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APRIL 4, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

FCC Asks Comment On Free Disk Rule

Deadline Set for May 2; Current Ruling Meanwhile in Full Effect

WASHINGTON—Altho the order to identify free records played on the air remains in force, the Federal Communications Commission last week (1) invited comment on its controversial March 16 notice, setting May 2 as deadline. FCC says it expects broadcasters to comply with the announcement requirements for the freebies in the interim. Commissioners Robert E. Lee and Rosel Hyde wanted to suspend the requirement until after rule-making, but were outvoted.

Some broadcasters queried say they think this is "just a face-saving device," and that the FCC will either kill the controversial requirement, or reduce it to minimal inconvenience, after comment and after possible rulemaking on the whole issue of what the sponsorship Section 317 of the act is to cover.

There is much speculation on how this latest move will affect the reception of FCC Chairman Frederick Ford at the NAB convention this week. Many broadcasters and record distributors are severely disappointed by the Friday announcement, and wonder what good it did to call for comment, when as one broadcaster said, "We've given them plenty to chew on already." FCC announcement said it was acting in response to comment by NAB, CBS and others on the notice. (The Billboard, March 28, 1960.)

ABC in Act

In other payola activity at the commission last week, the ABC network added another legal argument against the freebie notice. Two Boston stations, WHIL and WORL, took the opportunity to

protest the requirement, when they answered FCC payola charges which are causing holdup of their license renewal. (The Billboard, March 7, 1960.)

ABC told the agency that it cannot legally call a free record a "consideration," requiring a announcement under the statute. Unless both station and supplier understand that an obligation ensues to play the record, there is no legal "consideration" involved. ABC cites numerous court decisions to back its claim, in a plea for rule-making on the whole question. The net admits there may be some cases when records are accepted by a broadcaster under circumstances implying the existence of a contract, but these are not typical cases.

Two out of four Boston area stations whose license renewals are being held up, in the wake of FCC letters noting payola charges made during the Harris hearings, quoted the hearing testimony in their own defense. Two others, WMEX and WILD, have yet to reply. FCC had also charged that the information supplied, or omitted, in stations' answers to the Commission's December payola inquiry, did not match testimony at the Legislative Oversight Subcommittee hearings. (The Billboard, February 15; February 22.)

Bona Fide Ad

Station WORL wades right into the testimony of Harry Carter, Boston distributor head of Music Suppliers, who said he paid a total of \$3,900 for having his records featured on its "Hit of the Week" program. WORL's president, Jo-

(Continued on page 3)

FRANCE WINS EUROVISION WITH 'PILLIBI'

By DON WEDGE

LONDON — France won the Eurovision Song Contest for the second time here on Tuesday (29) with "Tom Pillibi" by Andre Popp and Pierre Cour. It was sung by Jacqueline Boyer, who was only appearing in her third major television show.

Watched by a live hook-up in every West European country except Spain and Portugal, the French entry tussled with Britain's "Looking High, High, High" for top placing.

Twice Britain led as the international juries voted in 13 capitals. Four votes from Sweden gave France the lead. The London jury, which could not vote for the British song, came last and gave five points to the French song which therefore finished with a 32-25 lead.

Monaco's entry, "Ce Soir-Là" ("That Evening"), written by Hubert Giraud and Pierre Dorsey, and sung by Francois Deguelt, was third.

Popp and Cour are established French writers, the former having a big international success with "Portuguese Washerwoman." Cour wrote "Oui, oui, oui, oui," which was third in last year's contest.

Jacqueline Boyer, a pretty 18-year-old who became internationally famous in a few minutes is the daughter of Lucienne Boyer, who made "Parlez Moi D'Amour" a hit. Altho singing professionally for two years, her previous TV appearances had been in the French heats to select their entry. Both she and mu-

(Continued on page 4)

Pre-Recorded Tape Sales Expected to Hit \$10 Mil in '60

Ampex Veepee Cites Need for Standard Tape Magazine System

By LEE ZHITO

HOLLYWOOD — Expansion of the pre-recorded tape market is so healthy that it's surpassing the fondest expectations of its most ardent champions to emerge as an important facet of the music industry. Herb Brown, Ampex veepee, head of its United Stereo Tapes subsidiary and present prexy of the Magnetic Recording Industry Association, predicts that tape sales will take a full 1,000 per cent increase during 1960 over the previous year's level. He estimates the tape market will hit a \$10,000,000 high during 1960 and soar to the \$150,000,000 mark within five years.

Mass Market Item

Tape, according to Brown, will become a mass market item as soon as a tape magazine system is accepted as the standard of the industry. In Brown's opinion, there will always be a market for reel-to-reel tape which will continue to appeal to a smaller but more select segment of the tape-buying public. The magazine, Brown said, will attract the customer who today shows his preference for a package set featuring a record changer. Reel-to-reel will continue to draw its sales from those buyers whose discriminating tastes lead them to a fine component turntable. Thus, Brown foresees a continuing co-existence between present-day reel-to-reel and the eventual tape magazine.

Brown's tape market forecast embraces all forms of tape—reel-to-reel, four-track, open-reel, two-track and the magazine. Today's burgeoning tape market owes its sales success entirely to reel-to-reel inasmuch as the magazine (or cartridge) has as yet to flex its muscles. In Brown's estimation, the industry will decide upon a standard magazine system sometime this year (see separate story) and once all manufacturers start making product available in that form, the magazine's sales will start zooming to deliver the predicted sales peaks.

Tape's Strides Spectacular

Tape's impressive strides today become even more spectacular when one recalls the depths from which it started its comeback. Stereo tape, in its original open-reel, two-track form, had developed into a small but vigorous segment of the total recording industry. Key record dealers started to stock tape to round out their inventory and the field continued to show a slow but promising expansion.

The stereodisk then made its appearance. Dealers, fearing the two-channel disk would outdate the tape system, started to unload their tape stocks. A number of companies who pre-recorded tape similarly cut back on their releases or completely bowed from the tape field. Most of these were record companies who had a natural preference for the disk system. For example, Capitol Records dropped tape production and has not as yet re-entered the field.

The half million owners of two-track stereo tape machines suddenly found themselves without ready access to pre-recorded tapes at their nearby music stores. In their eagerness to get music on tape, they started to buy their tapes from

(Continued on page 20)

Ampex Shares Earn \$1.02

REDWOOD CITY, Calif.—Ampex Audio here reports that its earnings for the first nine-month period of the current fiscal year are equaling expectations. Total sales of \$46,271,000 are up 72 per cent from last year's \$26,839,000. The earnings per share of stock were \$1.02 based on shares outstanding before the 3-for-1 stock split effective at the beginning of February.

Harris Gives DJA Praise

MINNEAPOLIS — Altho Oren Harris won't be able to attend the Disk Jockey Association's first annual membership meeting here—April 8, 9, 10—he bolstered the morale of deejays everywhere by telegraphing the following sentiments to DJA prexy Jim Hawthorne. KFWB, Hollywood:

"I applaud your efforts to crystallize your Association into a strong cohesive force in the interests of the radio industry and formulation of the code of ethics for those of your industry. Best wishes, Oren Harris." In addition to an expected turnout of about 200 deejays, the meet will also be attended by Broadcasters Todd Storz, Gordon McLendon, and representatives of the Storer and Westinghouse chains.

NEWS OF THE WEEK

Stations Differ on Plans To Cope With FCC Disk Ruling . . .

Altho the FCC was showing signs of becoming more reasonable about its directive to radio stations on free records, most broadcasters last week were going ahead with plans to cope with the edict as it stands now. Many of the key stations were buying records, but there was a wide difference of opinion about whether or not station libraries should be classified under the ruling. . . . Page 2

Rack Jobbers Meeting Gets Supermarket Survey Facts . . .

The 200 rack merchandisers assembled at the annual rack jobbers convention at the Tropicana Hotel in Las Vegas heard the results of the Life Magazine Survey on Record Sales in Supermarkets. Members also discussed rack jobber problems. . . . Page 3

Calif. State Fair Ups Gate to \$1, Offers Free Night Grandstand Show. . . California State Fair, Sacramento, boosted its outside gate admission to \$1 for adults, but will give customers a free night grandstand show as part of the bargain. Ticket rates for youths were put on a sliding scale. . . Page 61

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B'dcasters Chart Channels To Cope With FCC Edict

Approaches Vary; Some to Buy All Disks, Seal Libraries

By JUNE BUNDY

NEW YORK — Altho the FCC was showing signs of becoming more reasonable about its directive to radio stations on free records last Friday (1) (see separate story), most broadcasters were going ahead with plans to cope with the edict as it stands now.

The Metropolitan chain, (WNEW and WNEW-TV, New York; WIP, Philadelphia; WHK, Cleveland) decided to buy all its records, including all those they have used on the air since March

21. However, WNEW program director Mark Olds said they will continue to use their old library which they do not think comes under the directive.

Seals Library

On the other hand, the NBC flagship here, WRCA, has sealed up its library and is spinning only newly purchased disks. The CBS stations, which originally made announcements that records played on the air had been received free from manufacturers and distributors, switched its thinking last

week, and also decided to buy its disks. A CBS spokesman said the announcements were found to "disrupt the pace and entertainment level" of its shows. The CBS outlets will also discard most of its old record library.

Station KDAY, Hollywood, said it would buy its records and get them free as well, with local charities benefiting from the transaction. Outlet will ask record companies to contribute disks to such charitable foundations as the March of Dimes, etc. Station will then buy the records from the charities with proceeds going to the money-raising organizations. Just to make sure that it isn't skirting the FCC directive, KDAY will plug the fact the records come from the various charities, and by

(Continued on page 18)

VICTOR TO CUT POP SINGLES STEREO & MONO

NEW YORK — RCA Victor will release all of its pop singles simultaneously in stereo and monaural. The reason for this move, according to exec Bob Yorke, is the increased demand at the juke box and consumer levels for stereo 45 singles. Yorke noted that the new Elvis Presley record, "Stuck on You," and all future singles, including c.&w. will be released both ways. Victor is the first company to initiate the all inclusive stereo-monoaural singles policy.

Committee to Set Up Rating Service Study

WASHINGTON — The Harris Legislative Subcommittee will rate the broadcast rating service, in an independent study being made for them with the co-operation of the American Statistical Association. Oren Harris, chairman of the House Interstate and Foreign Commerce Committee, as well as the payola-probing subcommittee, said one of the rating services had already promised to reveal its methods, and the others were also expected to co-operate.

During recent hearings of the subcommittee on payola, Boston deputy Bob Clayton, of WHDH, testified that it was the tyranny of

(Continued on page 18)

Soria Series Stereo-Mono Prices Up

NEW YORK — RCA Victor has hiked the price of its Soria Series albums from \$4.98 to \$5.98, monaural, and from \$5.98 to \$6.98, stereo, per LP. (Increase also applies to two and three-LP sets.) The special price previously announced on the four-record sets of the Vienna Philharmonic wax-

(Continued on page 18)

Decca Names Cavallaro for April Honors

NEW YORK — Decca Records has designated the month of April as Carmen Cavallaro Month, in honor of, the pianist's 20th year with the company, and in honor of his new album "The Franz Liszt Story." Cavallaro's month will showcase all 17 best-selling albums by the pianist, including such outstanding sellers as the "Eddy Duchin Story," "Cocktails With Cavallaro," and "The King and I."

As a potent promotion behind Cavallaro, Decca has worked out a strong dealer incentive plan. Plans include stereo and monaural pre-packs available at savings to dealers who will be contacted by their local Decca salesmen with the pre-packs. There are also carefully planned promotion pieces such as centerpieces, window displays, streamers, counter display pieces, etc. Special kits have been made up for salesmen to promote Cavallaro sets. Last month (March), Pete Fountain's albums were specially promoted by Decca Records and sales exceeded expectations. Cavallaro's "Liszt" al-

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EDITORIAL

A Unified Voice

The panic occasioned by the FCC's March 16 directive has not died down. Quite the contrary: It has increased to the point of trauma as manufacturers find themselves unable to promote a product whose very existence depends upon promotion.

To cope with the situation, a meeting of record industry representatives must be called to present to FCC Commissioner John Ford a unified picture of the industry's problems and aims.

The timing is extremely propitious inasmuch as FCC Chairman Frederick Ford has asked for comment relative to the effect of the FCC's March 16 directive.

The emergency record industry meeting must have several specific aims in mind:

1. The industry must indicate its good intent; its willingness to end flagrant abuses; its support of a law making payola and subversion of the airways a criminal offense.

2. The industry, acting in concert at the meeting, must draw attention to the inadvertent hardships created by the FCC — hardships affecting every segment of the music field, especially small record manufacturers, distributors, publishers, songwriters, vocalists and instrumentalists.

3. The meeting should express the hope that the FCC encourage record manufacturers to develop a solution in keeping with creative enterprise and high business standards. In the interim, however, temporary alleviation must be sought from the FCC, in order that the music business and the broadcasting business be enabled to function in a condition at least approaching normalcy. A moratorium on some of the most stringent applications of Section 317 regarding the use of sample disks would be in order.

4. Finally, a committee appointed by the industry should consider the advisability of establishing in the future a permanent office to represent the record industry on many levels: Public relations, contact with federal regulatory agencies, etc. A logical head of such an office would be an individual of national stature, drawn from outside the music business, who would perform similar to those of arbitrators or commissioners in the film business, the garment industry, baseball and football leagues.

In brief, the office would strive for self-regulation in the industry, and the maintenance of good will at governmental and consumer levels.

Traditionally, the record industry mirrors the American concept of rugged individuality. Let us save that—but within a framework of morality.

What is necessary now is a unified voice.

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SUMMIT DRUMBEAT

Elvis, the Colonel, Sinatra & Mitch

By REN GREVATT

MIAMI BEACH, Fla. — One of the heaviest concentrations of powerful disk talent ever to gather under one roof was the proud boast of Ben Novak's Fontainebleau Hotel this week. The assemblage, which included such names as Frank Sinatra, Sammy Davis Jr., Dean Martin, Mitch Miller and the greatest rocker of them all, Elvis

Presley, was not without its more colorful offshoots.

The presence of Sinatra, Davis and Presley was occasioned by the much-publicized taping of the Frank Sinatra Timex Spectacular for showing on the ABC-TV network on May 12. Martin was here to open in the hotel's La Ronde Room at the conclusion of Sinatra's three-week engagement, while Miller was present to conduct a gigantic "sing-along" show in the grand ballroom of the hotel Friday (25). Whether Miller and Sinatra, who have occasionally exchanged charges regarding the use of BMI and ASCAP song material during

(Continued on page 18)

Air Standards To Get Teeth?

WASHINGTON — A special operational team has been named today by the NAB to direct the extension of the standards of good practice for radio broadcasters to both members and non-members of the National Association of Broadcasters and to help set up machinery for putting teeth in the standards.

The standards have been operating under the honor system with formal subscription limited to NAB members. The NAB Radio Board of Directors earlier this month authorized formal subscription to the standards by non-members as well as members and directed that machinery be set up to

(Continued on page 18)

SAMPLERS FOR CAP 'BOWL' SETS

HOLLYWOOD — Capitol will issue several thousand album samplers comprised of selections from the 25 Bowl packages issued by the label. The samplers will be included with the new Bowl album to be issued this month, "Love Scenes," at no cost. Double-record package will sell for the usual single disk album price of \$4.98 for monaural and a dollar more for stereo. Purpose is to provide added exposure to the other Bowl recordings in Capitol's catalog.

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WALLICHS' FCC TELEGRAM BLUEPRINT FOR INDUSTRY

NEW YORK—Industry sentiment relative to the severe strictures imposed by the FCC's March 16 directive has been crystallized by Glenn Wallichs, president of Capitol Records, in a wire to Frederick Ford, FCC chairman, March 29.

The Wallichs' wire, which urges the communications executives to reconsider the interpretation of Section 317, is notable from several points of view.

It is the first move by a record industry executive to tackle the difficult problem of seeking industry relief from a federal agency whose primary concern is radio rather than records.

The move is also significant in that it has been made by the president of a major company, at a time when indies feel the majors have much to gain in the present confused state of record-radio relations. This aspect of the communique places it above and beyond any hint of partisanship or selfish motivation.

Wallichs' wire states:

"No doubt you and the commission are staggering under the burden of communications from the broadcasting industry requesting clarification and possible revision of Section 317 of the Communications Act. I hesitate to add yet another voice from an outside industry no matter how closely related. I do so only because some of the developing effects of the present literal interpretation of Section 317 seem to be the creation of a situation in which it is all but impossible for new, young talent to be heard via records.

"New, young talent is to a large degree the life blood of the record industry and I am certain it is not the intention of the Commission to stifle opportunities for such talent. For this reason I respectfully ask in behalf of Capitol Records and young performers throughout the entertainment industry that you and your fellow commissioners reconsider the interpretation of Section 317.

"Capitol Records and its personnel, of course, stand ready to aid the Commission in any way possible to solve this problem so that the best interest of the public, the broadcasting industry and the record industry are served."

The timing of Wallichs' statement is propitious. It gives FCC Chairman Ford a resume of disk industry sentiment and problems just prior to the Chicago meeting of the broadcasters (April 3-6), at which time Chairman Ford will undoubtedly receive further information relative to the broadcasters' view of what is a mutual radio-record problem.

Late April Hearing Set for Dick Clark

WASHINGTON — The day of reckoning for Dick Clark, his associated enterprises, and some 20 to 30 witnesses culled from the Philadelphia area, has been tentatively set for the week of April 21, the Harris payola probes have announced. Clark has been under subpoena since January, and last week was notified to be ready for public hearing, by the House Legislative Oversight Subcommittee.

A recent memo from the Subcommittee gave a progress report on the elaborate investigation of the Philadelphia deejay's music connections, both before and after the announcement of divestiture of his music interests, by his network, American Broadcasting Company (Billboard, March 28, 1960). Some 80 persons who had had connections with the Clark royalty, pressing, distributing and other interests, were under study, the Subcommittee said.

If previous patterns for the hearings covering Boston and Cleveland areas hold true, many names tagged by the Federal Trade Commission in its payola complaints against Philadelphia area labels and distributors could come up in the course of the committee hearings.

So far, the Federal Trade Commission has signed consents with these Philadelphia distributors and

Rackers Pick Best Seller

LAS VEGAS, Nev. — Despite his absence from the country last year, Elvis Presley was named the best selling male artist and Connie Francis was picked the best selling female artist during 1959 in the National Association of Record Merchandisers' first annual awards presented here Saturday (2) at the conclusion of NARM's convention. NARM requested its members to report confidential sales figures

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their principals: Universal Record Distributing Corporation, and Harold B. and Clara B. Lipsuis, and Harry Finfer; Main Line Distributors, Inc., and Haskell and

(Continued on page 18)

Fowler Joins Wallichs Disk Store Chain

HOLLYWOOD — Veteran record industry exec Bill Fowler returns to the Coast to join the expanding Clyde Wallichs Music City Stores as veepee in charge of his post as veepee of Herald's Ra-

(Continued on page 18)

FCC Invites Trade Comment On Free Air Record Stand

• Continued from page 1

seph A. Dunn, said the whole operation was a bona fide payment for advertising, with commercial announcements. Announcements identified the program as "Music Suppliers' Hit of the Week," then identified the hit record, and told where it could be bought, WORL claims.

The claim is backed up by affidavit of Arthur Haley, former manager of the station, who left in August 1959, and by its present manager, Bill Givens, who testified to a largescale freebie trek to New York when he was with Westinghouse outlet WBZ. Of the later episode, WORL says that was another time—another station—and Givens had only acted under orders from management.

All three also claim that "selection" of the hit of the week from the Music Suppliers' records

Life Mag Supermart Survey Highlight of NARM Meet

By LEE ZHITO

LAS VEGAS, Nev. — Members of the National Association of Record Merchandisers attending their second annual convention, held here last week at the Tropicana Hotel, considered mutual problems facing the rack jobbers and studied ways and means of boosting sales on record racks. Need for more promotion as the major means of bettering the record jobber's business emerged as the convention's continuing theme.

A highlight of the gathering was a report on Life Magazine's survey of record sales in American supermarkets presented by Ralph S. Gallagher, Life's marketing manager. Life surveyed married women in six cities, interviewing them as they left supermarkets.

Women were asked whether they bought disks. Sixty-two per cent of those who bought disks in supermarkets said their record purchase had been unplanned at the time they entered the store, hence were an impulse.

Basic buying habits and tastes in music remained the same among women who purchased disks in supermarkets and those who bought their records at record stores. For example, both groups were identical in their reasons for buying certain disks: 25 per cent said they liked the artist; 19 per cent bought their records because they liked the selection; 15 per cent were swayed to choose a record at the request of a youngster (under 18 years of age).

Size of record collections are the same among those who buy

disks in food stores and record buyers who prefer record stores with an equal preference shown for pop, classical and jazz. Of a group who said its last record was purchased at a supermarket, 56 per cent gave convenience as the major advantage of buying disks in food marts.

Women gave as disadvantages for buying records in supermarkets as follows: 25 per cent blamed lack of listening facilities; same percentage mentioned small selection in disk stock; 14 per cent said they felt disks in the supermarkets of poorer quality; 12 per cent felt the artists on record racks were second rate.

Among those who found no fault with disk quality on record racks, listed labels in the following order of preference: 57 per cent voted for RCA Victor, 51 per cent named Columbia, 31 per cent mentioned Capitol, 23 per cent listed Dot, 20 per cent gave Decca, 11 per cent named Camden, 9 per cent voted for Mercury, and 33 per cent mentioned other labels. (Totals of percentages go beyond 100 per cent since those interviewed named more than one label.) (Survey results were part of a labora-

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Chi Trade Resigned To Payola Outlawry

Confusion, Anger Still Rampant Over FCC Ruling on Free Records for Air

By BERNIE (THE CAT) ASBELL

CHICAGO — Tradesters here seem resigned to passage by Congress of a law to outlaw payola. In careful, quiet tones, some even admit they'd welcome it, provided that the law is not a strait jacket and at least leaves room to "be sociable."

Two anti-payola bills were introduced last week by Rep. Emanuel Celler (D-N.Y.). One provides a maximum penalty of \$1,000 and a year in jail for payoffs and the other holds the broadcast licensee responsible for payola acts by its employees if the act continues for six months.

Meanwhile, a combination of confusion and anger continued over the recent FCC ruling to modify the practice of distributing free records to stations.

Milt Salstone, head of M-S Distributors, predicted the order will soon be overhauled.

"If the order sticks," he said, "the indies had better get together to protect themselves or we'll be put out of business."

He said that if stations are hampered in auditioning a wide variety of new product, they will take the

easy path of sticking to big name artists who, in the main, are signed to the majors.

Salstone was typical of those who feel that an anti-payola law would be acceptable "if it clearly defines payola." Such a law, he said, should make it possible to be "sociable in reaching for a check" and to "give an ordinary gift for holidays like Christmas, for birthdays, new-born babies and housewarming."

These privileges, in Salstone's view, are necessary defenses by the indies against the majors.

(Continued on page 18)

London Ups Longhair Stereo \$1

NEW YORK—London Records this week upped the list price of its classical stereo series—CS 6000 series—from \$4.98 to \$5.98. The regular distributor and dealer discount structure will apply to these \$5.98 disks.

Congressman Urges Payola Reports Now

WASHINGTON — Rep. Thomas O'Neill wants the Federal Communications Commission to make an immediate check on all licensees whose personnel are involved in payola in Federal Trade Commission findings, and report results to Congress. O'Neill says talks with delegates to the White House Youth Conference convinced him that the "captive audience" of American youth must be safeguarded from the demoralizing effects of payola, and the rock, "a type of sensuous music unfit for impressionable minds."

O'Neill says if the FCC follows its proposed plan to take up each case at license renewal times, which are staggered over a three-year period, the steam may have

(Continued on page 18)

Sets Up New Mfr.-Distrib Contact Firm

HOLLYWOOD — Guy Ward, disk biz vet, has formed Record Distributors Contact Service, which will cover the 11 Western States as a manufacturers' rep for various recording companies. In this capacity, Ward and his associates will call on the labels' distributors, rack jobbers, one-stops and electronics houses to expose clients' new releases and take orders.

DCS is making its services available to all labels seeking in-person contact in this area. In servicing outlets on behalf of manufacturers, Ward said, his firm will also act as an information bureau covering all data and facts concerning the product issued by his clients.

DCS provides a unique approach to the problem of maintaining liaison between manufacturer and distributors in the West as experienced by many of the Eastern-based labels. Ward has covered the Coast territory for a number of labels for more than a decade.

Pilgrim Broadcasting Company, owner of WORL, says it is in the painful position of having its renewal license held up when it is in the midst of transfer negotiations.

WHIL, of Medford, Mass., said it could not be held responsible for payola involvement of its deejay Don Masters. Masters testified in closed session at the Harris payola hearings, but the station says a letter signed by the deejay admits management had no knowledge of what went on.

WHIL also denies any responsibility for the fact that promotion man Harry Weiss got broadcaster stationery, signed by Masters, and by other deejays, on which Weiss made his own record list, and sent it to "Cash Box" to be reckoned in chart ratings.

(Continued on page 18)

was a matter of station choice, by management. This argument is used to brush off testimony, that two of the WORL deejays got a few "minimal" payments, and \$25 gift certificates from distributors to push record selection. The deejays had no voice in the individual selection of the "Hit of the Week," says WORL.

About the FCC's latest requirement for identification of free records, WORL says it should not be required, any more than identification of other free material submitted for station review, such as new books. Also, the only absolute assurance management could have about these announcements being made, would be to pretape or predetermine every record to be played, and every word to be spoken — which would kill any spontaneity in programming.

Overseas News Front

London Newsnotes

By DON WEDGE

News Editor, New Musical Express

Originally scheduled for April 14 release, Decca moved up the release date of the first post-Army Elvis Presley sides ("Stuck On You" b-w "Fame and Fortune") and issued the disk last week (1). This fortnight's advancement was designed to get ahead of the usual Easter slump and give Presley an early chance to get re-established with his first release. It was also a major production job, with Decca only being able to give dealers a five-day warning of their decision. It has been revealed here that the sides were chosen last fall when Elvis was visited in Germany by U. S. publisher **Freddie Bienstock** of the Aberbach (Hill & Range) group.

Duane Eddy has proved so successful on the early dates of his British tour that he has been extended for an extra fortnight. He will play two variety weeks—April 11-16 in London at Finsbury Park Empire and April 18-23 at Liverpool Empire, as well as Sunday concerts. The Liverpool date is astounding as he appeared there only last week. This is one of the quickest returns of recent British show business. Eddy had planned two months off the road for a vacation and recording, but this period is now shortened because of the extension.

After visiting London in February for Palladium TV, **Pat Boone** decided to invite several British stars to guest on his U. S. TV series. **Dave King**, last Thursday (31), was the first. . . . When the British staging of "The Most Happy Fella" is launched on April 21. Composer **Frank Loesser** and his wife plan to leave London for a five-month Continental holiday before returning to New York. . . . **Moss Empires** held a press reception for **Liberace** who opens at the Palladium on Wednesday (6). For his visit Coral has issued Liberace's "Let There Be Peace on Earth."

"Living Doll" composer **Lionel Bart** was leaving London for New York March 29 in connection with the Broadway staging of "Lock Up Your Daughters." His visit is expected to last about a week. . . . Publisher **Julian Aberbach** (accompanied by his wife) was expected to visit his London office after Continental visit on way back to U. S.

Rodgers and Hammerstein's "Flower Drum Song" opened at the Palace with sniping from the lay press and \$300,000 box office advance. So far there are 10 singles, two EP's and five LP's issued of music from the show. . . . **Mantovani** was interviewed on Bavarian radio in Munich last month when he flew out for the 500th anniversary of a request program on which he is the most demanded artist. . . . **Leslie Grade**, top agent and impresario, flew to U. S. March 26 for talks with GAC in New York, Los Angeles and Las Vegas. . . . The **Count Basie** band returns for a three-week one-nighter schedule on Saturday (9). . . . **Josh White** opens same day for a similar period of concerts, TV and radio dates.

During his current British tour, **Bobby Darin** wants to visit New Scotland Yard—national police HQ! . . . Darin and manager, **Steve Blauner** both highly complimentary of backing from **Bob Miller's** 13-strong crew, the Millermen. . . . **Marty Wilde's** parents are naming the house he gave them in suburban London "Donna" after his biggest British hit. . . . **Cockney Laurie London**, who at 14 won a gold disk with "Whole World in His Hands" two years ago, now has a three-film contract with a German company.

Two of Britain's strongest girl singers, **Alma Cogan** (HMV) and **Joan Regan** (Pye) are competing against each other and Vista's **Annette** (Top Rank here) for Top 20 honors with "O Dio Mio," released April 1. . . . There will also be heavy competition as **Sam Cooke** (RCA) tries to repeat his U. S. "Teen-Age Sonata" success. Rank's are giving top exploitation to newcomer **Kenny Day**, and Philips have covered it with **Jimmy Lloyd**. . . . Top Rank's other new releases included **Rosco Gordon's** "Just a Little Bit" and **Jimmy Reed's** "Baby, What You Want Me to Do?"

From the Decca group is a big effort on **Brenda Lee's** "Sweet Nothin'" as well as **Carl Dobkins' "Lucky Devil"** and **Bob Beckham's "Crazy Arms"** (all on Brunswick); on London is **Barrett Strong's "Money"** and the **Bill Black Combo's "White Silver Sands."**

From EMI, Capitol issued **Stan Freeberg's "Old Payola Roll Blues,"** and Columbia released **Ronnie Hawkins' "Clara."** HMV issued the "Fabulous Fabian" LP and other albums included **Sarah Vaughan's "Great Songs From Hit Shows (Part 2)"** and **Dinah Washington's "What a Difference a Day Made"** on Mercury and **Connie Francis' "Country and Western Golden Hits"** (M-G-M).

Bobby Darin is consolidating his position as a chart name here. His "Clementine," the rush released by Decca's London-American label, entered the top 20—the only newcomer in its first week at No. 19. . . . Biggest jump of the week was made by **Jimmy Jones' "Handy Man"** (M-G-M), **Max Bygraves' "Fings"** and **Cliff Richard's "Fall in Love With You."** . . . Pye claims a 250,000 first-week figure for **Lonnie Donegan's "My Old Man's a Dustman,"** which topped the charts five days after hitting the market. . . . **Neil Sedaka** (RCA) seems set to return to the top 20 with "Stairway to Heaven," released on March 18 and beginning to show. . . . **Steve Lawrence** may get his first British hit with "Footsteps" released by HMV, and **Jim Reeves** is virtually certain to win with "He'll Have to Go."

Belgian Newsnotes

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

Count Basie and his big orchestra played Brussels on March 27th. This was the 499th jazz concert, sponsored by the Hot Club of Belgium, a powerful national club, gathering jazz lovers from all over Belgium. The 500th concert, which will take place April 10, features **The Modern Jazz Quartet**. On this special occasion, the Minister of Education will be present.

Bobbejaan Schoepen, Belgium's most popular singer, comes to the U. S. in November, after finishing a movie in Germany. Bobbejaan, whose Decca recordings such as "Cafe Zonder Bier" and "Hutje Op De Heide" have been smashes here, has made a German version of this first tune, titled: "Ich Steh' an Der Bar und Habe Kein Geld." The song comes from England, where it was very popular as "A Pub With No Beer."

Best Selling Pop Records in BRITAIN

Week ending March 26, 1960
(Courtesy New Musical Express)

Last Week	This Week	Title	Artist
1	1	MY OLD MAN'S A DUST-MAN	Lonnie Donegan (Pye)
1	2	RUNNING BEAR	Johnny Preston (Mercury)
9	3	FINGS AIN'T WOT THEY USED T'BE	Max Bygraves (Decca)
10	4	EALL IN LOVE WITH YOU	Cliff Richard (Columbia)
5	5	THEME FROM A SUMMER PLACE	Percy Faith (Philips)
3	6	DELAWARE	Perry Como (RCA Victor)
14	7	HANDY MAN	Jimmy Jones (M-G-M)
7	8	WHAT IN THE WORLD'S COME OVER YOU?	Jack Scott (Top Rank)
6	9	YOU GOT WHAT IT TAKES	Marv Johnson (London)
8	10	BEATNIK FLY	Johnny and the Hurricanes (London)
15	11	DO YOU MIND?	Anthony Newley (Decca)
4	12	POOR ME	Adam Faith (Parlophone)
16	13	WILD ONE	Bobby Rydell (Columbia)
13	14	SUMMER SET	Acker Bilk (Columbia)
19	15	HIT AND MISS	John Barry Seven (Columbia)
12	16	ON A SLOW BOAT TO CHINA	Emil Ford (Pye)
11	17	WHY?	Anthony Newley (Decca)
17	17	BE MINE	Lance Fortune (Pye)
—	19	CLEMENTINE	Bobby Darin (London)
19	20	WHO COULD BE BLUER?	Jerry Lordan (Parlophone)
—	21	WILLIE AND THE HAND JIVE	Cliff Richard (Columbia)
—	21	HE'LL HAVE TO GO	Jim Reeves (RCA Victor)
—	23	COUNTRY BOY	Fats Domino (London)
—	24	COLETTIE	Billy Fury (Decca)
—	25	PRETTY BLUE EYES	Craig Douglas (Top Rank)
—	26	LOOKING HIGH, HIGH, HIGH	Bryan Johnson (Decca)
—	27	STAIRWAY TO HEAVEN	Neil Sedaka (RCA Victor)
—	28	FOOTSTEPS	Steve Lawrence (HMV)
18	29	VOICE IN THE WILDERNESS	Cliff Richard (Columbia)
—	30	MY HEART	Gene Vincent (Capitol)

Best Selling Pop Records in ITALY

Week ending March 26, 1960
(Courtesy Musica E Dischi di Milan)

Last Week	This Week	Title	Artist
—	1	ROMANTICA	Tony Dallara (Music)
—	2	MARINA	Rocco Granata (Bluebell)
—	3	QUANDO VIEN LA SERA	Jor Sentieri (Juke-Box)
—	4	DANNY BOY	Conway Twitty (M-G-M)
—	5	WHY?	Frankie Avalon (Chancellor)
—	6	LIBERO	Domenico Modugno (Fonit)
—	7	IT'S TIME TO CRY	Paul Anka (Columbia)
—	8	E' VERO	Mina (Italdisc)
—	9	MR. BLUE	Fleetwoods (Top Rank)
—	10	ENCHANTED SEA	Islanders (Top Rank)
—	11	MONA LISA	Conway Twitty (M-G-M)
—	12	KRIMINAL TANGO	Piero Trombetta (Columbia)
—	13	OH CAROL	Neil Sedaka (RCA)
—	14	PERSONALITA	Catherina Valente (Decca)
—	15	IL MARE	Sergio Bruni (Voce del Padrone)
—	16	E' MEZZANTOTTE	Joe Sentieri (Juke-Box)
—	17	MACK THE KNIFE	Bobby Darin (London)
—	18	ERI PICCOLA	Fred Buscaglione (Centra)
—	19	BELIEVE ME	Royal Teens (Capitol)
—	20	SANDY	Craig Douglas (Top Rank)

ATLANTIC LABEL TO GO GLOBAL

NEW YORK — Atlantic Records will soon issue its own records with its own label name around the world. This is the word from Atlantic exec Neshui Ertegun, who headed for Europe last week (1) to visit the firms' distributors in England, France, Germany, etc.

While in Europe Ertegun will also do some recording. He is slated to wax the Modern Jazz Quartet in Stockholm during a live performance there. Ertegun is due back in the U. S. in about a month.

Japanese Hail Offshore Disk Artist Tour

TOKYO — Recording personalities and groups touring and working in Japan have caused much excitement and drawn large crowds to performances here. The Trio Los Panchos from Mexico has finished a successful concert tour and has recorded 24 songs at Nippon Columbia Studios. Although many of their records have been released here, their first LP, "Trio Los Panchos en Tokyo," which includes five Japanese songs, has been marketed. Trio Las Diamantes (RCA Victor) will tour 21 key cities when it arrives here April 5.

Perez Prado with band and singers are currently performing at the International Theater here. They have cut a Victor LP which contains some current Japanese hits as well as the usual Prado Latin fare. Two original compositions, "Japanese Impressions" and "Mambo Suga" are included, the latter written in honor of Princess Suga's recent wedding. Latin music is very popular in Japan, and appears constantly on radio, TV, stage and on records.

Nat King Cole is currently negotiating with Angel Records here to record Japanese hit songs in their native language. One song under consideration for Cole waxing is "Black Flower," already a big hit for the label. Cole is currently in this country making a movie with the same title. The song is its theme.

First Warner Bros. British Release Features Everlys

LONDON—Decca has scheduled the first Warner Bros. release for next Friday (8). No titles have been given, but, as expected, it will be sides by the Everly Brothers.

The Everlys arrived in London April 1 to make their British debut two days later. Traveling with them was their manager, Wesley Rose, and his wife.

The duo make their British television debut in ATV's "Startime" on April 14, and are expected to tape another 60-minute show during their stay. The rest of their itinerary is completed by nationwide one-nighters.

"Too Much Tequila" is expected to be very popular here. Belgium's top band, **Francis Bay**, plays it on Philips Records, while the original version by **The Champs** is available on the London label. Flipside of the Bay recording is another catchy melody, "Chiquita," a **Ray Martin** tune also recorded by himself.

More on "Too Much Tequila." French lyrics have been written and **Dalida**, most popular French female singer, will record it under its French title, "Dans Les Rues de Bahia," which means "On the Streets of Bahia."

At last, Flemish covers have been made on two of the most outstanding songs from "My Fair Lady." The local lyrics, written by **N. Byl**, have been approved by **Al Lerner** himself and recorded by **Rina Pia**, on Barclay Records. The titles: "Ik Had Zo Graag Gedanst" (I Could Have Danced All Night) b-w "In de Straat Waar Je Woont" (On the Street Where You Live).

France Wins Eurovision With 'Pillibi'

Continued from page 1

sical director **Frank Pourcel** recorded "Tom Pillibi" for HMV in Paris before the contest. It is published by Chappell.

Britain's "Looking High" was written by **John Watson** and sung by **Bryan Johnson**. He has also recorded it for Decca, the disk reaching the top 20. It is published by Robbins.

The event is organized by the European Broadcasting Union, which embraces every radio and TV set-up west of the Iron Curtain, as the television link grows, EBU officials anticipate that additional countries will take part. This year there were 13 participants, but the show was also seen in Finland and by Belgian Flemish viewers.

New Brit. Firm In U. S. Deals

LONDON — Four U. S. disk labels specializing in classical music—Parliament, Artia, Whitehall and Westminster — are to be distributed in Britain by a new company, Associated Records, Ltd. The disks are being imported direct from the U. S., and the first release was scheduled for April 1.

However, the company hopes to acquire American pop and jazz labels in the near future. They plan to record in Britain early in 1961, and will open their own pressing plant before the end of the year.

Releases on the Parliament and Whitehall labels will be priced at 22s. 6d., (\$2.98) (thus competing with most British low-price lines), while Artia and Westminster 12-inch albums will sell at 39s. 9d. (\$5.56).

Repertoire manager of Associated Recordings is former HMV executive **P. H. C. Higgins**. Both the sales manager, **K. L. Whiting**, and the advertising manager, **P. C. H. Lamb**, were formerly with Deutsche Grammophon. Managing director is **D. M. Bennett**.

Best Selling Pop Records in BELGIUM

Week ending March 26, 1960
(Courtesy Juke Box Magazine)

Last Week	This Week	Title	Artist
—	1	MUSTAPHA	Bob Azzam (Barclay)
—	2	EEN HUTJE OP DE HEIDE/INDE SCHADUW VAN DE MIJN	Bobbejaan Schoepen (Decca)
—	3	PUPPY LOVE	Paul Anka (ABC-Paramount)
—	4	OH CAROL	Neil Sedaka (RCA Victor)
—	5	IT'S TIME TO CRY	Paul Anka (ABC-Paramount)
—	6	MILORD	Edith Piaf (Columbia)
—	7	LA BELLA	Rocco Granata (Moonlight)
—	8	RED RIVER ROCK	Johnny and the Hurricanes (London)
—	9	PUT YOUR HEAD ON MY SHOULDER	Paul Anka (ABC-Paramount)
—	10	MARINA	Rocco Granata (Delahay-Tonaly)
—	11	NE JOUE PAS	Collette Derael (Polydor)
—	12	PILOU PILOU HE	Gilbert Beaud (Columbia)
—	13	Salade de fruits	Bourvil (Pathe)
—	14	Marchand de bonheur	Dario Moreno (Philips)
—	15	CAFE SANS EXPORT	Bobbejaan Schoepen (Decca)
—	16	DIEP IN MIJN HART	Jo Leemans ALS STERREN FLONKEREND (Philips)
—	17	TOO YOUNG	Bill Forbes (Columbia)
—	18	SUGAR BABY	Peter Kraus (Polydor)
—	19	BLOEIENDE TWIJGEN	Zangeres zonder naam (Philips)
—	20	I'LL NEVER FALL IN LOVE AGAIN	Johnnie Ray (Philips)

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THE BILLBOARD
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MUSIC VENDOR

A MUSIC REPORTER PICK
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"FIRST LOVE"

and

"ONE MOON, ONE SIGH, ONE KISS"

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This internationally famous vocal group stylizes 12 beautiful songs about the sea. Includes Harbor Lights, Sleepy Lagoon, Ebb Tide and 9 others.



MG 20508/SR 60185
The perfect house-party album of Broadway hits, done with a subtle touch of Dixie with just enough beat, and plenty of nostalgia.



MG 20573/SR 60233
A most timely release by Patti, aided by 40 voice choir presenting America's beloved spirituals and hymns.



MG 20506/SR 60183
Ralph, with Hollywood's greatest All Star musicians assembled the greatest Marterie Album ever! 14 swinging standards.



MG 20572/SR 60232
Miss "D" presents a combination of evergreens and originals to a lush back-drop for great listening.



MG 20583
A collection of golden hits by the original artists. Ruby, Melody of Love, Caravan, and other greats.



MG 50210/SR 90210
Brahms Horn Trio—Szigeti, Horowitzski, Barrows.



MG 50213/SR 90213
Ravel Le Tombeau De Couperin—Detroit Symphony—Paul Paray.



MG 50229/SR 90229
Dupre at St. Sulpice, Vol. 2—Marcel Dupre.



MG 50234/SR 90234
Wagner Tannhauser Overture and Venusberg Music—London Symphony—Antal Dorati.



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Solons Rap Mfrs. Disk Piracy Stand

WASHINGTON — A report out of the Senate Rackets Committee last week scolds record manufacturers for encouraging disk counterfeiting by continuing to supply distributors like Lormar, a one-stop operation with a history of gangster connections, and sales of counterfeit disks in Chicago.

The report, a final one on the committee's hearings on racketeer

infestation of the coin and juke industries, exonerates Tommy Leonetti, whose one-time manager tried to strongarm juke play of Leonetti disks, via gangster connections. (For complete details on report of the McClellan Rackets Committee, see Coin Machine section.)

During the February, 1959, hearings on the activities of Lormar around Chicago, Sen. Carl Mundt was shocked to learn that record manufacturers were still shipping labels to the Lormar one-stop, altho its owner had been caught counterfeiting their own product. Labels had taken no action, the culprits had gotten off with a \$50 fine. Mundt warned the record companies that "this encourages somebody else to counterfeit."

The report says the predicted evil came within the year, with a rising tide of disk piracy reported in "the industry's leading periodical," The Billboard. The report quotes a November 9, 1959, Billboard article on the sweep of counterfeits across the country and into the New York area. (A later story in this connection notes that as much as 20 per cent of hit record sales are being drained off via hot platters, on which no royalty or excise is paid. Billboard, December 14, 1959.)

Of Tommy Leonetti, whose one-time manager, Ambrosia, had reportedly tried to scare Chicago juke operators into pushing the singer on their boxes, the report states: "The committee is pleased to confirm that no derogatory information about Mr. Leonetti has come to its attention." Leonetti told the committee that he had dropped Ambrosia after a couple of years in which the Ambrosia tactics brought the singer nothing but debts. (The Billboard, March 3, 1959.)

Forum Intros New Pop LP Series

NEW YORK — Roulette Records is introducing a new series of pop LP's in its low-priced album line, Forum Records, heretofore strictly a classical label.

Forum's new pop line will retail at the same price as the classical packages — \$1.98 monaural, \$2.98 stereo. Featured in the series are packages by Jimmie Rodgers, the Playmates, the Radio City Symphony Ork directed by Raymond Paige and Bonnie Alden.

The new line was unveiled by Roulette's executive veepee Joe Kolsky at the National Association Rack Merchandisers' convention in Las Vegas last week. Another 10 pop albums will be released under the Forum label shortly. Forum now has more than 20 classical LP's in its catalog.

Verve Sets April Discounts

HOLLYWOOD — Verve Records is instituting an across-the-board discount of 15 per cent for the month of April on all Verve albums released up until the end of March. The discount is available for both dealers and distributors during April. It includes key Verve sets, including the Shelley Berman sets, the Jonathan Winters LP, the Ella Fitzgerald "Irving Berlin Songbook," the new Ella "Hello Love," album, and the Oscar Peterson Trio jazz version of "Fiorello."

ASCAP, NAB TO BURY HATCHET FOR BANQUET

WASHINGTON — Whatever their differences, broadcasters and the American Society of Composers, Authors and Publishers will bury the hatchet this week during ASCAP's big night of entertainment at the annual banquet finale of the National Association of Broadcasters' convention in Chicago Wednesday (6). It is traditional for ASCAP to alternate with Broadcast Music, Inc., in providing banquet entertainment on alternate years.

Meanwhile, Broadcast Music, Inc., is providing a "star-studded" show here today (4) for the mammoth GOP campaign kickoff rally at the Uline Arena. The real headliner, of course, will be President Eisenhower. BMI show will be emceed by Sammy Kaye, and will star gospel singer Mahalia Jackson, TV comic Sam Levenson and Metropolitan star Roberta Peters. The Ralph Hunter choir will present two numbers from the hit Broadway musical, "Fiorello."

ASCAP's revue for the broadcasters will headline Roberta Sherwood, night club and TV singing star, with Harvey Stone, comedian, emcee. Frank York and his College Inn Orchestra will provide music for the big NAB evening. Other acts will include the Dominques, Cuban acrobats; Renaux the Magician; and Pompoff, Thedy and Family, a comedy musical act.

The NAB convention, its 38th, expects about 2,500 broadcasting industry leaders, plus others demonstrating broadcasting equipment, for a grand total of 4,000. New FCC chairman Frederick W. Ford will talk on radio and TV programming, in what could be a very chill atmosphere, in the wake of FCC's recent stringent order on free record announcements.

Deejay Starr Exits WNEW

NEW YORK — Lonny Starr, long-time WNEW deejay here, left that outlet last week as the result of a reshuffling of staff assignments.

Dick Partridge has taken over Starr's 11:30 a.m. to noon time period with a new show, "Meet the Boys," featuring male vocalists. Starr's afternoon time—2-4 p.m.—has been split between Bob Landers—now on from noon to 3 p.m. and Partridge, 3-4 p.m.

Pete Myers' evening show has been changed to 8-10 p.m., and new jock, Jean Michel goes on an hour earlier, 10 p.m.-midnight. The rest of the schedule remains the same.

Epic Skeds 11 April Sets

NEW YORK — Epic Records is issuing four classical and seven pop albums for April. Classical sets are headed by Darius Milhaud's "The Four Seasons." Other sets include works by Berlioz, Debussy, and a debut album by pianist Charles Rosen of two Ravel works.

New Epic pop sets include the sound track of the movie "Black Orpheus," and albums with Marty Wilde, Roy Hamilton, a polka set, Lee Castle and the Jimmy Dorsey ork, Phil Woods and Gene Quill, and an album by a new group, the Raunch Hands.

SORD CHIEF SPEAKS

Distribution Boost, Dealer Co-Ops Vital

MIAMI BEACH, Fla. — The need for increased distribution outlets and the importance of co-operative buying, were key topics of an informal meeting of the Florida Record Retailers Association held Thursday (24) in the Dominion Coffee Shop of the Americana Hotel.

Helming the session was Association veepee Martin W. (Mike) Spector, who operates Spec's Record Shop in nearby Coral Gables, and who doubles as prexy of the Society of Record Dealers of America (SORD).

Spector noted "the problems that many of us have in getting the merchandise we need when we need it most from a number of distributors, particularly those representing major labels." Spector said that when a hot single or album starts to make a lot of noise in a given area, it is often difficult

to get a heavy enough allocation of merchandise while the demand is hottest. "That's when we have to start looking far afield, anywhere, where we can get the stuff. Why not have a couple of distributors of the same line for the same area? If there were more competition for the dollar, the distributor would be forced to offer better and faster service."

On the matter of co-operative buying, Spector noted that it's the only real answer for the average dealer. "We've got the problem of big buyers getting good deals. Well, I say we can't hate the rack people for trying to make a living. This is a free country and they have a right to put out their racks. Any of us who want to try that has an opportunity to do it. Why shouldn't the other fellow too? The only thing, aside from

(Continued on page 14)



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'PACIFIC' TOPS MILLION MARK

NEW YORK — The movie sound track album of "South Pacific" on RCA Victor, passed the million mark last week in LP sales in the United States. And its foreign sales have passed the 500,000 mark, according to George Marek, veepee and general manager of the RCA record division. Of the foreign sales the biggest have come from England, where the album is believed to be the most popular LP ever issued there. In Denmark, the movie sound track set has become number one on the national hit parade.

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YEAR

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'Anti-Stand Pat-ism' Adams Theme Song

NEW YORK — ASCAP held its membership meeting and annual banquet Tuesday (29) at the Waldorf, with president Stanley Adams making a vigorous speech in which he promised to spike "stand pat-ism." The Society doesn't interpret the affirmative vote on the Consent Decree as indicating that it can stand still, he pointed out. He also noted that an appeal on the Decree is before the Supreme Court, filed on behalf of several publishers, including Fred Fox, Redd Evans, Hans Lengsfelder.

Adams noted distribution regulations had been changed in order to guard against disproportionate financial returns from TV plugs on across the board network programs. This was done by reducing the value of such plugs so as to make it unprofitable to aggrandize massive quantities. The Justice Department concurred in the new regulation.

Adams analyzed antiquated aspects of the Copyright Act, with reference to the juke box exemption and the phrase, "public performance for profit." He reaffirmed the Society's desire to meet the needs of all segments of the membership.

Common Welfare

Report of the Executive Committee, given by Arthur Schwartz, stated that the board subordinates individual interest for the common welfare—an example being the reduction in value of the controversial TV plugs. He said a thoroughly informed board is a protection

against domination by any member or members.

Schwartz noted that the song shark racket had again become a problem.

He also promised a dynamic public relations program under the direction of Howard Dietz, and he gave kudos to Paul Cunningham's efforts on this behalf. Schwartz also claimed that BMI's association with the practice of payola cannot be disputed, and he predicted American music would one day be "free"; and that there would ensue a golden era for ASCAP.

In the general discussion segment of the meeting, publisher Fred Fox complimented Adams and Schwartz on the scope and nature of their reports and hoped it would be a harbinger of a more detailed report for the membership. He found fault, however, with Adams' remarks relative to the Consent Decree balloting indicating overwhelming acceptance on the part of the membership. Fox gave his interpretation of the voting, which differed from the administration's. Fox's view is that a large segment of the membership is dissatisfied with the Decree.

He also read into the minutes last week's editorial in The Billboard congratulating ASCAP for its action on the TV plug matter, but noting the distress of some members that nobody had been censured. Fox asked that counsel Herman Finkelstein explain why no censure had been given. Fox felt that neglect to censure indicated a double standard favoring influential members.

Finkelstein, during his speech, first presented his view with regard to the Consent Decree balloting. His position was that the vote indicated overwhelming acceptance, as opposed to Fox's view. With regard to the controversial TV plug matter, Finkelstein said ASCAP is not a disciplinary organization; that the distribution had been corrected so as to dissipate an unfair condition.

Some ASCAP members, however, following the meeting, said that in hearings before the Roosevelt Committee, Finkelstein had discussed putting teeth into the complaint committee. This is interpreted by dissidents as indicating recognition of a need for disciplinary action when such seems warranted.

The meeting was enlivened by the usual number of jokes. Lew Bellin referred to Brill Building comment anent ASCAP being a collection society, that is, a collector of Consent Decrees.

Evans Blast

An impassioned speech was made by publisher Redd Evans. He stated that "total victory for a clean system is just around the corner"—even tho the dissidents were stunned by the decision of Judge Ryan. Evans produced balloting figures which in his mind, as in Fox's, indicated far from an overwhelming majority in favor of the Decree.

Evans said: "This is a last ditch fight in which the board will go to any extreme... in order to continue in power." He said that 50 per cent of the Society's revenues are distributed on the basis of gimmicks, background uses, themes, etc. "... that is, on those songs that are controlled by the three or four top publisher groups."

Evans stated that Congressmen and Senators are gradually becoming acquainted with "this despicable performance payola..." He predicted heads will ultimately roll.

Capitol Offers B'dcasters 3 Disk Buy Plans

HOLLYWOOD — Capitol, the company that started the industry practice of giving free records to radio stations 17 years ago, last week outlined three separate plans whereby broadcasters can buy their disks to comply with the FCC's March 16 directive. Capitol, however, pointed out that those stations which have been on its free list and wish to continue getting records on a no-charge basis can continue to do so. However, according to the FCC order, the stations would have to broadcast the fact that these recordings were contributed free of charge. In addition, stations can:

1. Subscribe to any of its various subscription plans. These include: singles (one copy of each released during the year) at \$66 per year, billed in advance for the full year; Capitol pop (monaural), 75 albums per year for \$60; Capitol pop (stereo), 75 albums per year for \$75; Capitol classics (monaural), 65 albums per year for \$50; Capitol classics (stereo), 65 albums for \$65; Angel (monaural), 60 albums for \$60; Angel (stereo), 60 albums for \$70.

2. Buy records at the distributor price which means 46 cents for singles; \$1.92 for an album listed at \$3.98, \$2.40 for \$4.98 albums, \$2.88 for \$5.98 albums and \$3.39 for \$6.98 albums.

3. Pay dealer price if broadcaster read the FCC order to mean that stations are prohibited from accepting too much of a discount. This would mean 60 cents per single.

HOT 100 ADDS 10

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

- 81. **Doggin' Around** (Lena, SESAC)—Jackie Wilson, Brunswick.
- 83. **Rockin' Red Wing** (Shawnee Press, ASCAP) — Sammy Masters, Lode.
- 84. **Stuck On You** (Gladys, ASCAP)—Elvis Presley, RCA Victor.
- 85. **Love You So** (Maravilla, BMI)—Rod Holden, Donna.
- 89. **Madison** (Aim, BMI)—Al Brown's Tunetoppers, Amy.
- 90. **Think Me a Kiss** (Rush, BMI) — Clyde McPhatter, M-G-M.
- 92. **Cherry Pie** (Modern, BMI)—Skip & Flip, Brent.
- 94. **Adam and Eve** (Spanka, BMI)—Paul Anka, ABC-Paramount.
- 95. **Mr. Lucky** (Southdale, ASCAP)—Henry Mancini, RCA Victor.
- 96. **What Do You Want?** (Mills, ASCAP)—Bobby Vee, Liberty.

Larry Conley Passes

NEW YORK — Larry Conley, noted as composer of "A Cottage for Sale" and other songs, died February 29 as a result of a coronary attack in Lindenhurst, L. I. Conley, a member of ASCAP, is survived by his wife, Murial, and daughter, Hope.

Distributors
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territories
open



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THE
ALBUM
OF THE
DECADE!

"The Rocking
50s"

ATLANTIC 8037

Atlantic's Ten Year Survey of the Teen Hits

Split Decision In Dealer Suit

CHICAGO—Five Chicago retailers suing Capitol, Columbia and RCA Victor under the antitrust laws were the winners this week of one round and losers of another.

Judge J. Sam Perry sided with the dealers in overruling a request by Capitol Records to be removed from the suit. Lawyers for the label had argued that the record producing firm does not do business in Illinois and therefore could not be sued in this State. They said that local sales are made by Capitol Records Distributing Corporation, also a defendant.

Judge Perry upheld a demand by RCA Victor lawyers that the dealers produce their income tax records and any documents relating to their activities in trade associations. The association in which the defendant's lawyers are apparently interested is the Society of Record Dealers (SORD).

CABARET TAX CUT OKAYED

WASHINGTON — After many years of saying "no," the Senate finally gave its approval last week (30) to legislation that will lower the cabaret tax from 20 to 10 per cent.

Legislation, authored by Rep. Aime J. Forand was introduced in the House last year. Originally, it called for outright repeal of the tax, but was amended by the House Ways and Means Committee to call for reduction, rather than repeal.

Measure now needs only the President's signature to become law.

OFFICERS

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Eddy Arnold Enterprises

STEPHEN H. SHOLES, Second V.P.
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BILL SACHS
Billboard Magazine

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E. E. SIMAN JR.
Director-at-Large

COUNTRY MUSIC ASSOCIATION, INC.

MEMBERSHIP APPLICATION

PURPOSES AND AIMS

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

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

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

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

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

WHO IS ELIGIBLE?

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

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

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

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

MEMBERSHIP AND DUES

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

ADDITIONAL INFORMATION

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

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

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

The CMA office will be happy to answer any inquiries.

APPLICATION-BLANK COUPON

COUNTRY MUSIC ASSOCIATION, INC.

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

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

Name _____

Address _____

Name of Business _____

Business Address _____

Category _____ Individual \$10.00 _____ Organizational \$ _____

I have enclosed check money order for _____

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CARMEN CAVALLARO

The Poet of the Piano



DL 8999

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FOR APRIL—IT'S CARMEN CAVALLARO....

17 Outstanding Sets

Prepackaged at Fabulous Savings, Mr. Dealer!

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DL 8289 DL 78289 (S)

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DL 8805 DL 78805 (S)

CAVALLARO WITH THAT LATIN BEAT
DL 8864 DL 78864 (S)

CARMEN CAVALLARO AT THE EMBERS
DL 8389

CARNIVAL IN VENICE
DL 8241

CARMEN CAVALLARO REMEMBERS EDDY DUCHIN
DL 8661

DANCING IN THE DARK
DL 8813

FOR LATIN LOVERS
DL 8325

FROM BRAHMS TO BOOGIE WOOGIE
DL 8331

GUYS AND DOLLS
DL 8290

THE KING AND I
DL 8305

THE MASTER'S TOUCH
DL 8288

MUSIC AT MIDNIGHT
DL 8115

POETRY IN IVORY
DL 8326

ROME AT MIDNIGHT
DL 8359

TWELVE EASY LESSONS IN LOVE
DL 8747



Check Your Local Decca Distributor For Full Details

JERSEY DEALERS FORM DISK-BUYING CO-OP

NEW YORK — Following the lead of the Society of Record Dealers of America, who have been encouraging the co-operative buying of records by independent record merchants (as reported in March 2 issue of The Billboard), 25 record store operators in Northern New Jersey have banded together to form a "record buying co-operative."

Their avowed purpose is to set up a "consistent advertising campaign aimed at getting the customers into regular record stores and away from discount and high-way record operations." The Billboard also reported last week that

much the same action was being contemplated in Chicago by a group of 10 dealers who had formed an organization called Associated Record Stores.

According to the new group's leader, Irving Randolph, owner of the Bandwagon Record Shop in East Orange, no actual purchases of records have been made to date, "and none will be made until the organization has a solid formation. Immediate plans stress an intensive advertising campaign from which each member will derive benefit."

In addition to its concentrated advertising plans, the group, once machinery has been set up, will buy records in volume which will be distributed among members. Further refinements include the purchasing of record accessories and eventually maybe even record playing equipment. For the time being, however, the dealer combine is more concerned with records and accessories.

Altho Randolph said he was not at liberty yet to go into specifics, he emphasized the facts that the new organization was no fly-by-night affair. "In the past," he said, "dealers have gotten together to take advantage of price reductions that result from buying in large lots. Once their purpose had been accomplished, however, those groups dissolved. Our group will be an incorporated organization, and the first of its kind as far as we know. It will consist of shareholders who will participate in all advertising promotions and share in any and all profits. We are even now consulting with lawyers and accounting people to make sure that there are no loopholes in the co-operative's legality."

Everest Has 8 Pkgs. on April Slate

NEW YORK — The eight new albums slated for April release by Everest Records are divided equally between the pop and classical markets. Leading the pop line-up is an album which features the danceable rhythms of band-leader Russ Morgan, "Dance Along With Russ Morgan and His Music in the Morgan Manner." The Bel Aire Girls in "Sing Along With the Teen-Agers," "A Hundred and One Songs," by pianist Lou Stein and group, and "Dixieland Goes West," by the Lawson - Haggart aggregation, complete the pop list.

A two-sided version of Prokofiev's "Peter and the Wolf," leads the four classical entries. TV's Captain Kangaroo, Bob Keeshan, recites the children's legend, and the Symphony of the Air under the direction of Leopold Stokowski are featured.

New Dot Slot for Urey

HOLLYWOOD — Dot Records named George Urey to its newly-created post of director of marketing and research. He will survey the retail record market and study business trends, reporting his findings to prexy Randy Wood.

CMNMC NAMES JOHN GRIFFIN

NEW YORK — John W. Griffin, executive secretary of the Record Industry Association of America, has accepted appointment as a member of the Committee on Music of the National Music Council, co-operating with UNESCO. The appointment was made by Dr. Howard Hanson, head of the council, and is for a two-year term. The committee has as one of its major functions an advisory role to the U. S. National Committee for UNESCO.

A-F Dealer Disc't Deal

NEW YORK — With an eye to greater dealer incentive, Sidney Frey's Audio-Fidelity label has instituted a 20-20 sales program for April. The plan offers a 20 per cent dealer discount for orders of at least one each on recent A-F releases received between April 1 and 30.

Included in the 20 albums on special discount are the original sound track recordings of "Pretty Boy Floyd," "Leon Berry at the Giant Wurlitzer Organ," Tchaikovsky's "Symphony No. 6, the Pathétique," "Romeo and Juliet," and "Nutcracker Suites," "Swan Lake" and "Sleeping Beauty Overtures," all by the same composer, and a volume of "Strauss Waltzes" among others.

Added to the 20-20 program is a salesman incentive plan titled "April Is Audio Fidelity Shower of Dimes Month," in which A-F salesmen will garner a 10-cent bonus for each record sold and shipped under the 20-20 program.

M-G-M Pushes Rose Disks

NEW YORK — M-G-M Records has designated April as "David Rose Month," and will offer a special consumer buying incentive during the festivities. Any of the current Rose albums, which list at \$3.98, bought during the period will entitle the purchaser to another Rose LP for \$1.

Prominently featured during the special \$1 sale are all 17 of the Rose titles including among others, "Beautiful Music to Love By," "Holiday for Strings," "Music From Motion Pictures," and "David Rose Plays the Music From Gigi."

Spector Speaks

Continued from page 9

clubs, that we really have to be concerned about is getting the same deal that the big buyer gets. Co-ops, which allow us to buy in big quantities too, are the only answer."

Spector said that there was considerable interest in this area already in a co-operative established by the Association of Record Dealers of New York and in Newark, N. J. "Tho the associations can't make any official indorsement of this," Spector said, "as individuals, we're mighty enthusiastic. For the New York and New Jersey operation, a dealer has to buy stock for \$1,000 to be eligible to buy thru the co-op. Since a SORD Board meeting here last week, when Lou Shapiro came down from Jersey City and told us about the co-op, I have bought into it and two other local dealers have too."

MacRae Set Tops Cap Pop April Issue

HOLLYWOOD — Capitol is releasing 22 albums in April including a dozen pop, four "Capitol-of-the-World," and six classical. Pop release is headed by Gordon MacRae who is selected as the label's "Artist-of-the-Month" in its April sales drive. MacRae package co-stars the singer and his wife, Sheila, for the first time in an album.

Other pop items feature the Kingston Trio, Dinah Shore with Red Norvo, Paul Weston, the debut of 15-year-old Cathie Taylor, Les Baxter, Jack Marshall, Pee Wee Hunt, Hank Thompson, organist Don Barker, vocalist Joel Grey and the piano duo team of husband and wife, Paul Smith and Annette Warren.

C-O-W packages offer music from England, Holland, Austria, and Russia. Latter, a Balalaika orchestra, was recorded in the free world.

Classical selections feature the Hollywood Bowl Symphony Orchestra in its 25th album for the label, Michael ("At the Drop of a Hat") Flanders reading "Peter and the Wolf," with Efreim Kurtz conducting the London Philharmonia, conductor Rudolf Kempe in a new stereo version of Brahms' First Symphony, Laurindo Almeida performing guitar transcriptions of classical piano works, Rafael Kubelik conducting Brahms and Dvorak with the release rounded out by a stereo version of Leopold Stokowski's "String Orchestra," released last year in single channel form.

Roulette Ups Birdland Jazz Albums May 1

NEW YORK — A price change on its Birdland series of jazz LP's highlights Roulette Records' April sales program. Effective May 1 all jazz packages in the series will henceforth list at \$4.98 monaural and \$5.98 stereo, a hike of \$1 on each category. The price increase will be a permanent one.

During April, distributors and dealers may purchase and stock up on any LP in the series at their current cost price — \$3.98 monaural and \$4.98 stereo. The Birdland Series includes such jazz names as Count Baise, Joe Williams, Maynard Ferguson, the Mitchell - Ruff Duo, Phineas Newborn, Illinois Jaquet, etc., and represents some of Roulette's strongest and most consistent catalog sellers.

Roulette's new April album release includes a collection of some of the label's past hit singles tagged "The Original Hit Records"; and new packages by Pearl Bailey, DiMara Sisters, Tyree Glenn, Sharkey Bonano and his New Orleans Jazz Band, Rocky Cole. New Birdland packages are by Maynard Ferguson, "Jass for Dancing," and Harry (Sweets) Edison. New Roost LP features Sonny Stitt, while the new Tico release spotlights pianist Lalo Schifrin and his ork.

Vera Hodes To Chancellor

NEW YORK — Vera Hodes, who used to manage the Dick Clark publishing firms, is now handling the Debmar and Rambda publishing firms for Chancellor Records. She has opened an office in New York and will handle the firms from here. She will also start two new music firms for the Chancellor label.

ASCAP Holds Cleffer Meet

NEW YORK — The first meeting of the ASCAP Writer's Advisory Committee met in New York last week (30-31) with ASCAP President Stanley Adams chairing the meet. The writers let go with their opinions about many aspects of the Society's functions. At the meet, representing the West Coast writers, were Elmer Bernstein, Don Raye, Harry Ruby, and Jack Fulton. The members at large were represented by Pat Ballard. Other members present were Walter Bishop, Hal David, Norman Dello Joio, Leo Edwards, Eddie Eliscu, Dorothy Fields, Pinky Herman, Burton Lane, Jack Lawrence, Gerald Marks and Mitchell Paris.

The committee members in discussing new regulations of ASCAP under the Consent Decree, asked that consideration be given to a proposal that the recognized works fund include credits to works that had obtained substantial recognition via performances during their first year. Writers also considered the extent to which the top writers (the "super-dreadnaughts") should contribute a part of their earnings to writers below the 975 classification.

Writers on the committee also suggested, in the light of the reduction of credit for background performances of songs on daily TV segs (The Billboard, March 28), that there should be an examination of once-a-week programs to "guard against the development of abuses of background music in this area."

The committee also went over the logging system of ASCAP, and examined ASCAP staff members as to how they identified tunes on radio and TV programs. The committee also went over the ASCAP public relations program, both internally and externally and called for complete biographical information on all candidates for office at every level of ASCAP.

Two Distributors Ask Payola Dismissals

WASHINGTON — Two affiliated indie record distributors in the New York area, Ideal Record Products, Inc., of New York City, and Ideal Record Products of New Jersey, Inc., of Newark, N. J., have asked dismissal of Federal Trade Commission's January payola complaints against them. The firms claim that payola itself is not illegal, and that they had no part in any deception of the public.

Alfred Levine and Samuel Keenholz, principals in the affiliated firms, joined in answering the complaint. The former is inactive in directing and operating the business, and the latter had no direction or control over the challenged practices, they told the FTC.

Liberty Sets April Drive

HOLLYWOOD — Liberty is aiming a special sales drive behind its April release to be tagged "Spring into Action." It covers a seven-album (stereo & monaural) LP offering and is supported by a 10 per cent discount plus a 100 per cent exchange privilege after 90 days.

Albums feature Jack Constanzo, Spike Jones, Gene McDaniels, pianist Harry Sukman, Felix Slatkin, Julie London and L. Viola.

FABULOUS!
WHEN YOU WISH UPON A STAR
 sung by
Dion & The Belmonts
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WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG
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HARD-HITTING ALBUM!

Here's Harry Belafonte's newest! Once again...his powerful appeal pounds out big profits for you! ■ "Swing Dat Hammer" is the album Belafonte has wanted to record for years—his own collection of rare, authentic chain gang songs. ■ And it's a labor of love...rhythmic work songs and bunkhouse blues performed with deep feeling by this greatest of all folk artists...and the incomparable Belafonte Folk Singers.

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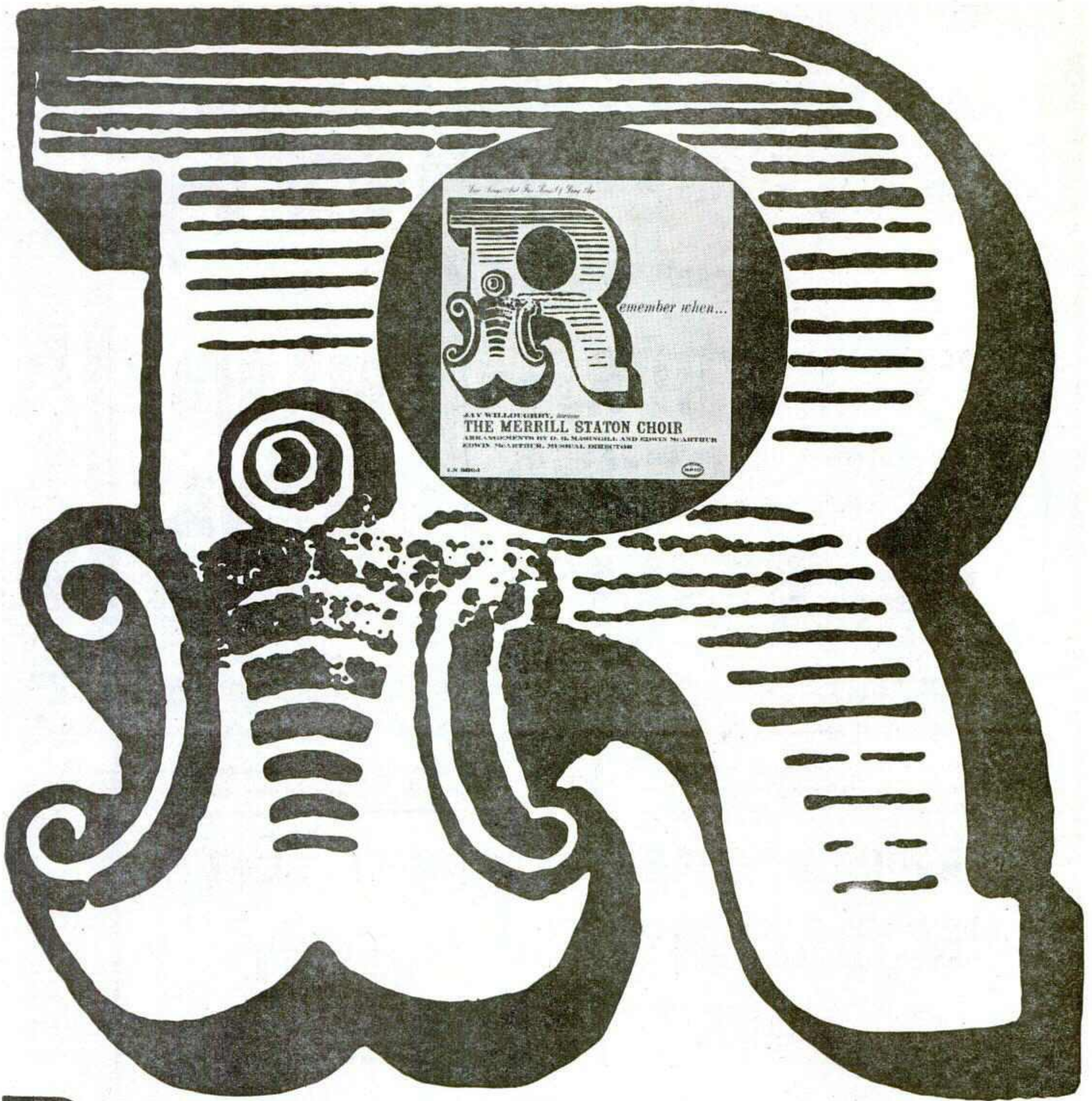
To add impetus to your sales, RCA Victor pitches in with: full-color ads in ■ Playboy ■ Esquire ■ The New Yorker ■ The N. Y. Times ■ Holiday ■ Cosmopolitan! Special black-and-white ads in Cue ■ The New Yorker ■ The N. Y. Times! ■ Swing into action—call your distributor now! Available in Living Stereo and regular L. P. versions... LSP/LPM-2194. 

LIVING STEREO  **MIRACLE SURFACE**

SWINGDATHAMMER 

HARRY BELAFONTE





Remember when...

a nostalgic collection of wonderful turn-of-the-century songs, sung by one of the country's finest choral groups, THE MERRILL STATON CHOIR. Included are "Little Brown Jug" (vintage 1869), "Grandfather's Clock" (1876) and the big hit of 1866, "When You and I Were Young, Maggie."

The world of wonderful music is yours on  EPIC Records.

Elvis, Colonel, Sinatra, Mitch

• Continued from page 2

Sinatra's tenure at Columbia, met during the weekend, was not known.

Much of the talk in the trade circles here concerned another slightly less publicized showman, Colonel Tom Parker, Presley's manager. Tradesters here recalled the last appearance to be made by Presley and the Colonel in this area about three years ago at the Olympic Theater. At that time, the Colonel donned a change apron and sold photos of the singer for 50 cents to the milling throng of kids.

This time, Parker, drawing on his instincts as a colorful promoter, elected to bring Presley to Miami from Memphis by train. This allowed a whole series of brief whistle-stop appearances on the rear platform of the train by Presley, who was colorfully introduced by the Colonel. "It was like the President of the United States going out on a campaign tour," said one observer. It was rumored that when the train pulled into Hollywood, Fla., last Tuesday, some lunatic fringers on a so-called good music kick, threw some eggs at the train, but later a delegation of firm fans rendered an apology.

The taping of the TV show took place in the Fontainebleau's grand ballroom, with an interesting cross-section of Americana, ranging from wealthy guests of the hotel to a flock of teen-agers, noted among the audience of close to 1,000 persons. But Parker, again showing his true colors as a showman, saw to it that the audience had a generous share of Presley fans. Earlier in the week he got into contact with chairmen of local Presley fan clubs and met with them and more than 300 of their members at the Olympia, prior to the taping session. At the meeting, Parker handed out invitations to the show to all present. Those receiving tickets included a group of Seminole Indian teens, who are known to dig Presley the most.

The result was that during the taping proceedings, the teens did their stuff with a wave of the traditional squeals and whistles, which caused many of the older guests to look on with awe. Following the performance, Presley returned to the stage and thanked his fans.

Trade Comment

• Continued from page 3

The station said it has an anti-payola policy and had not neglected to warn its employees "orally" of that fact. Don Masters, who signed the stationery for Weiss gave the station a signed affidavit that he had done so without their knowledge. Masters is still retained, WORL President Sherwood Tarlow says, because "he is a very young man," and Tarlow feels the deejay has had his lesson.

Tarlow is harder on deejay Jack McDermott, who was fired from WHIL for "a number of reasons," one of which was pushing distributor Don Dumont's records, altho WHIL says it had no exact knowledge of such goings on, but merely decided he was "undesirable."

WHIL insists that the station itself did not take any money to promote records. It does put out an annual "WHIL Record Survey," and it did take paid ads from Boston distributors, but the station claims it lost money on the printing and distribution of the booklet.

The American Federation of Musicians, AFL-CIO, has asked to intervene in these cases at formal hearings, to protest the lack of live music on all of the Boston stations programming via turntable only. AFM says it is FCC's duty to serve the public interest by demanding balance in programming, to include live music, played by live musicians.

"Your applause is very encouraging to me," he noted. During all the proceedings, the Colonel fluttered about the room like a mother hen. Watchers later agreed that the show would have tremendous appeal, particularly a seg in which Sinatra and Presley do a duet.

Meanwhile, the hotel was well-populated with the not inconsiderable entourages of both Presley and Sinatra. The latter, who was winding up his record-breaking three-week engagement at the hotel, put on again, the famous "Summit Meeting" show, recently done so successfully at the Sands in Las Vegas. Here, the summit group consisted of Davis, Sinatra, Martin, Joey Bishop and Peter Lawford. It all added up to a tremendous publicity splurge for the Fontainebleau, which was roundly plugged in the taped TV show, and in which Sinatra is now rumored to have a \$2,000,000 interest, according to local papers.

On the other hand, Mitch Miller's gala "Museum Musical Festival and Dance," held at the Fontainebleau for the benefit of the Museum of Science and Natural History here, was considered not only a success for the Museum, but a great stroke of publicity for Miller as well. Free gift "Sing-A-Long" albums were given to each couple attending the party, which coincided with a full-page color ad for the numerous Miller sing-along album smashes in Life Magazine this week. The night before the shindig, the genial Miller met local deejays, dealers and press people at a cocktail party in the Americana Hotel. An informal sing-along session was conducted by Miller for an enthused response.

Rating Study

• Continued from page 2

ratings which forced many stations to adopt a "Top 40" type of musical programming, rather than payola. Clayton said once a station had a rating on the basis of such a programming format, it was afraid to risk experimentation for fear of rating loss—which would also mean losing advertisers to its competitors.

Representative Moss, one of the sharpest legislative scalpels in the probe, noted during the hearings that the one-dimensional aspect of the ratings gave both broadcaster and advertiser a frightfully wasteful yardstick of reaching vast common denominators of audience, while completely overlooking quality and appeal to different audience segments who would buy the products. The point was one of the few in which the deejay and the congressman concurred.

Dr. Morris Hansen, president of the ASA, has appointed a three-man group to supervise the study, consisting of Dr. William G. Madow, Stanford Research Institute, Menlo Park, Calif., chairman; Dr. Raymond J. Jessen, General Analysis Corporation, Los Angeles, and Dr. Herbert Hyman, Columbia University, New York City.

Rackers Pick

• Continued from page 3

which served as basis for the awards.

Johnny Horton's "Battle of New Orleans" (Columbia) was the best selling single record. RCA Victor's "60 Years of Music" was best selling album. Somerset's "Soul of Spain" was best selling low-priced album. Bobby Darin's "That's All" (Atco) was best selling EP. Best selling novelty award was tied, going to Verve for "Inside Shelley Berman" and to Liberty for its "Chipmunks" LP. Best promotion, sales-wise, during 1959 was London's "May Is Mantovani Month."

Payola Outlawry

• Continued from page 3

"We need to give an occasional gift to get our fair share of attention. The majors have unlimited money to build big names on television. When we come out with new artists, we have to give deejays some reason to pay attention to us."

The problem of preserving personal relationships between record execs and broadcast personnel was the danger posed by a strong law, as seen by Kenny Myers, Mercury's director of promotion.

"A certain amount of sociability in business has become part of our whole way of life," Myers pointed out. "There's the old saying that today more business is done on the golf course than in the office. This is true in steel and real estate as well as records. If a law is passed, we have to trust it will allow us the same normal freedoms that other industries have."

Myers said that his firm is still sending out packages of new releases to stations. It is up to stations, he said to decide on its own interpretation of how to handle them—whether to pay for them, acknowledge on the air that they are free, or whatever. Various networks and indie stations are complying with the FCC ruling to suit their own situations, Myers said.

One prominent Midwestern deejay, who asked not to be named, said he was too disgusted to discuss what a "proper" law ought to provide.

"As far as I'm concerned," he said, in utmost dejection, "they're out to fix it so a deejay will never again become important enough to make any money. Why should a station pay any good money for a guy to introduce Frank Sinatra, reading off a sheet? Librarians are going to choose the records. We're washed up."

Carmen Cavallaro

• Continued from page 2

bum shows off a new side of the pianist, who up to now has specialized in pop material. The album was inspired by the new flick "Song Without End," based on Liszt's life.

Decca Records is also issuing many other albums during April. These include the track from the full length cartoon, "The Snow Queen," an album with the late Alfred Apaka, a set with the Eloise Trio, a new Kitty Wells album, one with Elana Madera, and a German set titled "Toast to the Bands."

Decca has also landed the cast rights to the new Hermione Gingold musical due to open in April, titled "A to Z." Mike Sukin, the publisher of the score set the deal with Decca.

On the low-price Vocalion label, there will be the first of the label's low-price stereo LP's. Frank Luther has two LP's, one called "Kiddie Sing-A-Long," the other called "Campfire Sing-A-Long." There is a society dance set by Jeffrey Lee and a polka set by Kenny Bass.

Fowler Joins

• Continued from page 3

dio and Electronic Corporation, Mt. Vernon (N. Y.), manufacturers of the Steelman line of phono and tape equipment.

Major expansion program of the Music City Stores, Wallichs told The Billboard, requires the acquisition of an exec of Fowler's stature. Wallichs, who recently added a third store in downtown Los Angeles, will open two more stores in this area. He will move into the Eastland area of West Covina and the giant Del Lamo shopping district of Torrance with 15,000 square foot stores. In addition, Wallichs will spend a quarter of

Broadcasters Chart Channels

• Continued from page 2

so doing also build up its public service broadcasting time.

Another Hollywood innovation is that devised by KRHM, which is inviting record promotion men to play and discuss their disks on the air, and is devoting a full hour each Wednesday night to a different promotion. Capitol's Gil Friesen starts the series.

This is one of the first station efforts to help the poor disk promotion man, who has been hit the hardest by the directive. In line

Payola Reports

• Continued from page 3

gone out of the anti-payola push.

Backgrounding the Congressman's urge to hustle into action, is the agreement between the two agencies to swap information on payola practices. FTC Chairman Earl Kintner said they had turned up payola instances in 56 cities, and the Communications Commission said it would compare these findings with its own December payola inquiry to licensees. Comparison would be used as a factor in considering station renewal.

O'Neill wants the FCC to query payola actions, analyze the results without naming names, and report to Congress on: 1. How many licensees involved in Federal Trade findings deny payola activities in their answers to the FCC query? 2. In such case, will the Federal Communications Commission accept at face value their assurance of taking preventative measures against payola? 3. What "worthwhile" safeguards are being taken, and specify each.

Said O'Neill to the agency: "The trash which has been played on radio by some unscrupulous disk jockeys in return for under-the-table payments by some equally obnoxious record manufacturers and distributors, can have but a singularly disgusting effect on a captured audience."

Air Standards

• Continued from page 2

make sure that the standards are observed.

The team, appointed at the direction of the committee, is composed of Cliff Gill, president and general manager of Station KEZY, Anaheim, Calif., Cecil Woodland, general manager, Station WEJL, Scranton, Pa., and Frank Gaither, general manager of WSB Radio, Atlanta.

The committee issued a statement which said in part: The committee urges every station in the country to subscribe to the standards of good practice in the knowledge that the more universal its support, the less is the danger of government regulation."

Soria Series

• Continued from page 2

ings and the "Messiah" remain the same.

Henceforth the Soria Series will be made up of two groups of releases per year, one in the spring, the other in the fall. All future releases of single LP albums will be packaged in a new slip case and each will include art books, previously offered with multiple sets only.

Under the new policy each dealer can place a standing order for a Soria Series Preview and Demo Service. Standing orders will be subject to a special 15 per cent discount. All exchange privileges now in effect on regular RCA Victor albums will also apply to the Soria Series.

a million dollars to expand and modernize his Sunset and Vine store in Hollywood, first of the Music City chain.

with this, Bob Miller, prexy-executive secretary of the Music Publishers Contact Employees of Greater New York, Local 22102 A. F. L., said lawyers are currently helping him draft a protest which will be sent to the FCC and Secretary of Labor Mitchell.

Also protesting last week was the Tennessee Association of Broadcasters, which sent a telegram to the FCC asking them to reconsider the ruling.

Station WPRO, Providence, R. I., officially notified record manufacturers and distributors that they could no longer accept free records, and henceforth would purchase them locally. However, they said — as have many other outlets across the country — that they would use the disks for audition purposes. The disks would then be saved until the labels called for them. The station added "Records you send to this station will not be given away in contests at record hops or in any other manner."

Life Survey

• Continued from page 3

tory study and should not be projected on a national basis, said Gallagher.)

Others addressing the convention included NARM prexy Jim Tiedjens; Earl Foreman, who stressed the Association's purposes and goals; Harold Goldman, who gave rack jobbers an insight on promotions and sales aids he had used successfully. Among these were tie-ins with local radio stations whereby the racks plug the station's call letters in return for air plugs calling attention to racks in stores. Also, he used ads in local newspapers directing attention to disk availability on racks.

The Billboard's Tom Noonan warned rack jobbers not to allow their racks to become the "garbage disposals of the industry" by accepting dump merchandise and cheap product.

Don Belzer told the convention of the sales advantages in utilizing the new skin-tight packaging devices for creating better looking rack displays. Packaging singles stapled to nine-inch cards have helped stimulate singles sales. Cost of cards was co-oped by record manufacturers who purchased an institutional ad on the back of the card listing their releases. Also, tie-in was made with a local radio station listing its call letters on the front of the card to help defray the cost.

Dick Clark

• Continued from page 3

Barry Bolder; Raymond Rosen & Company, Inc., and Thomas F. Joyce, Joseph B. Elliott, Jack S. and Edward H. Rosen, and George M. Mintner; Sparks Music Distributors, Inc., and Leonard Rakkiff.

Also, Chips Distributing Company, Inc., and Harry Chipetz; and David Rosen, Inc., who was the second concern in the industry to agree to a cease-and-desist order, following earliest lead of RCA Victor.

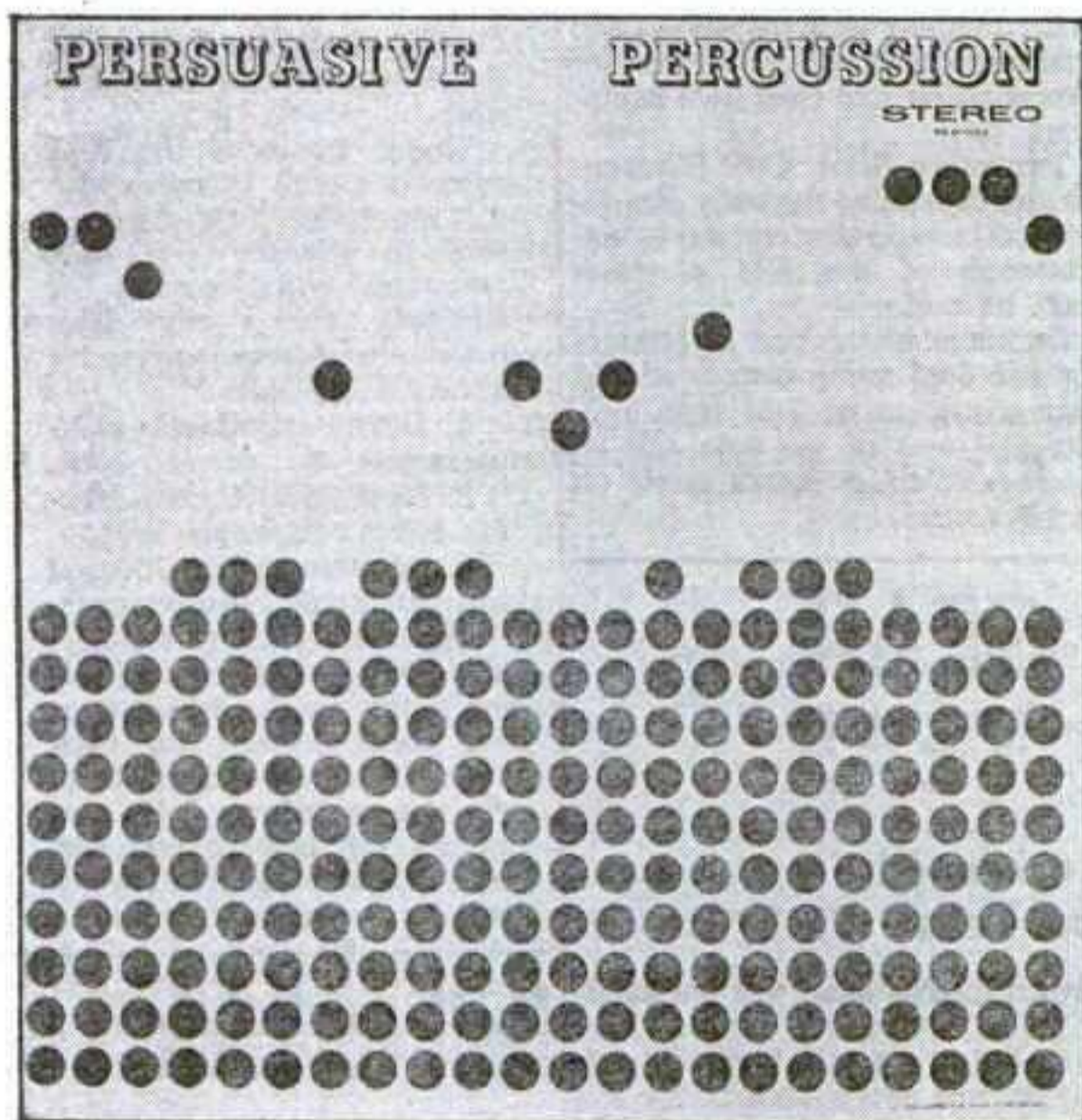
Still under complaint, as of Billboard deadline (March 31), were Philadelphia record manufacturers Jamie Record Company and Bernard Lowe Enterprises, altho latter reportedly is negotiating. Distributors cited are: Marnel Distributing Company, and Nelson Verbit; Edward S. Cohn, trading as Lesco Distributors; and Edward S. Barsky, Inc., with Edward and Manuel Barsky and Delaine Ginch-off.

In Pittsburgh, the FTC cited Volkwein Bros., Inc., and Astor Records. The latter was cited not only for payoffs to deejays, but also to "other personnel who influence the selection of records."

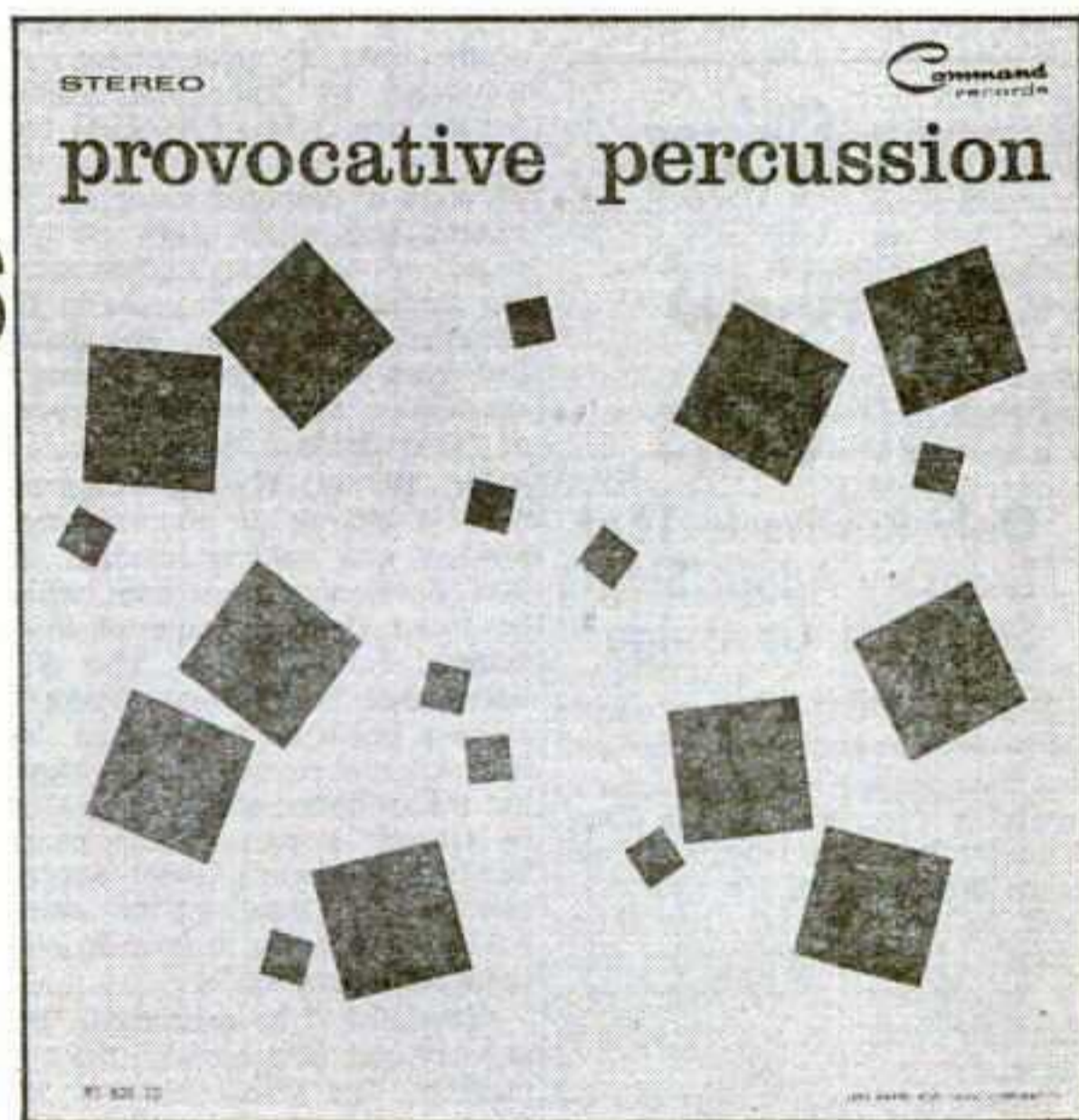
POSITIVE PROOF

that these
Command
 albums are **MUSTS**
 for every sales-conscious dealer
(THAT'S YOU!)

11 STRAIGHT WEEKS ON THE BILLBOARD CHARTS OF
BEST-SELLING STEREOPHONIC LP'S
 SEE PAGE 34



**TWIN
 SENSATIONS
 OF
 THE
 RETAIL
 RECORD
 WORLD!**



PERSUASIVE PERCUSSION
 NO. RS800SD (Stereo) NO. RS33-800 (Mono)

PROVOCATIVE PERCUSSION
 NO. RS806SD (Stereo) NO. RS33-806 (Mono)

ATTENTION, DEALERS: If you need further information about COMMAND RECORDS or would like to order these two albums NOW, please fill in the following form and mail at once. This coupon will be turned over to your COMMAND distributor immediately:



TO: Command Records, Dept. BB
 1501 Broadway, New York 36, New York

Please arrange to rush the following order immediately:

PERSUASIVE PERCUSSION _____ copies—Stereo. (RS800SD)
 _____ copies—Mono. (RS33-800)

PROVOCATIVE PERCUSSION _____ copies—Stereo. (RS806SD)
 _____ copies—Mono. (RS33-806)

Also please send catalogue information and literature regarding other COMMAND RECORDS.

FIRM NAME _____

STREET ADDRESS _____

CITY _____ P.O. ZONE _____ STATE _____

_____ (Sign here)

Pre-Recorded Tape Sales May Hit \$10 Million Mark in 1960

• Continued from page 1

photo shops, appliance dealers and mail-order houses who did not feel the effect of the stereodisk's advent.

Non Music Merchants Benefit
This non-music merchant facet of the tape market enjoyed a thriving business in welcoming back the tape customers. Actually, these outlets had handled tape recorders and pre-recorded tape long before record retailers accepted the merchandise. Despite tape's present-day boom, a major portion of its sales, estimated from 50 to 65 per cent, still rests at the photo and radio parts dealer level.

Less than a year ago, Ampex Audio launched its United Stereo Tapes subsidiary with the intention of providing an impressive array of four-track (7½ i.p.s.), pre-recorded tape product. UST's purpose, Brown explained, was to bring back the tape business. By having a healthy line-up of four-track tape recordings available, tape recorded manufacturers other than Ampex would be spurred into marketing four-track machines.

Low Price a Lure
The reason Ampex decided to put all its tape chips on the four-track, open-reel (7½ i.p.s.) system

was the fact that the consumer would be lured to tape by its new low price made possible by a 50 per cent cut in raw tape used. In the older two-track system, a twin-channel signal is recorded only in one direction. In four-track, the same twin-channel stereo signal is put on the tape in each direction, thereby consuming half the tape needed for a two-track version.

As a result, pre-recorded stereo tape which once cost the consumer as high as \$12 and more, is now available competitively priced to stereodisk albums. UST signed up more than 15 different record companies, agreeing to produce, package and merchandise four-track tape versions of their catalogs. In some cases, the recording firms

continued to handle their own production but using UST as a distributor. In other cases, UST's offer to take over all tape production worries brought such non-tape firms into the tape market as Decca, M-G-M, Warner Bros., to name a few.

UST launched a national advertising campaign, which it is still continuing, aimed at bringing the four-track tape message to the buyer. Result has been a reawakening of the tape market as a whole, including two-track. Tape is rapidly returning to the record retailer as an important line of merchandise. And, if Brown's predictions come true, well may become one of the dealer's primary sources of revenue.

EDITORIAL

Opportunities in Tape

This week's Audio section is devoted mainly to a report to dealers on the status of tape. This is consistent with The Billboard's continuing coverage of this subject for dealers from the earliest days. More and more, record dealers have found that a profitable operation must sell more than records—it must sell the very concept of sound in the home. Tape is becoming an increasingly important part of that concept.

Thus, in addition to its regular weekly reports on developments concerning tape, The Billboard will provide dealers with special concentrated coverage several times over the course of the year. The current issue offers not only reports from the standpoint of manufacturer plans and over-all sales, but local market reports from dealers in key cities on how they find tape sales.

There can be greater profit opportunities for dealers in tape today and in the years to come than was visualized possible only a short while ago. Continuing developments such as the rise of four-track tape have brought the tape industry to a new maturity. And all indications point to increasing interest on the part of consumers. Aggressive dealers will find much to ponder over on these pages; those who are not yet in this vital equipment area should consider whether this is not a good time to take the plunge, as tape stands on the threshold of an important new era.

WOULD BROADEN TAPE MARKET

Exec Explains 3-M Views on Licensing New Cartridge Unit

ST. PAUL — The exclusive revelation by The Billboard this week of the licensing arrangement contemplated by Minnesota Mining for the new 3-M - CBS Labs tape cartridge playback unit and duplication of recorded music for the system (see other story on this page) ends one of the biggest guessing games of recent years in the recorded sound field. The details had been the subject of intensive speculation since the first reports of the system's existence.

Dr. W. W. Wetzel, vice-president in charge of magnetic tape product and guiding hand of the 3-M development program which produced the new tape playback system, emphasized to The Billboard that "we are not trying to make a profit on this project thru licensing and royalty arrangements, but we are interested in using them to recover a part of the nearly \$1,000,000 already spent for research and development work. And we are going to have to continue this spending."

"Obviously," he continued, "our primary aim is to broaden the tape market. The whole industry has felt for years that the quick method of accomplishing that objective would be to make tape a mass medium for playing recorded music in the home. We, thru the 3-M - CBS Lab project, will accomplish that objective," Wetzel said.

The licensee will get every possible assistance in manufacturing his own 3-M tape deck, Wetzel said. Five engineers from Grundig's West Germany plant just

spent an entire week working with CBS Lab engineers, and 3-M intends to continue to work closely with its licensees. In answer to critics who said 3-M will not give them prototypes, Wetzel stated that "it would be extremely difficult to hand-construct as many prototypes as we'd have to make if we supplied one to each licensee."

Wetzel said that Zenith Radio Corporation, initial 3-M playback licensee, also has notified him that it wishes to become a common-manufacturer. He emphasized that Zenith is eager to make the prod-

uct of its engineering available to the industry thru the sale of top plates to other manufacturers for incorporation into their own equipment.

Two other firms, CBS Electronics and Sylvania, currently are interested in becoming common-manufacturers of the 3-M playback deck, he said.

Estimates of the cost of producing and duplicating completed one hour cartridges of 3-M tape indicate that cost of the tape will be comparable to an hour's music on an LP record.

TAPE MFRS. GEAR FOR BIGGER YEAR

Flock of New Models Envisioned Before Fall; All Firms on Toes

CHICAGO — Veteran tape recorder execs admit they are watching the birth of the 3-M - CBS Laboratories tape cartridge playback deck "with much interest," but this week also found these same mahoffs moving out strongly behind their present reel-to-reel tape recorder catalogs. And to further emphasize that they intend to sell what's currently available, a large majority are readying production of new reel-to-reel equipment thru 1960's remaining nine months.

Bud Letzter, sales manager of Webcor, noted that Webcor's line, with the addition of the new \$139.95 mono tape recorder, is heaviest it's been in years and Webcor will strengthen it with the first really specialized piece of tape playback when next month it debuts a new very-simplified tape recorder, designed specifically for foreign language instruction. Irv Russell, Bell & Howell tape recorder sales exec, said the firm is readying the bow of a four-track stereo recorder.

Pentron's Irv Rossman said that the NAMM convention show will probably see more new push-button models in the reel-to-reel only Chicago firm's line. Chuck Stacey of Webster-Electric, Racine, said new units are being readied for fall release. Clarence Moore of

Crown International was not available, but spokesman for the Elkhart, Ind., firm said they will definitely have new models before the fall. Hugh Daily, Magnecord sales chief, said the firm is readying an innovation for its particular line in the reel-to-reel field with about May delivery.

(Continued on page 26)

Dick Allen Heads Bel Canto in Hwd.

HOLLYWOOD — Bel Canto, the Thompson-Ramo-Wooldridge, Inc., subsidiary headquartered in Columbus, O., will open an office here next week. The Coast operation will be headed by Dick Allen, Bel Canto's recording engineer for the past five years.

Allen will serve as liaison between the Columbus headquarters and BC's Coast-based affiliates, Dot and Liberty, whose selections are produced and distributed by Bel Canto. Allen's duties will also include handling printing, masters and sales in this area.

Bel Canto plans to establish a warehouse here in the near future to service the Coast market. Firm, founded here five years ago, moved to Columbus earlier this year after it was bought out by TRW.

DETAILS OF 3-M TAPE CARTRIDGE LICENSING DEAL

ST. PAUL — The answers to the \$64 question currently being bruited about the audio playback and record and tape industry were answered straightforwardly this week by Dr. W. W. Wetzel, veepee of the 3-M magnetic tape division.

Under terms of the 3-M agreement with licensees who will make their tape cartridge deck, the licensee agrees to a minimum yearly royalty of \$10,000. On a cumulative basis, the licensee pays his royalty as follows:

1. First 100,000 units manufactured: \$1 royalty each.
 2. Next 200,000 units manufactured: 75 cents each.
 3. All units after 300,000 manufactured: 50 cents each.
- Tentative terms of the royalty arrangement for duplicating music for the 3-M system are about 1 cent for each 100 feet of duplicated tape. As the hour-long 3-M cartridges will contain 600 feet of duplicated tape, the royalty will be 6 cents per cartridge.

Bell to Stick By Victor But Alert to 3-M

COLUMBUS, O. — While reaffirming its intention of pressing sale of its six models of tape cartridge players based on the RCA Victor system, Bell Sound Systems President K. L. Bishop conceded his firm may ultimately also become interested in the Minnesota Mining-CBS Labs tape cartridge system.

"It's too early to make a decision about that at this time," Bishop told The Billboard. He noted that Bell waited a year after it had seen the RCA Victor cartridge system for the first time before it had decided to go forward with it. It's only been about four months since Bell was exposed to the 3-M-CBS system, he pointed out.

Meanwhile, said Bishop, sales for its Victor - system cartridge player are "doing well" but he said if the decisions had to be made over, they might be made differ-

(Continued on page 26)

Ampex Offers Tape Process Free to Users

Only Proviso Is That Industry Adopt Single Standard Cartridge

HOLLYWOOD—Ampex veepee Herb Brown last week disclosed that a new slow-speed commercial recording process has been developed by his firm which will enhance the quality of 17½ i.p.s. tapes used in magazine (or cartridge) systems. Ampex will offer the process royalty-free to all users, provided the industry agrees upon a single standard cartridge.

Brown is confident that the recording industry will decide upon a single cartridge system which will become the standard to be used by all manufacturers. To assure that this will happen, he said, his company is willing to (1) reveal all the

(Continued on page 26)

TAPE OR DISK—MUSIC'S MUSIC

HOLLYWOOD — Music is music, whether it's on tape or disk, and buyers' preferences remain the same in both fields. This is according to Bill Muster, marketing manager of United Stereo Tapes, which now has approximately 750 separate titles in its multi-label catalog. By far the largest number of buyers go for pop music, with classical second and jazz in third place.

Similarly, artists and/or compositions which enjoy a wide following in the disk field will also reap a brisk sale in their tape versions. All this proves that music is music and people are people.

E-V Debs New Organ Models

BUCHANAN, Mich. — The Baron and the Baroness are the first two members of a new Electro-Voice organ line. The instruments, which have been designed by Paul Cobb Associates of New York, have polyphonic construction, standard size organ keys, tremelo control, and a tray built assembly which facilitates assembly and servicing. The Baron retails at \$545 and the Baroness at \$445, and both come in walnut, mahogany, fruitwood or ebony hand-rubbed finishes.

EXCLUSIVE NEW WEBCOR TAPE RECORDER PROMOTION

Give a Complete Foreign Language Course FREE with every 1960 Webcor Tape Recorder!

Webcor Regent High-Fidelity Tape Recorder—Model 2005

It's a big deal for Webcor customers that'll turn in big sales for you!

Never before have so many Americans been so vitally interested in learning foreign languages . . . never before has there been such a tremendous interest in tape recorders. So when you offer a famous Institute for Language Study course free with the world's finest tape recorder, you convert a lukewarm shopper into a red-hot customer right now!

You'll learn all the details on this fabulous promotion package from your Webcor distributor very soon.



Institute for Language Study Spanish—French—German—Italian—English for Spanish speaking people

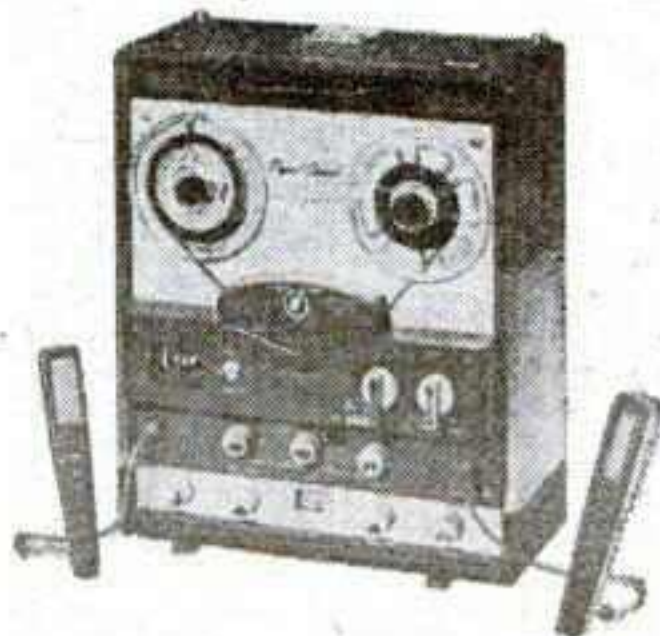
Institute for Language Study courses include full set of phonograph records and easy-to-follow text book. Customer reads lesson from text—listens to it on his fonograf—then practices with his Webcor Tape Recorder. It's the fast, easy way to learn!

Dramatic full-page ads will sell your prospects on this great deal!

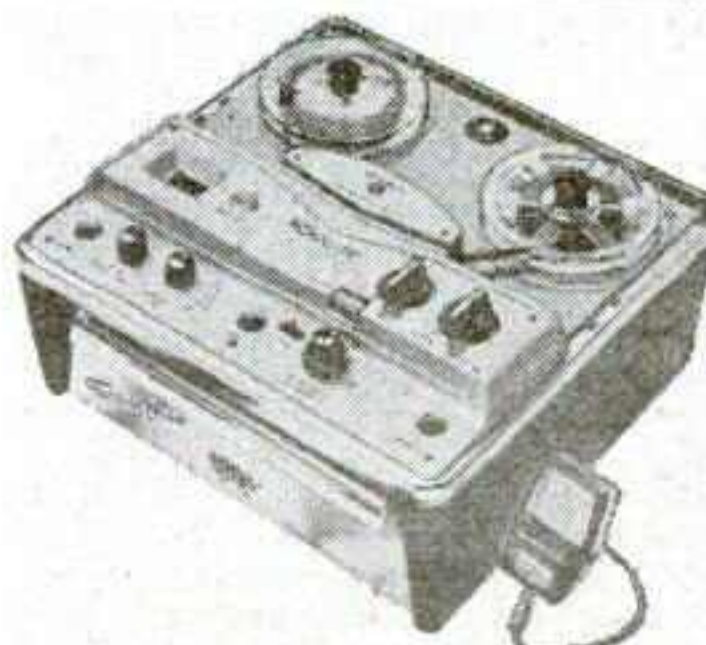
**LIFE
ESQUIRE
CORONET
HOLIDAY
SUNSET**



Webcor Royalite High-Fidelity Tape Recorder Model 2001



Webcor Regent Coronet Stereo Record High-Fidelity Tape Recorder—Model 2007



Webcor Royalite Stereo High-Fidelity Tape Recorder Model 2008



Promote and Sell the Line that Sells the Fastest...Sell Webcor!

AN OPEN LETTER TO RODGERS AND HAMMERSTEIN

Dear Dick and Oscar:

We are happy to be able to tell you that last week the recording from the original movie sound track of SOUTH PACIFIC passed the million-LP mark, counting United States sales only.

But this fact, enjoyable though it is, does not tell the whole story. For now the words and music of SOUTH PACIFIC have become familiar *the world over*. There is practically no country in the world (with the exception of Russia and China) where SOUTH PACIFIC albums have not been released, sold, enjoyed. Total sales from countries outside the United States amount to better than half a million. Our British associates tell us that SOUTH PACIFIC is the most popular LP ever to be offered by anybody in the record industry. Even in a little country like Denmark, SOUTH PACIFIC has become the number one album on the hit parade.

We will not be falsely modest: we have worked enthusiastically to stimulate this popularity. Yet it is far more important to note and to remember—and to remember particularly these days—that the world wants good music. Samuel Rogers' words that "music is the universal language" have by now become a cliché. But a cliché usually contains truth, and SOUTH PACIFIC is testimony to that truth.

Sincerely,



George Marek

Vice President and General Manager
RCA Victor Record Division

St. Louis Tape Sales Transitional

By JOHN HICKS

ST. LOUIS — The pre-recorded tape business presently is in a transitional stage brought on by the advent of the four-track tapes, four handlers in this area agreed. A check of the four showed that tape sales are only a complementary part of their over-all business.

The handlers expressed optimism about the future of the tape industry, and agreed generally that it has suffered thru the lack of promotion by manufacturers. Their implied suggestions for building up the industry included manufacturers' promotional campaigns, and the need for education or understanding of tapes and tape machines by wholesalers down the line to clerks selling to customers.

The tape market check in St. Louis area was made with William

Schrauth, manager of the Rembrandt Studios and Camera Stores, which has a volume of about 100 tapes, valued at \$3,500 list, with an inventory coming up at the end of March; Tanner S. Chrisler, manager of the Radio and Phonograph Division of Aeolian Company of Missouri—company inventory of almost 1,000 tapes valued at about \$6,000; R. A. Mueller of Clayton Camera and Supply Company which expects to build up an inventory of 75 to 100 brands within the next 30 days, and Ernie Petry, manager of Harper Photographic Supplies, which normally carries about 100 pre-recorded tapes of all varieties.

Light Classics Tops

Contrary to popular opinion, the four handlers also concurred that classical selections did not make up the biggest demands of customers, but neither did "pop" tunes. The consensus was that light classics, dance music and music as played by big orchestras were the best sellers on pre-recorded tapes.

"There has been so much of a change since the four-tracks came out that the two-tracks are practically dead," Rembrandt manager Schrauth said. "We are moving to four-tracks, but I don't think they will really hit for another year and a half. Our experience was that the two-tracks did not start picking up until last year. We are moving a few four-tracks but the demand still is more for two-track tapes, and these are not selling too fast."

Neither the Rembrandt firm nor the Aeolian Company, both of

(Continued on page 26)

Boston Tape A Specialized Business

By CAMERON DEWAR

BOSTON — Pre-recorded tapes have almost become a specialized business in Boston. Many dealers went into tape enthusiastically and did quite well with monaural, but when the change to stereo was made they found the customers objected to the expensive changes necessary to convert their machine. Consequently many stores stopped carrying tape.

For those few who have stayed with it business has been quite brisk, mostly by default of the many who dropped out.

Bob Kelly, of Stereo Sound in downtown Boston, is carrying a covering inventory in the hope that more labels and artists will come along. Kelly feels there are as yet not enough top artists to provide enough variety for the customers. He finds sales about evenly divided between popular and classical, altho the three top sellers are "Around the World," Lawrence Welk and Billy Vaughn. Most in demand is the Bell line, four-track being most popular.

Kelly feels there has been too much shifting around by manufacturers and thinks a good many customers have dropped out and will wait to see when the makers make up their minds about the kind of tapes they'll manufacture. He believes there is a big market but

(Continued on page 26)

WALLICHS SEES TAPE UPSURGE

HOLLYWOOD—How big can tape sales become for a dealer? Clyde Wallichs, of the Music City stores here, told The Billboard that his monthly sales volume in tape ranges from \$7,000 to \$10,000 at his three stores. The tape market, he said, is growing from month to month.

Wallichs stocks both two-track and four-track. Sales are divided equally between the older form and the new quarter-track product. Since four-track is approximately half the cost of two-track, it is apparent that the Wallichs stores sell twice as many four-track packages to build up a volume equal to the higher priced two-track merchandise.

Victor Seen Ready for Climb on 4-Track Reel-to-Reel Bandwagon

By REN GREVATT

NEW YORK — RCA Victor, which has long promulgated the four-track cartridge tape concept, is expected to make portions of its vast catalog available in four-track reel-to-reel style within two months.

A number of dealers have recently noted considerably stepped up levels of pre-recorded tape sales, a factor which they readily attribute to the success of Ampex Audio's United Stereo Tapes set-up. UST has more than a score of prominent catalogs under contract for exclusive tape rights, including Decca and London. The UST material has been released exclusively in four-track reel-to-reel form.

The absence of three of the four top majors from the four-track

field, has caused some traders to wonder if the UST program could ever achieve full success. But the coming availability of the Victor catalog in open reel form is being seen as a considerable boost to this form of pre-recorded tape product. Despite this apparent admission of the initial success of open reel tape, Victor is expected to continue plugging the cartridge form of tape as well.

Lately, a number of dealers have noted that buyers desirous of getting Victor material have purchased the cartridge version of the repertoire they seek and have merely threaded it on to an open reel for use with non-cartridge equipment. Pressure from dealers to supply this increasing market,

is believed to be behind the Victor move.

Could Make Units

The coming of Victor product in reel-to-reel form has raised speculation as to whether the company will also provide the equipment to play it. In view of history, which saw Victor's Victrola Division producing the special 45 r.p.m. record players for 45 singles and EP's, and the special cartridge tape player for the company's cartridge tape product, there was some feeling that a four-track reel-to-reel unit would soon follow. It was recalled that the company produced two-track reel-to-reel players several years ago and it was noted that merely by producing a modified deck, the interior components of the present cartridge player could be utilized.

It has also been noted that the only other company currently producing a cartridge tape player, Bell in Columbus, O., also produces reel-to-reel units.

(continued on page 26)

Milwaukee Dealer Sees Huge Potential for Tape

By BENN OLLMAN

MILWAUKEE — One of the nation's top specialists in tape recorder sales and service is Steffen Electro Art of this city. They sell nothing but tape recorders and pre-recorded tapes and also operate a sizable background taped music background setup.

Owner, founder Richard Steffen, is highly regarded in the industry as an expert in this field. He built the firm from the ground up; had faith in tape since its infancy. He quit a good job as a radio station engineer to start this growing business.

Steffen's current inventory of

pre-recorded tapes is between 2-3,000 numbers. This is the staple inventory. It runs considerably higher around Christmas rush time.

The heaviest demand, roughly 80 per cent, according to Steffen, has always been "in the middle—for the 'schmalzty' background music, of the Wayne King type."

Jazz tapes account for about 10 per cent of the volume. Classical sales hit another 10 per cent. "Most of our tape customers are in the older age group," said Steffen.

Demand is heavier for four-track. "We are converting an average of 5-10 machines weekly to four-track because of the lower cost of tapes. A lot of our two-track tapes we are moving out at reduced prices—with exception of some of the staple items."

Steffen's best selling titles are: (1) "Let's Dance," David Carroll, Mercury; (2) "Cha Cha Cha," Warren Covington, Decca; (3) "Gigi," Original Sound Track, M-G-M, and (4) "Taboo," Arthur Lyman, Hi-Fi.

Bell cartridges still not delivered, but are on order. Steffen has been carrying RCA cartridges, but "they do not sell."

Customers complaint about cartridges: Single speed; limited amount of items available; brief playing time, not versatile as far as splicing, editing, etc., and only one type of blank tape available.

"Most of the people who bought the cartridges are the newcomers in the tape field," says Steffen.

What could help? "More companies getting into four-track production; too many of the majors are sitting it out. The recent entry of Decca and London has been a shot

(continued on page 26)

Washington Dealers Cautious; Tape Field Entries Increase

By MILDRED HALL

WASHINGTON — Only one store in the Washington area which sells only tape and stereo records, expects to make substantial sales, and looks for a strong steady advance in tape. But increasingly, Washington's somewhat conservative dealers are stocking tape, trying it out, keeping an eye on future possibilities. Several dealers who had no thought of going into tape a couple of years ago are edging into it now.

All retailers agree that tape needs the magic touch of simplifying gadgets, such as the reported item promised by Columbia, working with Ampex, and a big promotional boost from the advertiser. Dealers qualify the promotion by adding that it should be accurate, stress good sound by improved and simplified playing. They feel the shakedown to four-track has helped, and they hope they have seen the last of the "big promise" and the "revolution in sound" advertising techniques which have disappointed and confused dealers and customers alike.

Kitt's music store, Washington's tape mecca, sells only tape and stereo records in the recording line. Manager Martin Kuhn says current inventory is about 2,000 four-track tapes, and 1,000 of the two-tracks, each retailing at an average of about \$9, giving the store a volume of about \$27,000 at present. Total store business runs about 70 per cent recorded tape, 15 per cent blank tape, and 15 per cent stereo records. Sales are about even between classical and popular music on tape.

4-Track Saving

The demand for the four-track has been moving up steadily, and is now about on a par with the

two-track in Kitt's sales. In fact, demand for the two-track is trending slightly downward, says Kuhn. He credits the rise in four-track to the fact that it is less expensive for a given amount of music. Four-track requires only about one half the amount of blank tape originally, and printing time for the simultaneously pressed four-track is half that for the same amount of music on two-track. Customer saves about one-third as a result.

Kitt's has high praise for the Ampex machines — the only tape machines it carries. These produce tone from four-track that is indis-

(continued on page 26)

Molloy Urges Dealers Build Tape Trade

HOLLYWOOD — Bel Canto prexy Russ Molloy called on record retailers to seriously consider the profit-making potential of tape in today's market or be content to lose patrons to other outlets. Molloy told The Billboard that tape's ever-mounting sales volume makes it essential for dealers in the music field to build a tape trade.

Those customers, Molloy said, are going to other record dealers who stock tape, or are still trading with photo shops, appliance and radio parts houses. According to Molloy, the lion's share of the tape business is still in the hands of non-music merchants. However, he said, record retailers are increasingly cut into their hold on the business with the growing number of record stores setting up tape departments.

EIA to Issue Standard Seal

WASHINGTON — The Electronics Industries Association has been authorized by its consumer products division to obtain cost estimates on the preparation of a seal. This emblem would express a phonograph manufacturers compliance with the standards set by EIA's "music power output" for stereophonic phonos.

The same consumer products division has decided to scrap its proposed high-power TV merchandising program because the program would not be completed by the mid-summer distributor meetings. If the division can acquire the cooperation of enough manufacturers however, its hi-fi-stereo-phono advertising plans will go off as proposed early this fall.

SALES ZOOM

4-Track Tape in Rapid Rise

HOLLYWOOD — According to Bel Canto's Russ Molloy, who releases product in all tape forms (four-track, two-track and cartridge), four-track commands 45 per cent of his tape volume, two-track is responsible for 50 per cent and the cartridge sales represent the remaining 5 per cent.

Omegatape's Dave Hubert told The Billboard that during the short time four-track has been on the market, it has taken over a full 50 per cent of his firm's total tape sales. Two-track still holds on to the other half. What about the cartridge? Altho Omega has released product in cartridge form, Hubert feels it has not as yet become a factor in his firm's sales volume.

According to estimates, there are approximately 500,000 two-track machines in existence as opposed to 250,000 four-track units. In addition, an undetermined number of four-track conversion kits were sold to allow two-track machines to take the quarter-track tapes.

Transistor Sales Soar

WASHINGTON — The Electronics Industries issued figures supporting the belief that transistor radios were gaining a larger and larger share of radio sales.

Sales totals show that 1.7 million more transistors have been sold at the factory level between the months of December, 1959, and January of 1960, and nearly double the number of units have been bought at factories during the first month of this year as compared to January of 1959.





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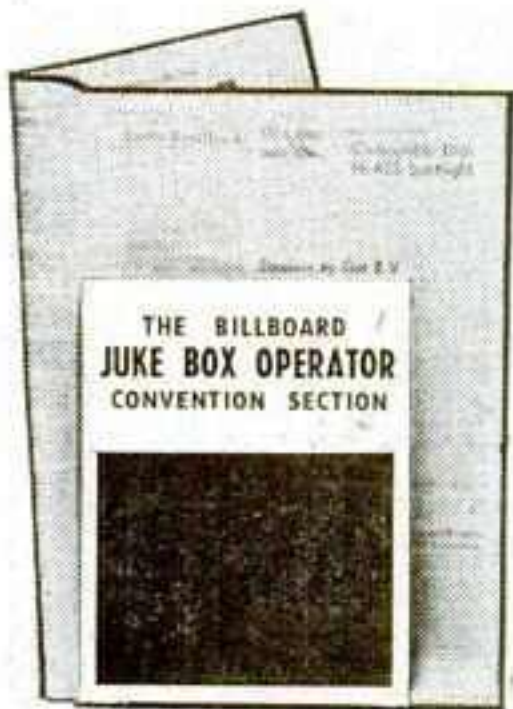
BILLBOARD'S MAY 9 JUKE BOX CONVENTION ISSUE WILL CONTAIN all of the industry news and the big Record Buying and Popularity Charts to serve—and help you sell—**DISK JOCKEYS, OPERATORS, DEALERS, RACK MERCHANTS, etc.**

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Copyright Outlook . . . latest information . . . tracing history of legislation . . . present copyright status . . .

legislation during current Congress.

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607

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St. Louis Tape Transition

• Continued from page 23

which have several stores or branches in the St. Louis area, carry either Victor or Bell tape cartridge units. Schrauth gave his reason by way of an analogy: "I've been in the camera business for 16 years, and had to figuratively eat many magazine movie cameras." Chrisler of Aeolian put it this way: "We don't think we would be doing the customer a service by handling them. My personal opinion is that they are bad investments for both the public and dealer."

Ignorance Factor

What's wrong with the industry? "I would say first that too many people are selling tape recorders who know nothing about the business," Schrauth asserted. "The first thing that should be done is to educate tape and tape recorder salesmen at the wholesale level so they can pass on the the knowledge to retailers."

With the Aeolian Company, four tracks are moving better than the two-track pre-recorded tapes, the firm's buyer, Leon Ferguson, reported. Aeolian radio and phonograph division manager Chrisler said the best sales during the week ended March 12 were United Stereo's London four-track tapes. He also cited the recordings of Roger Williams, Dukes of Dixieland and Mantovani as the best sellers.

In discussing the industry, Chrisler declared that the best thing which has come along "is the revival of confidence in tapes which has been sponsored to the greatest extent by Ampex and United, which is their distributor."

"Tapes will always be a segmental or fractional aspect of the music industry until manufacturers get educated enough to make machines better and easier for everyone to play," Chrisler continued. "The industry has come a long way—the price of tapes is down and the product is better. I am looking forward to the time, in six months, when we will have over 75 per cent or more of our selections available on tapes as well as records."

"If the public is given inspiration and confidence, people will buy tape recorders and not wait for a cartridge machine. What the

Tape Mfrs. Gear

• Continued from page 20

Two manufacturers, rumored to be in the 3-M camp, definitely denied taking out licenses, which fact was confirmed by the St. Paul tape maker (see separate story). Both John McAllister, sales manager of Viking of Minneapolis, and spokesman for Recordio Corporation, Charlotte, Mich., expressed interest in the cartridge playback, but neither had inked the dotted line with 3-M.

Viking will soon release a stereo tape-deck only, which can be plugged into an existing stereo rig at \$289.95. Recordio is busy preparing a new lightweight (17 pound) tube-powered tape recorder. Ted Briskin, general manager of Revere and Wollensak here, said that he'll continue plugging his reel-to-reel lines and "it's conceivable we may show some new models before 1961."

Bell Sound, Columbus, O., which last week unveiled a potent dealer promotion behind its three-and-three-quarter i.p.s. cartridge unit (The Billboard, March 28) intends to push hard in its drive to establish the Victor-type cartridge.

Vic Miller, prexy of V-M Corporation, Bentor Harbor, Mich., currently overseas, could not be reached, but Bud Cain, national sales manager, said firm intends to stay with reel-to-reel thru the next nine months and will introduce new tape playback models at NAMM time.

industry needs is good tape playing machines which will work. The machine manufacturers have not as yet produced such a machine. The long-playing records were not a hit until good machines at a price comparable to those for 78 r.p.m. records came out, and the same principle applies with tapes. With the proper tape library and machines to play them, people will buy."

Among other faults in the tape industry, Chrisler said, the available selections were not large enough, tapes are too expensive—alho the price of four-tracks is only a fraction too high, but nevertheless too high—and the delivery could be greatly improved. Aeolian is a well-established St. Louis music company, which also has a box office where tickets are sold for musical and cultural events.

The demand for tapes at the Clayton Camera and Supply Company is slim at present, Mueller reported. He said the company, which was surprised to discover that the demand of customers was mostly dance music, was "stuck with a whole library of classical pre-recorded tapes." Tapes by Griff Williams and Lenny Herman proved to be the most popular, Mueller said. He mentioned specifically the Columbia recording "Let's Dance" and Griff William's "I Could Have Danced All Night."

The four-tracks are doing well, but they have not approached the sales of two - tracks, Mueller stated. Owners of two-track machines are skeptical and are wondering whether to convert their machines, which would cost \$50 or less, he continued. He asserted that one good thing about the industry was that nothing becomes obsolete—two-track tapes can be played on four-track machines.

Mueller said the Clayton company carries the Victor cartridges and they have been received fairly well, but there has been a problem of discount. There has been a lot of adverse publicity about the Victor cartridges which is unfounded, he asserted. "I have run demonstrations with the various machines and customers thought very much of the Victor and they liked its ease of handling," Mueller remarked.

Promotion Needed

The primary problem, he said, is the lack of promotion by the pre-recorded tape industry. He stated that Revere, the pioneer in the field, only recently started an advertising campaign. "We find," Mueller added, "that people appear to know little about tape and what it will do. The average person couldn't live long enough to wear one out, there is no scratching or breakage problem and anything heard can be recorded on a tape machine."

Harper Photographic Supplies' pre-recorded tape sales are split evenly between two and four-track tapes, Petry said. Tape titles selling best there are Esquivel's "Other Worlds and Other Sounds" and "Strings of Flames" on RCA, Columbia's "South Pacific" and "Grand Canyon Suite," "Flower Drum Song" and all of Percy Faith's recordings.

Harper had one cartridge unit and it remained in stock for about four months, Petry said. There is nothing wrong with the tape business, he said, except that "it has not been pushed enough."

One drawback, he continued, is RCA Victor's reluctance to come out with reel to reel tapes in two-tracks, which are still selling. It seems as if both Columbia and RCA have no intention of going into the four-track field, Petry said.

A promotional campaign by the major companies, he added, would be both beneficial and profitable because people are ready to buy.

Milwaukee Tape

• Continued from page 23

in the arm. Now that tapes are almost as low in price as records their sales potential is terrific."

Radio Doctors, top volume disk outlet in the State of Wisconsin, located at 213 W. Wells Street, Milwaukee, is also building a strong volume of pre-recorded tapes. Prospects for the future in the pre-recorded field, according to buyer Stu Glassman are good, "but the manufacturers don't make it easy."

Inventory is between 200 and 250 current sellers. Sales are almost entirely in the pop category. Classical tapes are sold only on special orders.

"Four-track tape sales are ever increasing. But the main volume still stems from the two-track numbers. At the rate the four-tracks are picking up, however, it will be only a matter of months before they overtake the double track tapes."

"We don't carry the cartridges. Never had any demand for them."

What's wrong with the tape business? Two-track tapes are still over priced, claims Stu Glassman. Also, inconsistency of label releases. "Too often the customer feels that he is buying a 'pig in a poke,'" Glassman said. "We do not play the tapes for the customers. They can't audition them as they do LP's or single records." He added that "the failure of most of the major labels to come out with tapes has hindered the growth of the field."

Victor Ready to Hop on Tape

• Continued from page 23

Meanwhile, two top local dealers, Goody's and Liberty Music Shops, have both noted with satisfaction the growing level of demand for tape. Liberty's Bernie Braddon handed most of the credit to United Stereo Tapes. "They can offer an outstanding catalog, and it's far better than any single record release," Braddon said. "Because you get only the cream. We buy some of practically everything they put out."

Braddon noted that much of the tape demand lies in the classical availabilities. But at the top level, he noted Roger Williams and Mantovani as top grossers. "One of the biggest drawbacks in the current tape situation," said Braddon, "is the fact that there is little original cast and sound track material available because of the absence of Victor, Columbia and Capitol from the four-track fold. We've done very well with tape versions of "Destry Rides Again," by Decca and "Once Upon a Mattress," from Kapp.

Industry Confusion

Braddon noted the confusion and division within the industry as the prime problem facing tape today. "Similar to the problems we've sometimes seen in the record field. But the advent of UST has brought us the breakthrough of quality at a competitive price," Braddon stated. "They have been a great constructive force on the scene and they should be commended for their imagination."

At Goody's, Abner Levin noted that most of the product that moves comes from UST, and "65 to 70 per cent of that is classical merchandise. London has made a huge impression with its product available in four-track tape."

Regarding two-track tape, a considerable amount of which is still around, Levin said, "We run sales on it and a lot of people grab it up. That's because only the highest quality tape is used and the buyer can get it for a price that's close to the same as he'd pay for a reel of raw tape of lower quality. They simply erase it and use it for recording their favorite items off the FM radio."

Washington Dealers Cautious

• Continued from page 23

tinguishable from two-track, Kuhn says, alho some really hep listeners claim a shade of sound loss from certain instruments on the four-track.

Best sellers here are the "Beethoven Concert," taped by Vanguard; "Soul of Spain," by Bel Canto, and "Popular Motion Picture Piano Concertos" by Warner, featuring pianist George Greeley.

Kuhn feels there should be more releases on four-track for open or standard reels, too. Tapes are appearing in more outlets around town, and "that's fine with us. Word of mouth advertising is the most effective kind," among the discriminating music lovers in the area, Kuhn says. But he'd like to see the present 2,000 tapes available doubled to about 4,000 within six months. He urges, "More releases, more libraries on open reels."

Women are being drawn more into the tape market because the tape units are now coming in beautiful consoles, Kuhn points out. The men in the family usually break the ice in bringing tape into the home, but the women pick it up very quickly, Kuhn believes. (Not all dealers agree—some feel that the ladies can't face that much complication.)

National advertising in tape may be missing a bet in failing to tell the ladies that to their more sensitive ears, the beauty of sound on tape makes it easy to listen to with-

out tiring. Kuhn points out that tape play does not require the volume of the ordinary record, because the sound is so distinct—hence, milady can get the lift of music the livelong day, without din, and without the sub-level irritations of disk and needle which eventually get on her nerves.

Sees Forward Move

On the whole, Kuhn believes the tape market will move ahead steadily, without spectacular spurts, but with no set-backs "because it has a special following of people who want the best in sound—and that means tape." It is actually an extension of the taste for fine sound begun in high fidelity. It may go on a slow but steady rise on the customer sales graph for years before it takes over the market. Kitt's believes the eventual take-over is inevitable.

Dan Danziger, whose newly expanded Disc Shop in Washington's plush uptown Connecticut Avenue sector is doing a land-office business, is primarily a record house, but carries between 400 and 500 tapes. They range from \$5.95 to \$11.95 in price, and all are Ampex products. Danziger has high praise for the Ampex people, who give the dealer a good break in every way on the four-tracks, he says. He gets good guarantees, and a good exchange rate, so that he's willing to take 85 per cent of their product.

Danziger is stocking only the four-tracks, and has had classical music on tape only within the past two months. He said sales of London classical tapes are moving up in his shop, but previously largest buying by his tape customers was done in dinner music, Latin American and popular varieties. Tape buying is still too sporadic at the Disc Shop to single out any strong-sell items at present.

Danziger feels the price saving on the four-track is making the two-track obsolete. He tells his customers how to convert their ma-

(Continued on page 56)

Boston Tape

• Continued from page 23

thinks manufacturers will have to stay with one thing long enough for the customers to settle down and buy. If tape can be properly promoted Kelly sees a tremendous business in the medium.

Another active downtown store carries a large inventory but sees the only obstacle to big sales the fact that they can never get all that is ordered, with about 30 to 40 per cent of orders being filled. Light music outsells other types here, with two-track most popular. Many customers bought four-track but went back to two-track because it played longer and was easier to handle. "My Fair Lady," "South Pacific" and Mitch Miller lead sales, but there is good action on many others. Victor and Bell tapes seem to be in about equal demand.

The drawbacks to tape at this store are that they can't always get what they order; the price is high, and there is a lack of variety and big-name artists.

Ampex Process

• Continued from page 20

methods used in producing the new slow-speed recordings; (2) license the process royalty-free; (3) make available tape duplicating equipment and kits to convert existing tape duplicators.

The same process, Brown said, can be used for improving the recording quality of the faster tape speeds, including 7½ i.p.s., and eventually will be used by United Stereo Tapes, Ampex subsidiary, in producing its four-track line.

Bell to Stick

• Continued from page 20

ently now. He referred to the fact that Bell has put six different models in the field, while "Victor only now has a second model out, with a third yet to come."

Bell has just decided to raise the prices on its present line of Victor-system tape cartridge players, effective April 26. Distributors and dealers have been given 30-day buy-in period at the former prices. The portable tape player which listed at \$299.95 which is directly competitive with an RCA Victor model selling at the same price, now will be priced at \$319.95; a wood table model also jumps the \$299.95 price to \$319.95.

Record and playback deck model 403 will be boosted from \$199.95 to \$219.95. Two models will remain at the former price. Model 401 stays at \$99.95, and Model 402 continues at \$129.95.



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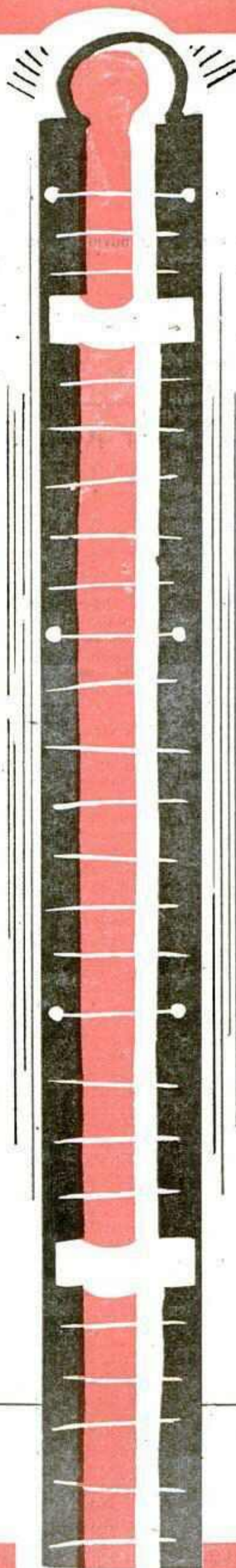
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VOX JOX

By JUNE BUNDY

JOCKEY GIVEAWAY: Ever wonder what listeners do when they "win" their favorite deejay for a day? Susan Oseroff, teen-aged volunteer at the Jewish Chronic Disease Hospital, Brooklyn, recently won Scott Muni, WMCA, New York, for a day, this month, and chose to have the jock act as a volunteer at the hospital for one day. Muni visited the hospital March 17 and made the rounds of the wards to visit with the patients.

Another deejay "giveaway" took place at KDKA, Pittsburgh, where 23-year-old Lyu Da Corta Fumei won jockey Randy Hall for one week as first prize in a Leap Year contest. The jockey has been given a week's vacation to escort the Italian-born winner around town. . . . Eddie Gale, KELP, El Paso, Tex., came up with the most startling giveaway gimmick this month when he announced on the air that he would give a "real live baby" away as first prize. The station was swamped with protests until Gale revealed the prize was a baby pig.

CHANGE OF THEME: Bill Fields has moved from WAIT, Chicago, to WTAC, Flint, Mich., where he has taken over the midnight to 5:30 a.m. time slot. . . . New program director of KDKA, Pittsburgh is Dominic Quinn, formerly p.d. of WIND, Chicago. He replaces William H. Schwarz, effective April 11. Schwarz has resigned to become a program consultant with Peters, Griffin, Woodward, Inc., national sales rep.

Dick Brown is the new all-night host on KDKA, Pittsburgh, from 12 midnight to 4 a.m. and from 5 to 6 a.m. across the board. It's a time switch for Brown who formerly served as morning man at WPOP, Hartford, Conn. . . . Stewart Duke has succeeded Dave McGee on the weekend mike chore at KHGM-FM, Houston.

THIS 'N' THAT "More wax" plea is issued by Johnny Canton music director and chief announcer of KOKO, Warrensburg, Mo. The letter was dated March 19, prior to the FCC's startling directive on free records, but we assume the plea still goes. . . . Bill O'Brien, WTAO, Boston, notes his new Saturday afternoon country music show has pulled more mail than all other two shows on the station since it went on two months ago.

John M. Bierfeldt, WGGO, Salamanca, N. Y., writes, "I am a full time college student at St. Bonaventure University and run a full time job as an afternoon disk jockey on WGGO. Being as small as we are, I know that it is insensible to think of that rather vulgar word—Payola—but on behalf of myself and the station I would appreciate any recordings sent to us, for the purpose of enlarging our record library. The only benefit that we and the record company would receive would be that we have a more ample supply of playable music, and the records would broadcast over our 1000-watt station which serves the Southern Tier in Western New York." This letter, too, was sent before the FCC directive broke.

In line with this, Vox Jox would like to hear what deejays think about the present crisis and what you (or your station) is doing to cope with it. Are you making announcements that records were received free, buying disks (if so at what price rate), changing program formats, etc.?

SHEJAYS: Fem deejays are still at a premium in radio, but women are continuing to break thru the male-deejay-preferred barrier at an ever increasing rate. For instance, station KNDI, Hawaii, has an all-woman operation—deejays, sales staff, etc.—patterned after Sam Phillips' successful all-fem outlet WHER in Memphis. Only male staffer at KNDI is owner Jim Ownby.

Nationalist China is currently using 12 female deejays — on a rotating basis — to spin disks over the Quemoy radio broadcasts beamed to the 100,000-man Nationalist Chinese garrison. The girls work in two women teams spending one month at the central station, followed by one month at each of the amplifying stations.

In addition to emceeing morale boosting programs for the Nationalist soldiers 10 hours a day, they put in about 20 hours a day making propaganda broadcasts designed to lure men away from the Communist camp. The girls are all in their early twenties and the youngest — Li Shih-yung — is only 18. Often under Communist shellfire, the brave fem spinners earn about \$42 a month (1,500 Taiwan dollars) as compared to the \$22 (800 Taiwan dollars) paid experienced male deejays back in Taipei.

Back in the U. S., Ann Wagner, WFBM, Indianapolis, is one of the more successful fem deejays. In addition to her daily three-hour radio show, "Make Mine Music," appears regularly on WFBM-TV and is active, via outside record hops and remotes from sponsors' locations. . . . Two sisters, 17-year-old Martha and 12-year-old Shirley Bass are deejays at WSYL, Sylvania, Ga. They both run their own control board, and do their own commercials. Vox Jox is indebted to Buddy Basch's "Top Hit Club News" for the interesting info.

GAB BAG: Tony Bennett appeared on Big Wilson's morning show, KYW, Cleveland, last week and warbled a live medley of his old hits, accompanied by two members of a Cleveland combo, Bob McKee and Chuck Diamonoff. Wilson and his frau Jody embarked on a three-week vacation, via trailer, to California this week.

Pat Connell, now a deejay at WNJR, Newark, N. J., has been hired by CBS as summer replacement, making him reportedly the web's first Negro staff announcer. . . . Station WKBW, Buffalo, is conducting a contest whereby listeners are asked to find out "who has the key to a Cadillac convertible." Deejays throught the broadcasting day offers clues as to the auto owner's identity. Winner receives the Caddy.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



C.&W. Hank Thompson Has Dual Market Winner

Hank Thompson is a native of Waco, Tex. His educational background includes Waco High School, Texas University and Princeton and Southern Methodist universities.

Since his first big hit "Humpty Dumpty Heart," was recorded in 1946, Thompson has gained thousands of fans. Some of his larger selling disks are "Whoa, Sailor," "Wild Side of Life," "Rub-A-Dub-Dub," "Yesterday's Girl," "Wake Up, Irene," "Honky Tonk Girl" and many others.

One of the top country and western personalities in the business, Hank Thompson now has another hot one on the Capitol label, "A Six Pack to Go," which shows promise of making it pop, too.



Skeeter Scores Again With Latest Disk

Skeeter Davis, born Mary Frances Penick on December 30, 1931 in Sparta, Ky., is one of the most popular of the feminine country and western vocalists. Originally, she was best known for the RCA Victor side she recorded with her late partner, Bee Jay, "I Forgot More Than You'll Ever Know." This disk firmly established the Davis Sisters until tragedy ended their brief joint success when an automobile accident took Bee Jay's life.

It was Steve Sholes, Victor's Chief of Pop Artists and Repertoire, who persuaded Miss Davis to do a solo session, an important turning point in the young singer's career.

On July 21, 1956 Skeeter Davis was married to Kenneth Carl Dewey. She is now a frequent performer on WSM's "Grand Ole Opry" and the Ernest Tubbs Show. Her latest hit is her big country version of "Am I That Easy to Forget."

YESTERYEAR'S TOPS—

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

APRIL 9, 1955

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

APRIL 8, 1950

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

DISTRIBUTOR NEWS

By HOWARD COOK

NEW YORK: Al Hirsch of Malverne Distributors, Inc., sends word that he has several fast-selling items. Top new single is "She's My Baby" by Johnny O'Keefe on Liberty. Following are "Chattanooga Shoe Shine Boy" by Freddy Cannon on Swan, "Outside My Window" by the Fleetwoods on Dolton, "Footsteps" by Steve Lawrence and "The Way of a Clown" by Teddy Randazzo on ABC-Paramount, "Dearest" by Al Martino on 20th Fox and "Magic Words" by Margie Rayburn on Liberty. Other hot sides are "Romantica" by Gordon Jenkins on Kapp and "Free for All" by Billy and Lillie on Swan.

Strongest LP's are the five-volume "Ella Fitzgerald Sings the George and Ira Gershwin Songbook" on Verve, "Persuasive Percussion" and "Provocative Percussion" on Command, "Inside Shelley Berman" on Verve, "With These Hands" by Roger Williams on Kapp, "Fantastic Percussion" by Felix Slatkin on Liberty, "The Explosive Freddy Cannon" on Swan, "We Got Love" by Bobby Rydell on Cameo and "We Got Us" by Steve Lawrence and Eydie Gorme on ABC-Paramount.

Morty Klein of Melody Record Supply Company called to say that he recently became a grandfather. Among the best selling items at Melody are the new Design Compatible LP's, George Feyer's "Echo" series on Vox, the Young Peoples album series (which now totals 24) and the sets in the Artia and Parliament catalogs. There are also heavy advance orders on "Lullabye" by Giselle MacKenzie on Cricket.

Marty Matthews of Superior Record Sales Company, Inc., writes that their top platters are "Money" by Barrett Strong on Anna, "Baby, What You Want Me to Do" by Jimmy Reed on Vee Jay, "Earth Angel" by the Penguins on Dooto, "Ruby" by Adam Wade and "Step by Step" by the Crests on Coed, "Let the Little Girl Dance" by Billy Bland on Old Town and "The Very Thought of You" b-w "If Ever I Should Fall in Love" by Arthur Prysock on Old Town.

Sy Warner of London Record Distributing Corporation informs us that his strongest selling records are "White Silver Sands" by Bill Black's Combo on Hi and "On the Beach" by Frank Chacksfield on London. There is also action on "This Land Is Your Land" by Paul Clayton on Monument and "Down by the Riverside" by Caterina Valente on London.

MINNEAPOLIS: Don Lyons, The Billboard correspondent, sends the following: Don Heilicher of Columbia Midwest reports heavy action on "Big Iron" by Marty Robbins, "Greenfields" by the Brothers Four and "Seasons of My Heart" by Johnny Cash. Paul Goetz of Capitol lists "El Matador" by the Kingston Trio and "Six Pack to Go" by Hank Thompson. Top albums are "Here We Go Again" by the Kingston Trio and "Sing a Hymn With Me" by Tennessee Ernie Ford.

Top five at Decca, as reported by Everett Karow, are "Sweet Nothin'" by Brenda Lee, "(Doing' the) Lover's Leap" by Webb Pierce, "Crazy Arms" by Bob Beckham, "Left to Right" by Kitty Wells and "House of Bamboo" by Earl Grant. Strongest LP is "One Step Beyond" by Harry Lubin.

According to Bob Dahle, Coda Distributing has strong action on "Sixteen Reasons" by Connie Stevens on Warner Bros., "Hither and Thither and Yon" by Brook Benton, "Harbor Lights" b-w "Sleepy Lagoon" by the Platters and "Cradle of Love" by Johnny Preston (all on Mercury).

John Dobey of the Sandel Company, Inc., lists "Clementine" by Bobby Darin on Atco, "Beatnik Fly" by Johnny and the Hurricanes on Warwick and "Just a Closer Walk With Thee" by Jimmie Rodgers on Roulette. Top RCA Victor item at F. C. Hayer is "He'll Have to Go" by Jim Reeves. Dick Daly, Jather Distributing, mentions "Wild One" by Bobby Rydell on Cameo, "I Love the Way You Love" by Marv Johnson on United Artists, "Paradise" by Sammy Turner on Big Top, "Shazam" by Duane Eddy on Jamie and "How Deep Is the Ocean" by Toni Fisher on Signet.

Records climbing at Keyline Distributing, according to Bill Taylor, are "Jenny Lou" by Sonny James on NRC, "A Star Is Born" by Mark Dinning on M-G-M and "A Barefoot Country Boy" by Rex Allen on Vista.

DETROIT: Jimmie and Betty Alexander of B & H Distributing called to report big sales on "Madison" by Al Brown on Amy, "Easy Livin'" by Wade Flemons on Vee Jay and "Railroad No. 1" by Lionel Hampton on Glad.

CHICAGO: Frank Giacalone, Summitt Distributors promotion chief, writes that the firm is doing well with "O Dio Mio" by Annette on Vista, "Sixteen Reasons" by Connie Stevens and "Cathy's Clown" by the Everly Brothers on Warner Bros. Top album is "Sing Along With Bing" by Bing Crosby on Warner Bros.

BRIEFS: Leslie Distributors has moved into their own new building at 477 Park Ave. in East Hartford, Conn. . . . Sonora Records are now handled by Dixie Distributing in Atlanta.

CHICAGO: Don Graham of C & C Distributors sends a wire to inform us of strong sales for "The Buttown Down Mind of Bob Newhart," Warner Bros. The LP is taking off strongly.

Captured LIVE - just as it happened in concert at Deutschlandhallen, Berlin... Ella ad-libs a hit into the swingin'est, funniest, most memorable recorded moments in the history of Show Business!

ELLA HAS HAPPENED

TO

'MACK

THE

*SINGLE RECORD
V-10209 x45*

KNIFE'

An uninhibited, inventive, impromptu Ella - blowing a lyric, breaking it up on 540 grooves of unadulterated excitement!

and, obversely:

**'IT'S
TOO
DARN
HOT'**

ELLA, exclusive on



451 North Cañon Drive
Beverly Hills, Calif.



THE NEW VERSION OF AN
ALL-TIME BEST SELLER

VAUGHN MONROE

BALLERINA

LOVE ME FOREVER

ARRANGED & PRODUCED BY DON COSTA

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PICK OF THE TRADES!
"BILLBOARD" "CASH BOX"

UNITED ARTISTS
RECORDS

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

MUSIC AS WRITTEN

New York

Hal and Belle Webman, of Spier Music, became the parents of a baby girl last week, Dorothy Marie. . . . On April 19, Saturday night, the Lambs will celebrate the 50th anniversary of Otto Harbach's membership in the club. . . . United Artists Records has recorded the sounds of the recent St. Patrick's Day parade in New York City and will release an album of the parade shortly. . . . Tom Pungitore of Orchid Records, has signed Vince Castro and Ann Stone. . . . Mal Braveman is now handling publicity for Chris Connor. . . . Ben Mayhams of Co-Ed Records has set release of the label in the Sudan, Ethiopia, Liberia and Nigeria.

Jacques Foti is now at the Yorkshire Room of the Park Lane Hotel in Chicago. . . . Mitzi Mason's first record for Ember will be released next week. . . . Mike Corda is flipping over the recent waxing of his tune "Someday This Monday" by Dakota Staton in her new album.

Erskine Hawkins will open at the Embers in New York on April 4. . . . Lillette Harris is now at the Belle-Mar in Syracuse, N. Y. . . . Blue Note Records has recorded the musical score of the off-broadway Show, "The Connection." . . . Joe Piccola is the new personal manager of Sonny Til. Piccola has also signed Kalani Kealoha, the Hawaiian chanter. . . . Bill Haley is now on a tour of theaters in Mexico City. While in Mexico he is performing in a new movie. . . . Lance Fortune, the English cat, has signed with Hanover Records. . . . Dick Kesner has been signed by Coral Records. . . . The Tarriers open at the Ashgrove in Los Angeles on April 6. . . . Cy Coleman has signed with Everest Records.

Elmer Bernstein is writing the score for the flick "The Rat Race." . . . Bob Gardner is the new advertising manager and publicity director of Mills Music. . . . The Weavers' April 1 concert at Carnegie Hall in New York was a sellout. . . . National sales manager Andy Meile of United Artists Records, is on a road trip visiting jocks and distributors. . . . Jerry Vale opens at Wrights, in New Britain, Conn., April 4.

Patti Page is touring the Midwest and East to promote her book, "Once Upon a Dream." . . . Hanover Records has snagged the sound track of the TV seg, "Hennessy." Music to the show was penned by Sonny Burke. . . . The Independent Record Manufacturer's Association will hold its monthly dinner meeting at Rossoff's Restaurant in New York on Tuesday, April 5. Bob Rolontz.

Chicago

Henry Mancini was hosted by RCA Victor at a gala soiree for the trade at Ambassador East Hotel. . . . French pianist-singer Jacques Foti switched to the intimate Yorkshire Room in the Park Lane from the Hucksters Key Club, was admitted to ASCAP membership and signed "Honest John" Vail, former London sales exec, as personal manager. Foti's Signature album, "Intimately Yours," getting beaucoup deejay play. . . . Satirist Bob Newhart, opening tonight (4) at Mister Kelly's, took on the Bob Howe flackery for advance promo on his forthcoming Warner Bros. release, "The Button-Down Mind of Bob Newhart." . . . Fred Kaz, jazz pianist, joined the management stable of Al Grossman, and cut an Atlantic LP at Universal Studios. Nesuhi Ertegun supervised. . . . Theo Bikel racked up \$11,000 in near-sellout at Opera House a week after the Weavers notched \$9,000 there in a lower-scaled but equally crowded house. . . . Another folk group, The Limelights, just closed at Mister Kelly's after especially strong notices in dailies. . . . At London House, Jonah Jones, present tenant, will be followed by Audio-Fidelity's Peter Appleyard April 19. . . . Jack Tracy, a.&r. chief of Argo, has a new two-hour Saturday jazz show on WSBC-FM. . . . Leon McAuliff, c.&w. band leader out of Rogers, Ark., signed seven-year pact with MCA. . . . Yesterday (3) was proclaimed FM Day in Chicago by Mayor Richard J. Daley to close out a week in which CBS' WBBM decided to abandon its separate FM operation. . . . WAIT's Stan Dale is papa of a boy. . . . Illinois Broadcasters Association holds a confab in Decatur May 18 & 19. . . . Memphis, a most swinging town, hasn't sent a word this way lately. Are you there? But we found out anyhow of scandalous goings-on at Poplar Tunes, the city's leading retail shop. Big ads heralded a "Payola Sale—We will pay you \$1 when you purchase one LP at regular price. Buy 5 albums, get \$5. Buy 100 albums, get \$100. Buy 1,000 albums, get \$1,000."

Bernie Asbell

Cincinnati

Paul Dixon, hospitalized the last two months by a breakdown and pneumonia, is recuperating at his home, 936 Rennel Drive, Cincinnati 26. It'll be at least another month before he resumes his duties as head of "The Paul Dixon Show," beamed each morning, Monday thru Friday, over WLW-T here. . . . Johnny Restivo was in Columbus, O., last week to plug his new RCA Victor waxing, "High School Play," written by a pair of Columbus lads, Joe Benedetti and Dick Scher, who also penned Tony Perkins' recent release, "When School Starts Again." . . . Milt Magel, Castle Farm bossman, reports more than 700 reservations already in for the appearance of the Harry James band there May 7. Lester Lanin brings his band crew to Castle Farm Saturday night (9) to be followed by the Four Freshmen April 16, Lionel Hampton April 23 and Stan Kenton May 19.

Curtis Peagler, whose Modern Jazz Disciples are current at Herman Kirschner's Piano Lounge downtown, hops into New York next Tuesday (12) to cut a Prestige album session with vib player Lem Winchester. . . . The Al Belletto Sextet takes the April 7-10 spot at the suburban Rainbow Club, following in the Sal Salvadore Quartet. The Belletto crew comes in from Detroit, where Al's new King album release, "The Big Sound," instrumental and vocal, has been netting a heap of air play the last two weeks. . . . The Key Room

(Continued on page 33)

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 artists items are carried in strict alphabetical sequence.

BROOK BENTON is in The Billboard Spotlight with a pretty ballad, The Ties That Bind b-w a lyrical, folk-flavored tune titled Hither And Thither-And Yon. On the scene comparatively short period of time, Brook first scored with his million seller, It's Just A Matter of Time, and currently with Dinah Washington with Baby (You've Got What It Takes). His recent, successful engagement at the Cloister, L. A., proved the Mercury recording artist a highly impressive entertainer on the Night Club scene.

The **BROTHERS FOUR**, banjo-playing Mike Kirkland, piano-playing Dick Foley, guitar-playing John Pain and bass fiddler Bob Flick, rate a Star Performer on the Hot 100 this week for their fast climbing Greenfields. A product of a local fraternity at the University of Washington, the boys have a swingin' album out titled The Brothers Four, from which Greenfields is taken.

CAN-CAN sure can, and does, provide the best in entertainment, both on the screen and on record. Capitol Records has the original soundtrack album from the film. All of the tunes are attractively presented by the film's stars: Frank Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jordan. Cole Porter's Broadway success of a few seasons ago makes good use of the tunesmith's standards: It's All Right With Me, C'est Magnifique, I Love You, etc. Incidentally, this is Frank Sinatra's first musical motion picture in several years. He has not appeared in a musical film since Pal Joey in 1957.

BIRTHDAYS OF THE WEEK:

April 6, Paula Kelly (one of the Modernaires), Gerry Mulligan, Andre Previn. April 7, Percy Faith, Billie Holiday (deceased), Ralph Flanagan. April 8, Carmen MacRae. April 9, Art Van Damme.

CHRIS CONNOR: Atlantic Records has designated April as Chris Connor Month, in honor of Chris' fifth anniversary on that label, and to celebrate her 500,000th LP sale. She will be awarded with a Gold LP for having sold that amount. Chris is in solid jazz form on her newest album, Chris In Person, her ninth LP for Atlantic, which was recorded "live" during an engagement at New York's Village Vanguard. Currently, she's packing them in at Basin Street East, N. Y. C., till April 13.

DORIS DAY has a Billboard Winner in her latest Columbia wax, Here We Go Again b-w Please Don't Eat The Daisies. Doris stars in the motion picture Please Don't Eat The Daisies, which opened at Radio City Music Hall last week. A constant award winner, her latest was the Photoplay Magazine Poll for her appearance in Pillow Talk. In the gold record category she is represented with Secret Love; Whatever Will Be, Will Be; with Buddy Clark: Confess and Love Somebody.

ELLA FITZGERALD, reigning winner of Favorite Female Vocalist in Billboard's recent D. J. Poll, offers a lush rendition of tunes on her Verve LP, Hello Love. Miss Ella just returned from a European tour that delighted her many fans on the continent and created much good will for the U. S.

The **FLAMINGOS**, Terry Johnson, Paul Wilson, Nate Nelson, Jacob Carey, Tommy Hunt, Zeke Carey, are swingin' with Nobody Loves Me Like You, penned by Sam Cooke. Tune rates a Billboard Pick. Label is End.

DON GIBSON continues to climb the Hot 100 with Just One Time, a tricky, moving side by the RCA Victor artist. The tune was penned by Don and masterminded by Chet Atkins, RCA's Nashville a.&r. man. Don hails from Shelby, N. C.

AHMAD JAMAL'S meteoric rise from comparative obscurity to one of the most sought-after jazz artists is one

of the phenomenons of the last two years. His appeal on the scene is easy to understand after listening to his new Argo album, Happy Moods. One of the selections in the album is Excerpt From The Blues, a Jamal original that allows him to roam reflectively and quietly thru the blues before kicking up the tempo on Cole Porter's You'd Be So Easy To Love. In another original, Rumba No. 2, he displays his artistry in a Latin tempo. Jamal will appear at Flint College, Flint, Mich., April 8; Wash College, Crawfordsville, Ind., April 11; Kansas State Teachers College, Pittsburg, Kan., the 19th thru 24th, and Red Hill Inn, Camden, N. J.

JIMMY JONES, young Cub recording artist from Birmingham, has a strong follow-up to his hit Handy Man in his Good Timin'—both Picked By Billboard. Jimmy is scheduled for a GAC tour that will play the Municipal Aud., Norfolk, April 16; the Mosque, Richmond, April 17; and the Coliseum, Charlotte, April 18.

MARIO LANZA: A devastating loss to the music world occurred October 7, 1959 with the untimely death of Mario Lanza. But thru his recordings and films, his extraordinary talents live on. RCA Victor has released a two-album package that includes Mario Lanza Sings Caruso Favorites and a Caruso album titled From The Best of Caruso. Both albums represent the works of two of the world's most popular tenors.

HENRY MANCINI, composer - arranger-conductor, who has been responsible for the much - listened - to backgrounds in the "Peter Gunn" TV series, now comes up with another album based on a new TV series, Mr. Lucky. Born in Cleveland, Henry and RCA Victor won two Grammy awards for the first Peter Gunn album for

being the "best album" and the "best arranged" album of 1959.

CLYDE McPHATTER hit the Hot 100 this week as a Star Performer for his fast climbing MGM release, Think Me A Kiss. His album, Let's Start Over Again is an excellent showcase for Clyde's singing talent. Selections include: Let's Start All Over Again, Bless You, How Deep Is The Ocean, The Glory Of Love and others. Clyde will be on the same GAC tour as Jimmy Jones.

ELVIS PRESLEY hit the gold disk bracket with his first post-Army release before it was recorded. Advance orders on the single, Stuck On You b-w Fame And Fortune, came to over the million mark. RCA's pop a.&r. manager, Steve Sholes, sent the songs to him while he was still serving in Germany and the color sleeve was printed well in advance. Elvis cut the tunes, in his usual rhythm style, March 20 in Nashville during an all-night session. Fast action that got fast results as evidenced by the fast appearance of Stuck On You on the Hot 100 this week.

PROMOTION DAYS AND WEEKS: April 8 begins National Model Building Week. April 9 starts Let's All Play Ball Week and April 10 is Palm Sunday.

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

- BALLERINA**—Vaughn Monroe United Artists
- BURNING BRIDGES**—Jack Scott Top Rank
- CATHY'S CLOWN**—Everly Brothers Warner Bros.
- FIRST LOVE**—Mark Tanno 20th Fox
- KISSIN'**—The Fireballs Top Rank
- MACK THE KNIFE**—Ella Fitzgerald Verve
- MARIE ELENA**—Ray Smith National Recording
- ONE MOON, ONE SIGH, ONE KISS**—Mark Tanno 20th Fox
- PUT YOUR ARMS AROUND ME, HONEY**—Ray Smith National Recording
- SINK THE BISMARCK**—Johnny Horton Columbia
- YOU'RE SINGING OUR LOVE SONG TO SOMEBODY ELSE**—Jerry Wallace Challenge

ALBUMS

- PERSUASIVE PERCUSSION**—Various Artists Command
- PROVOCATIVE PERCUSSION**—Various Artists Command
- REMEMBER WHEN**—The Merrill Staton Choir Epic
- SWING DAT HAMMER**—Harry Belafonte RCA Victor
- SING ALONG IN ITALIAN**—The Lombardi Singers ABC-Paramount
- THE FRANZ LISZT STORY**—Carmen Cavallaro Decca
- THEME FROM THE UNFORGIVEN**—Don Costa and Orchestra United 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.

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

#59072



Jerry
WALLACE

GA
Challenge
ULTRA HIGH FIDELITY

CHALLENGE

DISTRIBUTED IN CANADA
BY APEX

MUSIC AS WRITTEN

• Continued from page 31

at Peebles Corner brings in Fraternity Record's John Gary for a week starting Monday (11), with singing pianist Jacques Foti returning there May 16 for an indefinite return stand. Tentatively set to follow Foti at the spot is Johnny Maddox (Crazy Otto). The Quiet Man (Ronnie Hollyman), who concluded a 10-week stay at the Key Room March 26, is set for the summer at the San Francisco's hungry i club.

Local band leader Sammy Leeds, former arranger with the old Russ Morgan crew, has just finished etching a new album for King Records. Titled "Let's Dress Up and Go Dancing" (King 708), the album spots a bevy of old standards, with the sound reminiscent of the old hotel-type music. . . . The Isley Brothers, who call Cincy their home, have a new RCA Victor release coupling "He's Got the Whole World in His Hands" and "How Deep Is the Ocean." . . . Station WING, Dayton, O., chose both sides of the new Elvis Presley platter and made them pick hits a week before the record hit the town. How loyal can you get? . . . Mary Ishakawa, music librarian at WCKY here, who entered local Dunham Hospital for treatment for tuberculosis several months ago, is reported mending nicely. . . . Local RCA Victor record chief, Jerry Weiner, and his Girl Friday, Julie Godsey, reported heavy action the past week on the Ames Brothers' "China Doll," Della Reese's "Someday," the Browns' "The Old Lamplighter," Neil Sedaka's "Stairway to Heaven" and Henry Mancini's "Mr. Lucky," and feel they have another winner coming up this week with the reissue of Joe Valino's new one, "Garden of Eden."

Bill Sachs

Hollywood

Harry James has rehired his first manager, Frank (Pee-Wee) Monte. Monte first took the James band on the road in 1939 when it was first organized and remained with it until the manager went into retirement in 1954. He came out of retirement to handle the new Claude Gordon band last year, which he will retain in addition to the James crew.

Capitol artist-repertoire veepee Lloyd Dunn elevated Producer John Palladino to special projects producer to handle developing of new sound and recording techniques, re-issue tape production, supervision of tape editors and serve as liaison between a.&r. and recording departments. Associate Producer Ed Yelin was promoted to producer to fill Palladino's vacancy. . . . Bob Carp, Capitol Records, Inc., secretary, was named the corporation's counsel, taking over veepee Dan Bonright's duties in supervising the corporation's legal affairs. He retains his position as corporation secretary while assuming the new responsibilities.

Frank De Vol was here last week to record the first session of the Letits, a group he had discovered. At the same label, Les Brown cut his first big band version of "Madison Time," and already has released it in this market. Reaction to the record, according to Columbia's George Russell, is so exciting the new dance may well usher in a return of the big band era. . . . Dot Records was able to place two of the top four in Teen magazine's popularity poll—Pat Boone and Debbie Reynolds in third and fourth place, respectively. First place went to President Eisenhower with Dick Clark closely trailing the President in the second spot.

AFM won collective bargaining rights covering CBS TV film production in a National Labor Relations Board election. The rival Musicians Guild of America had called for the election. Musicians ranks in Los Angeles continue to split between the two unions. Guild has jurisdiction over musicians performing in the TV films produced by Screen Gems, ZIV, Paramount, Four Star, Desilu, Filmaster, Warner Bros., Fox and MGM as well as ABC-TV.

Lee Zhitto.

Nashville

The Jordanares are back in town after filming of the upcoming Frank Sinatra TV spectacular from Miami's Fontainebleau Hotel. They info that they got to know Elvis Presley better in the five days there than in the previous several years they've worked with him. Elvis' manager, Col. Tom Parker, picked up the Jordanares' tabs for hotel and meals during their stay there. Elvis' appearance on the Sinatra spectacular will be his first post-Army video show. Presley is due back in Nashville soon to complete an album for RCA Victor. . . . Starday's Don Pierce infos that they've just struck oil on his property in Simpson County, Kentucky.

Guitarist Chet Atkins wound up an album for RCA Victor last week. . . . Jim Reeves, with both single and album of his "He'll Have to Go" in mighty high cotton musicwise, cut his first songs for an upcoming RCA Victor album here last week. . . . RCA Victor's Archie Campbell was in Colorado Springs, Colo., last week on a string of p.a.'s. . . . The Browns come in this week for album session at the RCA Victor Studio. . . . Wesley Rose and wife Margaret, brother Lester, and Don and Phil Everly left town last week (31) for the Everlys' London premiere. While in Europe, Wesley will pursue publishing business. . . . Decca's Bob Beckham in town last week for sessions at the Bradley Studio. He recorded while the label's Milt Gabler was still down from New York. . . . Hy Grill, of Leeds Music's New York office, spent several days here last week. . . . Brenda Lee recorded for Decca at the Bradley Studio last week, along with label's Ernest Tubb and Tompall and the Glasers. . . . Webb Pierce, Kitty Wells, Johnny and Jack, Marvin Rainwater, Bobby Helms, Bill Phillips and the Tennessee Mountain Boys played to S.R.O. (9,022 paid admissions) in Municipal Auditorium, Albuquerque, N. M., March 22. About 1,000 were turned away. Package was sold by the Jim Denny Artist Bureau to Betty Wiegand, of the Star Agency.

Pat Twitty.

BUY IN

1960		APRIL					1960	
S	M	T	W	T	F	S		

PROFIT IN

1960		MAY					1960	
S	M	T	W	T	F	S		

EFFECTIVE MAY 1

THE PRICE OF THE ROULETTE "BIRDLAND SERIES" JAZZ ALBUMS WILL INCREASE:

FROM . . . \$3.98 TO \$4.98 MONO
 FROM . . . \$4.98 TO \$5.98 STEREO

Suggested Retail Prices

Price Change Applies to the Entire Birdland Series Catalog

BEAT THE PRICE RISE—BUY IN APRIL!

- | | |
|---|---|
| BASIE—Count Basie and His Orchestra
<input type="checkbox"/> R-52003 <input type="checkbox"/> SR-52003 | BREAKFAST DANCE AND BARBECUE—Count Basie and His Orchestra
<input type="checkbox"/> R-52028 <input type="checkbox"/> SR-52028 |
| A MAN AIN'T SUPPOSED TO CRY—Joe Williams
<input type="checkbox"/> R-52005 <input type="checkbox"/> SR-52005 | BASIE/ECKSTINE, INC.—Count Basie and Billy Eckstine
<input type="checkbox"/> R-52029 <input type="checkbox"/> SR-52029 |
| KENYA (Afro-Cuban Jazz)—Machito
<input type="checkbox"/> R-52006 <input type="checkbox"/> SR-52006 | JOE WILLIAMS SINGS ABOUT YOU—Joe Williams
<input type="checkbox"/> R-52030 <input type="checkbox"/> SR-52030 |
| THE RITES OF DIABLO—Johnny Richards
<input type="checkbox"/> R-52008 <input type="checkbox"/> SR-52008 | PIANO PORTRAITS—Phineas Newborn
<input type="checkbox"/> R-52031 <input type="checkbox"/> SR-52031 |
| BASIE PLAYS HEFTI—Count Basie and His Orchestra
<input type="checkbox"/> R-52011 <input type="checkbox"/> SR-52011 | CHAIRMAN OF THE BOARD—Count Basie and His Orchestra
<input type="checkbox"/> R-52032 <input type="checkbox"/> SR-52032 |
| A MESSAGE FROM NEWPORT—Maynard Ferguson and His Orchestra
<input type="checkbox"/> R-52012 <input type="checkbox"/> SR-52012 | EVERYDAY I HAVE THE BLUES—Joe Williams
<input type="checkbox"/> R-52033 <input type="checkbox"/> SR-52033 |
| MONDAY NIGHT AT BIRDLAND, Vol. 1—Various Artists
<input type="checkbox"/> R-52015 <input type="checkbox"/> SR-52015 | JAZZ MISSION TO MOSCOW—The Mitchell-Ruff Duo
<input type="checkbox"/> R-52034 <input type="checkbox"/> SR-52034 |
| SING ALONG WITH BASIE—Count Basie, Joe Williams, Lambert-Hendricks & Ross
<input type="checkbox"/> R-52018 <input type="checkbox"/> SR-52018 | ILLINOIS JACQUET FLIES AGAIN—Illinois Jacquet
<input type="checkbox"/> R-52035 <input type="checkbox"/> SR-52035 |
| MEMORIES AD LIB—Count Basie and Joe Williams
<input type="checkbox"/> R-52021 <input type="checkbox"/> SR-52021 | DANCE ALONG WITH BASIE—Count Basie and His Orchestra
<input type="checkbox"/> R-52036 <input type="checkbox"/> SR-52036 |
| SWEETENINGS—Harry "Sweets" Edison
<input type="checkbox"/> R-52023 <input type="checkbox"/> SR-52023 | THAT KIND OF WOMAN—Joe Williams
<input type="checkbox"/> R-52039 <input type="checkbox"/> SR-52039 |
| BASIE ONE MORE TIME—Count Basie and His Orchestra
<input type="checkbox"/> R-52024 <input type="checkbox"/> SR-52024 | ENGLAND'S AMBASSADOR OF JAZZ—Johnny Dankworth and His Orchestra
<input type="checkbox"/> R-52040 <input type="checkbox"/> SR-52040 |
| MACHITO WITH FLUTE TO BOOT—Machito and His Afro-Cubans
<input type="checkbox"/> R-52026 <input type="checkbox"/> SR-52026 | JAZZ FOR DANCING—Maynard Ferguson and His Orchestra
<input type="checkbox"/> R-52038 <input type="checkbox"/> SR-52038 |
| A MESSAGE FROM BIRDLAND—Maynard Ferguson and His Orchestra
<input type="checkbox"/> R-52027 <input type="checkbox"/> SR-52027 | PATENTED BY EDISON—Harry "Sweets" Edison
<input type="checkbox"/> R-52041 <input type="checkbox"/> SR-52041 |

USE THIS CHECKLIST AS AN ORDER FORM FOR YOUR ROULETTE DISTRIBUTOR

FOR THE WEEK ENDING APRIL 8, 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	16
2		2. SIXTY YEARS OF MUSIC AMERICA LOVES BEST .19 Assorted Artists RCA Victor LM 6074	19
3		3. FAITHFULLY Johnny Mathis Columbia CL 1422	12
4	10	10. THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 3276	3
5		4. ITALIAN FAVORITES Connie Francis M-G-M E 3791	9
6		5. HERE WE GO AGAIN Kingston Trio Capitol T 1258	22
7		6. HEAVENLY Johnny Mathis Columbia CL 1351	29
8		9. THIS IS DARIN Bobby Darin Atco LP 33-115	5
9		11. OUTSIDE SHELLEY BERMAN Verve MGV 15007	19
10		7. THAT'S ALL Bobby Darin Atco LP 33-104	27
11		8. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LOC 6006	22
12		13. GUNFIGHTER BALLADS AND TRAIL SONGS .15 Marty Robbins Columbia CL 1349	15
13		12. ENCORES OF GOLDEN HITS Platters Mercury MG 20472	4
14		14. MORE JOHNNY'S GREATEST HITS Johnny Mathis Columbia CL 1344	37
15		15. OLDIES BUT GOODIES Assorted Artists Original Sound 5-001	29
16		22. CONCERT IN RHYTHM, VOL. II Ray Conniff Columbia CL 1415	5
17		23. GENIUS OF RAY CHARLES Atlantic LP 1312	7
18		25. FOR THE FIRST TIME Mario Lanza RCA Victor LM 2338	22
19		32. PORGY AND BESS Sound Track Columbia CL 5410	38
20		17. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CL 1331	30

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		34. MR. LUCKY Henry Mancini RCA Victor LPM 2198	2
22		18. STUDENT PRINCE Mario Lanza RCA Victor LM 2339	3
23		19. LET'S ALL SING WITH THE CHIPMUNKS Liberty LRP 3132	19
24		20. TEENSVILLE Chet Atkins RCA Victor LPM 2161	7
25		27. BLUE HAWAII Billy Vaughn Dot DLP 3165	38
26		24. WOODY WOODBURY LOOKS AT LOVE AND LIFE . 5 Stereoditties MW 1	5
27		26. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1389	15
28		33. SANTO AND JOHNNY Canadian-American CA 1001	12
29		16. FABULOUS FABIAN Chancellor CHL 5005	15
30		31. ANNETTE SINGS ANKA Vista BV 3302	3
31		— ALWAYS Roger Williams Kapp KL 1172	1
32		21. "TWANGS" THE "THANG" Duane Eddy Jamie JLP 3009	11
33		28. NO ONE CARES Frank Sinatra Capitol W 1221	33
34		37. CONNIFF MEETS BUTTERFIELD Ray Conniff Columbia CL 1346	13
35		39. GYPSY Original Cast Columbia OL 5420	38
36		— WHAT A DIFF'RENCE A DAY MAKES Dinah Washington Mercury MG 20479	3
37		— ELVIS' GOLDEN RECORDS, VOL. II Elvis Presley RCA Victor LPM 2075	1
38		— NEARER THE CROSS Tennessee Ernie Ford Capitol T 1005	8
39		— SATURDAY NIGHT SING ALONG WITH MITCH . 1 Mitch Miller Columbia CL 1414	1
40		29. THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MGV 15009	10

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	50
2		3. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	60
3		4. MY FAIR LADY, Original Cast, Columbia OL 5090	209
4		5. GIGI, Sound Track, M-G-M E 3641 ST	92
5		7. THE MUSIC MAN, Original Cast, Capitol WAO 990	110
6		6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133 . 101	
7		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	106
8		14. SOUTH PACIFIC, Original Cast, Columbia OL 4180	305
9		8. KINGSTON TRIO AT LARGE Capitol T 1199	42
10		9. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160 . . 91	
11		10. KINGSTON TRIO Capitol T 996	42
12		13. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 . . 57	
13		12. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	59
14		16. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226	47
15		15. HYMNS, Tennessee Ernie Ford, Capitol T 756	143
16		11. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	64
17		22. GEMS FOREVER, Mantovani, London LL 3032	59
18		19. FLOWER DRUM SONG, Original Cast, Columbia OL 5350 . . . 54	
19		20. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	51
20		21. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	59
21		23. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	64
22		25. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	57
23		18. THE KING AND I, Sound Track, Capitol W 740	180
24		17. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	71
25		— WARM, Johnny Mathis, Columbia CL 1078	63

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	13
2		2. PERSUASIVE PERCUSSION Various Artists Command S 800	11
3		4. PROVOCATIVE PERCUSSION Various Artists Command S 806	11
4		5. FAITHFULLY Johnny Mathis Columbia CS 8219	9
5		— THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 25276	1
6		9. SAIL ALONG SILVERY MOON Billy Vaughn Dot DLP 25100	12
7		6. MR. LUCKY Henry Mancini RCA Victor LSP 2198	2
8		10. STILL MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8009	14
9		7. LET'S DANCE AGAIN David Carroll Mercury SR 60152	13
10		13. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1005	14
11		23. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CS 8158	8
12		11. CONNIFF MEETS BUTTERFIELD Ray Conniff Columbia CS 8155	14
13		15. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056	9
14		8. FIORELLO! Original Cast Capitol SWAO 1321	13
15		28. AMERICAN SCENE Mantovani London PS 182	2

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		14. 'S AWFUL NICE Ray Conniff Columbia CS 8001	7
17		20. IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 8143	8
18		21. NEW ORLEANS Pete Fountain Coral CRL 7-57282	6
19		24. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CS 8184	14
20		25. MUSIC FOR READING George Melachrino Strings RCA Victor LSP 1002	3
21		— AMERICAN SHOWCASE Mantovani London PSA 3202	9
22		16. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn RCA Victor LSC 2355	9
23		27. FLOWER DRUM SONG Original Cast Columbia OS 2009	13
24		26. MUSIC FOR BANG, BAA-ROOM AND HARP Dick Schory RCA Victor LSP 1866	4
25		29. KINGSTON TRIO Capitol ST 996	7
26		12. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8043	11
27		19. BOUQUET Percy Faith Columbia CS 8124	4
28		30. LET'S ALL SING WITH THE CHIPMUNKS Liberty LST 7132	12
29		— MUSIC FOR DINING George Melachrino Strings RCA Victor LSP 1000	6
30		— THE EDDY DUCHIN STORY Sound Track Decca DL 7-8289	5

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	46
2		1. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	22
3		— BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	20
4		4. MY FAIR LADY, Original Cast, Columbia OS 2015	46
5		3. HEAVENLY, Johnny Mathis, Columbia CS 8152	28
6		6. GIGI, Sound Track, M-G-M SE 3461 ST	46
7		5. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956 . . 44	
8		15. STRAUSS WALTZES, Mantovani, London PS 118	30
9		20. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	44
10		14. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	41
11		12. THE KING AND I, Sound Track, Capitol SW 740	34
12		8. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069 . . 46	
13		18. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338 . . 23	
14		19. FILM ENCORES, VOL. I, Mantovani, London PS 124	43
15		9. MUSIC MAN, Original Cast, Capitol SWAO 990	42
16		— NO ONE CARES, Frank Sinatra, Capitol SW 1221	29
17		7. THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068	21
18		17. GYPSY, Original Cast, Columbia OS 2017	25
19		10. OKLAHOMA! Sound Track, Capitol SWAO 595	44
20		11. GEMS FOREVER, Mantovani, London PS 106	35

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST... Assorted Artists, RCA Victor LM 6074
2. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
3. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
4. THE LORD'S PRAYER... The Mormon Tabernacle Choir (Condie), Columbia ML 5386
5. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
6. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
7. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
8. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343
9. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
10. CHOPIN BY STARLIGHT... Hollywood Bowl Symphony Orchestra (Dragon), Capitol P-8371

STEREOPHONIC CLASSICAL ALBUMS

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

MONOPHONIC

1. Soul of Spain, Vol. 1
101 Strings... Somerset P 6600
2. Soul of Spain, Vol. 2
101 Strings... Somerset P 9900
3. Huckleberry Hound
Daws Butler and Don Messick... Colpix CP 202
4. Backbeat Symphony
101 Strings... Somerset P 11500
5. Perry Como... Camden CAL 511
6. Good Housekeeping Reducing Off the Record... Harmony HL-7235
7. You Do Something to Me
Mario Lanza... Camden CAL-450
8. 101 Strings Play the Blues... Somerset P 5800
9. Silver Screen
101 Strings... Somerset P 7000
10. Sound of Music
Norman Paris Quartet... Harmony HL-7235

STEREOPHONIC

1. Soul of Spain, Vol. 2
101 Strings... Stereo Fidelity SF 9900
2. Soul of Spain, Vol. 1
101 Strings... Stereo Fidelity SF 6600
3. Backbeat Symphony
101 Strings... Stereo Fidelity SF 11500
4. 101 Strings Play the Blues... Stereo Fidelity SF 5800
5. Symphony for Tommy
Hamburg Philharmonia Ork... Stereo Fidelity SF 5700
6. Concerto Under the Stars
101 Strings... Stereo Fidelity SF 6700
7. Silver Screen
101 Strings... Stereo Fidelity SF 7000
8. Holiday in Mexico
101 Strings... Stereo Fidelity SF 10700
9. The World's Greatest Standards
101 Strings... Stereo Fidelity SF 4300
10. Hawaii in Stereo
Leo Addeo Ork... RCA Camden CAS 510

BEST SELLING POP EP'S

1. Heavenly
Johnny Mathis... Columbia EPB 13511
2. Gunfighter Ballads and Trail Songs
Marty Robbins... Columbia EPB 13491
3. Genius of Ray Charles
... Atlantic EP 619
4. This Is Darin
Bobby Darin... Atco EP 4508
5. Hymns
Tennessee Ernie Ford... Capitol EAP 1-756
6. Here We Go Again
Kingston Trio... Capitol EAP 1-1258
7. Spirituals
Tennessee Ernie Ford... Capitol EAP 818
8. Open Fire, Two Guitars
Johnny Mathis... Columbia E 12701
9. 'S Wonderful
Ray Conniff... Columbia EP 9151
10. That's All, Bobby Darin... Atco EP 4504

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

Pop

FATS DOMINO SINGS MILLION RECORD HITS

Imperial P 9103 — Set includes some of the great blues artist's past smashes, and the set appears a likely bet to score as well as his previous LP release. Included are "Country Boy," "Margie" and "I Want to Walk You Home." Cover shot of the artist will help. Strong potential.

WHAT EVERY GIRL SHOULD KNOW

Doris Day, Columbia CL 1438 — Doris Day turns in winning renditions of a familiar group of standards on this new waxing, helped by the Harry Zimmerman ork arrangement. The songs range from the title tune to "Mood Indigo," "A Fella Needs a Girl," "Something Wonderful" and "A Hundred Years From Today." For the lark's many, many fans.

GREENWILLOW

The Melachrino Strings, RCA Victor LPM 2229 — Frank Loesser's lovely score from "Greenwillow," is interpreted with lush excellence by the orkster. His singing strings are used to listenable advantage on such fare as "The Music of Home," "Summertime Love," "Greenwillow Christmas" and "Never Will I Marry." Set should be another big one for him.

GYPSY PASSION

Andre Kostelanetz Ork, Columbia CS 8228 — Lush, sultry instrumental treatments of familiar gypsy-flavored themes are highlighted by romantic string work. Selections include "Dark Eyes," "Gypsy Fire," "Gypsy Princess" and "Hora Staccato." Standout mood music package.

THE UNFORGIVEN

Dimitri Tiomkin, Stereo UAS 5068 — Composer-conductor Dimitri Tiomkin paces the Santa Cecilia Symphony Orchestra thru a fine reading of his stirring score from the coming film. The pic is likely to be a big one, and as such, this set can come in for heavy sales. The score is richly melodic, programmatic and attractively colorful.

MOMENTS TO REMEMBER



Norman Luboff Choir, Columbia CL 1423 — This is a delightful album by the Norman Luboff Choir that should have solid sales appeal. It features great songs of the '30's, sung neatly by the chorus. The tunes include "Amapola," "Taking a Chance on Love," "I Don't Want to Walk Without You," "Paper Doll" and the title song (even tho the latter is a late '50's song hit). Good wax that should move.

THE FRANZ LISZT STORY



Carmen Cavallaro, Decca DL 8999 — Inspired by the Columbia Picture, "Song Without End," this package is really a hot one. It presents the most popular of the noted composer's works, such as "Hungarian Rhapsody No. 2," "La Campnella," "Liebtraum" and "Les Preludes." These works, of course, are exceedingly pianistic as well as popular, and Cavallaro does a remarkable technical job over big backing by Jack Pleis. Timing for this package is perfect—with deejays looking for classier wax.

DIETRICH IN RIO



Marlene Dietrich, Columbia WS 316. (Stereo & Monaural) — The fabulous Marlene Dietrich has never sounded better than in this set, recorded during her second recent South American tour. Her program features international standards including her classic "Boys in the Backroom" and others like "I've Grown Accustomed to Her Face" and "Well All Right." Stunning cover photos are highly displayable, and the sleeves also have pix of the star.

Jazz

CHRIS CONNOR IN PERSON



Atlantic 8040 — Set was recorded during an appearance by the artist at New York's Village Vanguard last spring. Included are several sides that she has done before. Audience enthusiasm and noises, however, add excitement. Her program features such items as "All About Ronnie," "Misty," "Hallelujah, I Love Him So," etc. Sound is good, and the attractive cover photo will help draw sales.

GUYS AND DOLLS



Manhattan Jazz All Stars, Columbia CS 8223. (Stereo & Monaural) — Teddy Charles and Ted Macera have provided a swingin' set of arrangements on the great Frank Loesser score for "Guys and Dolls." They're presented by a stellar line-up of artists including B. Brookmeyer, A. Farmer, Z. Sims, etc. The set moves all the way. It has been well recorded, and the fine writing and blowing is captured in full. Displayable cover.

Classical

LIVING STRINGS



Morton Gould, RCA Victor LM 2317 — Morton Gould spotlights romantic strings in a variety of varied, colorful forms. The richly melodic package includes "Elegie," Bach's "Air on the G String," Strauss' "Pizzicato Polka," etc. Excellent performance and sound values.

(Continued on page 36)

2 TREY-RIFIC TOPPERS

GREGG CONNORS
(YOUR LOVE)
TEARS ME UP
b/w
CAUGHT IN THE ACT
Arranged & Conducted by Connie Conway
Trey 3003

SUZY DICKERSON
OUR SONG
b/w
THE GREAT LOVER
Trey 3004



2 for the Top
"HOLY ONE"
by
JERRY GLENN
checker 949

"ALL I COULD DO WAS CRY"
ETTA JAMES
argo 5359



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Say You Saw It in The Billboard

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 35

SHOSTAKOVITCH: CONCERTO FOR CELLO IN E FLAT; SYMPHONY NO. 1 IN F MAJOR



Rostropovich, cello; Philadelphia Orch. (Ormandy). Columbia MS 6124. (Stereo & Monaural) — The vigorous 'cello concerto is performed with excellence by Rostropovich. Ormandy and the Philadelphians support the soloist dynamically. The work relies heavily on folk melodies for thematic material. The first symphony is not as mature a work, but in this, the famed composer gave evidence of his future mastery and inventiveness. Excellent sound.

STRAUSS: DON JUAN; DEATH AND TRANSFIGURATION



Minneapolis Symphony (Dorati). Mercury SR 90202 — The two familiar Strauss tone poems, "Don Juan" and "Death and Transfiguration," are performed with intensity by the Minneapolis Symphony Orchestra under Antal Dorati. The two compositions are handled tastefully and the recording is excellent.

Folk

TOL' MY CAPTAIN



Leon Bibb. Vanguard VSD 2052. (Stereo & Monaural) — Chain gang and work songs are sold in stunning fashion by folk artist Leon Bibb, who adds greatly to his stature with this new album. The tunes include the current pop hit in its original version, "Midnight Special," "Tol' My Captain," "Sylvie," "Prettiest Train," "Heavy Hipped Woman" and "Track Lining." Solid wax for folk fans.

ODETTA SINGS THE BALLAD FOR AMERICANS AND OTHER AMERICAN BALLADS



Vanguard VSD 2057. (Stereo & Monaural) — The fine folk artist features several American folk songs for her latest album offering. Her rich vocals embrace such items as "Hush, Little Baby," "Going Home" and "This Land." She accompanies herself to strong effect on guitar. Good cover photo of the artist. Sound is good.

Spiritual

COME ON CHILDREN, LET'S SING



Mahalia Jackson. Columbia CS 8225. (Stereo & Monaural) — Enough said when it is stated that this is another package by the greatest singer of spirituals. Miss Jackson has the Falls-Webb ensemble with her to do the title song and such material as "Because His Name Is Jesus," "Keep-A-Movin'," etc. Set will, of course, have a big sale in the spiritual field, but a gratifying sale may also be expected to pop buyers.

REVIVAL!



Reverend Dwight (Gatmouth) Moore & His Gospel Singers. Audio Fidelity AFLP 1921. (Stereo & Monaural) — The years invested in show business by "Gatmouth" Moore, before he became a man of the cloth obviously have not been wasted. As an exponent of the shouting blues lyric, he had few changes to make for his current calling. Supported by a swinging group of gospel choristers, he's heard to top advantage. This is a disk that should have wide general appeal as well as in its category. Good demo bands are "Down By the Riverside," "Everlasting Arm" and "By and By."

Religious

HIS EYE IS ON THE SPARROW



Ethel Waters. Word WLP 3100 — This is a lovely album in every respect. Miss Waters' voice retains its wistful charm and poignance. She's backed by beautiful orchestral and choral arrangements on a flock of hymns including the title hymn, "Stand By Me" and several medleys. The settings are by Paul Mickelson. Sound is good. Attractive cover photo of the artist.

International

VIVA MEXICO, Volume 2



Mariachi Miguel Dias. Audio Fidelity AFSD 5898. (Stereo & Monaural) — The Miguel Dias mariachi group produced a previous first class LP of Mexican folk music for Audio Fidelity. The current collection has the additional benefit of stereo, which adds vividness to the group's already startling sound. Total effect is one of the best examples of stereo realism as well as a top quality Mexican folk album.

(Continued on page 38)

★ ★ ★ ★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ LOUIS PRIMA—HIS GREATEST HITS

Dot DLP 25262 (Stereo & Monaural)—Prima fans will enjoy this collection of his old hits and other novelty standards. The star is his usual exuberant, personable self on such oldies as "The Lady in Red," "The Thousand Song," "The Music Goes 'Round and 'Round," etc. Lively jockey wax.

★★★★ ON THE BEACH

Frank Chacksfield, London LL 3158 (Stereo & Monaural)—Here's an attractive package of lushly orchestrated instrumentals by Chacksfield, featuring several of his most successful movie theme treatments—the title tune, "Limelight," "Laura," "Three Coins in the Fountain," etc. Fine jockey wax.

★★★★ I'M FOREVER BLOWING BUBBLES

Lawrence Welk Ork. Dot DLP 25248 (Stereo & Monaural) — All the tunes in Lawrence Welk's latest get a double treatment—first as a waltz, then as an up-tempo fox trot. The arrangements are typical of Welk and should more than please his huge following. Selections include the title song, "One Kiss," "I'll See You Again" and "Till We Meet Again."

(Continued on page 38)

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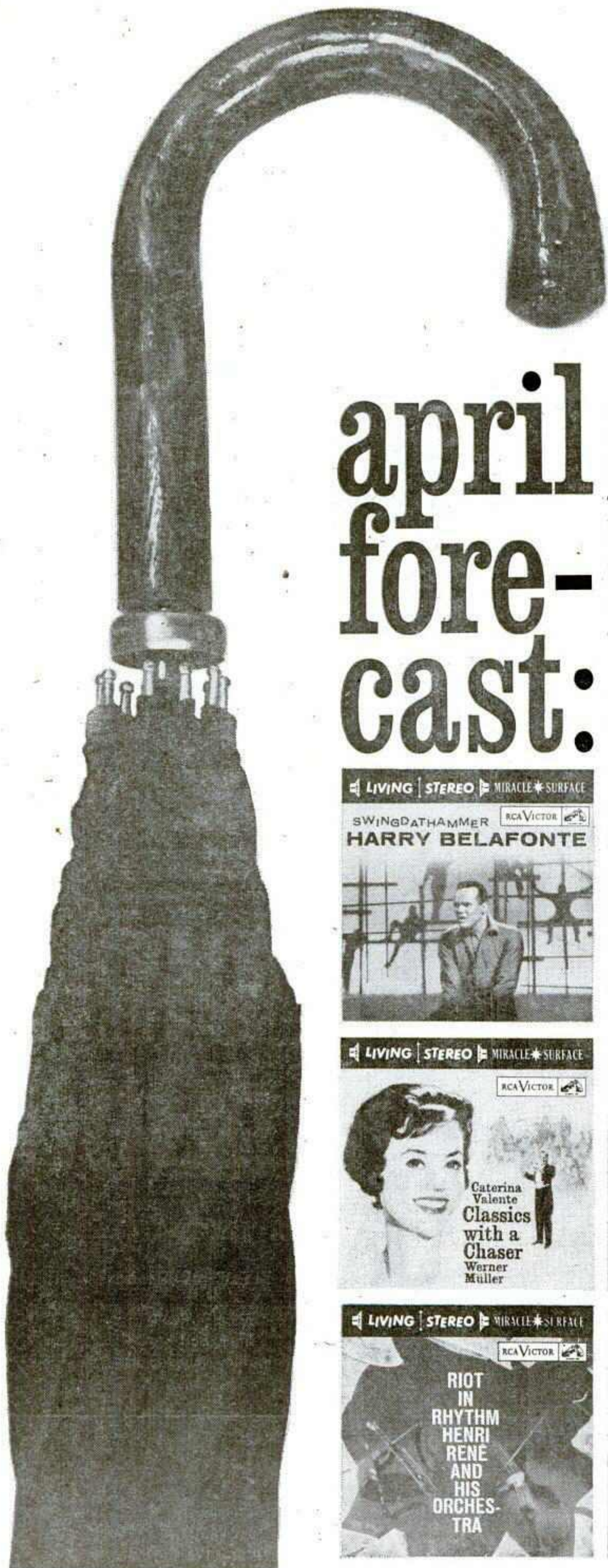
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THE GOLDEN TOUCH. Frankie Carle, whose albums always strike gold, plays favorites for listening and dancing. LSP/LPM-2139

CLASSICS WITH A CHASER. 6 classical works paired with their pop versions! Caterina Valente, Werner Muller Orch. LSP/LPM-2119

COOL WATER. Sons of the Pioneers. All the best Western favorites in one album! *Last Round-Up, Cool Water*, others. LSP/LPM-2118

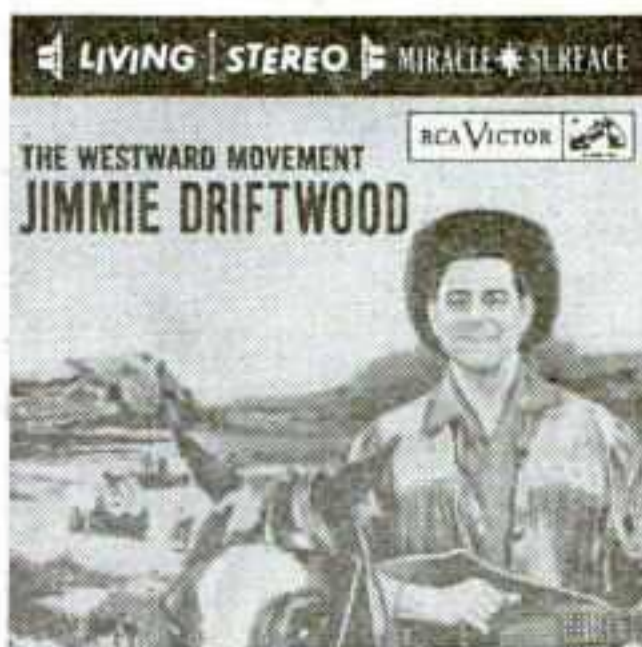
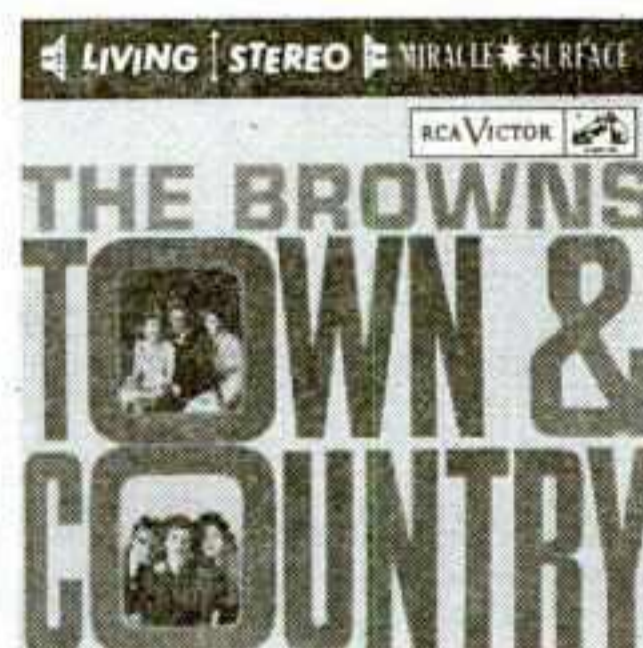
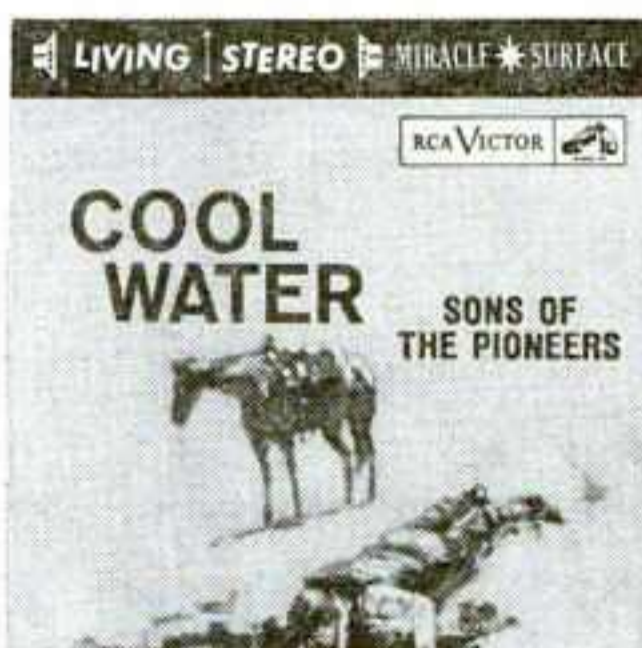
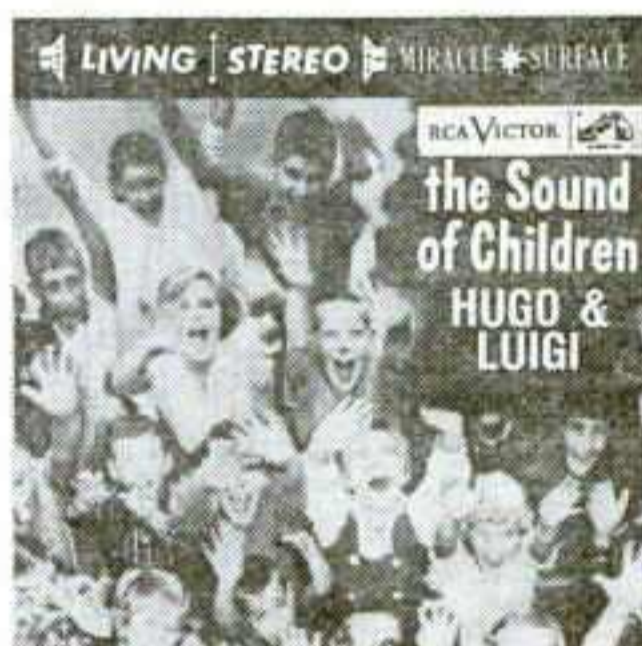
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RIOT IN RHYTHM. Henri René Orch. Solid big-band versions of *Whispering, Time on My Hands*, other evergreens! LSP/LPM-2002

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Joe Gottfried

JOE GOTTFRIED,
V. Pres.

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

Continued from page 36

POP

THE BUTTON DOWN MIND OF BOB NEWHART

Warner Bros. 1379—Bob Newhart is a new young comedian with a gift for gently satirizing such things as Madison Avenue images, politics, merchandising techniques, etc. His humor is satiric rather than bitter, and some of his routines are very funny. Best Sides on this release are "Abe Lincoln Vs. Madison Avenue" and "The Khrushchev Landing Rehearsal." Newhart is a comic worth keeping an eye on.

"KICKS" WITH BOB CREWE

Warwick W 2009 (Stereo & Monaural)—Bob Crewe scores handsomely in this attractive LP effort, and his first album outing could be a winner. The set includes a brace of evergreens and some haunting new songs. It's nicely programmed to include a good share of ballads and swingers. Arrangements by Ralph Burns are excellent. Sound and fine cover shots add to over-all appeal. Included are "Kicks," "All the Things You Are," "The Whiffenpoof Song" and "Autumn Reverie."

HERE COMES JERRY KELLER

Kapp KS 3178 (Stereo & Monaural)—Keller, who last year had a good single with "Here Comes Summer," has a most promising package debut album. He has a clear lyric style, full of heart. The label has recorded him beautifully, choosing a wonderful group of songs derived from the pop, film, show and country fields. These include "Unchained Melody," "Your Cheatin' Heart," "American Beauty Rose," etc. Jocks looking for some fine pop programming have it here.

JAZZ

JELLY ROLL MORTON PLAYS & SINGS, VOLUME 2

Riverside 133—Collectors will certainly want this album by the great pianist. It's the second volume of selections from the Library of Congress recordings. Sound is surprisingly good. An interesting cover sketch of the artist adds to the over-all appeal. Tunes include "Wolverine Blues," "My Gal Sal," "Ain't Misbehavin'" and parts one and two of the "Original Jelly Roll Blues."

PORTRAITS IN JAZZ

Bill Evans Trio, Riverside 315—Evans more than comes into his own in this fine set. His approaches are inspired; his technique is interesting. He's backed by Scott LaFargo on bass and Paul Motian on drums. His improvisations on "What Is This Thing Called Love" allows for a great demo track. Other tunes include "When I Fall in Love" and "Come Rain or Shine." Set deserves exposure.

CLASSICAL

BERG: FIVE SONGS; WEBER FIVE MOVEMENTS FOR STRING ORCHESTRA; SCHOENBERG: FIVE PIECES FOR ORCHESTRA

Columbia Symphony Orchestra (Craft), Columbia MS 6103 (Stereo & Monaural)—These are interesting and difficult works. The 12 tone writing makes severe demands on the string ensemble and on the soprano in five Berg songs. Craft gets a responsive reading from the Columbia Symphony Orchestra. Prime appeal will be to moderns. Sound is good, and the cover is in keeping with the contents. Serious dealers will consider.

FESTIVAL CASALS

Festive Casals Orchestra of Puerto Rico (Casals), Columbia MS 6122 (Stereo & Monaural)—Recorded at the third annual Festival Casals Puerto Rico, May, 1959, this package spotlights 83-year-old Pablo Casals conducting the ork for the first time. Fine performances and strong name values make this album a solid sales item.

BACH: MASS IN B MINOR (3-12")

Soloists, Vienna State Opera Orchestra & Chorus (Scherchen), Westminster WST 304 (Stereo & Monaural)—This is a performance of the greatest of all Masses which is certain to draw a subtle following. Scherchen's old mono version was highly regarded; this one surpasses it. Soloists all are fine operatic artists; Pierrette Alarie, Nan Merriman, Leopold Simoneau and Gutav Neidlinger. Despite competition from two other good stereo versions, this three-disk set should have a long life and wide support.

ALBENIZ: IBERIA (2-12")

Alicia de Larrocha, Piano, Columbia M2L 268—Albeniz' "Iberia" receives a definitive interpretation by Alicia de Larrocha. The song cycle, based on Spanish nationalistic and folk material comes brilliantly alive at the hands of the deft artist. It was recorded in Spain by Hispavox, and Columbia presents a quality set in issuing it in this country. The pianist has given concerts in the U. S. There are other complete versions of the cycle, including one on this label, but this set is well worth consideration.

ARIAS, ANTHEMS AND CHORALS OF THE AMERICAN MORAVIANS 1760-1860 VOLUME 1

Moravian Festival Chorus & Orchestra (Johnson), Columbia MS 6102 (Stereo & Monaural)—This interesting set presents works, mainly of a religious nature, by relatively unknown American composers. Musicologists and students will find this a worthy item. The sleeve includes the text of the work and biographical material about the composers. The soloists, Ilona Kombrink, soprano, and Aurelio Estanislao, baritone, render the various anthems and arias appealingly over excellent settings by the Moravian choir and orchestra. Set includes works by Gregor, Herbst and Antes.

(Continued on page 44)

★★★★
VERY STRONG SALES POTENTIAL

Continued from page 36

★★★★ THE SOUND OF MUSIC
Edmundo Ros, London LL 3157 (Stereo & Monaural)—The Edmundo Ros brand of society Latin dance music is effectively employed on the score of Rodgers and Hammerstein's "Sound of Music." Each song gets a different treatment, the title opus played as a cha-cha, "Do Re Mi" as a paso doble, "Edelweiss" as a merengue, "Climb Ev'ry Mountain" as a bolero-mambo, "How Can Love Survive" as a marcha, etc. For the Ros fan, the Latin-American dance enthusiast.

★★★★ I REMEMBER

HANK WILLIAMS
Jack Scott, Top Rank RM 319—This LP should have strong appeal for both teenagers and country fans. Scott, heretofore associated with rockaballads, warbles with sincerity and heart on a group of the late Hank Williams' outstanding tunes. Selections include "Your Cheating Heart," "Crazy Heart," "I'm Sorry for You My Friend" and "Half As Much."

★★★★ THE FIREBALLS

Top Rank RM 324—The Fireballs have made a name for themselves via several hit singles. This set includes those, past releases plus several others on the Tex-Mex order. The LP should draw heavy teen coin. Selections include "Torquay," "Bulldog" and "I Wonder Why."

★★★★ ROY HAMILTON AT HIS BEST (ROY'S BIGGEST HITS)

Epic LN 3628—A dozen former singles releases by Roy Hamilton are packaged together for his fans. These range in release date from January 1954 ("You'll Never Walk Alone" and "I'm Gonna Sit Right Down and Cry") to September 1959 ("A Great Romance"). Other excellent samples of his distinctive vocal style are "Unchained Melody," "If I Loved You" and "Ebb Tide."

★★★★ SANDY NELSON PLAYS TEEN BEAT

Imperial LP 9105—Sandy Nelson, who had a big hit with "Teen Beat" a while back, has an album that should appeal strongly to the many fans he made with that record. The LP includes the title tune, of course, plus some of his other single releases, including "In the Mood," "Drum Party," "I'm Walkin'" and "Jivin' Around (Parts I and II)."

★★★★ THE SNOW QUEEN

Sound Track, Decca DL 8977—This new release contains the score from the new full-length cartoon picture, "The Snow Queen," based on the Hans Christian Andersen story. The music is listenable and handled well by vocalists Sandra Dee, Tommy Kirk, Patty McCormack and special narration by Paul Frees. The set is handsomely packaged with a double-fold cover.

LOW-PRICED POPULAR ★★★★★

★★★★ VIVACIOUS

Dinah Shore, Camden CAL 572—Here's a strong package for the low-priced market. The TV star chants with her usual verve and showmanship on a group of standards, backed by Harry Zimmerman ork and the Skylarks. Standards and oldies include "I've Got It Bad and That Ain't Good," "Sentimental Journey," "Just Friends," etc.

★★★★ WEDDING MUSIC FAVORITES

Gerhard Gregor, Perfect PS 14021 (Stereo & Monaural)—This set comprises a wide variety of organ favorites, drawing from popular, folk, classical and semi-classical material. Gregor presents the selections with color. Included "Ave Maria," "The Lord's Prayer" and "O Promise Me." It can have wide appeal. Good rack item.

JAZZ ★★★★★

★★★★ ORIGINAL CHICO HAMILTON QUINTET

World Pacific WP 1287—These recordings feature the original Chico Hamilton Quintet with Hamilton, Jim Hall, Buddy Collette, Fred Katz and Carson Smith. These recordings, none previously released, were recorded in California back in 1955. They show off again the reason the original Hamilton crew made such a strong impact on the jazz world. Tunes include "Caravan," "Tea for Two" and "Fast Flute," as well as a number of originals.

★★★★ COUNTING FIVE IN SWEDEN

Joe Newman, World Pacific WP 1288 (Stereo & Monaural)—A swinging jazz package, blues-oriented and rooted in the Basle tradition. In addition to Newman's trumpet there are tenorman Frank Weiss, trombonist Al Grey, pianist Nat Pierce, bassist Eddie Jones and drummer Sonny Payne. Material includes Newman's original, "Slats," a few standards such as "September Song" a traditional, "When the Saints Go Marching In," etc. Set was recorded on tour in Sweden with applause sounds, etc. Very Enjoyable.

(Continued on page 44)

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BURBANK, CALIFORNIA

NIGHT CLUB REVIEWS

Lena Horne in Smart Florida Stint

Gracious, warm and slinky, Lena Horne proves herself one of the very top-notch night club artistes of the day in her current outing in Miami Beach's Eden Roc Hotel.

Opposing Frank Sinatra in the neighborhood Fontainebleau, Miss Horne nevertheless packs them in to the Roc's Cafe Pompeii with as smart a program of material, as handsomely rendered as the toughest critic would want to see.

Moving onstage in a snugly fitting green outfit, the gal plunges into "Ring the Bell," an exuberant and happy opener. An abrupt change in mood comes with "The Man I Love," delivered in sensuous, animal-like tones to a fine solo piano backing. Again she shows her tremendous sense of timing and phrasing with the rhythmic, "Come Back Baby."

From here, it's on to a medley of tunes by Johnny Burke and Jimmy Van Heusen, including "My Heart Is a Hobo," "Like Someone in Love," "Personality" and "You Don't Have to Know the Language." Follows some famous Rodgers and Hammerstein tunes—"Cock-Eyed Optimist," (to a smart piano and rhythm jazz setting) "I Have Dreamed" and "Surrey With the Fringe on Top." It's safe to say that nobody has heard the latter delivered with a more down-to-earth intonation.

Most of the gal's repertoire consists of standards like those enumerated and some Cole Porter items like "From This Moment On" and "It's All Right With Me," but she scores particularly well with a sly piece of special material, "Please Don't Commit the Crime." Then following "Get Out of Town" and "Stormy Weather," she finally begs off with "New Fangled Tango," it may be said that Ethel Merman never handled it this way when she sang it in "Happy Hunting."

Visually, Miss Horne leaves little to be desired but her beautiful enunciation and her way of exaggerating sounds to get the most from every syllable is the frosting on the cake that makes her a superior performer. She also gets standout and neatly varied backing by hubby, Lenny Hayton.

Ren Grevatt.

★ ★ ★

SPECTACLE REVIEW

Georgians Add Fun to Excitement

Altho nominally the show being staged this week is classified as "dance," for purposes of this review it must be called a spectacle. The participants are the 60-odd members of Russia's Georgian State Dance Company, winding up their New York stay at Madison Square Garden in preparation for a tour across the U. S. and Canada under the auspices of S. Hurok.

Members of the troupe were seen last summer as part of the Hurok-staged Russian Festival, of which they were the undoubted hit. There was some questions as to whether a whole evening of the Georgians would be something easily taken. The answer is a definite yes.

The most fantastic numbers of last summer are repeated, and some new ones added. The vigorously masculine ability to dance on the toes of their unpadded boots remains a feat to amaze. The excitement of their sword-clanging, spark-flying numbers lend new thrills. And there are some humorous bits now, too, as a change of pace.

The Georgians brought along the female members of the company this time and they are a pleasing sight. Their contribution to the program, however, is in the relatively mild form of graceful gliding as a contrast to the wild leaps of the men. But like the rest of the program, it's colorful and never dull.

Sam Chase.

★ ★ ★

CONCERT REVIEW

Abbey Simon in Homecoming Concert

When Abbey Simon left the United States about a decade ago he was regarded as one of the most promising of the talented younger generation of pianists. His homecoming concert at Carnegie Hall last Wednesday (30) revealed that he has improved on his previously remarkable technical skills. But there has been less progress, it seems in interpretative ability.

Simon's pianistics were positively dazzling when he unlimbered runs up and down the keyboard, and he had ample opportunity to do so in a program wisely chosen to show his strength. In the Liszt "Six Grand Etudes After Paganini" (recorded by HMV) and the Brahms "Variations on a Theme of Paganini" (released by Epic and Philips) the emphasis was on his prodigious technique. But he also proved himself both individualistic and capricious in tempi and dynamics, frequently playing at a speed contrary to the composers' instructions and seldom playing lower than forte.

These tendencies were particularly noticeable in his opening two works, Schumann's "Arabesque," and the Chopin B minor etude. The slow pace of the former made it anything but dance-like, while in the Chopin he sacrificed poetry for strength in the opening section, then slowed down the Scherzo so much that the slower Largo had to become pallid.

Nevertheless, there is no gainsaying the talent inherent in this still youthful pianist. It is to be hoped that his native land will hear more of him, and that he will prove even more satisfying in future concerts and recordings.

Sam Chase.

ASCAP Picks Review Board

NEW YORK—The new ASCAP Board of Review was elected last week. The new review board replaces ASCAP's former board of

appeals. In the popular production field the writers elected were Leroy Anderson and Lou Alter. In the standard field Virgil Thompson was elected. In the popular production field, publishers elected were Dick Ahlert and Art Israel. In the standard field Charles Foley was elected.

THE NATION'S TOP TUNES
HONOR ROLL OF HITS
TRADE MARK REG.

FOR SURVEY WEEK ENDING MARCH 26

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

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Jackie Rae, Epic 9366; Hugo Winterhalter, 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.
- PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- SWEET NOTHIN'S** — Brenda Lee, Dec 30967.
- HANDY MAN**—Jimmy Jones, Cub 9049.
- SINK THE BISMARCK** — Johnny Horton, Col 41568.
- HARBOR LIGHTS**—LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Plattner, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.
- MAMA** — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591; John Fufano, Darlan 501.
- BABY**—Dinah Washington & Brook Benton, Mer 71565.
- FOOTSTEPS** — Steve Lawrence, ABC-Paramount 10085.
- BEYOND THE SEA**—Bobby Darin, A&O 6158; Trade Martin, Geo 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- O, DIO MIO**—Annette, Vista 354.
- BEATNIK FLY** — Johnny and the Hurricanes, Warwick 520.
- GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp 323.
- TEDDY**—Connie Francis, M-G-M 12878.
- I LOVE THE WAY YOU LOVE**—Mary Johnson, United Artists 208.
- WHAT IN THE WORLD'S COME OVER YOU** — Jack Scott, Top Rank 2028.
- TEEN ANGEL** — Mark Dinning, M-G-M 12845.
- WHITE SILVER SANDS** — Bill Black's Combo, HI 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- FOREVER**—Little Dippers, University 210; Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.
- THIS MAGIC MOMENT**—Dritters, Atlantic 2050.
- LADY LUCK** — Lloyd Price, ABC-Paramount 10075.
- RUNNING BEAR**—Johnny Preston, Mer 71474; Smiley Wilson, Freedom 44025.
- (WELCOME) NEW LOVERS** — Pat Boone, Dot 16048.
- DELAWARE** — Perry Como, Vic 7670.
- THE OLD LAMPLIGHTER** — Browns, Vic 7700.
- STARBRIGHT**—Johnny Mathis, Col 41583.
- DON'T THROW AWAY ALL THOSE TEARDROPS** — Frankie Avalon, Chancellor 1048.

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JOHNNY HORTON

HISTORY REPEATS ITSELF...

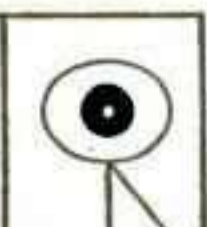


SINK THE BISMARCK

4-41568

Johnny Horton's "Battle of New Orleans" sold over 2,500,000 . . . and now history and Horton score another direct hit . . . "Sink the Bismarck" (inspired by the 20th Century-Fox picture "Sink the Bismarck").

Attention, dealers: Johnny is set to "Sink the Bismarck" on the Ed Sullivan show, May 1st over the CBS Television Network . . . Have your stock ready for the sales barrage. "Sink the Bismarck" . . .

ON COLUMBIA  **#1 IN CONSUMER SALES.**

SPECIAL MERIT SPOTLIGHTS

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

Continued from page 38

CLASSICAL

BANIAMINO GIGLI

RCA Victor LM 2337—A collection of the great operatic areas and songs recorded by the noted tenor. Sound is surprisingly good, despite the fact that sides were cut between 1926 and 1930. For a lover of classical music, this is a wonderful buy containing some of the great treasures of the label's archives. Giuseppe De Luca accompanies Gigli on some of these sides, and Ezio Pinza shares one performance.

SPOKEN WORD

INVITATION TO GERMAN POETRY

Lotte Lenya. Dover—Outstanding German lyric poetry is read, dramatically and expressively, by Lotte Lenya of "Three Penny Opera" fame. A virtual survey of great works, it includes poems by Schiller, Morike, Heine, Nietzsche, Rilke, starting with the minnesongs and ending with Bert Brecht. Handsomely boxed, package contains a book which includes German and English texts and notes about each poet. Retail price of \$4.95 covers total package. Decca is handling record store distribution.

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LOW PRICE LATIN AMERICAN

GUITAR DE MEXICO

Dona-Dio Quartet. Perfect PS 14018 (Stereo & Monaural)—The four musicians who combine to play Spanish guitars as the Dona-Dio Quartet provide a recital of truly exceptional quality. Their range is as diverse as "Tico-Tico," "Autumn Leaves" and a Mexican potpourri plus the Bourree from Bach's "English Suite No. 2," the Intermezzo from Granados' "Goyescas" and the Toselli "Serenade." Stereo is advantageous in separating the instruments, so the skill of each part can be appreciated.

★★★★

VERY STRONG SALES POTENTIAL

Continued from page 38

★★★★ THIS HERE IS BOBBY TIMMONS

Riverside 317—Pianist Bobby Timmons' soulful touch comes thru forcefully on this new recording. One of the newer pianists beginning to get serious attention in the jazz world, via his work with Sonny Stitt, Cannonball Adderly and others, Timmons has a lot to say, and he says it both as a pianist and a composer. His own compositions are included in this album, such as "This Here," "Moanin'" and "Dat Dere." With Timmons are Sam Jones on bass and Jimmy Cobb on drums. A strong new jazz set.

CLASSICAL ★★★★★

★★★★ BEETHOVEN OVERTURES

Lamoureux Orch. (Markevitch). Deutsche Grammophon DGS 712019. (Stereo & Monaural) — Beethoven's ever-popular overtures come in for stirring readings under the capable baton of Igor Markevitch. The same program is available in other successful versions. Markevitch has a following, and this should focus sales activity on the set. Sound is good.

★★★★ DEBUSSY: LA MER-DANSES; SACREE ET PROFANE; ROUSSEL: BACCHUS ET ARIANE, SUITE NO. 2

Lamoureux Orch. (Markevitch). Deutsche Grammophon DGS 712040. (Stereo & Monaural) — Debussy's moving "La Mer" is given a sensitive performance by the orchestra. Markevitch also interprets the dances to fullest measure, taking advantage of the wide extreme of tonal colors, etc. The Rousset work gets a disciplined and controlled reading, that is not, however, lacking in expression. Set has been well recorded. Conductors' name adds a sales plus.

★★★★ DEBUSSY: SONATA FOR VIOLIN & PIANO; LEKEU: SONATA FOR VIOLIN & PIANO IN G MAJOR

Grumiaux, violin; Castagnone, piano. Epic LC 3667 — Debussy's haunting work is beautifully presented by the artists — Arthur Grumiaux, violinist and Riccardo Castagnone, pianist. The subdued, but lovely work is nicely contrasted by Lekeu's equally beautiful, but more obvious writing. This is excellent coupling and will appeal to fans of musical literature of this sort. Fine sound.

LOW-PRICED CLASSICAL ★★★★★

★★★★ BRAHMS: SYMPHONIES NOS. 1 THRU 4

London Symphony (Weingartner). Harmony HL 7246-7-8-9—Singly or as a group these volumes of Brahms' four symphonies

are attractive low-price buys. Each of the romantic works is treated to good effect by the London orchestra. Sound and packaging are good. All are likely strong items for stores and racks.

★★★★ KHACHATURIAN: SUITE FROM GAYNE KABALEVSKY: COMEDIANS SUITE

Vienna State Opera Orchestra (Golschmann). Vanguard SRV 113 (SD) (Stereo & Monaural)—The two delightful suites are colorfully presented by the orchestra Golschmann gets a bright and eventful reading on both works. Stereo sound is good. Set will be facing competition, but the special low-price can enhance appeal.

COUNTRY & WESTERN ★★★★★

★★★★ SLIM WHITMAN SINGS MILLION RECORD HITS

Imperial LP 9102—This LP includes some of the big hits associated with Whitman, such as "Rose Marie," "Indian Love Call," "China Doll," etc. Whitman's repertoire, of course, goes beyond usual c.w. material—as the above material testifies. Performances are in his usually fine lyric style.

CHILDREN'S ★★★★★

★★★★ SONGS AND FUN WITH THE BABY SITTERS

Vanguard VRS 9053—This is the second volume of "Songs for Baby Sitters," released by the label, and it should interest a large group of parents as well as kids and baby-sitters. For it features both traditional kid songs, such as "Skip to My Lou" and "The Old Sow," as well as many original pieces of material dealing with cars, alphabet songs, activity songs, etc., that kids go for. Fun and fun to listen to.

FOLK ★★★★★

★★★★ LIGHTNIN' AND THE BLUES

Lightnin' Hopkins. Herald LP 1012—A fine package by one of the greatest of the folk blues artists. Titles include "Nothin' But the Blues," "Evil Hearted Woman," "My Baby's Gone," etc. Herald has engineered this disk well—the sound being live and bright.

★★★★ AUTOBIOGRAPHY IN BLUES

Lightnin' Hopkins. Tradition TLP 1040—Here are classic blues such as "In the Evening" and "Trouble in Mind" and personal or autobiographical blues like "Mama and Papa Hopkins." A fine package by the great blues chanter with some of Hopkins' own commentary.

RELIGIOUS ★★★★★

★★★★ SONGS OF FAITH & INSPIRATION

Bill Hayes. Kapp KS 3176 (Stereo & Monaural) — Set includes songs of various but all confirming religious devotion. Covering the Protestant, Jewish and Catholic religions, the songs range in style from "The Lord's Prayer" thru the Hebrew "Ovinu Malkeinu" to the country-oriented "His Hands," and, fittingly, "One God." Bill Hayes sings with sincerity, backed by the Morning Star Choir.

SACRED ★★★★★

★★★★ CANAAN'S LAND

Valley Singers. Imperial LP 9108—The Valley Singers turn in some strong readings of a fine group of sacred songs. The group sings them with warmth and sincerity, and there is a fine bass singer with the group. The songs include "Peace in the Valley," "Wait for the Light to Shine," "Just a Little Talk to Jesus" and the title song.

SPECIALTY ★★★★★

★★★★ SQUARE DANCES WITH CALLS

Lee Bedford & Bill Mooney. Imperial LP 9104—Jaunty teamwork by callers Lee Bedford Jr. and Bill Mooney (each featured on one side of LP) mark this exuberant square dance package. Bouncy terp music includes "Four in Line You Travel," "Little Brown Jug," "Arkansas Traveler," etc.

★ ★ ★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★ TITO RODRIGUEZ AT THE PALLADIUM

United Artists UAS 6064 (Stereo & Monaural)—A "live" recording taken at the Palladium dance hall, this package is full of fire and excitement. Devotees of Afro-Cuban music have some fine performances—the musicianship being precise and packed with sensuous rhythmic patterns. A colorful cover will aid merchandising.

★★★ EUROPEAN HITS IN AMERICA

Richard Wolfe Ork. Kapp KS 3183 (Stereo & Monaural)—The Wolf ork presents colorful readings of a flock of European hits—most of which also became big American sellers. They are effectively recorded in stereo. Tunes include "The Day the Rains Came," "Morgen" and "Ciao, Ciao, Bambina." It should appeal to both teens and adults. Fine jockey programming items.

★★★ RAY BRYANT PLAYS

Signature SM 6008—The pianist nicely styles a group of tunes that includes standard jazz items such as "Doodlin'" and "Now's the Time" and some attractive, seldom-heard items such as "Whisper Not" and "Blue Monk." Set is for mainstream buyers.

★★★ AL MELGARD AT THE CHICAGO STADIUM ORGAN, VOLUME 3

Audio Fidelity AFSD 5907 (Stereo & Monaural) (Continued on page 58)

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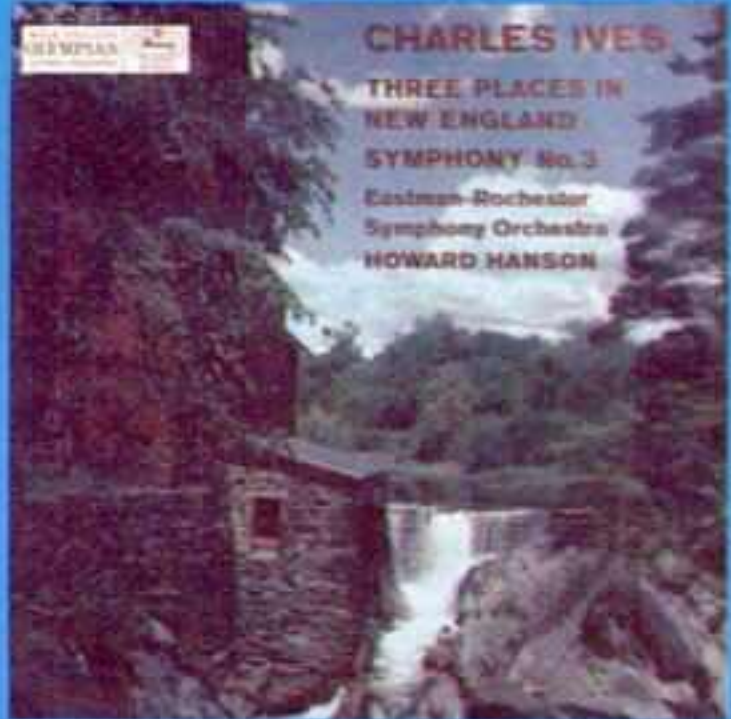
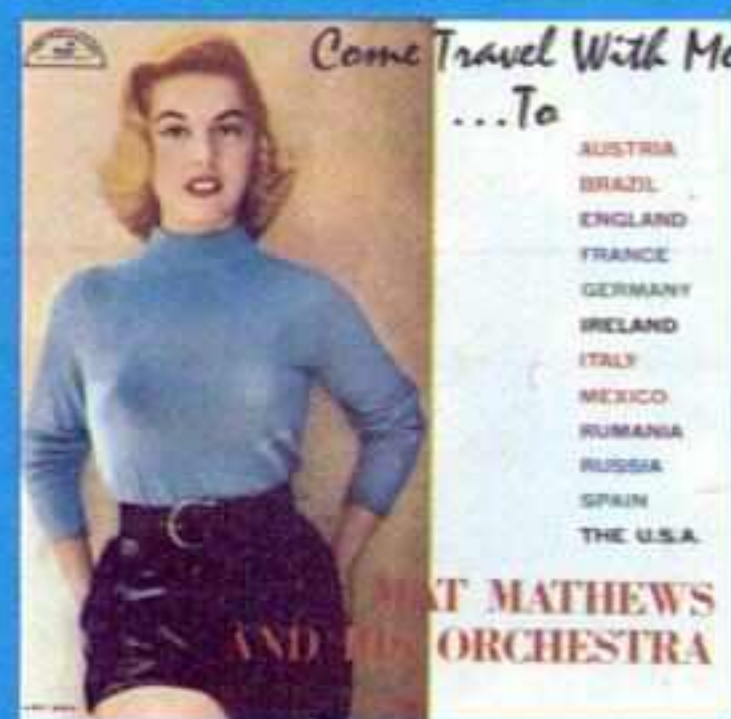
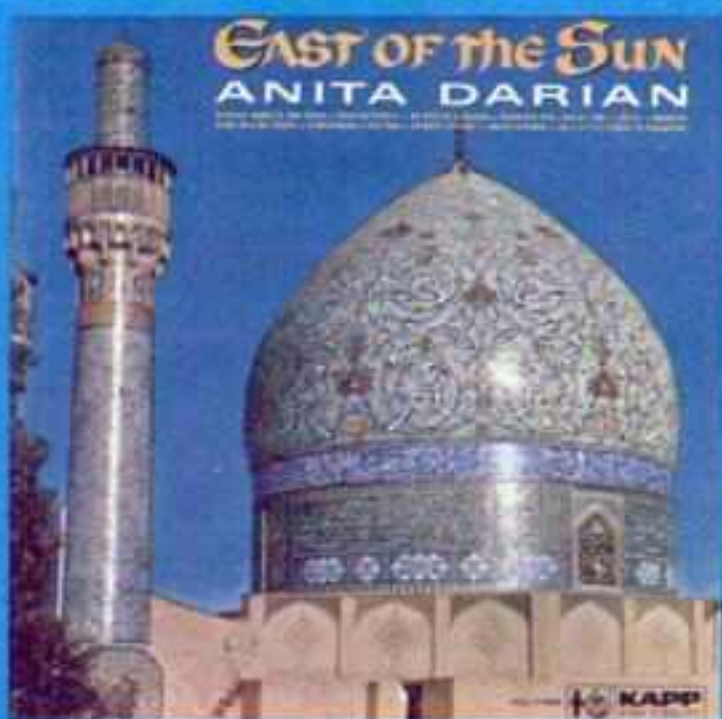
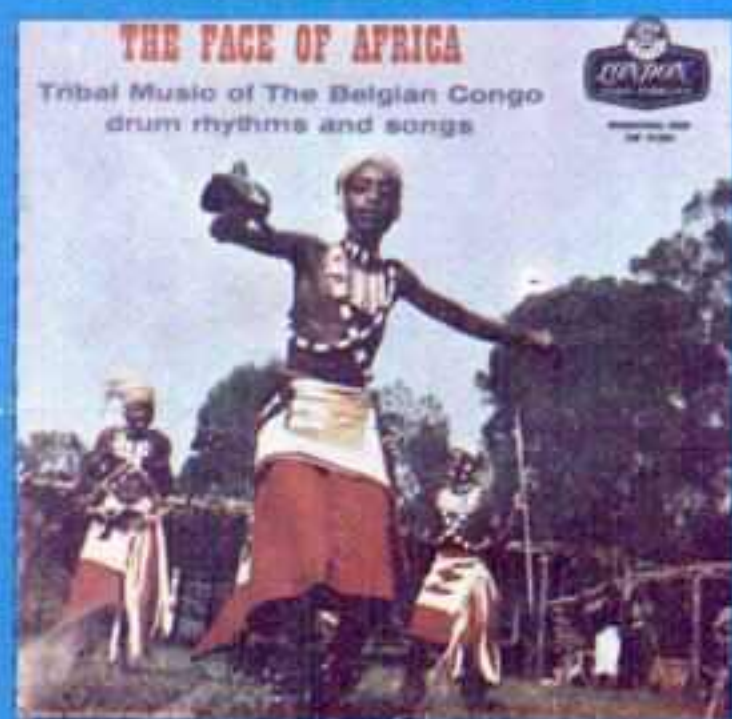
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AUDITION

THE MUSICAL SHOPPING GUIDE



APRIL 4, 1960



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THRU the magic of sound—your LP and phonograph—you can be whisked off, for an hour or so, to such inviting and exotic places as Japan, Africa, Hawaii, Venice and Paris. Here are some suggestions for your traveling pleasure to faraway places. Just listen . . .!



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

Showcase

OF NEW AND OUTSTANDING LP'S

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

POPULAR

ERNESTINE ANDERSON—The Fascinating Ernestine Anderson. Mercury SR 60771 (Stereo & Monaural)

ANNETTE SINGS ANKA—Vista BV 3320

RAY ANTHONY—Like Wild. Capitol ST 1304 (Stereo & Monaural)

GEORGE AULD—Manhattan With Strings. United Artists UAS 6068 (Stereo & Monaural)

THE BELAFONTE FOLK SINGERS—(Corman)—Cheers. RCA Victor LSP 1992 (Stereo & Monaural)

TONY BENNETT—To My Wonderful. Columbia CL 1429

ELMER BERNSTEIN—Paris Swings. Capitol ST 1288 (Stereo & Monaural)

PETE BRADY & THE BLAZERS—Murder Ballads. ABC-Paramount 310

DIAHANN CARROLL—The Persian Room Presents Diahann Carroll. United Artists UAS 6080 (Stereo & Monaural)

MAURICE CHEVALIER—Life Is Just a Bowl of Cherries. M-G-M E 3801

MAURICE CHEVALIER—Thank Heaven for Maurice Chevalier. RCA Victor LPM 2076

JUNE CHRISTY—Ballads for Night People. Capitol ST 1308 (Stereo & Monaural)

DEE CLARK—How About That. Abner LP 2002

CLARK SISTERS—Beauty Shop Beat. Coral 757290 (Stereo & Monaural)

FLOYD CRAMER—Hello Blues. RCA Victor LSP 2151 (Stereo & Monaural)

THE CRESTS—The Crests Sing All Biggies. Coed CPC 901

CREWCUTS—You Must Have Been a Beautiful Baby. RCA Victor LSP 2056 (Stereo & Monaural)

BING CROSBY—Join Bing & Sing Along. Warner Bros. WS 1363 (Stereo & Monaural)

ANITA DARIAN—East of the Sun. Kapp KS 3052 (Stereo & Monaural)

EMERY DEUTSCH ORK & CHORUS—Emery Deutsch and His Violin of Love. ABC-Paramount ABC 281

THE DIAMONDS—Songs From the Old West. Mercury SR 60159 (Stereo & Monaural)

RUSTY DRAPER—Hits That Sold a Million. Mercury ST 60176 (Stereo & Monaural)

TOMMY EDWARDS—You Started Me Dreaming. M-G-M F 3805

THE ELIGIBLES—Along The Trail. Capitol T 1310

ROBERT FARNON—Gateway to the West. M-G-M E 3804

ERNIE FIELDS—In the Mood—Rendezvous M 1309

MYRON FLOREN—Most Requested. Brunswick BL 54046

FOUR PREPS—Down at the Station. Capitol T 1291

FRANKIE FORD—Let's Take a Sea Cruise. Ace LP 1005

FOUR FRESHMEN—Voice and Brass. Capitol ST 1295 (Stereo & Monaural)

JOHN GART—Beloved Melodies of Stephen Foster. Kapp KS 3023 (Stereo & Monaural)

EYDIE GORME & STEVE LAWRENCE—We Got Us. ABC-Paramount ABC 300

GOGI GRANT—Granted It's Gogi. RCA Victor LSP 2000 (Stereo & Monaural)

GRAMERCY SIX—Great Swinging Sounds. Edison Int'l P 502

KEN GRIFFEN—Sweet and Lively. Columbia CL 1411

TONI HARPER—Lady Lonely. RCA Victor LPM 2092

NEAL HEFTY—A Salute to the Instruments. Coral CRL 757286 (Stereo & Monaural)

THE HI-LO'S—The Hi-Lo's Broadway Special. Columbia CL 1415

DICK HYMAN QUINTET—Strictly Organic. M-G-M E 3808

DICK HYMAN—Zillion Strings. Everest SDBR 1074 (Stereo & Monaural)

JACK THE RIPPER—Sound Track. RCA Victor LPM 2199 (Stereo & Monaural)

JONI JAMES—Joni Sings Irish Favorites. M-G-M E 3749

MARV JOHNSON—Marvelous Marv Johnson. United Artist UAL 3081

KITTY KALLEN—If I Give My Heart to You. Columbia CL 1409

DICK KESNER—Dick Kenser and His Magic Stradivarius. Brunswick BL 54051

THE FIVE KEYS—The Five Keys. King 688

LESTER LANIN—Dance to the Lester Lanin Beat. Epic 556 (Stereo & Monaural)

STEVE LAWRENCE & EYDIE GORME—We Got Us. ABC-Paramount ABC 300

PEGGY LEE—Latin a la Lee. Capitol T 1290

HARRY LUBIN ORK—Music From One Step Beyond. Decca DL 8970

HENRY MANCINI—Mr. Lucky—RCA Victor LPM 2198

TONY MARTIN—Dream a Little Dream. RCA Victor LSP 2107 (Stereo & Monaural)

GISELE MACKENZIE—Gisele MacKenzie at the Empire Room of the Waldorf-Astoria. Everest SDBR 1069

BESS MEYERSON—Fashions in Music. M-G-M E 3785

BOB McFADDEN and DOR—Songs Our Mummy Taught Us. Brunswick BL 54056

THE McGUIRE SISTERS—In Harmony With Him. Coral CRL 57303

ROD McKUE—Alone After Dark. Decca DL 8946

MITCH MILLER—Saturday Night Sing Along With Mitch. Columbia CL 1414

BUDDY MORROW—Double Impact. RCA Victor LPM 2180 (Stereo & Monaural)

BILLY MURE—Songs of Hank Williams. Everest SDBR 1072 (Stereo & Monaural)

BILL MURE—Supersonic Guitars, Vol. II. M-G-M E 3807

ARTHUR MURRAY'S MUSIC FOR DANCING—Ray Carter Ork. Mambo, Rhumba, Samba, Tango, Merengue. RCA Victor LPM 2152; Foxtrot, RCA Victor LPM 2154; Waltz, RCA Victor LPM 2153; Cha Cha, RCA Victor LPM 2155

RED NICHOLS and THE FIVE PENNIES—Dixieland Dinner Dance. Capitol T 1297

PATTI PAGE—3 Little Words. Mercury SR 60037 (Stereo & Monaural)

SID RAMIN ORK—Love Without Tears. RCA Victor LPM 2013

DELLA REESE—And That Reminds Me. Jubilee 1116

DEBBIE REYNOLDS—From Debbie With Love. M-G-M E 3806

MAVIS RIVERS—Hooray for Love—Capitol T 1294

FLOYD ROBINSON—RCA Victor LPM 2162

EDMUNDO ROS ORK—Show Boat—Porgy and Bess. London LL 3137

JOANIE SOMMERS—Positively the Most. Warner Bros. WS 1346 (Stereo & Monaural)

BARNEY SORINK ORK—You Dance—I'll Play. Dynasty DM 3001

ROY SMECK—The Happy Banjo. ABC-Paramount S 309 (Stereo & Monaural)

HUEY (PIANO) SMITH & THE CLOWNS—Having a Good Time. Ace LP 1004

JON STEEL AND SANDRA—His and Hers. Golden CR 3072

DODIE STEVENS—Dodie Stevens. Dot DLP 25212 (Stereo & Monaural)

LITTLE MARY SUNSHINE—Original Cast. Capitol WAO 1240

THE TRAPP FAMILY SINGERS—The Trapp Family Singers. Warner Bros. WS 1277 (Stereo & Monaural)

THE TUXEDO BAND—The Tuxedo Band. Warner Bros. WS 1365 (Stereo & Monaural)

RANDY VAN ORN SINGERS—Rollin' West. Everest LPBR 5071

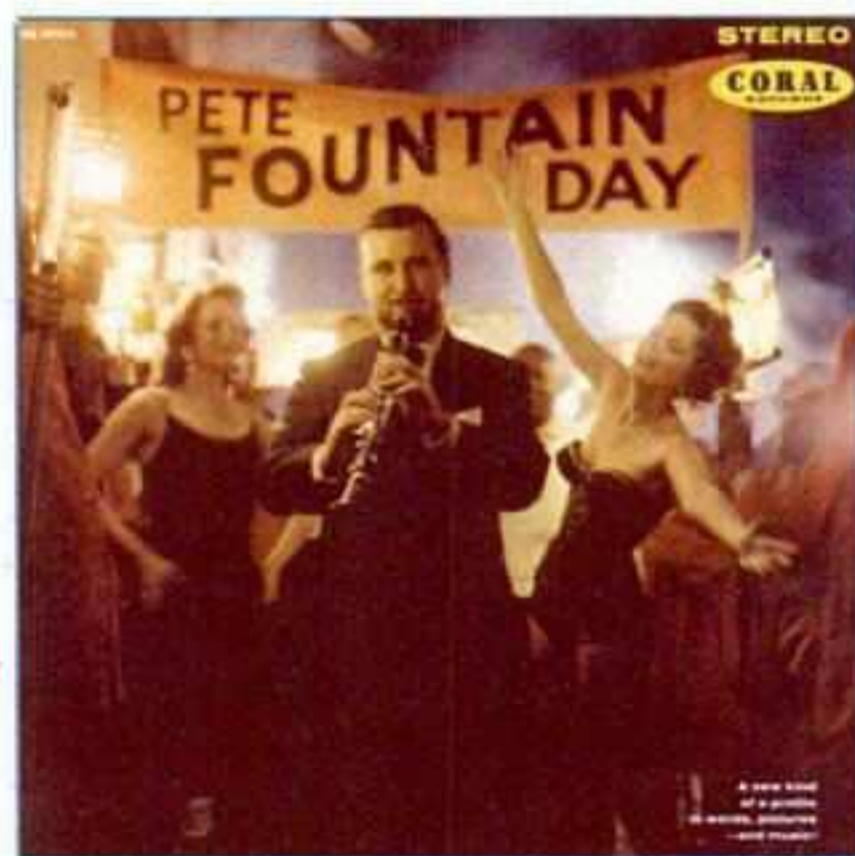
BILLY VAUGHN PLAYS STEPHEN FOSTER—Dot DP 25260 (Stereo & Monaural)

FRANKIE VAUGHN—Frankie Vaughn at the Palladium. Columbia CL 1405

FRED WARING AND THE PENNSYLVANIANS—The Time, the Place, The Girl. Capitol T 1298



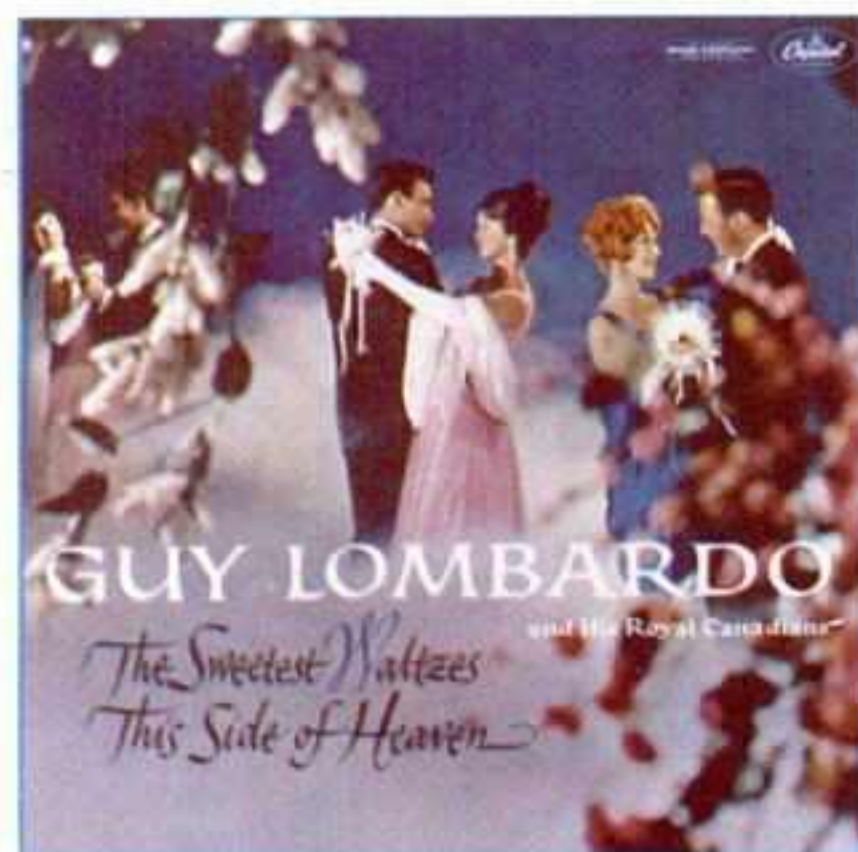
BON VOYAGE!—Continental Souvenirs by Percy Faith and His Orchestra. Percy plays recent European popular favorites such as Souvenir, Arrivederci Roma, Morgen, Petite Fleur, Guaglione, others. Columbia CL 1417(M), CS 18214(S).



PETE FOUNTAIN DAY—Here's the fifth smash Coral album by Pete Fountain, the outstanding clarinetist. This was recorded live at New Orleans' Municipal Auditorium. It's great jazz! CRL-57313; 757313(S).



TCHAIKOVSKY: SYMPHONY NO. 5—The Philadelphia Orchestra, Eugene Ormandy, conducting. A new recording of the Tchaikovsky favorite in celebration of the 60th anniversary of this great orchestra. Columbia ML 5435(M), MS 6109(S).



THE SWEETEST WALTZES THIS SIDE OF HEAVEN—Guy Lombardo, Capitol T 1306 (M), ST 1306 (S). The master of beautiful melodies and perfect dance tempos fashions favorites in three-quarter time.



PARIS GOES LATIN—Marcel Hayes and His Orchestra. Great Latin standards arranged to exciting dance tempo. Accepted by all major dance studios as one of the greatest Latin albums on the market. Guyden 501, ST 501.



RODGERS AND HAMMERSTEIN SONGBOOK—Richard Kiley. George Siravo and His Orchestra. A gala two-record set! The star of "Redhead" sings 24 tunes from "Carousel," "South Pacific"; eight more shows. Camden CBL 102(M), CBS 102(S).

POPULAR MISC.

A PIANO, ICE BOX AND BED—Ken and Mitzie Welch. Kapp KS 3039 (Stereo & Monaural)

THE DANCING BEAT OF THE SWINGING BANDS—Various Artists. RCA Victor LSP 2090 (Stereo & Monaural)

GOLDEN GOODIES—Various Artists. Mercury SR 60217 (Stereo & Monaural)

M-G-M TOP HITS—Various Artists. M-G-M E 3814

MORE LIVE ECHOES OF THE SWINGING BANDS—Various Artists. RCA Victor LPM 1983

PHOTOPLAY PICKS THE GREAT LOVE THEMES FROM HOLLYWOOD—Various Artists. Warner Bros. WS 1368 (Stereo & Monaural)

SWEET ADELINES—Various Artists. Decca DL 8968

LOW PRICE POPULAR

HILL BOWEN ORK—Take Me Along. Camden CAS 580 (Stereo & Monaural)

LARRY ELGART ORK—Easy Goin' Swing. Camden 575

RICHARD HAYMAN—Come With Me to Far Away Places. Wing MGW 12186

LEON KEINER ORK—Cha Cha Cha. Lion L 70133

NORMAN LEYDEN ORK AND CHORUS—Sing While Dancing the Cha Cha. Camden CAS 559 (Stereo & Monaural)

RUBINO ORK—Say It With Music. Telefunken TPS 12512 (Stereo & Monaural)

SARAH VAUGHAN, DIZZY GILLESPIE AND OTHER ARTISTS—"Mr. B." the Great Billy Eckstine. Audio-Labs AL 1549

CY WALTER, PIANO—Hits From the Great Astaire-Rogers Films. Camden CAL 533

JAZZ

JOHNNY DANKWORTH & ORK—Bundle From Britain. Top Rank RM 314

PETE FOUNTAIN—Pete Fountain. Coral CRL 57314

CURTIS FULLER QUINTET—Blues-Ette. Savoy MG 12141

BARRY HARRIS TRIO—Barry Harris Trio. Argo LP 644

JON HENDRICKS—A good Gift Together. World Pacific WP 1283

PHILLY JOE JONES—Philly Joe Jones Showcase. Riverside 313

PETE JOHNSON & VARIOUS ARTISTS—Pete's Blues. Savoy MG 14018

FRED KATZ & HIS JAMMERS—Fred Katz and His Jammers. Decca DL 9217

ABBEY LINCOLN—Abbey Is Blue. Riverside 308

MELBA LISTON & HER BONES—Melba Liston & Her Bones. Metrojazz E 1013

LOU McGARITY BIG EIGHT—Blue Lou. Argo LP 6548

WES MONTGOMERY TRIO—The Wes Montgomery Trio. Riverside 12-310

THELONIOUS MONK—Alone in San Francisco. Riverside 312

BLUE MITCHELL SEXTET—Blue Soul. Riverside 309

CHARLIE SHAVERS—Charlie Digs Dixie. M-G-M E 3809

NINA SIMONE & VARIOUS ARTISTS—Nina Simone and Her Friends. Bethlehem BCP 6041

JAZZ ALBUMS

ALBAM, MANNY & ORK—Double Exposures. Top Rank RM 313

ALLEN, STEVE & ALL STARS—And All That Jazz. Dot DLP 25194. (Stereo & Monaural)

DAVIS, MILES QUINTET—Workin' With the Miles Davis Quintet. Prestige PRLP 7166

EVANS, BILL—New Jazz Conceptions. Riverside 223

HACKETT, BOBBY & ORK—Hawaii Swings. Capitol Y 1316

HEATH, JIMMY SEXTET—The Thumper. Riverside 314

KENTON, STAN—Viva Kenton. Capitol SW 1305. (Stereo & Monaural)

KORHAM, KENNY—Quiet Kenny. New Jazz 8225

LATEEF, YUSEF—The Dreamer; The Fabric of Jazz. Savoy MG 12139; 12140

PEIFFER, BERNARD—Modern Jazz for People Who Like Original Music. Laurie LLP 1006

PEIFFER, BERNARD—The Pied Peiffer of the Piano. Decca DL 9218

PELL, DAVE—The Big Small Bands. Capitol ST 1309. (Stereo & Monaural)

REINHARDT, DJANGO—The Best of Django Reinhardt (2-12"). Capitol TBO 10226

SHANK, BUD—Latin Contrasts. World Pacific WP 1281

SMITH, AL & EDDIE DAVIS—Hear My Blues. Prestige-Bluesville 1001

WINCHESTER, LEM—Winchester Special. New Jazz 8223

CLASSICAL

BACH: CLAVIER CONCERTO NO. 5 IN F MINOR; MOZART: ADAGIO AND FUGUE IN C MINOR - I Musici. HANDEL: CONCERTO GROSSO IN B MINOR, OP. 6 NO. 12 — Epic BC 1060. (Stereo & Monaural)

BACH: HARPSICHORD CONCERTO NOS. 1 AND 2 — Christopher Wood, Harpsichord; the Goldsbrough Orchestra. (Leonard). Forum F 70003

BEETHOVEN: MISSA SOLEMNIS IN D MAJOR — Soloists, Chorus, Philharmonic Orch. (Von Karajan). (3-12"). Angel S 35770. (Stereo & Monaural)

BEETHOVEN: SYMPHONY NO. 3 — NBC Symphony (Toscanini). RCA Victor LM 2387

BEETHOVEN: VIOLIN CONCERTO — Oistrakh, violin; French National Radio Orch. (Cluytens). Angel S 37500. (Stereo & Monaural)

BEETHOVEN: SYMPHONY NO. 2 IN D MAJOR, OP. 36; OVERTURE TO THE CREATURES OF PROMETHEUS — Leipzig Gewandhaus Orch. (Konwitschny). Epic BC 1052. (Stereo & Monaural)

BRAHMS: CONCERTO IN D MAJOR — Sziget, violin; London Symphony (Menges). Mercury SR 90225. (Stereo & Monaural)

BRAHMS: QUINTETS NOS. 1 & 2 — Trampler, viola; Budapest String Quartet. Columbia MS 6025. (Stereo & Monaural)

BRAHMS: SYMPHONY NO. 4 — Columbia Symphony Orch. (Walter). Columbia WS 6113. (Stereo & Monaural)

BRETON: LA VERBENA DE LA PALOMA — Soloists; Coros Cantores de Madrid and Gran Orquesta Sinfonia (Argenta). London OSA 1102. (Stereo Monaural)

BRUCKNER: SYMPHONY NO. 8 — Berlin Philharmonic (Von Karajan). (2-12"). Angel S 3576. (Stereo & Monaural)

CASADESUS: NONETTO AND SEXTOUR — Robert Casadesus and chamber group. Columbia MS 6121 (Stereo Monaural)

FRANCK: VARIATIONS SYMPHONIQUES; LITOLFF: SCHERZO; GRIEG: PIANO CONCERTO IN A MINOR — Curzon, piano; London Philharmonic Orch. (Boult). London CS 6157. (Stereo & Monaural)

GLAZUNOV: THE SEASONS — L'Orchestre de la Societe des Concerts (Wolff). London CS 6116. (Stereo & Monaural)

GRIEG: PIANO CONCERTO IN A MINOR; FRANCK: VARIATIONS SYMPHONIQUES; LITOLFF: SCHERZO — Curzon, piano; London Philharmonic Orch. (Boult) London CS 6157. (Stereo & Monaural)

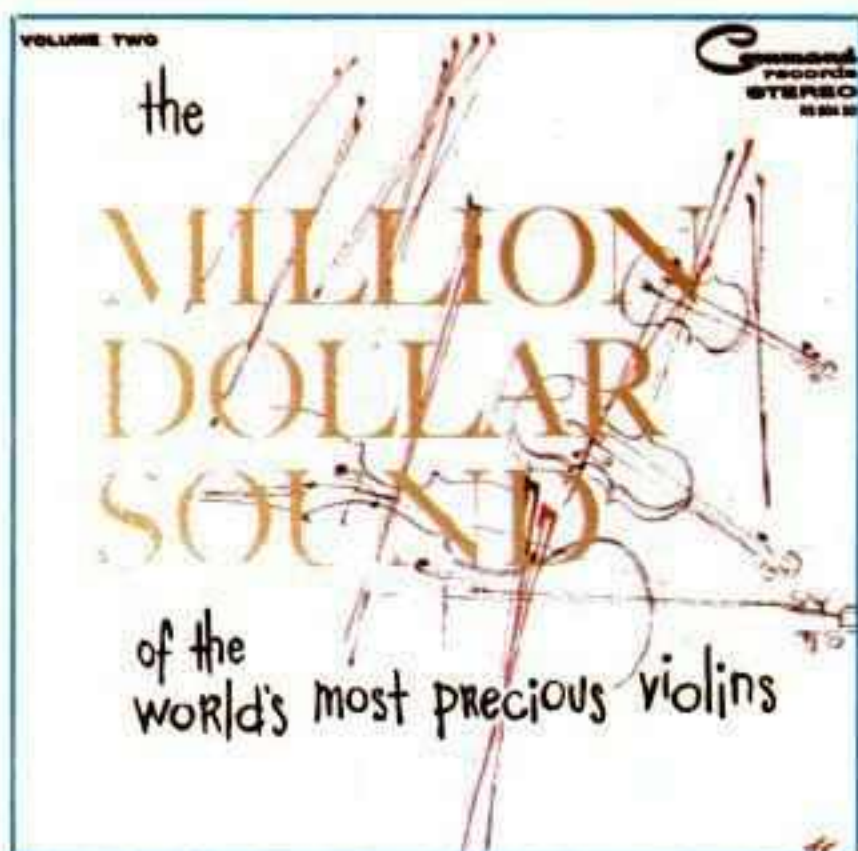
HANDEL: CONCERTO GROSSO IN B MINOR, OP. 6 NO. 12; BACH: CLAVIER CONCERTO NO. 5 IN F MINOR; MOZART: ADAGIO AND FUGUE IN C MINOR — I Musici. Epic BC 1060. (Stereo & Monaural)



GERSHWIN RHAPSODY IN BLUE—Earl Wild, pianist; An American in Paris, Boston Pops Orchestra, Arthur Fielder, conductor. A first-rank orchestra, a distinguished conductor and a superb pianist! RCA Victor LM-2367 (M), LSC-2367 (S).



INSTRUMENTAL HITS FROM "TAKE ME ALONG"—Hill Bowen and His Orchestra. Bright arrangements of the attractive Bob Merrill score that is delighting capacity audiences nightly at the smash Broadway hit. Camden CAL-580 (M), CAS-580 (S).



THE MILLION-DOLLAR SOUND of the World's Most Precious Violins—Vol. 2. Here's incredible beauty and richness of sound produced by an orchestra built around actual original string instruments. Command RS 33-804 (M), RS 804 SD (S).



CONCERT IN RHYTHM, Volume II—Ray Conniff, his orchestra and chorus present a thoroughly enjoyable package of themes adapted from the classics, in inventive and listenable treatments. Columbia CL 1415(M), CS 8212(S).



RACHMANINOFF SYMPHONY NO. 2 in E Minor, Op. 27—The Philadelphia Orchestra, Eugene Ormandy, conductor. This orchestra under Ormandy was called by Rachmaninoff "the greatest orchestra in the world." Columbia ML 5436(M), MS 6110(S).



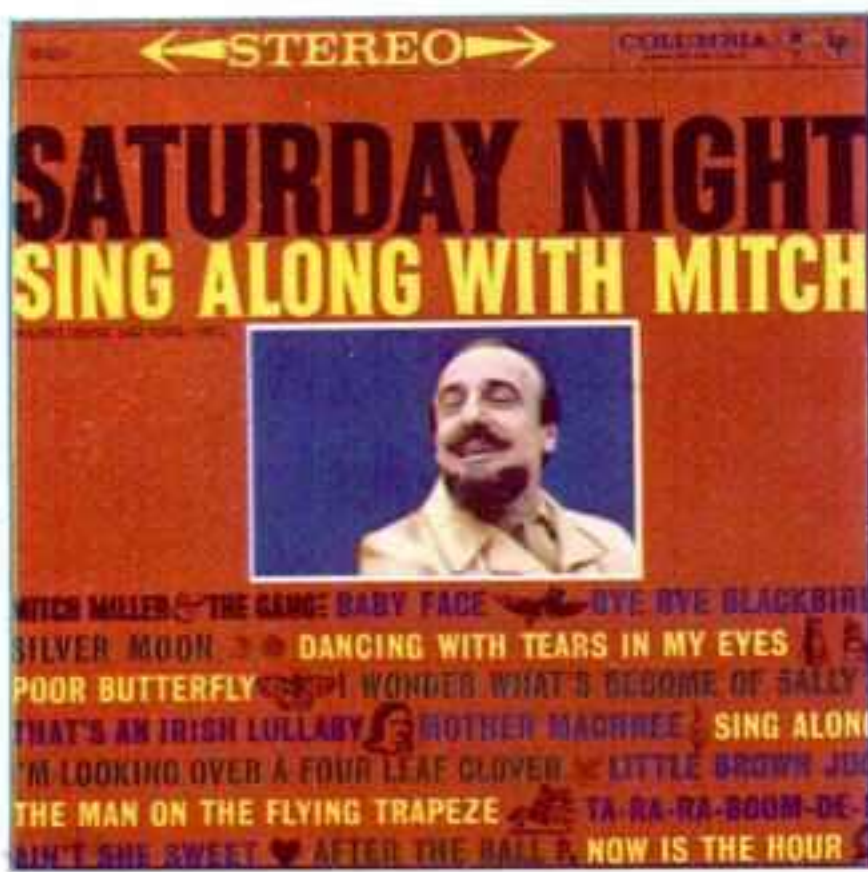
THE MUSIC OF SIGMUND ROMBERG—George Melachrino and His Orchestra. A welcome addition to the extremely popular Melachrino albums—12 Romberg operetta favorites beautifully orchestrated! RCA Victor LPM-2106(M), LSP-2106(S).



DANCE TO THE LESTER LANIN BEAT—Volume Ten in the tremendously popular series of "the music America loves to dance to"—the Lester Lanin Beat! This one features the Lester Lanin Trio. Epic LN-3656(M), BN-556(S).



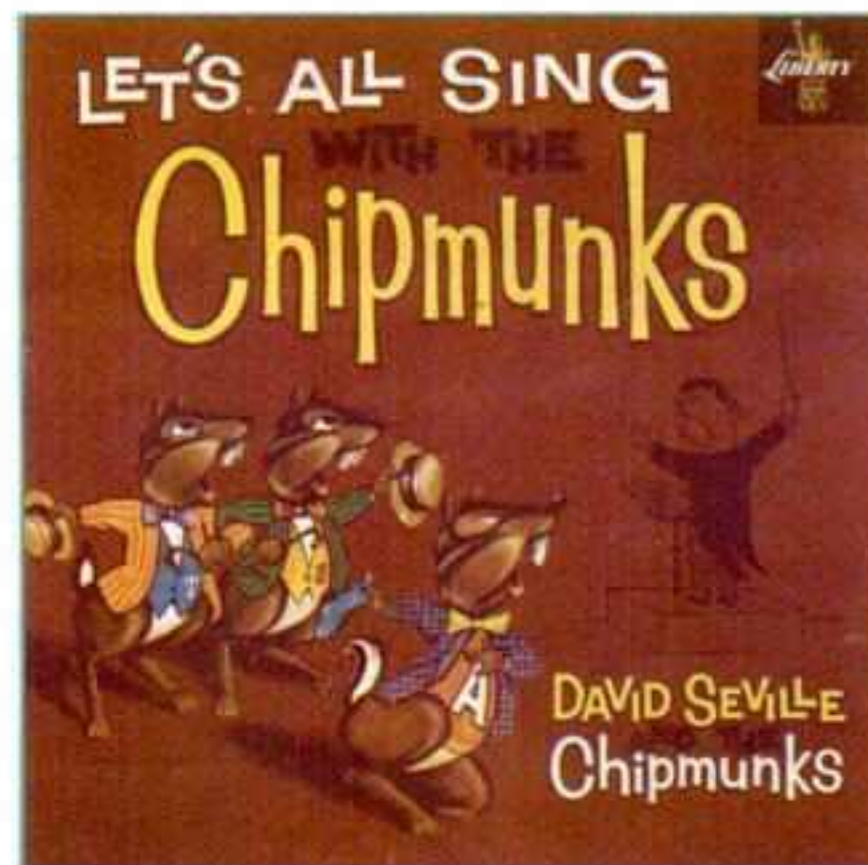
MUSIC FROM ONE STEP BEYOND. From the ALCOA PRESENTS TV Series come these selected hauntingly beautiful themes. Harry Lubin conducts the symphony orchestra. Decca DL-8970, DL-78970 (S).



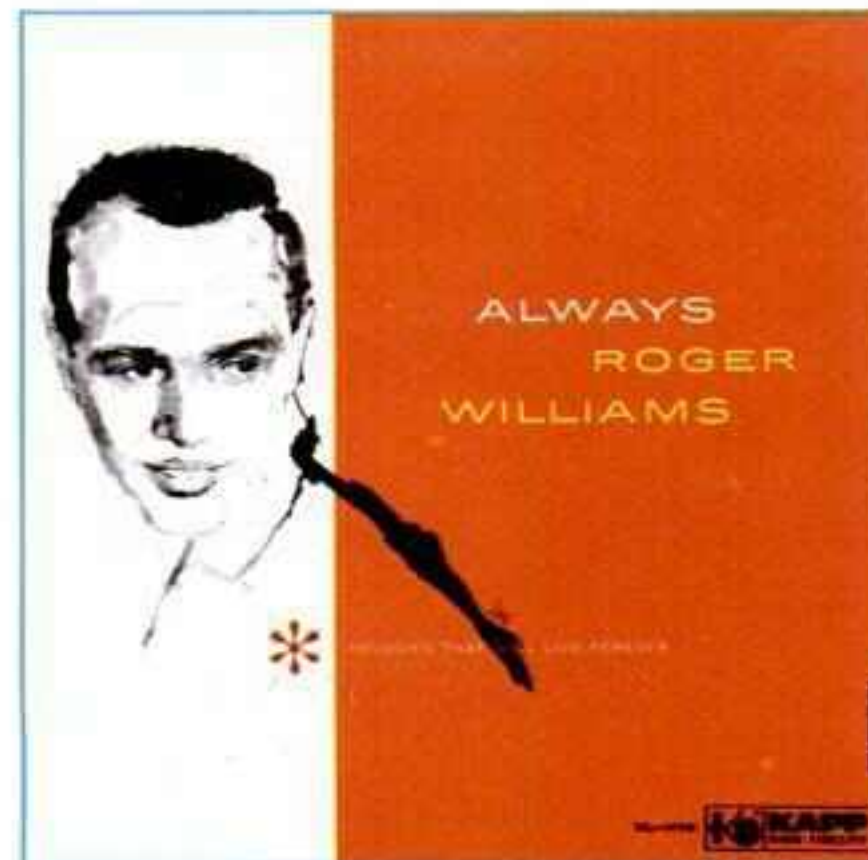
SATURDAY NIGHT SING ALONG WITH MITCH—Mitch Miller and the Gang add another smash to the best selling "sing along" series with Baby Face, Bye Bye Blackbird, Silver Moon, 13 other favorites. Columbia CL 1414(M), CS 8211(S).



HAMP'S BIG BAND—Here's Lionel Hampton with a raft of swinging songs like Flying Home and Hamp's Boogie Woogie that have made him a world-wide favorite. The label is Audio Fidelity, AFLP 1913, AFSD 5913(S).



LET'S ALL SING WITH THE CHIPMUNKS—David Seville and the Chipmunks—Liberty LRP 3132 (M); LST 7132 (S). Alvin's Harmonica, The Chipmunk Song, Ragtime Cowboy Joe and others.



ALWAYS—Roger Williams, Kapp KL-1172(M); KS-3056(S). A superb classical keyboard technique combines with a mature musical understanding into a perfect interpretation of melodies that will live forever.

HANDEL: HARPSICHORD CONCERTO IN G MINOR; SUITE NO. 7 IN G MINOR; A'R WITH VARIATIONS IN B-FLAT MAJOR—Sylvia Marlowe, harpsichord; Baroque Chamber Orch. Decca DL 710020. (Stereo & Monaural)

HANDEL: THE ROYAL FIREWORKS MUSIC; THE WATER MUSIC—Vienna State Opera Orchestra (Appia) (Prohaska). Vanguard VSD SRV 115 SD. (Stereo & Monaural)

HANDEL: THE WATER MUSIC—London Philharmonia (Dart). L'Oiseau - Lyre SOL 60010. (Stereo & Monaural)

HANSON: ELEGY IN MEMORY OF MY FRIEND SERGE KOUSSEVITSKY; SONG OF DEMOCRACY; LANE: FOUR SONGS—Patricia Berlin; Eastman-Rochester Symphony Orch. (Hanson). Mercury SR 90150. (Stereo & Monaural)

HINDEMITH: CONCERTO FOR HORN AND ORCHESTRA - SYMPHONIA SEREA FOR ORCHESTRA—Frain, horn; Philharmonia Orch. (Hindemith). Angel S 35491. (Stereo & Monaural)

LALO: SYMPHONIE ESPAGNOLE; MENDELSSOHN: CONCERTO IN E MINOR—Elman, violin; Vienna State Opera Orch. (Golschmann). Vanguard VSD 2047. (Stereo & Monaural)

LEONCAVALLO: I PAGLIACCI—Soloists, Orchestra and Chorus of Accademia di Santa Cecilia (Somma, Chorus master) (Molinari - Pradelli). London OSA 1212. (Stereo & Monaural)

LITOLFF: SCHERZO; GRIEG: PIANO CONCERTO IN A MINOR; FRANCK: VARIATIONS SYMPHONIQUES—Curzon, piano; London Philharmonic Orch. (Boult). London CS 6157. (Stereo & Monaural)

MENDELSSOHN: CONCERTO IN E MINOR; LALO: SYMPHONIE ESPAGNOLE—Elman, violin; Vienna State Opera Orch. (Golschmann). Vanguard VSD 2047. (Stereo & Monaural)

MOUSSORGSKY: NIGHT ON BALD MOUNTAIN; RIMSKY - KORSAKOV: CAPRICCIO ESPAGNOL; RESPIGHI: PINES OF ROME—Berlin Philharmonic Orch. (Maazel). Deutsche Grammophon Ge-

MOZART: ADAGIO AND FUGUE IN C MINOR-I Musici. HANDEL: CONCERTO GROSSO IN B MINOR; BACH: CLAVIER CONCERTO NO. 5 IN F MINOR—Epic BC 1060. (Stereo & Monaural)

PUCCHINI: TOSCA—Renta Tebaldi, Mario del Monaco, George London; Orchestra and Chorus of the Accademia di Santa Cecilia (Somma, chorus master). (Molinari - Pradelli). (2-12"). London OSA 1210. (Stereo & Monaural)

RACHMANINOFF: SYMPHONY NO. 2—Philadelphia Orchestra (Ormandy). Columbia MS 6110. (Stereo & Monaural)

RESPIGHI: PINES OF ROME; MOUSSORGSKY: NIGHT ON BALD MOUNTAIN; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL—Berlin Philharmonic Orch (Maazel). Deutsche Grammophon Gesellschaft DGS 712026

RIMSKY - KORSAKOV: CAPRICCIO ESPAGNOL; RESPIGHI: PINES OF ROME; MOUSSORGSKY; NIGHT ON BALD MOUNTAIN—Berlin Philharmonic Orch. (Maazel). Deutsche Grammophon Gesellschaft DGS 712026

RIMSKY - KORSAKOV: SCHEHERAZADE—Philharmonia Orch. (Von Maticic). Angel S 35767. (Stereo & Monaural)

SCHUBERT: DEATH AND THE MAIDEN—Julliard String Quartet. RCA Victor LM 2378

SCHUBERT: SYMPHONY NO. 8 (UNFINISHED) IN B MINOR—Hague Philharmonic Orch. Epic BC 1059. (Stereo & Monaural)

SCHUBERT: SYMPHONY NO. 8 IN B MINOR-MUSIC FROM ROSAMUNDE—Royal Philharmonic Orch. (Keitzki). Angel S. 35797.

SIBELIUS: CONCERTO IN D MINOR; TAPIOLA; TONE POEM—Spivakovsky, violin; London Symphony Orch. (Hannikainen). Everest LPBR 6045. (Stereo & Monaural)

SIBELIUS: SYMPHONY NO. 2—Detroit Symphony (Paray). Mercury ST 90204. (Stereo & Monaural)

STRAUSS: DIE FLEDERMAUS—Vienna Theatre Konzert Orch. (Lieder). Kapp KS 3036. (Stereo & Monaural)

TCHAIKOVSKY: SYMPHONY NO. 5—The Cleveland Orch. (Szell). Epic BC 1064. (Stereo & Monaural)

TCHAIKOVSKY: SWAN LAKE - SLEEPING BEAUTY—Philharmonic Orch. (Von Karajan). Angel S 35740. (Stereo & Monaural)

LOW PRICE CLASSICAL

BEETHOVEN: PIANO CONCERTO NO. 5 "EMPEROR"—Robert Riefing, piano; Oslo Philharmonic Orch. (Gruner - Hagge). Camden CAL 586. (Stereo & Monaural)

DVORAK: SLAVONIC DANCES—Czech Philharmonic (Talich). (2-12"). Parliament PLP 121-2

PROKOFIEV: SYMPHONY NO. 7—Czech Philharmonic (Anosov). Parliament PLP 122

RIMSKY - KORSAKOV: SCHEHERAZADE—Orchestra des Concerts de Symphonique de Vienne. (Strauss). Forum F 70020

TCHAIKOVSKY: PIANO CONCERTO NO. 1—Sviatoslav Richter, piano; Czech Philharmonia (An-cerl). Parliament PLP 120

SEMI-CLASS.

LEHAR: THE MERRY WIDOW—Vienna Theater Konzert Orch. (Lieder). Kapp KS 3035. (Stereo & Monaural)

VIENNA REMEMBERED—Symphony of the Air (Piastro). Decca DL 8956

BAND

THE SCOTS GUARDS IN STEREO—Angel S 35792. (Stereo & Monaural)

THE SOUND OF THE GOLDMAN BAND—Goldman, conductor. Decca DL 8931

FOLK

THE CISCO SPECIAL!—Cisco Houston. Vanguard VSD 2042. (Stereo & Monaural)

RICHARD DYER-BENNETT, Volume 8—Dyer-Bennett 8

FOLK FESTIVALS AT NEWPORT (Volumes 1-3)—Various Artists. Vanguard VRS 9062, VSD 2054, VSD 2055. (Stereo & Monaural)

FOLKLORE ROMANE IN HI-FI—Artia AP 115

HISTORY OF CANTE FLAMENCO—Manolo Garacol. (2-12"). Top Rank RDM 1

LAST OF THE GREAT BLUES SINGERS—Lightning Hopkins. Time 70004

LONESOME ROVER—Ron Gordon. Dot DLP 25256. (Stereo & Monaural)

BROCK PETERS AT THE VILLAGE GATE—United Artists UAS 6062. (Stereo & Monaural)

CHILDREN'S

FUN IN ANIMAL-LAND—Various Artists. Dynasty DM 1001

SONGS ABOUT ANIMALS - BIRDS FOR CHILDREN—Dorothy Olsen. RCA Victor LBY 1030

SONGS CHILDREN SING IN GERMANY—Bob and Louise DeCormier. Riverside Wonderland 1411

SONGS FOR THE YOUNG IN HEART—Max Bygraves. London LL 3146

STORY OF TOBY TYLER—Sound Track. Disneyland ST 1904

LOW PRICE CHILDREN'S

STORIES AND SONGS OF THE CIVIL WAR—Ralph Bellamy. RCA Victor (Bluebird) LBY 1032



WHERE THERE'S LIFE—Russ David and His Orchestra. The big RCA Victor-Budweiser promotion behind this album promises that "the sound and tempos of the 12 songs will enliven any party." RCA Victor LPM-2191(M), LSP-2191(S).



PORGY AND BESS—The famous folk opera recorded on the new compatible disk, featuring Avon Long as Sporting Life, Margaret Tynes and Levern Hutcherson. Warren Edward Vincent conducting the orchestra. Design DCF 1002.



WESTERN SONGS—Diminutive Johnny Puleo and his Harmonica Gang romp thru your favorite Western songs in this outstanding hi-fi album by Audio Fidelity. The sounds are just short of amazing! AFLP 1919, 5919(S).



ONCE MORE WITH FEELING—That title perfectly describes the hypnotic spell Billy Eckstine weaves in this Roulette album of great songs associated with Mr. "B." Billy May's band is great. R-25104, SR-25104(S).

C&W

MINNIE PEARL — Everest LPBR 5073
 HANK SNOW SINGS JIMMIE RODGERS SONGS — RCA Victor LPM 2043

PLANT MY FEET ON HIGHER GROUND — The Famous Davis Sisters. Savoy MG 14030
 SHING ALONG WITH USH — Don Costa. United Artists UAS 6074. (Stereo & Monaural)
 MUDDY WATERS SINGS BIG BILL — Chess LP 1444

INTERNAT'L

COME TO THE CEILI — Gallowglass Ceili Band. Top Rank RM 310
 LES COMPAGNONS DE LA CHANSON — Capitol ST 10227. (Stereo & Monaural)
 I REMEMBER BAVARIA — Fiesta FLP 1261
 MOONLIGHT IN MAYO — Bridie Gallagher. London LL 3116
 THIS IS RUMANIA — Various Artists. Parliament PLP 119

POLKA

SATURDAY NIGHT POLKA — Ray Budzilek. Capitol T 1300

RELIGIOUS

ANTHEMS OF PRAISE AND REJOICING — The Mitzelfelt Choral (Mitzelfelt). Christian Faith MC 113. (Stereo & Monaural)
 THE SONGS OF HALDOR LILLNAS — Tony Fontane, The Old-Fashioned Revival Hour Quartet. Christian Faith TV 253. (Stereo & Monaural)

LATIN AMERICAN

CHA-CHA-CHA AT THE EDEN ROC — Luis Verona. Gone GL 7003
 CHA CHA CHA - MAMBO - MERENGUE — Rene Touzet Ork. Fiesta FLP 1263
 FLAMENCO SINGING AND DANCING — Sarita & Co. World Pacific WP 1282
 LATIN MAGIC — Romanticos de Cuba Ork. Musidisc MS 16008. (Stereo & Monaural)
 LECUONA CUBAN BOYS PLAY FOR DANCING — ABC-Paramount 316
 MARINA — Los Espanoles. Everest SDBR 1075. (Stereo & Monaural)
 VALENTINO TANGOS — The Castilians. Decca DL 8952

SOUND

DVORAK: SYMPHONY NO 5 — Vienna State Ork. (Golschmann version). Vanguard SRV 114. (Stereo & Monaural)

SPECIALTY

FROM ST. LOUIS TO SEVILLE — Carlos Montoya. RCA Victor PM 1986
 A NIGHT AT SAMMY'S BOWERY FOLLIES — Various Artists. Coral CRL 57312
 PAPA PLAYS THE ZITHER — Papa Kukler. Opportune KLP 101

SPIRITUAL

BLESSED ASSURANCE — The Caravans. Gospel MG 3007
 I FEEL THE HOLY SPIRIT — Clara Ward and the Ward Singers. Savoy MG 14026
 WALKING WITH THE KING — Professor Alex Bradford. Gospel MG 3006

NOVELTY

BOB & RAY ON A PLATTER — RCA Victor LPH 2131



THE GENE KRUPA STORY—Verve MGV 15010 (M), MGVS 6105 (S). The Sound Track recording of the Columbia picture starring Sal Mineo. Featuring the drums of Gene Krupa with Anita O'Day and Red Nichols.



ACCORDION POLKA—Jo Basile makes his reputation as an accordion virtuoso even more secure with this outstanding collection of polka favorites done up in Audio Fidelity's great hi-fi style. 1914, 5914(S).



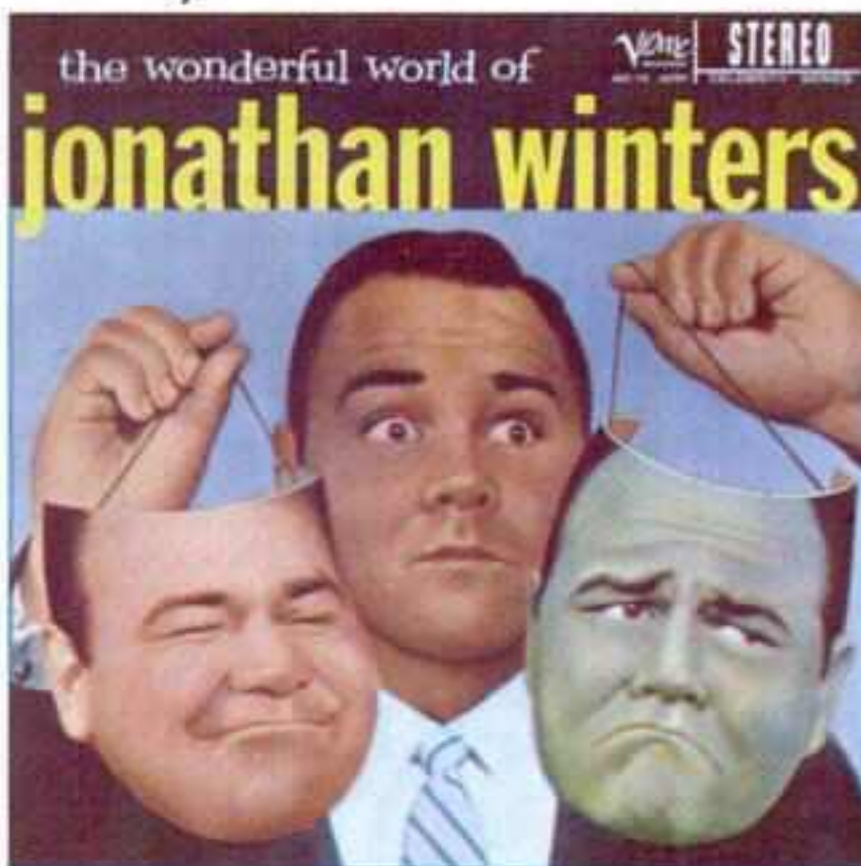
CARMEN—Victoria de los Angeles. Capitol GCR 7207 (M), GRC 7207 (S). The complete Carmen featuring Victoria de los Angeles with Orchestre National de la Radiodiffusion Francaise. Conducted by Sir Thomas Beecham.



ANNETTE SINGS ANKA—Music conducted by Tutti Camarata. All the selections were composed by Paul Anka—some written especially for Annette. There's a full-color fan photo of Annette with each album. Vista BV-3302(M).



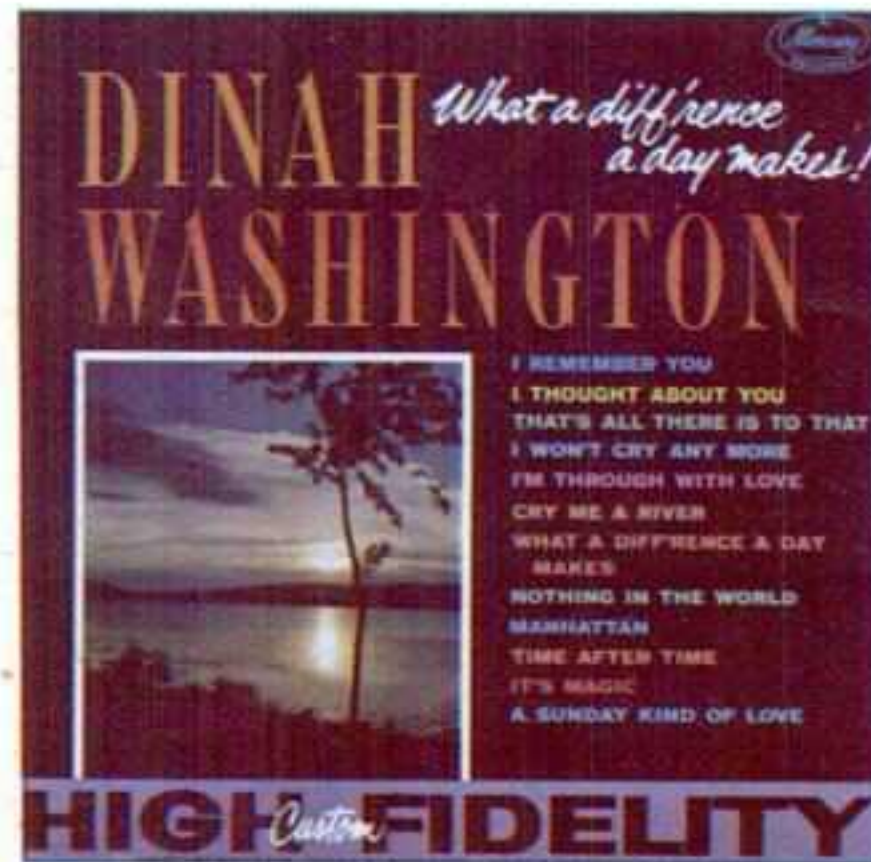
SATCHMO PLAYS KING OLIVER—Louis Armstrong makes his debut on the Audio Fidelity label and romps with happy musical abandon thru St. James Infirmary, Frankie and Johnny and 10 other jazz favorites. AF 1930, 5930(S).



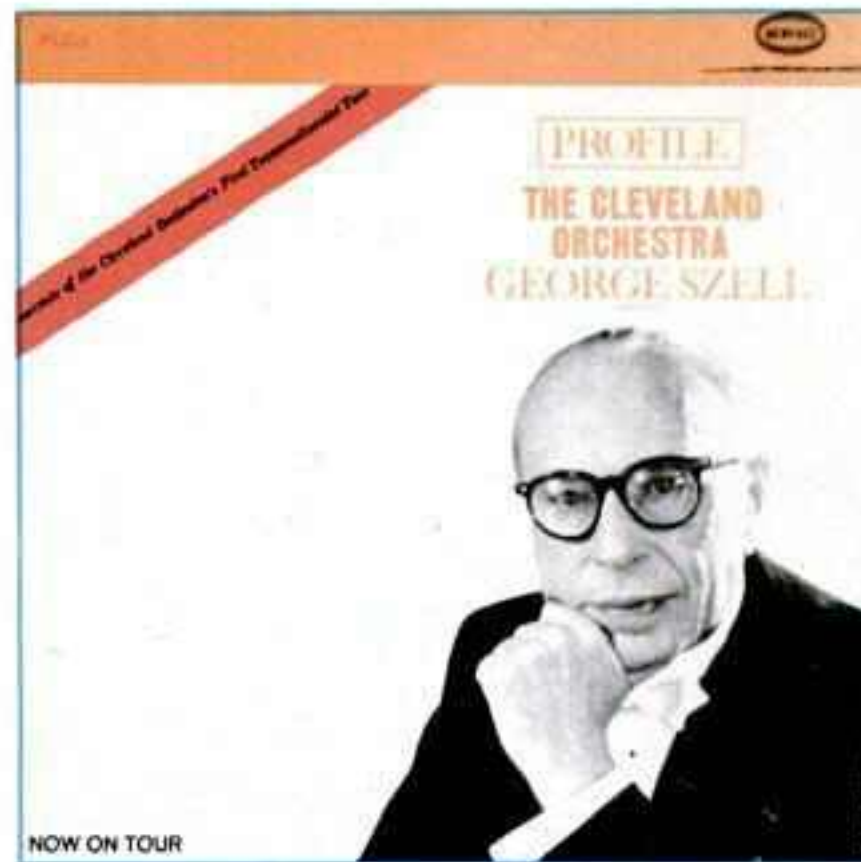
THE WONDERFUL WORLD OF JONATHAN WINTERS—Jonathan Winters—Verve MGVS 6099 (S); MGV 15009 (M). The comic pops into the race for top spot with a loaded album.



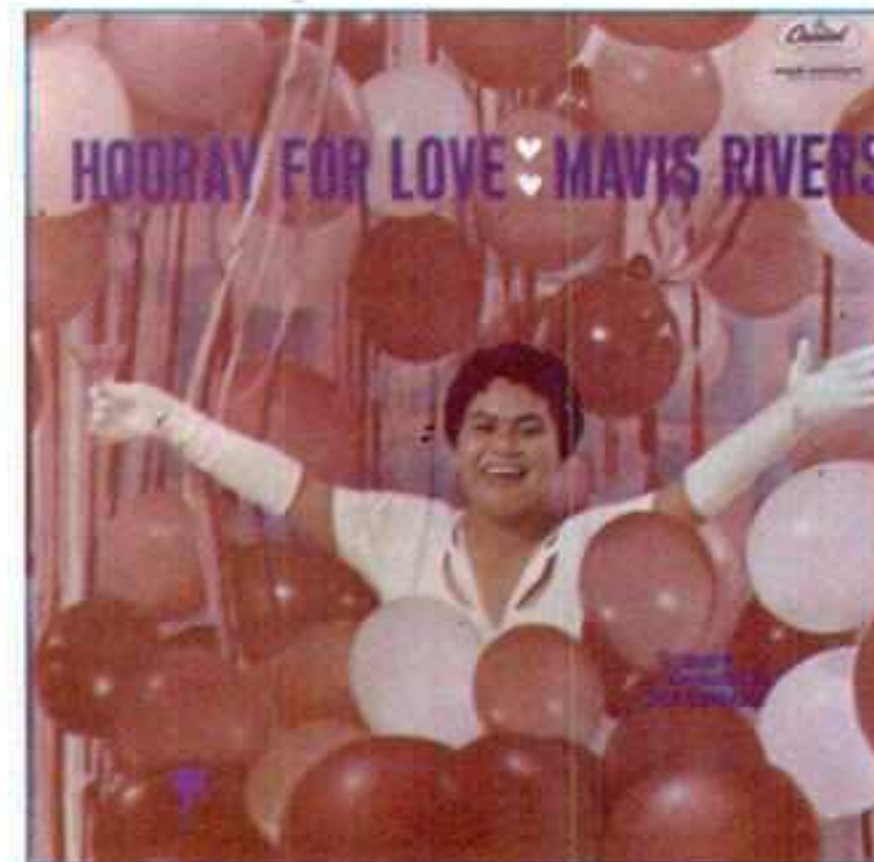
PIANO RAGTIME—Those Phenomenal Dukes of Dixieland are back with Vol. 11 in a row of fantastic Dixieland recordings. Included are 12th Street, Johnson, Bugle Call and Tiger Rag. Audio Fidelity 1928, 5928(S).



WHAT A DIFFERENCE A DAY MAKES—Dinah Washington. "The Queen" in her National Academy of Recording Arts and Science award-winner along with her rekindling of fire in 11 great vintage ballads. Mercury MG 20479 (M), SR 60158 (S).



PROFILE — The Cleveland Orchestra, George Szell conductor. FREE! This special 12" LP of concert tour highlights with the purchase of any recording by the Cleveland Orchestra (Limited time). Epic PLC-1 (M), PBC-1 (S).



HOORAY FOR LOVE — Mavis Rivers, Capitol P 1294 (M), P 1294 (S). Hooray for Love, Do You Love Me? The Glory of Love, Almost Like Being in Love, Speak to Me of Love, etc.

Auditioning NEW AND OUTSTANDING LP'S

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

POPULAR

GOLDEN HITS

Patti Page. Mercury MG 20495 — Many of the lark's past disk successes are included in this anthology of her golden hits. Her fans will find the package highly attractive. Included are "Tennessee Waltz," "Detour" and "Old Cape Cod." Sound and a displayable cover are sales assets.

HAPPY MOODS

Ahmad Jamal. Argo LP 662 — Jamal has another likely dual-market pop and jazz seller with this offering. The pianist's distinctive approach is heard to strong effect on such gems as "You'd Be So Easy to Love," "Time on My Hands" and "Pavanne." The set is nicely balanced to include mood tunes and swingers. Good cover.

I LOVED YOU IN SO MANY WAYS

Brook Benton. Mercury MG 20565 — Benton could have a big seller with his latest LP. Included are several of his past singles hits plus new material. The ork settings help the singer all the way. Jocks should find the album a fine programming item, and the singer's fans will also like it. Tunes include "Someone to Watch Over Me," "So Close" and the album title tune.

LATIN CAMEOS

Knightsbridge Strings. Top Rank RM 315 — The British ork offers lushly arranged, sweet stringed instrumental treatments of familiar Latin themes . . . "The Breeze and I," "Granada," "Siboney," "Amapola," "La Paloma," etc.

LEROY ANDERSON CONDUCTS HIS MUSIC

Decca DL 8954. (Stereo & Monaural) — Here is an outstanding album of Leroy Anderson's music, conducted by the composer himself. The tunes include such favorites as "The Syncopated Clock," "Fiddle Faddle" and "Serenata," and they are played with a lilt by the large orchestra. The recording is a delight and stereo fans will enjoy it muchly.

MUSIC OF SIGMUND ROMBERG

George Melachrino Ork. RCA Victor LSP 2106. (Stereo & Monaural) — The Melachrino strings are featured on a group of the famed composer's best-known selections. These include "Deep in My Heart," "Softly as in a Morning Sunrise" and "Wanting You." It's a fine jockey programming item, and a good easy-listening set. It should follow the strong sales path of his previous releases. Effective in stereo.

SATIN BRASS

George Shearing Quintet. Capitol ST 1236. (Stereo & Monaural) — The distinctive Shearing Quintet sound is lushly complemented by a brass choir in the group's latest set. It is effectively used on such fare as "Stairway to the Stars," "Just Plain Bill," "A Ship Without a Sail" and a few new tunes. Set should appeal in pop and jazz markets. Sound and attractive cover add to over-all appeal.

SING A HYMN WITH ME

Tennessee Ernie Ford. Capitol STAO 1332. (Stereo & Monaural) — Ford's previous religious albums have been highly successful, and this elaborately packaged album should be just as strong sales-wise. The set includes a booklet with the music and lyrics to the selections. The artist is sincere and devout in his renditions. Numbers include "Bringing in the Sheaves," "I Love to Tell the Story" and "Onward Christian Soldiers." Sound is excellent.

THEME FROM A SUMMER PLACE AND OTHER GREAT THEMES

Billy Vaughn. Dot 3276 — Utilizing a larger ork than usual (a full complement of strings, woodwinds and brass) Vaughn offers rich, attractive instrumental treat-

ments of a group of movie-TV-legit themes. Fine jockey wax. Selections include TV's "Tracy's Theme," Broadway's "Climb Ev'ry Mountain," and Hollywood's "All the Way."

THE VILLAGE OF ST. BERNADETTE

Andy Williams. Cadence CLP 3038 — Williams turns to a lovely set of pop inspirational, hymns and religious themes for his latest listenable offering. The renditions are sincere and dedicated thruout. Highlighted by his recent hit single selections, the album title tune, other numbers include "You'll Never Walk Alone," "I Believe" and "He's Got the Whole World in His Hands." Sound and cover are good.

TELL ME ABOUT YOURSELF

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

YAKETY SAX

Boots Randolph. RCA Victor LSP 2165. (Stereo & Monaural) — A brace of recent pop hits, evergreens and hits of yesteryear are given fine instrumental treatments by Randolph. Some numbers are entirely instrumental; others use a wordless chorus. The styles and approaches are nicely varied. Set can appeal to teen and adult buyers. Tunes include "Teach Me Tonight," "Sleep Walk" and "After You've Gone."

POPULAR LOW PRICE

ROCKING THE STANDARDS

Camden Rockers. Camden CAS 562. (Stereo & Monaural) — The triplet beat is applied to a variety of standards and the result, for the most part, is surprisingly successful. The arrangements avoid the downright funky and turn out to be acceptable and quite tasteful renditions of such old faves as "Who's Sorry Now," "Among My Souvenirs," "Near You" and "Bei Mir Bist Du Schoen."

JAZZ

GERRY MULLIGAN MEETS BEN WEBSTER

Verve MGVS 6104. (Stereo & Monaural) — The great baritone sax artist and the great tenor sax man team forces for a six-track set that gets better with each new band, ending with a fine outing on "Sunday," the oldie. Set is especially effective in stereo. Both the artists blow up a storm, and buffs should flock to the set. Accompanying are Jimmy Rowles, piano; Mel Lewis, drums, and Leroy Vinnegar on bass.

A GASSER

Annie Ross-Zoot Sims. World Pacific S 1285 — Annie Ross of the Lambert-Hendricks-Ross trio is featured alone in this swingin' set. A quintet with Zoot Sims featured provides fine backgrounds. The chick wails to strong effect on such fare as "I Didn't Know About You," "You're Nearer" and "Lucky Day." Her fans will find it a gasser, indeed.

PETE FOUNTAIN DAY

Coral CRL 57313 — Recorded at the Municipal Auditorium during "Pete Fountain Day" in New Orleans last October 29, this handsomely packaged double-fold (with bound-photo-text) album spotlights exuberant, tasteful Dixieland performances by the ace clarinetist and a group of solid sidemen, including Jack Sperling and Don Bagley. Results are relaxed, listenable and solidly commercial. The ex-Welk star has a strong personal following among pop and jazz fans.

PIANO RAGTIME WITH THE PHENOMENAL DUKES OF DIXIELAND (Volume II)

Audio-Fidelity AFSD 5928. (Stereo & Monaural) — Another potent sales package by the Dukes. The boys are their usual exuberant selves on a bouncy collection of nostalgic piano ragtime tunes. Items include "Twelfth Street Rag," "Bugle Call Rag" and "Tiger Rag." Fine sound.

CLASSICAL

TCHAIKOVSKY: SYMPHONY NO. 4

Boston Symphony (Monteux). RCA Victor M 2369 — There are many versions, in stereo, of this memorable symphony, already on the market, including another by the same orchestra under Charles Munch. Tho this reading is creditable enough, it boils down to a matter of conductor name value in selecting which versions to carry. Monteux, the venerable Frenchman, of course, does have a substantial following, which should be borne in mind.

SAINT SAENS: SYMPHONY NO. 3

Boston Symphony (Munch). RCA Victor LM 2341 — Here's another strong commercial package by the popular Boston Symphony and Charles Munch. Utilizing an unusual stage seating pattern, this LP spotlights excerpt performances and excellent sound techniques, highlighted by standout solo work by organist Berj Zamkochian and pianists Leo Litwin and Bernard Zighera.

BEETHOVEN: KREUTZER & SPRING SONATAS NOS. 9 AND 5

Rubinstein, Szeryng. RCA Victor LM 2377 — This is the first time Artur Rubinstein and Henry Szeryng have collaborated on wax, and it's also the first time Rubinstein has recorded the "Kreutzer" Sonata. Thus, the album has added sales appeal, in addition to the usual potent commercial pull of the artists and works. Excellent performances and sound.

BARTOK: MUSIC FOR STRINGS, PERCUSSION & CELESTA; HUNGARIAN SKETCHES

Chicago Symphony (Reiner). RCA Victor LM 2374 — Reiner has been associated personally with Bartok and his music since 1905, but this is his first recording of these works. His incisive readings are certain to rank high, despite heavy competition on the "Music for Strings," "Percussion and Celesta." The "Hungarian Sketches" have a folk-like charm that contrast with the tense, febrile quality of the other works. The Chicago Symphony is in fine form.

FOLK

FLAMENCO VARIATIONS ON THREE GUITARS

Sabicas. Decca DL 8957 — Decca presents Sabicas' exciting flamenco guitar work in triplet, via expert multi-track engineering. All parts are created and improvised by Sabicas. Highly effective, expressive wax with solid sales appeal in its market. Compositions — all penned by Sabicas — include "Sentir Malagueno," "Alcazaba" and "Farruca de la Media Luna."

ENCORE ROBESON

Monitor MP 581 — The legendary Robeson should do as well with this follow-up package as he did with the successful Volume 1 of this series. A must for collectors, it offers richly expressive readings of emotion-packed folk items — "Mount Zion," "On My Journey," "Dans Le Printemps," "O Mistress Mine," etc. Solid backing by pianist Alan Booth.

COUNTRY & WESTERN

PICK OF THE COUNTRY

Various Artists. RCA Victor LPM 2094 — Twelve great country sides, as chosen by servicemen overseas. Included are Eddy Arnold's "Bouquet of Roses," Porter Wagoner's "Satisfied Mind," Pee Wee King's "Slow Poke," the Davis Sisters' "I Forgot More Than You'll Ever Know" and others just as good by Don Gibson, Jim Reeves, the Browns, Hank Locklin, Hank Snow and the original Jimmy Rodgers.

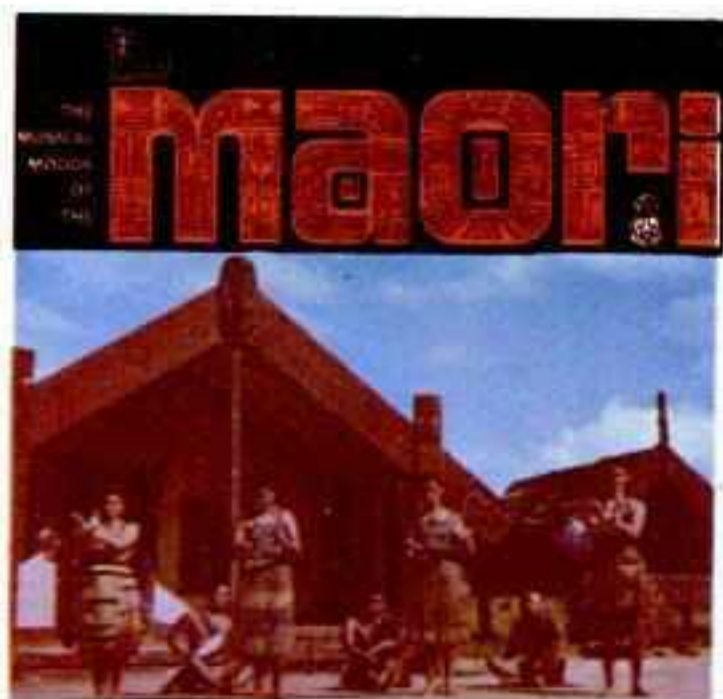
SONGS OF THE HILLS

Jimmie Osborne, Jack Cardwell, Redd Stewart and various other artists. Audio-Lab AL 1515 — A terrific buy for any collector or programmer of country music. Jimmy Osborne, Shorty Long, Clyde Moody, Jack Cardwell, Redd Stewart and many others are represented by fine performances. Many of the artists on the album hark back to the great days of the country field. Tunes include "Money, Marbles and Chalk," "The Death of Hank Williams" and "Shenandoah Valley." Weepers, rhythm songs and sacred songs are featured.

TOP RANK INTERNATIONAL
TOP RANK INTERNATIONAL



COME TO THE CEILI RM 310
RS 610



MAORI RM 312
(mono only)



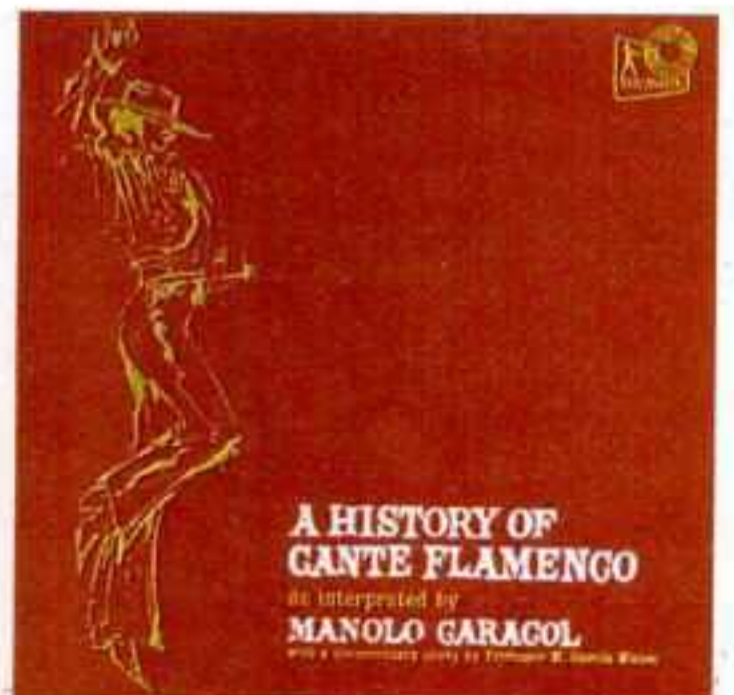
DOUBLE EXPOSURES RM 313
RS 613



BUNDLE FROM BRITAIN RM 314
RS 614



LATIN CAMEOS RM 315
RS 615



A HISTORY OF CANTE FLAMENCO RDM 1
(mono only
2 pocket LP)



INTERNATIONAL

TOP RANK INTERNATIONAL
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RANK RECORDS OF AMERICA

The Billboard HOT C & W SIDES

FOR WEEK ENDING APRIL 3

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643.....18
2	2	3	4	ANOTHER, Roy Drusky, Decca 31024.....12
3	5	7	9	JUST ONE TIME, Don Gibson, RCA Victor 7690.....5
4	7	11	14	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692.....5
5	4	4	6	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523.....13
6	3	2	2	EL PASO, Marty Robbins, Columbia 41511.....22
7	6	5	7	WISHFUL THINKING, Wynn Stewart, Challenge 59061.....15
8	9	6	3	THE SAME OLD ME, Ray Price, Columbia 41477.....26
9	8	8	5	NO LOVE HAVE I, Webb Pierce, Decca 31021.....16
10	12	20	17	ABOVE AND BEYOND, Buck Owens, Capitol 4337.....5
11	13	13	15	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671.....5
12	16	29	—	BIG IRON, Marty Robbins, Columbia 41589.....3
13	15	14	18	PINBALL MACHINE, Lonnie Irving, Starday 486.....4
14	10	10	10	AMIGO'S GUITAR, Kitty Wells, Decca 30987.....22
15	14	9	8	RIVERBOAT, Faron Young, Capitol 4291.....21
16	18	—	—	SINK THE BISMARCK, Johnny Horton, Columbia 41568.....2
17	17	19	19	DEAR MAMA, Merle Kilgore, Starday 469.....9
18	20	26	—	FAMILY BIBLE, Claude Gray, D 1118.....3
19	—	—	—	ONE MORE TIME, Ray Price, Columbia 41590.....1
20	25	—	21	THE ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059.....12
21	19	18	12	EYES OF LOVE, Margie Singleton, Starday 472.....10
22	11	12	13	TIMBROOK, Lewis Pruitt, Decca 31038.....17
23	21	23	—	A SIX PACK TO GO, Hank Thompson, Capitol 4334.....3
24	30	—	28	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864.....4
25	24	28	26	TROUBLE IN THE AMEN CORNER, Archie Campbell, RCA Victor 7660.....4
26	—	—	—	ACCIDENTLY ON PURPOSE, George Jones, Mercury 71583.....1
27	26	22	29	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048.....8
28	—	—	—	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591.....1
29	23	25	22	MARY, DON'T YOU WEEP, Stonewall Jackson, Columbia 41533.....12
30	—	27	24	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334.....7

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Jim Reeves heads the c.&w. package slated for a matinee performance Sunday (10) at Mackinaw Dells, Congerville, Ill. Rounding out the bill will be **Rusty and Doug, Jim Hadley and the Driftin' Rangers and Bobby Mack**. . . **Jim Parker's** new one on the Country Jubilee label highlights a love ballad, "I Dreamed," a country tune that can take pop spins. Flip is "Did I Do All Right?" Copies are available by writing to Ralph's Radio Music, Demorest, Ga., or **Jim Parker**, Blue Ridge, Ga. . . **Grandpa Jones, Ray Price and the Louvin Brothers** are set to stop off at Jackson, Miss., April 16. . . Another "Grand Ole Opry" booking has **Jimmy Newman and Patsy Cline** making Broken Bow, Okla., April 19; Fort Smith, Ark., 20; Joplin, Mo., 21; Great Bend, Kan., 22; Liberal, Kan., 23; Oklahoma City, 24; Amarillo, Tex., 25; Lubbock, Tex., 26; Odessa, Tex., 27; Snyder, Tex., 28, and Albuquerque, N. M., 30.

The Wilburn Brothers last week signed a pact with the Bob Neal Agency, Tarzana, Calif., to handle them on all West Coast bookings. The Wilburns, along with Don Helms, have just concluded a Coast trek for the Neal office and are slated to return there in the fall. Neal is also setting dates for Don Gibson, who will be working the West Coast April 28 thru May 9, and Pee Wee King, who will be working out that way in April and May. Roy Drusky also is slated to make his first Coast appearance soon, booked thru the Neal office. . . Martha White Mills is promoting a pair of "Grand Ole Opry" packages in April. One, featuring Ray Price, Porter Wagoner, Grandpa Jones, Minnie Pearl and the Flatt and Scruggs unit, plays Jackson, Miss., April 16. A second unit, with Porter Wagoner, Ray Price, the Wilburn Brothers, Minnie Pearl and the Flatt and Scruggs group, plays Roanoke, Va., April 22, and Huntington, W. Va., April 23.

Ott Devine, "Grand Ole Opry" pilot, lists the following bookings for April: **Wilma Lee and Stoney Cooper**, Johnson City, Tenn., April 4-6; Pennington Gap, Va., 7, and Kingsport, Tenn., 8; **June Carter**, Johnson City, Tenn., April 30-May 2; **Cowboy Copas**, Bridgeport, Conn., April 20-21; Syracuse, N. Y., 23; Pittsfield, Mass., 25; Holyoke, Mass., 26; Westfield, Mass., 27, and Plymouth, Ind., 30; **Skeeter Davis**, Flint, Mich., April 20; Grand Rapids, Mich., 21; Lansing, Mich., 22; Kalamazoo, Mich., 23, and Saginaw, Mich., 24; **Don Gibson**, Tulsa, Okla., April 23; **Cousin Jody**, San Antonio, Tex., April 20; Killeen, Tex., 22, and San Antonio, 23; **Rusty and Doug**, Congerville, Ill., April 9-10; **Oswega**, N. Y., April 30; **Jim Reeves**, Pekin, Ill., April 9-10; **Springfield**, Mo., April 30; **George Hamilton IV**, Winston-Salem, N. C., April 7-8.

The Flatt and Scruggs TV show, beamed via WSM-TV, Nashville, Saturdays at 6 p.m., sponsored by Martha White Mills, rates No. 1 in that time slot in the area, according to a recent Nielsen survey. The "Grand Ole Opry" regulars are routed thru April as follows: **Commerce**, Ga., April 6; **Howell Hill**, Tenn., 7; **Lewisburg**, Tenn., 8; **Summer Shade**, Ky., 14; **Gordonsville**, Tenn., 15; **Jackson**, Miss., 16; **Sulphur Wells**, Ky., 20; **Erwin**, Tenn., 21; **Roanoke**, Va., 22; **Huntington**, W. Va., 23; **Re-**

liance, Tenn., 26; **Hartwell**, Ga., 27; **Kings Mountain**, N. C., 28; **Roxboro**, N. C., 29, and **North Wilkesboro**, N. C., 30.

Jim Small, who has been associated with the c.&w. music field more than 25 years, has been named vice-president of Milo Recording Company, Harrison, N. J., by owner-manager Joe Flis. Jim has long served as talent scout for Milo and organized the firm's c.&w. department with its Cool label. Small is presently in De Land, Fla., recuperating from an attack of ulcers which laid him low for several months. He is continuing with his scouting and auditioning during his Florida stay. With him is his right-hand man and assistant, **Dave Osborn**. Small's home and office is in Elizaville, N. Y.

Tall Paul Charon reports that the c.&w. show, featuring **Hank Snow and His Rainbow Ranch Boys, Lefty Frizzell, Freddie Hart, North Carson, Skeets McDonald, Bonnie Sloan and Lucille Star and Bob Regan**, presented March 20 at Russ Auditorium, Los Angeles, panned out a huge success. Smokey Rogers and the Western Caravan backed the various artists. Also on hand were Johnny Mosbey and band, of Jubilee Ballroom, Anaheim, Calif. It is planned to present shows at Russ Auditorium on the basis of every other month, with Roy Acuff slated to head up the next package. . . Merle Travis, hospitalized with a serious illness several weeks ago, is reported on the mend. . . Upcoming bookings for Smokey Rogers' Bostonia Ballroom, Los Angeles, are **Martha Carson, June Carter and the Canadian Sweethearts (Lucille Star and Bob Regan)**, April 8; **Hank Thompson**, April 15, and **Carl Smith**, April 23.

A freak accident in a blinding snowstorm near Trenton, Mo., caused serious injury recently to a permanent member of Red Foley's "Jubilee U.S.A." cast. **Bob White**, bass player with the Slim Wilson band and "Tall Timber Boys" singer, was attaching tire chains to his Volkswagen bus during pre-dawn hours when a State highway road grader, with snow blade attached, ran over his right leg. He suffered a fracture and severe lacerations. White's condition is termed good by officials of Burge Hospital, Springfield, Mo., tho major surgery may be required later. Doctors say he cannot expect full use of the leg for nearly a year. The musician's usual spot in the Jubilee band is being filled by bassman **George Rhodes**.

A c.&w. package highlighting **Ray Price, Wilma Lee and Stoney Cooper, the Clinch Mountain Clan, Doc and Chickie Williams and the Border Riders, Mac Wiseman and Grandpa Jones, with Tommy Edwards**, of Cleveland's "Landmark Jamboree," as emcee, played to two well-filled houses at Memorial Auditorium, Canton, O., March 20. . . Charlie Wright, Dallas agent and Fairway Music rep in that area, has moved to new and larger quarters at 101 South Record Street, Dallas. Late in April, Wright will visit San Antonio, Houston, Beaumont, New Orleans and Shreveport, La., to interview songwriters and audition talent for the Fairway firm. Interviews will be by appointment. In May he will make a similar visit to Wichita Falls, Tex.; Oklahoma City and St. Louis.

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FOR WEEK
ENDING APRIL 10

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	A
1	1	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490			13		
2	4	7	9	PUPPY LOVE	Paul Anka, ABC-Paramount 10082		S	7		
3	2	3	3	WILD ONE	Bobby Rydell, Cameo 171			10		
4	3	2	2	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	15		
5	5	8	11	SWEET NOTHIN'S	Brenda Lee, Decca 30967			16		
6	14	28	30	SINK THE BISMARCK	Johnny Horton, Columbia 41568			5		
7	25	43	68	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			5		
8	8	10	10	HARBOR LIGHTS	The Platters, Mercury 71563		S	11		
9	11	21	29	MAMA	Connie Francis, M-G-M 12878		S	7		
10	6	5	8	BABY	Brook Benton and Dinah Washington, Mercury 71565		S	11		
11	10	17	19	O, DIO MIO	Annette, Vista 354			7		
12	21	22	44	GREENFIELDS	Brothers Four, Columbia 41571		A	7		
13	7	4	4	HANDY MAN	Jimmy Jones, Cub 9049			15		
14	15	38	53	I LOVE THE WAY YOU LOVE	Marv Johnson, United Artists 208			5		
15	20	30	42	WHITE SILVER SANDS	Bill Black's Combo, Hi 2021			5		
16	23	29	32	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			10		
17	29	47	54	TEDDY	Connie Francis, M-G-M 12878		S	6		
18	22	18	24	(WELCOME) NEW LOVERS	Pat Boone, Dot 16048		S	6		
19	17	15	16	BEATNIK FLY	Johnny and the Hurricanes, Warwick 520			8		
20	18	14	15	LADY LUCK	Lloyd Price, ABC-Paramount 10075		S	10		
21	16	19	21	THIS MAGIC MOMENT	Drifters, Atlantic 2050			7		
22	12	6	5	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank 2028		S	13		
23	9	12	12	FOREVER	Little Dippers, University 210			11		
24	35	81	96	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700			4		
25	28	44	60	STARBRIGHT	Johnny Mathis, Columbia 41583		A	6		
26	13	11	8	BEYOND THE SEA	Bobby Darin, Atco 6158			12		
27	38	53	65	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor 1048			4		
28	34	62	80	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			8		
29	19	20	22	LITTLE BITTY GIRL	Bobby Rydell, Cameo 171			10		
30	42	58	66	SUMMER SET	Monty Kelly, Carlton 527		S	6		
31	26	27	52	MONEY	Barrett Strong, Anna 1111			10		
32	33	25	36	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot 15985			12		
33	43	71	79	STEP BY STEP	The Crests, Coed 525			6		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	A
34	44	86	—	CLEMENTINE	Bobby Darin, Atco 6161			3		
35	24	9	7	TEEN ANGEL	Mark Dinning, M-G-M 12845			16		
36	37	46	64	JUST ONE TIME	Don Gibson, RCA Victor 7690		S	5		
37	40	40	31	TALL OAK TREE	Dorsey Burnette, Era 3012			10		
38	76	—	—	CRADLE OF LOVE	Johnny Preston, Mercury 71598			2		
39	36	32	40	EL MATADOR	Kingston Trio, Capitol 4338			7		
40	27	13	13	LET IT BE ME	The Everly Brothers, Cadence 1376			13		
41	32	16	18	MIDNIGHT SPECIAL	Paul Evans, Guaranteed 205			11		
42	59	67	88	BIG IRON	Marty Robbins, Columbia 41589		A	4		
43	41	39	39	STRING ALONG	Fabian, Chancellor 1047		S	7		
44	31	34	35	ABOUT THIS THING CALLED LOVE	Fabian, Chancellor 1047		S	6		
45	47	41	28	OUTSIDE MY WINDOW	Fleetwoods, Dolton 15			8		
46	46	80	77	PARADISE	Sammy Turner, Big Top 3032			8		
47	30	24	25	DELAWARE	Perry Como, RCA Victor 7670		S	9		
48	39	54	45	FANNIE MAE	Buster Brown, Fire 1008			10		
49	57	64	75	APPLE GREEN	June Valli, Mercury 71588			5		
50	55	79	100	TEENAGE SONATA	Sam Cooke, RCA Victor 7701		S	4		
51	69	76	89	CARAVAN	Santo and Johnny, Canadian-American 111			4		
52	48	33	23	ROCKIN' LITTLE ANGEL	Ray Smith, Judd 1016			14		
53	60	90	—	NIGHT	Jackie Wilson, Brunswick 55166			3		
54	63	66	67	CHATTANOOGA CHOO CHOO	Ernie Fields, Rendezvous 117			6		
55	49	55	47	LAWDY MISS CLAWDY	Garry Stites, Carlton 525			7		
56	61	69	76	AT MY FRONT DOOR	Dee Clark, Abner 1037			4		
57	45	49	50	DON'T FENCE ME IN	Tommy Edwards, M-G-M 12871		S	7		
58	75	73	57	ANGELA JONES	Johnny Ferguson, M-G-M 12855			7		
59	62	63	69	CHINA DOLL	Ames Brothers, RCA Victor 7655		S	10		
60	64	77	86	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol 4342			5		
61	66	68	71	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			6		
62	70	92	—	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence 1378			3		
63	74	82	—	SHAZAM	Duane Eddy, Jamie 1151			3		
64	84	—	—	TEEN EX	Browns, RCA Victor 7700			2		
65	87	89	98	DON'T DECEIVE ME	Ruth Brown, Atlantic 2052			4		
66	77	83	97	RUBY	Adam Wade, Coed 526			4		
67	53	23	14	RUNNING BEAR	Johnny Preston, Mercury 71474			25		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									S	A
68	65	61	56	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence 1372			13		
69	71	56	74	HARLEM NOCTURNE	Viscounts, Madison 123			13		
70	50	51	55	ANYWAY THE WIND BLOWS	Doris Day, Columbia 41569			13		
71	79	88	82	YOU DON'T KNOW ME	Lennie Welch, Cadence 1373			13		
72	51	52	61	THE SAME OLD ME	Guy Mitchell, Columbia 41576			13		
73	52	37	34	CHATTANOOGA SHOE SHINE BOY	Freddy Cannon, Swan 4050			13		
74	81	—	—	OOH POO PAH DOO (Part 2)	Jessie Hill, Minit 607			13		
75	99	—	—	STAIRWAY TO HEAVEN	Nell Sedaka, RCA Victor 7709		S	13		
76	54	31	17	WHERE OR WHEN	Dion and the Belmonts, Laurie 3044			13		
77	58	36	20	TRACY'S THEME	Spencer Ross, Columbia 41532		A	13		
78	83	—	—	IT COULD HAPPEN TO YOU	Dinah Washington, Mercury 71560			13		
79	85	100	—	SOMEDAY	Della Reese, RCA Victor 7706		S	13		
80	82	51	41	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay 333			13		
81	—	—	—	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			13		
82	95	78	99	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			13		
83	—	—	—	ROCKIN' RED WING	Sammy Masters, Lode 108			13		
84	—	—	—	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	13		
85	—	—	—	LOVE YOU SO	Rod Holden, Donna 1315			13		
86	93	—	—	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12866			13		
87	96	—	—	WHY I'M WALKIN'	Stonewall Jackson, Columbia 41591			13		
88	88	—	—	HOUSE OF BAMBOO	Earl Grant, Decca 31044			13		
89	—	—	—	MADISON	Al Brown's Tunetoppers, Amy 804			13		
90	—	—	—	THINK ME A KISS	Clyde McPhatter, M-G-M 12877			13		
91	72	45	37	COUNTRY BOY	Fats Domino, Imperial 5645			13		
92	—	—	—	CHERRY PIE	Skip and Flip, Brent 7010			13		
93	—	—	—	NEVER LET ME GO	Lloyd Price, ABC-Paramount, 10075			13		
94	—	—	—	ADAM AND EVE	Paul Anka, ABC-Paramount 10082			13		
95	—	—	—	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	13		
96	—	—	—	WHAT DO YOU WANT	Bobby Vee, Liberty 55234			13		
97	86	42	38	EL PASO	Marty Robbins, Columbia 41511		A	13		
98	67	35	26	DOWN BY THE STATION	The Four Preps, Capitol 4312			13		
99	91	75	81	ROAD RUNNER	Bo Diddley, Checker 942			13		
100	56	26	27	LONELY BLUE BOY	Conway Twitty, M-G-M 12857			13		

TOMORROW'S TOPS

BEST BUYS

BUBBLING UNDER THE HOT 100

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

- *DON'T DECEIVE ME.....Ruth Brown
(Rush, BMI) Atlantic 2052
- *STAIRWAY TO HEAVEN.....Neil Sedaka
(Aldon, BMI) RCA Victor 7709
- *OOH POO PAH DOO.....Jesse Hill
(Minit, BMI) Minit 607

*RUBY.....Adam Wade
(Miller, ASCAP) Coed 526

*SOMEDAY.....Della Reese
(Duchess, BMI) RCA Victor 7706

*STUCK ON YOU.....Elvis Presley
(Gladys, ASCAP) RCA Victor 7740

C&W

*ONE MORE TIME.....Ray Price
(Cedarwood, BMI) Columbia 41590

R&B—No selections this week

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. YOU BELONG TO ME.....Joni James, M-G-M
2. IF I KNEW.....The Cruisers, V-Tone
3. SOMEONE LOVES YOU, JOE...The Singing Belles, Madison
4. FAME AND FORTUNE.....Elvis Presley, RCA Victor
5. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR!
.....Ray Peterson, RCA Victor
6. A SIX PACK TO GO.....Hank Thompson, Capitol
7. ROCKIN' RED WING.....Ernie Freeman, Imperial
8. THE WAY OF A CLOWN...Teddy Randazzo, ABC-Paramount
9. COME DANCE WITH ME.....Eddie Quinteros, Brent
10. CINDY.....Teddy Vann, Triple-X
11. MADISON TIME.....Ray Bryant, Columbia
12. BESAME MUCHO.....The Coasters, Atco
13. JUST A CLOSER WALK WITH THEE...Jimmie Rodgers, Roulette
14. TIES THAT BIND.....Brook Benton, Mercury
15. EARTH ANGEL.....Johnny Tillotson, Cadence

HOT 100: A TO Z

About This Thing Called Love	44
Adam and Eve	94
Am I That Easy to Forget	32
Angela Jones	58
Anyway the Wind Blows	70
Apple Green	49
At My Front Door	56
Baby	10
Baby, What Do You Want Me to Do	80
Beatnik Fly	19
Beyond the Sea	26
Big Iron	42
Caravan	51
Chattanooga Choo Choo	54
Chattanooga Shoe Shine Boy	73
Cherry Pie	92
China Doll	59
Clementine	34
Country Boy	91
Cradle of Love	38
Delaware	47
Doggin' Around	81
Don't Deceive Me	65
Don't Fence Me In	57
Don't Throw Away All Those Teardrops	27
Down by the Riverside	60
Down by the Station	98
El Matador	39
El Paso	97
Fannie Mae	48
Footsteps	7
Forever	23
Greenfields	12
Handy Man	13
Harbor Lights	8
Hartem Nocturne	69
He'll Have to Go	4
House of Bamboo	88
I Love the Way You Love It Could Happen to You	14 78
Just One Time	36
Lady Luck	20
Lawdy Miss Clawdy	55
Let It Be Me	40
Let the Little Girl Dance	28
Little Bitty Girl	29
Lonely Blue Boy	100
Lonely Weekends	82
Love You So	85
Madison	89
Mama	9
Mr. Lucky	41
Money	95
Mountain of Love	31
Never Let Me Go	93
Night	53
O, Dio Mio	11
Ooh Poo Pah Doo (Part 2)	74
Old Lampighter, The	24
Outside My Window	45
Paradise	46
Puppy Love	2
Road Runner	99
Rockin' Little Angel	52
Rockin' Red Wing	83
Ruby	66
Running Bear	67
Same Old Me, The	62
Shazam	43
Sink the Bismarck	6
Sixteen Reasons	16
Someday	79
Stairway to Heaven	75
Starbright	25
Step by Step	33
String Along	43
Stuck on You	84
Summer Set	30
Sweet Nothin's	5
Tall Oak Tree	37
Teddy	17
Teen Angel	35
Teenage Sonata	64
Tea-Ex	95
Theme From a Summer Place	1
Think Me a Kiss	90
This Magic Moment	27
Tracy's Theme	77
Wake Me When It's Over (Welcome) New Lovers	62 18
What Am I Living For	86
What Do You Want	94
What in the World's Come Over You	22 76
Where or When	26
White Silver Sands	15
Why Do I Love You So	68
Why I'm Walkin'	87
Wild One	3
You Don't Know Me	71

REVIEWS OF

THIS WEEK'S SINGLES



The pick of the new releases:

Strongest sales potential of all records reviewed this week.

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

Pop

THE EVERLY BROTHERS



CATHY'S CLOWN (Acuff-Rose, BMI)—ALWAYS IT'S YOU (Acuff-Rose, BMI)—The Everlys have two potent sides for their first waxings on their new label. "Cathy's Clown" is an attractive, teen-slanted item with a catchy rhythmic figure in the backing. "Always It's You" is a lovely, countryish ballad. Warner Bros. 5151

LLOYD PRICE



FOR LOVE (Pri-Gan, BMI)—NO IF'S—NO AND'S (Pri-Gan, BMI)—Price exudes his usual sock showmanship on both sides. "For Love" is an infectious rhythm number. "No Ifs" is a lively rhythm-novelty. Both should figure. ABC Paramount 10102

FATS DOMINO



BEFORE I GROW TOO OLD (Travis, BMI)—TELL ME THAT YOU LOVE ME (Travis, BMI)—Domino has two likely big ones again. "Before I Grow Too Old" is a leisurely-paced ballad with beat. "Tell Me" is a moderate rocker. Both are sold strongly. Imperial 5660

JIMMY CLANTON



ANOTHER SLEEPLESS NIGHT (Aldon, BMI)—I'M GONNA TRY (Jay Cee, BMI)—Clanton sounds in hit form again on both of these strong sides. "Another Sleepless Night" is a blues item that is well handled. "I'm Gonna Try" also comes in for a feelingful belt. Ace 585

KITTY KALLEN



GOT A DATE WITH AN ANGEL (Chappell, ASCAP)—The thrush wails to strong effect on the old Skinny Ennis hit. The fine vocal treatment is enhanced by a sparkling arrangement. Flip is "Always in My Heart," (Southern, ASCAP). Columbia 41622

THE BALLADEERS



ROLL CALL COMPANY "J" (Maravilla, BMI)—HURTIN' (FOR THE LOVE OF YOU) (Maravilla, BMI)—The Balladeers score effectively on "Roll Call." The tune tells of a company that has been killed in the war, but still has roll calls in the great beyond. It's told to the melody of "When the Roll Is Called Up Yonder, I'll Be There." Flip, "Hurtin'." is a spiritual-derived tune that is also effectively presented. Del-Fi 4138

BOB CREWE



COOL TIME (IN THE OLD TOWN TONIGHT) (Conley, ASCAP)—QUITE A PICTURE (Conley, ASCAP)—"Cool Time" is based on the familiar "Hot Time in the Old Town Tonight." Crewe hands the tune a snappy reading over colorful backing. "Quite a Picture," a ballad with beat, also gets a salable warble. Warwick 534

RAY SMITH



PUT YOUR ARMS AROUND ME, HONEY (Broadway, ASCAP)—MARIA ELENA (Peer Intl., BMI)—Smith can score again with either side. "Put Your Arms," the oldie, is energetically brought up to date with a rhythmic chanting stint. "Maria Elena," the international evergreen, also gets an expressive outing. Judd 1017

THE FOUR COACHMEN



SWAMP LEGEND (Wood, ASCAP) — The interesting, folk-flavored theme is accorded a quality vocal treatment. It's an off-beat side that is different enough to catch on. Flip is "Shalom," (Mills, ASCAP). Adonis 106

Country & Western

CHARLIE WALKER



WHO WILL BUY THE WINE (Kentucky-Penny, BMI)—I GO ANYWHERE (Pamper, BMI)—Walker chants "Who Will Buy the Wine," a standout weeper, with lots of heart. Tune is about a guy whose wife has become a bar fly. "I Go Anywhere" is also in the weeper vein, but it's done more briskly. Columbia 41633

MEL TILLIS



IT'S SO EASY (Cedarwood, BMI) — LOCO WEED (Cedarwood, BMI)—Tillis has likely dual-market sides with these attractive entries. "It's So Easy" is an engaging rockabilly sort on which he's helped by a chorus. "Loco Weed" is a poppish novelty that is also strongly presented. Columbia 41632

Rhythm & Blues

JAMES BROWN



THINK (Armo, BMI)—YOU'VE GOT THE POWER (Wisto, BMI)—Brown gives "Think," the big hit of a few seasons ago, a bright shouting approach that is likely to account for heavy pop and r.&b. buys. "You've Got the Power" is a pounding ballad with beat that also comes in for a listenable vocal. Federal 12370

(Continued on page 57)

**A NEW LABEL*
NEW ARTISTS***

G-100 "GOING TO COLLEGE"
b/w "FALLING"
*by Nick Green

G-101 "FUNNY BONES"
b/w "WHISPER TO ME"
*by Tony Wilde

G-102 "MY BABY DOLL"
b/w "LULU'S PARTY"
*by The Key Brothers

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

Best Selling Sheet Music in Britain

(For week ending March 26)

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

Delaware—Leeds (Gunston)	Poor Me—Mills (Mills)
Looking High, High, High—Robbins (Robbins)	Harbour Lights—Peter Maurice (Chappell)
Why—Debmar (Debmar)	Summer Set—Cromwell (Hollis)
Running Bear—Southern (Glad-Big Bopper)	Pretty Blue Eyes—Maxana (Almino)
Fings Ain't Wot They Used T'be—World Wide (-)	Voice in the Wilderness—Chappell (Chappell)
Royal Event—Noel Gay (-)	Starry Eyed—Lawrence Wright (Manson)
My Old Man's a Dustman—Cromwell (-)	Way Down Yonder in New Orleans—Lawrence Wright (Shapiro-Bernstein)
Slow Boat to China—Moris (Frank)	Oh So Wonderful—Kassner (-)
Summer Place—Blossom (Witmark)	You Got What It Takes—Leeds (Jobete)
Beyond the Sea—Chappell (Harms)	Heartaches By the Number—Joy (Pamper)

PLEASE NOTE

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

Washington Dealers Cautious

Continued from page 28

chines to four-track for about \$40 for a new head, after which the tapes will cost them "about half what the two-tracks have been costing," when it is all averaged out.

Glen Music, a fairly large downtown outlet, stocks relatively few tapes, and does so largely to be "riding along" with the trends. Glen spokesmen feel the whole tape issue has been confused from the beginning, and they are cautious about promises for the future. Tape is coming into new windows in Washington, but slowly.

Georgetown Records Shop has just started selling four-track within the past week. The Music box has stocked only a couple of dozen four-track, but is looking forward to expanding when the cartridge problem is licked.

Among the few tapes carried at the Music Box, the top three in sales are "Let's Dance," "Music of LeRoy Anderson" and "Gaiete Parisienne," all on Mercury. Here, too, the four-track is taking over, with very little of the two-track on hand, or on demand, Manager Horowitz reports.

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The **Billboard**
HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING APRIL 3	
				TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	BABY, Brook Benton & Dinah Washington, Mercury 71565	1
2	3	2	2	MONEY, Barrett Strong, Anna 111	1
3	4	5	11	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	6
4	6	7	5	THIS MAGIC MOMENT, Drifters, Atlantic 2050	6
5	5	6	6	FANNIE MAE, Buster Brown, Fire 1008	11
6	2	8	7	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	8
7	7	3	4	LADY LUCK, Lloyd Price, ABC-Paramount 10075	8
8	15	—	—	WHITE SILVER SANDS, Bill Black's Combo, HI 2021	8
9	—	—	—	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	8
10	18	14	14	BABY, WHAT DO YOU WANT ME TO DO, JIMMY REED, Vee Jay 333	8
11	8	4	3	HANDY MAN, Jimmy Jones, Cub 9049	10
12	9	9	8	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	10
13	10	11	9	WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028	8
14	14	—	—	SWEET NOTHIN'S, Brenda Lee, Decca 30967	2
15	17	24	23	I'LL GO CRAZY, James Brown & the Flames, Federal 12369	7
16	16	22	26	HARBOR LIGHTS, Platters, Mercury 71563	6
17	11	10	10	WILD ONE, Bobby Rydell, Cameo 171	8
18	21	—	—	LET THE LITTLE GIRL DANCE, Billy Bland, Old Town 1076	2
19	—	—	—	DON'T DECEIVE ME, Ruth Brown, Atlantic 2052	1
20	12	16	24	LITTLE SUSIE (PART 4) Ray Bryant, Signature 12026	4
21	29	—	—	COFFEE GRIND, Hank Ballard and the Midnighters, King 5312	2
22	19	15	18	WHATCHA GONNA DO, Nat King Cole, Capitol 4325	5
23	13	19	—	PARADISE, Sammy Turner, Big Top 3032	3
24	20	17	16	SWEET SIXTEEN, B. B. King, Kent 330	12
25	22	12	12	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804	9
26	25	28	19	WHERE OR WHEN, Dion and the Belmonts, Laurie 3044	5
27	—	—	—	TIME AND THE RIVER, Nat King Cole, Capitol 4325	1
28	24	25	22	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	23
29	26	—	—	BEYOND THE SEA, Bobby Darin, Alco 6158	6
30	27	18	17	HARLEM NOCTURNE, Viscounts, Madison 123	8

BREAKING BIG... BOTH SIDES
THE CASHBOX PICK OF THE WEEK
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Reviews of THIS WEEK'S SINGLES (continued)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 55

Spiritual

THE DIXIE HUMMINGBIRDS

WHAT A FRIEND (Lion, BMI)—I WANT TO FEEL THY HOLY SPIRIT (Lion, BMI)—The fine gospel group delivers dedicated readings of the well-known religious themes. Their sound is winning, and both sides are certain to appeal. **Peacock 1808**

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

KENT & SNUFFY

BILLY BLUE EYES (Cedarwood, BMI) BYE BYE BUDDY (Cedarwood, BMI)—Kent and Snuffy, a talented new duo, have a vocal approach that somewhat reminds of the Everly Brothers' sound. They handle both tunes impressively and both are worthy of exposure. "Billy Blue Eyes" is a wistful ballad. "Bye Bye Buddy" is a rockabilly. **M-G-M 12833**

POP DISK JOCKEY PROGRAMMING

SYLVIA ROBBINS

FRANKIE & JOHNNY (Ghati, BMI)—COME HOME (Jay Cee, BMI)—Sylvia Robbins, formerly of Mickey and Sylvia, debuts on disks as a single with two fine sides. "Frankie and Johnny" gets a highly fashionable reading. "Come Home," a ballad, is also tastefully done. **Jubilee 5386**

ARTHUR PRY SOCK

THE VERY THOUGHT OF YOU (Witmark, ASCAP)—IF EVER I SHOULD FALL IN LOVE (Sel Bonn, BMI)—Prysock chants with heart on the two lovely ballads. Both are rendered over lush, complementary settings and both allow for strong programming fare. **Old Town 1079**

ANDRE KOSTELANETZ

SABRE DANCE (Leeds, ASCAP) — GYPSY FIDDLER (Leeds, ASCAP)—The maestro paces the ork thru excellent readings of both themes. Khatchaturian's "Sabre Dance" is done with color and fire. "The Gypsy Fiddler" is given a lush, symphonic approach. **Columbia 41534**

RAYMOND LEFEVRE ORK; DALIDA

WHAT GOOD DOES IT DO ME (Pure, BMI)—On one side of the disk the LeFevre ork serves up a lovely and lyrical reading of the pretty theme. Flip spotlights the French thrush giving out with a warm reading of the song with French lyrics. Both are spinnable. **Mercury 71599**

JOINER, ARKANSAS JR. HIGH SCHOOL BAND

NATIONAL CITY (Saracen-Music Please-Little Darlin', BMI)—The high school group styles the tune, based on Sousa's "National Emblem March," with an infectious rock treatment. Their sound is big and professional, and spins should please. Flip is "Big Ben," (Music Please, BMI). **Liberty 55244**

TED HEATH

INDIAN LOVE CALL (Harms, ASCAP)—The English orkster presents a brightly moving go on the oldie. It's a flavorsome and danceable side that should set toes a-tappin'. Flip is "Swinging Ghosts," (Unicorn, ASCAP). **London 1893**

Country & Western

LORETTA LYNN

I'M A HONKY TONK GIRL (Tri-Lite, BMI) — WHISPERING SEA (Tri-Lite, BMI)—Miss Lynn registers strongly on two traditional styled sides. "I'm a Honky Tonk Girl" shows a solid chant on a weeper. "Whispering Sea" is also a weeper, and she gets effective country fiddles in support. **Zero 107**

★★★★ VERY STRONG SALES POTENTIAL

THE DANLEERS

★★★★ (I LIVE) HALF A BLOCK FROM AN ANGEL—EPIC 9367—Bright reading by the boys on this Latin-tinged rocker. Lead's fine vocal is strongly backed. Good outing. (Atlantic, BMI)

★★★★ IF YOU DON'T CARE—Rockaballad is wrapped up to good effect by the group. This, too, is a listenable side with strong chances. (Criterion, ASCAP)

NINA SIMONE

★★★★ SUMMERTIME—COPIX 143—Side is from the lark's LP, "Nina at Town Hall." She reads the Gershwin classic wistfully over excellent combo support. (Gershwin, ASCAP)

★★★★ FINE AND MELLOW—Bluesy tune is smartly handled by Miss Simone, who also has a chance for some standout piano work on this side. (E. B. Marks, BMI)

CHUCK RIO

★★★★ AKIKO—CHALLENGE 59073—Pretty instrumental of an Oriental folk theme. Guitar has the lead over light rhythm support. Interesting enough to catch on. (Taj, ASCAP)

★★★★ RAMBLIN' THRU DIXIE—The oldie gets a bright guitar workout. Tenor sax comes in wailing late on the side. Also an item to watch. (Jat, BMI)

THE DEANS

★★★★ MY HEART IS LOW—MOHAWK 114—Plaintive warbling by the group on pretty ballad. Nice jockey side. (Mo, ASCAP)

★★★★ I'LL LOVE YOU FOREVER — Same comment. (Mo, ASCAP)

SAM COOKE

★★★★ WONDERFUL WORLD — KEEN 82112 — Moderate rocker gets a smooth belt from Sam Cooke in his usual, salable style. Worth watching. (Kags, BMI)

★★★★ ALONG THE NAVAJO TRAIL — Oldie gets a jazz-type reading from Cooke. Artist now has a hit going on another label, but this side should draw spins a-plenty. (Leeds, ASCAP)

ISLANDERS

★★★★ AUTUMN LEAVES — MAYFLOWER 19 — The lovely oldie is done as an instrumental with the theme whistled. Instrumentation is colorful and attractive. (Ardmore, ASCAP)

★★★★ KON-TIKI — Latinish theme gets an effective instrumental treatment from the crew. Also a strong side. (Volkwein, ASCAP)

BUDDY BRENNAN QUARTET

★★★★ BLUE RIVER ROCK — WARWICK 532 — Rocking treatment of "The Blue Danube" is a catchy side. It's cute and infectious, and it could step out. (Jameco, ASCAP)

★★★★ PEG O' MY HEART — Cute arrangement of the oldie is a strong coupling to the flip, and it's an equally potent side with strong chances. (Feist, ASCAP)

JO STAFFORD

★★★★ HAPPY IS THE WORD — COLUMBIA 41640 — Rich thrashing by lark on a melodic theme from forthcoming musical, "Christine." Pretty programming. (Harms, ASCAP)

★★★★ WHAT A FEELING — Bluesy-flavored theme is chanted with vitality by canary. Standout backing by Billy May. (Marks, BMI)

MITCHELL TOROK

★★★★ PINK CHIFFON — GUYDEN 2034 — Pleasant chanting by Torok on an appealing theme with a teen-styled lyric. Merits exposure. (Jamie, BMI)

★★★ What You Don't Know (Won't Hurt You) — Torok warbles the catchy ditty attractively. Effective organ backing helps. (Jamie, BMI)

TONY DALLARA

★★★★ ROMANTICA — MERCURY 71609 — The San Remo song festival winner gets an expressive vocal from Dallara over a sprightly and lush arrangement. Side bears watching. Lyric is in Italian. (BIEM)

★★★ Noi — Another Italian import, this with a mild rock flavor, is handled with ease by the singer. (BIEM)

'CILE TURNER

★★★★ GOING DOWN TO TOWN — COLONIAL 7007 — Bright folkish tune has spiritual overtones. Miss Turner gives it a bright reading over peppy support. (Bentley, BMI)

★★★ Don't Fool Around With the Blues — The lark gives the blues a sultry belt over a jazz arrangement. Jocks may like. (Combine, BMI)

(Continued on page 59)

★★★ GOOD SALES POTENTIAL

BUDDY EMMONS

★★★ Four Wheel Drive — DECCA 31076 — A swinging instrumental, has a country and a jazz quality. Unusual item for jocks. (Champion, BMI)

★★★ Blue Wind — Another instrumental — this one with a Hawaiian flavor plus a touch of blues orientation. (Dandelion, BMI)

NICK & JAGUARS

★★★ Ich-I-Bon No. 1 — TALMA 5501 — Pounding instrumental with guitars in the lead and saxes playing a droning rhythm pattern. It can create interest. (Jobete, BMI)

★★★ Cool and Crazy — Rocking instrumental side features twangy guitars and saxes over rhythm support. Danceable item has pop and r.&b. appeal. It merits spins, and it has a chance. (Jobete, BMI)

DAMITA JO

★★★ Little Things Mean a Lot — MERCURY 71608 — Oldie gets a warm reading from the lark. Pretty ork setting helps. Quality side should go well with jocks. (Feist, ASCAP)

★★★ I Burned Your Letter — Bouncy rocker has Latin traces. It's a nice change of pace from the flip, and it should move just as well. (E. B. Marks, BMI)

THE KINGS

★★★ I Want to Know — EPIC 9370 — Pounding ballad with beat is given a salable belt by the crew. It can get pop and r.&b. coin. (Trinity-Jalo, BMI)

★★★ Bump-I-Dy Bump — Catchy novelty is rendered with vigor by the Kings. Danceable side also has dual-market appeal. (Trinity-Jalo, BMI)

MIKE LEEDS

★★★ Lover Baby — ABC-PARAMOUNT 10101 — Bright rocker is given an effective chant by Leeds over attractive chorus and ork backing. It can move. (Iris-Trojan, BMI)

★★★ Working After School — Topical tune with teen-slanted lyrics is in a mild Latin groove. Leeds handles it nicely — again with fine backing from the chorus and ork. (Brenner, BMI)

BILLY LA MONT

★★★ Now Darling — OKEH 7131 — Slow reading of a rockaballad. The artist reads the tune with heart. It has a gospelish flavor. (Almor, BMI)

★★★ I'm Gonna Try — La Mont turns in bluesy reading of this mild rocker. It can score for pop and r.&b. loot. (Almor, BMI)

COSMIC RAYS

★★★ Daddy's Gonna Tell You No Lies — SATURN 401 — Okay group outing on a Latinish medium-beater. They have an interesting sound. With plugs this might catch on. (Enterplan, BMI)

★★★ Dreaming — Lead is nicely backed by the group on this ballad with Latin traces. It should move as well as the flip. (Interplan, BMI)

BOOTS RANDOLPH

★★★ La Golondrina — RCA VICTOR 7721 — Randolph performs the well-known ditty sweetly on tenor sax over a humming backing. Could get spins. (PD)

★★★ Red Light — A wild rocker is rocked with spirit by Boots Randolph and his rhythm crew. He shouts the vocal over chorus backing. (Tree, BMI)

JESSE PEARSON

★★★ Finger Prints — DECCA 31068 — Jesse Pearson, with a style somewhat similar to Ivory Joe Hunter, sells this touching ballad with warmth. It could get coins. (Hollis, BMI)

★★★ Some Enchanted Evening — Jesse Pearson comes thru with an interesting reading of the familiar Rodgers and Hammerstein tune. (Williamson, ASCAP)

BILLY SANDLIN

★★★ She's Mean — GALA 110 — Personable warbling by Sandlin on an amusing rockabilly-styled ditty. (Three Way, BMI)

★★★ Don't Let Me Down — Interesting background on a catchy rhythm-rocker with okay vocal by Sandlin. (Three Way, BMI)

(Continued on page 59)

Reviews and Ratings of New Albums

Continued from page 44

GOOD SALES POTENTIAL

MONAURAL—Meigard plays the world's largest theater pipe organ on this disk—a fact which is boldly displayed on the cover. The rolling tones will charm audiophiles, and ordinary disk buyers will like the tunes. Latter includes a combination of pop and novelty material—"Five Foot Two Eyes of Blue," "Col. Bogey," "Whistling Farmer," etc.

***** GATEWAY TO THE WEST**
Robert Farmon, M-G-M E 3804 — The British maestro performs a package of instrumentals depicting the American West. Farmon's work is lush and full of mood. Included are "Across the Wide Missouri," "On the Trail," "Home on the Range," etc.

***** THE HAPPY SOUND OF RAGTIME VOLUME 3**
Harry Brewer Ork. Audio Fidelity AFSD

5912 (Stereo & Monaural)—The title explains it. It's a happy sound, similar to—but pre-dating—Dixieland. A gay '90's type cover, showing a bald gent with two dolls and a champagne bottle, catches the spirit of the music and proves an eye-appealing display. Some authentic rag pieces complete the bill, including "Cannon Ball," "Ebony and Ivory," "Raggin' the Scale," etc.

***** HAWAIIAN HOLIDAY**
George Wyle, Imperial 9109—Plenty of this material extant, yet this is nevertheless a good one in the category. Native and American tunes include "Blue Hawaii," "Aloha," "Sweet Leilani," etc. There is a bit of narrative adding to the effect of tropic languor. Well-recorded.

***** BRAZILIAN CHOO CHOO**
Horacio Diaz Ork. Kapp KS 3181 (Stereo & Monaural)—First-rate Latin Rhythms by the Horacio Diaz ork, including attractive arrangements of cha chas, mambos, sambas, guaracha, merengues and others. The tunes include the title song, "The Whistling Balon," "Yum, Yum, Yum" and "Negra Leona." Good wax for dancers, and good stereo sound.

***** A DOG OF FLANDERS**
Sound Track, 20th Fox 3026—This is the original film sound track from the score of the forthcoming flick "A Dog of Flanders." The music, which was composed by Bert Shefter and Paul Sawtell, is played and sung by the Santa Cecilia Academy Orchestra and Choir of Rome. Set should get sales action wherever the picture is shown.

***** MOONSTRUCK**
John Cacavas Ork. Dot DLP 25269 (Stereo & Monaural)—Cacavas produces a romantic, ethereal mood-sound, via the blending of a female voice (no words just sound) with lush orchestrations. Haunting treatment is accorded such standards as "Moonlight Becomes You," "Stars Fell On Alabama," etc. Excellent jockey wax.

***** THE FAMOUS RADIO CITY MUSIC HALL ORGAN**
Ashley Miller, Columbia CL 1434—In view of the fact that the Music Hall still stands high on the New York list of things to see, this LP should appeal to those who have visited Gotham and heard this organ played between shows. This is organist Ashley Miller's second LP on this instrument. He proves adept and sensitive, ranging thru a group of bright waltzes as well as a brace of pop standards.

***** HAPPIEST BAND IN THE LAND**
Jimmie Haskell, Imperial LP 9097—Lots of good humor in the novelty-oriented arrangements offered by Jimmie Haskell on accordion, backed by a capable and seemingly carefree bunch of musicians. Can be recommended to brighten any party or for dj's as change of pace programming. Good examples: "The Piccolo and the Tuba," "Penny Whistle Blues," "Let's All Sing Like the Birdies Sing" and the "Laughing Trombone Polka."

LOW-PRICED POPULAR ***

***** 12 MEN WHO LOVE TO SING**
Tapscott Singers, Perfect PS 14017 (Stereo & Monaural)—The sound of a men's chorus has special appeal to some people. The Tapscott Singers are an excellent group, and in this set they sing many familiar songs in straightforward arrangements. Stereo is especially effective for part singing of this type. Selections include "Greensleeves," "You'll Never Walk Alone," "Whoopie-Ti-Yi-Yo" and "Go Down Moses." Might generate rack business.

JAZZ ***

***** STEVE ALLEN PRESENTS TERRY GIBBS AT THE PIANO**
Signature SM 6007—The acclaimed vibist turns to piano in this set. His right hand is especially strong, tho a bit heavy, and the over-all result is that he scans the piano little differently than he does with vibes. The tunes are nicely chosen and split between up-tunes and ballads. This is his first set on this label. His fans should take to the "new sound."

***** FLUTE 'N' ALTO**
Bud Shank, World Pacific WP 1286—Pleasant performances featuring Bud Shank on both flute and alto of a number of familiar jazz themes. These include "A Night in Tunisia," "Nature Boy," "Polka Dots and Moonbeams" and some new items such as "Walkin'," "Nocturne for Flute" and "Bag of Blues." Don Prell, Chuck Flores and Claude Williamson accompany Shank.

***** RICHARD'S ALMANAC**
Richard Evans Trio — Trio's sound is basically mainstream, and as such the disk can have wide appeal. Evans gives out with pleasant, if not adventuresome outings on such fare as "I'm Glad There is You," "Should I" and "Jeepers Creepers" plus some originals. Set is nicely programmed.

***** THE WILD PIANO OF MARY ANNE JACKSON**
Hanover HM 8009—Miss Jackson has a fast, fleet style that displays a Tatum-Powell influence. She's occasionally inventive and often imaginative in this set which showcases her to smart advantage over rhythm support. All of the tunes in the album were clefted by the pianist.

***** IMPOSSIBLE**
Pete Jolly & Ralph Pena, M-G-M E 1014 —Pianist Pete Jolly and bassist Ralph Pena combine on a session which shows how well two musicians can fuse talents. Jolly plays with a thoughtful, modern but not too-far-out style. Pena plucks and bows in a spirit very much in unison with Jolly's moods. They sometimes are reminiscent of the Mitchell-Ruff duo, tho not quite so cerebral. Representative works include "But Beautiful," "Easy to Love," "I Should Care" and a lovely Pena original, "My Star."

***** ART OF JAZZ**
Billy Maxted, Seeco CELP 458 — Billy Maxted and his band show off some sharp, smart readings of Dixieland and blues on this lively new disk. With Maxted on piano and Don McLean on drums the band comes thru with bright readings of "Sugar Foot Strut," "Little Rock Getaway," "Bill Bailey" and "High Society." A much-better-than-average Dixieland band set.

***** THE LEGEND OF BIX**
Metropolitan Jazz Octet, Argo LP 659—This is an interesting album conception. The idea is to present a portrait of Bix Beiderbecke, including his influences (on Side One) and his own compositions, (on Side Two). Side One features four works by Tom Hilliard about men who influenced Bix, Nick LaRocca, King Oliver, and Louis Armstrong, Paul Mares and others. Flip includes Bix's tunes, "In a Mist," "Davenport Blues," "In the Dark" and "Candlelight." They are played well by the Metropolitan Jazz Octet and the Chicago Jazz combo.

***** DIXIELAND CARY & THE DIXIELAND DOODLERS**
Columbia CL 1425—More of the happy stuff. Music, that is. This is rousing Dixieland, great for a party. Tunes go back to some flavorful oldies like "I've Been Working on the Railroad," "Wait Till the Sun Shines Nellie," "Tavern in the Town" plus some unusual items like "Waltzing Matilda."

CLASSICAL ***

***** BEETHOVEN: PIANO SONATA IN C MAJOR-PIANO SONATA IN F MINOR**
Andor Foldes, piano, Deutsche Grammophon DGS 712021. (Stereo & Monaural) —The pianist presents the popular sonatas with warmth and feeling. His shadings are excellent, and technique is not allowed to interfere with interpretation. Competition, however, is a factor.

***** BRAHMS: SYMPHONY NO. 3 IN F MAJOR-TRAGIC OVERTURE**
Berlin Philharmonic Ork. (Maazel), Deutsche Grammophon DGS 712010. (Stereo & Monaural) — The popular Brahms symphony is available in several other stereo versions. Maazel gets a responsive reading from the orchestra with the symphony and with the "Tragic Overture." Sound is good. Set will be facing rough competition, however.

***** BACH: CANTATA NO. 140, CANTATA NO. 4**
Vienna State Opera Orchestra and Chamber Choir, Vanguard BG 598 — A fine performance of two familiar Bach Cantatas by the Vienna State Opera Orchestra and the Vienna Chamber Choir under the direction of Felix Prohaska. The soloists are Laurence Dutoit, soprano; Kurt Equiluz, tenor, and Hans Braun, bass. Strong recording for Bach fans.

FOLK ***

***** WILLIES BLUES**
Willie Dixon & Memphis Slim, Bluesville 1003—Willie Dixon and Memphis Slim are two of the country's most capable exponents of the blues. The songs in this set are sung as folk art rather than commercial rock and roll. Dixon sings some wonderful blues efforts, including "Nervous," "Good Understanding" and "Sittin' and Cryin' the Blues," helped solidly by Memphis Slim's boogie woogie piano work. For blues fans.

***** DOWN HOME BLUES**
Brownie McGhee & Sonny Terry, Bluesville 1002—Brownie McGhee and Sonny Terry turn in some fine down home blues on this listenable new album. McGhee and Terry have been singing and playing their blues for years, and they have built up a solid following. The tunes include such well known folk efforts as "Let Me Be Your Dog," "Betty and Dupree's Blues," "Baby, How Long" and "Freight Train." Good wax.

THE SKIFFLERS
Perfect PS 14015 (Stereo & Monaural)—The Skifflers handle a collection of folk songs neatly, and folk fans will appreciate the quality at the low price. Selections include "Around the Bay of Mexico," "Stew Ball," "Bone Dry," "Who's Gonna Shoe Your Pretty Little Foot" and other favorites.

LOW-PRICED CLASSICAL ***

***** RIMSKY-KORSAKOV: SCHEHERAZADE**
Pro Musica Symphony of Hamburg (Waiter), Perfect PS 15011 (Stereo & Monaural)—There are already over 30 versions of this work in the catalog, so this new one will have plenty of competition. But since the works remains one of the most popular of the classics, it should account for sufficient sales to justify its existence. The performance is up to many in the book. Could be a reasonably good rack item.

INTERNATIONAL ***

***** I REMEMBER GERMANY, VOLUME IV**
Various Artists, Fiesta FLP 1266 — This collection is one of the best yet in this series. Subtitled "German Drinking Songs," most of the selections are lusty paean of praise for the brews that made the Rhine-land famous, or are the kind of joyful songs that go well with a steinful. Deep voiced bass soloists, novelty singing groups and instrumentalists all take their turns. Good fun, will enliven any party.

***** ALL POINTS EAST**
Gus Vall Ensemble, United Artists UAS 6083. (Stereo & Monaural) — Gus Vall and his ensemble present intriguing settings of a flock of Eastern melodies. The instrumentation is interesting, and the group manages several exciting moments. Some of the tracks have vocals. Those looking for unusual fare have their meat in this.

***** A PROGRAM OF RUSSIAN SONG**
Jaroff Women's Chorus (Jaroff), Decca DL 710019. (Stereo & Monaural) — Serge Jaroff, best known as conductor of the Don Cossack choir, presents a new, all-female chorus singing Russian folk songs, or songs in the folk tradition. While quite good, the group faces formidable competition from the many recent disks of Soviet choral groups performing similar programs. Jaroff's name and the benefits of stereo may help.

LOW-PRICED INTERNATIONAL ***

***** RUSSIAN FESTIVAL**
Orchestra of the Amsterdam Philharmonic Society, Perfect PS 15013 (Stereo & Monaural)—A good buy at the price. Tchaikovsky's "Marche Slave," Rimsky-Korsakov's "Russian Easter Overture," Glinka's Russian and Ludmilla Overture" are among the selections. Orchestra is batoned by Pierre Dervaux.

***** GERMAN DRINKING SONGS**
Concert Hall Choir (Franke) Perfect PS 14019 (Stereo & Monaural)—Good performances, in German, of authentic material. Included are "Nur am Rhein," "Linderwitten," "Es Liegt Eine Krone." Considerable attention has been paid to arranging and engineering.

LATIN AMERICAN ***

***** EL DANZON CON GENEROSO Y SU DANZONERA**
Seeco SCLP 9183—"Generoso" Jimenez and his ork comes thru with smart, authentic readings of a crop of current hits as well as oldies on this new waxing. Tunes include "Three Bells," "Marines Hymn" and new Latin items as well. They are played in sparkling style by the "Generoso" Jimenez crew and will be appreciated by dancers of Latin tempos.

***** YA LLEGARON LOS MARIACHIS**
Los Rancheros, Seeco SCLP 9187—This album contains a group of exciting mariachis, performed in winning fashion by the Rancheros, one of the famous Mexican mariachi bands. They handle these bright, happy mariachis with skill and warmth, that will please the many who have heard and enjoyed mariachi music.

***** BRAZILIANA**
Joe Caroca & Nestor Amaral, Dot DLP 3231—Joe Caroca and Nestor Amaral, the Brazilian pair now resident in Los Angeles, show off their excellent musicianship on this sparkling new album of Brazilian music. They are accompanied by a combo who back the mandolin playing Nestor Amaral and ukulele (the cavaquinho) and guitar playing Joe Caroca. The tunes include sambas, choros, chorinos, and baiaos. The music is bright and engaging and should interest fans of Latin music.

LOW PRICE POLKA ***

***** POLKA**
Various Artists, Perfect PS 14020 (Stereo & Monaural) — A first-rate collection of polkas played with a lilt by an unnamed German polka band. The set includes such old favorites as "Beer Barrell Polka," "Helena Polka," "Famer's Polka" and "Bavarian Polka."

***** ACCORDION POLKA**
Joe Basile Ork. Audio Fidelity AFSD 5914 —This marks the 10th Audio Fidelity album on which Joe Basile and his accordion have appeared, so it is clear he has developed into a staple. On his latest, he and his ork offer zippy arrangements of polkas which should acquire popular appeal. On the bill are such items as "Clarinet Polka," "Swedish Rhapsody," "Polka Dot Polka" and some lively medleys.

Moderate Sales Potential

POPULAR **

***** WEDDING BELLS**
Eddie Baxter, Organ, Imperial LP 9111—In anticipation of the forthcoming nuptial season, Eddie Baxter offers a pipe organ collection of music associated with weddings. One side contains music heard during the ceremony, such as "Wedding March," "Bridal March," "I Love Thee," "Because," "O Promise Me" and "I Love You Truly." The other side contains a group of romantic pop ballads. Could be a seasonal item.

JAZZ **

***** SWINGIN' DIXIE, VOLUME 3**
Al Hirt, Audio Fidelity AFSD 5926 (Stereo & Monaural)—Hot Dixieland, featuring some outstanding trumpet work. Material includes songs typical of the era, such as "Bill Bailey," "Basin Street" and some modern standards as "Mack the Knife," etc. Fine sound. Devotees of the style will enjoy this.

CLASSICAL **

***** SCHNABEL: DUODECIMET, TRIO**
Monod Ensemble (Monod), Columbia ML 5447 — The late Artur Schnabel's reputation was made as a pianist, but he also composed numerous works over the years. Two different periods are represented on this recording. The string trio dates from 1925 and is experimental and contrapuntal in design. His final work, "Duodecimet," was written for 12 parts in 1950 and is closely related to the 12-tone school. Will be of interest mainly to Schnabel fans and admirers of the atonal school of composition.

***** I SOLISTI DI ZAGREB PLAY TELEMANN**
Vanguard BGS 5028. (Stereo & Monaural) — Interest is increasing in the work of this early master, who probably was the most prolific of all composers. This is a well-performed sampling, and includes two oboe concertos, a violin concerto, a viola concerto and a Sonata a Quattro for strings. There is a universal charm about the works that epitomizes the Baroque period. For lovers of early music.


***** SCHUBERT: STRING QUARTET IN D MINOR-QUARTETTSATZ IN C MINOR**
Amadeus Quartet, Deutsche Grammophon DGS 712037. (Stereo & Monaural) — The string ensemble performs the moody chamber work with skill and feeling, especially the vigorous scherzo. The "Quartettsatz" provides an attractive bonus. Chamber music enthusiasts will find this a worthy disk.

***** DIVERSE WINDS**
Eastman Wind Ensemble (Fennell), Mercury SR 90221. (Stereo & Monaural) — The featured work is Vincent Persichetti's "Symphony No. 6," for band, composed about four years ago and given its full premiere with this recording. An attractive work, easy to assimilate. Khachaturian's brief, colorful "Armenian Dance," fills out the side. Backing offers the premiere of Percy Grainger's "Hill Song No. 2" and Walter Hartley's "Concerto for 23 Winds." For collectors of contemporary music and band disks.

INTERNATIONAL **

***** SONGS OF GREECE**
Theodore Alevizos, Tradition TLP 1037
(Continued on page 60)

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Reviews of New Pop Records

Continued from page 57

★★★★ VERY STRONG SALES POTENTIAL

JOE KOFFMAN QUINTET

★★★★ **SAPPHIRE** — PALETTE 5045 — Solid flute solo work on a swifty, jazz-flavored instrumental theme. Spinnable. (Zodiac, BMI)

★★★ **Black Eye Peas** — Interesting flute solo work on a quaint blues theme. For jazz jocks. (Zodiac, BMI)

RT & DOTTIE TODD

★★★★ **SAY YOU**—DART 405—Pleasing blendwork on a catchy, rhythm item. Spinnable. (Oakland, ASCAP)

★★★ **Chop Chop**—Bouncy rhythm-rocker, mainly instrumental, is handed an infectious treatment. (Oakland, BMI)

HUCK JOHNSON

★★★★ **OH BABY MINE**—CALICO 116—The oldie is done as a bright rocker. It gets a solid chant from the singer with organ providing driving support. It bears watching. (Morris, ASCAP)

★★★ **Mr. Sandman**—The oldie comes in for a smooth, mild-rock treatment. This, too, could step out. (Morris, ASCAP)

ERNESTINE ANDERSON

★★★★ **COME ON, BABY, LET'S GO** — MERCURY 71604—Moderate-beat bluesy item gets a solid chant from the singer. Nice arrangement supports the appealing vocal. (Eden, BMI)

★★★ **A Kiss to Build a Dream On**—The lark revives the oldie as a Latinish ballad. She presents the tune over a lush arrangement. Spinnable side. (Miller, ASCAP)

OHNNY OLIVER

★★★★ **THAT'S ALL I'M LIVING FOR** — MERCURY 71570—Pretty ballad is effectively rendered with a lush and pretty chorus and ork setting. Talented newcomer could have a winner. (Play, BMI)

★★★ **What a Kiss Won't Do**—Peppy rhythm gets an energetic belt from Oliver. A chorus and bright arrangement back him. (Eden, BMI)

GLORIA LYNNE

★★★★ **MY REVERIE**—EVEREST 19337—The haunting standard ork setting. Good programming side. (Robbins, ASCAP)

★★★ **Happiness Is Just a Thing Called Joe**—Miss Lynne gives the oldie meaningful reading over light, rhythm support. Flip appears the side to watch. (Feist, ASCAP)

APOLLOS

★★★★ **ROCKIN' HORSE**—MERCURY 71614—Rocking instrumental version of "Camptown Races" is sold with solid guitar solo work. Strong dual market side. (Pure, BMI)

★★★ **Just Dreaming**—Effective instrumental with a deliberate pace and standout guitar work. (Pure, BMI)

TERRY PHILLIPS

★★★★ **DREAM TIME**—TIME 1022—A good ballad, done in swinging fashion by the chanter, with a chick chorus. (Admont, ASCAP)

★★★ **Give Me Back**—A weeper—with the girl taking, but never giving. Song is done in exciting fashion by Terry with chicks voicing in the background. A haunting quality. (Westbury, BMI)

BERNADINE READ

★★★★ **SWAMP LEGEND** — EPIC 9355 — Effective whistling stint intros a pretty warble on a folksy theme, also cut by Four Coachmen. (Wood, ASCAP)

★★ **Fly Away Lovers** — Pleasant thrushing on an attractive waltz.

★★★★

GOOD SALES POTENTIAL

Continued from page 57

MAANA TRASK

★★★ **A Guy Is a Guy** — COLUMBIA 1623 — Cheerful thrushing by gal on a novelty ditty, the old Doris Day it. Merits spins. This is a close copy of her former click. (Ludlow, BMI)

★★★ **Love Me Now** — Sultry chanting by the canary on an exotic ballad with Latin flavor. (Chappell, ASCAP)

OHNNY DESMOND

★★★★ **I Never Meant to Fall in Love** — COLUMBIA 41631 — Rich vocal joint by Desmond on an attractive ballad from the forthcoming Broadway musical, "Christine." Spinnable. (Harms, ASCAP)

★★★ **Eighth Wonder of the World** — haunting theme with pretty backing is warbled appealingly by Desmond and fem chorus. (Hut, BMI)

BEAU-MARKS

★★★★ **Clap Your Hands** — SHAD 5017 — Exuberant vocal stint on a catchy rhythm-rocker. Dual market side. (Westbury, BMI)

★★★ **Daddy Said** — Showmanly reading on a bouncy-blues-flavored item. Also dual-market wax. (Clifton, BMI)

TOMMY MARA

★★★★ **Dominique** — B & F 1334 — Attractive reading by Mara on a romantic Latin-flavored tune. (Brandon, ASCAP)

★★★ **Secret Love Nest** — Tender vocal treatment by Mara on a pretty ballad. (Frederick, BMI)

McCOY BOYS

★★★ **Reprieve of Love** — VERVE 30208 — Pleasant folk-flavored theme is wrapped

up in strong vocal rendition by lead singer and group. Fine jockey side. (Rock, BMI)

★★★ **Our Man in Havana** — Amusing movie title theme from the new Alec Guinness film is handed a smart vocal treatment. Tune has a Latin tempo. Should pull jockey play. (Montemar, ASCAP)

DAVE MARTIN TRIO

★★★ **Conga Walk** — MERCURY 71574 — Tasteful jazz-flavored instrumental treatment of a catchy rhythm tune with a relaxed tempo. Pleasant jockey wax. (Actual, BMI)

★★★ **Sugar Daddy** — Attractive instrumental treatment of a lighthearted ditty with an infectious beat. (Leeds, ASCAP)

MARTY GOLD

★★★ **Lonely Guitar** — RCA VICTOR 7722 — Exotic theme with a South Seas flavor is accorded interesting, lush instrumental treatment. (Deerhaven, ASCAP)

★★★ **Home From the Hill** — Attractive pastoral movie title theme is wrapped up in a melodic, instrumental treatment. (Miller, ASCAP)

JOHN ASHLEY

★★★ **The Cry of the Wild Goose** — SILVER 1005 — Frankie Laine's old hit is revived by Ashley in a bit of a subdued vein. It should come in for some action. (American, BMI)

★★★ **One Love** — Folkish ballad is given a deep-voiced chant by the singer over light, guitar accompaniment. Flip appears a bit stronger. (American, BMI)

GUITAR JR.

★★★ **Knocks Me Out** — MERCURY 71602 — Bluesy shout by the artist on a medium-beat rocker. He provides stompin' guitar support for himself. Dual-market item. (Pure-Bayou State, BMI)

★★★ **Love Me, Love Me** — Pounding ballad with beat is also nicely handled by the artist. This, too, can get dual market action. (Pure-Kamar, BMI)

TEX RITTER

★★★ **The Gun, the Gold and the Girl** — CAPITOL 4364 — Ritter sings with feeling on a moving country saga with a folk flavor. (Vidor, BMI)

★★★ **Vanishing American** — Haunting, western-flavored theme is warbled with sincerity and heart by Ritter. (Tobias-Lewis, ASCAP)

WILLIAM SANFORD

★★★ **Between Two Loves** — AUDIO-FIDELITY 768 — Sultry bluesy theme is carried by smooth alto sax over rhythm support. Fine mellow side for mood segs. (Vernon, ASCAP)

★★★ **Pretty Boy Blues** — David Boots has the vocal honors on this theme which is also from the film, "Pretty Boy Floyd." Flip appears a bit more likely. (Vernon, ASCAP)

LES BROWN BAND

★★★ **Madison Hop** — COLUMBIA 41639 — Here's another tribute to the new teen-age dance fad. Swifty ork treatment of catchy tune. (Crystal, ASCAP)

★★★ **Madison Time** — Tasteful instrumental treatment of the bouncy Ray Bryant ditty about the new kid dance. (Cromwell, ASCAP)

BOYD BENNETT

★★★ **It's Wonderful** — MERCURY 71605 — Bouncy theme has a slight country feeling. It comes in for a pleasant group vocal. (Benjon, BMI)

★★★ **Amo, Amas, Amat** — Bennett handles the tune nicely. Familiar Latin, grammatical phrase offers a cute title. It should get interest. (Benjon, BMI)

DON RONDO

★★★ **That's My Girl** — ROULETTE 4236 — Bright, bouncy ditty is sung with verve by Rondo and chorus. (Planetary, ASCAP)

★★★ **Even the Heavens Cried** — Tender reading by Rondo on a plaintive ballad. (Planetary, ASCAP)

GENE MUMFORD

★★★ **When Day Is Done** — LIBERTY 55241 — Mumford hands the standard a handsome belt over a lovely setting. Spinnable side with a chance for sales also. (Harms, ASCAP)

★★★ **I'm Getting Sentimental Over You** — Warm reading of the oldie by the singer. This, too, is a pretty side that should move as well as the flip. (Mills, ASCAP)

LARRY GREEN

★★★ **Toby Tyler** — VISTA 357 — Title tune from the coming flick is in a folkish vein. It's given a soft and appealing reading by the singer. It can sell. (Disney, ASCAP)

MITCHELL BOYS CHORUS

★★★ **Biddle Dee Dee** — Tune is also from the flick. The youngsters handle the cute tune energetically. It can create interest. (Disney, ASCAP)

BILLIE DAWNE

★★★ **Little White Cloud That Cried** — FELSTED 8600 — The old Johnny Ray click gets a stylized outing from the thrush. It's done over a pounding rock arrangement with a chorus assist. (Carlyle, ASCAP)

★★★ **Nobody Cares** — Moderate-beater gets an okay reading from the thrush. She uses a big voiced approach over a big backing. (Geneva, BMI)

BARBARA LYONS

★★★ **My Confession of Love** — ABC-PARAMOUNT 10098 — Mature-sounding 13-year-old chick sings a solemnly paced theme attractively. (Sequence, ASCAP)

★★★ **Leo, My Love** — Heartfelt reading, a la Judy Garland, on an appealing teen-styled ditty. (Iris-Trojan, BMI)

MARLENE WILLIS

★★★ **On a Train Going to Nowhere** — ERA 3015 — Marlene Willis sells this tale of heartache with passion over wild backing. Good wax, and the thrush can sing. (Bamboo, BMI)

★★ **Caesar Loves Me** — A rather confusing tale of a gal who met Caesar in a dream (the Roman Caesar), but who woke up still in love with her Jimmy. (Pattern, BMI)

DAVID PRICE

★★★ **Hof Guitar** — PHICO 101 — A country boy falls in love with a city girl and wins her with his guitar pickin'. Interesting wax that has a chance if exposed. (Tune, BMI)

★★ **My Turn to Go** — David Price tells a sad story in serious fashion over suitable backing. (New Keys, BMI)

NICK GREEN

★★★ **Going to College** — GARDENIA 100 — Over bright backing the singer tells about the knowledge he's getting in college so he can earn a good living and marry and raise a family. (Class, BMI)

★★ **Falling** — Nick Green asks his girl to catch him, as he's falling for her all the way. (Class, BMI)

HANK LEVINE

★★★ **Banjo Rock** — TOPS 313 — Joe Maphis handles the banjo on this new waxing by Hank Levine and his Blazers. A cute instrumental side that has a chance for loot. (Sherman-DeVorzon, BMI)

★★ **Midnight** — A nervous-type of instrumental, in stroll rhythm, is played warmly by the instrumental group. Flip is more potent. (Tower, BMI)

GEORGIA LEE

★★★ **The Youngest Heart** — DECCA 31075 — Attractive ballad receives a strong reading by the thrush, helped by warm support by the ork. (Summit, ASCAP)

★★ **Johnny Angel** — Georgia Lee sings medium-tempo effort neatly over interesting backing. (Sequence, ASCAP)

CHEVRONS

★★★ **I'm in Love Again-All Shook Up** — TIME TAP J — Two rock and roll standards are wrapped up in catchy, group-vocal treatments. Sides are culled from the "Rock 'n' Roll-Sing-A-Long" LP. (Reeve, BMI-Shalimar, BMI)

(Continued on page 60)

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Reviews of New Pop Records

Continued from page 59

GOOD SALES POTENTIAL

★★ Come Go With Me — Another side from the LP with okay group vocalizing on the bouncy old hit. (Gil BMI)

RODNEY GALLANT
★★★ My Life With You — MERCURY 71572 — Heartfelt wailing by Gallant on a moving rockballad. (Flip & Skip, BMI)

★★ (If I'm Dreamin') Just Let Me Dream — Lively chirping by fem chorus highlights Gallant's exuberant reading on this side. (Roosevelt, BMI)

JEANNIE THOMAS
★★★ Believing — GENIE 7816 — Pleasant multi-track thrashing stint on an inspirational-type theme. Spinnable. (Genie, BMI)

★★ I Wish — Bouncy rhythm ditty is sung pertly by thrush. (Genie, BMI)

JOHNNY DRAKE & KITTEN
★★★ Why Daddy — ERA 3016 — This is the story of a little girl who asks her

daddy why her brother must enter the Army. Jocks may be interested in programming. (Sherman-DeVorzon, BMI)

JOHNNY DRAKE
★★★ Often Broke But Never Poor — Johnny Drake philosophizes about how rich we are even without material things. (Sherman-DeVorzon, BMI)

MODERATE SALES POTENTIAL

DICK RIDDLE
★★ Shrinking Violet — RIDDLE 501 — Tune tells of a not too pretty gal. It's in a mild rocker vein, and it comes in for a fair outing. Fair chances. (XYZ, ASCAP)

★★ Cool Me Baby — Latinish medium-beater gets an okay reading from Riddle. Fem chorus assists. (XYZ, ASCAP)

LIONEL NEWMAN ORK
★★ Maynard's Caper — DECCA 31066 — Tune is based on one of the themes in the TV'er, "The Many Loves of Dobie Gillis." The Newman ork gives it a good reading with a slight jazz feeling. (Weiss & Barry, BMI)

★★ Dobie — Chorus has the honors on this theme also from the TV show. Some coin possible. (Weiss & Barry, BMI)

TRUDY TODD
★★ Bandido — SIGNET 277 — Trudy Todd handles this Latinish melody nicely over warm support. (Music Productions, ASCAP)

★★ Pathetic Melody — Pleasant rendering of a listenable melodic instrumental by the Trudy Todd ensemble. (Music Productions, ASCAP)

ROYAL TONES
★★ Creeping Thunder — EMPIRE 1001 — A rocker is handed a good go by the boys. (Morrissey, BMI)

★★ Lazy Walker — Quiet instrumental effort receives a good performance from the Royal Tones. (Morrissey, BMI)

BOB & SHIRLEY
★★ Your True Love — BAND BOX 225 — Bob & Shirley sell this Carl Dobkins tune with style over solid rock backing.

★★ Consideration — Bob & Shirley tell of the ways of keeping a girl happy on this new waxing.

TONY MORRA
★★ Looking for My Baby — DU-WELL 1005 — Showmanly vocal by lead singer and group on a catchy rhythm ditty. Merits spins. (Wyndie, BMI)

★★ I Can't Believe — Feelingful reading by lead singer and group on a churchy-flavored tune. (Wyndie, BMI)

JAY FANNING
★★ These Foolish Things — ACME 2030 — Heartfelt wailing by Fanning and group on an okay rockballad.

★★ Dreamer — Same Comment.
DICK ROMAN
★★ Wagon Wheels — EPIC 9363 — Relaxed vocal treatment of the standard with a swiny tempo. (Shapiro-Bernstein, ASCAP)

★★ Lovin' — Personable reading by Roman on tasteful up-tempo ballad. (Elliot, ASCAP)

PLAYGIRLS
★★ Gee, But I'm Lonesome — RCA VICTOR 7719 — Wistful thrashing by girls on a relaxed ballad. Nice jockey side. (Daywin, BMI)
★★ Sugar Beat — Pleasant chirping by fem chorus on a bouncy rhythm ditty, featuring organ backing. (Muirfield, ASCAP)

DANTE
★★ How Much I Care — DARROW 515 — A rocker with chorus and guitar featured in the backing. Good sound. Lyric includes questions asked by a chick, relative to how much the boy loves the girl. (Darrow, BMI)

★★ Baby, Baby — He loves that baby, according to the theme. Uptempo. Adequate. (Darrow, BMI)

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

MICHAEL MONTE: Rockin' in My Rockin' Chair/Showdown—Christy 103
JIMMY MOORE: The Longer I Live (The Longer I Love)/It's Love—Gala 111
LARRY REED: White Steps of Baltimore/We Kissed in April—Deb 11860
GEORGE SMALLWOOD: I Cover the World/There's No Use for Me to Cry—Lorida-9-10

Jazz

OSCAR PETERSON TRIO
★★★ Gentleman Jimmy — VERVE 10207 — From his album of tunes from the Broadway hit "Fiorello," comes this bright, interesting performance of the tune by Oscar Peterson and his trio. Good jock programming. (Sunbeam, BMI)

★★★ 'Til Tomorrow — Same comment. (Sunbeam, BMI)

JACK McDUFF
★★★ Organ Grinder's Swing — PRESTIGE 169 — The oldie is brought up to date via McDuff's organ work. Good juke wax. (Mills, ASCAP)

★★ Brother Jack — Jack McDuff swings on organ on a bright little riff effort, helped by Bill Jennings on guitar. (Prestige, BMI)

Country & Western

BILL BROWNING & ECHO VALLEY BOYS
★★★ Just Because You Say You — ISLAND 11 — Good performance of this country ballad. Tune is a weeper, and it tells a good story in proper meter. (Island, BMI)

★★ Sinfu Woman — Uptempo performance moves right along. Side is full of real country flavor, both in the vocal and the string band arrangement. (Island, BMI)

BEN HALL & CIRCLE FOUR RAMBLERS
★★★ Blue Days-Black Nights — GAYLO 104 — Ben Hall sings of his lonely days and nights now that his girl is gone. It's a good side for the country market. (Copar, BMI)

★★★ Even Tho (I Know You're Gone) — Ben Hall sells this weeper with appropriate feeling, helped by a vocal group in the BMI)

BILLY GLENN
★★★ I'll Never Cry Again — OZARK 1236 — Plaintive vocalizing by Glenn on an effective country theme. (Mississippi Valley, BMI)

★★★ I Left the Dance — Same comment. (Mississippi Valley, BMI)

E. JAYE ECKLES
★★ You Made Believe — LORIDA 11 — Appealing chirping by gal on an okay country ditty. (Feighter, BMI)

★★ Worry Worry on My Mind — Routine country item is handed an interesting reading by the canary. (Fighter, BMI)

AUSTIN BROTHERS
★★★ I Can't Count That Far — K-ARK 603 — A weeper in the traditional style. Adequate (Moss Rose, BMI)

★ When You Leave — Another weeper in the traditional style. Not as good as flip. (J. Mac, BMI)

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

"RETT" BUTLER: Dingbats Opera House /Why Didn't You Tell Me (That Her Eyes Were So Blue)—Gable 711
"RETT" BUTLER: I Just Needed Someone to Tell All My Troubles To/Take My Last Cigarette—Gable 712
LINDA FLANAGAN: The Street of No Return/A Life That Is Too Hard to Live—Razorback 107

Children's

TERRYTOON PLAYERS
★★★ Heckle and Jeckle in Cat Trouble (Parts 1 & 2) — BLUEBIRD 113 — The TV cartoon favorites are featured in a tale about their skirmish with a cat. Plenty of fur flies in the torrid action, as the magpies

battle an evil feline but require assistance in the zinger at the end.

JAN PEERCE
★★★ Black and White Pigeon — BLUEBIRD 84 — The Metopera tenor proves adept with a novelty by his easy handling of the lyric about a pigeon with eight red toes. Aimed at the smaller fry.

★★★ Come Pretty Little Girl — Tender waltz with a catchy theme, warbled attractively, the somewhat over-dramatically by Pearce's potent pipes.

SONS OF THE PIONEERS
★★★ My Calico Gal — BLUEBIRD 102 — The vocal group does a neat job on the theme of "Buckskin," the NBC-TV oater, which is familiar to millions of kid viewers.

★★ Slow Moving Cattle — Typical western-style song, pleasant tho not distinctive, sung in standard range fashion.

REGE CORDIC & COMPANY
★★★ Omicron Visits Earth — BLUEBIRD 93 — Humorous, if somewhat labored tale of the visit to earth by two creatures from other planets, Omicron and Nudnicron, as narrated by the Pittsburgh radio-TV humorist. Whacky item for the moppets, who seem to dig the outer space gambit.

TERRYTOON PLAYERS
★★★ Farmer Alfalfa in the Mechanical Cow — BLUEBIRD 111 — The old cartoon character, having a rebirth of popularity on TV describes how he built a mechanical cow out of pique with his own animal, but as usual, the last laugh is on him. Youngsters seem to work out their inhibitions laughing at his troubles.

Latin American

RENE BLOCH
★★★★ Corazon de Melon — HI-FI 592 — From Rene Bloch's album "Everybody Likes to Cha Cha," comes this bright, happy cha cha effort that swings. A strong side for terpers. (Peer Int'l, BMI)

★★★★ Gema — Same comment. (Peer Int'l, BMI)

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

MARSHALL GILL: Tambourita/Is Everybody Smiling—Song Hit 8921

Sacred

BILL CARTER
★★★ Full Time Religion - Thank You Dear Lord - Only a Tramp on the Street — RURAL RHYTHM 526 — A good buy for sacred buyers and programmers. Sound level is not quite as loud as modern pops, but sides are authentic. (Sage Brush, BMI)

★★★ Cross Road - Good Lord to Keep Me Happy - Won't You Go There With Me — Similar to flip. Like the performances on flip, sound level is rather low, but performances are fine for devotees. (Sage Brush, BMI)

Spiritual

STAPLE SINGERS'
★★★★ So Soon — VEE-JAY 881 — The Staple Singers turn in an interesting and often dramatic reading of a meaningful spiritual item, sparked by an emotional fem lead. A solid effort. (Conrad, BMI)

★★★★ Downward Road — The fem group turns in another potent reading of a driving spiritual effort, again featuring a good lead voice. Two fine sides for the market. (Conrad, BMI)

HARMONIZING FOUR
★★★★ I Love to Call His Name — VEE-JAY 886 — Stately and slow in tempo is this side. Lead singer is very solid. Very fine side. (Conrad, BMI)

★★★★ I Love to Call His Name — In contrast to flip, this is in rapid tempo with a beat that rolls right along. Fine performance. (Conrad, BMI)

ROEBUCK STAPLES
★★★★ Don't Drive Me Away — VEE-JAY 885 — An intense spiritual performance. Very fine for the market and gospel programming. (Conrad, BMI)

★★★★ Will the Circle Be Unbroken — A haunting quality marks this side, and the arrangement is uncommon. Merits plenty of action. (Conrad, BMI)

Rhythm & Blues

KING COLEMAN
★★★★ Loo-Key Doo-Key (Parts 1 & 2)

Reviews and Ratings of New Albums

Continued from page 58

—Lovely, wistful and romantic Greek songs mostly of folk origin, others deriving from contemporary or past poetry. These are sung with tenderness and understanding by Ted Alevizos. While most are unfamiliar, all are easy to appreciate. One surprise is "Miserlou," offered in a Greek version which varies slightly from its more familiar form. Good album for Greek communities or collectors of folk music.

LATIN AMERICAN

★★ NELSON EN VENEZUELA
Secco SCLP 9166—The singer called Nelson is a male vocalist with a way with Latin-American songs. He's backed by Chuco Sonoja's big band, which likewise knows its way around the varied offerings which include boleros, baions, porros and merengues. Altho the quality of performance is above average, the LP is a likely bet only in Spanish-speaking areas due to all-Spanish liner notes and no real information about the artists.

with solid instrumental solo work. Good jockey and juke wax. (Sherlyn-Pent, BMI)

Latin American

—DADE 1807 — Exuberant vocal bits by Coleman on a catchy rhythm - novelty.
LYNN HOPE
★★★ Tenderly — KING 5336 — Effective instrumental version of the lovely Walter Gross standard in Latin tempo. Solid jockey wax. Standout sax solo work. (E. H. Morris, ASCAP)

★★★ Full Moon — Bluesy sax solo highlights this tasteful, jazz-tinged instrumental side. (Arnel, ASCAP)

BIG JAY McNEELY & LITTLE SONNY WARNER
★★★ Minnie — SWINGIN' 622 — Grave-voiced vocal by Warner and the bouncing figure in the band's arrangement create a flavorful side reminiscent of disks years ago. (Mercedes, BMI)

★★ My Darling Dear — A rockballad in slow tempo. Not as attractive a side as flip. (Mercedes, BMI)

NOLAN STRONG
★★★★ Are You Gonna Do? — FORTUNE 536 — A rocker. Chanter has a touch of church style which stands him in good stead. Chorus engages in a chant and response pattern, and horns are used advantageously. (Trionon, BMI)

★★ Since You're Gone — A ballad with leisurely tempo, in contrast to uptempo of the flip. Adequate. (Trionon, BMI)

BILLY DAVIS & LEGENDS
★★★ Spunky Onions — PEACOCK 1694 — An uptempo instrumental with "Spunky Onions" interjected as an occasional phrase. Exciting performance with some first class picking and honking. (Lion, BMI)

★ Goodbye Jesse — Rockballad with triplet figure, dedicated to late Jess Belvin. Adequate vocal, but side has not the impact of flip. (Lion, BMI)

CAROLYN O'DONNELL
★★ I See a Million People — ATLAS 1210 — Gal tries with this ballad, but the disk is not up to commercial par. (Gower, BMI)

★ You Called Me Jennie (But My Name Is Joan) — Same comment on this side. Novelty lyric. (MacAvery, BMI)

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

GLEN TERRY & THE MISTS: Please Shelter Me With Your Love/Whistle Rock—Globe 115-60

Kelly Heads Wing Sales

CHICAGO — Harry Kelly has been appointed field sales manager of Wing Records, reporting to Peter Fabri, marketing director of the parent label, Mercury. Kelly, promoted from Merc's Chicago branch distrib, will largely concentrate on rack jobber sales. In two other promotions, Herbert Wolfson became chief accountant of Mercury and Paul Dudas assumes the same title with Mercury Record Distributors, Inc.

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ICE CAPADES UP 55% AT CHICAGO

Big Increase Credited to Olympics on TV, Charity Sellouts

CHICAGO — "Ice Capades" rolled up a huge 55 per cent increase for its Chicago Stadium stand. Stadium sources said that both money and attendance were up. The crowds had totaled 163,000 prior to the second and final weekend. That weekend brought sellouts for all performances and a thumping big 16,100 for the Sunday afternoon show. Total attendance was estimated at about 185,000.

The Stadium said that "Ice Capades" this time did with a two-weekend run early as much as "Ice Follies" does with three-week stands. The engagement began on March 16. Performance sales to organizations marked the first three shows and a fourth later in the run. Such sales call for a good per-

centage to the organization on 3,000 or more tickets. Sales to the first three such buyers were 4,300, 5,500 and 5,800 tickets. Tuesday (22) did well with business that couldn't be accommodated on other nights. Wednesday (23) was camera night and more than 9,000 were on hand for the show and the subsequent posing-and-picture session.

Don Murphy at the Stadium said the successful run was credited to five factors. First, the show was in earlier and weather still was cold and proper for ice shows. Second, the recent Olympic ice events on TV were believed to have created interest. Third was an increase in prices on weekend shows. Week-day prices stayed at \$4, \$3 and \$2, but weekend scale was \$5, \$4 and \$2.50. Other reasons were the charity sales and the fact that "Ice Capades" is becoming better known in this city.

The Chicago engagement topped the recent big run at Olympia Stadium, Detroit. "Ice Capades" has shown increases everywhere this year except Boston, where last year's record-breaking business left room for no more increase, it was reported.

Indiana Preps For Sesqui Cele in 1966

INDIANAPOLIS — Organization of the Indiana Sesquicentennial Commission for the purpose of observing the 150th anniversary of Indiana's statehood in 1966 has been completed.

Donald F. Carmony, Indiana University history instructor, was named chairman of the group. Other members of the commission are Manbury B. Ogle of Purdue University, associate chairman; former Congressman John V. Beamer of Wabash, vice-chairman; Richard H. Gemmecke, Ball State Teacher College, secretary, and Howard S. Wilcox, Indianapolis, treasurer.

Appointed by Governor Harold Handley, the Commission will meet again May 21. For the time being, its activities will be confined to assembling ideas and considering plans for the observance.

Monticello, N. Y., Gets Cimarron City Themer

MONTICELLO, N. Y. — Construction of Cimarron City, a new Western village tourist attraction near this Catskill Mountain resort center, is already under way with opening date set for May 28th. First of its type in the vicinity, it will be located 85 miles from New York City proper, adjacent to the new Route 17 Quickway.

Twenty-eight buildings are under construction on a recently acquired 50-acre tract, patterned after old Cimarron City. Estimated cost is a quarter million dollars.

On one of three lakes there will be a riverboat ride. On its way is a stage coach for display and rides. Also on the grounds is the scaled-down "Belle of the Eighties" railroad. Entertaining will be Bill Leland, rodeo and show veteran, who was with Dodge City on Long Island. Leland has under contract a dozen rodeo cowboys who will

appear during the entire summer as well as an Indian family to populate the Indian Village. He plans a series of bank robberies and stage coach holdups, and twice-daily shows in the rodeo arena.

Plans for Cimarron City, which is being built by the Monticello Amusement Corporation, were prepared by Designs for Recreation Areas, Inc., of New York City. Entrance to the area by pedestrians will be thru a giant covered wagon train.

Principals in the venture are Robert Rosenberg, a hotelman; Ralph Rappaport, an accountant; Joseph Kraf, a building contractor; Alvin Adler, a licensed engineer; William Burnstein, an attorney.

The attraction is on a key highway in the midst of the tremendous summer resort section. Backers estimate a first year admission of 200,000 people.

WESTERN FAIRS ASSN. MEETS AT DISNEYLAND

SACRAMENTO — Annual meeting of Western Fairs Association has been set at the Disneyland Hotel in Anaheim for four days starting October 31, Tulsa E. Scott, WFA president, said. Dates and place for the convention have been approved by the board of directors.

In arranging for the meeting, directors expressed hope that the dates will coincide with a meeting of the Joint Committee on Fairs Allocation and Classification in the State Building in Los Angeles.

Anaheim was picked for the meeting place after some discussion. Other cities considered were Palm Springs and Santa Monica.

SPECTACULAR

Georgian Dancers Success in N. Y.

NEW YORK — Initial massed-personnel attraction for this year, the Georgian State Dancers, presages another interesting season for the Sol Hurok office. Four days in Madison Square Garden saw the Russians all but stomp the house down with their exhilarating, athletic style.

This latest onslaught of moustachioed dervishes is nicely counterbalanced by a contingent of gracefully performing women, the total troupe numbering more than 50. Whereas the men leap, spin and stomp their way into viewers' hearts, the distaff members traverse the stage in the unique gliding motion peculiar to Russian folk dancers.

Sunday (27) drew a three-quarters house, and the three nights to follow pulled audiences just half filling it. They were treated to a thoroly at-home gang of artists, wonderfully costumed and attended by a small onstage group of accordionists and drummers.

Commentary Lacking

Performance unfolds rapidly and without any commentary. Curiosity

Seattle Expo Gets Two Bids On Monorail

SEATTLE — Contracts for the construction of a Monorail transportation system between the downtown area and the fairgrounds of the Century 21 Exposition, are expected to be awarded in the next several weeks.

Joseph E. Gandy, president of the fair to be held here in 1962, said that two firms are bidding for the contract. Alwac, a Swedish concern, is reported to have bid \$3,500,000. Safage of Paris, a French industrial syndicate, is also said to be in the running.

Calif. State Fair Puts Dollar Tab On Outside Gate

Sets Sliding Scale for Youths, Plans Free Night Grandstand Shows

SACRAMENTO — A \$1 adult admission for the California State Fair & Exposition has been approved by the board of directors, with action on passes scheduled for a future meeting, Dudley T. Fortin, manager, said here.

The new admission rate will also include entrance to the night show and apply to patrons 16 years old and up. Fairgoers between 12 and 16 will pay 50 cents, those from

6 to 12, 25 cents, and all under 6 will be admitted free.

Action on passes was postponed until the next meeting. Several directors have indicated they will eliminate most free ducats.

The new price schedule will be in effect during the entire fair run except on opening day, which is children's day, when admission will be free to those 16 years and under.

More free entertainment within the fairgrounds will be offered now that the adult admission has been raised from 50 cents to \$1. Earl Lee Kelly, board president, said, "We should give the people more for their money if we are charging them more to get on the grounds. I think we should eliminate the cost of the expensive night shows and instead give free fireworks displays, vaudeville acts and special attractions which would be free."

In the past, the night show admissions have ranged from \$1.25 to \$2.80.

Swede Girls Not Coming; Savoy Suing

NEW YORK — The 100-girl Swedish arena attraction being represented by Savoy Enterprises has postponed its intended tour of the United States. Savoy's Jerry Hoffman has instituted legal action seeking satisfaction from Ernst Idla, the group's organizer and trainer, it is reported.

Hoffman cited an agreement entered into on December 5, 1959, granting him an option thru March 15, 1960, to exercise a contract for the Idla girls' services in North America. At a meeting in Copenhagen last month, he told The Billboard, he attempted to do so but Idla refused.

The ballet-gymnastics attraction was to premiere in Madison Square Garden in late September. Hoffman stated the matter is now in the hands of attorneys. A good start on the indoor route had been accomplished.

RIDE OPERATORS EVER ALERT FOR NEW DEVICES

CHICAGO — Amusement rides of all types and sizes are playing a more important role in the outdoor picture, according to a survey of this broad field. Sales of both new designs and the proven rides have never been better.

Who's buying what, and where can they be purchased? This important question will be answered by the Annual Ride Survey in the Spring Special issue of The Billboard.

Food and drink concessions are also an increasingly important factor at outdoor amusements. The latest in equipment trends and market information will be covered in the special issue.

Plus, and there are a lot of pluses, the 1960 complete fair date list, rodeo dates, and special features on amusement parks, insurance, house trailers, fireworks and circuses.

Don't forget merchandise. All the hottest items in this vast field will be highlighted, and a number of down-to-earth features will highlight the latest developments in the ever-changing market.

Free Rides Behind Pay Gate for POP

California Funspot Experiments;
Ride Ops' Percentage Based on '59

SANTA MONICA, Calif.—A one-pay gate with all rides and attractions free will be in effect at Pacific Ocean Park when it opens its 1960 season on April 9, Ben O'Doriso, vice-president and general manager, announced here Saturday (26).

Admission charges will be \$1 for children, \$1.25 for teen-agers, and \$1.50 for adults. Once the admission has been paid, patrons will be permitted to ride any ride as often as he wishes. Also free, as they were in the past, will be the Super Sea Circus, Neptune's Kingdom and the Nautilus replica. Visitors, however, will pay for food, games and the Penny Arcade.

POP will be open for the Easter holidays, April 7-17. After that it will be open only on Friday, Saturday and Sunday until May 30 when the summer season with the full-week schedule will begin.

The Billboard learned that the one-pay gate policy is to be in effect for 30 operating days with the ride and attraction operators to share in the front-gate gross on the basis of 1959 returns. If the policy is successful it will be continued. Management, it was also learned, has discussed front gate admissions of 25 cents for kids, 40 cents for teen-agers and 50 cents for adults.

Haddonfield Ice House Gets Into Arena Action

DELAWARE TOWNSHIP, N. J.—During the past year some 240 citizens in this small community located close to Philadelphia formed a corporation to build a massive sports and amusement center which they called the Ice House. Already they've spent \$1,400,000, with the plans calling for a \$2 million plant eventually. For a start the Ice House seats 9,000 for boxing, 7,500 for basketball and 5,500 for ice hockey.

The rink itself has been open a full year now. More than 151,000 paid ice skating admissions attest to the popularity of the pastime and of the place. The seats have been installed just this past month after steel strike delays.

Pud Morrison, former all-State athlete at Haddonfield High, is president and founder of the Ice House. The building, 362 by 160 feet, was outgrown before it was a year old. More dressing room space and meeting rooms are being

added. The ice area, a spacious 212 by 82 feet, will be home rink for the Colonials team in the Computers Amateur Hockey League.

Grand opening event was the Ringling Bros. and Barnum & Bailey Circus on March 23 and 24. Circus parade thru Haddonfield heralded the affair. Next are the String Bands Show of Shows and "Hollywood Watercade" later this spring, with "Holiday on Ice" and perhaps the Roller Derby next fall.

Basketball events, too, will use the Ice House next season. These will probably include some Philadelphia Warriors' NBA games, and an invitational high school tournament just before Christmas. Morrison himself has applied for a promoter's license for boxing.

Record Hop Draws

A record hop in the Ice House this winter attracted 3,500 teenage dancers. During the week between Christmas and New Year's there were 16,000 paid admissions for ice skating. High for one session was on Sunday afternoon, January 20.

"We had 1,900 that day," recalls Ice House promoter Jack Maxwell, "and we had to close the box office an hour after it opened, turning away about 600 more."

Skating pro is John Pappas, former Philadelphia figure-skating champion. Public skating continues with three sessions daily, Tuesday thru Saturday, with two on Sunday and one Monday evening until the end of April.

Patronage has exceeded expectations. The parking lot which surrounds the huge building at Brace and Berlin roads indicates the corporation was thinking big from the start. It has 20 acres for 3,500 cars, three entrances and three exits.

Carson-Barnes Again Features Col. Tim McCoy

COMMERCE, Tex.—Col. Tim McCoy again is featured with the Carson & Barnes Circus. The circus, managed by Jack Moore, opened here Friday (25) in deep mud. It moved next to Terrell, Tex., and was late in arriving because of the Commerce mud. Terrell afternoon show started at 3 p.m., however.

SPIKE JONES BOOKED AT DEL MAR, CALIF., FAIR

DEL MAR, Calif.—Spike Jones has been booked as a feature grandstand attraction at the Southern California Exposition and San Diego County Fair here June 24-July 4, Bob McClure, secretary-manager, disclosed.

Jones and his aggregation will appear as a free attraction in front of the grandstand for evening shows only on June 27-28-29 and 30. He was booked by Jo and Newton (Carolina) Brunson of the Hollywood Theatrical Agency who have been supplying talent here for nine years.

The Brunsons will also present the Don Diego Varieties which will include Ruth and Carl Carlsson, the Excellos, the Wendonys, the Volantes, and Sam White. Bob Baker and his Marionettes will be featured on the independent midway, the arrangements also made by the Brunsons.

Fair Time Shows, Inc., will be on the midway for the third of a three-year contract.

Games Law For Jersey In Effect

Games of Chance Legal; Watchdog Role for Assn.

NEW YORK—Games of chance became legal all thru New Jersey on Monday (28) under provisions of a law considered by the operators to be a model for the industry throught the nation. Printed State license application forms are available for distribution.

The State's operators, represented by the New Jersey Amusement Owners Board of Trade, met last week in Asbury Park to outline plans for its growth and permanent structure. Among projects is a major banquet to which will be invited the State Alcoholic Beverage Control Commissioner and his staff, holding jurisdiction over concession games. Commissioner is William H. Davis.

The law is of inestimable value to operators, merchandise suppliers and amusement real estate landlords. The NJAObT is charting self-policing measures because of its stake in proper operations, this being the first time a sound legal footing has been accorded games.

There is a \$100 annual State license fee required, and an indeterminate municipal license fee, for each type of game, of which five types are allowed: pitch or throw games, Arcade machines, blind selections (like grab bags), group games where patrons compete against each other, and patron-controlled wheels, such as the pushbutton flashers which will again blanket fun, zone. Each license covers up to 50 Arcade units.

Carnivals Shape Protest

Prizes are limited to \$15 value, and patron charge per play cannot exceed a quarter. The law, while not specially banning games at carnivals and fairs, restricts operation to "recognized amusement park and resort areas." Carnival operators met on their own last week to plan action against what they term discriminatory features of the law. (Not affected are churches, whose bazaars are covered and regulated by the State Legalized Games of Chance Commission.)

State forms are available thru the Office of Amusement Games Control in Newark, or the NJAObT, Convention Hall, Asbury Park, care of George Zuckerman, association secretary. Local communities are adopting ordinances permitting the games and setting up their own license fees.

Hamid Scores Big Memphis Attendance

MEMPHIS — Hamid-Morton Circus played to sell-out business at its week-long run at the Municipal Auditorium here. Five times during the week, the Shrine sponsor said, it was necessary to open the dividing curtain and use seats on the theater side as well as the arena side of the building. Promotion handled by Carl Sonitz reached \$52,000, it was reported.

The Shrine said it was adding another day to the run for next year. Dates will be March 23-30.

Animal trainer Evelyn Currie sustained two minor injuries during the run.

CHART 840-FOOT TENT

Charlotte Preens Brand-New Annual

CHARLOTTE, N. C. — The new Mecklenburg Fair has pushed ahead in giant strides since being conceived last winter, and grounds preparation and other advance work point to a solid initial effort for the October 22-29 run. It will be the first fair here since J. S. (Doc) Dorton retired his Southern States Fair.

Local publicity has been lavish and favorable, both the Charlotte News and Charlotte Observer devoting major stories to announcements. The news, in a cheerful lead editorial, said:

"Be it ever so humble, there is nothing quite like a county fair. . . . Thousands of unreconstructed rustics will cheer the news that Mecklenburg will have in October its first honest-to-goodness county fair in years. . . . We're glad the fair is coming back. Call us rubes if you must but . . . bring on that fair."

Premiums for the first fair will be about \$15,000. The Chamber of Commerce endorsed the event with a proviso that it add livestock, which manager R. C. McCarter notes, "We are doing gladly."

Grading is finished on the grounds, which are terraced for parking and both smooth and hard-packed for the exhibit and midway sections. Grading cost was about \$9,500. Landscaping and planting were accomplished this week. Recent visitors have included Richmond Cox, publicist for the fair, George Sollenberger and Frank Bergen of the World of Mirth Shows, Tip Anderson, whose Anderson Patrol will operate the gates and parking, and Mr. Henderson of Regalia Manufacturing Company, and Neil Bolton of the Winston-Salem fair.

Officials Endorse Effort

The grounds have an administration building containing eight offices plus reception room, conference room, kitchen and dining

POLACK DRAWS LARGE CROWDS AT LOUISVILLE

LOUISVILLE — Business for Polack Bros. Circus here was big, with a preliminary audit by the sponsoring Shrine showing attendance varied from 8,506 for the night show March 24 to 12,072 the next night and 11,664 on the afternoon of March 27. Show played the Freedom Hall Coliseum of the State fairgrounds, which seats about 14,000 for a circus. Other three performances pulled 8,687, 9,506 and 8,047.

Tabery Sports Show Closes In Black; Attendance Off

LOS ANGELES—Fred J. Tabery said last week that his new International Sports and Vacation Show at the Los Angeles Sports Arena and Coliseum had come out in the black. This was the first year for the show, which is tied in with The Los Angeles Examiner.

He said exhibitors and ticket buyers alike expressed approval. Attendance, he added, was not quite up to expectations, and this may have been partly due to the fact that other papers were not eager to boost a rival's show.

The show used the Sports Arena, Coliseum and Olympic Swim Sta-

area. First dinner was for vocational agriculture teachers and others, 28 in number. Fraternal, home demonstration and 4-H participants were also hosted at dinners. Lions Clubs will handle selling of advertising in the premium book, which has been printed and distributed in dummy form, complete except for advertising. It contains congratulatory messages from Governor Hodges, Agriculture Commissioners Chairman McAden, and Chamber of Commerce Chairman Duncan.

The fair is offering \$2,300 in various classes of scholarships. Exhibits will be in one of the longest exhibit tents seen in the South, 840 feet long, with 125 booths charted. Free acts and other entertainment will be held on a 30 by 60-foot stage fronted by bleacher seats.

Location is one and a half miles above Charlotte at the juncture of Routes 29 and 85. Ben E. Douglas is fair president and Mack J. Hunter, secretary-treasurer. Fair site contains 35 acres with additional adjacent land available for expansion.

Earl Newberry Signs Chicago Police Show

CHICAGO — Newberry Thrill Enterprises has again been awarded the contract to provide the attractions at the annual thrill circus to be sponsored by the Chicago Police Benevolent Association here, June 18-19, in Soldier Field.

Earl Newberry, top man in the organization, said the show will include the Trans-World Auto Daredevils, augmented by circus acts and other outdoor features. Newberry will produce and direct the show, but operational management will be under Leo Overland, general manager of the thrill organization.

The sale of tickets for the two-day show will be on a new basis this year. Chicago's new police superintendent, O. W. Wilson, has forbidden police officers to sell any tickets, and the four Chicago metropolitan newspapers have stepped into the gap. The Tribune, News, American and Sun-Times are selling the ducats, assisted by The Chicago Daily Defender, Negro daily.

ARENA, AUDITORIUM NEWSLETTER

2 Utah Coliseums

By TOM PARKINSON

SALT LAKE CITY IS SEEING the first steps of what could be a prolonged discussion of who should build what kind of a coliseum. The State fair and the State university have announced separate plans for such new buildings, altho financing of neither seems to be finalized. Now The Deseret News and others are noting that the city and State probably don't need both. The paper advances a plan by which the city would provide land, the county would contribute some money toward the coliseum as the war memorial it has been talking about, and the university also should participate. Then an independent authority should be formed to operate the city-county-State building, according to the paper's tentative plan. It opposes a suggestion that the building should be multi-purpose, saying that the area needs a sports arena most.

Two Principal Auto Shows Move to New Exhibit Halls

TWO MAJOR NEW BUILDINGS won principal auto shows last week. At Detroit it was announced by the Automobile Manufacturers' Association that its October 15-23 run of the National Automobile Show will be at Cobo Hall, Detroit's new exhibition hall. They also revealed that Cunningham & Walsh, Inc., will do the promotion and produce the stagemat, and that the George P. Johnson Company will handle exhibit and stage design and construction. Previous National Automobile Shows have been held for 42 years in New York. . . . In Chicago the Chicago Automobile Trade Association's Edward L. Cleary announced that the 53d Chicago Automobile Show will be in the new Lake Front Exposition Hall. Dates are February 18-26, 1961. The show has been at the International Amphitheater in the past. This is the first announcement of a show's contracting for the Lake Front Exhibition Hall. However, trade sources know that the home show of Grover McDonald is scheduled to be in the new building at the opening next winter. The Chicago Automobile Show is the nation's oldest and largest. Attendance this year was 512,156.

Greenville Auditorium Opposes Two State Taxes

BOARD OF DIRECTORS OF the Greenville (S. C.) Memorial Auditorium has presented a resolution to the county delegation to the Legislature in which the board calls for changes in the State's present tax laws affecting traveling shows. Auditorium Manager Herman J. Penn has been behind the drive, which is aimed at removal of a 5 per cent withholding tax levied against non-resident shows and reduction of the State's 10 per cent admission tax. The resolution declares that Greenville and other South Carolina cities have trouble booking shows because of the taxes. . . . At the other end of a manager's spectrum of activities, Penn's program for popularizing advance ticket sales in Greenville has reached the funny papers. Penn has 40 agencies set up to handle advance sales, most of them in stores. Many of the stores put tie-in slugs in their ads. Now one store is running an ad in the shape of a comic strip and on the comics page. The ad points to ticket sales as a customer service afforded by the store.

Rodeos, Expos, Motor Shows Among Arena Attractions

RODEO AT THE MONTGOMERY (Ala.) Coliseum featured the Gunsmoke Trio and used Tommy Steiner stock. Show got \$50,000 in four days (17-20). . . . American Management Association's National Packaging Exposition is at the Shrine Exposition Hall, Los Angeles, April 4-7. . . . Nebraska Motor Sports Show will be at the Omaha Civic Auditorium, April 30-May 1. Incorrect location was announced earlier. L. William Baker is the show director. . . . Harry Niebruegge reports his Atlanta Municipal Auditorium in April will house the Shrine Circus, Wally Fowler All-Night Sing, Herman Nash Gospel Sing, three wrestling events and a State Republican convention. . . . Long Beach, Calif., voters will have on their ballots May 10 a proposal to use \$1,775,000 in oil money for building the Municipal Auditorium Exhibit Hall. . . . April in New Orleans is time for "Holiday on Ice" and "Look Homeward, Angel." . . . A new sound system has been installed at the Miners' Memorial Auditorium, Virginia, Minn., by the Northwest Sound Service, Minneapolis. . . . Canadians are thinking about forming an organization to produce a festival at Dawson City. Among groups interested is the Canadian Theater Exchange of Stratford, Ont.

A show of wide scope is the Livonia Exposition to be at the Detroit Race Center, Livonia, Mich., April 28-May 1. It is signing exhibitors of "everything for the home, and manufacturers, and dealers in cars, equipment, boats, trailers, house furnishings, supplies and services." Don Ridler is in charge of the event, which is selling booths at \$100 each. Mills Bros' Circus is signed to play the exposition grounds near the building on one day of the run. . . . University of Minnesota will have a jazz festival May 13-15 at its Northrup Auditorium. . . . Soviet Army Choir and Dances, conducted by Colonel Alexandrov, is the billing for a Russian unit now playing Europe. It is sponsored by the Literary and Artistic Agency of Paris for Cultural Exchange. . . . Shirley Carroll, of the Carrolls Agency, Hollywood, won six first place awards and one second in the contest sponsored by the California Association of Press Women. . . . Jose and Amparo Iturbi are booked into the Oakland (Calif.) Municipal Auditorium for April 26.

Flower Show Ups Attendance At Chicago

CHICAGO—Second annual Chicago World Flower and Garden Show came out "not too badly," with an attendance of 173,000 reported and an increase of 35 per cent in booth sales. Managing Director Frank Dubinsky said that the gate was about 2,000 better than last year's.

He said that he was satisfied with the results and considered the show a success, altho it was at the break-even point. It will take two or three more years, he reasoned, to train an audience in Chicago for a flower show. But he declared that the Chicago show has been established as one of the major flower shows.

Weather this year remained cold and snowy thru the show and this discouraged buying, he said. It probably also curtailed attendance.

For next year Dubinsky said the show would give "definite consideration" to the new Lake Front Exposition Hall as well as to remaining at the International Amphitheater.

San Antonio Promoters See Bigger Show

SAN ANTONIO—The 1960 Sports and Boat show of the promoting Coffin brothers was a success and immediately they announced plans for another show, Sports Fair of Texas.

Bob and Charley Coffin, of Double C Productions, plan to make the Sports Fair of Texas a civic affair, incorporating all the tackle and boat displays of the old show, and adding a collection of State and national tournaments—skeet and trap shooting, pistol matches for military and civilians, fast draw contests, midget racing, fishing and casting.

The object, say the Coffins, would be to attract out-of-town visitors in much the same way as the show is worked in cities in the North. To accommodate out-of-towners, the show will be lengthened to nine days so it will stretch over two weekends.

Tentative plans call for the Sports Fair to be held in the Joe Freeman Coliseum next year. It may be moved elsewhere the following year.

The two visualize new buildings tailored for a boat show with special exhibits in marine buildings and others erected to suit individual parts of the fair.

The 1960 edition of the Sports and Boat Show closed with Charley Coffin estimating an attendance gain of some 8,500 over the 1959 show, an affair which set an attendance record itself.

Safway Buys Beatty Firm Of California

MILWAUKEE—Safway Steel Products, Inc., has purchased Beatty Scaffold, Inc., and its several branches on the West Coast.

David Beatty, president of the Beatty firm, formerly was with Safway and in 1941 acquired manufacturing and distribution rights of Safway in seven Western States. Safway's acquisition will be known

TALENT ON THE ROAD

Mexico Movie for Haley; Phila. TV'ers in Show Unit

Bill Haley, playing Mexico City for four weeks, landed a Latin movie contract there, with his Comets. . . . Philadelphia kiddie TV personalities, Sally Starr of WFIL-TV, Tex Zario the Singing Cowboy, Jeri Lynn Sands, Betty Hartell and Bobby (Rocky the Rocking Rabbit) Small, are touring outdoor dates as Jack Howard's Stage Show. Group was assembled to promote Sally's "Rocky, Etc." disk on Arcade.

Peter Breck, playing Clay Culhane in ABC-TV's "Black Saddle," is booked into the Kent and Sussex Fair, Harrington, Del., thru GAC-Hamid. Also set are Gaynor and Ross and the Elkin Sisters, acrobatic, into the fair in Adrian, Mich., and Les Orioles, acro, and Les Marthys, Risley, for the fair in Allegan, Mich. Barton, Vt., fair gets Matt Tuck, foot juggler, Chick Darroy, comedy balloon act, Wimpy, the British clown, Kayarts, ladder act, and Cosmos, aerial cycle. . . . Bedford, Pa. fair getting a Hal Sands dance line. Kayarts, Cosmos, two Bardines, comedy, Kayo Green's Animal Circus, Cathalas, perch, and Georgia Marks, ventriloquist. Bath, N. Y., Steuben County Fair getting Matt Tuck, aerialist Greta Frisk, six Freilanis, unicycle, and others.

Names booked thru General Artists Corporation include Paul Anka, March 31-April 13 at Chase Hotel, St. Louis; Tony Bennett, Elmwood Casino, Windsor, Ont., April 18-May 1; Nat King Cole, April 2-12 at the Sands, Las Vegas, then a European tour ending in May at the London Palladium; Ray Conniff, April 16 in San Diego and 20 in Sacramento; Bobby Darin, April 13-19 at the Duval Hotel Miami Beach; Four Freshmen, one-nighters thru the Midwest; Four Lads, April 1-10 at Three Rivers Inn, Syracuse; Connie Francis, April 15-21 at Town Casino, Buffalo; Betty Johnson, April 20-May 5 at the Drake Hotel, Chicago.

Irwin Kirby

Beaumont, Tex., Horse Show Contracts TV's Johnny Ringo

Don Durant, who plays Johnny Ringo in the television series of that name, will be the lure at the Spindletop Charity Horse Show in Beaumont, Tex., May 4-7. Show will be held on the grounds of South Texas State Fair. . . . Many a fair manager who's still searching for name attractions to head up his '60 program probably watched the Perry Como Wednesday (30) television show with wishful thinking. Como, who's almost impossible to pry loose from New York for a personal appearance, went on a musical tour of county fairs, and the song, "County Fair," was the kick-off number. There were a midway background, exhibits and all the trimmings. Como probably won't be at any fairs this year.

Short Takes: Upcoming at Chicago's Palmer House are Dorothy London and the Chad Mitchell Trio, opening May 19; Earl Grant and Hal Loman and the Playmates, June 16; Anna Marie Alberghetti, July 7, and Nelson Eddy, August 4. . . . Radio's "Breakfast Club," a program that boasts one of, if not the longest runs on record, is back in the talent market for a thrush to replace Anita Bryant. Anita is leaving to appear on the George Gobel TV show, plan a night club act and then get married in June. June Valli and Betty Cox will sub for a while. Names who started on the club over the years included Alice Lon, Johnny Johnston, Fibber McGee and Molly, Merry Maes, Betty Johnson and Johnny Desmond. . . . Eve Arden will be on the April 6 Perry Como video show along with Allen and Rossi, Piero Brothers and Sarah Vaughan. Charlie Byrnes

B'dway Theater Alliance Plans 'Fiorello!' Tour

NEW YORK—A bus-and-truck tour of the hit musical "Fiorello!" is being charted, to start this fall.

A two-year tour by a second, or national, company is planned by C. Edwin Knill and Martin Tahse, and the booking organization, Broadway Theater Alliance. The initial date is not set but may be the Music Hall of the Dallas State Fair, as a pre-fair attraction. At least one other major fair expressed

immediate interest in the show as a fair-week presentation.

Knill and Tahse and producers Robert E. Griffith and Harold S. Prince will cast a road show as big as the Broadway company, some 50 persons. The road show partners sent "Two for the Seesaw" out for 19 weeks last fall and "The Dark at the Top of the Stairs" for 30 weeks.

Ft. Wayne Coliseum Prohibits Charity Fund Solicitations

FORT WAYNE, Ind. — Fund solicitations in the Coliseum will be prohibited henceforth, the arena's board of directors ruled Monday (21). Don Myers, Coliseum manager, was instructed to reject all requests for fund raising at Coliseum events. Such drives had been permitted in the past. The board announced that the action was taken upon complaints of patrons.

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Excelsior Park Adds New Ride, Arcade Units

MINNEAPOLIS — Fun seekers at Excelsior Park near here will see one new ride and at least two big improvements when the park re-opens for weekends on May 1, according to Ray Colihan, promotion manager. Beginning Memorial Day the park will be open every day until Labor Day.

A new Hot Rod ride has been added this year, and the Penny Arcade has been remodeled, including new lighting. Some 25 new machines have been added in the Arcade.

In addition, the walk-thru has been renovated and will be tied in with a local TV personality, Axel. It will be called Axel's Laugh House. Axel appears on Station WCCO-TV.

Also new this year is a tie-in with 28 Super Valu food stores in the Twin Cities. Every Tuesday thru the summer will be bargain day. Super Valu will handle the advertising and distribution of special bargain tickets which will entitle the bearer to reduced rates of 5 cents on 10 rides.

Colihan told The Billboard that he is going heavier on promotions this year and is looking for a bigger and better season. Other park personnel includes Joe Colihan, manager; Fred Clapp, office manager, and Franz Winters, foreman.

Edmonton Ex Signs With Trot Assn.

EDMONTON, Alta.—The Canadian Trotting Association has entered into a 25-year agreement with the Edmonton Exhibition Association to stage a harness racing meet each year to a maximum of 28 days annually.

The announcement was made by W. J. Connelly, Edmonton, director of Zone 7 (Saskatchewan and Alberta) of the CTA and a director of the Edmonton Exhibition Association.

A similar proposal was made to the Calgary Exhibition and Stampede, but will not be considered for at least a year.

Four Directors Named to Fair at Del Mar, Calif.

DEL MAR, Calif.—Four new members of the board of directors of the Southern California Exposition and San Diego County Fair here have been appointed by Gov. Edmund Brown. The event will run from June 24-July 4.

They are H. J. McCormick, a local and Escondido cafe owner; R. R. Richardson, San Diego labor executive; H. B. Sugarman, San Diego building and loan executive, and John Straza, San Diego electronics firm owner.

McCormick is the ninth member of the board. Under a new State regulation, fair boards must consist of nine members. Richardson replaces Lewis Lipton, whose term expired; Sugarman replaces H. E. Farb, who resigned, and Straza replaces Willis Fletcher, whose term expired.

FAIR-EXHIBITION MANAGEMENT

Four Canadian A Events Pull Out of Race Assn.

REGINA, Sask.—The Calgary, Edmonton, Regina and Saskatoon exhibition associations have withdrawn from the Prairie Thoroughbred Breeders and Racing Association, governing body of horse racing in Western Canada since 1925.

Announcement was made by T. H. McLeod, president of the Western Canada Racing Association and manager of the Regina Exhibition.

The exhibitions have taken preliminary steps to set up a new governing body to regulate operations and administration of all thoroughbred racing meets held under auspices of the four exhibitions in the Alberta and Saskatchewan cities.

McLeod said that because of territorial and other changes in the prairie racing picture the PTBRA, as currently constituted, was not workable and that more efficiency could be obtained by a new set-up.

The exhibitions felt the PTBRA could no longer properly perform its function as the governing body because of a duplication of race dates, McLeod said.

The reference to duplication of dates concerns the overlapping of the racing season in Winnipeg with the Calgary and Edmonton dates. Winnipeg does not belong to the Western Canada Racing Association, an organization set up by the exhibitions in Calgary, Edmonton, Regina and Saskatoon to handle racing in those cities.

McLeod said the new racing board will be comprised of two representatives of the horsemen, two from the WCRA, two members drawn from the public and a chairman not connected with either the horsemen or racing interests.

Work Advances on Danbury's Dutch Village Attraction

DANBURY, Conn. — Favorable winter weather enabled about 70 per cent of the construction to be done for New Amsterdam, the Dutch village attraction here. Situated on Great Danbury Fairgrounds, it has 16 buildings of historical design, plus a 45-foot-high working windmill. The tower will be an observation platform.

Pre-opening tour will be offered three weeks prior to the October 1-9 fair, John Leahy reports. A great number of concession operations will function in the village, but all help will be in historical garb. Leahy recently bought a new gas street lighting system (which may be serviced by the Leahy's Gas Service Company of Danbury). Ninepin bowling will be held on Bowling Green, for which a statue of Peter Stuyvesant has been acquired.

It is expected that New Amsterdam, representing the early colony of 1626-64, will be a major tourist attraction. Highway work will make it accessible to a broad New York-Connecticut market, with completion this year of a rotary in front of the grounds, linking Routes 6, 7 and 84. Within the fair, it will be reached both on foot and by trams, since it lies across the race track from the main area.

West Tennessee Events Hold Annual Workshop

JACKSON, Tenn.—West Tennessee fairs held their annual workshop for the interchange of ideas here Monday (28) at the Holiday Inn.

Following registration, Hunter Taylor, president of the West Tennessee District Fair, opened the meeting and Mrs. Frank Stallings Jr., vice-president of the Tennessee Association of Fairs, welcomed delegates.

Subjects discussed included livestock health and sanitation, fair exhibits, live demonstrations in educational booths, State aid, merit award programs and new ideas. A general discussion and question period was also held.

The West Tennessee District Fair and the Mid-South Fair were co-hosts at luncheon where G. W. (Bill) Wynne, manager of the latter fair, served as toastmaster. Bobbie Lynn Morrow and Ann Irvin Norris represented the "Fairest of Fair Queens."

200 Attend Illinois Conclave

SPRINGFIELD, Ill.—Close to 200 fair executives from county fairs thruout Illinois were brought up to date on State aid requirements at the annual school of instruction and work shop here recently. The meeting was held in the auditorium of the Illinois Building on the State fairgrounds with Clifford C. Hunter, agriculture department administrative assistant, in charge.

Weather cut into turnouts, particularly from distant fairs. Donna Jean Sarginson, who was named "Miss Illinois County Fair—1960" at the convention in January, was guest of honor. Ortheldo, magician, entertained.

The Department of Agriculture was host at luncheon.

CALGARY, Alta.—Plans to shorten and streamline Calgary's annual stampede parade and to emphasize a Western theme thruout have been practically completed.

Boy Scouts, Girl Scouts, service cadets, school floats and decorated bicycles have been eliminated, according to Jack Grogan, parade chairman.

Also eliminated is the social and recreation section. The community section of the parade will be restricted to historical entries.

Marching bands will be required to use forward movements only so they do not slow up the pace.

Business firms will be encouraged to make more use of Western motifs in their commercial parade entries and the horse show section will be strengthened.

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AMUSEMENT PARK OPERATION

Moline Highway Project Forces Park to Relocate

MICHAEL FIX AND HIS STAR-LITE Park at East Moline, Ill., had to move. Fix said that a highway project is shaving off several feet of his land and the park attractions must be relocated. He had to remove tons of snow in order to get at the earth and start the race against opening time. He is moving rides, concession building, offices and all wiring. Despite late winter snow and cold, he is attempting to complete the work in time for an Easter opening.

Raleigh Ends Nickel Ride; Utah Slows Saltair Idea

AT RALEIGH, N. C., THE CITY council voted to raise the price of rides on the Pullen Park Merry-Go-Round. Nickel rides are a thing of the past, says James M. Chamber, recreation director, and the main reason is that their Merry-Go-Round needed \$2,300 worth of repairs and improvements. Boat and Train rides in the park have been 10 cents for some time. The M-G-R now is a dime. Parents still may ride free. . . . Members of the Utah Legislative Council that inspected the Saltair resort site recently were pessimistic about chances of getting funds for reactivating the resort. Army engineers are studying the problem of bringing the shore line back near the resort buildings.

Park Groups Scheduling Annual Spring Meetings

THIS IS THE SEASON FOR spring meetings of regional and specialized park organizations. The New England Association of Amusement Parks and Beaches will meet April 7 at the Parker House in Boston. The several speakers will include Ray Ellis, of the National Safety Council and co-ordinator of the NAAPB's safety program; Enrico Cappucci, legislative agent, and a panel which is to include Harry Paul, Boston; Frank Brett, Boston; Jim McHugh, New York; Julian Norton, Bristol, Conn.; Richard Seccor, North Tonawanda, N. Y., and Carl Braun, Lowell, Mass. Robert Plarr and John Bowman will represent the NAAPB. Nick Xanphaky, of Salem, is program chairman. William Patton is president of the NEAAPB. There will be a luncheon, business session and evening banquet on Thursday. The regular board meeting will be the previous evening. . . . Pennsylvania Amusement Park Association will meet May 4 at the Penn-Harris Hotel, Harrisburg, with President Ed Lee in charge. Edward First will report on legislative matters. Bill Tarr is serving as PAPA secretary. . . . Bus tour to the indoor and outdoor pools at Atlantic City will be one of the features of the seventh annual convention of the Participating Sports Association of America, April 24-26. Convention will be headquartered at Feasterville, Pa., where Vernon D. Platt's Somerton Springs is located. Pool tour will be Sunday (24). Convention sessions will be the next two days.

Texas Midway Opens Season; Jersey Towns Fix Boardwalk

SUMMER MIDWAY AT STATE FAIR PARK, Dallas, starts operations in early April. It opens at 6 p.m. weekdays and 2 p.m. weekends. Season ends in mid-September. Midway is an operation of the State Fair of Texas. . . . Los Angeles authorities have held meetings looking to the possibility of setting up a uniform system of controls for trampoline centers. . . . At Blackpool, England, the Illuminations this year will cost 97,000 pounds, down 1,000 from last year. . . . Work is under way on boardwalks at Asbury Park, Belmar and Long Branch, N. J., as well as other shore towns. Asbury Park is replacing a 400-foot section with a walk 18 inches higher than the old one.

Wilson Tells What's New

SO MANY PEOPLE HAVE asked Lyndon Wilson what's new that the president of Allan Herschell Company, Inc., decided to make a count. Since he became president seven years ago, the company has added 17 rides to its line. These include all new units, rides acquired thru purchase of other companies, and major improvements in items already in the Herschell lines. The 17 are the Sky Wheel, Mad Mouse, Mite Mouse, new Roller Coaster, two diesel style and the 1865 style miniature trains, Brownie Tractor, Helicopter, Electric Pony Cart, Rodeo, all-steel Merry-Go-Round, Twister, Jolly Caterpillar, Roadway, Sports Cars and Plane Flight.

POP Concession Sale Called Off

SANTA MONICA, Calif.—Sale of the gift shops and novelty concessions at Pacific Ocean Park to Alex Freedman and Bobby Cohn, of San Francisco, by Syd Goldfarb fell thru. Goldfarb's Ocean Souvenirs, Inc., is to continue the operation, Goldfarb said here Wednesday (23).
Freedman, novelty dealer, and

Cohn, carnival general agent, entered into the negotiations some weeks ago. The deal was previously considered finalized.

In San Francisco Cohn confirmed the fact that the deal was off. He said that the transfer of the lease from Goldfarb to him and Freedman had been approved by the park management.

The snag was caused when a sub-leaser would not relinquish his contract.

Cincy Coney Names Staff For '60 Run

CINCINNATI — Coney Island here, long one of the nation's leading amusement parks, ushers in its 74th season with two pre-season weekends, April 30-May 1 and May 7-8, before beginning regular season operation May 14, Edward L. Schott, Coney president and general manager, announced last week. Fireworks will be offered the first three Saturday nights.

Department heads and administrative execs for the 1960 season have been announced by Schott as follows: Fred E. Wesselmann, who again serves as vice-president and chairman of the board; Ralph G. Wachs, who continues as secretary-treasurer and park manager; Shirley Watkins, superintendent of maintenance; Edward J. McHale, assistant manager; William H. Chatfield, picnic promotion manager; Ray Griner, refreshment manager; Lucille Moore, special events director; Louis Kanter, games manager and purchasing agent; Charles R. Flatt, Sunlite Pool manager; Edgar McNabb and Paul Nohr, co-managers of Moonlite Gardens; Henry Schwab, maintenance of grounds manager; Vern O. Bradley, chief accountant; Edward J. (Mickey) Norton, outdoor advertising manager, and Myron R. Benson, publicity director.

Tony Mancini again returns to the clubhouse as chef, with Jim Lawrence re-engaged as maitre d'hotel. Charles Stanley, veteran outdoor showman, will again serve as office manager in the administration building.

Omaha Sets July 4 Cele

OMAHA — American Legion Post No. 1 will stage an old-fashioned family fair and fireworks show in Municipal Stadium here July 2-4. L. M. Baker is managing director. A grandstand show, with "headline" attractions, has been scheduled along with bands, contests, sports, exhibits and a midway.

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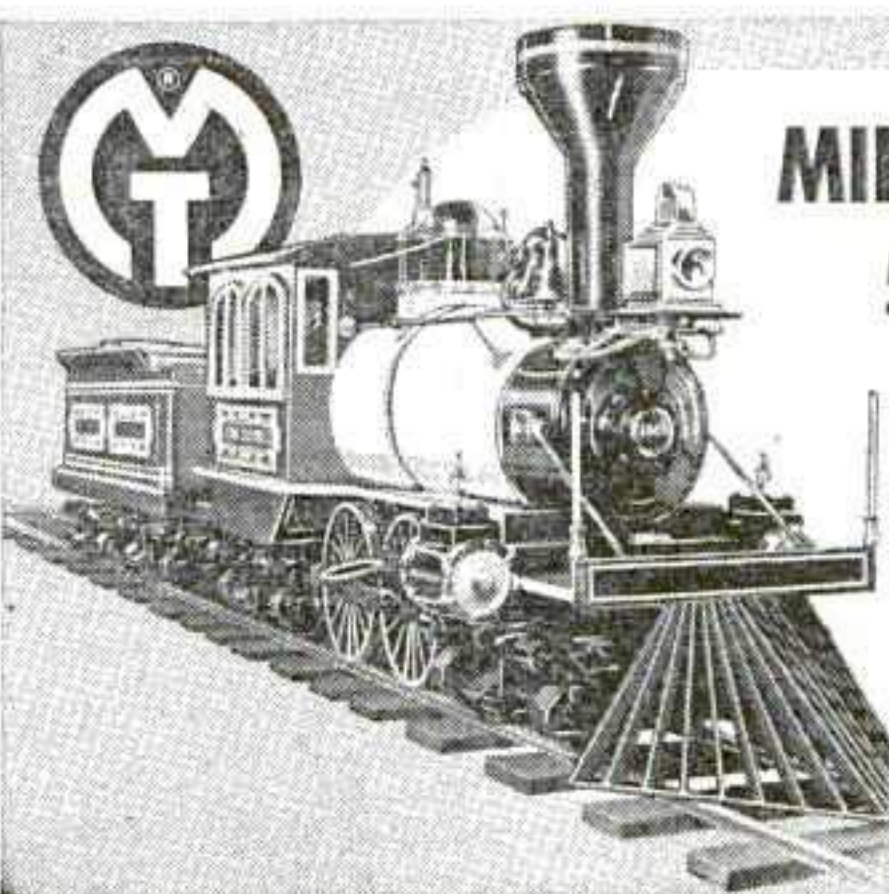


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Beers-Barnes Sets New Acts; Signs With Charleston CFA

WALLACE, N. C. — Beers-Barnes Circus will open its season April 23 at this tobacco area town where its equipment has been stored over the winter. Civil air patrol will sponsor it.

Acts will include an import from the Gran Circo National Cuba, the Escalofriantes, and the Lunsford

trick mule act that last year was on Hunt Bros. There are to be three elephants this year, the new one coming from the Beatty show.

Charles Beers will present a newly trained seal act. Harold Barnes will work his wire act. Gayle DeRiskie also will perform. Walt Davis will be back with the Liberty horses.

Show has a larger light plant, a new elephant truck, and new dog and pony acts.

Agent Gene Christian has contracted with the CFA members in the Charleston, W. Va., area to repeat the Charleston Community Circus, produced by "Arter Bros." and Beers-Barnes. Don Young, John Arter and Paul Rusk set the deal for the CFA. Date is June 6.

Cincinnati's Shrine Show Talent Named

CINCINNATI—Line-up for the Cincinnati Shrine Circus, Monday (4) thru Saturday (9), has been announced by producer Al Dobritch. Included are:

Albert Rix Bears, Geraldos, Landon Midgets, Bournelly, Weld and the Four Fayes, Aldo Cristiani's Dobermans, Martell Duo, Lacy Troupe, Kayarts, Bizzarro Brothers, Bert Holt, Princess Tajana and an eight-girl ballet, Jack Joyce Camels, Seitz-Mendez high wire act; Original George Hanford Family, riding.

Also Capt. Eddie Kuhn Wild Animals, Geraldos' Fly-O-Rama, Mills Bros. Elephants (5), Hunt Bros. Elephants (5), Cosmos; Celeste, the girl in the moon, and these clowns:

Don Adams, Happy Kellems, George LaSalle, Garner Newton, Jim Snell, Bizzarro Brothers, Landon's Midgets. Paul Kaye will be equestrian director.

CIRCUS TROUPE

By TOM PARKINSON

AL G. KELLY & MILLER BROS.' CIRCUS this season has issued a set of rules for employees. They are printed on a folder issued to performers, workingmen and others, a practice not followed by shows in recent years, so far as we know. The folder is similar to those published years ago by Hagenbeck-Wallace and Ringling Bros.' shows. Actually, the rules are about the same as those made, but sometimes not followed, on all shows. There are rules against performers or workingmen sitting in the seats; using the front door or lingering around the midway during show hours. Workingmen are given priority in the cookhouse, and show trucks are given priority on muddy lots. Ticket wagons are out of bounds for most personnel. Only insured cars may be on the lot. Drivers can't stop for coffee except where designated. The show isn't responsible for most traffic tickets. The water truck is not a taxi for personnel going into the town. Performers must be properly costumed in the performance, and everyone is to follow the 24-hour man's arrows. The rules are good for the show and for show business.

April 16 is a popular kick-off day. Among the shows opening then are King Bros., Mills Bros. and Clyde Beatty-Cole Bros. . . . David Nelson, of the Ozzie Nelson family best known now for TV, is still active in flying return. He made his own net and rigging, and his brother, Rickie, sometimes works out as a flyer. The pair were to be on the Ed Sullivan TV show Sunday (2). . . . Sarasota News carried an editorial recently urging the Chamber of Commerce to assist the Beatty show in its plan to move to Sarasota. The paper charged that not enough had been done to try keeping Ringling, and that Cristiani Bros. had gotten little help.

Those who keep track of old parade wagons had scratched the former Frank Walter wagons from the list. The wagons had been given to Clyde Beatty about 1954 and used on his show, then stored at Deming, N. M. The show moved away from Deming and later one of the storage buildings burned. The wagon detectives learned that the wagons were last in the fire. But in recent months there were rumors that some of the wagons might have survived. One man with circus contacts said he had seen some of the wagons near Deming. Now the wagons are "found" again. Clyde Beatty still has the former Norris & Rowe bandwagon, a small air calliope wagon and one other at his Jungeland near Miami.

★ ★ ★

Preliminary report is that the CFA convention is to be held at Richmond, Va., this summer. Directors have been voting. . . . John Ringling North, Earl Shipley and others from the Ringling show were to be on the "Today" TV show last week. . . . Operators of two circuses in East Germany have arrived in West Germany as refugees. The Communists recently ordered the two shows combined, according to British news reports. . . . The Bougliones at Cirque D'Hiver, Paris, are announcing plans to take their show to Rome, London, Berlin, Peking, Moscow and Tokyo. No America? . . . Frank Cain had his 50 funny heads in parades at St. Petersburg and Clearwater, Fla. Then he jumped to the St. Paul and Dayton, O., dates. He'll also make the Rink Wright show at Omaha. . . . Ring Bros.' Circus appeared March 25-27 at a shopping center in Berkeley, Calif., and visitors were Bert Hansen and Don Marcks.

Joe Rossi's big show band on Mills Bros.' Circus will include Joe Stefan, trumpet; Robert Grové, trumpet; LeRoy Short, trumpet; Frank Sullivan, clarinet and saxophone; Leo Lewis, trombone; George Hill, trombone; Felix Gambone, baritone; Larry Gan-yard, sousaphone, and John McClothlin, drums. . . . Bob and Bill Atterbury have a neatly framed shopping center show planned for this season. They have a trek to the Far North up their sleeves. . . . Happy Kellems was in Dayton, O., last week for advance clowning for the Shrine show. Color photo of Kellems is being distributed as an insert in the show program. Kellems moved next to Cincinnati and has St. Louis in the offing. . . . Beatty agent Floyd King got some booking help from the Benton Harbor, Mich., paper recently when it published his letter saying the show was seeking a sponsor in the city.

★ ★ ★

TURNING BACK THE PAGES—1950: Ringling and AGVA failed to come to terms. Ringling's Side Show had TV's "Howdy Doody." . . . Ellis A. Gimbel's will provided a fund to continue his annual circus party for Philadelphia kids. . . . Frank Buck died. . . . Dailey Bros. signed Joe Louis for its Canadian route. . . . The Hugo (Okla.) Round-Up featured Stevens Bros.' Circus. . . . Hopalong Cassidy was with Cole Bros. Cole's route followed Ringling's by about a month in major cities. . . . The Beatty show opened to a turnaway at El Monte, Calif., quarters.

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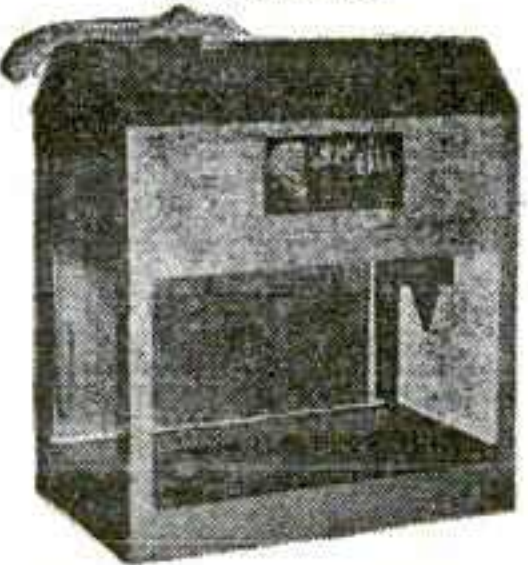
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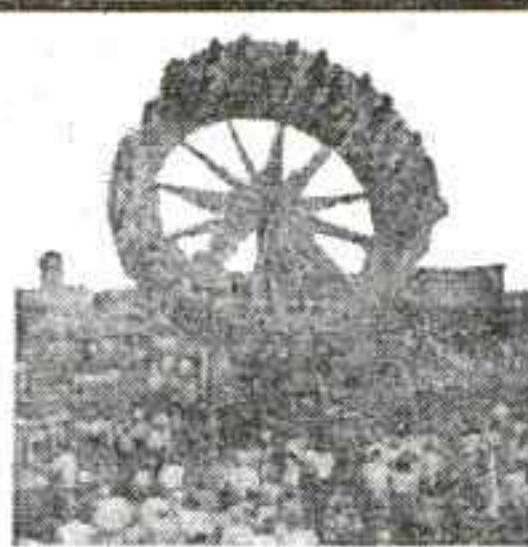
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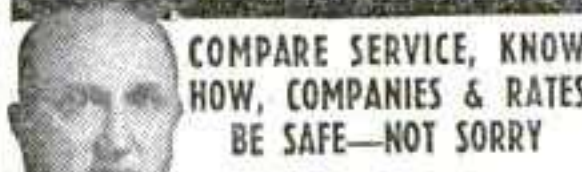
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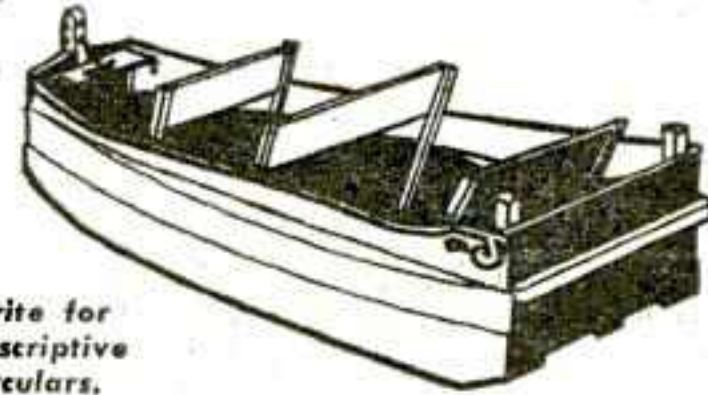
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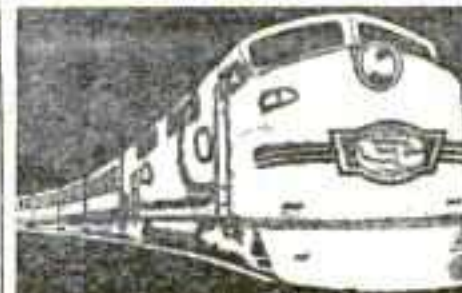
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Herschell Merry-Go-Round, like new, only used two months. Aluminum horses, fluid clutch, electric motor. Will take small Train trade-in or will trade for large Train, or what have you? **JESS PENDERGRAST**, 750 S. Orange Blossom Trail, Phone GArden 4-2115, Orlando, Fla.

ROLLER RUMBLINGS

By AL SCHNEIDER

REFUSAL of the Evansville (Ind.) city council last week to approve a \$35,000 appropriation for construction of a city water main in Burdette Park is expected to affect attendance and perhaps the future of the center's roller rink. Proponents of the appropriation argued that the park has been operating at a loss because of the lack of fresh water for drinking and swimming purposes.

To stimulate attendance, the roller skating season was extended into the winter months in recent years. The roller rink is one of several buildings in the park, the combined

replacement value of which is estimated at \$200,000. The council action casts a shadow over the future of the rink and all Burdette Park facilities. Some Evansville citizens feel that only a bond issue after an engineering study—as suggested by council members—could save the park.

C. E. Cahill, secretary-treasurer of the Roller Skating Rink Operators of America, last week announced the addition of 13 rinks to the association's membership roll. The operators and their rinks include Mr. and Mrs. William Bowman, Pleasure Time Rink, Long Beach, Calif.; Merrill E. Rands, Fox Skating Palace, Belvidere, Belvidere, Ill.; William M. Patterson, Rollerland, Indianapolis, formerly owned by Joe Cantor; Mr. and Mrs. Dennis J. Keely, Flint Park Roller-cade, Flint, Mich.; George and Carl Cretul, Fantasy Rink, Taylor, Mich.; Mrs. Dorothea L. Knight, Silver Top Rink, St. Charles, Mo.; Richard R. Hackett, Brookside Coliseum, Tulsa, Okla.; Mr. and Mrs. Brodie E. Cain, Skateland, Big Springs, Tex.; Lester Young, Dal-Kliff Rink, Dallas; Daniel E. and John A. Gay, Gay's Skateland, Temple, Tex., and Capitol Roll Arena, Austin, Tex.; C. L. Kilpatrick and Philip Austin, Mount Vernon Rink, Alexandria, Va.; Mr. and Mrs. Fred E. Barnes, Fred's Skateland, Collinsville, Va., and Salvatore, Lenin and Alfred Muscarella, Avalon Roller-drome, New-

NAAPPB Changes Office Location

CHICAGO—Offices of the National Association of Amusement Parks, Pools and Beaches were moved to a different floor in the same office building here last week. John Bowman, executive secretary, said the new space, suite 1318, is better for the association purposes. Mail address and telephone number remain unchanged.

Trumansburg

Continued from page 61

is at Altamont, running August 15-20. That one is presented by the Albany, Schenectady, and Greene County Agricultural Societies. (The fairs at Gouverneur and Schaghticoke are presented by two societies at each place.)

Herkimer County Fair at Frankfort is due to complete its required three years to qualify for State aid in 1961. Qualified fairs receive up to \$10,000 each to reimburse them for premium payments.

burgh, N. Y. At the same time a list of new operators added to current memberships was announced at RSROA Detroit headquarters. The newcomers are Howard G. Wallace, to the membership of Laird W. Johnston, Gay-Way Palace, Clearwater, Fla.; Frank, Peter and Salvatore Bonadonna, to the membership of Otto Bonadonna, Rollerama, Brooklyn, and Boyd Johnston, to the membership of Leo Pieraccin and Ted Moyes, West Memphis (Ark.) Skateland. Retiring from these rinks were James Edwards, from Gay-Way Palace, Clearwater; Messrs. Mecca, LaBarbera and Sardo, from Rollerama, Brooklyn, and Anthony Mirelli, from West Memphis (Ark.) Skateland.

THE FINAL CURTAIN

AUKER—Charles,

55, truck superintendent with the California unit of West Coast Shows for 15 years, March 27 following a heart attack in Madera, Calif., where the show is wintering. Services in that city March 30. Survived by his widow, Ann; two sons and a daughter.

GRETONA—Otto,

55, high wire performer, with Ringling, Cole and other circuses Friday (March 25) at Sarasota, Fla., of a heart attack. (Details elsewhere in this section.)

HARTWICK—Russell,

retired showman and brother of Doc H. D. Harwick, March 22 in Tampa of heart trouble. Over the years he was with Herbert A. Kline, Morris Miller, Rutherford, Sibley Superb, Johnny J. Jones and Rubin & Cherry shows. He was a member of the Masons, Eastern Star, Chamber of Commerce, Civitan Club and Better Business Men's Association. Survivors include his widow, mother, sister and brother. Burial in Woodlawn Cemetery, Tampa.

JOHNSON—Victor H.,

63, former pitcher and concessionaire, March 23 in Detroit after a long illness. He worked novelties and for many years with cookhouses and grab joints at Edgewater and Jefferson Beach parks, Detroit; the Michigan State Fair, the Detroit

Shrine Circus and various county fairs. He was a member of the Michigan Showmen's Association. A daughter, Mrs. Bernice MacDonald, survives. Interment was in the Michigan Showmen's Association plot in Forest Lawn Cemetery, Detroit.

WORTH—Robert,

76, former circus man, March 22 in Medford, N. J. Survived by his widow, Colette, and a brother, Fred.

MARRIAGES

DEL MAR-LANE—

Robert (Robi) Del Mar, Girl Show owner, and Alice Lane, dancer known professionally as Lori Lane, February 3 in Pascagoula, Miss.

(Continued on page 72)

FOR SALE

1 Paratrooper, 1 Rock-O-Plane and 1 Bubble Bounce

3 Rides to be sold as one unit on location in Coney Island, N. Y.

Four year lease included.

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Rides are operating at present. Inspection invited.

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NO MIRRORS TO BREAK
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GLAMOROUS NEW IDEA IN BEAUTY MODERN SHOW. HARMLESS LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINGS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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Manager for two portable rinks. Must have portable experience and be able to take charge and operate. Man and wife preferred. Give all information about yourself and salary expected in first letter.

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Finest materials—40 Yrs. Experience. Flamefoil and New Nylon Fabrics. Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops.
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FOR SALE—BY OWNER

The best located and most complete amusement park in the Midwest. Never before offered for sale. Operated by same owner for 37 years. Have all the latest major rides and Kiddieland; permanent buildings. All in fine condition. Now in full operation for the 1960 season. One of the few chances you will have to buy a choice park doing a tremendous business. Possession and terms can be arranged by appointment with the owner.

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In Permanent Park

SCRAMBLER • LOOPER • TILTAWHIRL

or any other major rides not conflicting with WILD MOUSE, MERRY-GO-ROUND OR WHEEL.

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APRIL 6

... and inadvertently forgot to send in his ad for The Billboard's BIG 1960

SPRING SPECIAL OUT NEXT WEEK

If you have not already sent in your complete copy instructions . . .

WRITE • WIRE • PHONE... TODAY!

FORMS FOR ADVERTISING WILL CLOSE

THIS WEDNESDAY... APRIL 6

CINCINNATI 22, OHIO NEW YORK 36, N. Y. CHICAGO 1, ILL. ST. LOUIS 1, MO. HOLLYWOOD 28, CALIF.
2160 Patterson St. 1564 Broadway 188 W. Randolph St. 812 Olive St. 1520 N. Gower
Dunbar 1-6450 Plaza 7-2800 Central 6-9818 Chestnut 1-0443 Hollywood 9-5831

Retitled Farrow Show Sets Route

Will Again Open at Cotton Cele; Adds Helicopter, Completes Staff

JACKSON, Miss.—The Farrow Amusement Company, formerly known as Wallace Bros. Shows, will open its season May 6 at the Cotton Carnival in Memphis, E. E. (Ernie) Farrow, manager, announced.

Prior to the opening, Farrow is operating rides at one of the largest shopping centers in the area, the unit bowing Monday (28).

A new Helicopter ride was recently received from the Allan Herschell Company and the Farrow Mad Mouse returned here to quarters after playing a route of Florida fairs.

Much of the '60 route will, as usual, be in Wisconsin. Set are the Madison July 4 celebration and the Delavan celebration to be

followed by fairs at Darlington, Janesville, Wausau, Jefferson, Manitowoc, Elkhorn, Beaver Dam, Stoughton and Baraboo. Arkansas fairs will follow at Monticello, El Dorado and Pine Bluff; then fairs at Indianola, Miss.; Winnsboro and Eunice, La.; Byrum, Miss., and then back here to Jackson to play the county fair.

Staff for the tour will include LeRoy Finley, assistant to Farrow; Gene Cain, business manager; Jeanette Farrow, secretary; Dorothy Farrow Cain, treasurer; Henry Bush, ride superintendent; Earl Riecken, mechanic and electrician; Clarence Walters, mailman and agent for The Billboard, and J. Reese, publicity man.

Can. Province Gets Carnival 'Thrice-Over'

FREDERICTON, N. B. — Outdoor amusements in New Brunswick should be available in profusion this summer, with much of the zest coming from the appearance of a newcomer in this area—Bernard & Barry Shows, a rail-roader based in Windsor, Ont. It has announced a New Brunswick route including Edmonton the week of June 13; Fredericton the week of June 20; Saint John the week of June 27; and Moncton the week of July 4.

The local date is under the Kinsmen and will have to be played on the ball park in Carleton Ward. The Fredericton Exhibition grounds, manager Ray Crewdson says, is "not available."

In early January the King Reid Shows reported engagements in Saint John and Moncton as well as the Old Home Week in Woodstock in early August. No mention of Fredericton was made. The Fredericton Firemen's Association is longtime sponsors of Reid's summer date here. Reid has shown on the Carleton Ward ball park the past several years.

The Bill Lynch Shows, out of Halifax, will again play their solid fair dates at St. Stephen, Saint John and Fredericton thru the second half of August and early September. In addition they are expected at their usual dates in Campbellton and Moncton, sponsored by a local club or civic group.

Bernie Feldman, business manager, was due in last weekend with his equipment. Yeager's cookhouse will also tour, owner Manning reported.

Final touches include assembling of a few light tower units to brighten the midway. Work is continuing in Castleberry's warehouse, Route 87.

CARNIVAL CONFAB

THE RT. REV. MON. L. J. ARRELL, longtime friend of showfolk, is in St. John's Hospital, Fargo, N. D., and will be there for another 10 days. Reverend Arrell suffered a fractured hip and nose in an accident. Would appreciate mail. . . . J. W. (Patty) Conklin was a Chicago visitor Monday (28) and between planes at the airport reported he was en route to Hot Springs to join Mrs. Conklin for a week's rest. Reported the new Toronto branch of the Showmen's League of America, of which he's the first prez, would have over 400 members by the final meeting of the season on April 10. . . . Clint Shuford, concessionaire on Olson Shows, will play several weeks on the lots around Birmingham with the Heth Shows. . . . Richard Griley, general agent for Powelson Amusements, Inc., recently middle-aided it with Joan Keller, a non-pro. Rites were March 22 in Dunkirk, N. Y.

Walter Whitmer posts that Blackie Schofield will be back with Heart of America Shows as legal adjuster, and that Jack Wilson will also return as mailman and agent for The Billboard. Show opens in Bartlesville, Okla., April 5, and will play Kansas City and Omaha lots plus some Army pay days. . . . The Detroit funeral of Victor H. Johnson, veteran cookhouse and grab joint operator, was well attended by members of the Michigan Showman's Association and Auxiliary. Included were Harry Stahl, Leo Pike, Norman Price, Jack Dickstein, Elmer Nagy, Edor Burge, Fred Small, Harry Peltier, Marvin Keyes, Paul Greeley, Mrs. Ruby Widger, Mrs. Norman Price and Bernice Stahl. . . . Robert Morrison, president of the Detroit club, and Mrs. Morrison left for a two-week rest in Miami Beach, Fla. First Veep Harry Stahl will pinch-hit in his absence.

There was a good turnout for the costume party sponsored by the fem side of the Midwest Showmen's Association Saturday (26). Frank Winkley won the men's costume prize and Mrs. William T. (Mickey) Collins took the prize for the distaff side. A ham dinner was served followed by games and dancing. . . . From Detroit comes the word that the annual pot-luck supper of the Michigan club's Auxiliary was a smash success. Awards were made to George Maltz, Fred Small, Mack McLean, Fred Silber, James Reise, Carrie Dear, Leona Mauch, Bernice Stahl and Marie Winstone. President Ruby Widger donated a \$25 bond to the summer activities committee. Clara Silber an electric clock and Edna Burd an electric frying pan. Tina Weiner, Yetta Blaufarb and Ann Stone reported sojourning in Florida.

Charlie Byrnes

C&W Opening Late May; Sign 2 Alabama Fairs

PETERSBURG, Va. — Winter quarters of the Cetlin & Wilson Shows open the middle of this month at the Southside Virginia Fairgrounds. The show opens its 1960 season May 28, although virtually everyone is expected to have reported in by May.

Petersburg will be the opening stand, Is Cetlin reported. Martin Arthur, general agent, has been contracting the spring - summer tour, which will be a departure from the territory usually covered. Announcement will be made shortly about the change in direction, it is said.

Cetlin confirmed the signing of late fairs to follow the Georgia State Fair in Macon and lead into the Greater Jacksonville Agricultural and Industrial Fair. The show

will follow Macon with Tuscaloosa and Gadsden, filling two tail-end weeks which were a problem in 1959. Jacksonville ends the season for C&W.

Manning Opens April 17 in Hampton, Va.

SANFORD, N. C. — With the show cleared, Ross Manning Shows work is being wound up in anticipation of the opening, April 17 in Hampton, Va.

THIS IS YOUR INVITATION . . .

You and your family are cordially invited to attend our

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SATURDAY, APRIL 9, 1960 — 12-5 P.M.

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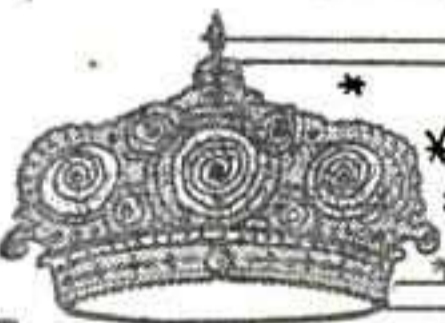
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GOODING AMUSEMENT CO.

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REFRESHMENTS



ROYAL WEST SHOWS

"The Pacific Coast's Newest Show"

LAST CALL

LAST CALL

SHOW OPENS APRIL 21—IDYLLWILD BEAR FESTIVAL (On the Streets)
IDYLLWILD, CALIF. (Near Hemet)

HELP WANTED: Ferris Wheel Foremen, Kiddy Ride Foremen. 2nd Men on all rides. Class "A" Truck Drivers given preference. Report—130 South K St., San Bernardino, Calif., April 18.

WILL BOOK FOR 1960 SEASON:

(We cover California and Oregon, closing week of December 5. San Diego, on the streets.)

Fun or Glass House, non-conflicting Rides, cleanly operated Cookhouse, Grab, Hot Dog-On-A-Stick, legitimate Concessions of all kinds. Good proposition for Derby.

All Replies: HARLEY F. LARSEN, Owner-Manager, c/o Freedman Novelty, 1055 Mission, San Francisco, Calif.

Joe Caprini and Hal Panella are back from Hawaii where they were with a construction company during the winter. While there, they visited the E. K. Fernandez Circus in Honolulu and the Maui Fair, which featured the Fernandez carnival. . . . Jack Schue, concessionaire with Eastern Shows, is flying to El Monte from his home in Parker, Ariz., in his new plane to pick up his father, Norman Schue. They will fish for five days on Lake Mead in Nevada near Las Vegas. Schue is presenting PCSA Chaplain Jack Hughes with two American flags with 50 stars. . . . Jack Antinori is enjoying a sojourn in Italy, according to his Los Angeles friend, Al Weisman. . . . Moe and Nina Levine left Los Angeles Sunday (3) for Provo, Utah, to get the Monte Young Shows on the road for 1960. . . . John Snobar left Los Angeles, where he spent the winter, on Saturday (2) for Tacoma, Wash., to ready the Ranier Shows, of which he is assistant manager. Snobar has been with the show for three years.

Hunter Farmer, J. B. (Red) Dauer, Eddie Harris and Eldon Short are back in Los Angeles following a trip to Las Vegas, Nev., where they were taken on a "leap year date" by their wives, Margaret Farmer, Edna Dauer, Berta Harris and Sally Short. They were accompanied by Leona Cook and Shirley Leatherwood.

Sam Abbott

Harry Heller dropped in at Virginia Greater Shows quarters en route to a Florida vacation. Other visitors included Wade Privette of the Zebulon, N. C., Fair, according to show agent Bill Murray. . . . Frank Bergen and Bud Sollenberger were visitors at the new Mecklenburg Fairgrounds outside Charlotte,

watching the ground-clearing and chartering the midway for World of Mirth Shows. R. C. McCarter, former WOM agent, is fair manager. . . . Maxie Sonn, the name-on-hat man, is back at his Times Square machine after an operation. . . . Roy (Pepsi) Jones has been hitting the Texas winter dates and reports that everyone got money.

Nate Eagles, Side Shop operator, says he's undecided about touring plans for this season. . . . (Miss) Susan Foster of Syracuse is handling correspondence in the Strates office. . . . Florence Bergen of Staten Island, N. Y., turned 74 years old on Saturday (26). She is sister-in-law of Frank Bergen of the show staff. . . . Walter D. Nealand, longtime press agent for John Marks Shows, is a cirky this season, touring with Beatty-Cole. . . . Is Cetlin of Cetlin & Wilson planning a Philadelphia trip. Bill Hartsman returning to the C-W office this year. George Goodman will operate the bingo and Hodges, the cookhouse.

Irwin Kirby

Concessionaire Red Mack successfully negotiated a recent kidney operation in St. Joseph Hospital, Tampa, and expects to be convalescing soon in Gibsonton, Fla., where he will prep equipment for the trek north. . . . Mike Gallichio has sold his interest in a used car lot in Alexandria, La., and is joining Byers Bros. Shows in Orange, Tex.

Marine Pfc. John J. Troy Jr. returned to the U. S. after putting in 15 months on the Island of Okinawa. He spent two weeks visiting with his brother, Bob, and his mother, Inez Troy, of Los Angeles, before reporting to his new station, Barstow Marine Base.

Al Schneider

FLASHBACKS: 10 Years Ago—Ray Williams bought out his partner, Ray Schipper, to gain sole ownership of Happy Holiday Shows. The organization was retitled Ray Williams Shows for the tour. . . . J. W. (Patty) Conklin signed Singer's Midgets for the Canadian National Exhibition fun zone. . . . Office staff and department heads in the Gooding organization included Kathleen Holleran, Lou Crothers, Geneva Sanor, Doris Zechman, James Wolfe, Charles Clymer, George Bouie and Charles Pottoroff.

Monarch

EXPOSITION SHOWS

OPENING MAY 2, SIKESTON, MO.

NOW BOOKING FOR 15 FAIRS AND A SOLID ROUTE ENDING IN OCTOBER.

<p>CONCESSIONS Hanky Panks of all kinds, also Long & Short Range, Novelties, Jewelry, Ball Games, Pitches of all kinds, Pronto Pups, etc. WANT GOOD COOKHOUSE AND GRAB FOR SEASON.</p>	<p>SHOWS Will book FUNHOUSE and Family-Type Shows.</p>	<p>HELP Can place Foremen and Second Men for Dodgem, Wheel, Tilt, Kid Rides and Octopus. (Rex, Loomis, Harry Ward and Buddy Blalock, get in touch.)</p>
<p>RIDES Will book one major Ride not conflicting.</p>	<p>To simplify the help situation, will sell one or two major Rides to be booked on show. Terms to reliable party.</p>	
<p>M. E. REID, Owner-Mgr. Winter Quarters, Fairgrounds, Blytheville, Ark.</p>		<p>GEO. GLOYD, Asst. Mgr. (Phone: Poplar 3-7462)</p>

PENN PREMIER SHOWS

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LAST CALL LAST CALL

Opening Saturday, April 9, Emporia, Va., Industrial Arts Fair; followed by two weeks in Lynchburg, Va.

<p>HELP: Can place WHEEL FOREMAN, Kiddie Ride Foreman and Second Men on all rides; must have license and drive semi. Hilton, Joe, Rex, Huff and Heffner, come in. Tom Arger can place Caller, Counterman and other general Bingo help.</p>	<p>SHOWS: Can place Wild Life, Monkey Show, or any other good Show not conflicting. Jerry Lipki can place for Circus Side Show Ticket Sellers, Sword Swallower, Magic, Fireater, Pin Cushion, or any other good acts. Anyone worked for me before, contact.</p>
<p>CONCESSIONS: Can place Long Range, Short Range, Novelties, Age, Scale, Fishpond, and any other legitimate concessions.</p>	
<p>LLOYD D. SERFASS, Owner — JOE GILLMAN, Sec.</p>	
<p>P. O. Box 986, Henderson, N. C.</p>	<p>(Phone: GENEVA 8-7238)</p>

WEST COAST SHOWS

LAST CALL

1960 SEASON OPENS SAN JOSE, CALIF., APRIL 25
Oregon-Washington Unit, Ed Hellwig, Mgr.

LOS BANOS, CALIF., MAY DAY CELEBRATION, APRIL 27
California Unit, Al Rodin, Mgr.

LAST CALL

RIDE HELP: Can use Ride Help on all Rides. Must be able to drive trucks. Wives given preference as Ticket Sellers. Only reliable People need apply. **ASSISTANT ELECTRICIANS FOR BOTH UNITS.**

USEFUL HELP IN ALL DEPARTMENTS. Due to the death of one of our long time, loyal employees, we have an opening for a first-class Carnival Mechanic.

CONCESSIONS WANTED: Mug Joint, Roman Targets, Long Range, Strings and others not conflicting with what we have. All replies:

WEST COAST SHOWS Winter Quarters, Madera County Fairgrounds, Medera, California

Capital City Shows

Opening Downtown Valdosta, Ga., April 14-23. Two Big Kid Days and Moody Air Force Payday. Followed by Dalton, Ga., and Dayton, Tenn., Strawberry Festival.

CONCESSIONS—Short & Long Range, Age & Scales, Bear Pitch, Jewelry, Stock Concessions of all kinds. **DIGGERS; BOBBY MORAN,** contact. **BINGO** for season, must work jackpot and be well framed. **ABE FRANKS,** CONTACT ME IF NOT BOOKED. **V. L. COLLIER** wants Agents for Buckets, Six Cats, percentage.

SHOWS—Shows with own equipment, **BIG SNAKE, MONKEY, SIDE SHOW,** Mechanical, Drome, Ape or any Family-Type Show. Girl Show with or without equipment. Must take orders or you won't last. **NAT GREY** wants Musicians and Help for Minstrel Show.

FOR SALE—**ALLAN HERSHELL** 10-CAR AUTO RIDE, 54 MODEL, LIKE NEW, \$2500. **ALLEN HERSHELL** KIDDIE MERRY-GO-ROUND, 20 aluminum horses, fluorescent lights, new top and side-wall, like new, \$3500. **WILL TRADE FOR ANY MAJOR RIDE THAT I DO NOT HAVE. ALSO HAVE A 14' by 20' Cookhouse** with Indiana kitchen, drink boxes, cash register, coffee urn, grills, complete with top, only used one short season, seats 20 people, perfect for small show, first \$500 takes it. **ALL REPLIES**

J. L. KEEF

BOX 201, VALDOSTA, GA. Phone CHerry 2-9913; no collect calls.

BATTLE OF FLOWERS

SAN ANTONIO, APRIL 18-23
—CONCESSION SPACE AVAILABLE—
OPENINGS FOR CONCESSIONS OF ALL KINDS
CONTACT: **BOB K. PARKER**
c/o Hilton Hotel, San Antonio, Texas

AGENTS WANTED

Open April 8, Greer, S. C.

Six-Cats, Swingers, Buckets, Also Jewelry Spindles; P. C. Agents for Pan Game, One-Dice, Pea Pool and others. All hired agents report on lot April 5.

Contact me c/o Wolf Shows, Greer, S. C., from April 3.

GEORGE H. HARMS

STEELE BROS. EXPAND FOR SECOND ROAD TOUR

VALPARAISO, Ind.—Steele's Amusements, which made its bow in May of 1959, will launch its second season as an organized show on May 19 at the Ladd, Ill., street celebration.

Expansion of equipment and its route was accomplished during the winter, according to Al Steele Sr., president. Two major rides, several kid devices and a new Funhouse have been added to the line-up.

Route-wise the show will also play celebrations here as well as at nearby Gary and East Gary, Ind. Illinois celes are booked at Rockford and South Beloit, and the show then plays Wisconsin at Waukesha and Fort Atkinson and the Homecoming at Carbon Hill, Ill.

Wisconsin fairs will be at Luxemburg, Portage and Wilmot and then back into Illinois for fairs at Woodstock, Pecatonica and Peotone. Also set are the fair and Labor Day celebrations at Mineral Point, Wis.; the fair at Lancaster, Wis., and the final stand of the season, the Sauer Kraut Festival at Forreston, Ill.

Assisting the senior Steele will be Albert Steele Jr., secretary-treasurer, and Ray Steele, manager and lot superintendent.

Crafts Expo Starts Out at Yuma, Ariz.

NORTH HOLLYWOOD, Calif.—Crafts Shows, Exposition unit, will open its 35th season at Yuma County Fair, Yuma, Ariz., on Wednesday (6) for a five-day stand, Orville N. Crafts, owner, said.

Exposition Shows, managed by Roger Warren, will carry 10 major and 10 kid rides along with five shows, Crafts stated. Following the Yuma date, the show will play Ajo, Ariz., and the fair in Blythe, Calif., before opening at the National Orange Show in San Bernardino. At the Orange Show, the Exposition unit will be combined with Crafts 20 Big and Fiesta units.

The combination of units will be used on two midways and feature a complement of 35 major rides, 25 kid rides, and 6 shows.

Leo Bistany, Carson Lease Tinsley Gear

GREENVILLE, S. C.—Leo Bistany and Tommy Carson, long-time outdoor showmen, have leased the equipment of the Johnny T. Tinsley Shows for the 1960 season and the layout will be operated by the two.

Plans are to take out 10 rides, 5 shows and upward of 35 concessions plus a free act. Show will bow here in Greenville on April 25.

Bistany and Carson stressed that they will play all fairs and celebrations previously contracted. Tinsley will be with the show in an advisory capacity, they said.

ATTENTION AGENTS!

WANT GRIND STORE AGENTS. All those who worked for me before, contact. Will be with Virginia Greater Shows, opening April 15 in Suffolk, Va.

Those already contracted report no later than April 13. Contact:

MAX SHARP
1895 Ixora Road, North Miami, Fla.
Call Plaza 8-6352 thru April 9.
(Will be at Suffolk Hotel, April 11.)

MARYLAND AMUSEMENT CO.

Opens Lexington Park, Md., April 28. Shopping Center lot, downtown, opp. Naval Base.

Want Wheel and M.-C.-R. Foremen and Second Men. Top pay and percentage. Man for 3 Kiddie Rides and Concessions. Can use Wives in Ticket Box or Concessions. No cars. Can book a few Hankys, Fish Pond, Ball Game, Scales, Tip-Over Coke. Will book Octopus or one more major Ride. Winter Quarters, Fair Grounds, Leonardtown, Md., now open; come on, no phone calls.

JERRY GERARD, Manager
Fair Grounds Leonardtown, Md.

FOREMAN AND SECOND MEN

For Scrambler and new Flying Scooter. Must be sober and drive.

HAROLD J. LUCAS
2310 50th St. S. Tampa 5, Fla.

RIDE MEN

Foremen for Merry-Go-Round, Ferris Wheel, Tilt, Rock-o-Plane, Octopus, Second Men on all Rides. Good pay, good conditions, bonus and extras. April 4 to 9, Truman Corners, Kansas City, Mo.; April 12 to 23, Miami, Oklahoma.

FIELDING GRAHAM
HOLIDAY AMUSEMENT CO.

WELLS CARGO

16-ft. heavy-duty Tandem. Has Short Range Gallery complete built into back, and Gallery dismantles in 15 minutes. Then have all of trailer to haul joints. Has sink in front. Can be used for living quarters.

M. GARCIA
1902 W. Cass St. Tampa, Fla.
Phone: 855814

DEANE PEACOCK

Confined Champaign County Jail. Serious charge; desperately needs money for attorney fees, etc. Please send my name, Champaign County Jail, Urbana, Illinois.

AGENTS WANTED

Balloon Darts and other games of skill. Stash, who was with me last spring, contact me. Leaving Orlando April 10, opening April 21.

WALTER B. COX
Carolina Moon Trailer Park
Orlando, Fla.

HARRY WEISS BINGO

Wants Relief Callers and Countermen. Good salary, long season. Opening April 29. Address:

5205 Alton Rd.
Miami Beach, Fla.

Thank You BENNIE HERMAN

Legal Adjuster, Morris Hannum Shows, for your new Mercury purchase. "Save Money with Johnny"

JOHNNY CANOLE
3861 N.W. 18th Ave. Miami, Fla.
Phone: PLaza 1-0206

A-9 ATTRACTIONS

LAST CALL—OPENING APRIL 25, WEST HARTFORD, CONN.—LAST CALL

Playing the finest Shopping Centers, Celebrations and Church Celebrations in this State and Mass. Joe Galvin, get in touch. Full season's work. Come on now.

CONCESSIONS: Want Hanky Panks only. Lucky Strike Nickel Pitch, Pitch-Till-You-Win, Dart Balloon, Age & Scale, what have you! We will not overbook. Also want High Striker. All equipment must be clean.

RIDES: Will consider flat Rides not conflicting.

HELP: Ride Help, Merry-Go-Round Foreman for little Beauty Merry, General Help.

FREE GATE, FREE CIRCUS ACTS, WE PLAY HARTFORD.

Contact: **PAUL OLLIS, 33 Wethersfield Ave., Hartford, Conn.**
Day Phone: CHapel 9-9308 Night Phone: JACkson 2-0575

Bedard Preps For April Bow

FLINT, Mich.—Whitey's Amusements, owned and managed by J. L. (Whitey) Bedard, will toss off its wraps April 28 at the National Trout Festival, Kalkaska, Mich. Prior to that time a Merry-Go-Round and several kid rides will play some church and school dates in the area.

Ronald King is putting the finishing touches on equipment with the trucks and trailers painted blue. Recent addition to the route is the St. Charles (Mich.) Centennial celebration.

Tom Bedard will be back with his Dipsy Doodle and Walter Connett will have a Whirlo in addition to floss and popcorn. Show will have from 10 to 20 concessions and two shows.

Recent visitors included Speed McTaggart, Lela Nelson and Chas. H. Lee.

\$450 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.

ALAMO EXPOSITION SHOWS WANTS FOREMEN

For Merry-Go-Round and #5 Eli Wheel.

Wire or call: JACK RUBACK

2240 E. Houston, San Antonio, Tex.

(Phone: Capitol 6-1812)

Now showing Shopping Centers.

MIDWAY OF MIRTH OPENING APRIL 9, PLAYING 2 SATURDAYS, JONESBORO, ARK.

Want Concessions, Hanky Panks only. Duke Mitchell wants Agents for Ball Game and Percentage. People contracted get in touch or come in.

Address: 3111 E. Nettleton Rd. Jonesboro, Ark. (Phone: Webster 2-8274)
P.S.: Can always use capable, sober Ride Help who drive.

WANT SECY.-TREAS. FOR ROAD UNIT OFFICE

Prefer Man with show experience. Must be sober, reliable and bondable. All books kept in Main Office. You will keep only daily and weekly cash records.

GOODING AMUSEMENT CO.
3200 Valleyview Drive
Columbus 4, Ohio

WANTED

FOR 20 WEEKS OF SHOPPING CENTER AND STILL DATES

Good Lion Act. Also Hanky Panks and Concession Help. Contact right away.

MIKE WOLD

4922 N. Kedzie Chicago 25, Ill.
Phone: Independence 3-0704, or Longbeach 1-1077

UNCLE JOE'S AMUSEMENTS

Want Hanky Panks of all kinds. Will book Octopus or Tilt for season. Can use two Ride Men who drive. Opening March 9, Minard, Tex. For communication to: **JOE SEABOALT**, 618 Oak St., Abilene, Tex. Phone: OR 44686.

WANTED

Foreman on Round-Up Ride, prefer Jim or Jerry who worked on Happyland Shows last season. Contact immediately.

"Lucky" Laurendeau

20 N. E. Fourth Oklahoma City, Okla.
Phone: Central 5-9417

WANTED

DROME RIDERS
Alice Mac, get in touch.
JIMMY McNISH
O. C. Buck Shows, Troy, N. Y.

CARNIVAL WANTED

With Rides and Concessions for one of the largest celebrations in Illinois, July 1-4. Expect minimum attendance of 100,000 people. Replies to

A. KEITH PHILLIPS

Shawneetown Sesquicentennial Celebration, Shawneetown, Ill.

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

REED AMUSEMENT CO.

LAST CALL—OPENING APRIL 9, LEWISBURG, TENN.—TWO SATURDAYS

RIDES—Place set of Kid Rides or book any one kind.

SHOWS—A-1 Girl Show, any good family-type Show.

CONCESSIONS—Opening for Bingo, any and all Hanky Panks; Alibi Concession open. HELP—Want Electrician: Gene Bain, contact me. Want First and Second Men for Ferris Wheel, Merry-Go-Round, Roller Coaster, prefer semi drivers. Agents for Count and Peek Stores, Hanky Pank Agents. All contact:

JOHN REED

Ross Hotel, Athens, Ala., until Wednesday; then Showgrounds, Lewisburg, Tenn. (Will lay out lot Thursday)

WORLD OF PLEASURE SHOWS OPENING IN DETROIT, MICH., IN APRIL

Want Ride Men, Two Men for two new Allan Herschell Merry-Go-Rounds, Foremen and Second Men. Can place Diesel Electrician. Want Kid Ride Foreman. (Bill Portrie, please contact.)

JERRY VINSON

Fairgrounds, Meridian, Miss.

ROD LINK

Fairgrounds, Coldwater, Mich.

OKLAHOMA EXPOSITION SHOWS

Grand opening April 16, on the streets, downtown Hugo, Okla. 2 Saturdays. Chamber of Commerce Spring Festival.

CONCESSIONS: Want Concessions of all kinds, Cookhouse or Grab, Novelties, Photos, Short or Long Range Gallery, Age or Scales, Roman Targets. SHOWS: Will book Ape, Snake, Athletic or any Show of merit with own equipment for a route of good, bona fide Celebrations and Fairs until November. RIDE HELP: On account of disappointment want Foremen on Wheel, Merry-Go-Round and Octopus. Want Second Men on all Rides. Report to Winter Quarters immediately. Time is short. All replies: **JOE STARR**, 807 W. Dalton, Hugo, Okla. (Phone: 1712-J) No collect.

RIDE HELP WANTED

First and Second Men for the following rides: Allan Herschell 3-Abreast Merry-Go-Round, No. 5 Eli Wheel, 16-Tub Octopus, new Paratrooper and Kiddie Rides. All replies to

TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO.
c/o Fairgrounds, Monroe, N. H., or R. 7, Box 7. Phone: Atlantic 3-9223.

SAN BERNARDINO, CALIFORNIA 45th NATIONAL ORANGE SHOW

FIRST MAJOR FAIR IN CALIFORNIA

Get Your Spring Bank Roll Here. April 28 to May 8 inclusive. All Paved Midway. Uptown Location—300,000 Attendance. Now Booking Shows and Concessions. CONCESSIONS AND SHOWS: Can join here for a long season in California. No rain, no mud, no blowdowns.

ROY SHEPHERD WANTS Kiddieland Foreman, Electrician, Truck and Ride Mechanics; Tilt, Wheel and Octopus Foremen; Ticket Sellers, Truck and Semi Drivers; must have Class A chauffeur's license. We can help you obtain license if you are capable driver.

HELP WANTED: Crafts wants 20 experienced Ride Men to set up rides at National Orange Show, San Bernardino, starting April 20, or report to Winter Quarters.

WRITE, WIRE OR PHONE

CRAFTS 20 BIG SHOWS, INC., WINTER QUARTERS

7283 Bellaire Ave., North Hollywood, Calif.

Phone: POplar 5-0909 or POplar 5-0320

JOHNNY T. TINSLEY SHOWS

Want for Opening April 25 in the Heart of Greenville, South Carolina For Eight Days—Army Pay Day

NOTICE—THIS SHOW HAS BEEN LEASED AND WILL BE OPERATED BY LEO M. BISTANY AND TOMMY CARSON FOR THE SEASON OF 1960.

TEN OF THE BEST ILLUMINATED RIDES OF ANY SHOW OF COMPARABLE SIZE

SHOWS—Want Shows with or without outfits, such as Side Show, Snake Show, Monkey Show, Girl Show, Funhouse or any type Family Show. Have complete Motordrome (motorcycles and equipment), ready to go. Would like to hear from Motordrome Riders, prefer Man and Wife. Will give good terms.

RIDES—Can use Dark Ride and Tilt-a-Whirl.

CONCESSIONS—Will book any legitimate, such as Hoop-La, Short and Long Range Galleries, Pitch-Till-You-Win, High-Striker, Ball Games, Scales, Water Games, Photo Gallery, Bear and Glass Pitches. Will book Bingo. Will operate wherever we go. (Paul Botwin, wire.)

HELP—Want Electrician that can handle transformers. Can also place Ride Help.

WILL BOOK HIGH-CLASS FREE ACT that works high. Must be well illuminated. This Show has 10 fairs already booked. All winter's work in Florida.

FAIR SECRETARIES IN SOUTH CAROLINA, NORTH CAROLINA, GEORGIA AND VIRGINIA—have some open dates—let us hear from you. WIRE OR WRITE

LEO M. BISTANY or TOMMY CARSON

22 1/2 East Court St., Greenville, S. C.

Phone: Cedar 3-6568. (No collect calls.)

P.S.: Percentage Dealers and Agents wanted by George Hamms.

WHATEVER YOUR NEEDS

BOOK THEM THRU A PROMINENT, SHOW-STOPPER SIZE AD IN THE

SPRING SPECIAL

Dated April 11

OUT NEXT WEEK

Featuring

FIRST PUBLICATION OF THE

1960 FAIR DATES

and

7,000 EXTRA DISTRIBUTION

All ad copy must reach us by NOON FRIDAY, APRIL 8

WANT

CAPABLE SLUM STORE AGENTS ALSO GENERAL HELP

Contact

ALTON PIERSON

PALISADES AMUSEMENT PARK

PALISADES, N. J.

Park opens April 15

Nolan Amusement Co.

Opens April 15 thru 23

Fairs, Centennials, Celebrations and Choice Still Dates.

CONCESSIONS: Want Bingo, Arcade, Grab, Photo, Novelties, Hi-Striker, Gallery, Ball Games, Pitches and Jewelry. Straight sales and Hankies of all kinds. SHOWS: With own equipment. RIDE HELP: Want Foremen for Wheel, Paratrooper, Rock-o-Plane, M-G-R, Kid Rides, Loop-o-Plane, Funhouse and Glasshouse. Second Men on all rides. Chester, write again or call. HELP: Unit Mgr., Ride Supt., Carpenter, Builder, Mechanic, Welder.

FRED NOLAN, Route 2, S. Zanesville, Ohio

WANTED

Legitimate Concessions of all kinds, 26 weeks' work. Want experienced Ride Help, Licensed and straight job drivers. Opening April 10, Ohio and West Virginia. Want Foremen and Second Men, semis and straight jobs. Must have license. Wheel, Merry-Go-Round, Octopus, Flying Scooter and Kid Rides. WANT experienced Man for Live Pony Ride. Have bus for hauling and living quarters. WANT Man and Wife for office-owned Floss and Snow, Popcorn, Apples. Must drive straight job. Ride Men with me last year, come on. Winter Quarters now open. Ollie Hansen, Floyd Miller, Joe Cole, Bill Porter, Red Hill and Little Jack. WANT Agents for office-owned Percentage Joists. Bill Whitfield, contact me. Want Hanky Panks, Photos, Straight Sales, No Mitt Camp or grift. **BUCKEYE STATE SHOWS**, Tim Nolan, Mgr., Moxahala Park, Phone: GL 2-8252, So. Zanesville, Ohio.

L & L SHOWS

Eupora, Miss., April 4-9

CONCESSIONS: Photos, Ball Games, 6-Cats and Hanky Panks of any kind. Want P. C. Agents. SHOWS: Girl Show or any Grind Shows.

Contact **MANAGER** per route. **BRYAN CARTER**.

CARL BURKHART SHOWS

Opening in Many, La., April 11, Firemen's Spring Festival.

Want Hanky Panks of all kinds, family-type Shows and Cookhouse. Need First Men on Wheel and Octopus. Also Second Men on Merry-Go-Round and Serambler.

All replies to Winnfield, La.

GIRLS — GIRLS — GIRLS

Need Girls for two Girl Shows. Good salary, transportation after joining, wardrobe and living quarters furnished. Can also use two Girls without experience. **CANVASMEN WANTED** for Girl Shows and Monkey Show. Salary and Ticket Box. Opening April 19 in Poughkeepsie, N. Y. All write:

HAROLD WETHERBEE, 1627 51st St. So., Tampa, Fla., until April 12. Then care of O. C. Buck Shows, Poughkeepsie, N. Y.

ROSS MANNING SHOWS

Opening Sunday, April 17 (Easter Sunday), Hampton, Va. (Newport News) All contracted parties, confirm. Concessions: Scale and Age, Penny Arcade, Hankies, Glass and Bear Pitch, Short Range and Basketball.

Bernie Feldman wants Agents for same games as last year.

Nelson Wilkins wants Help for Ball Games, French Fries and Popcorn.

Shows: Leola can place Working Acts, Half and Half that will work clean. Grinder for Grind Show. Want Girl Show Operator with girls. Linda McGraw, contact at once. Contact

ROSS MANNING, Castlebury Warehouse, Sanford, N. Car.
Phone: Days only, SPring 2-3311; nights, SPring 3-9573
No collects, please.

POWELSON AMUSEMENTS

Opening April 18, Reynoldsburg, Ohio
FIREMEN'S CELEBRATION

CONCESSIONS: Want legitimate Concessions of all types, Ball Games, Novelties, Age and Weight, Glass Pitch, Mug Joint and Fish Pond. RIDE HELP: Can place First and Second Men on all rides for 4 units. Winter quarters now open. TONY RICHARDS, painter, and BOBBY SNOOK, Wheel Man, contact

POWELSON AMUSEMENTS, INC.

Box 125 Coshocton, Ohio MAIn 2-1727

GOLD MEDAL SHOWS #2

WANT WANT

Opening April 5, downtown location, Harriman, Tenn. This show has 15 fairs booked, well established. Need Man who can promote Kiddie Matinees.

CONCESSIONS: Sell ex on Mug Joint, Jewelry and Mitt Camp. Also want legitimate Concessions of all kinds. Also want Auction Joint. SHOWS: Can place Side Show, Snake Show, Funhouse, Monkey Show, Girl Show and any other Show that can get money. Al Damerot, please contact me. Also Frenchy Moore, get in touch. RIDE HELP: Can use a few more Rida Foremen and Second Men who can drive semis. Iodine Bailey, contact me. Also want A-1 Ride Superintendent who can handle 12-ride show. Want Painter, Scenic Artist and Show Carpenter. Winter quarters now open. Contact

AL WALLACE, HARRIMAN, TENN.

JAMES H. DREW SHOWS

Opening April 13, Gainesville, Ga., Spring Festival with choice spring route and fairs solid from June until mid-November

HELP: Can place Experienced Help in all departments. CONCESSIONS: Photos, Long and Short Range, High-Striker, Hanky Panks and Direct Sales. SHOWS: Can place 1 or 2 Family-Type Shows. NOTE! This is a wonderful opportunity for legitimate and worthwhile Amusements. Must be entirely dependable and responsible or will not be tolerated here at any time. Address JAMES H. DREW SHOWS, Augusta, Ga. Phone REgent 3-3190.

VIRGINIA GREATER SHOWS

Opening Suffolk, Virginia, April 22

Want exclusive Popcorn and Candy Apples; Candy Floss, Photos open. Want two Ball Games, Long and Short Range Shooting Gallery, French Fries, Novelties; center joints open. Want Bingo for first two weeks of opening. Want one Six Cats and one Long Range Buckets. (Must have Hanky Panks.) All Hanky Panks open; want Hanky Pank Agents.

Want Side Show Manager with own acts, Snake Show, Funhouse or any good Grind Shows, Pony Ride. Will book or buy Roller Coaster. Will book Roller Plane.

All Mail and Wires to WM. C. (BILL) MURRAY, P. O. Box 461, Suffolk, Virginia.

A. C. HILL'S CAVALCADE OF AMUSEMENTS

Winter Quarters now open, Cookhouse and Living Quarters set up.

Want Ride Help, First and Second Men for Merry-Go-Round, Wheel, Tilt and General Help who want to work. Also want Scenic Artist. Herbie Hale, get in touch. Also Bob Clark, Red Denton.

Burns Park, Anniston Highway, Gadsden, Ala. Phone: Days, Liberty 4-8115; after 6 P.M., Liberty 4-8324. No collect calls. Contact A. C. HILL

REID'S GOLDEN STAR SHOW

Opening in Gordon, Georgia, April 1-9

CONCESSIONS WANTED: Mug Joint, Glass Pitch, Ball Game, Pop Corn, Dart Joint, Bingo, RIDE HELP: Foremen for Chairplane and Wheel; Second Men on all rides. Will book set of Kiddie Rides. SHOWS: Two White Girl Shows, Jimmy Fennel wants Agents.

J. Fennel, Bus. Mgr. Elmer Reid, Owner & Mgr.

FOR SALE

7-Tub Tilt-a-Whirl, new last season. Traveling sweeps, light circle, cat walks, center dome, International power unit. This Tilt is in A-1 condition. Can be seen in operation. With or without transportation.

S. B. RHODES

1701 HARRISON, AMARILLO, TEXAS. PH.: DR 2-5783.

WORLD'S FAIR AMUSEMENT COMPANY

ERIE, PA., SHOPPING PLAZA

WANTED - RIDE HELP - WANTED

MERRY-GO-ROUND AND ROCK-O-PLANE MEN

Address: General Delivery, Erie, Pa.

WANT - - - WANT - - - WANT

Electrician who understands transformers and can handle a large show. Ride Superintendent—Must be sober, reliable, able to handle men and know all rides. Foremen and Second Men on all rides. Winter Quarters now open. All replies:

WM. T. COLLINS

801 E. 78TH STREET, MINNEAPOLIS, MINN.

April 8 Premiere for Wolfe; Outlook's Okay

LANDRUM, S. C. — Opening spot for Wolfe Amusement Company is in Greer, S. C., where the 1960 version gets rolling April 8. Wolfe, the philosopher of Landrum, opines from behind his discount store counter that economic conditions are not bad at all this year and show business ought to be just as good as 1959's, if not better.

Wolfe will be making only occasional visits to the midway until July Fourth. There are six fairs lined up starting with Tasley, Va., and a couple of late ones are under negotiation. After Greer the Wolfe show will meander up into Virginia and Maryland.

Two new vans have been fitted out for rides and everything is repainted. Addition of a Roller Coaster gives the show six office-

owned rides and four shows. Tommy Carson is going out as business manager due to the sickness of Buck Denby.

So far the show will debut with Mr. and Mrs. Mike Lucas and their cookhouse; Fred Bell and family, fish pond and photo; Shorty Brown, 3; Tommy Carson, 6; Tic Tac, 2; Mr. and Mrs. Roy Beatty, 2; Herschell Beatty, 1; Ernie Sylvester, 1; Riley, pin store, and Mr. and Mrs. Jesse Brown, three shows. Sylvester is secretary again and Blackie Holt, electrician and The Billboard.

F. E. GOODING DEDICATES NEW QUARTERS

COLUMBUS, O. — Gooding Amusement Company will hold an open house to dedicate its new offices and factory here Saturday (9), Floyd E. Gooding, president, announced. The plant will be open to visitors from noon until 5 p.m.

Gooding also disclosed that he has been awarded the midway contract for the combination Sesquicentennial and July 4 celebration at Henderson, Ky., June 27-July 4.

MARRIAGES

• Continued from page 68

GRILEY-KELLER—

Richard Griley, general agent of Powelson Amusements, and Joan Keller, non-pro, March 22 in Dunkirk, N. Y.

BIRTHS

STRATES—

A son, James E., March 5 at Orange Memorial Hospital in Orlando, Fla., to E. James and Phyllis Strates. Weight, four pounds five ounces. Father is general manager of the James E. Strates Shows, Eastern railroad carnival.

HELP WANTED

Foremen for Round-Up and Spinnaroo. Must know your business and drive semi-trailer. I will pay top wages for reliable men; and I don't mean \$60.00 a week either. Short moves. Open Long Island, N. Y., April 14. FOR SALE: #12 Ell Wheel, with van trailer, loaded, ready to go, \$3,000.00. GLEN WYBLE, Morenci, Mich. Phone: GLeadstone 8-3113

CONCESSIONS WANTED

For Lafayette, La., Rodeo, April 29. 5 Performances. Novelties, Hats, Western Store, Jewelry. Rest is sold. Replies to G. ZERVAS 8116 Chef Menteur Hwy. New Orleans, La.

CONCESSIONS WANTED

Now booking Concessions for Annual V.F.W. Street Fair, Huntington, Ind., July 18-23. Gooding Rides.

W. O. RANDOL

Markle, Ind.

FOR SALE

20-Ft. Tandem Trailer, opens both ends, one side sliding glass, 1958 model, factory built, for Candy, Snow, Corn, Apples. Never been on road. No equipment. Trailer only, \$750.00; like new; Also 2 Kid Rides, Cars and Tanks, shop built, good shape, both rides \$750.00.

Contact C. A. GOREE Hamilton Hotel Olney, Texas

RIDES FOR SALE

Dude Ranch closed, owner will be on grounds April 11-14 at 1209 LAWLER AVE., LOMBARD, ILL. Bargains for cash: Miami Rocket; Int. Truck, racked to haul; Allan Herschell Skyfighter; 10-car Auto Ride; 2-abreast Merry-Go-Round, like new; Kiddie Ferris Wheel; Hodge Hand Cars, plenty track; 5 King Water Boats, complete, like new.

HOLIDAY AMUSEMENT COMPANY

Long season. One of the nicest routes in our territory.

CONCESSIONS: Buckets with one Hanky, Cork Gun, Photo, all Pitches, Coke Bottle, Age & Weight, Baskets, others not conflicting. April 4 to 9, 7415 State Line, Kansas City, Mo.; April 18 to 23, Miami, Oklahoma.

FIELDING GRAHAM.

MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

MERRIAM'S MIDWAY SHOWS

OPENING MAY 12, PERRY, IOWA, ON THE STREETS.

Can use the following Concessions for the season: Roman Targets, One Ball, Basket Ball, Short Range, String Game, Bear Pitch, Coke Bottle, Glass Pitch, Age and Weight, Photos, Hoop-La, Watchla, Bumper, Root Beer, Ice Cream, Hot Dogs or any good Hanky Pank that does not conflict. Will book Six Cat if you have two Hanky Panks. No other Alibi Joints wanted. Have opening for small Cookhouse or Grab. Want Foremen for Tilt, Merry-Go-Round and Octopus. We play Iowa, Minnesota and Nebraska. No still dates after June 1. We have a twelve-ride show.

All replies to ALVA MERRIAM, Ogden, Iowa.

WANT AGENTS & GUNNERS

Can place capable Agents for beautifully framed Hanky Panks. Also need two more Gunners, Truck Drivers. Long season beginning Batesville, Miss., April 18. All replies:

BILL MCCOY

Box 422, Limona, Fla., or call Tampa—40-3693 until April 13. No collects.

CONCESSION HELP WANTED

Open Gainesville, Ga., April 14. Come on, Peta, Ted and Clyde Bias. Need Percentage Help, Hanky Panks; also Popcorn Help. Come on to Augusta, Georgia.

J. A. SPARKS

James H. Drew Shows

GIRLS WANTED

For Rock and Roll Girl Show. Guitar and costumes furnished. Good salary. Will teach to play guitar. Write or wire collect.

LESLIE KIESTER

104 First St., S.E., Rochester, Minn. P.S.: No long distance calls accepted.

SMILEY'S AMUSEMENTS

Want, opening April 18, Great Falls, S. C., Jaycees Spring Festival, followed by Bassett, Va.; Stanley, Va.; then Western Pennsylvania Firemen's Celebrations until Labor Day.

CONCESSIONS: Mug Joint, Jewelry and all Hanky Panks. Can use Bingo. SHOWS: Can use Girl Shows and all Family-Type Shows. RIDE HELP: Can use general Ride Help that drive. All replies to SMILEY'S AMUSEMENTS, Box 104, Ft. McCoy, Fla. Phone: Ocala, Fla., MArion 2-4573. P.S.: Ted Cole, contact.

PAGE COMBINED SHOWS

Playing large industrial cities in Alabama for 5 weeks, then our regular route North

CONCESSIONS: Want Bingo for season. Also legitimate Concessions of all kinds. SHOWS: Want high-class Girl Show with own equipment. Will also give same person office Girl Show if you have help and are capable. Join on wire. Also want Side Show and Motordrome. Bill Chalkias and Skinny Stevens, contact immediately. RIDES: Scrambler, Dark Ride, new and modern Kiddie Rides, Live Pony Ride. Kullman, come on. Want capable Man for front gate and light towers. All replies to BILL PAGE, Montgomery, Ala.

Want—Capell Bros.' Shows—Want

Presenting gigantic free circus daily. Always plenty of people to work to from 10 a.m. to 11 p.m. daily. Can place a few more clean Merchandise Concessions. Action every day, 52 weeks a year, on the pavement.

WANT sober, experienced Ride Help for 15 Rides. Can place three Foremen; must drive, top salary (if you can cut it). WANT money-getting Shows framed to work on streets (no Girl Shows), Mechanical, Snake, Last Supper, Freak, or what have you? Show people all depts., contact. (Remember, we never close.)

All wire (no letters or phone calls) DOC CAPELL, Mgr., 5220 West Indian School Road, April 5th to 17th; then 35th Ave. at Bethany Home Road, April 19th to 24th, Phoenix, Arizona.

BADGER STATE SHOWS

Opening Sunday, April 17, at Berlin, Wis., then some smokestack spots to follow and a good route of celebrations and fairs.

Can use Concessions of all kinds, Arcade, Glass or Snake Show. Want all kinds of Ride Help who drive semis and have license. Also Electrician who knows Diesel. Top wages to sober, reliable help.

J. VOMBERG

P. O. BOX 92 Phone: SUNset 6-5221 WAUWATOSA, WIS.

EVANS UNITED SHOWS

Open April 14 in North Kansas City, Mo., following week in and around Kansas City, then celebrations and fairs until Oct. 20.

WANT CONCESSIONS OF ALL KINDS: Photos, Age and Scale, Long and Short Range, Fish Pond, String Games, Bumper, Glass Pitch, Grab, High-Striker, Coke Bottles, Roman Targets and other legitimate Concessions. ALSO NEED AGENTS FOR CONCESSIONS. NEED RELIABLE HELP ON ALL RIDES. All people contracted, please acknowledge this ad.

Address: Plattsburg, Mo. Phone: KEystone 9-2424. No collects.

WANTED — AGENTS — WANTED

Duck Pond, Pitch-Tilt-You-Win, Buckets and Picture Frames. Also Gunner and Ball Boy. Opening April 19, Arlington, N. Y., with O. C. Buck Shows. Agents with me last year, contact. All replies:

FRANK DUNCAN

Gibson, Fla., until April 10. Phone: 402851. Please, no collects.

BEST MERCHANDISE BUYS

APRIL 4, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

73

CEL-MAX Spring SELL-OUTS



Going! Going FAST!
CLOSE-OUT
WATCH SETS

Men's Jeweled
Watch—Expansion
Band—Matching
Cuff Links & Tie
Bar
\$3.88
Set

A big seller at TWICE THE PRICE!
Handsome packed in satin-lined gift
box. While supply lasts! Rush your order
TODAY. Min. order 6. 25% cash with
order, bal. C.O.D.



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Jewelry
SETS

\$8.90
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Sparkling
Earrings
★ Necklace
★ Bracelet in
each set.
Pearls and spark-
ling hand set
stones. Thou-
sands of more
expensive sets
included. Closing
out the whole
factory lot.
Shipped assort-
ed! High style at
low, low price!
Make terrific
profits!
25% cash
with order,
Bal. C.O.D.

CEL-MAX, Inc.

582 S. Main Street MEMPHIS, TENN.

HEAVY DUTY DESK ADDING MACHINE

ADDS, SUBTRACTS
& MULTIPLIES TO
\$999,999.99



Only
\$18.95

TOP WINDOW SHOWS
RUNNING TOTAL.
AUTOMATIC CLEARING
LEVER.

NO NEED TO SPEND HUNDRED
OR EVEN \$50.00 FOR A REAL
ADDING MACHINE. THE SUDMIT
IS A REAL DESK MODEL ADDING
MACHINE FOR HOME AND OF-
FICE USE. IT IS NOT A FOREIGN
IMPORT, BUT MADE IN U.S.
AND GUARANTEED FOR TWO
YEARS BY MANUFACTURER.
ONLY 5" HIGH, 5" WIDE, 7"
DEEP, IT OCCUPIES LITTLE
DESK SPACE, SAVES HOURS OF
TIME WITH UNERRING AC-
CURACY. BODY IS MADE OF
HEAVY-GAUGE STEEL AND IS
PRACTICALLY INDESTRUCTIBLE.
BEAUTIFUL HORIZON-BLUE
COLOR. 10-DAY FREE TRIAL.
USE IT FOR TEN DAYS AND IF
NOT DELIGHTED WE WILL RE-
FUND THE ENTIRE PURCHASE
PRICE. SEND ONLY \$18.95 PLUS
\$1 SHIPPING CHARGES IN
CASH, CHECK OR MONEY OR-
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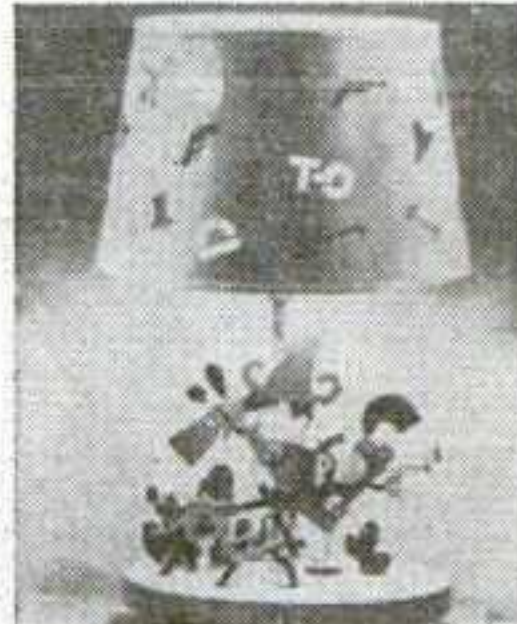
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Latest in a line of comic
dolls is called Hexter's Father.
Approximately 12 inches high,
it bends and twists. Comes in
six assorted pastel colors per
dozen—pink, lavender, blue,
yellow, green and orange.
Wholesales at \$18 per dozen.
—Kamar Imports, 3006 Cren-
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16.

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Western motif lamp features
three-dimensional cowboy and
steer designs. Additional West-
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ster. Also a night light.—Dolly
Toy Company, Tipp City, O.

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Complete with enclosed dice
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Themed to space travel with a
character called Melvin, who
performs the antics. Six moon-
men included with board and
dice thrower. — Remco In-
dustries, Inc., 113 North 13th,
Newark, N. J.

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A game that is made by the
player. Contains 20 pieces. Is
said to be educational as well
as entertaining. Display cards,
catalog sheets, stuffers provided
by the manufacturer. Retail for
\$1.—Reliance Products Sales
Corporation, 108 Mason Street,
Woonsocket, R. I.

GLOVE DISPLAY

Display rack holds wide as-
sortment of gloves for all buy-
ers. Wire stand-up or hang-up
display comes free with three
dozen each of four wardrobe
brands. Profit on one display
is figured at \$51.42. — Pioneer
Rubber Company, 122 Tiffin
Road, Willard, O.

NIGHT LIGHT



Themed to Little Audrey. Has
a head of Audrey in full
color, all vinyl. Bulb is con-
cealed inside the head and per-
mits just enough light in the
room. Base is plated brass. —
Character Creations, 200 Kos-
ciusko, Brooklyn.

PERISCOPE

A periscope for the skin diver.
Comes complete with rubber
face mask. Check-Valve closes
periscope when user submerges.
Plastic windows at bottom of
periscope permit swimmer to
see sideways, down and for-
ward as well as on the surface
of the water. Retail for \$4.98.
—Unique Specialties Corpora-
tion, 3138 Cass, Detroit 1.

JACKS

Set of jacks and ball packed
in poly bag with bright header.
This dime retailer includes 10
jacks, red enameled one-and-
one-quarter-inch ball. Packed
four dozen to the container.
Danlee Company, Van Nuys,
Calif.

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6 for **\$39.50**
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expansion bands!



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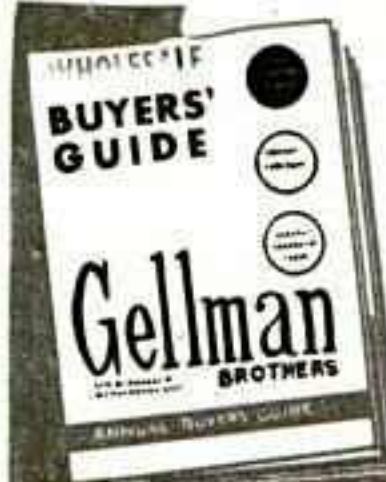
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT
CINCINNATI OFFICE**
2160 Patterson St.
Cincinnati 22, O.

- Adams, Donald L.
- Adams, James A.
- Ainsworth, George
- Aleontar, P. J.
- Aldham, James B.
- Aldridge, J. C.
- Alfonse, Ronald
- Alford, Fred
- Algar, R. E.
- Allen, Dale H.
- Allen, David
- Allen, Jack
- Anderson, M.
- Anderson, Norman
- Archer, Jim
- Armentrout, F. E.
- Arnold, J. C.
- Arnold, Vivian Floyd
- Ashley, Bonnie
- Ashley, Charles
- Aston, Eddie J.
- Augustus, James
- Auskins, Clarence
- Ayotte, Frank W.
- Bailey, W. W.
- Baker, Hugh
- Baldwin, Jerome G.
- Ball, Eytessel
- Banks, Melvin
- Barchinger, Linn
- Barner, S. R.
- Barrett, Walter
- Barrio, Jay
- Barry, Michael T.
- Barwick, A. E.
- Battles, Arthur H.
- Bauman, M. J.
- Beamon, Joe E.
- Bearden, Earl
- Beardon, 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
- Berkeley, Bill
- Bernstein, Harry
- Berosik, George
- Berretta, R. A.
- Beverly, Fred
- Bisnop, John
- Bissell, Delores M.
- Black, Jay
- Blackman, Willie
- Blair, D. L.
- Blair, R. F.
- Blaisdell, C. A.
- Blount, Emmett
- Boardwell, C. D.
- Boatright, Betty
- Boddie, Sam
- Bodine, R. F.
- Bohn, L. E.
- Bolden, Andrew
- Bolden, Archibald
- Boley, Monroe C.
- Boston, Wm. C.
- Bowman, Bob
- Bowman, Bob (formally Denton Pk)
- Bowman, Wm. E.
- Boyer, Otto Carl
- Breese, J. W.
- Bremiclan, Martin
- Bridgeford, G. D.
- Bridgeford, F.
- Brillhart, Gary
- Britton, D. B.
- Brock, Willie S.
- Brokenshire, K. E.
- Brooks, A. L.
- Brooks, Glenn
- Brooks, Johnny
- Broudy, Paul M.
- Brown, Bert
- Brown, Donald
- Brown, E. O.
- Brown, Earl
- Brown, Earl M.
- Brown, J. M.
- Brown, James
- Brown, Jr., Joel
- Brown, Robert
- Bryson, G. G.
- Bruce, Russell L.
- Bryan, Horace
- Bryan, Robert
- Bryan, Robert E.
- Bryant, H. C.
- Byers, Sammy
- Byrd, J. C.
- Bullabough, Marshall
- Burbal, Joseph
- Burchett, James V.
- Burkley, E. H.
- Burns, Joe W.
- Burns, Raymond
- Burnside, T.
- Burriola, W. L.
- Burton, Charles
- Buskirk, Raymond
- Butland, J. B.
- Butter, Donald
- Butts, Harold Emu
- Byndon, G. W.
- Byrd, Wm.
- Byrdson, B.
- Byrnes, Robert J.
- Cadatt, James A.
- Calhoun, Roy
- Calloway, Leo
- Callaway, R.
- Camp, R. J.
- Campbell Samuel H.
- Candler, Warren
- Cantwell, Charles
- Carlisle, George
- Carter, Marcus C.
- Cashman, J. W.
- Cassiday, G. H.
- Caughran, P. H.
- Center, Leonard R.

- Claiman, Jimmy & Mrs.
- Clanton, Ruben
- Clark, Tommy
- Clayton, John R.
- Clemmons, R. A.
- Glennay, J. L.
- Cobb, Charles
- Cochran, D. O.
- Coen, Richard
- Cole, Ameal
- Coleman, Leroy
- Coleman, Willie
- Collins, D. J.
- Conners, Jerry
- Coopers, Martin
- Cook, Bill
- Cook, Chester B.
- Cook, Harlan
- Cook, L. L.
- Cook, Robert
- Cooke, J. M. (U. S. Reptile & Jungle Circus)
- Cooper, Bobby
- Cooper, I. S.
- Cooper, Joan
- Corbett, H. B.
- Corlin, D. R.
- Cortez, Rita
- Costello, Victor
- Costeau, R. P.
- Covington, Craig
- Cowan, Mrs. Ada
- Cox, G. L.
- Cox, Joe E.
- Cox, R. L.
- Craft, Ronald E.
- Crain, J. A.
- Cramer, Ray
- Crawford, Elbert V.
- Crawford, Richard
- Crosby Jr., K. C.
- Cross, R. A.
- Crow, Ned (Heavy)
- Crowder, Milton
- Crusher, Edward
- Cullinan, Richard
- Cummins, J. H.
- Carl, Dr. A. M.
- Curry, Garland
- Curtis, M. T.
- Daleske, Frederick
- Dalton, J. R.
- Dancy, Hewitt C.
- Daniels, Clarence
- Daniels, John
- Dant, D. L.
- Darden, O. C.
- Darling, V. E.
- Davidowski, D. G.
- Davis, Clarence
- Davis, D. W.
- Davis, Jerry D.
- Davis, Lester O.
- Davis, T. P.
- Day, Richard L.
- Dayle, Mabel
- De Froy, Les
- De Pierre Jr., F. C.
- Degrilo, Dennis
- De Vogel, August
- Decker, Earl
- Delaney Jr., Carl T.
- Del Rio, May Carmen
- Demers, J. M.
- Depantia, Frank
- Depover, W. J.
- Dickerson, Albert
- Diggers, Lewis
- Dipple, C. A.
- Dobblin, L. D.
- Dodd, Jerry
- Dodd, L. C.
- Donaldson, C. F.
- Drain, H. A.
- Draper, A. A.
- Draves, Louis
- Drew, J. W.
- Driver, James L.
- Evans, W. C.
- Drum, Homer
- Duane, Bob J.
- Duff, J. W.
- Duffy, M. D.
- Dunsworth, H. L.
- Duson, Edward
- Eastman, Wm. J.
- Edwards, D.
- Edwards Oscar
- Edwards William H.
- Egan, C. Dallas
- Egan, James M.
- Elkins, William C.
- Elliott, Bob
- Elston, Floyd Roy
- Emby, Herman
- Emory, Clarence E.
- English, T. L.
- Erickson, D. E.
- Erickson, Wm.
- Esman, Walter L.
- Estes, Edward
- Ewing, H. B.
- Fairbanks, William
- Farman, E. C.
- Farr, Oldin
- Farrill, Larry
- Fay, Jimmy
- Fellen, E. J.
- Ferguson, Henry L.
- Ferguson, J. E.
- Ferris, Geo.
- Fetter, Paul
- Field, Sherman L.
- Fletcher, R. E.
- Flores, David
- Fonger, Dennis C.
- Forkum, Smokey Lee
- Fox, C. J.
- Fox, John L.
- Francis, Russell
- Frank, Edward
- Frederick, Larry P.
- Freeman, E. E.
- Freeman, H. O.
- Fry, Howard
- Fuller, J. W.
- Furrie, A. L.
- Gabel, Rozann P.
- Gable, Joseph
- Gagelardi, Don
- Gagnor, Jos. A.
- Galliard, Wendell
- Galsyn, Earl & Mrs.
- Gantzen, E. J.
- Garla, Billy Lee
- Gardner, Eddie
- Garrow, J. A.
- Garvin, Marvin
- Gary, David R.
- Catlin, H. D.
- Geary, D. O.
- Gendron, D. R.
- Gentry, Rye W.

(Continued on page 76)

COMING EVENTS

- California**
 - Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan Pacific Aud), March 31-April 10. H. Werner Buck.
 - Los Angeles—Western Regional Material Handling Show & Packaging Cavalcade (Great Western Exhibit Center), May 11-13. A. Byron Perkins, 2807 Sunset Blvd.
 - Napa—Napa Valley Horse Show, May 1. George Lawrence, P. O. Box 728.
 - North Highlands—Sacramento Riding Club Jr. Horse Show, May 7. Curtis Nelson, 3001 Longview Drive.
 - Oakland—Calif. Spring Garden & Home Show (929 Fallon St.), April 29-May 3. John L. Hennessey, Hotel Claremont, Berkeley 9.
 - Sacramento—Exposition of Modern Living (Fairgrounds), April 19-24. Bill Blen, P. O. Box 1113.
 - Santa Barbara—Home & Decorators' Show (Civic Aud), April 20-24, Patrick J. O'Toole.
 - Santa Barbara—Santa Barbara Home Show (Civic Aud), April 11-15. Patrick J. O'Toole.
 - Santa Monica—Santa Monica Home Show (Civic Aud), May 11-15. Patrick J. O'Toole.
 - San Francisco—Grand Natl. Jr. Livestock Expo. (Cow Palace), April 9-13, Nye Wilson.
- Illinois**
 - Chicago—All-Wisconsin Resort & Travel Show (Hotel Sherman), April 13-17. Art Huebner.
 - Chicago—International Dog Show (International Amphitheater), April 9-10.
- Louisiana**
 - Gonzales—East Ascension Strawberry Festival, April 23-24. John D. Gonzales, 302 Caldwell St.
 - Shreveport—Holiday in Dixie, April 27-May 1. Abe C. Goldberg, P. O. Box 1485.
- Maryland**
 - West Friendship—Spring Feeder Cattle Sale & Tri-Breed Bull Sale (Baltimore Livestock Auction Market), April 14.
- Massachusetts**
 - Boston—New England Home Furnishings Show (Commonwealth Armory), April 18-24. J. W. Daly, Boston Club, 46 Beacon St.
- Minnesota**
 - Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud), April 1-10. F. W. Kahler.
 - Zumbrota—VPW Convention & Loyalty Day Celebration, April 30-May 1. Ray Sandon.
- Missouri**
 - Joplin—Home Show (Memorial Aud.), April 18-23.
- Nebraska**
 - Omaha—Motor Sports Auto Show (Civic Aud), April 30-May 1. L. Wm. Baker.
- Nevada**
 - Las Vegas—Hellorado, May 10-22. Gordon L. Shelton, P. O. Box 872.
 - Reno—Nevada Jr. Livestock Show, April 22-24. W. O. Behrens, Max Fleischmann
- New Jersey**
 - Asbury Park—Eastern Ceramic Show (Convention Hall), May 5-8.
 - Asbury Park—Jersey Coast Imported Auto Show (Convention Hall), April 20-24.
- New York**
 - New York—International Auto Show (Coliseum), April 16-24.
- North Carolina**
 - Charlotte—Carolina Home and Flower Show, April 6-10.
 - Greensboro—Greensboro Council of Garden Clubs Flower Show, April 8-10.
 - Greensboro—Greensboro Horse Show, May 11-15.
- Ohio**
 - Dayton—Dayton Sports & Boat Show (Fairgrounds Coliseum), April 7-10. Ward Collopy, 133 Warren St.
- Oregon**
 - Gresham—Multnomah Co. Parade of Gardens, April 27-May 1. Duane Hennessey.
- Pennsylvania**
 - Philadelphia—Philadelphia Auto Show (Convention Hall), April 4-9.
 - Philadelphia—Recreation World's Fair (Convention Hall), April 18-24. Thomas Rivers.
- South Dakota**
 - Sioux Falls—South Dakota Sports, Vacation & Outdoor Living Show (Coliseum), April 29-May 1. Bill Morton, P. O. Box 377.
- Tennessee**
 - Humboldt—Strawberry Festival, May 3-7.
 - Memphis—Memphis Cotton Carnival, May 10-14.
- Texas**
 - Corpus Christi—Buccaneer Days, April 28-May 8. Bob Finkle, Memorial Coliseum.
 - Dallas—Southwest Sports, Boat & Vacation Show (Auto Bldg., State Fair Park), April 2-10. Martin P. Kelly.
 - Fort Worth—Eastern Star-Ladies' Shrine Celebration (Will Rogers Memorial Coliseum Grounds), April 12-17.
 - San Antonio—Battle of Flowers, April 18-23.
 - Winchester—Shenandoah Apple Blossom Festival, April 28-30.
 - Dayton—Dayton & Livestock Show, April 22-23. Art Sunderland.
 - Spokane—Spokane Jr. Livestock Show, May 3-8. P. R. Gladhart, Box 2184, Old Union Stockyard.
 - Toppenish—Central Wash. Jr. Livestock Show, April 25-27. Dorothy Peterson.
- Wisconsin**
 - Green Bay—Green Bay Home Show, May 5-8.
- CANADA**
 - Quebec**
 - Montreal—Eastern Canada Better Home Builders' Show (Show Mart Bldg.), April 21-26.
 - New Brunswick**
 - Fredericton—Fredericton Boat Show, April 6-9.
 - Saskatchewan**
 - Saskatoon—Bred Show and Sale (Fairgrounds), April 12.
 - Saskatoon—Interprovincial Bull Show & Sale (Exhn. Grounds), April 13-14.

- Marion, Va., 14; Pulaski 15; Radford 16.
- Davenport, Orrin: Columbus, O., 4-9; Duluth, Minn., 18-23.
- Dobritch, Al: (Gardens) Cincinnati, O., 4-9; (Municipal Aud.) Atlanta, Ga., 18-24.
- Hagen Bros.: Beaufort, S. C., 4; Charleston 5; Orangeburg 6; West Columbia 7; Batesburg 8; Aiken 9.
- Hamid-Morton: Atlantic City, N. J., 9-11; Pittsburgh, Pa., 18-23.
- Hunt Bros.: Palisades, N. J., 15-May 22.
- Kelly-Miller: Yuma, Ariz., 4; Calexico, Calif., 5; El Centro 6; Brawley 7; Banning 8; Redlands 9; Hemet 10; Riverside 11; Victorville 12; Fontana 13; Ontario 14; Pomona 15; West Covina 16.
- Mills Bros.: Jefferson, O., 16 Canfield 18; Camden 19; Barberton 20; Hudson 21; Willowick 22.
- Polack Bros.: (Barton Coliseum) Little Rock, Ark., 8-9; (Memorial Hall) Springfield, O., 13-14; (Municipal Aud.) Canton 19-20.
- Ringling Bros. and Barnum & Bailey: (Garden) New York 4-May 15.
- Wirth: (Island Garden) West Hempstead, N. Y., 4-24.

Miscellaneous

Marie O'Day's Palace Car: Breckenridge, Tex., 4; Eastland 5-6; Stephenville 7-9; Hillsboro 10-11; Corsicana 12-13; Texarkana 15-16; Texarkana, Ark., 18-19. Matchstick Cities: Ocala, Fla., 4-9.

Legitimate Shows

Look Homeward, Angel: (City Aud.) Asheville, N. C., 4; (Ovens Aud.) Charlotte 5-6; (Alumni Memorial) Knoxville, Tenn., 7; (Temple Aud.) Birmingham, Ala., 8-9; (Tower) Atlanta, Ga., 11-13; (City Aud.) Savannah 14; (Memorial Aud.) Greenville, S. C., 15; (Royal) Columbus, Ga., 16; (Lanier) Montgomery, Ala., 18. Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 4-16.

Arena Routes

Georgian State Dance Co.: (Music Hall) Cleveland, O., 6-7; (Masonic Aud.) Detroit, Mich., 8-10; (Opera House) Chicago, Ill., 14-17; (Aud.) Minneapolis, Minn., 18.

Ice Shows

Holiday on Ice of 1960: (Municipal Aud.) New Orleans, La., 5-10; (Reynolds Aud.) Raleigh, N. C., 12-16; (Memorial Aud.) Utica, N. Y., 18-24. Ice Capades, 19th Edition: (Aud.) Kansas City, Mo., 5-10; (Rogers Coliseum) Fort Worth, Tex., 12-17; (Coliseum) San Angelo 18-24. Ice Capades, 20th Edition: (Coliseum) Omaha, Neb., 4-10; (Arena) Milwaukee, Wis., 16-24. Ice Follies of 1960: (Arena) Minneapolis, Minn., 4-17; (Civic Ice Arena) Seattle, Wash., 20-May 1.

Carnival Routes

- Continued from page 67
- Fiesta: Poteet, Tex., 6-10.
- Geren, W. R.: (Dixie Manor Shopping Center) Louisville, Ky., 4-23.
- Gold Medal No. 1: Columbus, Ga.
- Gold Medal No. 2: Harrison, Tenn., 5-16.
- Golden Gate: Vacaville, Calif.; Red Bluff 12-17.
- Heart of America: Bartlesville, Okla.
- Holiday Am. Co.: (Truman Corners) Kansas City, Mo.; Miami, Okla., 12-23.
- Johnny's United: Grant, Ala.
- L & L: Europa, Miss.
- Page Combined: Montgomery, Ala.
- Peter Paul Ams.: Sanford, Fla.
- Reid's Golden Star: Gordon, Ga.
- Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 4-12.
- Siebrand Bros.: Phoenix, Ariz.
- United Expo.: Tyler, Tex.
- Victory Rides: Midland, Tex., 4-10.
- Wolfe Ams.: Greer, S. C., 8-16.

Circus Routes

- Clyde Beatty-Cole Bros.: (Long Island Arena) Commack, N. Y., 15-24.
- Carson & Barnes: Giddings, Tex., 4; Bastrop 5; Lockhart 6; New Braunfels 7; Cuero 8; Victoria 9.
- Cristiani Bros.: Macon, Ga., 4; Marietta 5; Dalton 6; Athens, Tenn., 7; Oak Ridge 8; Knoxville 9; Maryville 11; Morris-town 12; Elizabethton 13;

Picture of a Man Who



**APRIL
6**

**WAITED
TOO
LONG**

... and inadvertently forgot to send in his ad for
The Billboard's BIG 1960

**SPRING SPECIAL
OUT NEXT WEEK**

If you have not already sent in your complete copy instructions...

WRITE • WIRE • PHONE... TODAY!

FORMS FOR ADVERTISING WILL CLOSE

THIS WEDNESDAY... APRIL 6

- CINCINNATI 22, OHIO NEW YORK 35, N. Y. CHICAGO 1, ILL. ST. LOUIS 1, MO. HOLLYWOOD 28, CALIF.
- 2160 Patterson St. 1564 Broadway 188 W. Randolph St. 812 Olive St. 1520 N. Gower
- Dunbar 1-6450 Plaza 7-2800 Central 6-9818 Chestnut 1-0448 Hollywood 9-5831

Wherever You Are... You'll Find Many of Your Needs in the **CLASSIFIED SECTION** this issue

THE MARKET PLACE FOR BUYERS and SELLERS

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.

Acts, Songs, Gags

A NEW ADDRESS!

And a new laugh offer on smart comedy material. Order any or all.

- INTERVIEW ADLIBS (for MC's & Jox) \$5.00
COMEDY INDEX (one-line gags) 5.00
MUSIC COLLECTION (musical bits & gags) 2.00
CLASSIC COLLECTION (tomorrow's classics) 3.00
COMEDY DIGEST (a complete gagfile) 3.00
TOPICOMEDY (year-round laughs) 3.00
Any 3 above \$10.00—Order all 6 at \$15.00.

SHOW-BIZ COMEDY SERVICE

(Dept. B4) 65 Parkway Ct., Brooklyn 35, N. Y.

MUSIC OR LYRICS WRITTEN FOR YOU by professional writers. Song will belong 100% to you. Words & Music Mart, P. O. Box 3117, Grand Central Station, New York 17, New York. ap11

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. ap25

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. je20

Agents, Distributors Items

BARGAINS GALORE

Extra Fancy Beaded Ropes \$9.00 Dz.
Scarab Pendant, Fine Chain 3.00 Dz.
Simulated Pearls, Rhine, Clasps 2.00 Dz.
Cultured Pearl Charm Bracelets 2.50 Dz.
Asst. Haroldics 3.00 Dz.

ALL STATE JEWELRY

1818 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. ap25

CARNIVAL BARGAINS

Double Heart Pins E/C \$1.50 Dz.
Asst. Rings in Display 1.25 Dz.
Tie Bars, Carded 3.60 Gr.
Asst. Clip Pins 7.20 Gr.
Cameo Sets, Boxed 3.00 Dz.
Send 20% deposit with order, balance C.O.D.

FAIRGROUNDS SUPPLIES

1816 Westminster St. Providence, R. I.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dz.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, Asst. \$3.75 & \$5.00 Dz.
Cultured Pearl Tie Slides, Carded \$2.00 Dz.
Asst. Boxed Sets \$4.50 to \$ 6.00 Dz.
Boxed Sets, Asst. \$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.
Pins, Asst. \$1.75 & \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

IMPORTED NOVELTY POP-ROCKET! Perfect give-away item. 15 samples, \$1. Details free. Gary Products, 650-B Pierce Gary, Indiana. ap1

SALESMEN! AGENTS! DISTRIBUTORS!

\$\$\$ MAKE BIGGER PROFITS \$\$\$
Sell RV-2 liquid Cadmium battery additive. RV-2 out-performs and outsells all others. Send \$3.00 for samples and best deal in country.

USONA DYNAMICS CO.

Box 97 Clovis, Calif.

SOLID GOLD LOOK ROSEBUD JEWELRY Sets! Adjustable Ring, Necklace, Earrings, \$18 dozen; Sample Set \$2. Guaranteed! Novelties, 2644-B N. Western, Chicago 47.

JEWELRY CLOSEOUTS

FREE CATALOG

- E102—Asst. E/rgs. Gr. \$ 6.00
201—Plastic Wallets, asst. Gr. 10.80
E5—Stone E/rgs. etc., asst. Gr. 12.00
E1—Tailored E/rgs. asst. Gr. 18.00
E2—Stone & Pearl E/rgs. asst. Gr. 21.00
E130—Rhinstone E/rgs. asst. Gr. 30.00
O1—Odd Lot Brace & Neckts. Gr. 15.00
Samples Regular Price
25% Deposit, Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Proectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS Dept. 88-115, 188 State St. Albany, N. Y.

THERE'S STILL TIME For your CLASSIFIED AD in the BIG SPRING SPECIAL

Deadline Wednesday, April 6, 4:30 P.M.

Air Mail, Special will do it!

WAGON JOBBERS—AUTOMOTIVE

Well rated mfr. offers "NO.KO.RODE." fast selling, quality accessory eliminates battery corrosion. Pre-chemicalized unit, just snaps on. Over 300,000 sets sold. Must item for your line. Sales-aid materials supplied. Write today for spec. sheet & price list.

E. O. LIKENS

7812 Georgetown Rd. Bethesda, Md.

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

BIG 20-LB. BOX OF ASSORTED DEN Snakes (large and medium, no babies), \$18.50. 100% live delivery guaranteed. Bayou Snake Farm, Route 1, Box 342, Houma, La. Night Phone: Upton 2-3891.

FOR SALE—4 MONKEYS, REAL TAME Javans. All collars and chains. Bob Perry, Box 163, Aransas Pass, Tex.

WE ARE NOW TAKING ORDERS FOR little Brood Mares and Geldins for Pony Rides to be delivered within 30 days. 50 per cent deposit now, balance when loaded. No time for letter writing. Phone, day or night, 9317. P. L. Cobb, Amite, La.

Business Opportunities

AUCTION STORE!

First-class Auctioneers require store or park proposition (no colored). Only a very busy location will suit. Rent or percentage basis. Full details to:

JACK TAYLOR

2425 Flamingo Place Miami Beach, Fla.

BUILDING FOR RENT: FORMER SKATING rink, 110x70, maple floor. What do you have to offer? Dorney Park, Allentown, Pennsylvania. ap11

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 OR LEASE—WESTERN TOWN in New Jersey. A great opportunity and big potential. Ready for opening May 30. Box C-594, c/o Billboard, Cincinnati 22, Ohio. ap4

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. ap25

PENNY ARCADE NEAR NAVY LANDING in Southern California. Open all year. Box C-466, c/o The Billboard, Cincinnati 22, Ohio. ap18

PORTO-BILT ROLLER RINKS

Complete Tent Rinks and Floors only for indoor use, any size.

W. T. Shackelford

DIXIE RINK SALES P. O. Box 415 Smyrna, Ga. HE 5-5978 (8-2183 Marietta)

RETIREMENT BUYS

Get into the Highway Motel business. We have choice Motels thruout the South. Call or write

ARCH STALLARD, Inc.

MOTEL REALTORS 536 W. Jefferson Louisville, Ky.

ROSE PARK ZOO IN PRAIRIE DU CHIEN, Wis. 9.2 acres of picnic grounds, parking areas, zoo facilities (including over 100 cages and animal houses) and housing for two families on the grounds. For more particulars write or call collect to John Zachar, Jr., Realtors, 1626 5th Ave. S.E., Empire 5-4681, Cedar Rapids, Iowa.

THERE'S STILL TIME For your CLASSIFIED AD in the BIG SPRING SPECIAL

Deadline Wednesday, April 6, 4:30 P.M.

Air Mail, Special will do it!

YOUR OWN BUSINESS—WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-40, Chicago 32. ap25

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. np

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my30

For Sale—Secondhand Show Property

BUILD KIDDIE RIDES—TESTED PLANS: Spinning Tubs, Umbrella Airplane, Trains, Auto Speedway, Engines, \$10 each. Free catalog. Brill, Box 875, Peoria, Ill.

ELI FERRIS WHEEL CRATES, \$135 CASH: 6 Power MJ Racers, \$750 cash. Charles Panacek, 3453 N. 3d., Milwaukee, Wis. ap4

FOR SALE—MONKEY DROME, COMPLETE. Ready to go. God top, 3 cars, 4 monkeys. Lowboy Semi Dodge Truck, 2 ton, good shape, \$2,900. Bob Perry, Box 163, Aransas Pass, Tex.

FOR SALE OR TRADE FOR KIDDIE RIDES. Big EH No. 5 Wheel in perfect shape. Lloyd M Shoup, 3705 S. Main St., Goshen, Indiana. ap18

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. ap11

FOR SALE—PORTABLE DIESEL-TYPE Train 16 capacity, excellent condition, steel, \$1,500. Wingate Cain, Phone OL 76196, Caroleen, N. C.

KIDDIE SWING ROCKET RIDE, 12 Passenger, \$550. Will not ship, come and get it. "Popcorn" Miller, 3525 S. Cedar, Lansing, Mich.

REAL MONEY MAKER

Horse-drawn Streetcar, seats 20 adults. Excellent for Fairs, Parks or Western-type Parks. Must sell for expansion in business. Write for details.

MINETTE FRIZZELL ENTERPRISES

3321 N. Virginia Oklahoma City, Okla.

NEWLY NEW TANDEM TRAILER USED for show, fluorescent lighting, \$550. Ben Sunderud, Park Rapids, Minn. ap11

RIDES—USED DUDE RANCH KIDDIE land, 1209 Lawler Ave., Lombard, Ill., on grounds April 11-13. Bargains for cash. Wm. Dyer. ap11

ROLLOPLANE, 5 DODGEM CARS, 16-TUB Octopus. Need Dark Ride, Whip, Scrambler, Kid Rides. F. Shafer, Mesker Park, Evansville, Ind.

THERE'S STILL TIME

For your CLASSIFIED AD in the BIG SPRING SPECIAL

Deadline Wednesday, April 6, 4:30 P.M.

Air Mail, Special will do it!

TRAIN—CARRIES 16 CHILDREN, ONE adult. Self starter, lights, bell, horn, 300 ft. oval track, 20 gauge 1218 rail. Bargain, only \$1,500. Jack Howard, Box 1633, 52nd St. Extension, Savannah, Ga.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. my9

Help Wanted

FOREMAN WANTED FOR FERRIS WHEEL, Merry-Go-Round and 5 Kid Rides in city park. All answer: Guy Bove, P. O. Box 191, Marion, Ind.

HELP WANTED

Ferris Wheel Operator, also Man and Wife to operate office-owned Photo Booth. Pay day guaranteed each week. Season opening April 18 through October.

W. T. YOUNT & SON

1638 Laurel Ave. Norfolk 6, Va.

MECHANIC—NEED EXPERIENCED MAN for repairing music boxes and all types of games. Bell Music Co., Inc., 471 S. Main St., Akron 11, O. ap11

Instruction and Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School Mason City 18, Iowa. my16

Magical Supplies

NEW 148 PAGE ILLUSTRATED CATALOG. Mindreading, Metallism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub Miniature Radiophone for mentalists. Catalog \$1, with refundable certificate. Nelson's 734 R South Columbus Ohio. ap25

VENTRILOQUIAL, \$90 UP; PUNCH FIGURES, \$15. America's finest hand-carved wooden figures. Catalog 10¢. Spencer, 3240 Columbus, Minneapolis 7, Minn.

Miscellaneous

CARNIVAL RIDES AND GAMES ON COMMISSION. Gateway Sportsman Club, Unionville, Mich.

(Continued on page 76)



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:
2. Check the heading under which you want your ad placed:
[] Acts, Songs, Gags
[] Advertising Specialties
[] Agents, Distributors Items
[] Animals, Birds, Snakes
[] Business Opportunities
[] Calliopes and Band Organs
[] Collectors Items
[] Costumes, Uniforms, Wardrobes
[] Food & Drink Concession Supplies
[] Formulas and Plans
[] For Sale—Secondhand Goods
[] For Sale—Secondhand Show Property
[] Help Wanted
[] Instructions and Schools
[] Locations Wanted
[] Magical Supplies
[] Miscellaneous
[] Mobile Homes, Accessories
[] M P Films—Accessories
[] Musical Instruments, Accessories
[] Partners Wanted
[] Personals
[] Photo Supplies & Developing
[] Ponies
[] Printing
[] Rigging and Props
[] Salesmen Wanted
[] Scenery, Banners
[] Talent Wanted
[] Tattooing Supplies
[] Trucks, Trailers, Accessories
[] Wanted to Book
[] Wanted to Buy
Music, Records, Accessories
[] Business for Sale
[] Record Pressing
[] Situations Wanted
[] Sound Equipment—Components
[] Used Dealer-Distributor Equipment
[] Used Records
[] Used Record Pressing Equipment
Coin Machine Headings
[] Help Wanted
[] Opportunities
[] Parts, Supplies
[] Positions Wanted
[] Routes for Sale
[] Wanted to Buy
[] Used Equipment
Talent Availabilities Headings
[] Agents and Managers
[] Bands and Orchestras
[] Dramatic Artists
[] Hypnotists
[] Miscellaneous
[] M P Operators
[] Musicians
[] Outdoor Acts and Attractions
[] Vaudeville Artists
[] Vocalists
3. Indicate below the type of ad you wish:
[] REGULAR CLASSIFIED AD—20c a word Minimum \$4
[] DISPLAY CLASSIFIED AD—\$1 per agate line One inch \$14 (14 agate lines to inch)
[] TALENT AVAILABILITIES AD—10c a word Minimum \$2.
Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in _____ Issue
NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____

Can Blind Man Run Route? Well, Here's How It's Done

By BENN OLLMAN

MILWAUKEE—Erwin H. Samp is like virtually any other bulk vending operator in the country except for one thing—he is blind.

He and his full-time helper, Gordon Jorgenson, who has normal vision, successfully operate about 1,500 ball gum machines covering a four-county territory, including Milwaukee, under a franchise from the Wisconsin Council of the Blind.

Gordon Jorgenson functions as his employer's eyes. He drives the company car and handles route servicing chores. They also work as a team in soliciting new locations. Hired as the result of a newspaper ad, Jorgenson has been Samp's helper from the start of the business back in 1952.

Fresh Machines

While covering the routes, Jorgenson brings in a fresh machine to each location and takes out the old one. Samp remains in the car, readying fresh equipment for upcoming stops.

On the average day, they can service 65 to 75 locations. They also find time to make a few solicitation stops during the day. Accurate route records for each location and the bookkeeping are kept for the firm by Mrs. Genevieve Samp.

Despite his lack of eyesight, Samp is a proficient do-it-yourselfer. He operates the electric sanders, drill press and other power tools in his basement workshop as capably and carefully as anyone blessed with 20/20 vision.

System

"It's all in developing a systematic approach to the job you have to accomplish," he explains. "We are almost completely self-sufficient when it comes to taking care of our vending machine equipment."

The day's work begins early for Samp and Jorgenson. By 9 a.m. they are on their way to their first location. They generally call it a day about 4 p.m. Mondays are shop days, devoted to maintenance and book work.

"A lot of places are closed until noon around here on Monday," says Samp. Saturday work is also limited to shop duties involving maintenance of machines because most location owners are too busy on weekends to bother with operators.

Decal

Each machine bearing the Wisconsin Council of the Blind official

decal vends penny gum chiclets in assorted flavors. On Samp's route, a mixture of gum, which includes a proportion of blue chiclets, are vended. Each of three local franchise holders vends a different "key" color in his gum mix.

Samp admits, however, the business has its share of problems. "A lot of locations are lost when people carelessly throw the gum on the floor. This is especially a problem where a location has carpeting. Many potentially profitable spots hesitate to okay our equipment because they fear damage to carpeting from gum."

His routes, along with those of every other vender in the business, adds Samp, suffers from malicious damages to equipment. Despite the prominently displayed Wisconsin Council of the Blind decals on each machine, some are burglarized, broken or stolen from locations. In short, blind vendors face pretty much the same route headaches that confront their less handicapped competitors.

No Commission

No location commissions are paid by the operators of machines franchised by the Wisconsin Council of the Blind. Instead, the 20 per cent commission that normally would go to the location is given to the Council.

This is how it works: Whenever Samp or the other two franchised operators buy a shipment of gum, an invoice also goes to the Council office. The operators are then billed by the Council for their commission, based on 20 per cent of the retail, vended value of the gum.

Chiclets for use in the Council tagged machines may be bought thru an authorized supplier.

New Location

Whenever Samp lines up a new location, he notifies the Council office. The Council keeps an up-to-date listing of each location.

Each new location owner promptly receives a letter of thanks from the Wisconsin Council of the Blind headquarters, thanking him for his co-operation. An annual report on the activities of the organization is also mailed. It discloses the amount of money the Council's projects have earned and tells how the funds are being used.

Samp entered the vending field in 1952. He was encouraged by his brother-in-law, George Card, of Madison, Wis., one of the most successful of the blind operators. Card retired from the business several years ago and now devotes his full time to organizational work in behalf of the blind.

Large Scale

"I knew that if I wanted to earn a good living in bulk vending," said Samp, "I would have to go into it on a large scale. Mine was the first of the Council's routes to be set up. When I bought it, it had a total of 1,500 Victor Baby Grand machines, most of them on location."

"About 800 of these spots, we soon learned, however, were not suitable for our type of vending. They were in taverns. Peanut and candy vendors may go well in taverns, but not gum."

So, shortly after taking over the routes, Samp was faced with the problem of relocating about 800 machines.

Promoter

The locations had been lined up by a promoter who sold the franchise proposition to the Council. Buying the routes with such a preponderance of tavern stops, says Samp, proved a costly beginner's lesson. That early handicap was overcome within a matter of months, however.

In the bulk vending field, blind operators are no longer a novelty. In the 1940's and '50's there was a heavy influx, encouraged by the various State and private agencies, to enter the field. Bulk vending was viewed by many counselors as a practical means of visually handicapped persons to become self-supporting. It has, in fact, proved very rewarding to many blind people who carved out successful livelihoods thru their own efforts.

Outlook

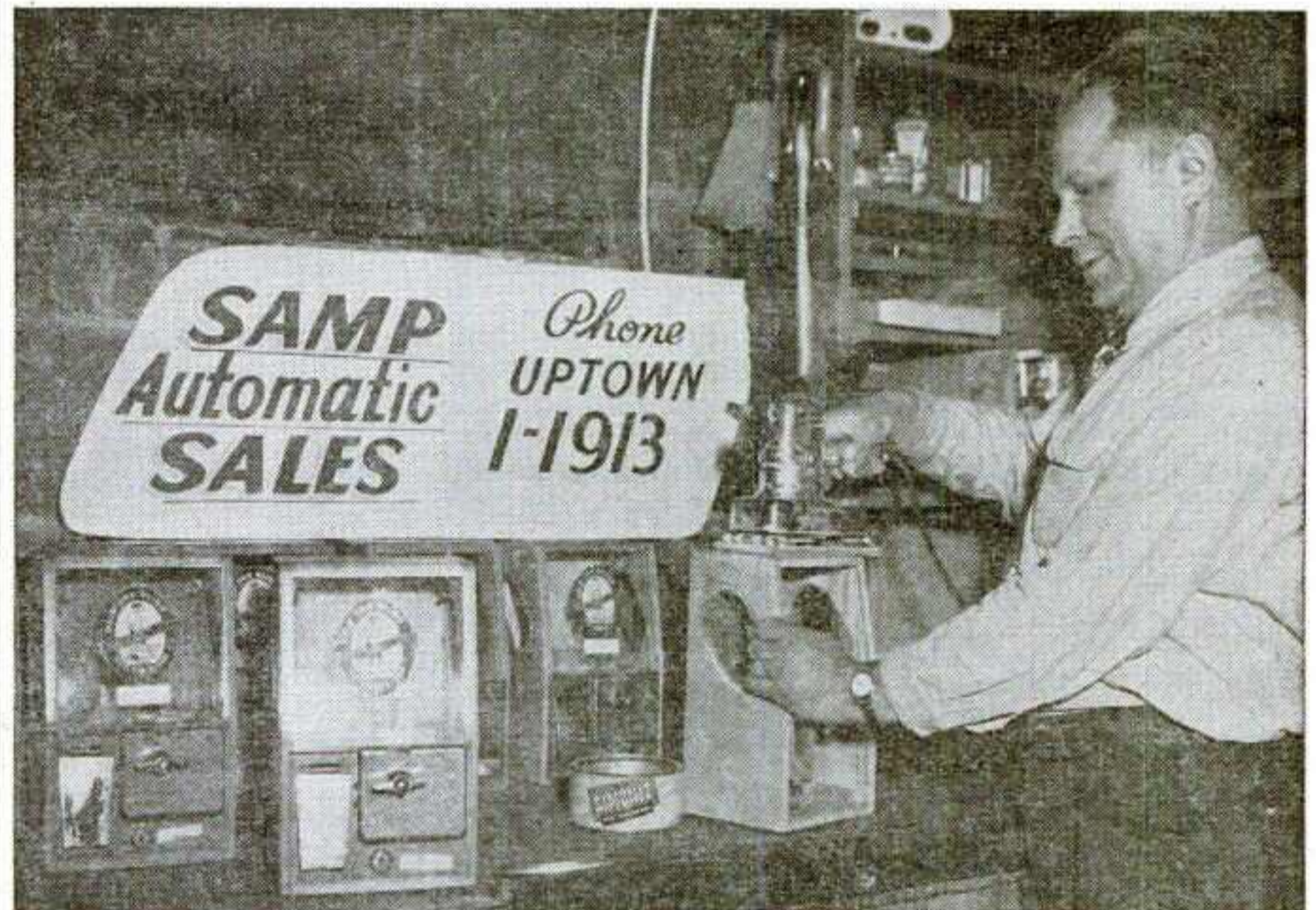
What about the outlook for gum vending? What advice would he give other visually handicapped persons thinking of going into the field?

Says Samp: "Actually, the bloom is off the vending business—for blind people, anyway."

"The bulk vending business today is a hard, competitive field. But you can earn a good living at it if you work steadily and plan ahead intelligently."



SAMP USES A MANUAL CLAMP TO CEMENT the joints on a rebuilt vending machine for his route. His immaculate machines and sparkling maintenance program are a trademark.



MAINTENANCE IS A MUST with Erwin H. Samp. The blind ball gum vending operator has no difficulty operating power machinery. Here he is putting a smooth finish on a vending machine with an electric sander. Machines are then refinished and waxed.



LISTENING TO HI-FI IS SAMP'S greatest enjoyment, especially with his custom designed rig in his den. He designed the stereo unit himself. It includes two Jim Lansing speakers, a Rek-O-Kut changer and an Ampex tape recorder.

Bulk Banter

Harold Weiland, Phoenix, Ariz., bulk vending operator, has returned from a two-week deep-sea fishing expedition off LaPaz, Mexico. Weiland, making his first try at deep-sea fishing, caught more of the big ones than all of the six-man fishing party put together. The Phoenix operator has a tab gum operation stretching into Florence, Tucson and Nogales.

Everett Graff, Dallas distributor, will be attending National Vendors' Association Bahama convention with a good-sized contingent of his own operator-customers. Graff, a regular NVA booster, has given the convention a real hard sell. . . . Rolfe Lobell, Leaf Brands executive, returned last week from an extended tour of the Far East.

Former lord mayor of Dublin, Robert Briscoe, was a recent Chicago visitor, campaigning to lure

(Continued on page 79)

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.

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
CLEVELAND COIN MACHINE EXCHANGE, INC.
2029 Prospect Ave. Cleveland 15, Ohio
Phone: TOWER 1-6715

We handle complete line of machines, parts & supplies.

PLAY BALL! . . . Get in the swing for the opening . . . Big White Baseball with red seams, Silver Baseballs, Silver or Gold Bat, Ball & Mitt . . . Playball Mix only \$5.50 per M for 5 M or more.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
ATLAS MASTER . . . The proved 1c-5c Vendor

Ask About Our **ATLAS Finance Plan**

EXTRA SERVICE Op Swaps Charms to Solve Dusty Problem

PENSACOLA, Fla.—Selecting a reliable clerk or salesperson at a supermarket location, and compensating him for cleaning, refilling and otherwise supervising operations has paid off in many ways for Jimmy Crouch, bulk route operator here.

Crouch, whose machines are located in supermarkets in Pensacola, Warrington and other Florida Gulf Coast communities, has found a serious problem in the huge amount of dust which collects in the average supermarket.

It wasn't unusual for the Florida operator to arrive at a supermarket, in which he had meticulously cleaned gum and charm venders only a few days before, and find them so dusty that the average person would be repelled from dropping a coin in the chute.

Double Calls?
This happened so often that Crouch was faced with the prospect of either doubling his service calls or doing away with the locations altogether. A better solution, he felt, would be asking personnel in the supermarket to take over the chore of wiping the machines clean each morning and keep an eye out for their general appearance.

While supermarket employees had been reasonably co-operative

in the past, Crouch was uncertain as to whether he could depend on day-in, day-out help of this kind. Things remained status quo until the Florida operator noticed that many high school boys, working after school and on weekends, were in the habit of asking for "any spare charms you have." This gave the Florida operator an idea.

Enlist Aid
Why not, he asked himself, enlist the aid of at least one such youngster in each of the 30-odd stores on his route, and pay them in merchandise.

As things turned out, boys were more than glad to comply. In each case, the Florida operator pointed out frankly that the income from bulk venders was too small to permit any cash compensation, a point which he was relieved to find was well accepted.

Most of them, he learned, had small sisters and brothers at home or enjoyed surprising their teenage girl friends with charm gifts. Now, in return for a few cents' worth of charms each week, the machines look their best at all times.

Usually, the boys go over the bulk venders daily with the same feather duster used to clean up the merchandise on the shelves.

DEAL #6 FREE BURGESS CAR LIGHT

(Reg. Value—\$12.95)
With the purchase of 6,000 Rings
ALL FOR \$66.00
F.O.B. Jamaica, N. Y.

DEAL #6 consists of:

- 1,000 World's Greatest Rings (8 styles) . . . \$15.00
- 1,000 Sea Pearl Rings (8 styles) . . . 15.00
- 1,000 Ball-O-Fire Rings (4 colors) . . . 15.00
- 1,000 Diamond Chip Rings (4 styles) . . . 13.75
- 1,000 Assorted Rings (8 styles) . . . 10.00
- 1,000 Snake Rings . . . 10.00
- 1 CAR LIGHT, Reg. Value . . . 12.95

Total Value . . . \$91.70
ALL FOR ONLY \$66.00

SAMUEL EPPY & CO., INC.
91-15 144 Place
Jamaica 35, N. Y.

The **Northwestern GOLDEN '59** is your best buy



H. B. Hutchinson, Jr., 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."

H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia
Phone: DRake 7-4300

FRANK D. GHINELLI Here's Example of Public Relations on Local Level

CHICAGO—Frank D. Ghinelli is a walking example of how operators can work for better public relations in their neighborhood and build business besides.

Ghinelli, 34, is general manager of Capitol Vending, Inc., major equipment operator in Lansing, Mich. He recently received a Distinguished Service Award and was named Young Man of the Year for 1959 by the Greater Lansing Jaycees.

To earn his reward, Ghinelli chalked up an impressive record of more than 1,000 hours of volunteer service to the community in 1959.

Big Brother
As a member of the local Big

Brother organization, he successfully helped to rehabilitate a youth who had a record of five car thefts, and is now working with a second youth.

His other activities include working with a wide range of church, school, health, research and charity organizations.

Ghinelli has been active in business and professional groups, too. He authored a system of accounting, including reports, charts and instructions, which was adopted by the National Automatic Merchandising Association.

He also served as a member of the panel, "What You Should Know About Accounting and Controls," at the 1959 NAMA convention in Chicago.

Oak Will Hold Advance Show For N. Y. Ops

NEW YORK—Oak Manufacturing Company will hold an advance showing of its full line of equipment here prior to the official unveiling at National Vendors' Association convention in the Bahamas.

The preview will be private and held at the Waldorf-Astoria Hotel, April 2-10. Appointments can be made by contacting Sid Bloom, Oak president, Culver City, Calif.


Besides its bulk line, Oak also will be showing a new packet vender of heavy-gauge steel, enameled in white with red lettering. Price is \$29.50.

A personal note: Bloom will be welcoming his wife home from a West Indies cruise aboard the Mauritania. The pair will travel to Florida after the New York showing and then to the Grand Bahama Club, Grand Bahama Island, for the NVA conclave.

NAMA Plans Western Meet

CHICAGO—An 11-State business conference and equipment show will be held by National Automatic Merchandising Association on the West Coast next winter.

The meeting will follow NAMA's 1960 national convention in Miami Beach. Tentative date for the West Coast meet is December 2-4. The West Coast meeting was approved by NAMA directors after requests from members and manufacturer exhibitors in the Western States.



Anchors Aweigh!

You're off to a career with a future . . . a Navy career! Become a seagoing specialist.

NAVY

INSIST ON STAR BRITE BALL GUM

Save Money!

QUALITY
to increase Your **SALES**

PRICED
to increase Your **PROFITS**

140—170—210—240
and "King" 100 count

Ask your Distributor to stock Cramer "Star-Brite" for you. Save Money!

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE oak's "GOLD MINE"

Tab Gum Selector Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!

Below are listed factory authorized dealers.

AMERICAN NUT 1061 Tremont Street Boston 20, Massachusetts	LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois	RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania
BIRMINGHAM VENDING 540 2nd Avenue, North Birmingham 4, Alabama	McPHAIL VENDING 1218 Eglinton West Toronto, Ontario, Canada	JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York
BUYMORE SALES 46 Bayview Avenue Lawrence, L. I., New York	OAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania	SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N. C.
DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada	OAK SALES OF FLORIDA 1121 — 71st Street Miami Beach, Florida	STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California
GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas	OPERATORS VENDING 1023 South Grand Avenue Los Angeles 15, California	STAR VENDING SUPPLY CO. 6327 Calhoun Road Houston 21, Texas
H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia	QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada	VEEDCO SALES 2124 Market Street Philadelphia, Pennsylvania
IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland	OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California	

Bulk Banter

Continued from page 77

more U. S. industry to Irish shores. Briscoe was largely instrumental in Leaf Brands recently erecting a ball gum plant near Dublin. . . . Other recent Chicago visitors were Van Aiello and John Grimm, Kenosha, Wis. John bounced back rapidly from some recent minor surgery.

Both Chicago distributors, Jack Nelson, Logan Distributing, and Paul Crisman, King & Company, had banner days Tuesday (29) as the mercury reached a record 71 in the Windy City, with bulk operators hurrying to get their routes in shape for the spring. It seems the warm weather got operators thinking of outdoor installations again.



TRAILER TRUCKS

STOP COLLECT THE WHOLE SET

MIX & MATCH CABS & TRAILERS

TRUCKS AND TRAILERS (Ea. Piece) PLASTIC

1-4M \$4.50 per Thous.
5M and Up 4.00 per Thous.

VACUUM PLATED

1-4M \$8.00 per Thous.
5M and Up 7.25 per Thous.

at your distributor or . . .

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N. Y. C. 3, N. Y. • AL 5-8393

GET ON THE BANDWAGON!



TUNEFUL HARMONICAS

Kids will want 'em to be in tune with the birds! And they're priced right, too!

4 Hole Harmonicas with link for key chain.

Colorful two-tone plastic with metal reed. Packed 2 gross to a box.

- ★ Vends in all machines
- ★ Fits capsules
- ★ Excellent feature item

Only \$2.40 per gr.
(Minimum order 6 gr.)

Order from your distributor or:

paul a. PRICE co. inc.

55 Leonard St., N. Y. 13, N. Y. CÖrtlandt 7-5147-8

Give TO CONQUER Cancer



AMERICAN CANCER SOCIETY

AD MEN of every kind ENDORSE THE BILLBOARD as a top selling force

R. Greenfield, Top Chicago Attorney, Joins NVA Bahama Meet Program

CHICAGO—Robert S. Greenfield, a prominent Chicago attorney, has joined the line-up of speakers at National Vendors' Association Bahama Convention, April 21-24.

Greenfield will speak with Stanley S. Kreutzer, New York attorney, and Paul Guynes, associated with Graff Vending Sales, Dallas (The Billboard, March 14).

FTC Charges Cleveland Firm

WASHINGTON—United Products Company, Cleveland vending machine distributor, was charged last week (25) by Federal Trade Commission with misrepresenting earnings to be made from servicing machines, and misrepresenting the assistance given purchasers.

Also cited in the complaint were Leonard Sgro, head of the company, and Joseph Stein, a former salesman.

The complaint alleged that the company's newspaper advertisements falsely imply that employment is offered, and the offer is by a nationally known candy manufacturer, who is represented by United. The company represents only itself, FTC said, and the offer is made simply to get customers.

Other claims alleged to be false are that a customer can earn \$4,000 to \$5,000 net profit a year on an investment of \$595 or \$900 for part-time work; that routes have been established at the time the offer is made and profitable locations will be secured for all machines purchased; that the required investment is for working inventory and cannot be lost; that purchasers will be given exclusive territory, and that United will assist and advise them.

Respondents were granted 30 days to file an answer to the complaint.

The trio will be featured at the business sessions which together with the equipment and supply exhibits, group meetings and social program will round out the convention's four-day agenda.

Forgotten Key

Greenfield's speech is titled, "Did You Forget Your Key?" and is expected to deal with tax, legal and accounting practices in the bulk vending industry.

The Chicago attorney is well known in the financial and insurance fields. He was vice-president of the Exchange National Bank, leaving that position to re-enter his private law practice, specializing in pensions, profit sharing and estate analysis.

He has been a leading advocate of variable annuities and insurance investment programs designed to protect individuals in estate problems and against inflation.

Consulting

He is a member of a board of various investment and funding companies and is actively associated as vice-president of the Security Funding Company, a Chicago insurance consulting firm.

With less than three weeks to go, the NVA convention appears to be



ROBERT S. GREENFIELD

shaping up as one of the association's best. Advance reservations have been coming in at a good clip and the convention attendance figure should reach nearly 400, according to Jane Mason, convention secretary. Already more than 200 persons have reserved rooms.

The total of exhibitors should also be one of the association's largest. Some 27 firms are scheduled to show a full line of bulk vending machines, fill and allied supplies. A few possible additions are expected by convention time.

Keeney Preps Popcorn Plan

CHICAGO—J. H. Keeney & Company is inaugurating a finance plan for purchasers of its new popcorn vender. The firm will also offer a merchandise dividend plan with its program.

Currently two Keeney salesmen, Harold Dorgan and Clayton Nemeroff, are beating the bushes contacting operators and distributors with full details, along with additional information on the machine, cup and corn supplies and servicing.

Operators can also obtain additional information by contacting Paul Huebsh, Keeney official, Chicago.

Candy Wholesalers Mull Governmental Policies at Meeting

WASHINGTON—The national governmental policies of the National Candy Wholesalers' Association were reaffirmed at one of the best attended board meetings in the history of the association, held here recently.

These policies, adopted at the 1959 convention, include support of legislation against unfair and destructive price discriminations, against destructive price cutting, against extension of coverage under the wage-hour law, against State taxation of income from interstate commerce, and against elimination of experience rating under State payrolls.

The board also affirmed the association's policy in favor of legislation for equitable taxation of co-ops, functional differentials, small business tax relief for expansion, federal fair trade, pre-merger notification, and labor reforms.

Membership Up

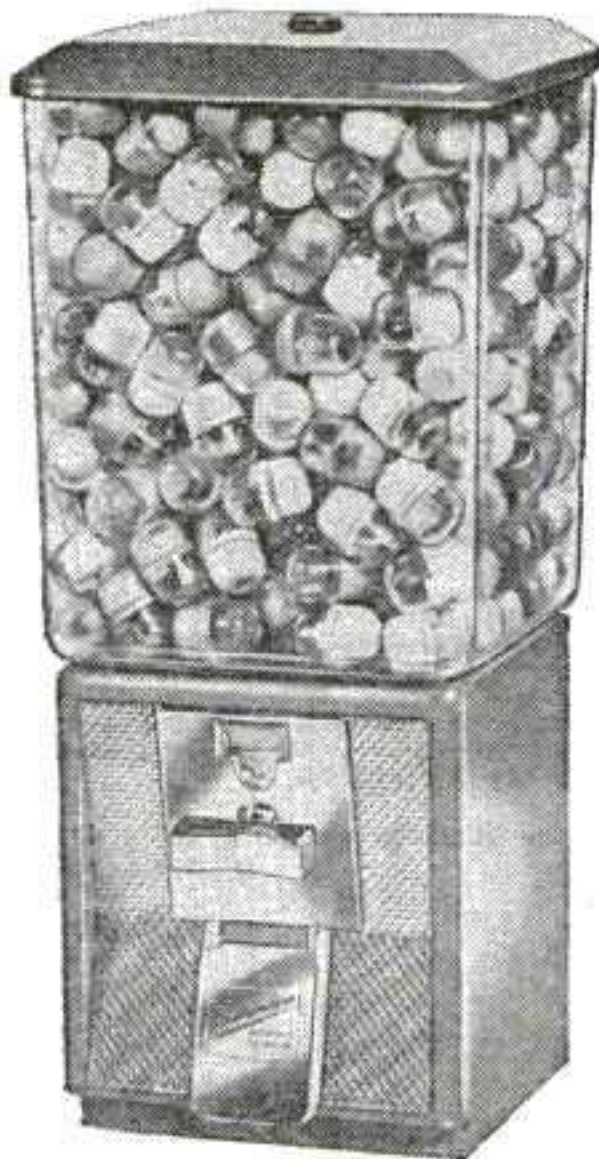
The membership committee reported a net gain in membership for 1959 and the committee on field work reported an excellent Western Candy Show and Convention and Packaging Clinic and recommended that another packaging clinic be held in connection with the next Western meeting in 1962. It also recommended a packaging clinic for 1961, to be held in the Midwest or East.

The Convention Committee reported on the successful Chicago convention in 1959 and developed new plans and ideas for the 1960 meeting in Washington. The Washington convention is expected to be NCWA's largest, the committee said, due to the unusual attractions of the nation's capital.

The Research, Education and Foundation Committee decided on several new projects which were approved by the board and will be announced soon. The Publications Committee approved plans for the new NCWA Merchandisers for distribution in the fall of this year.

"YOU HAVE A GREAT CAPSULE MACHINE . . . BY FAR THE BEST ON THE MARKET"

QUOTE FROM LETTER IN OUR FILES



You'll say the same when you try THE GOLDEN 59 SUPER C CAPSULE VENDER

See your Northwestern Distributor or write

THE NORTHWESTERN CORPORATION

2041 E. Armstrong Street

Morris, Ill.



AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

1c, 5c, 10c or 25c Operation

Vends flat packs up to 1/8" x 2" x 3 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.

715 Lincoln Place Brooklyn 16, N. Y. PResident 2-2900

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLux 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #23 1c Porc. Con-verted for 100 ct. B.G.	4.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mdse.	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	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.56
Cashew, Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.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-Blo Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rein-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum Order, 25 Boxes, assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN **GUM**

GET YOUR SHARE WITH **Northwestern**

TAB

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



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.
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GIVE TO DAMON RUNYON CANCER FUND

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



Looking for
USED EQUIPMENT???

Be Sure to Check the
CLASSIFIED SECTION
this issue

ELECTRONICS



Treats for a bright future in a growing electronic specialty in the modern Navy

NAVY

COINMEN

in the **news**

East

PHILADELPHIA SCENE

Bill Witsen, of the Scott Grosse organization, was hospitalized for almost two weeks when he suffered second degree burns of the leg while doing some chores around his house. Bill, one of the most likable guys in the business, was using gasoline to clean the tile in his basement when it suddenly flared up. He tried to throw the bucket containing the burning gasoline out the door and it caught his pants. Witsen suffered burns from knee to ankle. He was confined to the Einstein Medical Center and then had to recuperate at home.

Roy Rodgers, salesman for Scott Crosse, has filled in for Billy in the office. "I've been pretty busy trying to do the work of two men," he reported. It was not known when Witsen would return to his desk.

Abe Lipsky, manager of the All-Vend Equipment Company, reports that there is "much less confusion" since the firm changed its name from the Sandy Moore Pennsylvania Corporation a few months back. At the time, the firm stated too many people got the company confused with the New York distributor. "It has definitely eliminated the confusion that existed," Abe said, "and at the same time we haven't had any trouble with the switch." Lipsky reported the Valley pool table moving well. Sy Redd, of Boston, dropped in to visit Abe when he was in town recently. . . . Marty Brownstein, sales manager for Joe Ash at Active Amusement, reported a new salesman was added to the staff last week. He is Morris Shein, of Philadelphia, a newcomer to the industry. Marty said Shein will work "both on the road and inside." Jack Palmer, of International Amusement, said the concern is opening seven Arcades in Europe. The two principals in the company have gone over for the event.

WEIGHT **1¢** WEIGHT AND HOROSCOPE **5¢**

No cards, capsules or tickets to buy.

FULLY AUTOMATIC
All you do is collect the money

Guaranteed for 5 years
\$20 deposit puts it to work for you



Order or write for details.

AMERICAN SCALE MFG. CO.
Dept. B.
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Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



MANNY RAKE SAYS:

\$5 ALLOWANCE **\$5**
on any vending machine or counter game toward purchase of NEW NORTHWESTERN 49's or 59's.



Complete line of machines and equipment always in stock.

RAKE COIN MACHINE EXCHANGE

609A Spring Garden Street Philadelphia 23, Penna.
Phone: WALnut 5-2676



Joe Ash

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

★ ★ ★ YOUR AUTHORIZED **VICTOR** DISTRIBUTOR ★ ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.



VENDORAMA 6-UNIT

A Compact Display of 6 Machines for Your Top Locations

- Bus Depots
- Chain Stores
- Super Markets
- Drug Stores
- Air Ports
- Dept. Stores

USES VERY LITTLE FLOOR SPACE

Size: 26" Wide, 18" Deep, 53" High.

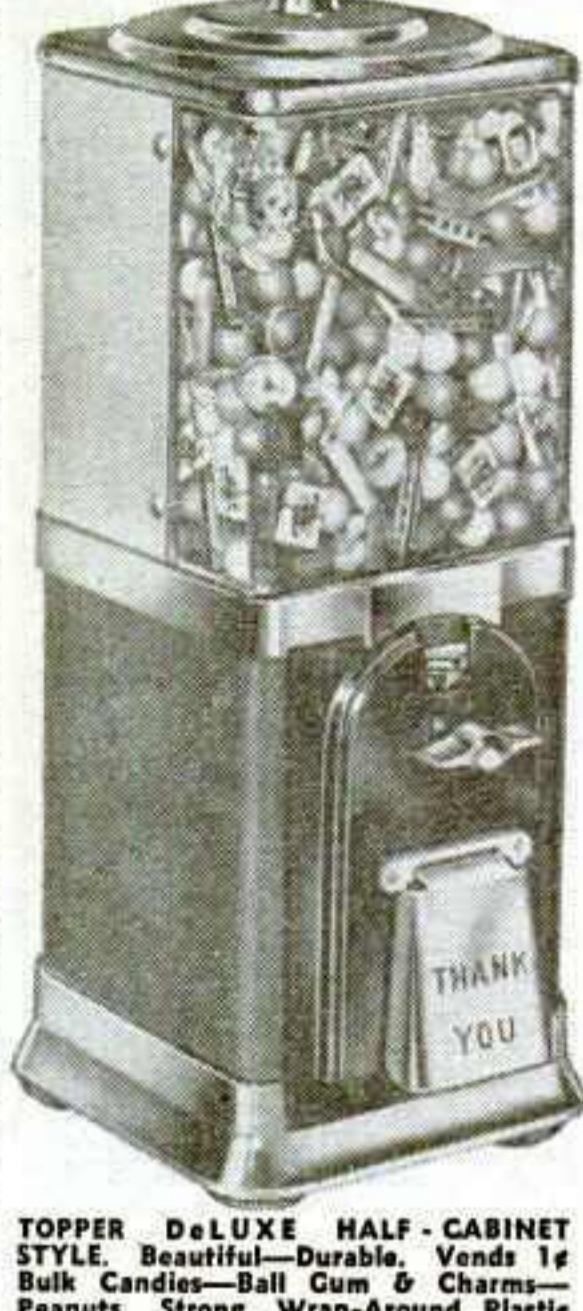
EASY TO SERVICE
EASY TO COLLECT

Unique in Design and Beauty



TOPPER DeLUXE GLOBE STYLE.

Outstanding Bulk Vendor of the Industry—Proven on Thousands of Locations. Noted for Precision Vending. Large Glass Globe Holds 8 Lbs. 210 Ball Gum. Wear Resistant; High Gloss Duranite Finish. INCREASE YOUR PROFITS—CUT SERVICE COSTS WITH VICTOR.



TOPPER DeLUXE HALF-CABINET STYLE.

Beautiful—Durable. Vends 1¢ Bulk Candies—Ball Gum & Charms—Peanuts. Strong, Wrap-Around Plastic Front. Finished in Brilliant Colors and Glistening Chrome. For Lasting Dependability—Buy VICTOR.

THE NEW VICTOR VENDORAMA

VENDS ALL TYPES OF BULK MERCHANDISE: 1c, 5c, 10c, 25c

Features:

- Top Fill
- Removable Cash Box
- Large Capacity 10½ Lbs. of 210
- Easy Servicing



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| Logan Distr. Co.
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Ill., Ind., Ohio, Wis., Mich., Ky. | Northwestern Sales & Service Co.
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LONGacre 4-6467
New York State | Parkway Machine Corp.
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EAStern 7-1021
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★ ★ ★ **VICTOR VENDING CORPORATION** ★ ★ ★

Praise & Scold Coin Industry In McClellan Rackets Report

WASHINGTON—The coin machine industry was both praised and sharply scolded by the McClellan (D., Ark.) rackets committee last week (31) when that group issued a report of conclusions drawn from extensive investigation of the industry.

Probers said a "parade of witnesses" from various parts of the country disclosed that the "honest, legitimate people who are in the great majority in the industry have been widely victimized by racketeers and thugs."

On the other hand, the report pointed out that in "every area of committee inquiry" there was evi-

dence of "collusive ventures by racketeers in operator associations and union locals," to repress competition for the more than \$300 million that flows thru juke boxes each year. Investigation disclosed that operators in many cities were organized into local associations "purporting to be non-profit trade groups dedicated to uplifting the ethics of its members."

Restrain Trade

According to the probers, these associations "functioned to restrain trade by allocating territories and customers, by fixing prices to the consumer, and by setting commission rates paid to location owners."

In earlier years, associations attained their objectives in some areas "by terrorism, coercion," and other forms of criminal activity, the report said, but in more recent years "the techniques for domination became more sophisticated and the weapon demonstrated to be the most successful was the subversive trade union local."

In the New York area, the committee found that "skeletal structures of unions were set up overnight for the sole purpose of providing the muscle whereby coin machine operators could expand their business." Such unions "be-

(Continued on page 92)

Senate Report Lauds Coin Industry, But Warns of Underworld Inroads

By DELORES POE

WASHINGTON — "The coin-operated machine industry of this nation is inherently a legitimate business of increasing importance and desirability," but "underworld infestation" is "already well under way and is threatening to permeate this industry at all levels."

That is the conclusion drawn by the Senate Select Committee on Improper Activities in the Labor or Management Field from its exhaustive study of the coin machine industry over the past two years.

The committee's fiscal report, issued March 31, praised the industry for its past growth, which "gives promise of even greater value to the economy and to the

consumer by its efficient merchandising of an ever-growing number of goods and services." Such growth is a "tribute to the skill and ingenuity of labor and management, the great majority of whom the committee believes to be honest, hard-working citizens." This makes even more "alarming" the fact that in "certain areas, hoodlum control is an ugly reality," the probers said. (See separate stories for accounts of the committee's conclusions relating to various sections of the country.)

The Findings

Basically, the findings of the committee were as follows:

1. The music, amusement and cigarette vending segments of the coin industry, particularly, have been victimized by an "astounding number of racketeers." Almost "every infamous criminal in America has held interest in some segment" of the coin industry during the past 20 years. They have posed both as owners and union leaders.

2. Early experience with gambling machines "derived by the underworld thru its infiltration in this field," has made it possible for criminals to extend their operations into non-gambling amusement games, juke boxes and to a minor extent, vending machines. Such holdings have been obtained by investing money received from "illicit enterprises; and by force, terror and the corruption of management, union and public officials." They have attained a great

measure of success in urban centers of New York, New Jersey, Illinois, Louisiana, Ohio, Michigan, Florida and Indiana.

3. The efforts of honest employers, employees, labor officials and public officers, "with notable and few exceptions," have not contained or restrained the "spreading control" of the mobsters, "nor the increasing threat they pose to the legitimate merchandise vending business, which as yet seems to be comparatively unfainted."

4. A large percentage of the

(Continued on page 91)

Who Said That?

• "The coin-operated machine industry of this nation is inherently a legitimate business of increasing importance and desirability." — Senate Select Committee, in its final committee report.

• "We never mention figures because no one in this area (Chicago) would believe them." — Tom Kelley, general manager of the new Consumer Market of America super store in northwest suburban Harwood Heights, when asked how the newly installed Donan coin game Playland there was doing.

• "It's all in developing a systematic approach to the job you have to accomplish." — Erwin H. Samp, who operates a successful ball gum route despite the fact he is blind.

• "Both music and games are up, but my pool games have done best of all. It's a time-consuming pastime which people love to play when it's snowy and cold." — Howard Ellis, Omaha operator.

• "There are pictures in our files of pre-war juke boxes of such imposing size and design that one was awe-struck at the very experience of dropping a coin into their gaudy bellies." — Edward Graves, in The World's Fair, British trade paper.

• "We would like to receive from you a description of an Arcade, as there is no such place in the city of Rangoon. If possible, we desire to have one, a small one for a start." — E. M. Jamal, Jamal Cinema & Trading Company, Rangoon, Burma, in a letter to The Billboard.

World Series Makes Debut



WORLD SERIES

CHICAGO — World Series, a shuffle alley-type game with a baseball motif, is currently being shipped by Chicago Dynamics Industries.

The score depends on the skill of the player in getting the puck down the best of nine lanes. The playfield is in three sections—right-field, centerfield and leftfield, each field with three lanes.

When the pinch hitter's lane fights up, bonus scoring is in effect for every hit delivered by the pinch batter. A home run by the pinch hitter counts for five runs, plus whatever other runs would have scored by the hit.

Runners are advanced as they normally would in the course of the game, and the player gets the traditional three outs.

OP KEYED UP OVER KIDDIES, KASH & KOPS

DENVER — That occupational hazard of coinmen—nightmares in which someone else has keys to fit the cash boxes, came true for a pinball operator here. The situation got under way when the alert manager of a local roller skating rink noticed a group of youngsters huddled around one of the pinballs. A fast investigation disclosed an open cash box, so the police were called. "It's my key," the 14-year-old stammered to the blue coats. "It's the one for my own pinball machine—at home. I didn't know it would open this one." The operator said he didn't know it would either. The youngsters left saying it was like breaking into the First National. The operator was checking with a locksmith.

Bulletins

MOA Reservations Roll in

CHICAGO—Attendance at the 1960 convention of the Music Operators of America to be held in Chicago, May 9-11, could set a new record. George A. Miller, MOA president, has been checking with industry leaders thruout the country, with the following results:

Howard Ellis, president of the Nebraska Music Guild, wires that from 150 to 200 operators from the Central Plains States will attend. According to Bill Wortham, the West Virginia association promises that 35 operators will make it. California representation will be from 140 to 150, according to Walter Hemple. Harry Snodgrass, MOA national secretary, wires that at least 40 per cent of the New Mexico operators will be on hand, and that a large Colorado delegation will attend. From Rockford, Ill., Lou Casola wires that more than 60 Illinois operators have assured him they will attend.

Some 16 door prizes—including juke boxes, shuffle alleys and other games, a mink stole, refrigerator and hi-fi sets—figure to spur attendance.

1960 Operator Poll Under Way

CHICAGO—Thousands of operators thruout the nation this week received questionnaires for The Billboard's 1960 Juke Box Operator Poll. Subject matter covered includes diversification, operating expenses, depreciation and replacement of equipment, equipment trends and programming. Results will be published in the Music Operators of America edition, May 9, with the information to be used for public relations programs and will be made available to the Coin Machine Council for Public Relations.

New Super Store Playland

HARWOOD HEIGHTS, Ill.—Donan Distributing Company, Chicago, has set up a coin game and kiddie ride playland in the new Consumers Market of America store here. The playland fills about 450 square feet just in front of the food department in the gigantic northwest suburban shopping center, billed as "the world's largest membership department store." The playland set-up, brightly decorated under a carousel-type canopy, includes six new Bally rides, a gun game, baseball game and driver-testing machine. A photo machine is located nearby.

Coin Machine Council Sets Booth

CHICAGO—The Coin Machine Council for Public Relations will maintain a booth at the annual MOA Convention here April 9-11 in an attempt to line up membership. The booth will be manned by the Herbert M. Kraus public relations agency, which is being retained by the CMC. Membership forms for operators, manufacturers, suppliers and associate members were printed this week, with a general mailing to thousands of industry men scheduled for later in the month.

Hertz to Lease Coin Equipment

NEW YORK — Hertz Corporation, the automobile rental agency, plans to start leasing a coin counting and sorting device in the near future. President Walter L. Jacobs announced Hertz was entering the field thru the "forthcoming acquisition" of an undisclosed firm making such equipment. Jacobs said vending machine operators will be among Hertz's potential customers.

Wurlitzer Appoints Jack W. Gray

NORTH TONAWANDA, N. Y.—Jack W. Gray has been named to the newly-created position of assistant comptroller by The Wurlitzer Company. Gray, a graduate of Northwestern University, was formerly employed by Frazier and Torbet, Montgomery Ward and Flexonics Corporation, with a background in auditing, budgeting, general accounting and systems and procedures.

Official Baseball, by Williams, Bows New Pitching, Fielding

CHICAGO — Official Baseball the first standard type baseball game of the 1960 season, was shipped last week by Williams Electronic Manufacturing Company.

Featured are brand new pitching and fielding ideas. The pitch 'n' bat game has three-dimensional lifelike players in the field, including a pitcher who actually "throws" the metal balls at the plate. Balls pop up from within an umpire standing behind the mound, who passes the balls along one at a time to the pitcher's glove. The pitcher then delivers, showing good form.

Balls hit to any of the eight men in the field bounce into holes in front of them and make an out. But any time changing lights go on at any of these fielding positions, the batter scores a single instead of an out. Lights go on at different stages of the game, and at varying field positions. Thus the batter tries

to hit to these spots for safe hits when they are lit.

The big hits—doubles, triples, and homers—can be made by swatting the ball between the fielders and back to the fence. Balls then fall into ball holes marked according to base values. Only one homer hole—at deep center field—is included.

The game can be set by the operator to deliver one, two or three innings per coin. One or two players can take part in the game. Two can take raps batting and pitching, with individual scores kept automatically on the back-glass, or one can both pitch and hit and compete against a "previous high score."

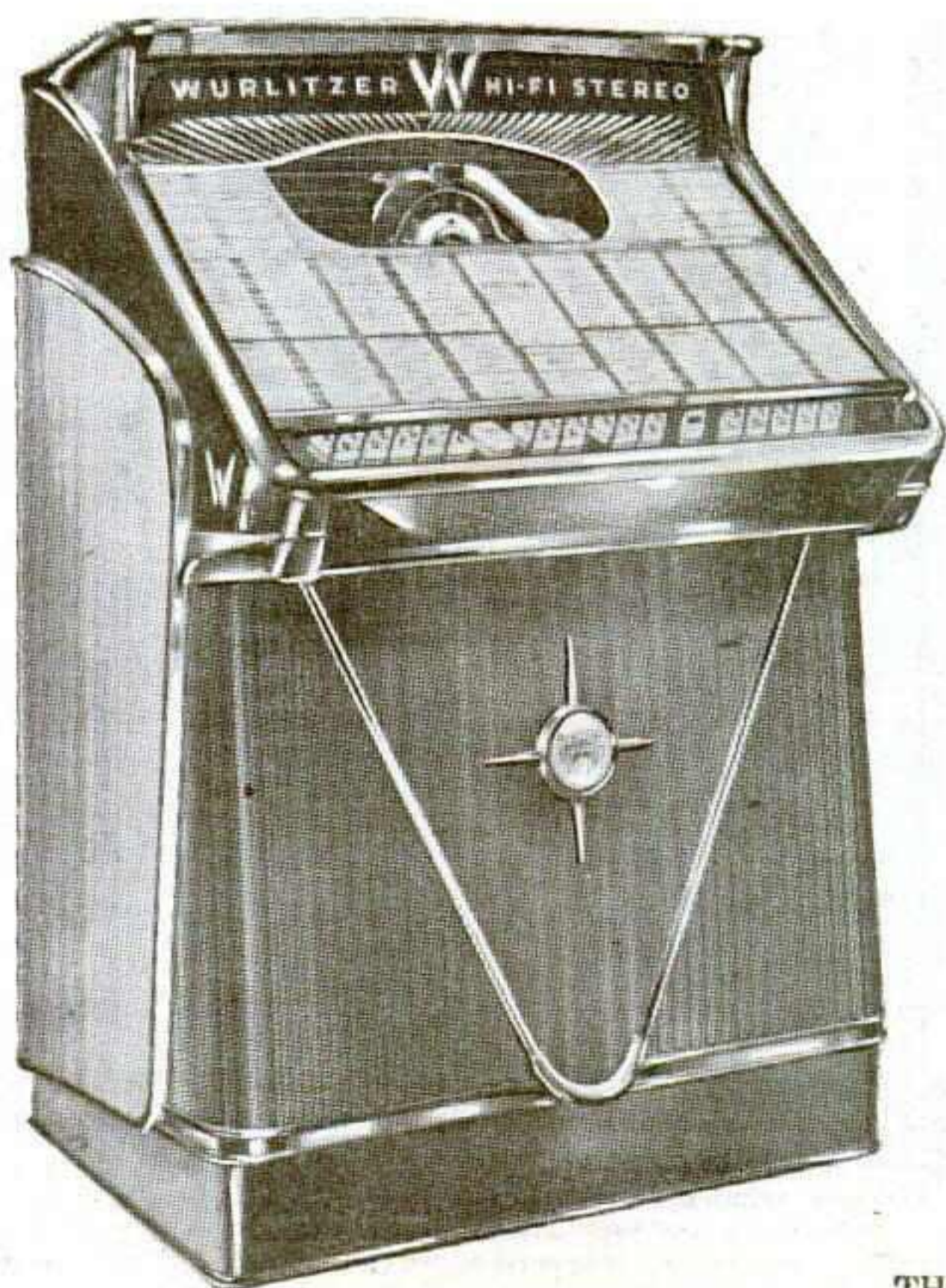
Miniature baserunners travel the bases on hits, holding up at the bags as hits are made, and scoring as runs are driven across.

Strike-outs are not recorded, but the game offers faster play with

(Continued on page 94)



KEYS TO SUCCESS



When we say Wurlitzer builds the world's greatest money-making music systems, we're only repeating what music operators tell us. They've learned that the keys to Wurlitzer cash box doors really open the way to greater profits. The more of them you have on your key ring, the better off you'll be.

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THE WURLITZER COMPANY *Established 1856* NORTH TONAWANDA, NEW YORK

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THE NEW ARCADE. The Bowl-Arena in Texas City, Tex., features play on coin-operated miniature bowling alleys. It attracts largely a teen-age clientele. The new air-conditioned 75-by-30-ft. building also houses a soda fountain. Similar spots have sprung up around the country.

FIRST OF 5-PART SERIES 'ARCADES IN THE 1960'S'

The Billboard begins, in this issue, a five-part series on the place of the amusement Arcade in the recreation scene of the 1960's.

- The first article, on this page, "The Penny Arcade Goes Social-Climbing," contrasts the Penny Arcade of by-gone days with the modern Arcade of today.
- Next week's article, "Fitting the Arcade to the Recreation Boom," will tell of new opportunities in Arcade locations and operations.
- The third article, "Your Arcade—Should You Run It or Rent It?" discusses the advantages and disadvantages of private ownership versus the concession-type operation.
- "The Arcade and Your Bank Book," the fourth article, presents facts and figures on today's Arcade investment, costs and profits.
- "Do's and Don'ts in Arcade Management" will wind up the series with off-the-cuff tips on locations, equipment, promotions, community and customer relations, by veteran operators.

Ideas and Experience

Purpose of this series is to draw attention to the challenge and opportunity inherent in the amusement game and Arcade field in the 1960's. The opportunities for new ideas in entertainment and recreation would seem to be boundless—and the challenge to the amusement game business is in fashioning its equipment and long history of operational experience to today's needs and desires. Both the fresh ideas and the history are important to the future.

The difference between the Penny Arcade of 1930 and the modern Arcade or family funspot of the 1960's could become equal to the difference between the horses in front of the buggy and the horses under the hood.

Whether or not this breach is made will depend on how fast and effectively operators, manufacturers and newcomers follow up the fresh steps that have already been taken and make still bolder ones.

New kinds of operational ideas and new kinds of equipment are the very heart of the coin game business, a business that, like all its show business brotherhood, depends on fresh appeal for continuing success.

CLIMBING THE SOCIAL LADDER

Arcades Shed Honky-Tonk Stigma, Seek Family Favor

By KEN KNAUF

CHICAGO—"She ain't what she used to be." That's the common complaint from operators of the old, gray Penny Arcades that still flank the burlesque houses and all-night movie spots in many of our large cities.

Such Arcades, vestiges of a by-gone era, cling to the honky-tonk, come-on appeal that typified the booming Penny Arcade business of the '30's and early '40's.

But these "old gray mares" can at least point to prospering descendants—the sparkling new Arcades now spotted in modern amusement parks, shopping districts and recreation centers—and say, "We're in the right business, but we're 20 years behind."

The modern Arcade has deserted its squatting cousins in the big city for the fresher air of the suburbs, towns and outlying areas, and has profited by the move.

Dressed for Occasion

Its outlook has changed. No longer does it depend on the overflow crowd from the movie house, barroom or billiard parlor. It's now an attraction in its own right. Its new target is the whole family—ma, pa and the kids—and it's dressed itself up to suit its better-heeled clientele.

The fortunes of the Arcades seem to run in cycles. The earliest Arcades (dating back to 1896) featured the Edison song machines, forerunners of the juke box, and the nickel movie machines, predecessors of the motion picture industry.

According to one old-timer, the Arcade business prior to 1907 was "a high-class center of entertainment, attracting the best class of customers and providing an attractive atmosphere thru beautiful furnishings and well-kept machines." The subsequent decline of the business, he said, was due mainly to the carelessness of Arcade owners and managers. "Some Arcades today (this was in 1934 but still holds true) look just like junk shops. They are filthy and dirty, both in equipment and furnishings. Most are dim-lighted and without ventilation. The entrances are not inviting."

Other Critical Times

The years from 1907 to 1923 were not productive of many new ideas in Arcade machines, and

many persons believed that the Arcade was "all thru."

But a new concept in Arcades—the Sportland, idea—revitalized the business, sent it booming thru the '30's. Modern forms of amusement devices (particularly the pinball) were sweeping the country and the Sportland seemed a logical spot for these machines. Many such Arcades were opened in high-rent districts of the large cities.

The real spirit of the Arcade boom at this time was the awarding of merchandise prizes to top-scoring patrons. (Prizes included all types of wearing apparel ranging from suits, hats and hose to underwear and a vast array of other items, among them, soap and cigars). Under the stimulus of merchandise prizes, the new Arcade trend would have soared to the heights but for reform moves that restricted prizes. Altho the "prize period" came to an end, modernization of Arcades continued.

The War Years

Arcade popularity marched on, despite the temporary recession brought on by the arm of the law, and rose to a new peak during World War II. The Arcade became a top entertainment outlet for the high-earning and free-spending public of the early '40's. It was symbolic of the feverish "fun - while - you - can" war-time homefront.

The old-timers will tell you things haven't been the same since, but today's trend to Arcade locations in outlying areas and to entirely new concepts in Arcade operations is rekindling some of the old long-latent enthusiasm. New operators and owners with new equipment and ideas are quickly changing the scene, just as did the Sportland operators in their day.

From era to era, the old song machines, movie machines, shooting galleries and pinballs have taken turns as the top Arcade attractions.

During the 1935 Arcade boom, the late William Rabkin, International Mutoscope president and a proponent of the Sportland-type Arcade, featured this equipment line-up: 60 standard pin games and 10 "new-type" pins, six moving picture machines, two electric traveling cranes, two magic-finger machines, two Shoot-o-Matics, and merchandise display cases running the length of the walls on three

sides. In the rear was repair shop and office.

Gymnastic Regalia

In 1941, Mike Munves (still regarded as the Arcade equipment king), suggested a good helping of "back-bone" equipment, including punching bags, lifters, strikers, grips and shockers, chinning machines, bicycle speed testers and treadmills for sprint timing!

Among other machines suggested at this time were fortune telling devices, card-venders, movie machines and View-A-Scopes. But the new-type machines were beginning to appear. Munves also named bowling games (the earliest version of shuffle and ball bowlers), all type of shooting equipment, including individual pistol and rifle units; Photomatics, baseball machines, skill jumps, flash machines (those batteries of little meters that indicate your personality, your ability as a lover, or people's opinion of you), pinball games, diggers or cranes.

Six years later (1947) Ken Wilson, then president of Amalgamated Distributing Company and a leading Arcade authority, outlined an Arcade line-up of 50 machines

including: Two photo machines, two voice recorders, 20 movie machines, two punching bags, a lifter, a gripper, 10 glamour postcard machines, two metal typers, five pistol machines, a football machine and several machine guns.

Vanishing Species

Punching bags, tread mills, peep shows, digger cranes and gambling games have gone by the boards in the modern Arcade. Some of the old standbys—such as fortune tellers, metal typers and photo machines—are still popular today. (There is also a brand new Munves version of the gripper on the 1960 market.)

But the big attraction today is the ball bowling game, and many a new Arcade has opened on the strength of this one type of machine. Popular as it is with the American family in general, the sport of bowling, as even in this coin-operated miniature version, is a solid Arcade attraction.

What are the other modern Arcade machines? Voice recorders (equally as good today as the photo machines), electric rifle games, sports games such as hockey and

baseball, driver - testing devices, five-ball pin games, soft drink, popcorn and penny charm machines, are all widely used.

Now Draws Raves

Featuring its new fare and new location, the Arcade today often draws raves from the community as a place where everyone can go for a good time at a low cost.

Parents and teen-agers themselves have been particularly receptive to a new version of the Arcade—a recreation center featuring coin-operated miniature bowling. Not only do these centers, which have sprung up around the country, keep the kids off the streets, but they provide wholesome recreation for the whole family.

This new type Arcade is in marked contrast to the honky tonk variety which often features racy peep shows and quick-buck gaming devices—a system of operation that keeps the police, truant officers and licensing officials at its doorstep. Such spots are still in evidence in many of the large cities, operating on a catch-as-catch-can basis. This type of spot, while probably

(Continued on page 94)



THE OLD ARCADE. In the heart of New Orleans' French Quarter, the Penny Land is one of the better-operated of the old-time Arcades. Surrounded by honky-tonk bars and burlesque spots, the Arcade manages to display a well-kept interior, with over 100 amusement machines, many of them the latest in equipment. It opened in 1931 and has weathered several depressions.

Tenn. Stereo Juke Box Sales Spurt

MEMPHIS—The sale of stereo phonographs here has taken a great spurt forward in recent months, more so than any of the local distributors had predicted.

Three distributors of major phonograph lines interviewed reported an increase in sales of stereo juke boxes of 25 per cent, 20 per cent and 15 per cent over this time last year.

George Sammons, president of Sammons - Pennington Company, Seeburg distributors, said:

Stereo Trend

"We are selling about 99 per cent stereos of all the phonographs we sell. The trend is to stereos. Last year our manufacturer made only stereos. Some of the operators squawked, so this year they are making stereos and a machine which can serve a dual purpose as either stereo or hi fi.

"But we are selling stereo because the operators are buying it more as an insurance policy. They know it is the thing of the future, and when they buy a stereo they are not buying a phonograph that will be obsolete in a few years.

"On the other hand, if they bought a monaural it might be obsolete in a few years, just like the conversion was from 78 juke boxes to 45's. Now a 78 phonograph has no value and is junked.

The 45, of course, has market value.

Sales Up

"I estimate that our sales of phonographs are up about 15 per cent at this time in 1960 compared to what they were at this time in 1959."

Sammons added that his opinion, and the conclusion of all the operators he had discussed it with, was that stereo is "here to stay."

Parker Henderson, general manager of Southern Amusement Company, AMI distributor, said stereos are now about 50 per cent of his sales. He said the increase of stereo sales was about 20 per cent over what it was at this time in 1959.

Sooner or Later

"Some operators gripe when they have to buy stereo because it costs about \$100 more than the other machines. And the speakers, if they are needed, cost a little more. But they reason that it is better to buy them now because they will have them later on when they need them," he explained.

"As for those not buying stereo, they can convert the monaurals to stereo later on if they wish. But it is more expensive. That is why most of them are buying stereo phonographs now when they buy."

Alan Dixon, general manager of S & M Sales Company, Rock-Ola outlet, said his sale of juke boxes was up. He said stereos were selling 25 per cent better now than they were at this time last year. He credited the reason to operators realizing that the stereo was "here to stay" and it was similar to the conversion of records from 78 r.p.m. to 45 r.p.m.

Courts Test Ind. Pin Law

INDIANAPOLIS — In many sections of Indiana, agencies of the law are holding enforcement in abeyance pending the outcome of suits challenging the constitutionality of the State's anti-pin law.

Two of these cases are now before the Indiana Supreme Court for adjudication. Some lower courts in the State have held the law unconstitutional.

Action with respect to license revocation for possession of stamps is also being withheld by the Alcoholic Beverages Commission, the State governmental agency vested with authority to issue and cancel permits.

Undecided Points

Whether pins are gambling devices under the State law and, if so, how adequate must be the evidence to prove it are the main questions to be decided by the high court.

Opponents of the law also argue that in granting certain exceptions the statute is unconstitutional in that it violates the section of the constitution which requires that all

(Continued on page 86)

European News Briefs

Swiss Coinmen Draft Code of Ethics

ZURICH, Switzerland—The Association of the Swiss Coin Machine Industry (VSA) has drafted a code of ethics which is expected to serve as a model for the industry everywhere.

The code seeks to preserve competition within the industry, but to insure that it is conducted fairly. Main points of the code:

1. A VSA member is obliged to respect the location of juke boxes belonging to other members of his organization during the operating period fixed by contract.

2. VSA members are obligated to use and abide by the standard VSA contract form. They may not alter it to grant unfair concessions to location owners.

3. VSA members may not make extravagant claims when advertising or resort to invidious comparisons with their competitors. They may not make promises they are unable to keep, and VSA members are forbidden to offer juke boxes for sale under box numbers and exaggerated sales claims concerning return on investment.

Article 1 specifically prohibits the offering of higher royalties, direct or indirect payola, and other miscellaneous inducements to a breach of contract.

While members are bound to use the VSA obligatory contract, such requirement does not infringe competition in cases involving: The operator changing the location, expiration of the operating contract, a lapse of two years after the machine is placed in operation, if no written operating contract exists.

The Zurich code bears down hard on fraudulent advertising. The Continental juke box trade is plagued by get-rich-quick advertising claims which is getting the industry a bad name. VSA members are forbidden to advertise under headlines such as "Safe Existence," "Double Your Investment" or "Security for Life."

Of special interest is the machinery established by the code for its enforcement. It establishes an arbitration committee and an arbitration court, which takes jurisdiction if the committee ruling is rejected.

The court machinery has these principal features:

1. The assessment of damages to be paid the wronged party.
2. Authority to prescribe steps intended to restore the wronged party to his original position.
3. The levying of fines against offenders up to 3,000 Swiss francs, the fines to be paid into the association fund.

German Coin Leader Dies

BRUNSWICK, Germany—Peter E. Kersten, 47, editor of Automatenmarkt, the German coin machine magazine, has died after an illness of several years.

Kersten left the state civil service in 1951 to take charge of the then just-founded coin machine magazine. Under his direction it has become a leading organ of the world coin machine industry.

He is also given credit for having made a substantial contribution to the development of the West German coin machine industry thru campaigning for a tight organization of the industry in all its major branches.

Kersten also was director of the Sigert publishing house here and chief of public relations for the German coin machine industry.

Der Muenzautomat Anniversary

MAINZ, Germany—Der Muenzautomat, a leading organ of the West German coin machine industry, is observing the 10th anniversary of its founding.

Editor Dieter Schulz recalls that his magazine was founded just after the currency reform which paved the way for West Germany's boom and the development of the coin machine industry.

Der Muenzautomat has specialized in the reporting of court decisions affecting the coin trade, and in its April issue the magazine will publish an index of all major court rulings covering the decade since its founding.

Hugo Stefansen Re-Elected

COPENHAGEN—Hugo Stefansen has been re-elected president of concessionaires at Copenhagen's Dyrehavsbakken amusement park, which features Denmark's largest assembly of coin-operated amusement equipment.

British Distrib for Metal Typers

LONDON—National Novelty Company, Ltd., London, was named last week as distributor in the British Isles for Standard-Harvard Metal Typer, Inc., according to Henry F. Barnas, general manager of the Chicago firm. National, headed by U. E. Roberto, was the first firm to begin working with metal typer machines when British import restrictions were recently lifted. Barnas termed the British market "a virgin territory" for the machines, and said National has the experience in this field to do a good sales and service job.

Juke Box Gets 1,000 Plays

LONDON—More than 1,000 selections were played on a Fanfare 100 juke box during a marathon rock 'n' roll session held recently in Guernsey, Channel Islands. The box, which is manufactured by the German NSM-Apparatebau Company and was installed by local Fanfare distributor Mr. Frank Seabrook, played for 26 hours non-stop—an endurance test for the box as well as teenage competitors. The competitors claim a new record.

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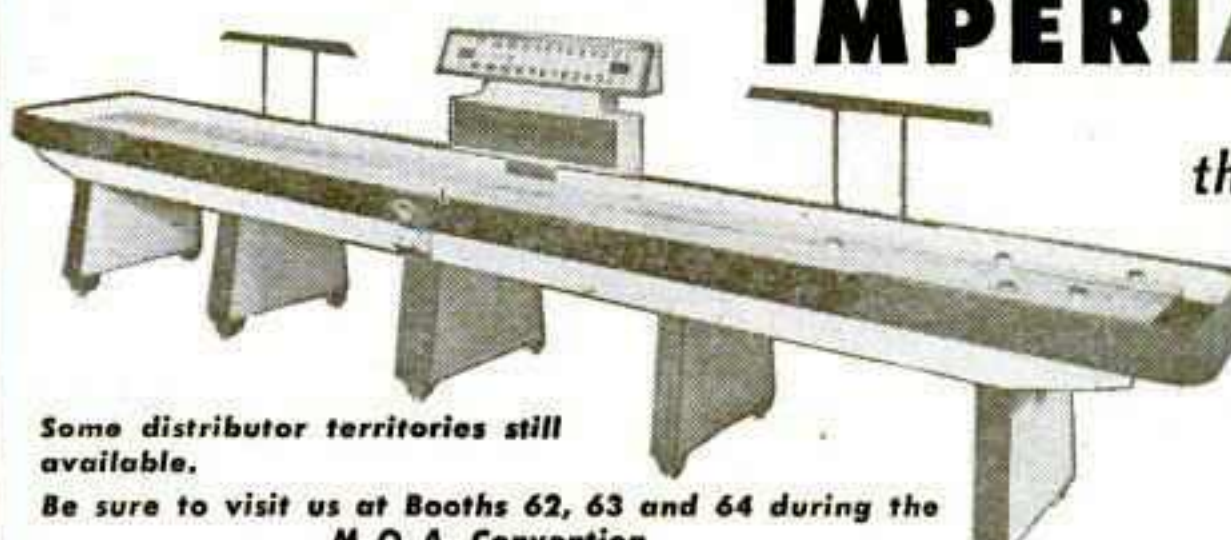
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The Billboard's

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 AMI music machines with prices, including models like D-40, E-80, F-80, G-40, H-100, I-100, J-100M.

ROCK-OLA

Table listing Rock-Ola music machines with prices, including models like 1438, 1442, 1446, 1448, 1452, 1454, 1455D, 1455S, 1458, 1465.

SEEBURG

Table listing Seeburg music machines with prices, including models like M100B, M100C, 100W, HF100G, HF100R, V200, 100J, K200, L100, 201, 181, 101, 222, 220.

WURLITZER

Table listing Wurlitzer music machines with prices, including models like 1250, 1400, 1500, 1500A, 1600A, 1700, 1800, 1900, 2000, 2100, 2150, 2250, 2240, 2200.

CHICAGO COIN

Table listing Chicago Coin music machines with prices, including models like All Star Team, Bowler 11/55, Blinky 8/55, Bonus Score 5/55, Bowling Team 10/55, Bowling League 7/57, Bull's Eye Bowler 7/55, Championship 11/56, Criss Cross Target 1/55, Double Feature 12/58, Feature Bowler 7/54, Fireball Bowler 11/54, Flash Bowler 10/54, Holiday Bowlers 9/54, Hollywood 4/55, King Bowler 3/59, Lucky Strike 1/58, Miami Shuffle 10/56, Monte Carlo 1/59, Player's Choice 9/58, Rebound Shuffle 11/58, Red Pin 3/59, Rocket Ball 2/59, Rocket Shuffle 2/58, Rocket Shuffle Two Player 4/58, Score-A-Line 9/55, Shuffle Explorer 6/58, Skee Roll 1/57, Star Lite 5/54, Super Frame 3/54, Thunderbolt 12/54, Tournament Ski Bowl 12/56, Triple Strike 1/55, TV Bowling League 11/57, Twin Bowler 10/58 (Initial run).

PINBALLS

BALLY

Table listing Bally pinball machines with prices, including models like Ballerina 6/59, Balls-A-Poppin' 10/56, Bally U. S. A. 7/58, Beach Beauty 11/55, Beach Time 9/58, Big Show 9/56, Big-Time 12/54, Broadway 12/55, Carnival 10/57, Carnival-Queen 11/58, Circus 8/57, Crosswords 1/56, Cypress Gardens 5/58, Double Header 8/56, Gay Time 6/55, Gayety 4/55, Hi-Fi 6/54, Ice Frolics 1/54, Key West 12/56, Miami Beach 9/55, Miss America 1/58, Night Club 3/56, Parade 6/56, Sea Island 2/59, Show-Time 4/57, Sun Valley 7/57, Surf-Club 4/54, Variety 9/54.

GOTTlieb

Table listing Gottlieb pinball machines with prices, including models like Ace High 2/57, Add-A-Line 7/55, 2 Atlas 5/59, Auto Race 9/56, 2 Britte Star 4/58, 4 Contest 10/58, 2 Continental Cafe 7/57, Criss Cross 3/58, Daisy Mae 7/54, Derby Day 5/56, Diamond Lil 12/54, 2 Double Action 1/59, Dragonette 6/54, 2 Duette 3/55, Easy Aces 12/55, 4 Fair Lady 11/56, 4 Falstaff 11/57, 3 Flag-Ship 1/57, 4 Belles 10/54, Frontiersman 11/55, 2 Gladiator 1/56, Gold Star 8/54, 2 Gondolier 8/58, Green Pastures 1/54, Gypsy Queen 2/55, Harbor Lites 5/56, Hawaiian Beauty 5/54, Hi Diver 4/59, Jockey Club 4/54, 4 Jubilee 3/55, Lady Luck 9/54, Lovely Lucy 2/54, 4 Majestic 4/57, 2 Marathon 11/55, Mystic Marvel 3/54, 2 Picnic 6/58, Queen of Diamonds 6/59, 2 Race Time 3/59, Rainbow 12/56, 4 Register 10/56, Rocket Ship 5/58, Roto Pool 7/58, Royal Flush 3/57, 2 Sea Belles 9/56, Silver 10/57, Sittin' Pretty 11/58, Sluggin' Champ 4/55, Southern Belle 6/55, Straight Flush 12/57, Straight Shooter 2/59.

UNITED

Table listing United pinball machines with prices, including models like Ace Shuffle Alley 5/54, Advance 6/59, Atlas Shuffle Alley 9/58, Banner 8/54, Bonus Bowling Alley 3/58, Bowling Alley 11/58, Build-Up 5/56, Capitol Shuffle Alley 6/55, Clipper 4/55, Comet Shuffle Targette 10/54, Cyclone 10/58, Deluxe Bowling Alley 7/57, Deluxe Flash 6/59, Deluxe Mercury 11/54, Deluxe Shooting Star 6/58, Dual Shuffle 1/59, Duplex 11/58, Eagle Shuffle Alley 5/58, Flash 6/59, Handicap 9/56, Hi-Score 6/57, Jumbo Bowling Alley 8/57, Jupiter Shuffle Alley 9/58, League Shuffle Alley 2/54, Lightning 2/55, Midget Bowling Alley 3/58, Niagara 11/58, Playtime 6/58, Pixie Bowler 7/58, Rainbow Shuffle Alley 5/54.

Regulation 11/55

Table listing Regulation pinball machines with prices, including models like Royal Bowling Alley 12/57, Select Play 6/56, Shooting Star 4/58, Shuffle Targette 8/54, Simplex 4/59, Six-Star 11/57, Super Bonus 9/55, Team Shuffle Alley 2/54, Top Notch 11/55, Venus 4/55, Zenith 5/59.

Sunshine 9/58

Table listing Sunshine pinball machines with prices, including models like 4 Score-Board 4/56, Stagecoach 11/14, 2 Super Circus 9/57, 4 Super Jumbo 10/54, 2 Toreador 6/56, Twin Bill 1/55, 2 Whirlwind 2/58, Wishing Well 9/55, World Champ 8/57.

UNITED

Table listing United pinball machines with prices, including models like Brazil 9/56, Caravan 1/58, Havana 1/54, Hawaii 8/54, Manhattan 3/55, Mexico 4/54, Monaco 7/56, Nevada 8/54, Playtime 6/57, Pixies 9/55, Singapore 10/54, South Sea 5/56, Stardust 11/56, Start 11/55, Triple Play 6/55, Tropicana 1/55.

WILLIAMS

Table listing Williams pinball machines with prices, including models like Arrow Head 7/57, Big Ben 9/54, Casino 8/58, 2 Circus Wagon 10/55, Colors 11/54, Crossword 5/59, Cue Ball 4/57, Daily Derby 8/54, 4 Star 7/58, Dealer 21 4/54, 4 Fun House 10/56, 4 Gay Paree 6/57, Gusher 9/58, Hi-Hand 6/57, Jig Saw 12/57, Hot Diggity 8/56, Kings 8/57, Lazy Q 2/54, Lulu 12/54, 2 Naples 9/57, 9-Sisters 2/54, Perky 11/56, Peter Pan 4/55, 2 Piccadilly 5/56, 4 Race-the-Clock 4/55, Regatta 10/55, Reno 10/54, Satellite 6/58, Screamo 7/54, 2 Shamrock 1/57, Skyway 9/54, Smoke Signal 9/55, Soccer Kick-Off 3/58, Starfire 3/57, Star Pool 10/54, Steeple Chase 11/57, Super Score 9/56, 4 Surf Rider 7/56, 3-D 11/58, Three Deuces 8/55, Tic-Tac-Doe 1/59, Tim-Buc-Tu 1/56, Thunderbird 5/54, Top Hat 2/58, Turf Champ 8/58, Wonderland 5/55.

ARCade & NOVELTIES

Table listing Arcade & Novelties machines with prices, including models like All-Star Baseball (Wms) 4/54, Aqua Duck (Coins) 2/55, Auto Test Turnpike Tournament (Cap) 4/59, Auto Photo Model 9 (Cap) 9/56, Auto Test (without sound) (Cap) 9/56, Auto Test (with sound) (Cap) 9/56, Ballroomat (Cap) 12/54, Bang-O-Rama (Muto) 4/57, Bat A Score (Evans) 2/54, Batter-Up (CC) 4/58, Big Inning (Bally) 5/58.

Big League (Wms)

Table listing Big League machines with prices, including models like 10/54, Big League Baseball (CC) 5/55, Big Top (Gen) 11/54, Bike Race (Mun) 5/58, Bing-O-Reno (Sci) 3/55, Bull's Eye (Bally) 3/55, Burp Gun (Dale) 5/57, Carnival Gun (Un) 10/54, Champion Baseball (Gen) 7/55, Circus Rifle Gallery (Gen) 3/57, Coon Hunt (Seeb) 2/54, Crane (Wms) 3/56, Criss Cross Hockey (CC) 9/58, Cross Country (Keen) 1/56, Crossfire (Wms) 3/57, Dale Pom-Pom (Dale) 4/59, Davy Crockett (Gen) 10/56, Deco Grandma (Deco) 8/54, Deluxe 4-Bagger (Wms) 3/56, Deluxe Crusader (Wms) 5/59, Deluxe Ranger (Keen) 3/55, Deluxe Skill Parade (Bally) 1/59, Deluxe Vanguard (Wms) 10/58, Derby Roll (Un) 5/55, Deuces Wild (Kaye) 10/58, Drivemobile (Muto) 6/54, Dodge City (Fran) 12/58, 5th Inning (Un) 6/55, Golf Champ (Bally) 8/58, Grandma Fortune (Gen) 5/56, Gun Club (Gen) 1/58, Heavy Hitter (Bally) 3/59, Hercules (Wms) 3/59, Hindu Fortune Teller (Mun) 11/54, Hi-Fly (Gen) 4/56, Horseshoe Fortune Teller (Gen) 9/57, Hydro Duck (B&W) 10/54, Jet Fighter (Wms) 10/54, Jolly Joker (Wms) 10/55, Jr. Auto-Test (Cap) 12/56, Jungle Gun (Un) 7/54, Jungle Hunt (Exhib) 7/54, Kaye Hockey (Kaye) 58, Kiss-O-Meter (Exhib) 12/56, King of Swat (Wms) 5/55, League Leader (Keen) 4/58, Lucky Horoscope (Mar) 12/56, Major League (Wms) 4/54, Match Pool (Gen) 2/54, Model 500 Shooting Gallery (Exhib) 3/55, Monkey Climb (IEC) 3/55, Motorama (Gen) 10/57, 1957 Baseball (Wms) 4/57, Pan-O-Rama 800 (Cap) 12/56, Peep Barrels (Exhib) 12/56, Peppy the Clown (Wms) 12/56, Photomatic (Muto) 2/54.

UNITED

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Pinch-Hitter

Table listing Pinch-Hitter machines with prices, including models like (Wms) 3/59, Pirate Gun (Un) 10/56, Polar Hunt (Wms) 4/55, Quarterback (Gen) 9/55, Ranger (Keen) 3/55, Red Ball (Mid) 5/59, Rifle Gallery (Gen) 6/54, Rock n Roll (Muto) 5/56, St. Christopher (Muto) 12/56, Safari (Wms) 1/55, Satellite Tracker (B-L) 12/58, Scramball (Keen) 8/58, Shooting Gallery (Exhib) 5/54, Shortstop (Wms) 4/58, Sidewalk Engineer (Wms) 4/55, Sky Raider (Un) 10/58, Sky Rocket (Gen) 5/55, Softball League (Exhib) 12/57, Spage Age (Gen) 3/58, Special Deluxe Baseball (Wms) 1/54, Spook Gun (Bally) 9/58, Space Gunner (Bally) 5/58, Sportland Shooting Gallery (Exhib) 11/54, Sportsman (Keen) 11/54, Squirts Water Polo (Aqua) 5/57, Star Slugger (Un) 4/56, State Fair (Gen) 7/56, Steam Shovel (CC) 5/56, Super Big Top (Gen) 12/55, Super Home Run (CC) 3/54, Super Pennant Baseball (Wms) 1/54, Super Slugger (Un) 7/55, Super Star Baseball (Wms) 1/54, Swami (Muto) 4/55, Target-Roll (Bally) 1/58, Test Pilot (Cap) 12/57, 10 Commandments (Muto) 12/57, 3-D Kiddle Theater (Rite) 3/54, 3-D Theater (Rite) 3/54, 3-D Pix (Cap) 2/54, Treasure Cove (Exhib) 7/55, Twin Hockey (CC) 5/56, Two-Player Basketball (Gen) 3/54, United Deluxe Baseball (Un) 2/59, Vacuumatic Card Vendor (Exhib) 5/54, Voice-O-Graph (Muto) 2/57, Voice-O-Graph (Muto) 11/54, Wild West (Gen) 2/55, Yankee Baseball (Un) 2/59, Zig-Zag (M&T) 5/54, Zipper (Binks) 1/54, Zodiac Chart (Mun) 12/55.

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Meteor Hot Rod

Table listing Meteor Hot Rod machines with prices, including models like (Meteor) 190, 1/4 Midget Racer (Paydun) 300, Stutz Bearcat (Bert Lane) 278.

BOATS

Table listing Boats machines with prices, including models like Bally Boat (Bally) 250, Meteor P.T. Boat (Meteor) 150, Miss America (Bert Lane) 250, Scientific Boat (Scientific) 150, Sea Skate (Exhib) 250, Speed Queen (Bally) 300, Tug Boat (King-Pin) 175.

LOCOMOTIVES

Table listing Locomotives machines with prices, including models like Choo Choo (Bert Lane) 250, King Choo Choo (King) 225, Old Smokey Train (Retail or Marvel) 250, Toonerville Trolley (Bally) 325.

MERRY-GO-ROUNDS

Table listing Merry-Go-Rounds machines with prices, including models like Bert Lane MGR (Bert Lane) 275, Capitol MGR (Cap) 235, Centerpost MGR (Lee) 275, Deco MGR (Deco) 250, Lee MGR (Lee) 275, Texas MGR (Texas Kiddie Rides) 235.

PONIES

Table listing Ponies machines with prices, including models like Big Beauty (Lee) 325, Big Bronco Pony (Exhib) 350, Bright Eyes (Cap) 300, Champion Pony (Bally) 375, Deco Medium Pony (Deco) 275, King Pony (King) 275, Lancer (Bert Lane) 325, Palomino (Lee) 225, Pinto Pony (Bert Lane or Deco) 225, Pony Boy (Carousell) 200, Pony Express (Exhib) 150, Rainbow Crusader (Memphis Metal) 325, Range Rider (Range Rider) 275, Rawhide (Exhib) 275, Royal (Royal) 300, Thunderbolt (Thunderbolt) 300, Twin Pony (Deco) 250.

SPACE SHIPS

Table listing Space Ships machines with prices, including models like Atomic Jet (Conat) 150, Junior Jet (Exhib) 110, Meteor Rocket (Meteor) 150, Rocket (Nylco) 200, Space Patrol (Exhib) 150, Space Ranger (Deco) 250, Space Ship (Bally) 200, Super Jet (Chi Coin) 215.

VARIETY

Table listing Variety machines with prices, including models like B & R Dog (B & R) 125, Bull Ride (Lee) 150, Dopey Duck (Lee) 160, Elsie the Cow (Cap) 190, Fire Engine or Puffer Wagon (Bert Lane) 375, Fire Fighter (Bert Lane) 350, Flying Saucer (Conat) 150, Mother Goose (Meteor) 125, Motorcycle (Bally) 350, Pete the Rabbit (Exhib) 125, Reindeer (Exhib) 185, See Saw (Lane Marvey) 125, Twin Rabbit (Exhib) 150, Twin Zoo (Bert Lane) 200, Western Express (Bally) 475, Wel's Fargo (All Tech) 450.

KIDDIE RIDES

Table listing Kiddie Rides machines with prices, including models like Active rides of all years are included in the following listing, Austin Racer (Cap) 175, Capital Auto (Cap) 175, Hot Rod (Bally) 375, King Car (King) 150.

ROYAL DISTRIBUTORS FOR **Bally** *chicago coin* UNITED MUSIC

DISTRIBUTING, INC.
222 E. 3RD ST., CINCINNATI 2, OHIO

... YOU HAVE NEVER SEEN GAMES SO CLEAN!

2 Bally Heavy Hitters \$325	3 Wms. Shortstop \$275	4 Joker Balls, like new \$400
2 Bally Baiting Practice Write	Beauty Contest, like new Write	1 United Jupiter, FP. 225
1 Big Inning 275	Chl. Coin Explorer Shuffle 175	Many other games available.

GET YOUR GAMES EARLY—NOT MANY LEFT.
WE HAVE MANY OTHER PIECES OF EQUIPMENT IN STOCK FOR YOU TO CHOOSE FROM. WRITE, WIRE OR CALL HAROLD OR CLINT
DUNbar 1-5152-53

THE CINCINNATI COIN MACHINE CENTER



Midwest

OUT MINNESOTA WAY

Some 50 operators (plus some wives) attended the recent Seeburg service school sponsored by the Lieberman Music Company at its Minneapolis headquarters. The operators and wives were guests of the company after the all-day session at a dinner and theater party when they saw Cinerama's "South Seas Adventure" at the Century Theater. The school, first of its kind in the area, was conducted by **Woody Woodhall**, Seeburg service engineer. Operators attended from thruout Minnesota, North Dakota, South Dakota and Western Wisconsin.

On the sick list: Mrs. **Chet LeDuox**, wife of an operator at Virginia, has been released from the hospital following a bad attack of ulcers. . . . **Fran Belfara**, of the Delmo Novelty Company, Hibbing, was released from a local hospital following a hernia operation and went back to the hospital for an operation on a slipped disk.

Operators are starting to get ready for the resort season which will be opening soon in Northern Minnesota and Northwestern Wisconsin. They're starting to think about locations and have been in the Twin Cities to pick up some extra equipment they'll be needing. . . . **Jack Karter**, of Midwest Novelty Sales Company, St. Paul, attended the national B'nai B'rith bowling tournament in St. Louis.

Stan Wozniak, Little Falls, was in Omaha for the Nebraska Music Guild convention. . . . Operators seen around the Twin Cities include **Hank Kreuger**, St. Cloud; **Gordon Stout**, Pierre, S. D.; **Frank Mager**, Grand Rapids; **Ted Salevson**, Huron, S. D., and **Leo Rau**, St. Cloud. . . . Bulk vending supply distributors say that business has fallen off a little during Lent.

Norman Pink, general manager of Advance Music Company and Midwest Automatic Photo, was married March 20 in Winnipeg, to **Dorothy Abrams**. Mrs. Pink, formerly of Winnipeg, is a dietician at North Memorial Hospital in the Minneapolis suburb of Robbinsdale. Pink's boss, **Dan Heilicher**, was an usher at the wedding. After a honeymoon in Hawaii, the couple will stop briefly in Los Angeles where Pink will tour the Automatic Photo headquarters. They will return to Minneapolis April 2. *Don Lyons*

South

AROUND TENNESSEE

Joe Cuoghi, Poplar Tunes Record Shop, Memphis one-stop, reports many operators geared up to slap the first **Elvis Presley** disk since his return from the Army on their juke boxes. Among them: **Bill Forsythe**, Forsythe Music Company; **Allen Y. Keller**, Central Music Company; **Charles Curtis**, Rainbow Amusement Company; **Jake and Charles Kahn**, Tri-State Amusement Company; **E. T. Luckett**, Lucky's Music Company; **Carl Cannon**, Cannon Music Company; **Luther Dickens**, Dickens Music Company, and **Milo Solomito** and **Jimmy Rutledge**, Ace Music Company.

Johnny Novarese, **Joe Cuoghi** and **Frank Berretta**, partners in Poplar Tunes Record Shop, were swamped during their recent open house in their new \$50,000 building. They had a number of newspaper ads, gave away \$2,000 worth of prizes (first was RCA color TV set), discounted LP albums \$1 and had a successful grand opening. *(Continued on page 90)*



E. T. Luckett

Courts Test

Continued from page 84

laws must be general in application.

Indiana imposes no license requirements of its own on coin equipment. In some cities, however, the machines are licensed under the authority of a local ordinance. Additionally, all such equipment is assessable under the State's property tax law.

A new tax schedule, to be issued this month by the Indiana State Tax Board, is expected to raise the assessed valuation of all coin-operated property.

WORLD FAMOUS EXPORTER

Inquiries Invited

AMI 1-200M	\$700.00
2 AMI G200	400.00
2 AMI E120 (repainted)	235.00
7 AMI E120	235.00
2 AMI D80	200.00
2 AMI D40-45 (repainted)	150.00
1 Rock-Ola 1465	650.00
1 Rock-Ola 1455 (Stereo)	800.00
5 Seeburg 100-A	80.00
Seeburg 100-A (change over)	135.00

BALLY and UNITED BINGOS

1 Bally Key West	\$85.00
2 Bally Beach Club	30.00
1 Coney Island	30.00
5 Bally Gayeties	35.00
1 Bally Nite Club	65.00
6 Bally Gay Time	50.00
5 Varieties	45.00
2 United Brazil	50.00
1 United Cabana	35.00
5 United Caravan	50.00
2 United Manhattan	25.00
2 United Monaco	50.00
1 Auto-Photo (Model 9)	\$1,000.00

Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.



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Phone: MAin 1-3511; Cable: "Cendist"

SHAFFER SPRING SALE

ORDER NOW

SEEBURG

KD-200	\$595.00
VL-200	425.00
HF 100R	495.00
HF 100G	425.00
M100C	350.00
M100B	275.00

AMI

H-200	\$575.00
G-200	425.00
F-120	350.00
E-120	175.00
D-80	125.00

CIGARETTE VENDORS

Seeburg 22 Col.	\$259.50
Corsair 30 Col.	239.50
Eastern 22 Col.	179.50



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Columbus 8, Ohio
Phone AX 4-4614

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GIVE TO DAMON RUNYON CANCER FUND

PREPARE FOR SPRING

25 Seeburg M100-C's	\$275 each
5 Wurlitzer 2000's	350 each
3 #2150's	400 each
4 AMI E120's	175 each
2 G200's	375 each

20 Seeburg Library Units Available

A large assortment of all models Seeburg also available. Write for prices.
Exclusive Gottlieb, Williams and Seeburg Distributors

TRIMOUNT Remember . . . IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

Your ticket to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

for music operators who desire to stimulate more play on their non-stereo juke boxes

FOR ONLY **\$89.50** any non-stereo juke box can be converted to give "stereo-like" sound with regular records.

How? By Installing a **Stereomonic AMPLIFIER**

STEREOMONIC is easily installed on location in 10 minutes. All that's needed is a STEREOMONIC AMPLIFIER and any extra speaker you have around.

Use your same sound system. Plug in STEREOMONIC for a second channel. Connect any second speaker and you are in business. You'll be amazed at the separation and tone. And, so will all your customers.

or write **STEREOMONIC, 1103 13th St., Columbus, Georgia**
*U. S. Patent Pending

FOR ANY MAKE OR MODEL PHONOGRAPH
Must Specify
AVAILABLE AT THE FOLLOWING DISTRIBUTORS:

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(GEORGIA, SOUTH CAROLINA)
130 BOULEVARD, N. E.
ATLANTA 12, GEORGIA

F. A. B. DISTRIBUTING COMPANY
(LOUISIANA, MISSISSIPPI, ALABAMA)
1019 BARONNE ST.
NEW ORLEANS 13, LOUISIANA

REX-BILOTTA CORPORATION
(NEW YORK, PENNSYLVANIA, NEW JERSEY, NEW ENGLAND, EASTERN CANADA)
821 SOUTH SALINA ST.
SYRACUSE 3, N. Y.
GRanite 6-4073

SPECIAL ARCADE

United 14 Ft. Bowling Alleys	\$150
CC 13 Ft. Classic Bowling Alley	325

Genco

Circus Gun	\$275
Super Big Top Gun	275
State Fair Gun	225
Davy Crockett Gun	195
Champion Baseball	115
Hi Fly Baseball	95

United

Pirate Gun	\$225
Sky Raider Gun	375

Exhibit

Treasure Cove Gun	\$195
Dale Gun	65

Williams

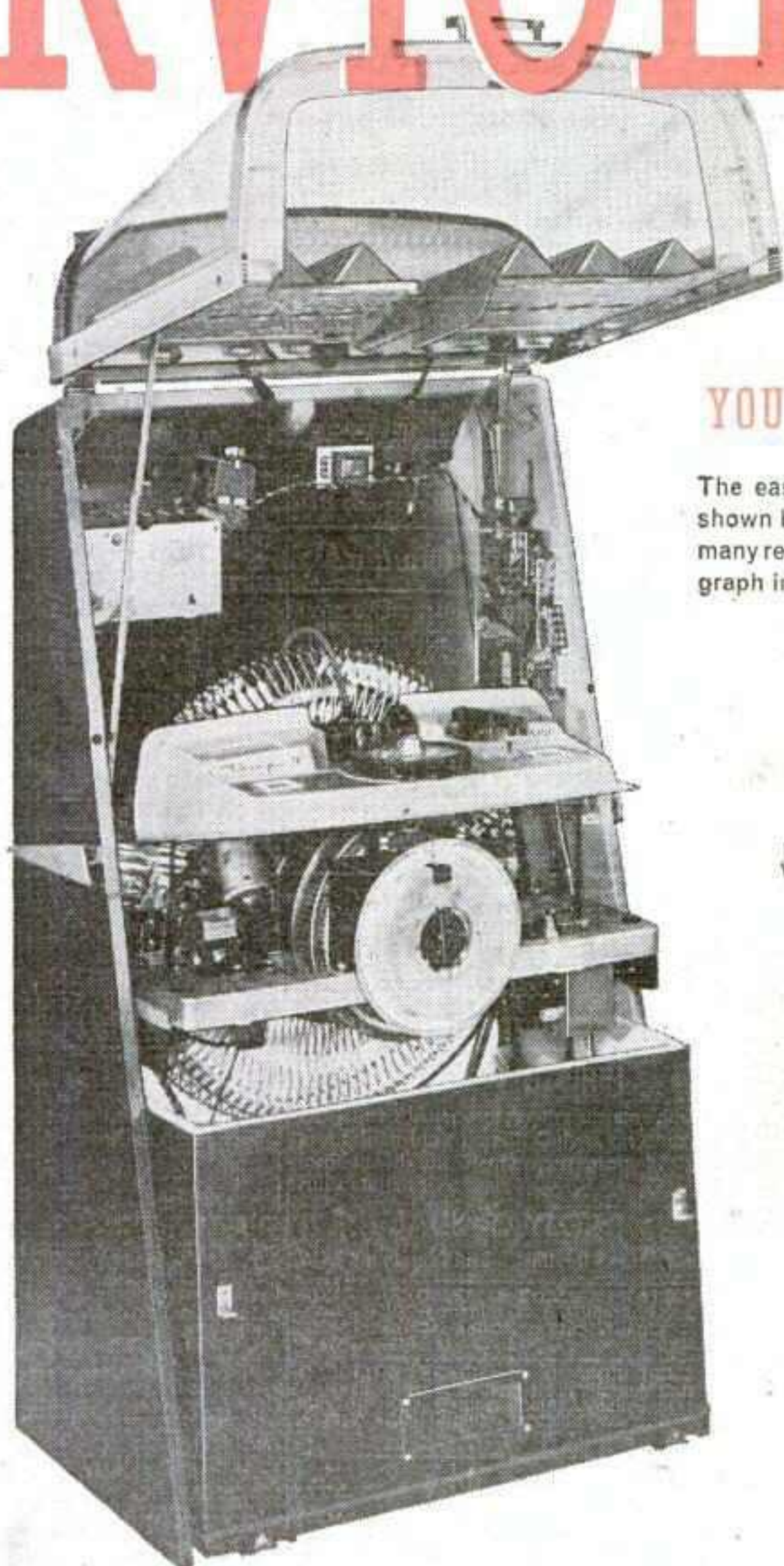
Four Bagger	\$195
Super World Series	115
Star Series	90

ALLEYS

Un. Capitol Shuffle Alley	\$215
Un. Speedy Shuffle Alley	115
Bally Congress Shuffle Alley	235

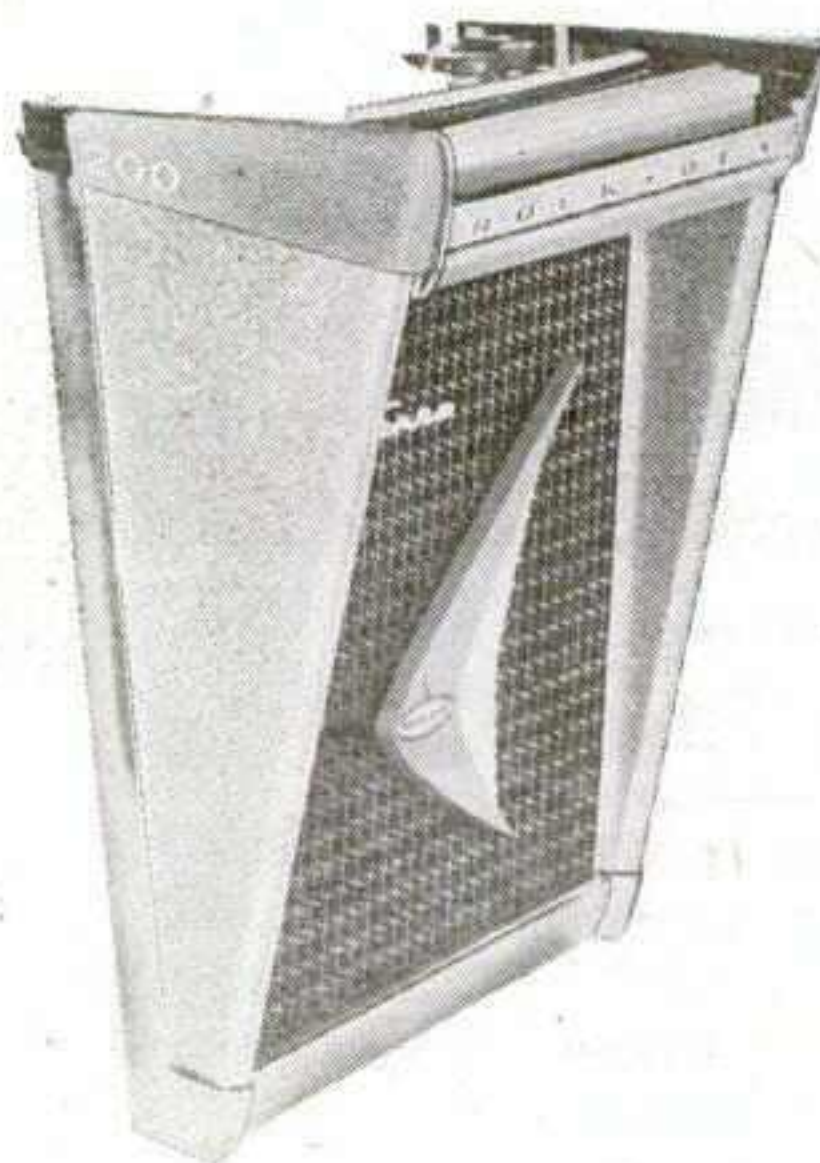
CENTRAL OHIO Coin Machine Exchange
858 N. High St., Columbus 15, Ohio

SERVICEABLE



YOUR KEY TO GREATER PROFITS

The ease of servicing a new Rock-Ola phonograph is shown by the photograph on the left. This is only one of many reasons why Rock-Ola is the most profitable phonograph in the world to operate.



Because the TEMPO II is "Location Engineered," you'll discover a new ease of operation and service. Its complete accessibility is the operator's key to bigger profits. The Easy-Raise-Dome and the Walk-Away-Featherweight-Door completely expose all the operating parts of the phonograph and put all parts in easy reach for fast, economical, one man servicing. When service is needed it can be handled faster and more economically on the new 1960 Rock-Ola TEMPO II all-purpose

phonograph because it's "Location Engineered."

Before you buy another phonograph, stop in at your local Rock-Ola distributor's showroom and see the TEMPO II. See for yourself its serviceability. Listen to its amazing "Tri-Fonic" flexibility which gives you three phonographs in one to play any type of music to fit the needs of any location. For the maximum profit per each location, for greatest dependability and ease of servicing, it's Rock-Ola in 1960.

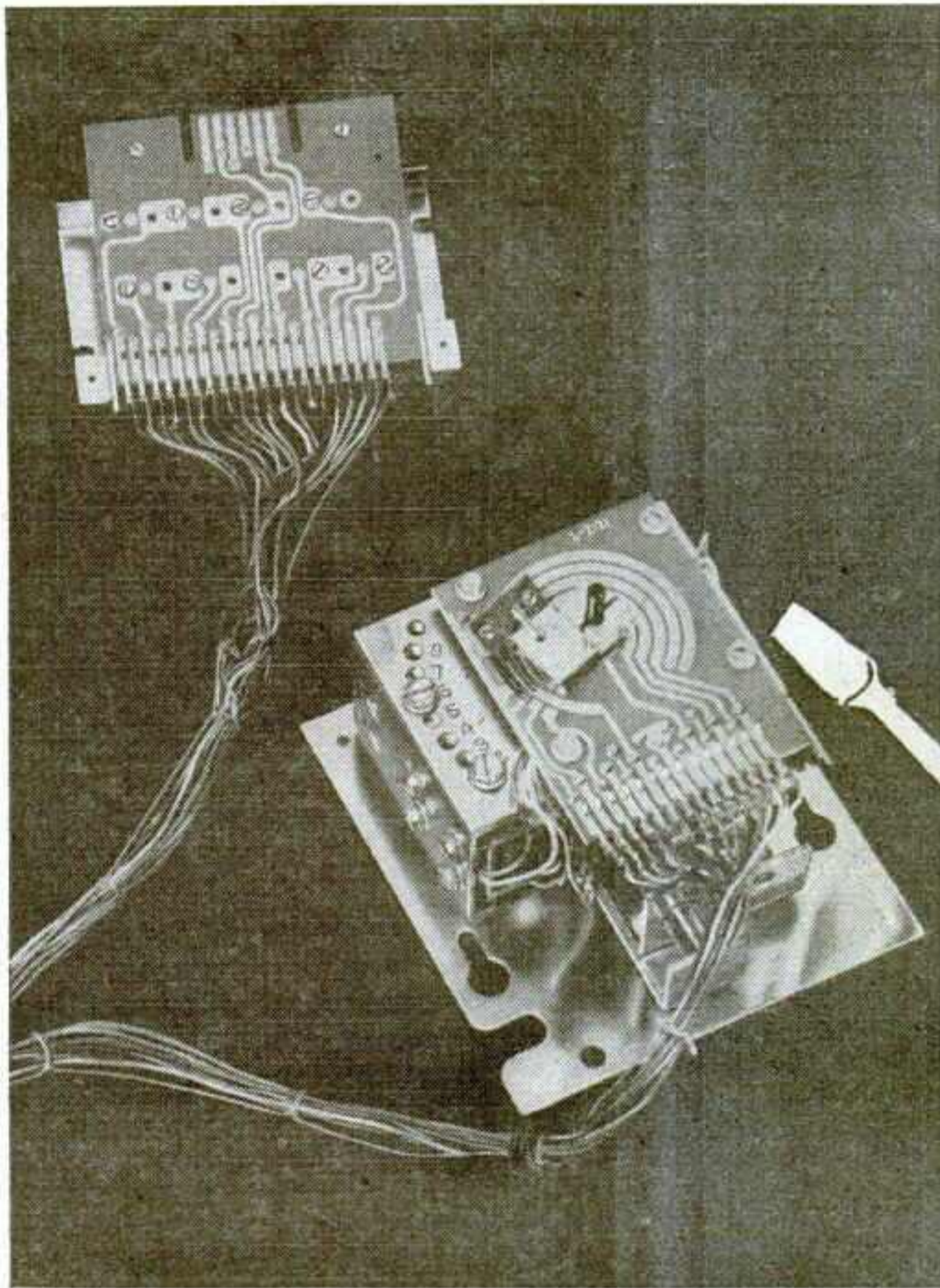
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25th Anniversary Model

tempo II

THE ALL-PURPOSE STEREOPHONIC PHONOGRAPH

ROCK-OLA MANUFACTURING CORPORATION • 800 North Kedzie Avenue • Chicago, Illinois



**this fast change
credit system
makes the new
AMi model "K" more
versatile
than ever**

ALL YOU NEED IS A SCREWDRIVER

You can make virtually any credit combination by moving a few set screws on either the credit unit or circuit board. Both are located in plain view within easy reach for fast changes. Quick disconnect couplings eliminate soldering, make removal and replacement a matter of mere seconds. This outstanding system stores up to 30 plays or 3 dollars and provides for dual pricing on all K models.

**YOUR King OF PROFIT WITH
OPTIONAL DUAL SPEED COMPATIBLE PLAY**

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*and its family
of distributors
in the
United States
and Canada*

Affiliate of **A**UTOMATIC CANTINE COMPANY of AMERICA
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1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-
MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY



MANUFACTURERS—DISTRIBUTORS—SUPPLIERS**PUT MORE
Sell**

into your sales effort at the time when you can reach the largest buying audience of the year. Use . . .

**The
Billboard's****M.O.A. Convention Issue**

Dated: May 9, 1960. Advertising Deadline: Wednesday, May 4

INVESTING YOUR ADVERTISING DOLLARS

Your ad in this important M.O.A. Convention issue will take your sales message to more than 7,500 key coin machine operators who buy 95% of all juke boxes, amusement games, vending machines and supplies bought by the coin machine industry . . . and it reaches them when they are primed to buy!

Coin Machine Manufacturers, Distributors and Suppliers invest their advertising dollars, instead of just buying space, and they expect a solid return on every dollar invested. Week after week, month after month, year after year, Coin Machine Distributors continue to place more than 80% of their advertising in The Billboard and less than 20% in other trade publications. Why? RESULTS!!!

**Music Operators of America Convention
will be held May 9-10-11 at the
MORRISON HOTEL, Chicago**

Start Planning Now!!! Have your advertising sales messages ready to appear in pre-convention, convention and post-convention issues of The Billboard.

Remember . . . The advertising deadline is Wednesday, May 4, for The Billboard's M.O.A. Convention issue. Prepare your copy early.

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FIRST Gives You the Pennant Winner!

HERE! NOW DELIVERING Chicago Coin's **"WORLD SERIES"** **NOW!**
BASEBALL

● Most Authentic Game Built! ● Chock-Full of Action and Thrills!

Chicago Coin's
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IMPORTERS!
56-Page Illustrated
1960 CATALOG
FREE!
SEND FOR COPY TODAY!

SPECIAL! 6-POCKET POOL TABLES
RECONDITIONED—REFINISHED! **\$165**
LIMITED QUANTITY . . . First-Come, First-Served

FIRST COIN MACHINE EXCHANGE
Cable: "FIRSTCOIN"—Chicago
Joe Kline & Wally Finke
1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • Dickens 2-0500



Continued from page 86

Parker Henderson, general manager of Southern Amusement Company; Alan Dixon, general manager of S & M Sales Company, and Jack Canipe, Canipe Amusement Company, still at work pushing organization of operators in Tennessee into a State-wide association. . . . Drew Canale, president of Memphis Music Association, incidentally, still has his left arm in a cast.

Marshal Williamson, Williamson Amusement Company, Nashville, reports good spring business. Good weather has upped collections, he reports. . . . James Pearson, Pearson Music Company, just outside Nashville at Old Hickory, a suburb, is adding equipment to his route.

B & W Distributing Company at Knoxville reports a good pick-up in sales of stereo juke boxes and that operators are making the change as they can because it is the juke box of the future in the industry. . . . E. C. Moore, Moore Amusement Company, Knoxville, seen switching a number of machines on his route recently. . . . F. C. Perot, Frank's Novelty Company, Newbern, adding some cigarette vending machines to his route. . . . Aulton A. Autry, Autry Music Company, Ridgely, reports a good increase in collections on his rural route.

A. N. McBride, Paris Amusement Company, Paris, seen in Memphis recently on a shopping trip for supplies and equipment. He believes that the movement originated in Memphis to organize operators over Tennessee into a State-wide association is good and will benefit the industry greatly. . . . John R. Jones, Jones Amusement Company, Erwin, says he expects top business now that good weather is here, overcoming a decrease during the winter because of much snow and bad weather.

Edward H. Newell, owner of Ormatt Amusement Company, Memphis, was in Dallas visiting his daughter, a student at Southern Methodist University. Newell also is a branch distributor as well as operating a route. . . . Frank Smith, president of S & M Distributing Company, bagged the limit of ducks during the hunting season recently at Hunter, Ark., a haven for duck hunters. His hunting partner, Earl Montgomery, secretary and treasurer of the firm, also bagged quite a few. It's Smith's favorite hobby.



E. H. Newell

Clarence A. Camp, president of Southern Amusement Company, says this is the first winter he didn't fish at Horseshoe Lake in nearby Arkansas, where he has a cabin. Weather was too rough. . . . O. C. Long, Atlanta, regional sales manager for the Seeburg Corporation in the South, was a recent Memphis visitor. He called on George Sammons and his staff. Sammons' vending machine salesman, Allen C. Smith (whom Sammons says is a bachelor, a ladies man and the only man in the business who wears \$250 suits, \$25 ties and drives a Fleetwood Cadillac), took Long on a tour of the Arkansas territory.



Clarence Camp

Elton Whisenhunt

MIAMI NOTES

Max Lebow, Automatic Equipment Company, is gradually getting back in harness after a long siege of trouble with his eyes. Max says he feels much better now, but still must not overdo things. Max also is kept on the jump with the opening of his new Playland below South Miami. With a juke box, cigarette machine, vending machine, game and photo machine operation going full tilt, we can't see how he can take things easy. A big help to him are his wife and daughter, both of whom are working harder than ever on the routes, filling requests and checking locations.

Gene and Bill Rogers, E. C. Rogers Music Company, Fort Myers, were in town for their bi-monthly visit for records and supplies. Both being avid boat enthusiasts, Bill and Gene headed for the Miami Boat Show. . . . Berlin Saunders, head man at Ace Saxon Cigarette Service, determined to get in some fishing in the Keys, even tho the weather man hoisted small craft warnings. Berlin says that by the time he is ready to launch his boat, the weather is sure to clear up.

Rudy Key, Bon Ton Amusement Company, Nassau, Bahamas, in town with his wife, Gigi. With Rudy busy getting in a supply of records, tubes and wrappers, his wife took advantage of some spare time to go on a shopping spree for her expectant heir, due some time this spring. Rudy reports business is good, due mostly to the largest number of tourists to ever visit Nassau. Of course, his gripe is the same—servicing the machines on the outer islands. He says he can hardly wait for the time when he will be able to take the service calls by plane.

Willie Blatt, William Blatt Music Company, not one to wait too long to plan his vacation. Expecting to take a couple of months off during the summer, Willie is busy planning and making arrangements now so that there will be no hitch later. In the meantime, he and his wife, Sydelle, are busying entertaining Mr. and Mrs. Bert Lane. Bert Lane was a former manufacturer-operator of kiddie rides in the Miami area. . . . Lucky Skolnick's dad is feeling well again. Lucky operates Lucky Amusement Company. . . . Henry Stone, Tone Distributing Company, was a victim of the recent heavy snowstorm in New York. Henry was forced to stay over an extra three days before he could get a flight out.

(Continued on page 93)

BOWLING PRIZE CARDS
100 Names, \$10.00 per 100 Cards
200 Names, \$15.00 per 100 Cards

MUSIC SHOPPED
1455 Rock \$425.00
1500 Wur. 85.00
200-V—See. 270.00
200-C—AMI 325.00
Write for Used Machine List.

DAN STEWART CO.
140 East 2nd South
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Harry Jacobs says: **"TRY OUR SPRING SPECIALS"**

AMI
1200 \$745
H120 575
G120 425
G200 395
F120 345
E120 225
D80 175

Large stock of all model phonographs. Write for Prices.

Wurlitzer 2300, 2310, New... Write

EXPORT SPECIALISTS
1/3 deposit, balance C.O.D.
Wurlitzer Distributor.
Our 22nd year as coin machine distributors.

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SHOPPED BY EXPERT MECHANICS

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2000, 2204, 1900

Large Stock of **\$25.00**
5205 Wallboxes....
5210 Wallboxes \$69.50

SEEBURG
Model C \$275
VL 355
V200 295
K. D. 475
Model B 195
200 Sel. Wall Boxes 78.50
100 Sel. Chrome 37.50

AMI
H-200E \$525
D-80 145

ROCK-OLA
1438 \$245
1446 280
1455 450

BINGOS
Miss America \$135
Key West 115
Show Time 130
Big Time 55
Big Show 75
Funway 495
Lotta Fun 495

UPRIGHTS
Kentucky Derby Day, Remote Control \$ 95
Deluxe Big Tent 275

5 BALLS
Duette \$ 80
Dragonette 75
Smoke Signal 70
Balls a Poppin' 60
Peter Pan 75
Easy Aces 95
Bally Circus 85
Diamond Lil 65
Hawaiian Beauty 90
Sweet Adaline 85
Wishing Well 95
Snafu 60

ARCADES
C.C. ROCKET SHUFFLE \$110
C.C. Skillball, 6 Player 95

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Direct all inquiries to Indianapolis Office. Export inquiries invited.
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Place Your Spring Location Orders now to Assure Delivery within 4 weeks of order

Machines Are Location-Ready and Backed With the Famous DAVIS 6-Point Guarantee!

SEEBURG

201	\$850	HF100G	\$395
KD200	595	100W	375
KS200	575	M100C	350
HF100R	495	M100B	275

AMI

I-200	\$635
H-200	535
G-200 with conversion unit	345

WURLITZER

2250	\$549	2000	\$369
2150	429	1550A	129

CIGARETTE VENDORS: Complete and Working

Eastern Mark II	\$165
Eastern Electric 12-column	85
Eastern Electric 10-column	60
Rowe Commander 11-column "E"	85
Rowe 8-col. Reconditioned, Refinished	65

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Phone: GRanite 5-1631
CABLE ADDRESS: "DAVDIS"

GIVE TO DAMON RUNYON CANCER FUND

Senate Report Lauds Coin Biz

Continued from page 81

racketeers with coin machine interests appear to be members of

POOL TABLES

- 6 Pocket Pool \$165.00
- Bumper Pool,
 - Jumbo 85.00
 - Regular 65.00

PHONOS

- Seeburg B \$250.00
- Seeburg C 295.00
- Seeburg R 450.00
- Seeburg KD200 .. 595.00

14 Ft. BOWLERS... \$195.00

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- 100C \$285
- 100R 395
- V-200 325
- VL-200 395

AMI

H-200 \$525

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- Bally Space Ships \$150.00
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- Space Ranger 225.00
- Space Patrol 125.00
- Nylco Rocket 185.00
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- Bull 140.00
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- Exhibit Rifle Gallery 115.00
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- Turtle 125.00
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groups with family, social and financial affiliations across the country. Their coin operations not only "produce for them the profits of controlled markets, but serve to aid and abet their illegal activities," such as gambling, narcotics trafficking and tax evasion.

5. In most instances, the underworld "has found an apparatus made ready to do its bidding; for many years employers had been acting in collusion with subservient union locals to enforce trade restraints to benefit favored employers and the corrupt labor officials."

Captive Locals

6. Captive labor union locals have been used by criminals as weapons to dominate various parts of the industry, and have had little trouble obtaining racket locals for their own use.

7. Growing awareness of legitimate union leaders to the "universal racketeering of coin machine locals has resulted only in the disaffiliation of such locals from honest international unions. No effort has been made to promote bona fide locals for industry employees. This has left a jurisdictional vacuum that has been filled almost completely by the Teamsters, with a consequent subjugation of the employees and employers unable to keep from being swept into the Teamster maw."

8. Teamster officials William Presser of Ohio, and William Bufalino of Detroit have acted both as management and labor representatives.

9. Union officials have been guilty of "the most gross conflicts of interests, having proprietary holdings in the very business and area with the employees they purported to represent. Closely affiliated union colleagues have gone actively into the business, using the influence of their union to obtain patronage."

10. Teamster union has "evidenced a shocking disregard of the rackets being perpetrated by its locals asserting jurisdiction in this field." James Hoffa, Teamster president, "has himself helped to furnish two such racket locals to the Detroit underworld. Since at least 1953 he has condoned the publicized mala fides of Local 985, and its president, William E. Bufalino, and has advanced Bufalino into his personal coterie of counselors."

11. "In not a single area of its inquiry has the committee found evidence of benefits obtained by coin machine locals for the employees of the industry, with the fleeting exception of Mr. Baitler's unit of Local 349, IBEW, Miami."

Well Defined

12. Coin locals that were "rackets unions" usually had a majority of these characteristics: High dues assessed against members, but computed on a "per machine basis"; widespread placement of union labels on machines, not to induce patronage but to allow for easy visual policing of locations; sale of union labels to machine operators, which permitted the union to "levy tribute on the operator's ability to pay, for it was prorated to the number of machines he had on location, not the number of members he employed or were unionized"; dues

were not deducted from wages, but were paid by employers, who frequently deducted them as a "business expense"; small union membership; memberships which included self-employed operators and, in some areas, operators employing other union members; locals formed and financed by employers; "sweetheart" contracts signed between an association of employer operators and the union, without the presence or assent of the employees, with wage and hour scales equal or lower than those actually in effect; "location lists" maintained by the union and/or association, and the requirement that an operator receive a union "clearance" before placing a machine, and a high percentage of union officers had criminal records.

Management at Fault

13. Management "has knowingly used criminals to increase its sales," and has condoned the resulting "violence and mayhem as a liability of the business. From New York to Los Angeles it has paid off, in preference to resisting extortionate demands upon it."

14. In some areas where small businessmen have sought to resist racketeers, "they have received little help from local authorities, and have had to risk their entire resources and even their lives against well-financed and ruthless criminals. The committee believes that such widespread lawlessness threatens the sovereignty of our democracy."

15. "Present laws and/or their methods for enforcement have not been adequate to contain the spread of racketeering." Vast amounts of money available to members of the organized underworld provided an insulation against prosecution in some instances. "Frequently, local courts appeared unaware of the need for effective punishment."

16. "Criminal domination hurt legitimate coin machine and collateral business activities. It foreclosed the public from the benefits of competition, and drove out of the business honest businessmen who refused to pay tribute to hoodlums."

BINGOS

BIG TENT	\$195.00	BALLERINA	\$525.00
DELUXE BIG TENT	325.00	SEA ISLAND	450.00
GUN SMOKE	195.00	BEACH TIME	250.00
SKILL PARADE	165.00	CARNIVAL QUEEN	300.00
MISS AMERICA	125.00	SUN VALLEY	170.00

JEWEL AMUSEMENT CO.

1055 Baronne Street New Orleans, La.
Ma 3931—Ja 2-7137



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M.O.A. SHOW
May 9-11
BOOTHS
27-28

Don Tozer will demonstrate tournament play on this table!

MODEL 7450 (Illustrated)

- Separate NO-STOOP Cue Ball Return
- Larger, Solidly Anchored Legs
- Coin Chute Free of Operating Mechanism plus 20 other Valley Profit-Protection Features!

Valley MAKES
POOL TABLES
that MAKE MONEY
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What you need: Officer of Naval Reserve Commission.

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Ball Point Pen	Auto Foto Model 9 .. \$ 995	Muto. Drive Yourself .. \$395
Vendors	Auto Foto Model 11 .. 2,000	Ex. Big Bronco
Seeburg Chrome	Auto Foto Model 14 .. 2,500	Bally Champion
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MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715



M. S. GISSER
Sales Manager

Praise & Scold Coin Industry

• Continued from page 81

came creations of the coin-machine operators themselves, who banded together in associations and used the union-association contract and picket line as weapons to place their machines in coveted locations," the report alleged.

Committee noted that Albert S. Denver, president of the Music Operators of New York, provided important statistics showing the size of the industry in New York, and the importance of the association. Denver appeared before the committee last year, and testified that he and MONY had done everything possible to steer clear of racketeers and racketeer-dominated unions. He and the association were commended by Senator Church (D., Ida.) for their "determined resistance" to hoodlums. (The Billboard, February 16, 1959.)

Regarding amusement machines in New York, the committee said that "paper locals" sprang up overnight to "muscle their way into the game machine business." The locals were often headed by criminals, ex-convicts and racketeers, and made no pretense of operating for the welfare of the workingman.

On the Chicago scene, probes found that the "criminal syndicate took more than \$100,000 per year from the juke box industry by exacting payments in the form of dues thru three separate channels." Channels were the Recorded Music Service Association, Inc., an association of juke box operators; the coin branch of Local 134, International Brotherhood of Electrical Workers, and the Commercial Phonograph Survey.

Committee charged that Fred Thomas (Juke Box) Smith, business representative of Local 134 in the coin division, "by his control of the union was able to force the juke

box operators to maintain membership in these three organizations." The local performed no normal trade union functions.

In 1956, according to the probes, "major hoodlums" made further inroads in the juke industry by forcing operators to buy records from the Lormar Distributing Company. Lormar was owned by Charles (Chuck) English, close associate of "notorious gangsters" such as Sam (Mooney) Giancana and Paul (The Waiter) Ricca. To force operators to buy their records from Lormar, pressure was put on by "Jukebox" Smith and his union, and by Teamster official Joey Glimco. As a result, a legitimate one-stop business, Singer One-Stop Record Company, lost about \$800,000 per year in business. (The Billboard, March 2, 1959.)

Still not satisfied with their ill-gotten gains, the syndicate made further profits by the counterfeiting and sale of large numbers of phonograph records. Committee said Charles English was instrumental in this "swindle," as was George Miller and the Rite Record Company, of Cincinnati, which was owned by Carl Burkhardt. Cincinnati police established that Burkhardt had been sending records to Miller as early as October, 1957.

Prosecution

Testimony disclosed that Miller was really George Hilger, associate of Chicago hoodlums, and of Chuck English. Prosecution by the Illinois State's attorney resulted in dismissal of charges against English, and payment of a \$50 fine by Hilger. None of the record manufacturers whose labels had been counterfeited took any legal action against Lormar.

In addition, Ted Sipiora, co-owner of Singer One-Stop, said

hoodlums put pressure on him to plug Tommy Leonetti recordings. Leonetti at that time was managed by a Mr. Ambrosia, who was connected with the underworld. Committee said it was "pleased to confirm that no derogatory information about Mr. Leonetti has come to its attention." (For further details, see Music Section, this issue.) Leonetti did not know of Ambrosia's "connections."

WE'RE MOVING!

Must Get Rid of Inventory

- COON HUNTS
- AROUND THE WORLD TRAINERS
- DECO and NYLCO ROCKETS
- EXHIBIT SHOOTING GALLERIES
- FORTUNE TELLERS
- CHICAGO COIN SIX SHOOTERS
- KEENEY SPORTSMEN
- 3 Like New MUTO VOICE-O-GRAPHS and many other GUNS and ARCADE EQUIPMENT.

Will Trade Against Bingos and Shuffles.

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NEW! An exciting FASTER-PLAY board arrangement. More hits—More outs—More real Baseball FUN!

NEW! 1-2- or 3 INNINGS.
3 outs per inning

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NEW! UMPIRE pushes ball in pitcher's glove

NEW! PITCHER pitches ball to batter

Official Baseball represents years and years of Baseball game experience. Each year we strive for more reality and real Baseball fun. You'll Like "Official Baseball."

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Phone,
Wire,
Write
Today!



Continued from page 90

Coinmen were shocked to hear of the untimely death of Mrs. Arlene Massey. Arlene was the daughter of Bob Norman, veteran coinman, and was the wife of Bob Massey, serviceman for Automatic Equipment Company. Arlene was 26 years old at the time of her death and was the mother of a three-year-old daughter. Burial was in Miami.
Raoul Shapiro

The Modern Version of a Great Money Maker!



CUE BALL

- Pull out front
- Steel runways & mechanism
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- 75" x 42"

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SPECIAL!
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WURLITZER 2000 345	A.M.I. C-200 375
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843 Tenth Ave., New York 19, N. Y.
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DETROIT — A complete one-stop for coin machine operators has been established by Miller-Newmark Distributing Company, with the opening of a new record department. According to Manager Art Hebert, the firm now has a full line — vending equipment, juke boxes, records and amusement games.

To handle the new record department, an additional store area next door has been taken over. It has a separate street entrance and also inside connections with the main salesroom.

The company has also enlarged its parking lot to about 60 by 150 feet with space for 30 cars. The salesroom has also been redecorated and upgraded accordingly.

Dick Cross, formerly in charge of records at Music Systems, has been appointed manager of the new record department, with Roger Harvey, his former assistant, also coming over in the same capacity.

Don Ruffles, a former assistant sales manager at Music Systems, has also joined the Miller-Newmark organization as a salesman, handling all types of machines.

NEED URGENTLY

Late 2 and 4 Player
GOTTLIEB PINBALLS

Single Player
GOTTLIEB PINBALLS
1953 to Date

All Types
8' SHUFFLES

Medium Size
PINS
And Up

ALSO NEED

Seeburg
KD-200
Seeburg
V-200

Seeburg
M-100-A
AMI H-200-E
AMI I-200-E

Late Model Bingos, United Midget
Alleys, Williams Ten Strike, 16'
Bowling Alleys.

WE WILL PAY TOP DOLLAR
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RUNYON SALES COMPANY

Factory Representatives for:
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231 Windsor Street, Hartford, Conn., JA 7-4470
Cable Address—RUNYONEX

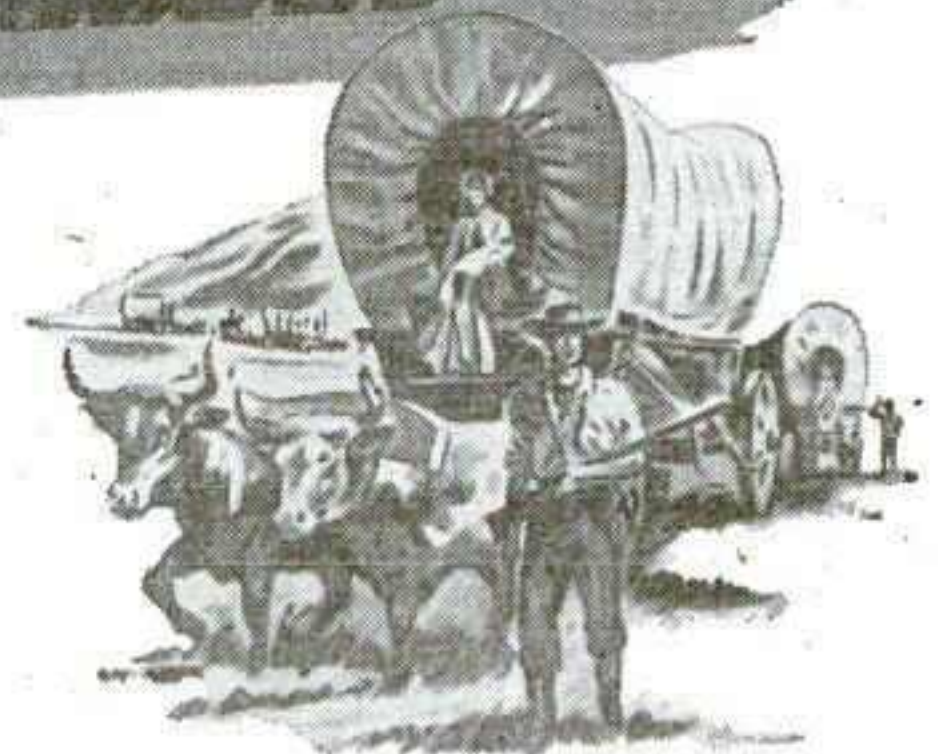
GOTTLIEB'S

WAGON TRAIN

MORE HIGH-SPEED ACTION!

MORE PLAYERS!

MORE PROFIT!



- Lighting all numbers in Red or White Feathers scores special
- Lighting all numbers in both Feathers lights top rollover for specials
- Hitting top rollover and "Wide-View" Roto-Targets light corresponding number in Red or White Feather
- "Wide-View" Roto-Targets allow 2 numbers to appear at same time
- Bumpers light green and purple pop bumpers and side rollovers for high score
- Score to Beat Panel • Single Player Panel Scoring
- Four places to spin Roto-Targets
- Match Feature • 2 Cyclonic Kickers
- And coin-box with locking cover

SEE YOUR DISTRIBUTOR FOR A DEMONSTRATION TODAY!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



Back by Popular Demand

Score to Beat
1000

Sensational "Score to Beat" feature is back by popular demand! Housed in the light box, lights start flashing on and off when certain score is reached. Lights continue flashing until game is over.

N. ILLINOIS, N. INDIANA and IOWA OPERATORS . . .

GOTTLIEB'S NEW 1-PLAYER WAGON TRAIN

STARTS THE PROFITS ROLLING IN WITH

More High Speed Action—More Players—More Features: Score-to-Beat, Roto Targets, Match Feature, many others!

ORDER NOW!

WANT TO BUY

GONDOLIER—ROTO POOL—SILVER—CRISS CROSS—STRAIGHT FLUSH—ROCKET SHIP—ROYAL FLUSH—ATLAS—RACE TIME—QUEEN OF DIAMONDS—ACE HIGH—AUTO RACE—DERBY DAY—CONTINENTAL CAFE—SUPER CIRCUS—CONTEST—MAJESTIC—DOUBLE ACTION—SWEET SUE—ATLAS.

WEEKLY SPECIAL!

Chicago Coin & Bally
14' BOWLERS—3" Ball
Completely Reconditioned **\$225**

FOR SALE

RIFLE BOWLER CARDS
100-Number Cards . . . \$12.50 per 100
200-Number Cards . . . 15.00 per 100

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.
Buckingham 1-8211

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

HELP WANTED

1 Bingo Repairman
1 AMI Phonograph Repairman
Must be experienced and sober—no floaters. References.
BOX 981, The Billboard
188 W. Randolph St. Chicago 1, Ill.

Climbing Ladder

Continued from page 83
not out of place in by-gone years, is today not only an old gray mare, but a black sheep to the Arcade business as a whole.

ATLAS . . . Music and Vendors

MUSIC SPECIALS!

A. M. I. G-200	\$250	SEEBURG 200 Sol. WALLOMATICS . . .	\$110
A. M. I. E-120	195	SEEBURG 100A	95
WURLITZER 1600	95	WURLITZER 1500	95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1	\$250
9-Col. DUGRENIER (Mechanically) 65	65
22-Col. EASTERN MARK II	145
12-Col. EASTERN	115
10-Col. EASTERN	65
ROWE, 8-Col.	40
9-Col. NATIONAL	95
11-Col. NATIONAL (Slant Front) 175	175
11-Col. NATIONAL (ML)	155

MUSIC

SEEBURG 161 (Half Dollar) . . .	\$825
SEEBURG VL HIDEAWAY	445
SEEBURG 100B	295
SEEBURG 100G	435
ROCK-OLA 1448	375
ROCK-OLA 1438	325
A. M. I. G-120	395
A. M. I. F-120	375
WURLITZER 2300	795
WURLITZER 2200	550
WURLITZER 2150	495
WURLITZER 1700	295

Reconditioned—Refinished

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS.



Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY

A Quarter Century of Service

2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

GIVE TO DAMON RUNYON CANCER FUND

Many a good Arcade, however, is still located in the heart of a metropolitan area. But such spots are becoming the exception, rather than the rule. An operator can still run a good place in the center of town, but it is not easy. It has to be kept sparkling clean, must never become a hangout for either school children or rowdies. It has to keep customers moving in and out, in contrast to the family-type recreation center that wants its customers to stick around.

Thus most operators of downtown spots, with a few very notable exceptions, would rather trade off for a spot in an outlying area or amusement park. Traffic could be easily as good, and headaches would surely be reduced.

Next Week: "Fitting the Arcade to the Recreation Boom," a discussion of new opportunities in Arcade locations and operations.

Official Baseball

Continued from page 81

more hits and more outs per minute.

Official Baseball also has the popular standard features of re-plays, match play, and previous high score as mentioned above.

Mechanical improvements include a longer wearing plastic bat, a new bat handle spring, new front coin entry and the new pitcher mechanism. Bat power and pitcher speed are both adjustable by the operator to fit the location. Re-play, high score and match play are also adjustable.

SPECIALS!

AMI J-200E Stereo (new)	\$975
CC Championship	275
Un. Regulation	245
Bally ABC	245
Bally ABC Deluxe	275
Un. Select Play	125
CC Bowling League (11 or 14 ft.)	245
Un. Bowling Alley (11 or 14 ft.)	245
Bally Bowling Lane (11 or 14 ft.)	245
CC Rocket Shuffle (1 player)	125
CC Rocket Shuffle (2 player)	175
CC Classic (13 or 16 ft.)	395
Un. Jumbo (13 or 16 ft.)	425
CC Star Rocket	275

We have a complete inventory of Arcade and Bingo machines. Write for list.

MONROE

COIN MACHINE EXCHANGE, INC.
2423 Payne Ave., Cleveland 14, Ohio
Phone: Superior 1-4600

a day to be proud of . . .



When you receive your commission . . . and join the best . . . of an officer in the Naval Reserve. If you are a college graduate, between 18 and 22, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Procurement for complete details on how you can serve your country as a commissioned Navy officer.

NAVY

THIS WEEK ONLY! another BANNER SPECIAL!

UNITED'S
11' x 14'
Bowling Alleys
\$225.00

RECONDITIONED LIKE NEW!

BANNER SPECIALTY COMPANY

FIFTH ST. ABOVE GIRARD, PHILA. 22, PA.
1508 FIFTH AVE., PITTSBURGH, PA.

COMPLETELY RECONDITIONED UPRIGHTS

Auto Bell Side Show (new) . \$345

Auto Bell Play Ball	215
Auto Bell Wagon Wheel	245
Auto Bell Galloping Dominoes	295
Auto Bell Horoscope (like new)	445
Keeney DeLuxe Big Tent	245
Games Inc. Double Shot	245
Games Inc. Wild Cat	395
Bally Sportsman	425

BOWLERS & ARCADES

Bally ABC Bowler, 14 ft.	\$195
Bally A B C Champion Bowler, 14 ft.	395
Bally Lucky Alley, 14'	545
Bally A B C Shuffle Bowler	225
Bally DeLuxe Shuffle Bowler	265
Bally Rebound Shuffle	75
United Bowling Alley, 14'	195
United Bonus Alley, 13'	445
United DeLuxe 11th Frame Shuffle, 9'	95
Chicago Coin Rocket Shuffle	115
Chicago Coin Rocket Shuffle (2-pl.)	175
Bally Heavy Hitter, fp., 10-3-25	345
Bally Big Inning, fp., 10-3-25	295
Bally Big Inning (Novelty), 10-3-25	275

FIVE BALLS

Gottlieb Buccaneer	\$ 60
Gottlieb Sea Bells (2-pl.)	135
Gottlieb Rainbow	155
Gottlieb Fair Lady (2-pl.)	155
Gottlieb Flagship (2-pl.)	165
Gottlieb Continental Cafe (2-pl.)	185
Gottlieb Criss Cross	195
Gottlieb Super Circus (2-pl.)	225
Gottlieb Brito Star (2-pl.)	235
Wms. Hayburners	65

MUSIC

Wurlitzer 1900	\$395
Wurlitzer 2304	645
AMI C-40 (conv. to 45 rpm)	75
AMI D-40 (conv. to 45 rpm)	125
AMI D-80 (45 rpm)	175
Seeburg 100 A (conv. to 45 rpm)	125
Seeburg Y-200 N (conv. to VL) with speed road program holder	395
Seeburg VL-200 with speed road	445
Seeburg 100-R	465
Seeburg KD-200	495
Rock-Ola 1434 (45 rpm)	75
Rock-Ola 1455-S (200 sol.)	425

Rush deposit to:

Mickey Anderson
AMUSEMENT CO.
314 East 11th St. Erie, Pa.
Phone Glendale 2-3207

Earn big extra profits now* with Bally kiddie-rides

Now . . . and from now on! 4,000,000 babies born annually and constantly rising birth-rate insure continued prosperity to kiddie-ride operators. Flashy eye-appeal and exciting action built into Ballyrides insure top earning-power . . . up to \$100 a week in floor-space as small as 18 in. by 36 in. Simple mechanism and sturdy construction of Ballyrides insure years of trouble-free profitable performance.



Safety-Styled

Ballyrides are engineered to insure positive safety to youngsters. UL and CSA label on all Ballyrides certify continuous compliance with strict safety-codes of Underwriters' Laboratories, Inc. and Canadian Standards Association.

Choice of 8 Rides

Ballyrides are built in 8 different models—a range of styles, sizes and prices for every kiddie-ride requirement—all time-tested and profit-proved. Act now to start a steady-income kiddie-ride operation. Write for complete description of Ballyrides today.



BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



Joe Ash says . . .
Active's the Choice for
**THE LOWEST PRICES—
BEST EQUIPMENT
ALWAYS!**

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St. Phila. 30, Pa.
POplar 9-4495

You can ALWAYS depend on ACTIVE ALL WAYS

Write or wire for prices

UNITED'S NEW

FALCON

BOWLING ALLEY

features
popular
players
Choice
of
Scoring

Regulation Scoring

(TOP SCORE 300)

OR

Bonus Scoring

(TOP SCORE 990)

FRAMES SCORE				BONUS FRAME COLLECTS	BONUS SCORE ADVANCES
1ST-THRU-7TH		8TH-THRU-10TH		<input checked="" type="checkbox"/> FULL <input type="checkbox"/> 1/2	<input checked="" type="checkbox"/> 40 <input type="checkbox"/> 20
30x STRIKE	20x SPARE	60x STRIKE	40x SPARE		

bonus builds up during game
... collects at end of game

1 to 6
Can Play

4
JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections
to
17 FT. LONG
20 FT. LONG

NOW SHOWING
AT YOUR UNITED DISTRIBUTOR

BIG BONUS
SHUFFLE ALLEY
with TWO-WAY SCORING

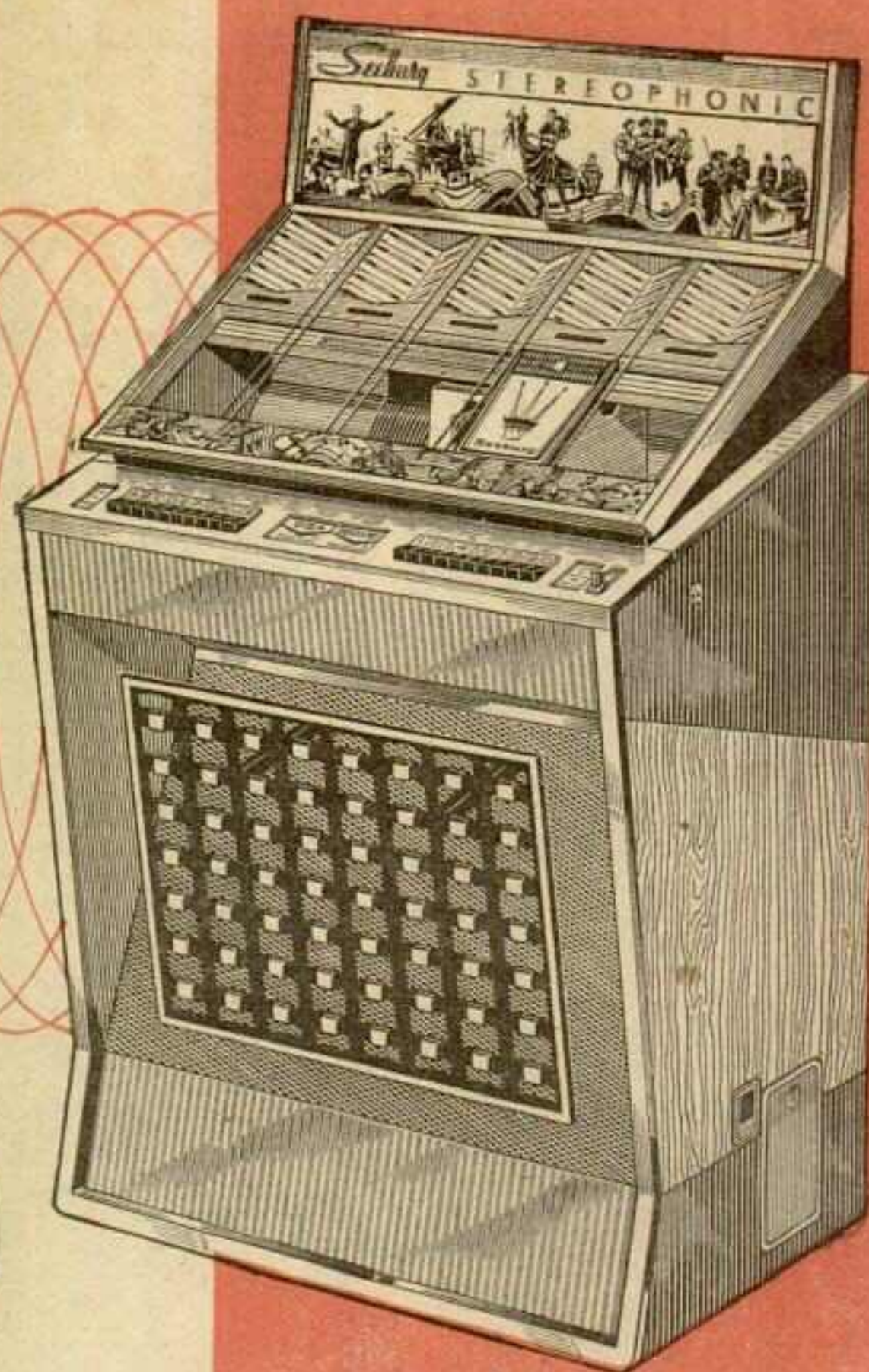


UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

Attend the M.O.A. Show—You may win a New United Phonograph

SEEBURG CAN PLAY

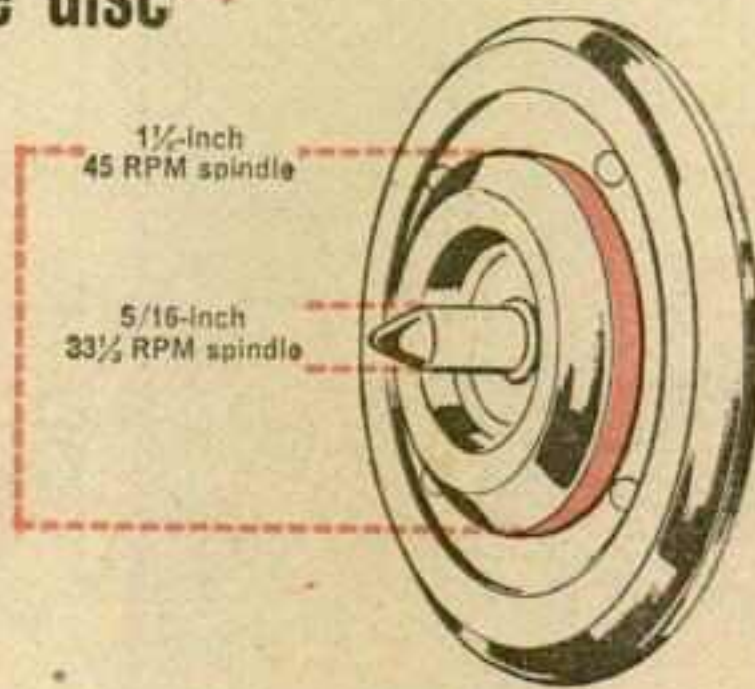


THE 33 $\frac{1}{3}$ TODAY (AND 45's TOO)

Seeburg is ready today with a phonograph that will play the record of tomorrow! For more information, ask your Seeburg distributor for a copy of the Seeburg "Stereo Seven" folder.

seeburg dual-spindle disc*†

Here's the key to two-speed play—and it's standard equipment on every Seeburg 1960. This little miracle disc actually provides two spindles in one: a 1 $\frac{1}{2}$ -inch spindle to play 45-RPM records; a 5/16-inch spindle to play 33 $\frac{1}{3}$ RPM records. The dual-spindle disc senses the speed of the record that has been selected and the Seeburg automatically plays it at its proper speed. Both the 45 and 33 $\frac{1}{3}$ RPM records play automatically regardless of where they are placed in the record magazine.

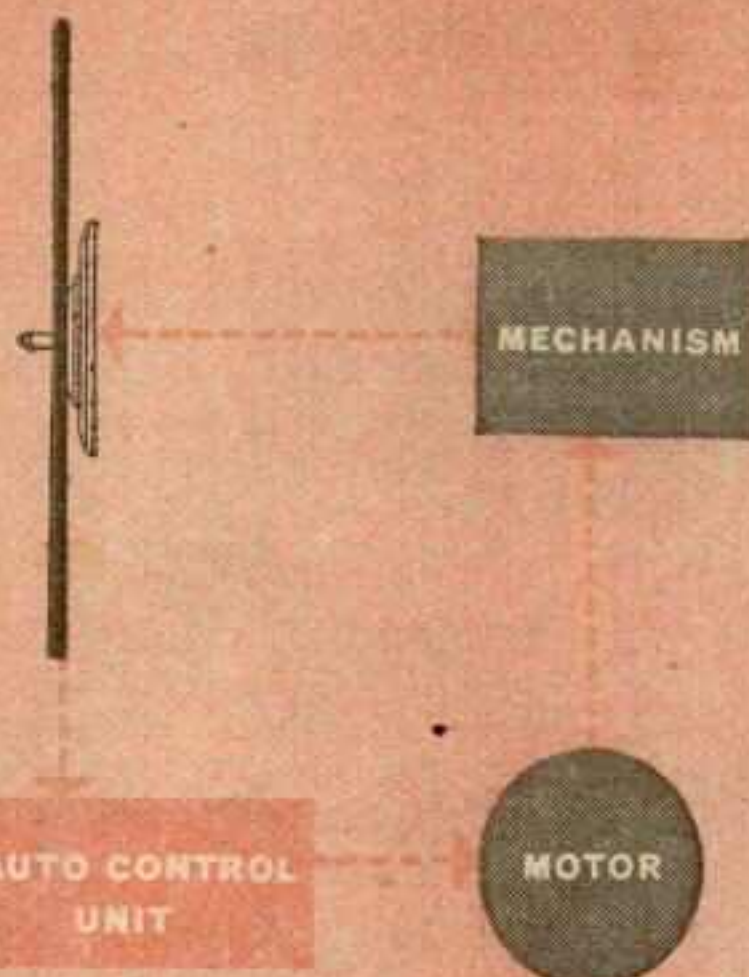
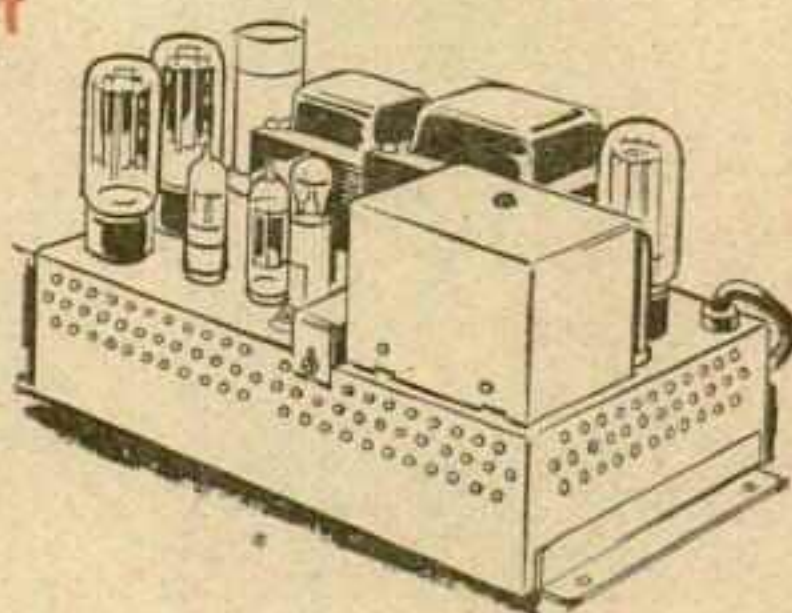


auto-speed unit†

All you need to play the 33 $\frac{1}{3}$ RPM "Stereo Seven" is the compact Seeburg AUTO-SPEED unit, which mounts inside the cabinet and plugs directly into the mechanism circuits.

Patent pending

Copyright applied for



how it works

Normal operation is 45 RPM. However, when a 33 $\frac{1}{3}$ RPM is selected and clamped to the turntable, the position of the dual-spindle disc closes a switch that turns on the Auto-Speed power unit. The Auto-Speed unit then automatically converts the normal 60-cycle power to the motor to 44 cycles. The turntable speed is reduced to 33 $\frac{1}{3}$ RPM.

SEEBURG
THE SEEBURG CORPORATION
CHICAGO 22, ILLINOIS

America's Finest and Most Complete Music Systems