing All Star Team Bowler 11/55 for \$155, Blinker 8/55 for \$205, etc.

Table listing Regulation 11/55 for \$255, Royal Bowling Alley 12/57 for \$375, etc.

PINBALLS

BALLY

Table listing Bally pinball machines such as Ballerina 8/59 for \$625, Balls-A-Poppin' 10/58 for \$70, etc.

GOTTLIEB

Table listing Gottlieb pinball machines such as Ace High 2/57 for \$120, Add-A-Line 7/55 for \$120, etc.

Table listing Sunshine 9/58 for \$225, 4 Score-Board 4/56 for \$100, etc.

UNITED

Table listing United pinball machines such as Brasil 9/58 for \$85, Caravan 1/58 for \$80, etc.

WILLIAMS

Table listing Williams pinball machines such as Arrow Head 7/57 for \$95, Big Ben 9/54 for \$50, etc.

ARCADE & NOVELTIES

Table listing arcade machines such as All-Star Baseball (Wms) 4/54 for \$85, Aqua Duck (Coins) 2/55 for \$145, etc.

Table listing Big League (Wms) 10/54 for \$90, Big League Baseball (CC) 5/55 for \$120, etc.

Table listing Champion Baseball (Gen) 7/53 for \$105, Circus Rifle Gallery (Gen) 3/57 for \$235, etc.

Table listing Deluxe 4-Bagger (Wms) 3/58 for \$185, Deluxe Crusader (Wms) 5/59 for \$445, etc.

Table listing Grandpa Fortune (Gen) 5/56 for \$140, Gun Club (Gen) 1/58 for \$950, Heavy Hitter (Bally) 3/59 for \$400, etc.

Table listing King of Swat (Wms) 5/55 for \$130, League Leader (Keen) 4/58 for \$150, etc.

Table listing Pinch-Hitter (Wms) 3/59 for \$395, Pirate Gun (Un) 10/58 for \$225, etc.

Table listing Rock n Roll (Muto) 5/58 for \$40, St. Christopher (Muto) 12/58 for \$205, etc.

Table listing Spook Gun (Bally) 9/58 for \$260, Space Gunner (Bally) 5/58 for \$315, etc.

Table listing Super Big Top (Gen) 12/55 for \$235, Super Home Run (CC) 3/54 for \$75, etc.

Table listing Vacuumatic Card Vendor (Exhib) 5/54 for \$130, Voice-O-Graph (Muto) 2/57 for \$905, etc.

Table listing Meteor Hot Rod (Meteor) for \$190, 1/4 Midget Racer (Paydun) for \$300, etc.

BOATS

Table listing Bally Boat (Bally) for \$250, Meteor P.T. Boat (Meteor) for \$150, etc.

LOCOMOTIVES

Table listing Choo Choo (Bert Lane) for \$250, King Choo Choo (King) for \$225, etc.

PONIES

Table listing Big Beauty (Lee) for \$325, Big Bronco Pony (Exhib) for \$350, etc.

SPACE SHIPS

Table listing Atomic Jet (Conat) for \$150, Junior Jet (Exhib) for \$110, etc.

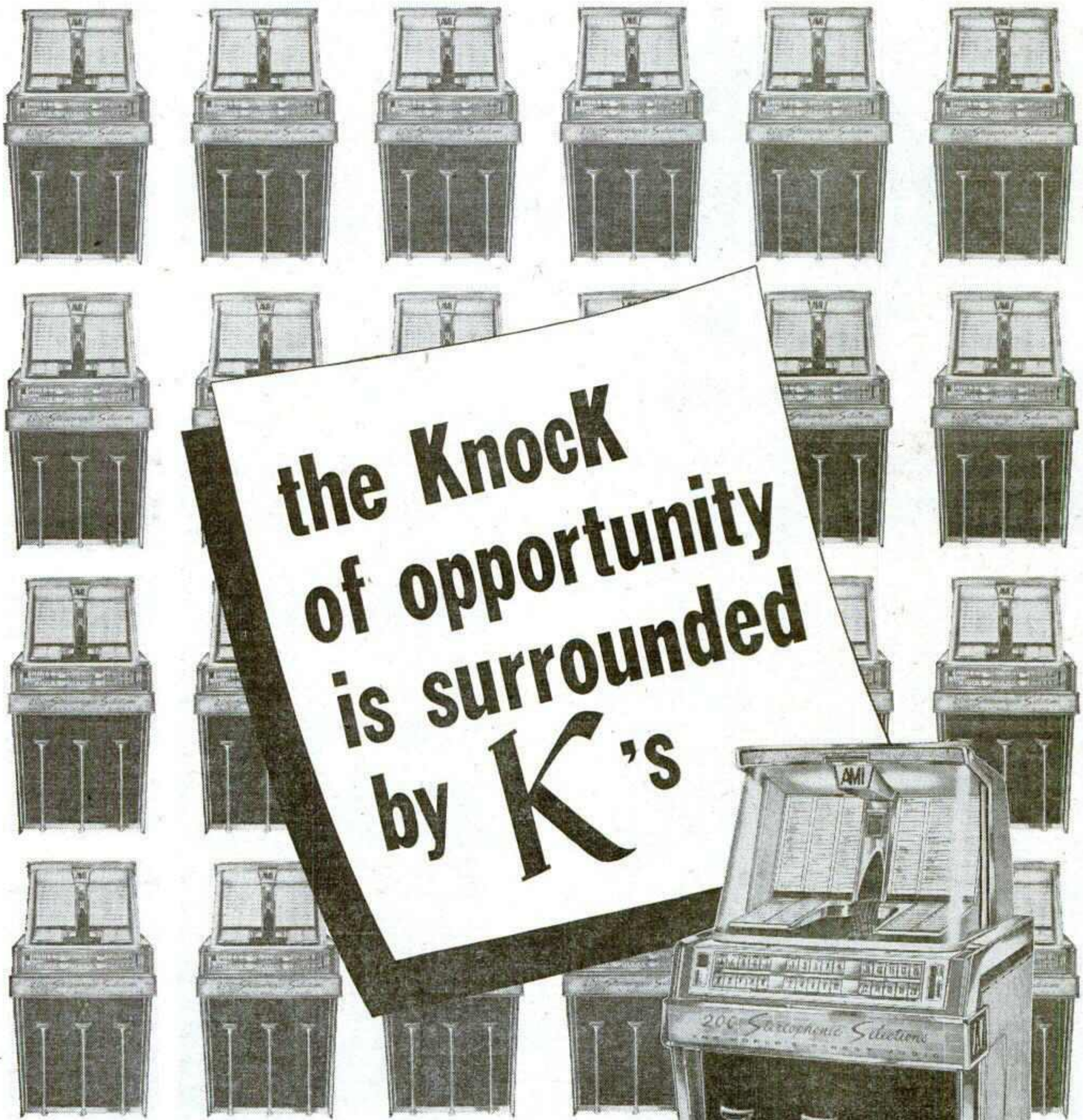
VARIETY

Table listing B & R Dog (B & R) for \$125, Bull Ride (Lee) for \$150, etc.

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Table listing Austin Racer (Cap) for \$175, Capitol Auto (Cap) for \$175, etc.

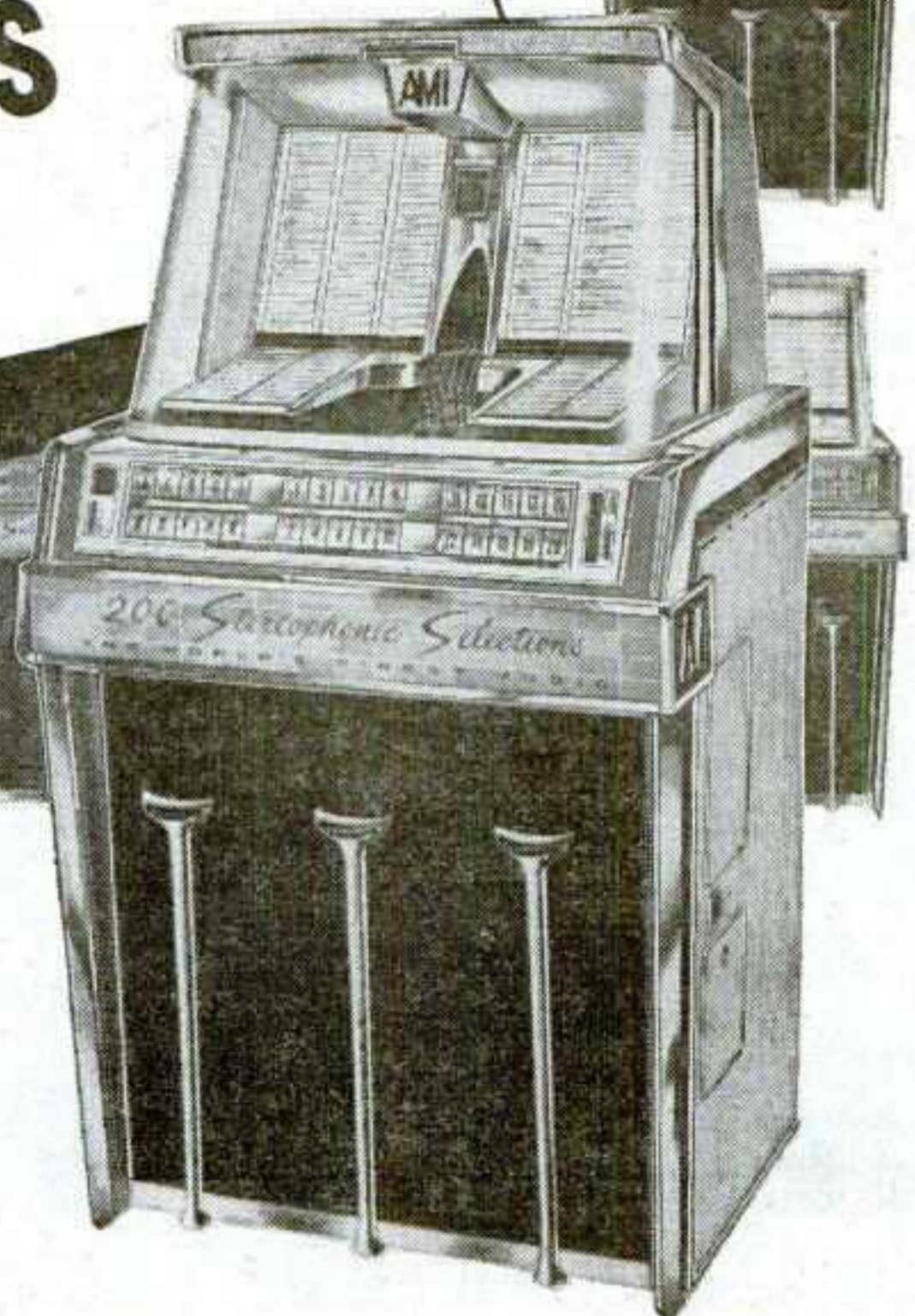


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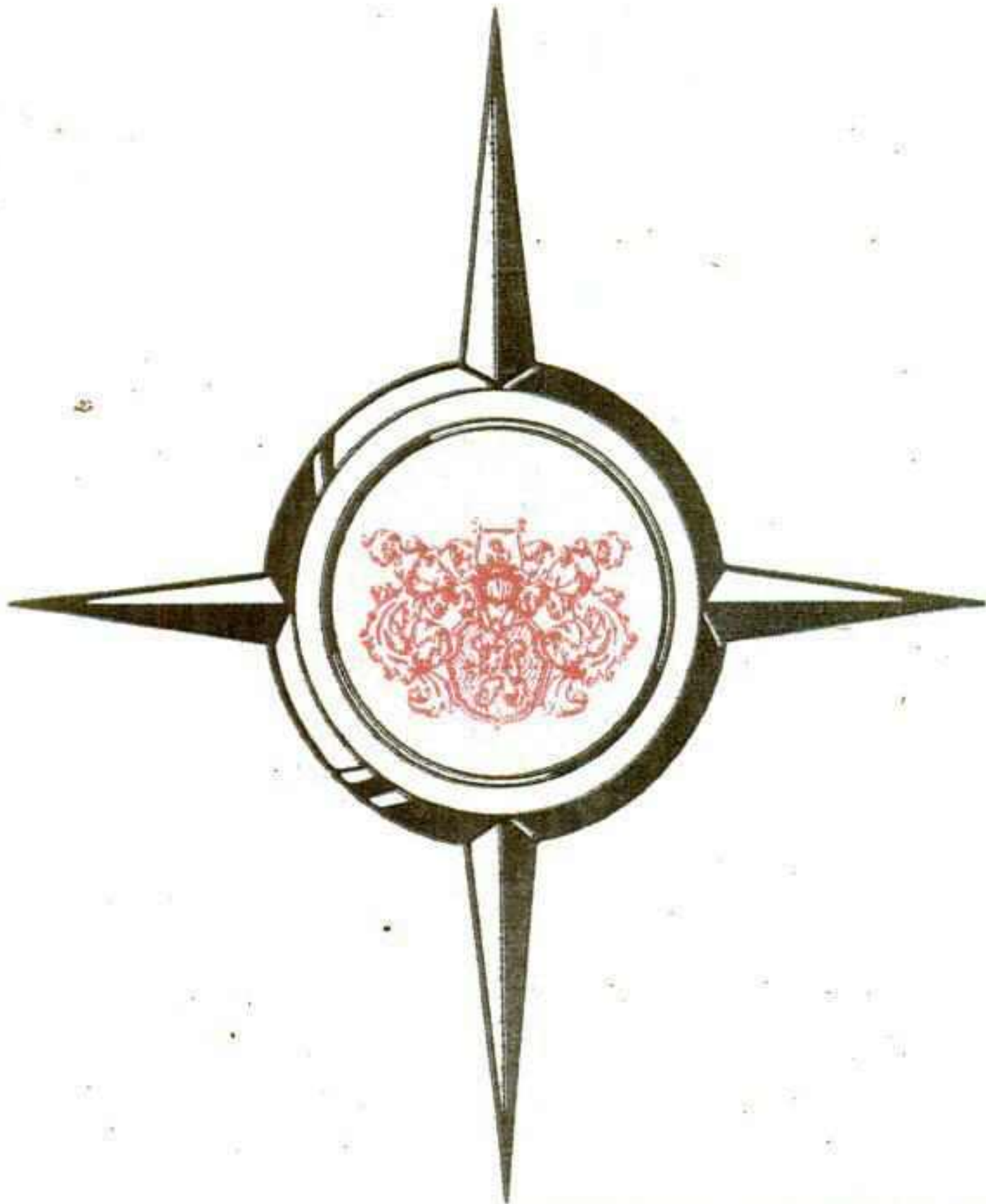


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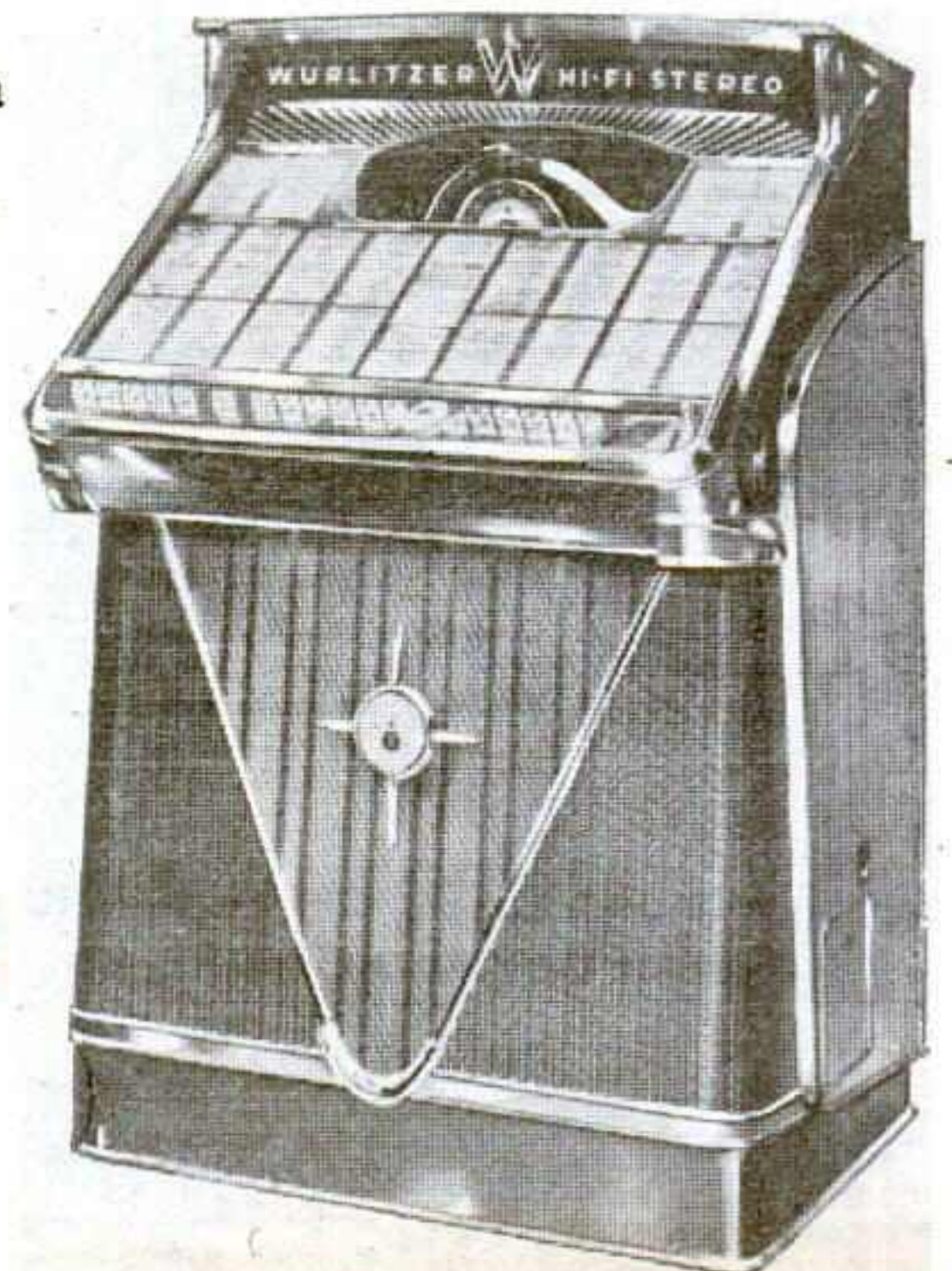
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European News Briefs

Russians Study Vending Program

FRANKFURT, Germany—The Soviet Union's No. 1 automatic merchandising expert is in West Germany to observe the vending machine industry. B. F. Bocharov came to Germany from the London vending machine exhibition.

His trip to the West is connected with the Kremlin's announcement of a huge automated merchandising program designed to place 5,000,000 additional vending machines in service thruout Russia.

For several years the Russians have been purchasing vending machines and allied equipment in the West, presumably for testing. Now the Kremlin is ready to go ahead, and Bocharov's Western reconnaissance is expected to be followed by the awarding of substantial orders to Western producers.

It is reported that Nikita Khrushchev is personally behind the automated merchandising program. It is known that Khrushchev displayed great interest in automated merchandising and food service while touring the United States.

Germans Set New Gun Game

BIELEFELD, Germany—The IMO firm of Bielefeld is marketing an improved version of its Diana rifle range game.

Called Kongo, the new game offers a more sophisticated test of the player's marksmanship by means of moving animal targets.

The game has a background simulating the African jungle in which are concealed five animals, a monkey, leopard, lion, cockatoo and elephant.

Each animal is illuminated individually, but in irregular sequence, thus making them stand out against the jungle background in unexpected locations.

The animals may be fired at as long as illuminated. A hit discontinues illumination and substitutes another illuminated animal target.

Not only is the marksman firing at animals appearing in unpredictable target sequence, but illumination periods can be varied between two and three seconds.

Denmark Revises Coin Duties

COPENHAGEN—Denmark's revised foreign trade regulations now admit vending machines duty free, but subjects juke boxes and games to a 15 per cent tariff.

The new law, which became effective March 1, strikes virtually all manufactured products from the restricted list. The Danish market is thus opened to what will probably be sharp three-way competition among U. S., British and West German manufacturers.

The United States is expected to get the biggest part of the juke box and games market, with West Germany and Britain dividing the venter market.

German Associations Hold Elections

COLOGNE, Germany—Hasso Loeffler, whose family has pioneered the coin machine operator business in the Rhineland, has been re-elected chairman of the German Coin Machine Operators' Association, the organization of coin machine operators in the Ruhr state of North Rhine-Westphalia.

Re-elected with Loeffler were Willi Wesberg, deputy chairman; Willi Druucks, treasurer, and Rudolf Proessdorf and Heinrich Rosenberg, secretaries. Valentin Biniarz was elected honorary chairman.

The North Rhine-Westphalia organization has 700 members, a gain of 143 in the last year.

In Frankfurt the Hessian state organization of operators also has elected its slate of officers headed by Willy Mueller and Martin Sendke, deputy chairman.

In Bremen Heinrich Luetje has been re-elected chairman of the Northwest German Coin Machine Operators' Association, representing operators in the Bremen city state.

Juke Box Boom Sweeps Middle East

BINGEN, Germany—Emile Khoury, who has the largest coin machine importation firm in Beirut, Lebanon, reports that a juke box boom is sweeping the Middle East.

Khoury is in West Germany to arrange for the stepping-up of juke box and record shipments to the Middle East. He reports that there is not only a big market for German boxes but that there is an increasing demand for German disks as well.

This is a new development and particularly surprising to the German music industry, as German has never been a major Middle East language.

Khoury says, however, that Middle East importers are having success in handling top tunes in their original German. Some of the hits originated in other countries but have been reworked into German. Nevertheless, they go over well in the Arab lands.

British Ops Hold Annual Meet

LONDON—The Phonograph Operators' Association of Great Britain held its fourth annual general meeting here March 7.

Chairman Bernard Briggs outlined major advances and present problems in the opening speech. He presented a three-point program for the future: (1) To stabilize the music license position. (2) To improve public opinion of the juke box. (3) A satisfactory settlement of the royalty (copyright) problem.

Briggs noted, "Our policy of maintaining a calm, dignified attitude toward nonsensical outbursts (against the juke box trade) is slowly coming home. We are receiving inquiries about our

(Continued on page 70)

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| M-100A (45 R.P.M.) 125 | 1436—120 95 |

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Midwest

MILWAUKEE MENTIONS

Three new members have been added to the roster of the Milwaukee Coin Machine Operators' Association, reports Sam Hastings, Hastings Distributing Company. Signees are Morry Fuhrman, Morry's Amusement Company; Eddie Puzia, AAA Amusement Company, and B. & H. Novelty Company, run by partners Mike Bosanec and Jim Hudy. They were officially accepted as members at the group's meeting Monday evening, March 14. According to Hastings, the association is planning a "victory" banquet some time in May to signal the end of the membership drive.

Carl Happel, Badger Novelty Company, has been on the sick list. George Klamm filled in during the boss' absence. New office girl's name at the Badger Novelty Company is Judy Friedbauer.

Harry Jacobs Sr. returned last week from a long winter's vacation in Florida. . . . Despite heavy snows, operators continue to come to the Beer City from up-State for their disks needs, reports Stu Glassman, Radio Doctors one-stop. Stop-ins include Robert Lax, Green Bay; Milt Hone, Rhinelander, and Bob Chissey, Sheboygan.

Route takes have dipped sharply during Lent, reports Harry Cisler, Cisler Music. . . . An optimistic report comes from Sam Cooper, Paster Distributing Company, AMI distributor. "Our sales of juke boxes are well ahead of last year at this time," he says.

Remodeling work is in the final stages at the United, Inc., headquarters, according to Harry Jacobs Jr. Space is being provided for additional offices, and displays of home recreation room equipment lines being added. Ben Ollman

COLUMBUS, O.

Bill Court and Dick Gilger, Century Music, Wurlitzer distributors for the Columbus area, hosted a service school here for the week of March 7. C. B. Ross, Wurlitzer field service engineer, conducted the school.

Among those attending were Donald R. and Robert R. Reasoner, Mount Vernon; Irving Kepler, Columbus; Carl Tracy, Marietta; Al Maher, Piqua; Keith Helber, Columbus; George Kasarda, Steubenville; George Griffin, Zanesville, and Eldon De Long, Glenn Alspaugh, Harry Murphy, William Black, and Alex Petrides, Columbus.

Jim Miller and L. R. McKibben, Hillsboro; John Glover, Columbus; Morris Chapin, Delaware; John Holland and Bill Fruits, Columbus; Kenny Sleight, Vernon Dixon, John Rooks and Gerald McNutt, Springfield; Louie Hatem, Dick Spybey, Dale Ferguson and Bill Grace, Columbus, and Howard Kleffman, Galion.

Dwight Maglott, Paul Williams, Robert King, Howard Morre, M. G. Thompson, Chase Hocking, C. M. Scott, Wally Fritz, Neal Sebert, Joe D. Noma, Gordon Hopkins, Maynard Hopkins and C. B. Court, Galion, and Carl Lickrone, Paul Hott, Homer Hudson and Dick Gilger, Columbus.

CLEVELAND MEMOS

The two-story structure purchased by Cleveland's Monroe Coin Machine Exchange this month will definitely be used to warehouse the firm's music and games equipment, according to President George George.

"We are considering constructing a passage way between the (Continued on page 73)

European News Briefs

Continued from page 69

trade from sources of high repute and the attitude of the press in general has improved beyond measure." He also noted that the attitude of the courts toward licensing phonographs has improved, but that "many of you feel that the levies are out of proportion and favor some sort of direct (legal) action."

France Rejects Coin Tax

PARIS—The French government has canceled plans to introduce into the National Assembly a new tax law for coin-operated equipment. Last autumn the government inserted into the proposed budget for 1960-61 the coin machine tax law, which would have geared tax rates to the population of cities where equipment was located and nearly tripled existing rates. The law was rejected by the National Assembly and the government, after announcing it would submit a revised version, reversed itself.

Few Coin Firms at Frankfurt Fair

FRANKFURT, Germany—For the first time since the German coin machine boom, the Frankfurt spring fair is almost bare of coin equipment exhibits.

Only three firms are exhibiting: Heintjch Hecker, Paderborn; Olympia, Walter Winter, Munich, and Turbon, Berlin-Reinickendorf.

The industry generally prefers to concentrate on its own projected European coin machine fair, a trade show devoted solely to the coin machine industry on a Europe-wide basis.

The industry exhibited in strength at the Frankfurt autumn trade fair, but complaints were general that the coin trade became lost in the shuffle of the gigantic industrial showcase.

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ST. LOUIS — Arthur D. Andrews, president of Archlee, Inc., here, now has two miniature bowling centers in operation in this area (see series on initial Bowl-O-Fun in February 15, 22 and 29 issues).

The latest spot is located in Alton, Ill., near St. Louis, while the initial location is in University City, a St. Louis municipality.

Each represents a different operational approach, but each is performing a community service as well as constituting a profitable business, Andrews stated.

Both spots were, according to Andrews, failing operations of another company which were sold to Archlee and successfully converted.

New Spot Larger

Gene Ketcherside is in charge of the Alton center, which has 20 coin alleys, supervised dancing, table tennis facilities and three billiard tables. The installation is larger in area than the University City spot.

Ketcherside co-operates with the local radio station to hold teenage hops once weekly at the center. "Gene is genuinely interested in people, and runs a personalized service," said Andrews.

The Alton manager, who formerly was in the regular bowling alley business, also co-operates with local merchants. They contribute merchandise for prizes, and Ketcherside, in turn, encourages patronage at their stores.

Two Methods

While the center in University City has leagues formed on a first-come, first-served basis, the Alton spot has organized them with pre-formed groups. They may include YMCA groups, Cub packs, women's clubs and other civic and social organizations.

Programs of birthday party promotion, fund-raising and charity work are stressed at both establishments. "We look to the needs of the community and try to meet them," Andrews commented.

Ketcherside was trained by Archlee in Bowl-O-Fun techniques, which include public and customer

Game Producers

• Continued from page 65

93 for the year, consisting of 21 five-balls, 12 shuffle bowlers, 9 ball bowlers, 5 in-line pins, 4 pool games, 7 gun games, 4 baseball units, 22 novelties and 9 kiddie rides. Eight upright games were bowed in addition.

The 93 models introduced in 1960 were about even in number with 1957 and 1958, but the year lacked the general excitement created in other years by new kinds of amusement games such as Bumper Pool, the electric rifle unit, and the ball bowler. (See The Billboard, January 18, for five-year comparison chart of game introductions.)

relations. He was sent to a school to learn how to service the equipment and is given a continuing type of training, Andrews related. Ketcherside is assisted in the Alton operations by his wife, Diane.

The Bowl-O-Fun in Alton is open from 3 p.m. to midnight on weekdays, on Saturdays from 9 a.m. to 2 a.m. Sunday, and on Sunday from 9 a.m. to midnight.

Andrews is assisted on the management level by C. E. (Chuck) Richards, and Milton Schraier, vice-president and treasurer of Archlee, respectively.

The firm has become the local distributor for Standard Coin Changers, carrying a full line of automatic money-changing machines, and Archlee is also interested in State Distributors for Bowl-O-Fun installations. Ray Long, Indianapolis, has already been engaged as Indiana distributor, and the firm has pending distributorships in Minnesota, Texas and the Dakotas. Archlee also has one salesman each for the States of Illinois, Kentucky and Missouri.

Lively Forums

• Continued from page 65

in a horizontal line. A check is made in an intersecting box for any record placed on a machine.

(3) Keeping a book with a sheet for each location, listing in columns new records added.

(4) Keeping a miniature program in the office for each juke box and slipping in actual title strips for new records added. This way the operator has complete program information on hand.

The difficulty of categorizing records was also brought out. Many records can arbitrarily be put in either hit, rock and roll or country and western categories. Operators wondered if they weren't losing plays by placing disks in one category and having customers look in another, not find the tune and walk away from the machine.

Plastic Strips

One suggestion for increasing plays was the use of colored plastic strips to indicate new records put on each week (The Billboard, March 14). Mason said he'd seen the system used to good advantage by at least one operator.

Also mentioned were the use of standards to cut record costs on 200-selection juke boxes. Full blocks of 10 standards can be rotated from machine to machine (producing a wry smile from at least one attending one-stop operator).

The help from dime play: One operator said his take went up 21 per cent after conversion.

Advantages of 50-cent chutes: One operator pointed out his 50-cent machines always had more money in the box than plays on the meter, indicating he was making money on duplication.



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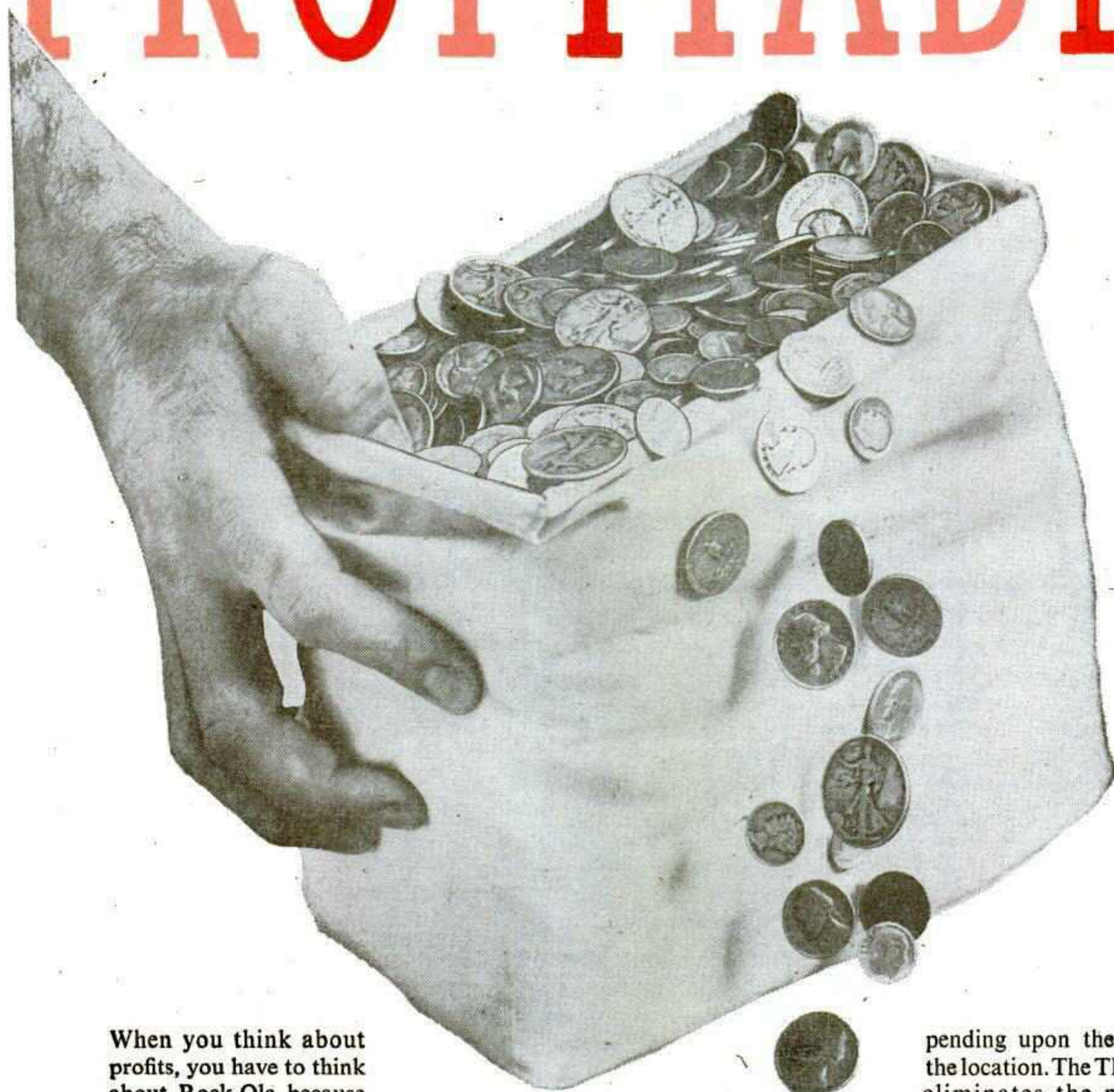
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• Continued from page 70

new addition and our present building," added Norman Goldstein, vice-president. "But we're not definite about that as yet."

Cleveland Coin Machine Company recently shipped its first cigarette machine to Austria and the first to Okinawa, Morris S. Gisser, president, announced last week.

Three years ago Cleveland Coin marked a "first" when it delivered the first American music box to Greece. It played both 45 r.p.m. and 78 r.p.m. platters. While U. S. numbers were on 45 disks, the national songs of that nation were cut on 78's.

Joseph Abraham, president of Cleveland's Lake City Amusement, Inc., is anxiously planning a June junket to Batraun, Lebanon, his birthplace. He has relatives there, including a brother. He struck off on a similar journey last year, the first since he left his homeland 45 years ago. At that time he had a face-to-face meeting with Lebanese President Chehab at Pacino Alley, a summer resort. "We had a good chat for about a half hour," recalled Abraham. He was wined and dined like a visiting diplomat and is looking forward to a repeat visit. *Bob Sudyk*

East

AROUND BOSTON

Whether it's the escape from winter or the need for relaxation, men of the music industry are busy shuttling back and forth to the region of the sun. . . . **Bob Jones**, of Redd Distributors, is just back from Bermuda where he and his wife spent an idyllic time on Cambridge Beach. Bob is more enthusiastic about the spot than any he's ever visited and heartily recommends it as the perfect vacation place. . . . Others who are either on the way or in the midst of sun tours are Al Dolins, of Hyannis, who is in Florida for a month's rest. . . . **Oliver La France**, of New Bedford, is another who has chosen the Orange Blossom State in which to relax for a bit. . . . Veteran music operator **Mike Bond** and his wife are on a tour of Hawaii and will come back to California to stay with some friends on the way back.



Bob Jones

Marshall Caras, of Trimount Automatic Sales Corporation, proudly telling of the new background system just installed in the new Vallee Steak House in Chestnut Hill. The system serves a three-fold purpose as well as being a background set-up—that of paging, intercom and public-address system. . . . Local operators say some of the new games on the way should perk up the takes. Anxiously awaited here are Bally's Super Jumbo, Williams' Nags and Gottlieb's Lite-A-Card.

Harry Poole, former Boston distributor and well known in the music industry, in town checking up on conditions with maybe an eye on a couple of routes. Harry is rustivating at the moment in Newport, R. I. . . . **Bob Jones** reports that a number of new bowling alleys going up are making provision for game rooms. Redd's has just supplied 14 pieces, including pinball games, guns, shuffle alleys in a new 10-pin alley just opened in Providence, R. I.

Diversification seems to be the order of the day with a number of operators who have heretofore stuck pretty much with music. **Louis Stevens**, of Southbridge, and **Adolph Dugas**, of Webster, are both moving into other fields with cigarettes, coffee and food.

John O'Conner, of Danielson, Conn., is town shopping for music and games, remarked that the surface has hardly been scratched locally in the way of operators moving into the vending field. John has started successfully to expand in this direction himself and finds it takes up the slack in music and games. . . . Observed around town were **Louis Zeidman**, of Portsmouth, N. H.; **John Sullivan**, Bangor, Me., and **Plinney Burrows**, Brattleboro, Vt.

Donald Foote, Randolph music operator, had a narrow squeak when a severe snowstorm delayed the fire department. A fire started in a location where he had recently installed a new machine, wallboxes and four speakers. In the nick of time help arrived and saved the store and Don's property. Ten minutes more and nothing would have been left. . . . **Dave Baker**, of Melo-Tone Vending Company, Inc., Arlington, will be off with his wife for the National Association of Tobacco Distributors convention in Miami. Dave also will make a side trip to Puerto Rico, perhaps with an idea of furthering his interest in the export business. . . . **Ben Ross**, of Graybar Vending Company, and **Bill Cowan**, of South Shore Vending Company, are fairly itching for the good weather. They want to get their power boats in the water. Both are high officers of the Metropolitan Yacht Club in Braintree.



Dave Baker

Cameron Dewar

CONNECTICUT CAPERS

Nat Weil, of Self-Service Vending Corporation, marking his 28th year in the coin machine industry, proudly points to his firm's high mark, some 2,000 machines currently in use thruout Connecticut, providing cigarettes, coffee, pastry, sandwiches and soft drinks. The Weil organization is based in Hartford.

Ralph Colucci, of Seaboard Distributors Corporation, East Hartford, flew to Hot Springs for a few weeks of relaxation.

Dick Linke, veteran publicist, and **Mrs. Linke** were in town for a few hours. Now a personal artists' representative in New York, Linke is known to the coin machine trade in Connecticut thru such past affiliations as Capitol Records Distributing Corporation. . . . **Jack Gordon**, of Seeburg, was another local visitor.

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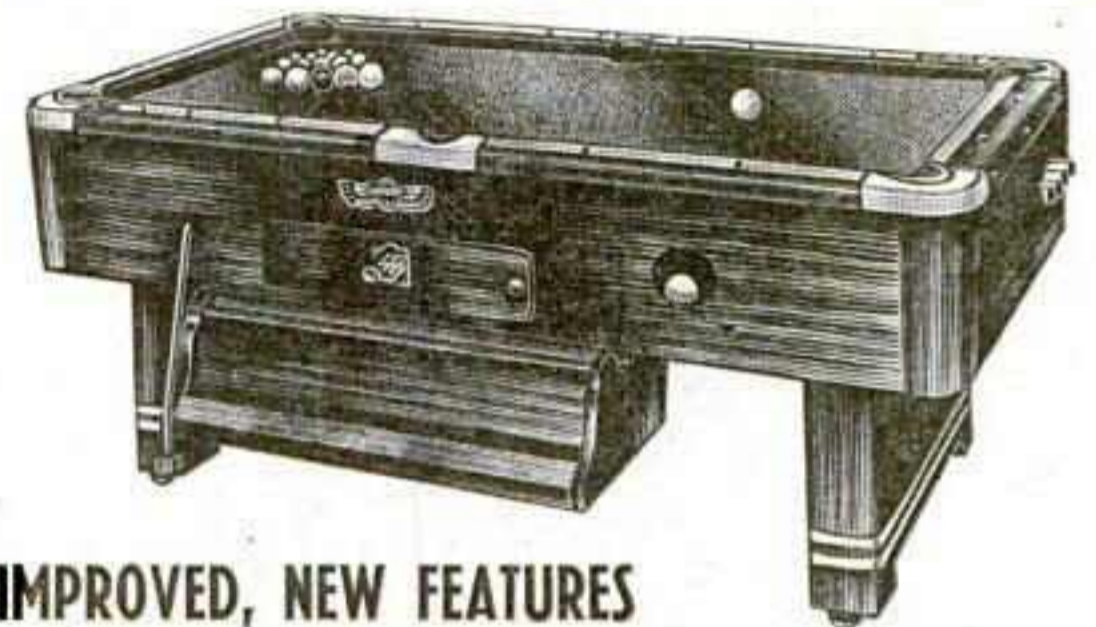
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Erhard Lauds German Coin Trade

BONN, Germany — West Germany's coin machine industry in 1959 established all-time record export sales of DM 21,750,000 (approximately \$5 million), an increase of 17 per cent over 1958 exports and a figure termed "incredible" by West Germany's economics minister, Ludwig Erhard. The figures include jukeboxes, games and vending machines.

"The coin machine industry's astonishing success in 1959 has established it as a leading German export industry," Erhard declared. "The figures speak for themselves. Coin machine export gains of 17 per cent is one of the largest absolute increases recorded by any West German industry last year."

Professor Erhard was commenting on the just-released 1959 coin machine export statistics, which have amazed not only the economics minister but even the most optimistic of industry figures.

Leading Figure

The coin machine export spurt of 17 per cent compares to the over-all increase in West German

exports of 4 per cent. In nearly all West German industries, except the coin machine branch, the trend is toward a shrinkage of exports.

Equally astonishing is the breakdown, which shows that the entire gain is due to soaring juke box sales. In fact, exports of coin games and venders declined slightly last year compared with 1958.

Juke box exports rocketed to DM 13,306,000 in 1959, contrasted with 9,389,000 in 1958. Games, however, declined from DM 1,620,000 in 1958 to 1,251,000 last year, and venders from DM 7,608,000 in 1958 to DM 7,225,000 in 1959.

West German coin exports not only rocketed last year, but the export market was expanded and stabilized. The Germans exported to 30 countries and, according to the industry, succeeded in boosting exports almost across the board.

The industry is particularly proud of this fact: That German exports increased in nearly every market traditionally dominated by American equipment.

The Germans are active in export markets as remote as Australia, Hong Kong, Venezuela.

The West German home market, which now stands at around 30,000 juke boxes, apparently can be expanded still further. For example, this country's largest operator association, in the Ruhr State of North Rhine-Westphalia, had a net increase of 123 members last year, boosting its membership total to 700.

Industry surveys indicate that West Germany should be able to accommodate 50,000 juke boxes before the saturation point is reached. Little Belgium, it is pointed out, has almost as many boxes as West Germany.

Next, there is the British market. This market is rated by the Germans as badly "underdeveloped." With 15,000 juke boxes, Britain seems to the Germans to offer a vast potential market.

Then, there is an opening market symbolized by the visit to West Germany of Emile Khoury, of Beirut, Lebanon. A juke box boom in the Middle East brings Khoury to West Germany.

The Lebanese juke box importer says the Arabs have gone wild about juke boxes. It is a rocketing market fueled by the Middle East oil riches. The Arabs have discovered the juke box with such enthusiasm that the demand can hardly be supplied.

With disks, particularly, there is such a vast demand that the Arabs are buying German-language records on virtually a "we'll-take-anything" basis.

The juke box appears headed for expanding and durable popularity in the Middle East, which is, by tradition and geography, primarily a German market.

Finally, the German industry is scanning intently the developing African market. Already, West Germany is doing a promising trade with North Africa, but the industry is looking deeper—toward "black Africa."

The African continent is in a political and economic ferment. What the political news concerning the African independence movements means, or is being interpreted to mean by the coin trade, is that great economic progress is in the making. This economic progress will almost automatically open a market for coin machine exports, according to German reasoning.

This optimism, in fact, is based on analysis of changing West German trade patterns on the African continent. German exports are rising to all the nations involved in the independence movement.

Conversely, while striving to expand and develop Middle East and African markets, the Germans are less and less inclined to compete for the far-off markets such as Australia, New Zealand, Hong Kong and Japan. Freight rates and other obstacles make these markets seem increasingly unattractive to the Germans, and they are likely to be surrendered without contest to the Japanese.

Senate Report On Coin Trade Expected Soon

WASHINGTON — The Senate Select Committee on Improper Activities in the Labor or Management Field is expected to issue its report in about two weeks containing conclusions drawn from exhaustive hearings it held last year on attempted racketeer infiltration of the coin machine industry.

Staff completed the writing of the report last week (16) and sent it to the various senators for their approval or disapproval. When the senators have approved the report, or prepared dissenting statements, the report will then go to the Government Printing Office.

Meanwhile, Senator McClellan (D., Ark.), chairman of the rackets committee, has introduced a resolution in the Senate which would enable the probers to turn over to the Government Operations Committee all papers and files collected during the course of the investigation.

Fischer Bows Pool Models At Neb. Show

OMAHA—Two new pool games were introduced by Fischer Sales & Manufacturing Company during the Nebraska Music Guild's Midwest convention here last week.

They are Fiesta, a new bumper-billiard game, and "B" Series, a new six-pocket model. The pair bring to six the number in Fischer's current pool table line.

"B" Series follows the firm's De-Luxe or low-priced model. It is a six-foot table with a new ball return system and has been thoroughly location tested with more than 200 models in the field, says Bill Weikel, Fischer executive.

Hopper Return

The table has a hopper type bottom, free of the formerly used track returns, which facilitates rapid return of all balls. There is no "visiball" tray as before, but balls are stored in a tray behind a heavy plastic glass. Currently six-foot table, "B" Series may also be introduced later in a seven-foot model.

Fiesta is a successor to the firm's Party Pool bumper-billiard game. It is regulation size, with a slate playboard, Formica rails, 10 top quality balls, four q-sticks and all accessories with each model.

The tables are green and arctic white and have pedestal-type slip-in and slip-out legs with an off-set rail design.

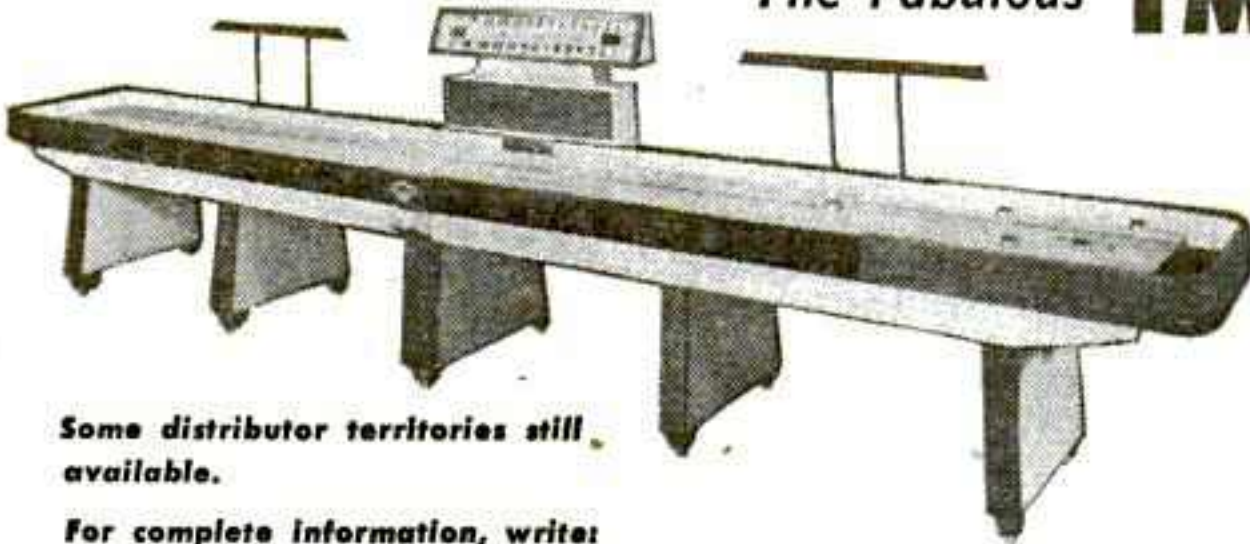
ern Pennsylvania, Delaware and South Jersey. Combined, the two firms represent Seeburg in a solid territory stretching from New Jersey to the North Carolina line. This makes it one of the largest distributorships—from a standpoint of population—in the United States. The Philadelphia corporation also operates a successful record one-stop which sells only to operators.

The old Musical Sales organization will remain largely intact. Bill Reed and Charles Cabrera will stay on as salesmen, while Dave Adler continues as service manager. In addition, two more salesmen, one each for phonographs and vending machines, will be named shortly.

One system which worked out well in Philadelphia will be instituted in Baltimore. It's the service contract arrangement, whereby the distributor, for a fixed weekly fee, handles service calls for operators.

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Seeburg Outlet

• Continued from page 65

more than two years, Eastern Music Systems in Philadelphia has done a major job in convincing operators to get fair commissions, front money and minimum guarantees. He added that the "Philadelphia Story," as it is called by Seeburg management, is one of a distributor helping operators to get dime play and equitable commission arrangements with locations.

Eastern Distributors territory will include Maryland, the District of Columbia, Virginia and part of West Virginia. Eastern Music System is Seeburg distributor for East-

Six Coin Firms Show Wares at Beverage Meet

NEW YORK—A total of six coin industry firms, more than had been originally anticipated, turned up as exhibitors at this year's Beverage Industry Trade Show, staged here this week by Beverage Retailer Weekly, a trade paper serving tavern and bar owners and package stor proprietors.

A solid representation of juke interests was present with exhibits by Atlantic New York, of Seeburg juke and cigarette equipment; by Runyon Sales of the newest in AMI units, and by Rock-Ola, which showed its newest juke units.

In the other-than-juke field, American Shuffleboard was present with its newest shuffle game. Table Football, Ltd., a Wisconsin game manufacturer, was also on the scene as was Vending Sales Corporation, with the latest Du Grenier cigarette machine.

Most exhibitors in the coin field were optimistic, pointing out that they considered the show an excellent public relations opportunity. They were particularly satisfied with the attendance on opening day, Sunday (13), at which time a crowd reported in excess of 10,000 passed thru the second floor Trade Show Building area allotted to the beverage group.

At the juke level, the main interest was centered on stereo equipment, and in addition, Seeburg's display devoted extra attention to the stereo seven 33 r.p.m. single record, for which Seeburg has developed an automatic adaptor unit.

Detail Nat'l P-R Plans at Neb. Meet; Kraus & Snodgrass Address Group

OMAHA—The coin machine industry got its first glimpse here last week of the national public relations program being planned by the newly created Coin Machine Council (The Billboard, March 14).

Herbert Kraus, head of the firm which has been assigned the account, detailed future plans during the Sunday afternoon business session of the Nebraska Music Guild's convention.

Sharing the roster spotlight with Kraus was Harry Snodgrass, director of Music Operators of America, who was pinch-hitting for George Miller, unable to attend because of illness.

Kraus told operators that public relations is merely, "doing good and letting the public know about it." He said the coin machine industry had done a lot of good during the past years, but its image or reputation in the public eye was poor.

Kraus mentioned the liquor and comic book industry as two instances where an effective program of enlightenment had been waged to erase a previous bad impression. The John D. Rockefeller family, said Kraus, is another example of how publicizing good acts can bring favorable public reaction.

Kraus cited the Tommy Bartlett water ski show and the Kim Sisters as two accounts his firm was handling—each of which had received considerable publicity in mass media.

Story to Tell

"The coin machine industry has a lot of good stories to tell," he added, citing the time Meyer Parkoff, New York distributor, addressed a group of school children, telling them how the juke box and games industry was set up.

Parkoff gave his talk after his son had been told his father's business was connected with the rackets. He received a standing ovation from the class after it got the full story.

Kraus said a story like that is a natural for Reader's Digest along with other general stories about the industry, mentioning gross income and statistics being ideally suited for Wall Street Journal and Business Week.

He said operators would be furnished with press kits with information to hand out to local news services. Included would be sample speeches that operators could deliver to civic groups telling about the industry.

There will also be a newsletter to operators keeping them informed of the coin machine industry's public relations effort, said Kraus, emphasizing the importance of operators helping to develop good press on a local level.

He said already five manufacturers were contributing to the program, including Bally, AMI, Williams, United and Chicago Coin. The fee structure for manufacturers was \$300 and up, depending upon sales; \$200 for distributors; and \$5 to \$50 for operators. The program will be under the direction of the Coin Machine Council, headquartered in Chicago and all money will be put in trust in the First National Bank of Chicago.

\$60,000 Goal

Goal for the first year is \$60,000, he said, asking operators to get behind the program both financially and actively with local support.

John Fling, secretary of the Missouri association, arose to tell of a "dime-a-week bag" his association had been using for about six months to raise money for public relations. The bag is placed in the juke box and a dime a week from the juke gross is put in, giving each operator \$5.20 per year for each phonograph.

Snodgrass said MOA also was contributing \$5,000 to the program.

Addressing the group, Snodgrass complimented operators on their fine local association and their help to MOA. Citing MOA benefits, Snodgrass mentioned:

1. MOA's fight against copyright legislation proposed by performance royalty societies. Even at a \$5 compromise figure, Snodgrass said, MOA had saved the juke box industry \$30 million over the past 12 years.

2. National Tax Council, under Leo Kaner, helps operators thruout the country with tax and accounting problems.

3. A full-time legal counsel, Nicholas Allen, in Washington, represents operators against unfavorable legislation. Snodgrass mentioned a recent favorable ruling whereby juke boxes and games were excluded from a federal cabaret tax.

4. National life insurance program available to all members, which Snodgrass says paid out over \$200,000 to beneficiaries in the past one and one-half years of operation.

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D. C. OP SETS UP DISK PLUG FIRM

WASHINGTON—Hirsch de La Viez, prominent local juke box operator, has organized Record Promotions, Inc., a firm organized to plug new releases to disk jockeys. For complete details, see the story in the Music News Department.

N. Y. Coin Group Gives Juke Box As PR Gesture

NEW YORK — The public relations committee of the New York State Coin Machine Association moved ahead on twin fronts this week, according to a report from chairman Al (Senator) Bodkin.

Thursday (17) Bodkin and representatives of the committee were due to visit Creedmoor State Hospital for mentally ill children in Creedmoor, Long Island. In company of Meyer Parkoff, Barney Sugarman and Irving Holzman, Bodkin expected to present a juke box for the enjoyment of the patients.

On another front, leading figures of the local coin machine world were due to attend a special communion breakfast with Francis Cardinal Spellman on Sunday (20). The affair was in connection with the successful campaign carried on last year for Christmas funds for Cardinal Spellman's Servicemen's Center. The coin industry here was a vital force in the drive, having raised \$2,000 for the fund. A check for the coin group's contribution was presented to the Cardinal on Friday, February 11.

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18 Firms Show at Neb. Meeting

• Continued from page 65

Arthur, Jack Dufford, Wells Halbar and Joe Morocco, did a series of take-offs on current popular music that brought the house down.

Exhibitors

Exhibitors at the convention were: Lieberman One-Stop, represented by Harold Lieberman, Evelyn and Hank Dalrymple; Rock-Ola Manufacturing Corporation, showing its new phonographs, represented by Rock-Ola Director of Sales Frank Mitchell, and Omaha distributor H-Z Vending with Hymie and Eddie Zorinsky, Roy Norris and Joe Blend.

D. Gottlieb and Company, showed Lit-a-Card, a two-player, and World Beauties, five-ball, represented by Wayne Neyens, design engineer. Fischer Manufacturing Company showed Fiesta, a new bumper billiard game and its new "B" series six-pocket pool table (see separate story), represented by E. L. Fischer, Margaret Fischer and Bill Weikel.

Williams showed Nags, its new five-ball, and an advance model of Serenade, a two-player, to be introduced to the trade shortly. Sam Lewis represented the firm.

Cigarettes

National Vendors, Inc., showed its series "222" 22-column cigarette vender and series "CC" candy machine and was represented by Marvin Pierson, factory representative. Bally Manufacturing Company

showed Beauty Contest, its new one-ball, single and double horse kiddie rides; Official Jumbo, a shuffle bowler, and Bally Derby, a gun game. Art Garvey represented the firm.

Davidson One-Stop was represented by Leroy Davidson, Pete Poulos and Ken Mulik, showing the firm's new title strips being used.

AMI Phonos

Mountain Distributing Company showed the new AMI phonograph and was represented by the firm's head, Pete Geritz, Jerry Harris, salesman, and AMI district sales representative Albert Mason.

American Shuffleboard showed its new Imperial shuffleboard plus the firm's full line of accessories. It was represented by Coin-A-Matic Music Company, headed by Howard Ellis, with Jay Hasenpflug, Katherine Vanderloo, Howard Ball and Judy Ellis. Coin-A-Matic also showed a Globe citizens band two-way radio being sold to the operator trade.

Arthur H. Du Grenier showed Candy Mart, 10-column candy vender and "L-B 20" Consolette, 20-column cigarette machine. Glen A. Preston, factory representative, and Richard E. Gibbs, general sales manager, were on hand.

Wurlitzer

Wurlitzer showed its current phonograph line and were represented by Lou Singer, Central Distributing Company, the firm's Omaha distributor; Ed Ponder, Wurlitzer's Midwest sales representative, and Walt Peteet, engineer.

Auto Bell showed Mermaid and Magic Mirror Horoscope and was represented by Al Warren. Midway Manufacturing Company, represented by Henry Ross, showed Jokers Wild.

The Seeburg Corporation was represented by its Des Moines distributor, Phil Moss & Company, and showed the new Seeburg juke box, cigarette machine and background music unit. Besides Phil Moss, the booth was manned by Mat Le Strange, Moss' sales manager; Warren Merril, background music sales; Dale Hooten, cigarette sales.

Valley showed its model 8500 six-pocket pool table and was represented by Virginia Hoxie, firm's executive. Keeney showed Criss Cross, new upright, and its popcorn vender, represented by Clayton Nemeroff.

Wico showed a representative line of their parts and supplies featuring baffles and speakers, represented by Ed Ruber and Jim Pennington.

Empire Named Fischer Distrib

CHICAGO—Empire Coin Machine Exchange here has been appointed a distributor for Fischer Sales & Manufacturing Company, Tipton, Mo., it was announced by Fischer last week.

Empire will handle sales on all Fischer coin-operated pool game models in Northern Indiana and Illinois, including the Chicago area.

Location Owner Charges Union With Coercion

MINEOLA, L. I., N. Y.—A location owner who refused to go along with the demands of Local 266, Teamsters, testified in Nassau County court here that he was grabbed and menaced by Joey Gallo, accused enforcer of the union.

The testimony given by Gaetano Mastrantoni this week at the trial of John J. O'Rourke, East Coast Teamster boss, who is accused with 14 other defendants of practicing extortion on juke box and game operators in the New York area.

Mastrantoni said that the incident arose when he tried to oust an operator, Morris Wurtzel, who had a juke box and game in the location. The prosecution charges that Local 266 was the extortion agency.

An operator, Harry Schilderout, had previously testified that Local 266 was actually an organization of employers, and that he joined the local to combat stiff opposition.

He added that he joined the union so that he could paste stickers on his machines and get union members to picket competitors.

Peach State Mails Out Parts Catalog

ATLANTA — A new free-of-charge catalog of coin machine parts and supplies—called "the most comprehensive ever published"—is now available to operators and distributors from Peach State Distributing Company here.

The book-sized, 8½ by 6¼-inch slick-covered catalog carries 136 pages of parts and supplies information, including over 900 illustrations and 2,600 individual price-accompanied listings. Items range in value from 2 cents to \$309.50.

Parts covered are those for Bally, Chicago Coin, Gottlieb, Genco, Keeney, United and Williams games, including motors, coils and hundreds of parts, large and small. Phonographs are covered more sparingly.

Parts Line-Up

Also included are fluorescents, tubes, lamps, fuses, plugs and taps, cleaners and lubricants, contact parts, coin wrappers, counters, sorters, changers, rejectors, locks, key rings, title strips, decals, soldering guns, tool boxes, power tools, basic tools, drills, terminals, conversion kits, wax, needles, cartridges, speakers, billiard supplies and hundreds of miscellaneous items.

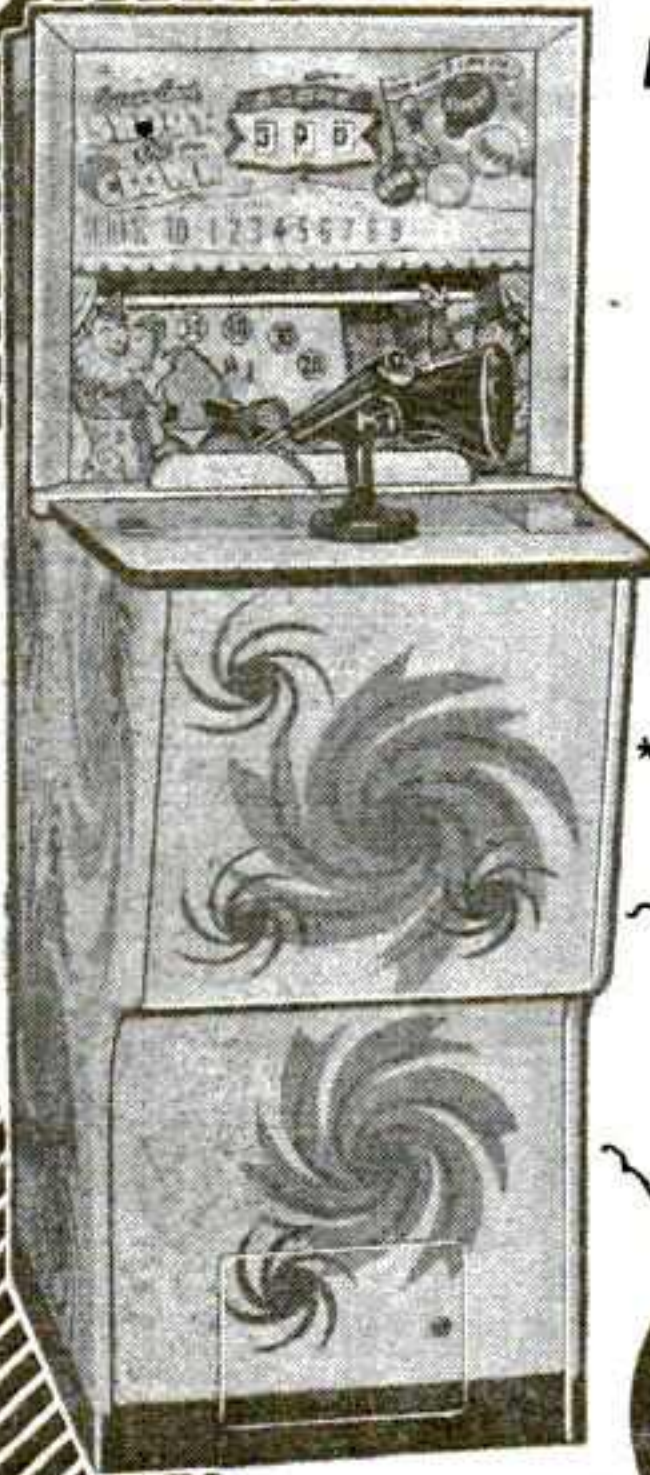
A typical page of the catalog has some 15 illustrations running the top half of the page, keyed by number to listed parts at the bottom half, providing description and price of each.

Peach State bills itself as "the South's largest distributor of coin machine parts and supplies."

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***SETS NEW EARNING RECORD!**



- Bulls Eye Clown Targets!
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Tape Phone Speeds Service

• Continued from page 64

his trade comes from juveniles and admits it goes far higher in the near-school locations, he claims that the shorter daylight hours plus the school year cuts down on his take.

On a daily operational basis Schiro can make up to 20 stops per day, but under normal conditions he makes about half that number of calls. Payment is made when the pre-filled globe is installed. He uses a Hansen scale and on a 25 per cent commission basis the location fee averages out to about \$3.25 per fill. He does not have any nut machines, preferring to concentrate on gum balls and charms.

When Schiro started in business back in 1947, he had 50 Advance gum machines. While he is reluctant to cite actual figures, it is probable that he now has 500 machines in his area, the bulk of which are supplied by Oak Manufacturing Company. He has some Rocket gum and ring machines. His major suppliers are Leaf Brands, from whom he orders on a monthly basis, and several charm houses, including Penny King, Eppy, Paul Price, Plastics Processes, and Guggenheim.

NVA Member

Schiro, a member of the National Vendors Association, thinks the annual conventions provide an excellent opportunity for operators like himself to keep abreast of the trends. His own convention attendance is also an occasion for him to personally check on new lines and a great deal of his buying is done on that basis.

Faced with the decline of small neighborhood stores, Schiro feels the best way to counteract this is to open more multiple machine lo-

cations. He feels there are many underdeveloped situations in his area. He has in mind specifically bowling alleys, which have increased in popularity in New Orleans recently.

He also feels that service stations and busy parking lots should offer opportunities. From time to time, he finds a location owner will reject an installation because he "doesn't want to be bothered by kids." Schiro generally overcomes this attitude by pointing out that the machines do not require any attention. The proprietor or sales staff is not called upon to take time from other work to handle a penny or nickel transaction and the revenue from a machine comes from space that would not be utilized.

Service

Servicing, while routine, is enjoyable to Schiro. A life-long acquaintance with his town, many personal contacts and a naturally gregarious disposition are big assets to him.

Ordinance to Ban Teen Game Play

OAKLYN, N. J.—Anyone 18 years of age or under has been banned from playing coin-operated amusement machines under an ordinance passed by borough council March 8. The measure pointed particularly to pinball machines and coin-operated pool tables.

The ordinance also prescribed that no one, regardless of age, can operated such machines on Sundays or after midnight any day of the week. No reason was given for the action.

Double Ball Viewer
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- Pull out front
- Steel runways & mechanism
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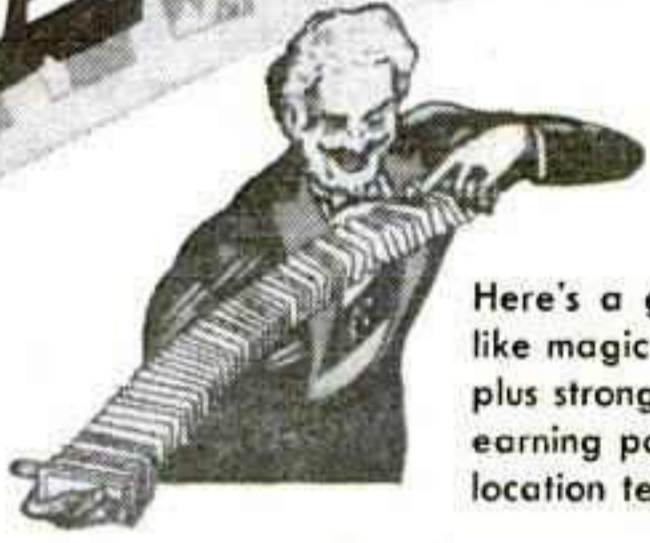
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- Hitting colored contacts light 4 individually controlled pop bumpers for high score—carries over from game to game.
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- Lighting left or right pair of pop bumpers light cyclonic kickers and bumpers for super score.
- Center target scores up to 100 points.
- Plus coin-box with locking cover, 4 flippers and double number match feature.

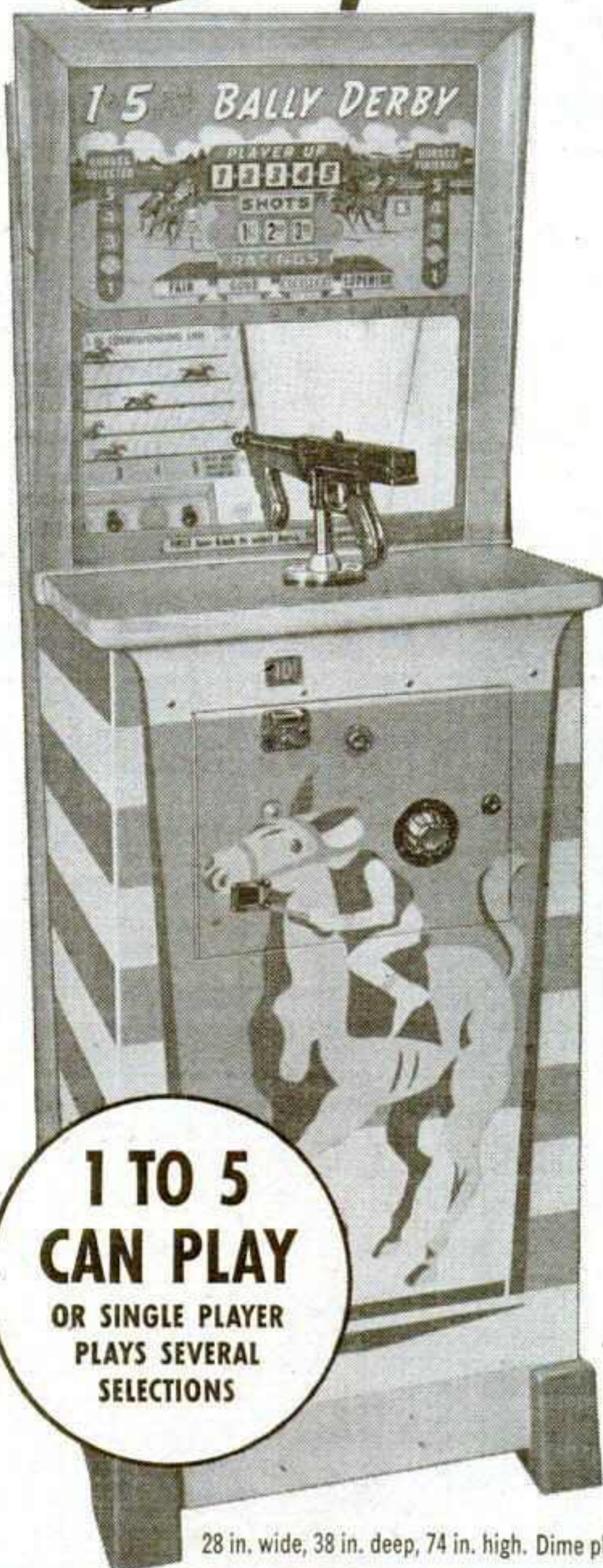
D. Gottlieb & Co.

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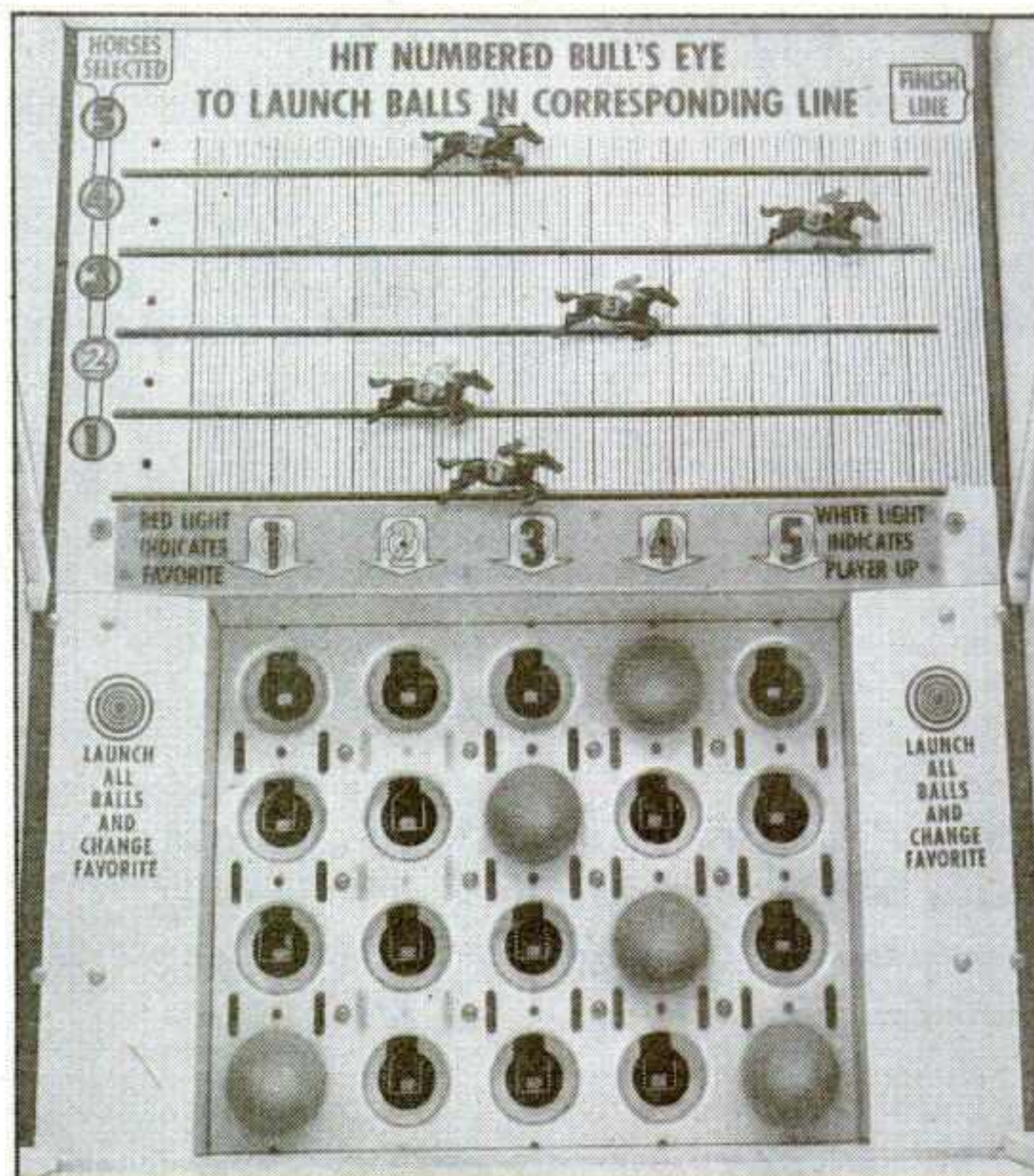
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28 in. wide, 38 in. deep, 74 in. high. Dime play.



Targets, bouncing balls and track—with 5 miniature jockey-mounted horses—are all viewed by player, as he triggers automatic rifle. Speed of each horse depends on number of balls in his line. Each player shoots to launch balls out of rival horse's line, into his horse's line. Skill-ratings light on backglass, range from Fair, through Good and Excellent, to Superior, depending on player's skill in reducing number of shots required to "bring in" his horse.

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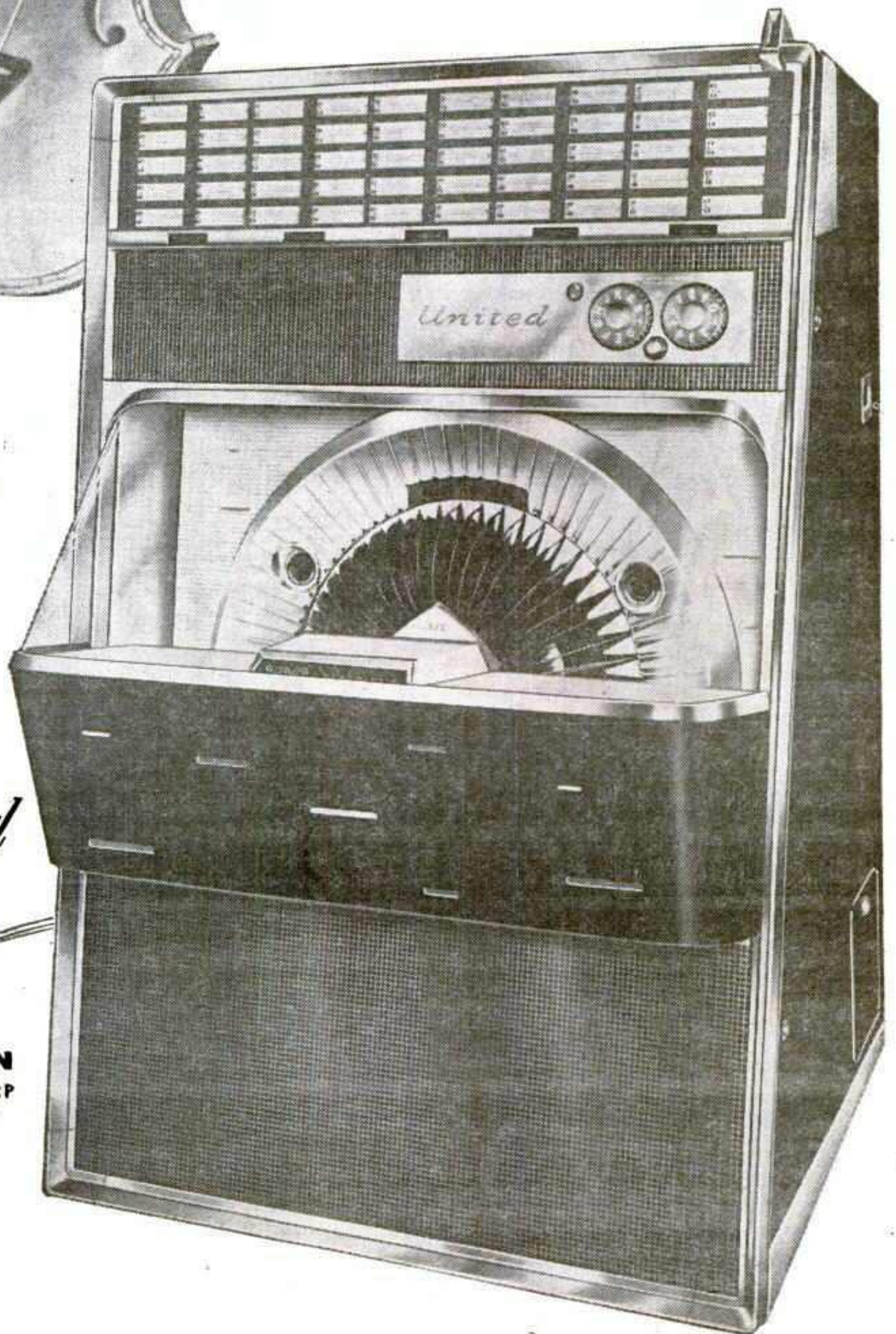
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