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Publicity Spotl't on Standard Cleffers

Well-Known Names Get TV, Nitery, Disk Exposure; New Pop Hit Writers Ignored

By REN GREVATT

NEW YORK — Songwriters, after a considerable hiatus at the public relations level, may at last be coming back into their own. The gathering publicity attendant on cleffers is taking various avenues, including heavy TV exposure on the typical "And then I wrote" kick, night club packages built around a specific composer's works and an increasing number of disk albums highlighting a given clef-fer's songs.

The hue and cry, however, has been identified primarily with the well-known standard writers, mainly ASCAP-affiliated, a fact which has led some tradesters to ask: "What about the hard-working lads writing today's pop hits? They must have been out to lunch when the man with the TV contract came around."

TV Showcasing

Where has the activity been centered? For one thing, the Perry Como Show, one of the prime TV showcases, has been hosting songwriters virtually every week since last October. To date, the clef-fer guests have included Jimmy Van Heusen, Arthur Schwartz, Julie Stein, Jimmy McHugh, Dick Adler, Harry Warren, Hugh Martin and Ralph Blaine, Harry Ruby, Harold Arlen, Sammy Cahn, Al Hoffman and Dick Manning, Sammy Fain, Ray Henderson and Billy Rose. Oscar Hammerstein II is skedded for an upcoming stanza.

It's an old saying that if you scratch a songwriter's surface, you'll find a barely concealed vaudeville ham. Some of the older writers, in fact, had carefully rehearsed "and then I wrote" acts in years past. These points have been borne out in recent clef-fer TV exposure.

D.J.'s Build Pop Writers

NEW YORK — About the one avenue of personal exploitation open to pop hit songwriters today is that which emerges from disk jockey record plugging tours. A number of current writers, having become active, particularly in the field of turning out masters, are frequently to be found on the road doing TV and radio appearances with jocks.

Among those especially active on this scene are such names as Bernie Wayne, Bob Allen and currently, Henry Mancini. Mancini has played an active personal part in building the publicity on his "Peter Gunn" TV theme material, now a chart winner in both single and album versions. Wayne is out right now pushing airplay for his latest, "Whistling Pixie," on Imperial.

Also on the TV kick, songwriters Jay Livingston and Ray Evans will appear next Monday (6) on the Arthur Murray TV show, with a medley of their tunes. In the country field, Cindy Walker recently did a stint with Red Foley on the "Jubilee U.S.A." TV show. On the Hollywood front, a recent Billboard story (February 23) detailed the feverish TV and radio activity going on there with the writers of Academy Award nominee songs. A series of elaborately casual routines by writers were being put on camera as a build-up to the possible winning of an award.

Nitery Scene

On the swank night club scene, a number of venerable writer names — both living and deceased, have received the special salute treatment. Stanley Melba, entertainment director and handleader staged a number of highly successful composer salute shows this year, each one employing a group of musical comedy type soloists.

Under the general title, "An Evening With," the shows have covered such composers as Victor Herbert, Sigmund Romberg, Richard Rodgers, Jerome Kern and Cole Porter. The first four of these are now being reprised, so well-received were the first versions. In the works for the future, are evenings with Irving Berlin, George Gershwin, Vincent Youmans, Harold Arlen, Rudolph Friml and Lerner and Loewe.

Beyond this, several of the packages are now on the road, playing swank hotels in Minneapolis, New Orleans, Montreal and other cities. These packages have also been put together by Melba.

The record world, meanwhile, has been rife with albums dedicated to a specific clef-fer's ma-

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FBI ARRESTS DISK EXEC ON FRAUD CHARGE

CHICAGO — A widely known music business personality was one of a national ring of 13 arrested last week by the FBI on a charge of conspiracy to defraud thru the mail in connection with newspaper puzzle contests.

Ralph Bass, veteran a.&c. and sales exec for King Records here, was picked up along with "Eager Beaver" Fitzgerald, Portland, Ore., deejay and record shop owner; Billy Ronald Taylor, Portland juke box serviceman; Birches Bird, Portland night club owner, and Harry Balk, former Detroit theatrical manager. Still being sought is Luther Darling, Minneapolis dance studio operator. Others arrested have no known music connections.

The warrants charged use of the mails and long-distance phone to defraud eight newspapers of about \$45,000 in prizes.

One or more of the defendants allegedly pretended to operate a newspaper in Byron, Ont., and contracted for contest features with Bell Syndicate and Superior Features Syndicate in New York. The procedure in such contests is that the syndicate sends the answers to a bank named by the newspaper, which holds them in trust. In the alleged fraud, the name of a non-existent bank was furnished with a post office box number in Byron.

Armed with the answers received at the box number, the defendants then allegedly entered contests in other cities where newspapers were sponsoring them.

Bass won \$1,100 from the Chicago American in January. Balk won \$4,400 from the same paper in December. Fitzgerald was the winner of \$1,700 from the Portland Oregonian.

Another Disk Star Air Constellation In the Making

New Season Re-Matches Music Makers Vs. Western Ratings

By JUNE BUNDY

NEW YORK — Altho western TV shows continue to out-pace practically all musical telecasts rating-wise, a flock of record artists will get another crack at TV (and radio) this coming season.

Tony Bennett and Teresa Brewer are set as summer replacement stars for Perry Como on NBC-TV. The pair will co-host Como's Saturday night show (8-9 p.m.) for six weeks, with the remaining programs headlined by the Four Lads, Dorothy Collins and Julius LaRosa.

Meanwhile, ABC-TV has scheduled a record hop show for "young adults" featuring deejay Buddy Deane of WJZ-TV, Baltimore (see story elsewhere in this section) with big name disk talent as guests. The show starts April 13 from noon to 1 p.m. across the board.

Jimmie Rodgers kicks off his first NBC-TV show Tuesday (31) from 8:30 to 9 p.m. with Connie Francis, Buddy Morrow's band, and the Kirby Stone Four as regulars.

On the Ear Beam

In radio, Frankie Avalon and Eydie Gorme launch their own network shows over ABC next week. Avalon will be heard from 7 to 7:30 p.m. on Saturdays, starting April 11. Miss Gorme will present a five minute ailer from 6:50 to 6:55 p.m. on Monday, Wednesday and Friday, starting April 6. The Avalon show will feature top record names as guests.

NBC radio, starting next month, will program a two-hour musical variety show, "It's Network Time," (2-4 p.m.) featuring June Valli, Tommy Lepnetti and Skitch Hen-

erson's ork, across the board. (See story elsewhere in this issue.)

Drama Plus Music

Altho billed as a dramatic series, "Pete Kelly's Blues," (which bows over NBC-TV this Tuesday (31) from 8 to 8:30 p.m.) will spotlight a considerable amount of music, since a jazz band and Connie Boswell are regular cast members.

Bill Hayes and Florence Henderson are co-hosting a new adventure - with - music show, "The Oldsmobile Theater," which debuted last Thursday (26) from 8:30 to 9 p.m. over NBC-TV. Each program will feature an original teleplay with well-known show business personalities heading the cast and standard tunes woven into each episode.

In the legit groove, John Raitt, Edie Adams, Dorothy Kirsten and Janet Blair will again sub for Dinah Shore on the NBC-TV "Chevy Show" this summer. Meanwhile, a special country and western musical show will be presented by Chevrolet April 26. Co-hosted by Roy Rogers and Dale Evans, the telecast will feature Johnny Cash, Jimmy Dean, the Everly Brothers, Roy Acuff, Betty Johnson, the Kingston Trio and Minnie Pearl.

Record talent will also be spotlighted on many one-shot programs this spring and summer. Dick Clark will feature young disk stars in a group of 90-minute ABC-TV spectaculars — first of which will be aired sometime in May.

"America Pauses for Springtime" with Juanita Hall, Pat Suzuki, Harry Simeone Chorale, Robert Merrill and others, is set for CBS-TV on May 18. Tab Hunter and Jane Powell will co-star in a TV version of the Judy Garland movie musical "Meet Me in St. Louis" on

(Continued on page 4)

NEWS OF THE WEEK

Canadian and British Interests Launch United States Disk Firms . . .
Foreign interests from Great Britain and Canada moved into the Stateside disk scene this week. Norm Wienstroer was named general manager of American disk wing of the Bank Organization while Canadian backed Kenco Records appointed Marvin Holtsman as a.&c. chief following earlier naming of Dick Smith as sales head and Marvin Atlas as controller. Page 2

Early Action Predicted for Celler Juke Royalty Bill . . .
The bill introduced by Congressman Emanuel Celler this week to end juke performance royalty exemption may get hearings "within a month," by the subcommittee on Patents, Trademarks and Copyrights. Meanwhile, there is no indication yet as to when the Senate will begin action on the long-standing similar measure sponsored by Sen. O'Mahoney. Page 2

Playboy Mag Sponsors Giant Jazz Festival . . .
What may be one of the biggest jazz festivals in the country will be sponsored by Playboy magazine in August, as an official part of Chicago's Festival of the Americas in connection with the Pan-American games Page 2

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Closed Circuit Elvis Welcome

NEW YORK — Elvis Presley's manager Colonel Tom Parker is planning a block-buster - type "welcome home" party for Presley when he gets out of the Army next year.

By-passing a flock of fabulous-money offers from network TV sponsors, Parker will re-introduce Elvis to his U. S. fans via a closed circuit telecast, which will be beamed to special locations in about 100 cities. Since each location would probably collect sizeable admissions from several thousand fans, the take could be record-breaking.

Weinstroer Named U. S. Rank Exec

NEW YORK — Norm Weinstroer, for nine years national sales manager of Coral and Brunswick Records, has been named general manager of the American disking wing of Britain's Rank organization. Succeeding Weinstroer at Coral and Brunswick will be Howard Kaye, who for the past year has served as assistant national sales manager under Weinstroer.

Weinstroer started with Decca Records in St. Louis in December 1945, following his discharge from the armed forces. He served as manager of the Decca branches in St. Louis, Des Moines, Chicago and Dallas and in 1949 became Southeast division manager for Decca, operating out of Atlanta. In August of 1950, he came to New York to assume the post with

Coral which he vacated last week. In 1957, Weinstroer was instrumental in reactivating the long-dormant Brunswick label under the Coral management, a move which was undertaken in order to get the benefit of new distribution outlets in key markets and to have a label on which to release the best of the many masters which were available at the time.

The Rank American disk firm will be a division of Rank Film Distributors of America and will operate from the latter's present Seventh Avenue headquarters. Weinstroer will be appointed a veepee of the Rank Film firm while Arthur Paterson will be appointed treasurer of the company. Howard Kaye originally came to Decca as a salesman in 1938 where he served as an assistant branch manager. Following four years of service duty, he returned to the Decca fold. In 1952 he became manager of the New York Coral branch, and later was made Eastern sales chief for the label. He became assistant national sales manager last year.

Camden Sets Big Stereo Promotion

NEW YORK — RCA Camden is kicking off an extensive promotion on its low-priced stereo line, simultaneously with the release of 10 new stereo packages, according to Frank O'Donnell, merchandise administrator. O'Donnell said the campaign would encompass all media, with commercials set for the Ellery Queen show April 17 and 21. Also set are spots on NBC's Monitor, ads in Coronet, High Fidelity, etc. At the local level, Camden is preparing transcribed dealer spots, envelope stuffers, counter merchandisers, etc.

Product in the April stereo promotion includes the Fred Astaire
(Continued on page 20)

Slate Named For the New ASCAP Board

NEW YORK — The committee on elections of the American Society of Composers, Authors and Publishers has named a slate for the new ASCAP board to take office next Wednesday (1). A new president of the Society will be named from the writer wing of the board at the new board's first meeting April 30.

Writer members from the popular field named were Stanely Adams, Paul Cunningham, Howard Dietz, L. Wolfe Gilbert, Oscar Hammerstein II, Otto Harbach, Arthur Schwartz, Ned Washington and Jack Yellen. In the standard writer group were Morton
(Continued on page 20)

OPERATOR INCOME TAX PROBLEMS SOLVED!

"MONEY MANAGEMENT TIPS", by Leo Kaner, C.P.A.
Outlines accounting depreciation and tax procedures for music operating companies. Read how tax on one \$20 collection can be reduced from 86c to 1c thru a different method of depreciation. EVERY TAX DOLLAR SAVED IS A 100% PROFIT DOLLAR.

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Victor-French Tie to Spice Ames Bros.

NEW YORK — RCA Victor and French's Mustard have tied in on a big promotion featuring the Ames Brothers. Bill Alexander, diskery's chief of advertising, publicity and promotion, termed the campaign "probably the most powerful ever to back a single artist group." It's designed to promote the group's catalog merchandise and their new album "The Ames Brothers Sing Famous Hits of Famous Quarters." All media will be used, including magazines, newspapers, TV, radio and point of sale.

Crux of the promotion is a 45 EP "Platter Party" highlighter which the mustard firm will offer thru national consumer ads. Disk contains six sides from six best-selling Ames Brothers' albums. In addition to such mags as Cosmopolitan, Living for Young Homemakers, etc., diskery will use a minute commercial on the Steve Allen show April 19. Spots, for a two-week period, will run on Haggis-Baggis. Network radio promotion will include weekly spots on Monitor. Dealers will get a blinker
(Continued on page 20)

Jobbers Cagey on New Rack Spots

NEW YORK — Many rack jobbers thruout the United States are now going thru a process of shaking down their operations. These jobbers, many of whom have been in the rack business for over three years, are withdrawing where possible from poor supermarket locations and at the same time, opening racks in new types of outlets such as small local chain stores and discount houses.

Since rack operators usually have arrangements with supermarket chains for a given number of stores, they can't just pull out of a low volume location. But as new agreements come into being, rack jobbers are shying away from the low volume spots and picking the markets in which they will put racks with more care. No longer will rack jobbers place a rack anywhere unless they are certain they

can do a profitable amount of business.

Meanwhile, they are looking for new types of locations in which to expose records. Lately they have been setting up racks in the local chain stores, chains that have, say, 10 or 12 variety type stores in a single city. And they have also been putting racks in discount stores, many of which today are actually small department stores
(Continued on page 20)

Driscoll New Roulette Exec

CHICAGO — Danny Driscoll has replaced Stan Pat as district sales and promotion representative for Roulette here. He formerly served as Chicago promotion man for Mercury Records.

Driscoll, who will headquarter at Allstate Distributing Company (Roulette's distrib here), will also cover Milwaukee, Fort Wayne, Ind., Indianapolis, Springfield, Ill., Peoria, Ill., and Davenport, Ia. He reports directly to Roulette's executive veepee Joe Kolsky, as well as to national promotion manager Mel Turoff.

6 Stereo EP's For Jukes on Col. Agenda

NEW YORK — Columbia Records is swinging into spring with the release of six more stereo EP's for juke boxes. All of the stereo EP's are taken from the company's six top-selling albums, and they include sides from albums by Johnny Mathis, Mitch Miller, Ray Conniff, Benny Goodman, and the Kirby Stone Quartet.

According to Columbia exec Joe Norton, the juke box stereo market is expanding at such a rapid rate that stereo EP's are much in demand. Norton, in a letter to distributors, branch sales managers and salesmen for Columbia, said that "all juke box manufacturers are now making and selling only stereo machines. Operators have found that stereo machines have increased their income about 25 per cent and they are able to make better deals with the location owner for a stereo machine." Columbia has now released 13 stereo EP's for the boxes.

Pinch-Penny Processes: How Mean Can You Get?

NEW YORK — A few of the indie manufacturers of pop singles have come up with a new money-saving gimmick that has startled many members of the record fraternity. It enables them to save as much as a nickel a pressing, altho it contains within itself a "public be damned" attitude.

What it amounts to is a procedure in which a manufacturer with a growing hit starts to make a cheaper platter than the one he originally sent out to reviewers, radio stations and deejays. The price today of what is considered a standard 45 r.p.m. platter, whether injection molded or compression molded, ranges from 11 cents to 13 cents in 5,000 or so quantities. These clever indie labels press the first few thousand on the acceptable material and pay the standard price. These ini-

tial copies go to the radio stations, distributors, one stops, etc., as samples.

If the record starts to move, then the manufacturer presses a cheaper record, made with a lower quality mix, for a price of about 8½ cents each in quantity. According to one manufacturer who uses this technique, his feeling is that "the kids don't know any better anyway. They'll buy anything that's a hit no matter what it sound like."

It is not known yet that more than a few manufacturers are doing the above, and most manufacturers would never countenance such a move. A few, out for the quick loot, feel it is a cunning move, however.

Texas Tycoon May Buy-Out Mills Music

NEW YORK — Negotiations for the purchase of Mills Music, Inc., by interests headed by Jack Wrather, Texas millionaire, were reported underway late last week—with no
(Continued on page 20)

CELLER WANTS EARLY HEARINGS ON JUKE BILL

WASHINGTON — Rep. Emanuel Celler's bill to end juke performance royalty exemption in the Copyright law may get hearings "within a month," by the Willis (D., La.) subcommittee on Patents, Trademarks and Copyrights. Committee staff reports that the Judiciary committee chairman has asked the subcommittee to hold hearings at an early date on his bill, H. R. 5921. With Easter recess under way, it would be at least a month before hearings could begin.

On the Senate side, there is as yet (26) no word on when Senator O'Mahoney (D., Wyo.) intends to begin action by his Copyright Subcommittee on his anti-juke exemption bill, S. 590. The record industry has asked for a chance to request deletion of the bill's doubling of mechanical royalty on records used only in juke boxes.

Traditionally, anti-juke exemption bills have met stiffest opposition in the House Copyright Subcommittee. The well remembered Bryson - Kefauver bill of 1952 roused such dissension that it never got out of the Judiciary Subcommit-

tee, altho the bill's author, Representative Bryson (D., S. C.) was chairman. During the 1952 hearings, Representative Willis, who now heads the subcommittee, was frankly unconvinced by arguments of ASCAP counsel Herman Finkelshtein, and Arthur Fisher, Register of Copyrights, that performance royalty should be assumed by juke box operators.

At the time, Willis insisted on examining the individual take of juke operators, rather than the industry gross, and found that "even \$20 per machine would be a substantial increase in cost" which could disrupt the industry. "Any time you try to disturb anything that has taken place for 43 years, you are going to have some explaining to do unless the equities are so strong, and the burden is so slight, that you are not going to cause an abrupt revolutionary change in the method of doing things in an industry. That is what worries me."

Willis was surprised and shocked at testimony revealing the smallness of income of the average song-
(Continued on page 24)

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Roger S. Littleford Jr.
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Editors

Paul Ackerman . . . Music-Radio-TV, N. Y.
Herb Dotten Outdoor, Chicago
Robt. Diefmeier Coln Mach., Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Lee Zhito Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Asst. Publisher, New York
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Hilmer Stark Coln Mach. Division, Chicago

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M. L. Reuter Vice-Pres.
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Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUUnbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-9818
Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 812 Olive St.
Frank B. Joelling
Phone: CHestnut 1-0443
Washington 5, 1428 G St., N.W.
News Bureau
Phone: NATional 8-4749

Advertising Managers

Outdoor-Mdse. Robert Kendall, Chicago
Music-Radio-TV Dan Collins, New York
Coin Machine Richard Ford, Chicago
Music-Western Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director Cincinnati
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Victor Boosts Coast Pressing Facilities

HOLLYWOOD — RCA Victor is expanding its Hollywood pressing plant facilities to handle a 16,000,000 annual disk capacity. Plant reportedly produced 13,000,000 disks during the past year, divided between 8,000,000 singles and 5,000,000 LP's. Production expansion will be achieved in two ways: Press cycle on singles is being reduced from 30 seconds to 15 seconds, thus doubling productive potential per press; nine presses are being added to give Victor a total of 40 in its Hollywood plant.

Pressing plant load reportedly has been growing with Victor operating on a three-shift schedule since the first of the year.

Press cycle is being reduced by mechanical changes in the equipment which reportedly brings the operation to near-automation level.

Nippon Indies Big Mushrooms

TOKYO, Japan — Accelerating the disk industry confusion in this narrow island market, is the trend toward the mushrooming of numerous indie labels. An informal census of the field shows that about 30 labels are now hotly competing.

The trend is being seen by observers here as reflecting the fan-

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'Kansas City' Newest Trade Hit Threat

NEW YORK — The singles record business, always a hot box of excitement, created some new frenzy this week for the second week in a row, with another hot record, and many new hot covers. Last week the industry was simmering over "Tell Him No"; this week the noise is over "Kansas City," an old-fashioned rhythm and blues rocker which looks like it has a chance for hit status.

The original record was cut by Bobby Robinson, vet New York record and music man, on the

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Epic Sets New Stereo Pitch

NEW YORK — Epic Records has come up with a new type of stereo sales plan. For its April promotion, the label is pushing the Merrill Staton Choir, which has seven albums out on Epic. If a dealer purchases seven monaural records, the seven covering at least three different Staton LP's, he will get a stereo recording of the Staton Choir for free.

'YAKETY YAK' GOES TEUTONIC

NEW YORK — Atlantic Records is sending to 250 deejays across the country a new recording of "Yakety Yak" (the Coasters' big hit on Atco) featuring a German lyric. The disk, cut in Germany by Billy Sanders, is tagged "Jacket Jack."

If the jocks like the new version, Atlantic will release it nationally. The Coasters' original waxing (with the English lyric) was a world-wide hit.

Victor has introduced automation in its Indianapolis (Ind.) plant, but does not plan to go to a complete robot operation on the Coast.

Plant expansion follows on the heels of Victor's unveiling of its million-dollar recording studios. Production capacity is being boosted to handle anticipated growth in custom business as a result of the studios, newest on the Coast. Studios, built under the direction of RCA chief engineer, Bill Miltenburg, include one studio measuring more than 58,000 cubic feet, and another at more than 40,000 cubic feet. Stereo studios boast triple track tape machines, multi-channel mixer and monitoring equipment.

As part of the newly opened facilities, Victor's custom division for the first time can offer clients the full cycle from original recording thru mastering, processing, pressing and shipping, all from Hollywood.

Wing Stereos Tagged \$2.98

CHICAGO — Mercury Records will put out its first stereo entries on its low-price Wing label in April at \$2.98.

Of the six-package release, two items have already been introduced in mono. They are Marc LaSalle's "South Pacific" and Pierre LeBlanc's "Academy Award Hits." Other albums are by Cecil Wheatridge ork; David Carroll; Ralph Marterie; and Jerry Colonna and His Dixieland Band.

HOLTZMAN NAMED KENCO LABEL A.&R. CHIEF

NEW YORK — Marvin Holtzman was named artist and repertoire chief of Kenco Records, Inc., newly formed United States disk subsidiary of Consolidated Frybrook Industries Ltd., a Canadian firm, based in Toronto. Holtzman has been on the a.&r. staff of Decca Records for two years and prior to that held down a similar post at Epic Records.

The new firm also recently announced the appointment of Dick Smith as sales chief and Marvin Atlas as controller. Smith was formerly on the sales staff of Columbia Records while Atlas was assistant treasurer of Loew's Inc.

Kenco is being headed up by executive veepee, Guy Herbert, a Canadian. Herbert was the original organizer of Quality Records of Canada, owner of distributor-

ASCAP Holds Membership Meeting Today

Society Keyed to Crucial Phase in Decree Negotiat'ns

NEW YORK — ASCAP holds its annual membership meeting today (30), with the membership keyed to the fact the Society is in a crucial phase of its history. This has reference, of course, to the upcoming Consent Decree, which has been in the final stages of negotiation. It was even prognosticated in some quarters that there was a possibility that negotiations on the amended decree might be finalized

(Continued on page 45)

COL'S 'JAZZ FESTIVAL' DEBS 10 TOP-NAME LP'S

NEW YORK — Columbia Records is holding an "LP Jazz Festival" starting in mid-April. The diskery's festival will consist of the release of about 10 brand new jazz sets with such potent names as Ellington, Goodman, Brubeck, Davis, and Mulligan, and will feature a specially priced premium disk or sampler, that will be available with the purchase of any of the new albums or any of Columbia's catalog jazz items. The premium platter will be available either in stereo or monaurally.

Columbia, which for many years now has maintained one of the strongest overall jazz lines in the

100G TALENT TAB

Playboy Mag Backs Huge Jazz Fiesta

CHICAGO — The end-all of jazz festivals, to be sponsored by Playboy magazine, was announced this week to be held here in Soldier Field August 8 and 9. It will be an official part of Chicago's Festival of the Americas in connection with the Pan-American Games.

A \$100,000 talent package includes an awesome list of jazz names. Playboy's promotion director, Victor Lownes III, said that he has affixed his signature on agreements submitted by bookers—although artist signatures are not yet all in—covering Louis Armstrong, David Allen, Count Basie, Earl Bostic, Bob Brookmeyer, Dave Brubeck, Chris Connor, Miles

Davis, Dukes of Dixieland, Duke Ellington, Four Freshmen, Erroll Garner, Stan Getz, Dizzy Gillespie, Jimmy Giffure, the Hi-Los, Coleman Hawkins, J. J. Johnson, Stan Kenton, Barney Kessel, Gene Krupa, Lambert-Hendricks-Ross, Shelly Manne, Jimmy McPartland, Bud Freeman, George Wettling, Modern Jazz Quartet, Gerry Mulligan, Oscar Peterson, Sonny Rollins, Jimmy Rushing, Jack Teagarden, Sarah Vaughan, Teddy Wilson and Kai Winding.

Also being sought, although no ink has been applied, are Benny Goodman, Ella Fitzgerald, Sammy Davis Jr., June Christy and Red Nichols.

As though that weren't enough, Lownes is offering Frank Sinatra \$20,000 for an appearance. Sinatra, he said, is agreeable but must work out a legal tangle of motion picture insurance which forbids him from leaving California while shooting is in progress.

Associate producer of the festival, assisting Lownes, is Don Gold,

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business, feels that this new 10 package release is the hottest it has ever issued. The new releases include a new Benny Goodman album titled "Happy Sessions" with two orchestras and a quintet and

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Frank Music Buys Broadway Show Scores

NEW YORK — Frank Music has acquired the musical scores for two current Broadway dramatic shows, "J. B." and "The Rivals." Music for both was penned by David Amram. It is understood that RCA Victor is planning to cut the play "J. B.," possibly after Pat Hingle returns to the cast. The Archibald MacLeish show has received rave reviews.

Goldner Group Distrib Meet

NEW YORK — The George Goldner Cone-End and Jamie labels empire, will hold its first national distributor meeting at the Park Sheraton Hotel in New York on April 2 and 3. The great growth of the Goldner labels over the past two years has necessitated this national meeting according to prexy Goldner. Main business of the meeting will be to introduce 40 stereo and monophonic albums that will be released nationally in April.

Deane to Deb 'Young Adult' Hop on ABC

NEW YORK — Buddy Deane, who emcees a top-rated TV record hop show over WJZ-TV, will emcee a similar-type show for "young adults" on the ABC-TV network, starting April 13 from noon to 1 p.m. across the board. The new show, tentatively titled "Buddy Deane's Dance Party," will spotlight a "Top 10 Records" list with emphasis on disks that appeal to young adults rather than teen-agers.

The program will originate from the Gold Room of Marty's Park Plaza in Baltimore, via remote. From 60 to 80 men and women in their twenties will be invited to have lunch in the studio, dance to records, and watch Deane interview visiting disk stars. A baby-sitting service will be available for young parents.

Deane will continue to emcee his successful local WJZ-TV record-hop telecast 3-4:30 p.m.

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Cap Holds Up 'Side Saddle'

HOLLYWOOD — Capitol Records has pulled the reins on releasing Russ Conway's "Side Saddle" in the U. S., claiming that Mills Music jumped the gun by getting disks for the English-born ditty on Liberty and Challenge prior to release. Conway's "Saddle" is riding high on the charts in England as recorded on EMI's Columbia label in England. Tape was flown to Hollywood and Capitol had planned to issue it here.

When Cap learned that two indies had rushed covering releases on Conway's original, it called a halt to its own plans to issue the English import. As to whether it will release the disk later, the major refused to say. It did point to the current sales pattern wherein the first disk out is that one that gets the cream, thus inferring that it may well pass up this one.

Freddy Morgan has cut it for Challenge while Liberty's version features the John Buzon Trio. Song was written by Russ Conway under the nom de plume of Trevor Stanford.

Coming Next Week:

The Billboard's Big April MOA CONVENTION NUMBER

with full distribution at the MOA Convention, Morrison Hotel, Chicago, April 6 thru 8, and featuring special articles and lists to help operators get more plays and bigger profits.

WATCH FOR IT!

DEEJAY HANDY LIST OF OSCAR-WINNING TUNES

By JUNE BUNDY

NEW YORK—The forthcoming Motion Picture Academy Award presentations April 6 provides disk jockeys with a variety of programming and promotional ideas.

In line with this The Billboard in this issue is running a complete list of previous Academy Award song winners dating back to 1934, the year the song category was first included on the award roster.

Many deejays report considerable success in past years with contests asking listeners to guess which stars, pictures and song would win awards. Special programming, of course, accompanied these contests, featuring tunes from nominated movies, currently nominated songs, and past song winners.

Questions regarding which movie featured the winning song, and who played in it are also

good deejay gimmicks, particularly in the cases of the more obscure items. For instance, the 1950 winner, "Mona Lisa," was from the sound track of "Captain Carey, U. S. A.," with Alan Ladd. "The Last Time I Saw Paris" (winner in 1941), was featured in the Eleanor Powell movie, "Lady Be Good."

It's interesting to note that of 24 winning songs, five were published by the Big Three, four by Famous - Paramount, three by Chappell, three by MPH, two by Santly-Joy, and one each by Berlin, Bourne, Bregman, Vocco & Conn; Frank Artists, and Maraville.

The last-named firms are owned by stars who sang the winning tunes in films. Doris Day introduced "Whatever Will Be Will Be" (1956 winner) in "The Man Who Knew Too Much." Frank Sinatra warbled "All the

Way" in his 1957 film "The Joker's Wild."

If Jay Livingston and Ray Evans win this year with "Almost in Your Arms" they'll hold the record number of awards, since they've already chalked up three for past film tunes. Among the other nominees Sammy Cahn and Jimmy Van Heusen each have two past awards to their credit, together and separately. Sammy Fain and Paul Francis Webster also won two past Oscars, both as a team.

In addition to the winning songs, deejays can find extensive programming angles in connection with the other nominations—theme songs from "Auntie Mame," "Separate Tables," "The Old Man and the Sea," "Cat on a Hot Tin Roof," plus a rich supply of LP wax on the jazz background of "I Want to Live" and the Lerner-Loew "Gigi" score.

Disk Star Bevy Set For New Air Season

Continued from page 1

April 26 from 9 to 11 p.m. over CBS-TV.

Benny Goodman's second annual "Swing Into Spring" will bow April 10 from 9 to 10 p.m. on CBS-TV, with Ella Fitzgerald, Peggy Lee, Lionel Hampton, Shelley Manne, Andre Previn, and others as guests.

Timex has more one-shot jazz shows in the works for '59, while Patti Page will be back in the fall with an hour show on NBC-TV or CBS-TV. Eddie Fisher reportedly is slated to head up another show for NBC-TV sometime in October. Andy Williams, who summer-subbed for Pat Boone, last year, is also in line for a show of his own this fall on one of the webs.

All in all it appears that record manufacturers and publishers will have an extensive outlet this coming year for TV plugs on new releases.

However, the new musical shows will have a tough rating row to hoe. The latest Nielsen report lists

eight westerns in the Top 10 and two situation comedy-type shows—Danny Thomas and Lucille Ball. Como, the only musical personality previously listed, was nosed out of the Top 10 last month by the CBS-TV western, "Wanted Dead or Alive."

Col. Monaural Sales Had Hottest Feb.

NEW YORK — Bill Gallagher, Columbia Records sales chief, stated this week that the diskery had the "best monophonic sales in February than in any February in the company's history." Gallagher made this statement after his return from a meeting with all his sales staff at the Round Up Ranch in upstate New York.

At the sales planning meeting at the dude ranch, Gallagher and staff developed the format for Columbia's upcoming Miami convention, which will be held at the Hotel Americana there July 16 thru 19. The execs also worked on a fall sales program to be presented at the convention, the concept of which is to offer a distributor-dealer-consumer selling program with emphasis on dealer point-of-sale merchandising.

Save-A-Stereo Jubilee Plan

NEW YORK — Jubilee Records is following the RCA Victor and the Mercury Save-On-Stereo album sales plan with one of its own. According to Jerry Blaine, head of the diskery, all Jubilee stereo records will be on sale during April so that any customer who purchases one at the list price of \$5.98 will be able to obtain another one for \$1.

Blaine said that all dealers will still enjoy their regular full markup on the records, and that Jubilee will absorb the price cut. The Jubilee Save-A-Stereo plan will run thru April and will be backed up by a national advertising campaign.

Request Skeds 7 New Albums

NEW YORK — Request Records will issue five new albums in April and two more in May, many of them in stereo as well as monophonic. For April the releases include "Songs of Korea," "Nights in Puerto Rico," and "Traveling Guitars." There is also a Village Band album and an album titled "Cocktail Hour With Verdi." The May release includes an album of Italian melodies and another with songs of love.

Connie de Nave Sets Own Firm

NEW YORK—Connie de Nave, formerly personal press agent for Dick Clark, has set up her own public relations firm here.

Miss de Nave will concentrate on pop record personalities and has already signed as clients Connie Francis, Andy Williams, Dion and the Belmonts, Laurie Records, and James Franciscus.

Prior to becoming Clark's p.a., she was assistant magazine editor for the ABC-TV network. Jack Martin will represent Miss de Nave's new firm on the West Coast.

UA Pacts Clovers, Melba

NEW YORK — United Artists signed the Clovers to an exclusive recording contract last week. Past hits by the group include "One Mint Julep," "Here Goes a Fool," "Love, Love, Love" and "Yes, It's You." UA will release both singles and albums by the group.

The diskery has also pacted Stanley Melba, society dance-band leader. His first LP for the label will be "Dancing at the Cotillion Room," a series of other LP's by the orkster, featuring the music of America's most popular songwriters, is also in the works.

United Artists has also acquired the rights to "Sweet Water" by the Danton phillips Five. The platter is currently number one on the Australian Hit Parade. It will be released on UA's Unart label.

Hugo-Luigi 1st Victor Single

NEW YORK—RCA Victor last week released the first single cut by Hugo Peretti and Luigi Creatore under their new production set-up. The record, "Young Ideas," features singer Chico Holiday, and the label carries a special Hugo and Luigi logo.

The label is backing the disk with extensive promotion and Peretti, Creatore and their special promotion man Mike Collier will take a swing around the country to visit distributors and jocks, following a visit to the MOA Convention in Chicago next week.

Pat Inks With Hugo-Luigi

NEW YORK — Stan Pat, for the past two years regional sales and promotion chief for Roulette Records, has been signed as mid-west promotional chief for Hugo and Luigi Productions. Latter are the records that will be turned out on the RCA Victor label by Hugo Peretti and Luigi Creatore, the new "outside" a.&r. producing team. Pat's job will be to promote the Hugo and Luigi disks with deejays and one stops. Mike Collier, formerly with London, is handling Hugo and Luigi creations in the East.

Vanguard Inks Elman to Long Term Pact

NEW YORK — Vanguard Records has signed Mischa Elman to an exclusive, long term recording pact. The famous violinist was sought by a number of top firms. His latest signing with Vanguard commemorates his 50th anniversary of his recording debut. An extensive series of concertos and solo works are planned by the label for the artist.

Vanguard will release in April a number of new LP's, practically all of which will be available both in stereo and monophonically. These include a new set by the Griller Quartet, another with Denis Mathews, and a single stereo only LP with the Philharmonic Promenade Orchestra conducted by Sir Adrian Boult. There is also forthcoming on the label a jazz set with drummer Jo Jones, and album of Yiddish folk songs with Martha Schlamme, and a waltz album.

A little more hip to the great grass roots cleffers in this business," remarked another knowledgeable music cat. "That operetta and musical comedy scene is great but why doesn't somebody plan an evening with Ray Charles, Little Walter or maybe Muddy Waters? Man, that would stand them on their ears all right."

ACADEMY AWARD WINNING TUNES

YEAR	TUNE (All ASCAP)	COMPOSER(S)	PUBLISHER	PICTURE
1934	THE CONTINENTAL	Conrad-Magidson	Harms, Inc.	Gay Divorcee
1935	LULLABY OF BROADWAY	Warren-Dubin	Witmark	Gold Diggers of 1935
1936	THE WAY YOU LOOK TONIGHT	Kern-Fields	T. B. Harms	Swingtime
1937	SWEET LILIAN!	Owens	Santly-Joy	Waikiki Wedding
1938	THANKS FOR THE MEMORY	Ranger-Robin	Paramount	Big Broadcast of 1938
1939	OVER THE RAINBOW	Harburg-Arlen	Feist	Wizard of Oz
1940	WHEN YOU WISH UPON A STAR	Washington-Harline	Bourne	Pinocchio
1941	THE LAST TIME I SAW PARIS	Kern-Hammerstein II	T. B. Harms	Lady Be Good
1942	WHITE CHRISTMAS	Irving Berlin	Berlin	Holiday Inn
1943	YOU'LL NEVER KNOW	Warren-Gordon	Bregman, Vocco & Conn	Hello, Frisco, Hello
1944	SWINGING ON A STAR	Burke-Van Heusen	Burke and Van Heusen	Going My Way
1945	IT MIGHT AS WELL BE SPRING	Rodgers-Hammerstein	Williamson	State Fair
1946	ATCHISON, TOPEKA & SANTA FE	Warren-Mercer	Feist	Harvey Girls
1947	ZIP A DEE DO DAH	Wrubel-Gilbert	Santly-Joy	Song of the South
1948	BUTTONS AND BOWS	Livingston-Evans	Famous	Paléfance
1949	BABY IT'S COLD OUTSIDE	Loesser	Frank	Neptune's Daughter
1950	MONA LISA	Evans-Livingston	Famous	Captain Carey, U. S. A.
1951	IN THE COOL, COOL, COOL OF THE EVENING	Carmichael-Mercer	Burke and Van Heusen	Here Comes the Groom
1952	HIGH NOON	Tiomkin-Washington	Feist	High Noon
1953	SECRET LOVE	Fain-Webster	Remick	Celebrity Jane
1954	THREE COINS IN THE FOUNTAIN	Cahn-Styne	Robbins	Three Coins in a Fountain
1955	LOVE IS A MANY-SPLENDORED THING	Fain-Webster	Miller	Love Is a Many-Splendored Thing
1956	WHATEVER WILL BE WILL BE	Livingston-Evans	Artists	The Man Who Knew Too Much
1957	ALL THE WAY	Cahn-Van Heusen	Maraville	The Joker Is Wild

1958 NOMINATIONS

TUNE	COMPOSER(S)	PUBLISHER	PICTURE
GIGI	Lowe-Lerner	Chappell	Gigi
A CERTAIN SMILE	Fain-Webster	Miller	A Certain Smile
A VERY PRECIOUS LOVE	Fain-Webster	Witmark	Marjorie Morningstar
ALMOST IN YOUR ARMS	Livingston-Evans	Paramount	Houseboat
TO LOVE AND BE LOVED	Marks	St. Nicholas	Some Came Running

PUBLICITY CREAM FOR BIG CLEFFING NAMES

Continued from page 1

erial. Ella Fitzgerald did particularly well with her Verve songbooks of the works of Rodgers and Hart, Cole Porter and Duke Ellington. Chris Connor turned in a fine dual-LP package of Gershwin songs for Atlantic. Sarah Vaughan and Billy Eckstine have been active in this field with their albums, too, and there have been numerous others.

Several seasons back, Coral turned out a series of albums keyed to the "and then I wrote" kick, featuring the works of J. Fred Coots, Bob Merrill and Irving Caesar. The latter over the years also got prime exploitation via a series of shows on WOR Mutual, featuring his "songs of safety."

Seeing this flurry of activity with the well-known standard type writers, has brought about a considerable rumbling on the part of pop cleffers and those associated with them. Some months ago, when the Society of Music Authors and Composers (SOMAC) was formed, one of the planks in

the group's platform dealt with the matter of "public recognition" for writers. Reference was made to the fact that in older days, a tune might have been referred to as Irving Berlin's "Always." Now, it was stated, it's simply a matter of such an introduction as Elvis Presley's "Jailhouse Rock," with no credit ever given the writers. This the organization vowed to correct.

Beyond this, some observers, commenting on the Hotel Pierre's "Evening with" series, pointed out the wealth of songwriting talent in the country and rhythm and blues fields. "Why not an evening, let's say, with Felice and Boudleaux Bryant?" one suggested. "After all, they've had an awful lot of record hits this year and they wrote every one of the Everly Brothers' biggest hits like 'Bye Bye Love,' 'All I Have to Do Is Dream,' 'Wake Up Little Susie,' and 'Bird Dog.' I think they would fracture the ringsiders at the Pierre."

Grass Roots Pitch
"It's time the public was made

LISTEN TO THE QUIET

JONAH JONES

BEST PERFORMANCE BY A DANCE BAND

(BAUBLES, BANGLES AND BEADS—Capitol)

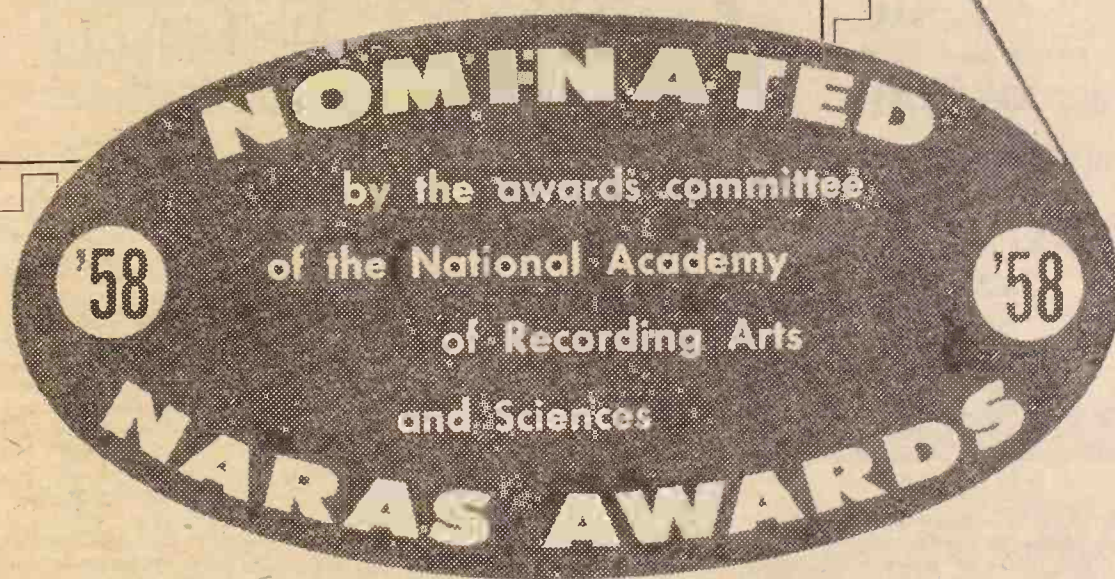
BEST JAZZ PERFORMANCE (INDIVIDUAL)

(BAUBLES, BANGLES AND BEADS—Capitol)

(JUMPIN' WITH JONAH—Capitol)

BEST JAZZ PERFORMANCE (GROUP)

(BAUBLES, BANGLES AND BEADS—Capitol)



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AGGRESSIVE PROS & CONS

Vet D.J. Air Exits Spark
'Formula Radio' Furor

DETROIT — The No. 1 topic among record and radio execs here continues to be "formula radio," with the local press, jocks, distributors and broadcasting brass taking aggressive stands—both pro and con—on the subject.

The furor, of course, was sparked by the recent resignations of veteran deejays Ed McKenzie (from WXYZ) and Eddie Chase (from CKLW). Both jocks blamed "formula radio" for their departures.

Local dailies had a field day after the Chase resignation, with

CKLW radio making public charges of prevarication on Chase's part for reasons of his leaving. CKLW president J. E. Campeau issued statements to the Detroit Times that Chase designed his statements "to cash in on the subject of so-called formula broadcasting."

Campeau added in the Hearst publication story that, "the truth is, we insisted that Chase, whose ratings were sagging badly, return to live broadcasting from the studios... instead of taped shows from the lobby of a local theater

PARDON!

In the March 23 issue of The Billboard, Albert S. Denver was erroneously referred to as the president of the Music Operators of America. George Miller is president of the MOA. Denver is a director of that organization and president of the Music Operators of New York.

...services such as time signals, weather reports, traffic conditions and other public services he could not provide on a taped show. In six months, his ratings became the highest in Detroit for most of the afternoon time segments."

The station president claimed that Chase continued to view giving the public added station services as unnecessary. Chase refused to comment on Campeau's charges until he officially leaves the station.

Fred Wolf, disk jockey star of WXYZ-radio-TV, however did not hesitate in an end-of-the-week climax denouncement of opposition to "formula radio" to label it as "live, live, live!" Castigating "old timers" for not wanting to move, Wolf explained "formula" as "fast-paced production, station identification, less talk, more music." Admitting he couldn't sincerely endorse straight formula, Wolf said identification is the big thing. "It takes a good man with personality, get-up-and-go and a live program to get away with formula."

Wolf and station officials' opinions on "formula" were clearly not shared by some others in the industry here. Decca branch manager John Schlee, Columbia's Russ Yerge, Mercury and Dot distributor John Kaplan expressed themselves vigorously in the local press against "formula." They frowned because their sales staffs must spend more time with record dealers in order to get their records on the listings which the dealers give the disk jockeys as weekly hit tunes. They also dislike the "wearing out" of a disk on DJ show before the public starts buying it.

NBC Daytime
Dramas Bow
To Chcnt Seg

NEW YORK — NBC radio is replacing six daytime dramatic shows with a two-hour (2-4 p.m.) Monday thru Friday musical variety show, "It's Network Time," featuring singers June Valli, Tommy Leonetti and Skitch Henderson's ork. Frank Blair and Don Russell will act as co-hosts.

The changes were made to placate NBC's radio affiliates, who have unanimously approved them. NBC will continue to program 75 hours a week. The new musical variety show will also feature comedian Pat Carroll, comic Arnold Stang, and guest stars.

13 Riverside
Sets for April

NEW YORK — Riverside Records has 13 stereo LP's on its March-April release schedule. Five of the sets are new and are available also monophonically. Eight were formerly released monaurally.

The new material includes "Chet Baker Introduces Johnny Pace," "New Blue Horns," by Chet Baker, Kenny Dorham, Nat Adderly, Clark Terry and Blue Mitchell, "Evans Bradshaw—Pieces of 88," "The Thelonius Monk Orchestra at Town Hall" and "Oheila Halvey—Voice of Israel."

The reissues spotlight jazz sets by various artists and "The Grand Prix of Gibraltar," by Peter Ustinov.

HOT 100 ADDS 18

- NEW YORK — Eighteen new sides appear for the first time on this week's Hot 100 Chart. Details are:
33. I Need Your Love Tonight—Elvis Presley, RCA Victor
 61. Take a Message to Mary—Everly Brothers, Cadence
 69. Poor Jenny—Everly Brothers, Cadence
 70. Guess Who—Jesse Belvin, RCA Victor
 79. Turn Me Loose—Fabian, Chancellor
 82. Three Stars—Tommy Dee, Crest
 87. Rockin' Crickets—Hot Toddys, Shan-Todd
 88. Who's That Knockin'—Genies, Shad
 89. Hawaiian War Chant—Billy Vaughn, Dot
 90. French Foreign Legion—Frank Sinatra, Capitol
 92. House of Love—Scott Garrett, Laurie
 93. Star Love—Playmates, Roulette
 95. Raining in My Heart—Buddy Holly, Coral
 96. Almost Grown—Chuck Berry, Chess
 97. I Miss You So—Paul Anka, ABC-Paramount
 98. Bom-A-Dip-Dip—Stan Robinson, Monument
 99. Yep!—Duane Eddy, Jamie
 100. Chick—Lee and Paul, Columbia

STEEN & US

Cloth Can't
Keep Up
With Wax

BOSTON — Two ministers who made the record, "Bert and I, and Other Down East Stories," have decided that distributing and marketing their product is more than they can handle. They have turned over the work to Cecil Steen of Records Inc., Commonwealth Ave., to handle national distribution.

Robert Bryan and Robert Dodge made the record at the Yale Audio Visual Center while they were students there. Sales have boomed to such an extent that they no longer can handle the situation and attend to their callings. Bryan, who until recently had a parish in Cambridge, Mass., frequently flew stacks of recordings in his own plane to retailers in the New England region.

Steen reports the record is doing an amazing business and plans to promote it further nationally.

Alexander to
Book Both
Elgart Bands

NEW YORK — Veteran band agent, Willard Alexander, pulled off what observers called a booking coup this week with the signing by the agency of the Larry Elgart Band and the Les Elgart Band. Until recently the brothers jointly operated a single band, which was booked by MCA.

Larry Elgart and his unit, current at the Hotel Roosevelt Grill here, will be booked mainly thru the East and will work thru the Midwest during the coming summer. The Les Elgart band, on the other hand, will base in California starting in June. Both bands have new albums out with Larry Elgart on Victor and brother Les on Columbia. Alexander will handle both bands on an exclusive basis.

Haley Comets
On April Tour

NEW YORK — Bill Haley and His Comets takes off on a month-long tour starting April 2. The combo will be in Milwaukee on April 3, Green Bay, Wis., on April 4 and then will hit the following South Central cities: Norman, Okla., April 8; Houston, April 10 and 11; Sioux City, Ia., April 14; Omaha, April 15; Lincoln, Neb., April 16; Salina, Kan., April 17; Wichita, Kan., April 18; Kansas City, April 19; Topeka, Kan., April 20; Clearwater, Minn., April 21; St. Paul, April 22; and Austin, Minn., April 23.

Dot Skeds 9
March Pkgs.

HOLLYWOOD — Dot's nine-album March release consists of six packages issued simultaneously in stereo and monaural form and the remainder in single track only. Release is paced by a Billy Vaughn Hawaiian music offering, and includes albums featuring Steve Allen, Milton De Lugg, Jimmy Costa, Don Bagley, Mac Wiseman, Bud Freeman, comic Buddy Hackett and Tommy Hohnson.

In addition label is issuing nine stereo versions of previously released product.

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Baker

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Ray
Charles

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 SANDY 1017 TELL HIM NO—Travis and Bob CRYSTALETTE 724 PINK SHOE LACES—Dodie Stevens
 15909 YOU CAN'T BE TRUE DEAR—BEAVER—Mills Brothers
 15900 HAWAIIAN WAR CHANT—TRADE WINDS—Billy Vaughn
 15908 BILLY BOY—THIRD MAN THEME—The Fontane Sisters
 15891 ST. LOUIS BLUES—IDA, SWEET AS APPLE CIDER—Steve Allen
 15912 BUTTONS AND BOWS—YOU'RE THE ONLY STAR IN MY BLUE HEAVEN—Carol Jarvis
 15888 WITH THE WIND AND THE RAIN IN YOUR HAIR—Pat Boone
 15890 PETITE FLEUR—Bob Crosby 15928 JUST ANOTHER LIE—Jackie Shannon
 15907 SWEET LORRAINE—SOUTH—Bob Crosby DITTO 120 TIAJUANA JAIL—Johnny Bond

NEW RELEASES

- 15924 BELL BOOGIE—THE SWINGIN' BUGLER—Lawrence Welk's Little Band Featuring The Trumpet of Warren Luening

BEST SELLING EP's

- DEP-1075 MARDI GRAS—Pat Boone DEP-1071 BILLY VAUGHN PLAYS THE MILLION SELLERS
 DEP-1074 GALE'S GREAT HITS—Gale Storm DEP-1072 SAIL ALONG SILV'RY MOON—Billy Vaughn
 DEP-1066 FOUR BY BILLY VAUGHN DEP-1068 THE LORD'S PRAYER—Pat Boone
 DEP-1069 STAR DUST—Pat Boone DEP-1073 MMMM . . . —The Mills Brothers

MONAURAL BEST SELLING ALBUMS STEREO

- | | |
|--|-----------|
| DLP-3158 PAT BOONE SINGS | DLP-25156 |
| DLP-3156 BILLY VAUGHN PLAYS | DLP-25157 |
| DLP-3157 THE MILLS BROTHERS' GREAT HITS | DLP-25170 |
| DLP-3170 PETITE FLEUR—Bob Crosby | DLP-25150 |
| DLP-3150 AROUND THE WORLD—Steve Allen | DLP-25118 |
| DLP-3118 STAR DUST—Pat Boone | DLP-25119 |
| DLP-3119 BILLY VAUGHN PLAYS THE MILLION SELLERS | DLP-25121 |
| DLP-3121 YES INDEED!—Pat Boone | DLP-25140 |
| DLP-3140 LA PALOMA—Billy Vaughn | DLP-25137 |
| DLP-3137 THE CLARK SISTERS SWING AGAIN | DLP-25131 |
| DLP-3131 DIXIELAND BLUES—Johnny Maddox | DLP-25122 |
| DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS | DLP-25155 |
| DLP-3155 WHEN YOU'RE SMILING—Eddie Peabody | DLP-25103 |
| DLP-3103 MMMMM . . . —The Mills Brothers | |
| DLP-3104 SING SING SING!—The Clark Sisters | |
| DLP-3164 MR. MUSIC MAKER—Lawrence Welk | DLP-25164 |

MONAURAL NEW ALBUM RELEASES STEREO

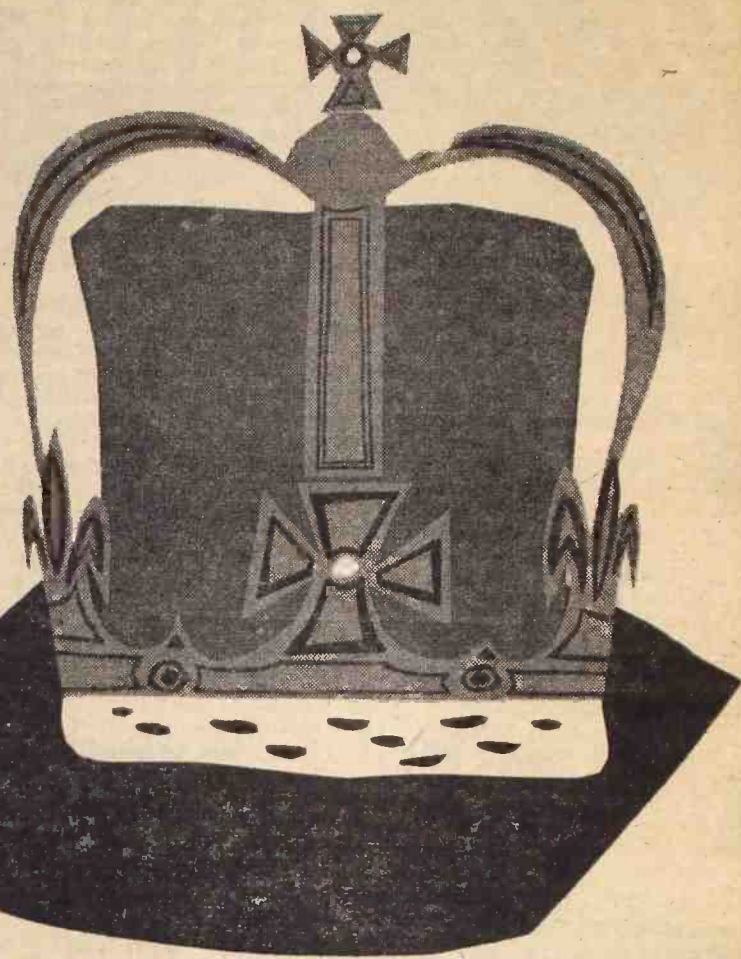
- | | |
|---|-----------|
| DLP-3165 BLUE HAWAII—Billy Vaughn | DLP-25165 |
| DLP-3161 STEVE ALLEN PLAYS | DLP-25161 |
| DLP-3145 LOUELLA'S FAVORITES—Milton DeLugg | DLP-25145 |
| DLP-3167 IN MY OWN QUIET WAY—Johnny Costa | DLP-25167 |
| DLP-9007 THE SOFT SELL—Don Bagley | DLP-29007 |
| DLP-3166 BUD FREEMAN AND HIS SUMMA CUM LAUDE TRIO | |
| DLP-3169 BUDDY HACKETT! | |
| DLP-3163 DO-SI-DO—Tommy Jackson | |
| DLP-3135 BESIDE THE STILL WATERS—Mac Wiseman | DLP-25135 |

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MUSIC AS WRITTEN

By BOB ROLONTZ

BIG THREE AGAIN IN OSCAR RACE

The Big Three Music Corporation continues its 22-year streak of always having a tune in the Movieland Oscar race with the nomination of "A Certain Smile" as a contender for best song again this year. At least one Robbins, Miller, or Feist song has been nominated every year since 1936. During these 22 years 34 Big Three tunes have been nominated and five have copped the award. The Big Three is also represented in the Oscar derby in the best score category with "Mardi Gras" and "The Young Lions."

New York

Jamestown, New York is planning a celebration this week for hometown Sally Ann Scott who has cut her first recording for the Nostalgic label. Tune is "Don't Sit Under the Apple Tree." . . . Pubber Redd Evans is releasing a recording of the Mel Allen-Walter Bishop tune "Play Ball You All" to coincide with the opening of the baseball season on his Redd-E label. . . . The Four Voices are out on a night club tour with thrush Pearl Bailey. . . . Teddi King starts a month's engagement at Mr. Kelly's in Chicago on April 13. . . . Hy Schlieffman, former record retailer, is now working with Globe Albums, LP jacket manufacturer, in New York City. . . . Pianist-thrush Page Morton, who performs at the Bird N' Glass nightly in New York, is also performing at Sunday Brunches at the Warwick's Raleigh Room each week.

Sam Finch has started a new label, Finch Records. Jethro Berry is business manager, A. Newton Campbell is publicity and promotion director and pianist Jimmie Jones is a.&r. head for the label. First disk will feature Finch himself as an artist. . . . Conway Twitty is at the Edison Hotel in Toronto. . . . Virgil Thomson and Ben Weber are the featured composers at the Composer's Showcase concert tonight (30) at Circle in the Square Theater in New York. . . . Continental Artists, a new agency headed by Alex Valdez of Peru, has opened offices in New York. Firm handles bookings for American artists for South America, and Europe in clubs, films, etc. Continental has just set a deal for Bill Haley and the Comets to star in a couple of movies overseas.

Wynne Records is handling national distribution for Star Satellite Records. Sid Pastner, head of the Wynne label, is now on a trip setting up distributors and recording. He waxed Ted Weems and his ork in Dallas. . . . Neil Galligan has become general manager of Canadian American Records. He was appointed by Gene Orndorf. . . . Offbeat Records will wax Julius Monk's revues of 1956 and 1957, "Four Below" and "Son of Four Below." . . . Leonard Feist, vice-president of Associated Music Publishers, has been appointed general manager.

HOLLYWOOD: Imperial's Lew Chudd last week signed Latin music composer-arranger-batoneer Joe Loco to a recording contract. His first package under the Imperial banner will be "Let's Go Loco." He is credited with being the first to introduce the mambo and cha-cha-cha in the U. S. Rose Maddox of the Maddox Brothers and Rose country and western team was signed last week to a long-term exclusive recording contract by Capitol. She will be featured as a solo artist. Cap sessions will be produced by Ken Nelson.

Joe Sherman, Epic's fast-moving pop a.&r. chief, left for the Coast last week to cut the Four Coins and a new group, the Kim Sisters, teen-age Korean girls who have been making a hit at Las Vegas. . . . Vic Mizzy has started his own record firm called Unison. Mizzy is the offerer of many hits. First artist on the label is Tommy Britt, and Mizzy wrote the songs and conducted the session. London Records will distribute the label. . . . Drummer Austin Powell is leading the hot combo at the Town Hall in Brooklyn with jazzmen Len Garner, Teddy McRae and Jack (The Bear) Parker. . . . Mrs. Elaine Lorrillard is throwing a soiree today (30) in honor of Bill Russo's Second Symphony "The Titans," which will be premiered at Carnegie Hall in April. . . . Roulette Records will throw a cocktail party at the Round Table in New York on Tuesday (31) in honor of Jimmie Rodgers on the occasion of the debut of his first TV-show.

Ken Martel and Chuck Bernard of Lad Records have come out with their first release featuring Donna Jean Young. . . . Sid Siegal is off for Puerto Rico and the Virgin Isles, on a recording and talent hunting trip. He will wax Cesar Conception, Polito Galindez and The Explorers. . . . Joni James will concertize at Carnegie Hall on May 3 with the accompaniment of the Symphony of the Air conducted by her husband Tony Aquaviva. . . . Fred Stryker of Fairway Music is hipped over Ed Townsend's waxing of "Don't Ever Leave Me" on Capitol. . . . The Dukes of Dixieland will perform at Carnegie Hall on April 10. . . . Maurie Joachim, head of Scoop Records, has signed Pvt. Tony Milano as the first artist on the new label. . . . The Armed Forces Network performed some of the tunes to be played at the World Jazz Festival in New York's Central Park on June 14, on Easter Sunday (29). Works were played by the 581st U. S. Air Force Band under the baton of Chief Warrant Officer Adam Chaffer. Owen Engel is the promoter of the World Jazz Festival.

Reisman Inks His 1st Roulette Acts

NEW YORK — Roulette's new artist and repertoire chief Joe Reisman has signed his first artists—warbler-writer Lionel Thorpe and the Mudlarks, one of England's top vocal groups. Thorpe, who hails from Kings

Mountain, N. C., was the lead voice with the Chords before going out as a single. He penned "Sh-Boom," and both sides of his first Roulette release—"Lover, Lover, Lover" backed by "More, More, More." The Mudlarks' first Roulette platter—out this week—is "My Grandfather's Clock" and "The Love Game."

One-Nighter Tour Set for Anthony Band

HOLLYWOOD — Ray Anthony will go on the road for an eight-week 52-city one-nighter tour kicking off April 17. Band will divide its dates between 50 per cent general public appearances and the other half in college and private party bookings. Anthony aggregation will travel by bus across country and into the South-Eastern seaboard territory, and will return via Texas.

Anthony reportedly will play on a \$12,500 weekly against a 60 per cent share of the take. Tour will cash in on Anthony's current top position on the disk charts thanks to his "Peter Gunn" single and more recent EP release of the same. One-nighter swing will enjoy a promotional boost from Capitol's recently concluded (The Billboard) Tele-Records deal whereby the Anthony band is featured in a filmed short for free distribution to TV stations in 100 top markets. This marks Cap's first use of the sales promotional tool.

Capitol will also issue its first stereo 45 disk on April 13, a twin-track version of Anthony's "Peter Gunn."

Vista Debuts Stereo Singles

HOLLYWOOD — Vista Records last week took its initial step into the stereo singles and EP field. The Disneyland sister label aimed two singles and one EP at the juke box market with material from Walt Disney's "Sleeping Beauty" and "Grand Canyon Suite" films. Release coincides with the national theatrical release of the pictures. Stereo singles are priced at 98 cents and the EP lists at \$1.29.

Singles are "On the Trail" b-w "Trumpeter's Prayer" and "Once Upon a Dream" b-w "Sing a Smiling Song." The four sides are combined for the EP package.

Argo Cuts Limited Jamal 'Portfolio'

CHICAGO — Argo Records will issue a two LP Ahmad Jamal set this week titled "A Portfolio of Ahmad Jamal." The album contains a set of liner notes penned by jazz buff John Hammond. The monaural edition will sell for \$7.98 list and the stereo edition will sell for \$9.96 list. The portfolio will be a limited edition release with each jacket being numbered. Set was a.&r.d by Argo's recording chief, Dave Usher.

CONCERT REVIEWS

Don Cossacks Tee-Off New Season

The Original Don Cossack Chorus has started its current American tour with a rousing Carnegie Hall recital. The 36-year-old white Russian group has few young faces in its ranks, but all members sing with the vigor of youth and an exemplary esprit de corps.

Conductor Serge Jaroff gets beautifully textured sounds from his men. In the first part of the program, which was devoted to liturgical music, organ-like tunes created the illusion of a cathedral. The balance of the evening was devoted to traditional folk songs and light, popular melodies. "Russian Fair," by C. Shvedoff, delighted chorus and audience alike. It was complete with the deliberately flattened cries of vendors and beggars, and the music of a street organ produced by ingenious scoring for the human voice.

Dancers N. Bochko and V. Sazepin performed folk and cossack dances in dazzling style before the second intermission and at the conclusion of the program. This is one vocal group that overcomes all language barriers by fine technique and expressiveness. The stereo and monaural disks that the Cossacks have made for Decca and Columbia will find a ready market.

Bernie Hodes.

* * *

Lehrer Wows His Hub Fans

Tom Lehrer, mathematician turned entertainer, exhibited his corrosive style with "12 flying gingers" and brickbats for anything sacred in a two-night stand (20-21) at Sanders Theater (Cambridge, Mass.). The slick-set idol, whose single 10-inch LP tops sales in this area, packed in more than 1,200 fans, anxious to savor his brilliant and coruscating parodies.

Lehrer, starting a national tour under the aegis of George Wein of Storeyville, introduced enough new devastators to fill another album which he appears loathe to do. But he purveys two hours of solid satanic merriment that never lets up. Used to more intimate rooms than the antique grandeur of Sanders, Lehrer comes across with convulsive clarity. It would appear that this self-styled "remarkable genius" can handle any size of night club or hall with rousing effect. Cameron Dewar.

* * *

LEGIT REVIEW

Spanish Musical Tuneful Frolic

One of the happiest shows in town is "Ole," the initial attempt to produce a Spanish Zarzuela in this country. In this case, the show is done in English at the Greenwich Mews Theater and is based on the Zarzuela "La Chulapona" (or, "The Hot Tomato"), with music by Federico Moreno Torroba.

It's a tuneful frolic, full of the charm of old-school musicals. There aren't any psychological overtones in this opus, as in so many contemporary musicals. But it has singers who can sing and music worth singing, for, tho the tunes are far from immortal, they are catchy Castilian style numbers.

This particular Zarzuela is not currently available in recorded form here, altho others by Torroba are, on Columbia and Montilla. The present version, with English lyrics as an added attraction, deserves to be added to the catalog.

Star of the show and truly a magnetic personality is Ruth Kobart, who was seen recently in Menotti's "Maria Golovin." Others who stand out include Robert Goss, Lloyd Harris and Paula Zwane, plus a couple of kids who really can dance—Osvaldo Baez and Victoria Flores. Sam Chase.

WB Issues 1st Stereo Singles

NEW YORK — Warner Bros. Records has issued its first stereo singles. They are Tab Hunter's cur-

rent hit, "Apple Blossom Time," and the new Mary Kaye Trio recording of "You Can't Be True Dear." The stereo singles will sell for 98 cents, the same price as monaural 45's. The label said that many juke firms had already ordered the stereo singles for their boxes.

The top jazz
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TURN AROUND**

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DISTRIBUTOR NEWS

By HOWARD COOK

Bill Binkley of Binkley Distributors in Miami reports strong action on "Three Stars" by Tommy Dee on Crest. The side is developing into a real smash. "I Still Get a Thrill" by Joni James on M-G-M is also hot. "I Told Myself a Lie" by Clyde McPhatter on M-G-M is strong. "Thanks a Lot" by Johnny Cash on Sun is making it. Top LP's are "Tommy Edwards" and "Joni James Sings Hank Williams" on M-G-M, "Ricky Sings Again" by Ricky Nelson and "Fats Domino" on Imperial and "Johnny Cash" on Sun.

Elaine Terrell of Pan American Record Distributors in Jacksonville, Fla., lists "For a Penny" by Pat Boone on Dot among the firm's best-selling disks. "Almost Grown" by Chuck Berry on Chess is one of his strongest. Felsted is hopping with "Heartaches at Sweet Sixteen" by Kathy Linden and "Secret Love" by Jimmy Ricks. "I Need Your Lovin'" by Roy Hamilton on Epic is big. "My Last Meal" by Jimmy Rodgers is climbing. "Caramba" by the Champs on Challenge looks promising. Strongest LP's are "Songs Our Daddy Taught Us" and "The Everly Brothers' Best" by the Everly Brothers on Cadence and "Pat Boone Sings," "Mr. Music Maker" by Lawrence Welk and Billy Vaughn's albums on Dot. Stereo sales are growing. Audio-Fidelity's "First Performance" series is catching on. Stereo-Fidelity's LP's by 101 Strings are moving well.

PHILADELPHIA: Peak Records has added six new distributors, Inc., Boston; M & N Distributing Company, Buffalo, N. Y.; Marnle of Maryland, Baltimore; Essex Distributors, Newark, N. J.; Action Records, Inc., New York, and Astor Records, Inc., Pittsburgh. Dick Colonzi has been added for Eastern promotion. The firm has also appointed the following officers: John Durick, general manager; Steve Buchanan, shipping head; Al Ferrara, sales maffoff; Ed Werblim, legal counsel and Dave Fishman, accountant.

Bob Heller of Chips Distributing Company writes that Chips is cooking with "Three Stars" by Tommy Dee on Crest and "Almost Grown" by Chuck Berry on Chess. "The Birds and the Bees," by the Temptations on Parkway is getting action. Best selling album is "At Home With the Barry Sisters" on Roulette.

EAST HARTFORD, Conn.: Gene Gotthelf of Trinity Records Distribution Corporation, writes that "The Walls Have Ears" by Patti Page on Mercury is a big platter for him. Other hot Mercury records are "I Kneel at Your Throne" by Joe Medlin, "Enchanted" by the Platters and "The Answer to a Maiden's Prayer" by June Valli. "Tell Him No" by Travis and Bob on Sandy and "Troubles" by the Jackson Brothers on Candy are big Dave (Baby) Cortez' platter of "The Happy Organ" on Clock is a smash. Promising disks include "Hold Me" by Bobby Long on Glow-Hill, "The Birds and the Bees" by the Temptations on Parkway, "Pajama Party" by Bobby Pedrick Jr. on Big Top and "My Blue Heaven" by Tommy Tucker on Sunbeam.

NEWARK, N. J.: Jerry Winston of Wendy Distributors, Inc., that city's newest distrib outfit, writes that the company is now in full swing. Lines being handled are Jamie, Gone, End, Guyden, Lancer, Scepter and Vega. The firm is located at 270 Halsey Street. Winston was formerly with Malverne Distributors in New York. He also at one time headed Mardi Gras, Onyx, Newport and Rock and Roll Records.

NEW YORK: Newton Campbell of Finch Record Company in Jamaica sends word that Jethro Berry had been pegged as the label's business manager. Newton is publicity director and pianist Jimmy Jones is a.&r. man.

Joe Kolsky, Roulette's vice-president leaves this week for an extensive tour of one-stops, distribs and dealers. His trip will take him to Philadelphia, Baltimore, Washington, Detroit, Pittsburgh, Cleveland, St. Louis, Boston and Chicago. The label is currently promoting "I Think I'm Gonna Kill Myself" by Buddy Knox, "Don't Fail Me, Baby" b-w "Tuke No. 1" by Buddy Johnson, "Madre Mi" by Jimmy Whalen, "The Love Game" b-w "My Grandfather's Clock" by the Mudlarks and "Lover, Lover, Lover" b-w "More, More, More" by Lionel Thorpe.

Twentieth Fox has added Metro Distributing Company, Buffalo, N. Y.; M. B. Krupp, El Paso and Bel-Aire Distributors in Birmingham. ... Pete Garris has started a new firm, Austin Distributors in New York.

ATLANTA: Bill Lowery, prexy of National Record Distributors has opened a new distributing branch in Birmingham. Over 80 labels will be distributed. The branch will be helmed by Art Godwin. National Record Pressing has installed the first of six presses. Pressings will begin during April. A total of six presses will be installed, and the balance are due to be in operation in July.

DETROIT: Great letter from Dave Hollis of RCA Victor Distributing Corporation this week, but most of it's too salty to print. This guy really gets around.

CHICAGO: Ben Bartel, promotion manager of Warner Bros. Record Sales Corporation, writes that the "77 Sunset Strip" LP is taking off. Back orders are "piled sky high." Other hot items are the single disk of "77 Sunset Strip" by Don Ralke and "You Can't Be True, Dear" by the Mary Kaye Trio. Johnny Sardo is in town promoting his latest release, "Late, Late, Late to School." "The Garbage Collector of Beverly Hills" by Irving Taylor is also moving strongly. The set is getting heavy jockey play.

Carl Dobkins Jr., piloted by the former Cincinnati deejay, Gil Sheppard, has what looks like a winner in his new Decca release, "My Heart Is an Open Book." The platter last week made the charts on Cincy stations WCKY, WCPO, WSAI and WNOP, and hit the top in Springfield, O. It also made the charts in Columbus, Dayton and Hamilton, O., and Charleston, W. Va.



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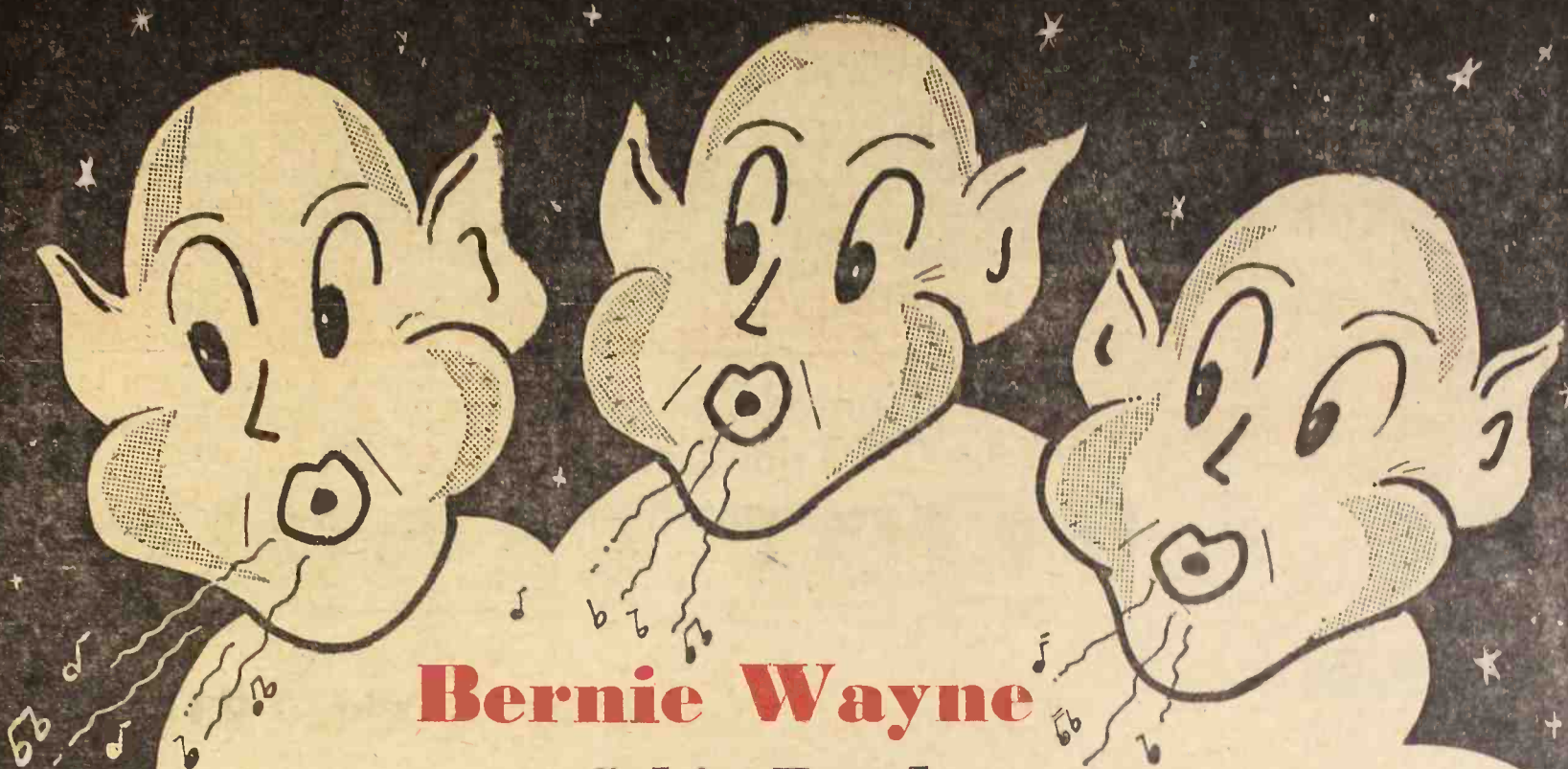
No. 55162

LIBERTY'S SWINGERS

55179	ALVIN'S HARMONICA	David Seville
55188	COME SOFTLY TO ME	The Fleetwoods
(DOLPHIN #1)		
55162	QUIET VILLAGE	Martin Denny
55182	MUST BE CATCHIN'	Julie London
55181	PLEASE DON'T SAY NO	Billy Ward
55177	TEENAGE HEAVEN	Eddie Cochran
*1515	GOLDEN IDOL (DEMON)	Jody Reynolds



*BILLBOARD PICK MARCH 23



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NEW YORK — Tell your tape recorder customers that the recording hobby doesn't recognize national boundaries. In England, there's a "Tape Recorder Club" anxious to make contact with American recorder users.

The Club is located at 73 Grand Parade, Harringay, London N.4. They produce a "Bulletin" of 16-pages with a lot of information of interest to recordists.

March issue of The Bulletin tells club plans and views and announces that membership is rapidly increasing. They want to hear from others with similar interests so tell your tape customer to write or tape a letter to their secretary, A. Alexander, 123 Sutton Common Road, Sutton, Surrey, England.

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A SMASH IN TIBET

The RUSSIAN BANDSTAND

Pubs Win 1st Court Round

NEW YORK — A decision was handed down here Friday (27) by Federal Judge Edward Weinfeld on an action brought last summer by attorney Julian T. Abeles on behalf of Shapiro Bernstein, Southern Music, Joy Music and Carl Fisher Music. Defendant in the action was C & C Film Distributors.

In the action, Abeles has sought to establish the fact in law that a threatened infringement was a legitimate cause of action. In the case in point C & C Films had acquired the library of RKO Radio Pictures for leasing for TV use to stations thruout the country. Abeles contended that, tho years ago the publishers in question had in fact issued licenses for use of various of their copyrights in the RKO films, they had never issued a license for such use as TV. The basis of this is the fact that for TV use, old films require duplicating or reprinting which in turn require the issuance of a new music use license by the publisher.

Abeles had held that the very acquisition of the film material by C & C from RKO constituted a threat of infringement of the music rights. At the time there was no proof that actual TV use of the films had taken place.

The defendant in the case had made a motion to dismiss, but Judge Weinfeld denied this motion, holding that the publishers indeed had a cause of action. The court, however, further held that Abeles should have proof of some type of "overt act" as evidence of threatened infringement.

In Abeles' view, the strict determination that threat of infringement is by itself cause for action, is an important one for the music business. He pointed out that he has been upheld in this view in the lower courts on three separate occasions. Now he will appeal the current decision to the U. S. Court of Appeals, second circuit, in an attempt to get a final determination on the point.

Name Gannon Exec On Rodgers TV-er

NEW YORK—George Gannon, formerly with MCA Productions, has been named associate producer of the Jimmy Rodgers TV Show which debuts on Tuesday (31) over NBC-TV. Honeycomb Productions, producers of the Jimmy Rodgers show, made the Gannon appointment.

GRANT WINS 3 JUILLARD NODS

LOS ANGELES — Earl Grant, Decca artist, became the first graduate of New York's Juillard School of Music to receive a triple award from the institution. Last week the singer received the school's award for achievement in religion, entertainment and education.

Grant's latest release is the title song of the coming film, "Imitation of Life," which he sings over credits.

Limited Toll TV Trial Run Greenlighted

WASHINGTON — Majordomos of musical comedy, opera, concert and legitimate stage may soon be given their chance to showcase on toll television. Chairman Oren Harris of the House Interstate and Foreign Commerce Committee, an arch foe of pay TV, has finally come to terms with the Federal Communications Commission on a limited, one-city-per-system trial for the embattled pay service.

Since the FCC has decided that the public should not be called upon to buy any special receiving equipment to accommodate the trial run, the whole burden of expense will land on the proponents of the different systems trying out their card or coin devices in homes of prospective clients.

The FCC announced it is ready to accept applications for the heavily strait-jacketed toll trial.

Name Duchow Arwin Veepee

HOLLYWOOD — Peter Duchow, for two and a half years with Capitol Records-International Department, last week was named veepee of Arwin Records and exec assistant to President Marty Melcher. Duchow will include among his duties co-ordination of activities between Melcher's London and New York offices, headed respectively by Leslie Farrell and Joe Linhart.

Duchow intends to put his international experience to use in strengthening Arwin's position in the foreign market. Eventual plan, he said, is to retain the Arwin label identity thruout all countries of the world. Duchow will also aid Melcher in his other music activities both here and abroad.

20th-Fox Debts 'Premiere of Jazz' Series

NEW YORK — 20th-Fox Records has kicked off what is being called its "Premiere of Jazz," album releases. Label prexy, Henry Onorati, stated that a special two-pocket set, "The Best of Tommy Dorsey," will spearhead the drive. This will be merchandised in much the same manner as the earlier Glenn Miller set on 20th-Fox.

Others in the release are "Wizard of the Ragtime Piano" with Eubie Blake and Noble Sissle; "Sweet Swingin' Stuff" with Stuff Smith; "Music of the Early Jazz Dances" with Claude Hopkins; "Piano Patterns" with Cecil Lloyd and "Drums of Africa," featuring native drummers of the Belgian Congo. The release is the biggest single outpouring since the label's inception last year.

Monocle Label Makes Debut

NEW YORK — Monocle Records was formed here this week. Key figure in the new set-up is Lois Van Duyn, who left her post in the copyright and royalty section of M-G-M Records to take over as a.&r. head for Monocle. John Walsh is secretary and general counsel. Headquarters will be maintained on Fifth Avenue.

Artists already in the fold include Claire Hogan and Paula Wayne on the distaff side, and Alan Spilton, Scott Milano, the Dreamtones and Warren Evans. The label announced itself to the trade via a cocktail party last week at Sardi's Restaurant here.

Victor Sweep In Grand Prix

NEW YORK — Eight of the 1959 Grands Prix — awarded annually by the Charles Cros Academy in Paris—were given to RCA Victor albums. The awards this year were given in both stereo and monaural categories for the first time, with a third category devoted to "Varieties."

Among the RCA Victor winning packages were albums by Van Cliburn, Pierre Monteux and the Paris Conservatory Orchestra, Charles Munch and the Boston Symphony, the late Toscanini and the NBC Symphony, Artur Rubinstein and Wanda Landowska.

Urania Skeds 7 New Pkgs.

NEW YORK — Urania Records has skeded seven new albums for release. The albums include Russian and Ukranian folk songs and a set of folk music of several Far Eastern countries.

Also included in the release are two albums by Emil Gilels, playing Beethoven's Piano Concertos Nos. 4 and 5, and an album by Sviatolav Richter devoted to Tchaikovsky and Prokofiev piano sonatas.

Gilligan to WB Executive Slot

HOLLYWOOD — Warner Bros. Records this week appointed Matt Gilligan to serve as co-ordinator of the international division, assisting Bobby Weiss, the firm's newly named international director. Gilligan has been with Warner Bros. Pictures for 13 years and moved to the disk subsidiary when it was first formed.

Schulman Takes on Rose's Allied Job

CHICAGO — Harold Schulman succeeds Irv Rose as marketing manager of sound for Allied Radio Corporation major parts and hi-fi stereo retail and direct-mail source. Rose is forming his own hi-fi and electronic parts manufacturers' rep business here, Irv Rose Marketing Associates. Transition takes place April 1.

Rose joined Allied in 1956, when that fi bought Voice and Vision, local hi-fi retailer, founded by Rose in 1948. Schulman who joined Allied in 1958 was assistant to president Joe Friedman of Traveler Radio previously.

Am-Par Brass on Coast

HOLLYWOOD — Am-Par prexy Sam Clark and sales veepee Larry Newton were here last week for a series of business confabs. Pair huddled with label's Coast head Lee Palmer and distrib Abe Diamond.

No. 1 On the Soviet Hate Parade

The RUSSIAN BANDSTAND

"COLUMBIA JAZZ FESTIVAL"

when jazz greats

play great jazz

coming May 1st from

The First Name in Jazz

hear: DUKE ELLINGTON
ERROLL GARNER
DAVE BRUBECK
MILES DAVIS
BUCK CLAYTON

JIMMY RUSHING
BILLIE HOLIDAY
GERRY MULLIGAN
LIONEL HAMPTON
JOE WILDER

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THE HI-LO'S
TEDDY WILSON
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We still have some bound volumes of past issues of THE BILLBOARD available. But they are selling FAST. All are sold on a first-come, first-served basis. Price, \$11.50 per volume.

1933 Jan.-March	1937 July-Sept.	1950 October
1933 April-June	1938 April-June	1955 Jan.-March
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1933 Oct.-Dec.	1941 April-June	1956 July-Sept.
1934 Jan.-March	1941 July-Sept.	1956 Oct.-Dec.
1934 April-June	1944 April-June	1957 Jan.-March
1934 July-Sept.	1946 April-May	1957 April-June
1935 Jan.-March	1946 June-July	1957 July-Sept.
1935 Jan.-March	1949 Feb.-March	1957 Oct.-Dec.
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March 18th, 1959.

Mr. Morton I, Craft,
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New York City,
N.Y., U.S.A.

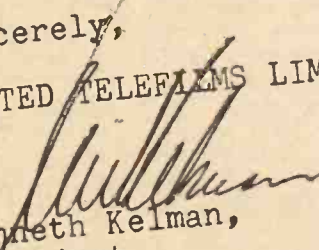
Dear Morty:

It gives me a great deal of pleasure to personally welcome you into our organization. I am confident that our new record division with you as President and bringing to it your vast and successful experience, will very quickly achieve a prominent position in the record industry. I feel confident that the Warwick and Tel labels will soon become important names to contend with.

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Sincerely,

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Kenneth Kelman,
President.

KK/db

A New Major Record Company

UNITED TELEFILM RECORDS INC.

VOX JOX

By JUNE BUNDY

BIONDI BEEFS: Dick Biondi, WKBW, Buffalo, has some provocative thoughts on the forthcoming Deejay Convention in Miami (May 28, 29, 30). The jock suggests, "Why not have an open discussion of payola—with an agent of the internal revenue there to speak? Biondi adds in a more serious vein, "Why, with every other jock complaining how rotten things are in the field and with his field slowly being taken over by the bright eyed Madison Avenue graduates—can't there be less 'wining and balling' and more serious attention given to how deejays can reach a happy medium, even if a return to complete freedom, as in the past, is gone?"

NAB DATA: "Radio—Always in Tune With You," is the theme the National Association of Broadcasters will use in National Radio promotion in May. A kit of promotional materials featuring the theme will be distributed early in April to all NAB radio members.

THIS 'N THAT: Roz Ross, GAC's popular (and pretty) fem booker, married Stuart Kloorfain this Sunday (22) in New York. . . Tom Edwards, WERE, Cleveland, has signed a personal management contract with ex-deejay Kal Ross of Berger, Ross and Steinman, N. Y. C. He will represent the jock in radio, TV and records both locally and nationally.

GIMMIX: "Big Jim" Pappas, WALL, Middleton, N. Y., was literally "shot on the air" last week. The jock helped plug the Salk anti-polio vaccine drive by letting a doctor give him his injection while he was on the air. Pappas, of course, told his audience what was going on and made a big pitch for the drive. . . Harry Wilson, KAKC, Tulsa, Okla., did his bit for the March of Dimes last week, by marching 28 miles in 20-degree weather pushing a barrel from Claremore, Okla., to Tulsa. The barrel (which was placed on a wheel chair to give Wilson some kind of a break) carried a "Give to the March of Dimes" sign. The jock collected over \$1,500 for the charity.

GAB BAG: Tommy Edwards, WERE, Cleveland, writes, "I might as well add my voice to those other deejays who are complaining about off-center disks. This is true not only of small indies but also of the big labels. This week I got no less than 12 off-center samples."

"Pete" George, WLBH, Mattoon, Ill., writes, "For 17 months I have programmed a jazz show, 'Jazz on Records,' as a regular feature of this station, and I am happy to report that my listening audience has shown an almost incredible growth, both in number and enthusiasm, proving that there exists a far more extensive audience for jazz than most station executives or advertising agencies are able to recognize. . . Deejays doing specialty shows have been grossly neglected in the matter of adequate material. It is a big mistake to overlook the small station deejay in the distribution of promotional albums. Jazz devotees are not limited to the larger cities, nor is the major volume of jazz album sales confined to the metropolitan areas."

CHANGE OF THEME: Alan Freed, WNEW-TV, New York, has extended his Monday thru Friday show to Saturdays. The record hop program is aired from 5 to 6 p.m., Monday thru Friday, but the new Saturday night show, starting April 4, will be telecast from 8 to 9 p.m. It immediately follows Dick Clark's 7:30-8 p.m. Saturday night show on ABC-TV, and thinking is that Freed should pick up the same audience in his area. Freed's Saturday "Big Beat" ainer will "place additional emphasis on guest talent," with more elaborate production. Freed also plans to invite parents and older couples to join in the dancing.

Jack Karey is the new host on "The Goldenrod Hour," WCFL, Chicago. Karey writes a weekly music column for the Chicago American newspaper. . . Bill Holiday's "The Original Jazz Scene" is now a weekly Sunday night (9 p.m. to midnight) record show over KWK, St. Louis. . . Ronn Turrell, formerly with KTUL, Tulsa, Okla., has joined WKDA, Nashville, as morning man replacing Bob Irwin, who has moved to WHK, Cleveland.

Phil Nolan has been upped to program director at KALL, Salt Lake City. Other KALL appointments include Chuck Benson as music director and Doug Sutherland as full time night deejay, following six months of part-time spinning.

Bea Kalmus, probably the first fem deejay in the country, has returned to WMGM, New York, after seven and a half years, during which time she had a show over WKAT, Miami. Her new WMGM show, which will be aired from the New International Theater Restaurant, from midnight to 2:30 a.m., will feature interviews, reviews of new Broadway shows, and records, including a "Headline Album of the Day." Miss Kalmus recently recorded an LP for Falir-X—"Love Scenes Starring You and I."

THIS 'N THAT: Jerry Marshall, WMGM, New York, will conduct a six-week radio and TV course (June 21-July 31) at the New York University Summer Workshop. The jock will discuss the art of being a disk jockey. . . Jim Shay, WAND, Canton, O., is emceeding a series of "All Country" record hops, starting April 4. . . Newark, N. Y. station WACK, is inviting artists to participate in "beeper" phone tape recorder interviews for re-broadcast over Bud Paxson's "Coca-Cola Hi-Fi Club." Call must be made person to person to Paxson between 10 a.m. and 12 noon, Monday thru Friday.

GREN-HAIRED JOCK: Mort Crowley, KWK, St. Louis, dyed his hair green—in keeping with his billing as "the mad Irishman"—and sold \$1 bills for 50-cents in downtown St. Louis on St. Patrick's Day. While Crowley passed out the loot, two models passed out the station's "Great 38" music survey sheets (printed in green) and free records. Crowley's station, KEK, adopts a 24-hour program schedule this week. The jock's "Coffee Club" show will begin a half hour earlier (5:30-9 a.m.) and "The Milkman's Matinee" will fill the midnight to 5:30 a.m. time slot.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Go On Forever' Hits For Rod Bernard

Rod Bernard was born August 12, 1940 in Opelousas, La. When he was nine, he was hired by the Dezauche cannery to join the cast of "The Blue Room," a daily show over KSLO, Opelousas. He remained a featured singer with this radio show for seven years, traveling to 20 different States in the South and Midwest.

When he was 17, he was hired as a staff announcer and deejay at KSLO. About the same time, he joined a band called The Twisters. Bernard's hit song, "This Should Go on Forever," was originally cut by him and the Twisters on the Jin label, but was released from Jin by Argo Records.

The singer is unmarried, and his hobby is boxing. He is 5'4" and has brown hair and blue eyes.



Intruders Score With 'Fried Eggs'

The Intruders, who rate baseball second only to music, have a hit the first time out with their recording of "Fried Eggs."

The leader of the group is 17-year-old George Mitchell. Mitchell sings and plays guitar. His 29-year-old brother, Augie, who at one time played minor league ball, is the second guitarist. Joe Rebaro, aged 20, is the drummer. The three boys were caught at New Jersey's Holiday Inn by Lee Gallo and Larry Bennett. Gallo and Bennett packed them for Fame Records.

Augie Mitchell played guitar while in the Army Air Force. Joe is a Marine Corps veteran.

The Intruders have appeared on many TV shows, including the Alan Freed and Dick Clark stanzas.

YESTERYEAR'S TOPS—

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

MARCH 26, 1949

1. Cruising Down the River
2. Far Away Places
3. Galway Bay
4. Powder Your Face With Sunshine
5. Red Roses for a Blue Lady
6. Sunflower
7. I've Got My Love to Keep Me Warm
8. So Tired
9. Lavender Blue (Dilly, Dilly)
10. Careless Hands

MARCH 27, 1954

1. Make Love to Me
2. Secret Love
3. I Get So Lonely
4. Young at Heart
5. Wanted
6. Cross Over the Bridge
7. Oh, Mein Papa (Oh, My Papa)
8. Stranger in Paradise
9. Changing Partners
10. From the Vine Came the Grape

ON THE BEAT

By REN GREVATT

Last fall, when schools were opening following the annual summer vacation period, this column carried a report along the lines that there was a whole lot going on in the schools besides reading, writing and arithmetic. That's as true now, by the way, as it was then. It was pointed out that it was simply that if the current crop of pop records at the time were any barometer, then it could be stated quite flatly that there was a "high level of romantic rapport between the sexes during class hours."

As evidence of the trend, such disks as "Hey, Little School Girl" and Joe Turner's "I Want a Little Girl (To Be My Own)" were cited as examples. At this time it might be noted that another song, "Class Cutter," came out on two recent diskings, by Dickie Stop on Beat Records and Dale Hawkins on Checker. This could be interpreted as the restless spirit of the teen-ager making itself heard on records, halfway thru the school year when things normally move pretty slowly anyway. The title of the Hawkins disk was changed to "Yeah Yeah," possibly indicating a fear that such a record would encourage students to cut out of the school scene.

At any rate, the original article which appeared in these spaces was later picked up in toto in a column written by Joe Cal Cagno for TV World magazine. Cal Cagno apparently was swamped with letters from readers commenting on the article. A father, for example, wrote: "I'm amazed to hear this type of stuff going on in our schools. I'm thinking of taking some night courses."

A high school girl reader commented: "No wonder the Broadway songwriter isn't getting the hits. If he went to school and got hip to what's going on, instead of horsing around that Tin Pan Alley all day, maybe he'd get ideas for a smash." Another feminine teen-ager wrote: "According to your story, Romeo and Juliet were 14 when they started 'making out.' How can we kids make history if we have to wait until we're legal? I'm 16 but I think my ideas are a 21-year-old's."

Paul Ackerman, Billboard music editor, was liberally quoted in the article. One teener wrote in to ask what schools Ackerman visited to conduct his survey. The youngster wanted to know if Ackerman had observed the scene and the students at Julia Richmond High School in New York. "I saw a strange man watching us and taking notes one day," she said.

British jazz cat Chris Barber has been in this country on tour for nearly four weeks with his dixie styled combo and the Irish blues singer, Otilie Patterson. Barber has the smash hit version of "Petite Fleur," on the Laurie label here. "The audiences have been ridiculously enthusiastic about us," Barber told me this week, during a brief stop-over in Manhattan. "They have been as good as any we've ever played for back home in Britain."

Barber is a great fan of the good, old-time blues. "We were in Chicago last week," he said, "and while we were out there we had a great experience. We went out to a little place called Smitty's Corner, at 35th and Indiana avenues. You know who we heard there? One of the greatest of them all, Muddy Waters. Another wonderful experience we had was when we were in New York. We had an evening off and went out to Long Island to have dinner with Clarence Williams and his wife, Eva Taylor, who is a singer. It was really something to see Clarence again."

Chris Barber and his band and Miss Patterson were among the many British acts who volunteered their services free last year in a concert for the benefit of the late, great Bill Broonzy, who in his last months had a serious throat ailment. More than \$2,500 was raised thru this concert. Barber's music has its base roots in New Orleans and he hopes to visit there some day. On the subject of New Orleans artists, Barber has high esteem for Fats Domino. "With or without the rock and roll tag, Fats is still the blues," said Barber. "For that matter, give me Ray Charles, too. He is a wonderful, authentic artist in the real blues tradition."

After Barber's say here in the States, thrush Carmen McRae took off for an extended appearance in England. Before winging her way to the east Carmen was asked how she felt about the apparent rise of jazz on the pop charts, with such artists as Chris Barber and Cozy Cole and a disk like "Peter Gunn" making it. "Maybe they're just getting tired of the other junk," was the answer. "Don't get me wrong, I don't dislike all pop things. In fact, I hope people think of me as both jazz and pop. It's just that so much of the stuff we hear today is worthless."

"Excited about Europe? Sure I am. Man, I'm going to see it too. After I'm thru with my three weeks at the Flamingo Club in London, I'm going to Paris and Rome and Sweden and maybe Germany. I hope to do a couple of the London TV shows, too."

We have been advised by Abner Ewart, maker of those fine VeeJay Records in Chicago, that we'll be hearing from him soon. We are looking forward to presenting Abner's views on the record business in these columns. . . Thrush Vivian Lori has helped Counterpoint Records enter the singles field with her coupling of "There Is No Yesterday" and "There's a Storm A-Brewing." . . The Platters will appear in the upcoming M-G-M film, "Girls' Town" which will also feature Mamie Van Doren, Mel Torme, Ray Anthony and Paul Anka.

Chuck Berry has just completed his first pic stint, "Go Johnny Go," made by Hal Roach Jr., in Culver City. The rock movie features Berry's hit, "Johnny B. Goode," and has in the cast, the late Richie Valens, the Cadillacs and Alan Freed. Berry also has a new night club in St. Louis, a 300-seater. Berry will work the club himself one week in eight and will book in other r'n'r acts.

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industry as well!

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Singer Rose Maddox, who rose to prominence in the c.&w. field in the act billed as the Maddox Brothers and Rose, has been signed by Capitol Records to an exclusive long-term contract. She will work as a single, with her sessions supervised by Cap's a.&c.r. producer Ken Nelson. . . . Weldon Rogers and Wanada Wolfe, who spin the country music at KLOS, Albuquerque, N. M., recently made a trip to the West Coast to plug their new record, "The Waltz of No Regret" b/w "Women Drivers." . . . Harry Poppel and the Shenandoah Valley Rangers have just entered their second year with "Grand Ole Jamboree" presented Wednesdays at the Grand Theater, Woodstown, N. J. The group hopped into Elizabeth, N. J., last Monday (16) to cut its first session for Arc Records. The numbers are "Sugar Doll" and "Selfish Heart," with vocals handled by George Lee. Deejay copies may be obtained by dropping a card to Steve Sabantio at 9 West Jefferson, Elizabeth.

Promoter Harry (Hap) Peebles has opened the Playhouse, ballroom in downtown Wichita, Kan., to house western name bands on a weekly basis. The Leon McAuliffe crew was the first in, with Bob Wills, Hank Thompson and Billy Walker set for the next three weeks. Others slated to stop off there soon are Marty Robbins, Carl Smith and Bill Haley and His Comets. Don Haas is Playhouse manager. . . . One of country music's leading boosters, Don (Buddy) Graham, program director of Omaha's all-western station, KOOO, died recently in an Omaha hospital after only a few days' illness.

"Louisiana Hayride," Shreveport, sets a precedent when it broadcasts out of town for two consecutive weekends, April 4 and April 11. Next Saturday (4) the "Hayride" cast will be at the new Civic Auditorium, Albuquerque, N. M., where Wayne Griffn, of KDEF, will handle the promotion. On April 11, the show, along with its producer, Frank Page, plays Lubbock, Tex., where Dave Stone, of Station KDAV, is handling the promotion sponsored by the Hub Lions' Club of Lubbock. Comprising the cast for the two dates will be Johnny Horton, Carl Belew, Jimmy Martin and the Sunny Mountain Boys, Linda Brannon, Johnny Mathis and the "Louisiana Hayride" staff band, with Felton Pruitt and Dobber Johnson.

Nudie, the Western Tailor, known far and wide in the c.&w. music field, is in Osteopathic Hospital, Cape Girardeau, Mo., for major surgery. His longtime friend, Rex Allen, flew him there from Hollywood early last week. . . . Red Foley, Uncle Cyp Brasfield and the Jubilee Promenaders, with caller L. D. Keller, will have a spot on the mammoth show to be presented in connection with the Music Operators of America Convention at the Morrison Hotel, Chicago, Wednesday night, April 8. . . . "Jubilee U.S.A." thrush Suzi Arden is this week playing a string of New Jersey and Connecticut dates, retracing the steps of "Jubilee's" Norma Jean, who has just concluded a string of one-nighters in that sector.

Hank Snow and His Rainbow Ranch Boys, with special guest Bill Anderson, will be the features on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network via WSM, Nashville, Saturday (4). Anderson's appearance

on the show was set by Buddy Killen, of Tree Music, Nashville, publisher of "That's What It's Like to be Lonesome," which Anderson will feature that night. . . . The Jordanaires are back in Nashville after a flying trip to Hollywood where they cut a session for Capitol Records. They appeared with Tennessee Ernie Ford on one of the sessions.

Roy Wiggins, steel guitarist and the big sound on many of Eddy Arnold's big hits in the past, has been signed by Eddie Crandall to work a string of personals with George Morgan and band, the Candy Kids. The agreement does not affect Wiggins' standing on the payroll of Eddy Arnold Enterprises. . . . Jim Reeves was last Saturday's (28) guest on the 150-station ABC telecast of "Jubilee U.S.A.," and upcoming Red Foley visitors on the show include Ferlin Husky and Patsy Cline, April 4; Ray Price, April 11; Ernest Tubbs, April 18, and Jimmy Davis and the Plainsmen, April 25.

Barbara Allen, a feature on Carlton Haney's "New Dominion Barn Dance," Richmond, Va., headlines the 12th Annual Azalea Festival variety show at Legion Stadium, Wilmington, N. C. April 2. She will be backed by Charlie Daniels' Rockets, of Washington. Also appearing will be Rusty (Koko) Adams, of the Haney unit, and deejay Harvey Hudson, who will emcee. Date was arranged by Jim Gemmill, Richmond, Va., agent. . . . A benefit held March 15 at Tex Williams' Village Ballroom, Long Beach, Calif., netted some \$1,400 for Homer Escamilla, drummer, who is critically ill at Long Beach D.O. Hospital. The benefit was promoted by Dickie Phillips and attracted most of the c.&w. talent in the Los Angeles area. Escamilla has appeared with Cliffie Stone's band and various western groups on the West Coast.

Teen-age westerners in the Midwest will have their inning in mid-April when Bill Haley and His Comets join Marty Robbins and band; Norma Jean, of "Jubilee U.S.A."; Bobby Sykes, and the Claser Brothers for a tour arranged by the Harry Peebles Agency, Wichita, Kan. Route will include Sioux City, Ia., April 14; Omaha, 15; Lincoln, Neb., 16; Salina, Kan., 17; Wichita, Kan., 18; Kansas City, Kan., 19, and Topeka, Kan., 20. Another Peebles unit, featuring Jim Reeves, Marvin Rainwater, Hank Locklin, Jean Shepard, Little Jimmy Dickens, Ted Starkey, Tommy Hill and Billy Harlan kicked off a tour Sunday (29) at Kansas City, Kan. Troupe plays Topeka, Kan., Monday (30); Omaha, Tuesday (31); Scottsbluff, Neb., Wednesday (1); Salina, Kan., Thursday (2); Lawrence, Kan., Friday (3), and Wichita, Kan., Saturday (4).

A 30-people western spectacular, headed by Carl Smith, June Carter, Suzi Arden, Johnny Horton and band, Billy Gray, Hank Thompson and His Brazos Valley Boys, Gary Van and the Western Starliters, opens April 26 in Kansas City, Kan., on a tour set by Harry (Hap) Peebles. Other dates are Omaha, April 27; Sioux City, Ia., 28; Scottsbluff, Neb., 29; Lincoln, Neb., 30; Wichita, Kan., May 1-2, and Oklahoma City, May 3. . . . The Carolina Drifters, comprising the Steen Brothers, guitars and vocals, and Fred Cantey, bull fiddle and vocals, play for dancing six nights a week at Greenberg's "Hitchin' Post," Oakland, Calif.

The Billboard

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'KOOKY EXAM'

Students Quizzed on Teen Wax

NEW YORK — "Charlie Brown," (lively anti-school juvenile delinquent spotlighted in the Coaster's best-selling disk of that title) was the subject of a recent mid-semester exam in sociology at Orange County Community College, Middletown, N. Y.

In a move to make his exam more interesting, sociology instructor Abraham Kovler borrowed the Atco disk from deejay "Big Jim Pappas," WALL, Middletown, N. Y., and based eight questions on the record's lyrics.

Queries involved such items as "Can you differentiate between Charlie Brown's life-space and his environment? Is C. B. a conformist, a non-conformist, or both? Distinguish between intra-punitive, extra-punitive and impunitive reactions to frustrations. Which do you think fits Charlie Brown? etc."

Pappas played up the project big on his show and nominated it for a "Kooky Exam of the Year" award.

Roulette Sets April Pitch

NEW YORK — Roulette Records is readying an "Advantabulous April" sales plan for its new album sales program for next month. Distributors will receive two LP's free for any 12 albums purchased from the April release—monaural or stereo.

As with Roulette's "Mammoth March" plan, bonuses are being offered to distributors and their sales forces when they exceed stipulated quotas. The April drive will be backed by extensive promotion and advertising, and sales veepee Irv Jerome predicts sales for the month will exceed those for March, which in turn were greater than February.

The new Roulette album release for April features 10 monaural and seven stereo albums. The pop category includes new packages by the Playmates, Woody Herman, Moe Wechsler, Lennie Hayton, and William Kealoha. New item in the Birdland Series is an album by Count Basie, "Basie for One More Time."

On the Roost label are a collection of famous concerts by the late Charlie Parker and Dizzy Gillespie, and "Easy Listening" with the Johnny Smith Trio. Two new Tico packages spotlight orks of Neno Gonzales and Tito Puente.

Denny Disk Re-Issued

NEW YORK—Liberty Records is re-releasing "Quiet Village," by Martin Denny. The disk (released as a single last October) suddenly showed up with heavy sales in Detroit three weeks ago, thereby prompting the label to re-release it nationally, including re-servicing of all radio stations.

The platter was originally featured in Denny's "Exotica" Volume 1 album. Meanwhile Denny, who just completed a six-week engagement at the Round Table here, opens at Bakers Keyboard Lounge, Detroit, this week, following which he plays a four-week date at London House in Chicago, starting April 15. He returns to Honolulu May 5, to resume a long-time run at Don the Beachcombers.

Texas Tycoon

• Continued from page 2

deal having been set at press time. Those close to the scene stated the price range of the discussions varied from \$3,600,000 to \$5,000,000.

Jack Mills, queried as to whether negotiations were underway, was non-committal, but indicated that some negotiations were "the talking stage."

Mills Music is one of the giant ASCAP firms. In fact Mills and Shapiro-Bernstein are the largest indie firms within the ASCAP fold. Nucleus of the original Mills catalog was the Watterson, Berlin and Snyder catalog which Mills acquired many years ago. Since those days, the catalog has amassed a tremendous amount of material in both the standard and educational fields. Some of the top writers represented are Hoagy Carmichael, Jimmy McHugh, Duke Ellington, Leroy Anderson, etc.

Interest of Wrather in a publishing enterprise is taken as symptomatic of increasing interest in copyright by TV operators.

Jobbers Cagey

• Continued from page 2

with many types of merchandise. They run these rack services as a concession within the store.

Since the rack jobber is in a sense a pioneer, placing record racks in locations which never previously handled records, it is only to be expected that many of the original rack locations should turn out to be unprofitable. Thus the pulling in, in fringe supermarkets. Now, with some years of experience, most vet rack jobbers are better able to ascertain the possibility of a location making a profit.

So far this year, most rack jobbers have expressed the opinion that January and February have been equal or better in volume for them than the same two months last year. And at this moment, there are predictions that March will also turn out to be a very good month, top.

ASCAP Board

• Continued from page 2

Gould, Dr. Douglas Moore and Deems Taylor.

Publishers in the popular group named to the board were Louis Bernstein, J. J. Bregman, Irving Caesar, Max Dreyfuss, Bernard Goodwin, John D. Marks, Jack Mills, Mickie Scopp and Herman Starr. In the standard publisher group, those named were Frank Connor, Rudolf Taubert and Adolph Vogel.

Only three changes were noted from the previous board. Among the publishers, Bernie Goodwin of Livingston and Evans Music replaces Mrs. Bonnie Bourne. On the writer side Arthur Schwartz and Howard Dietz replaced Alex Kramer and George Meyer.

Victor-French

• Continued from page 2

box, four color window displays, etc.

A feature of the promotion will be a national dealer window display contest, using Ames Brothers' albums.

French's will plug the High-lighter in Ladies' Home Journal, American Home and other national mags, and will furnish displays for groceries and supermarkets.

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Camden Stereo

• Continued from page 2

Dance Studio Orchestra's cha cha package; and packages by Sid Bass, Hill Bowen, Domenico Savino. In the classical field, the Oslo Philharmonic is represented by three packages.

Camden's April monaural release includes packages by Helen Traubel, Tony Martin, The Art of Sergei Rachmaninoff. Also included are monaural versions of the stereo release, including the Fred Astair package, those by Savino, Bowen, etc.

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Plus . . . These HITS ★

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The Champs
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and Jonie
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**"JIMMY KISS
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Diane
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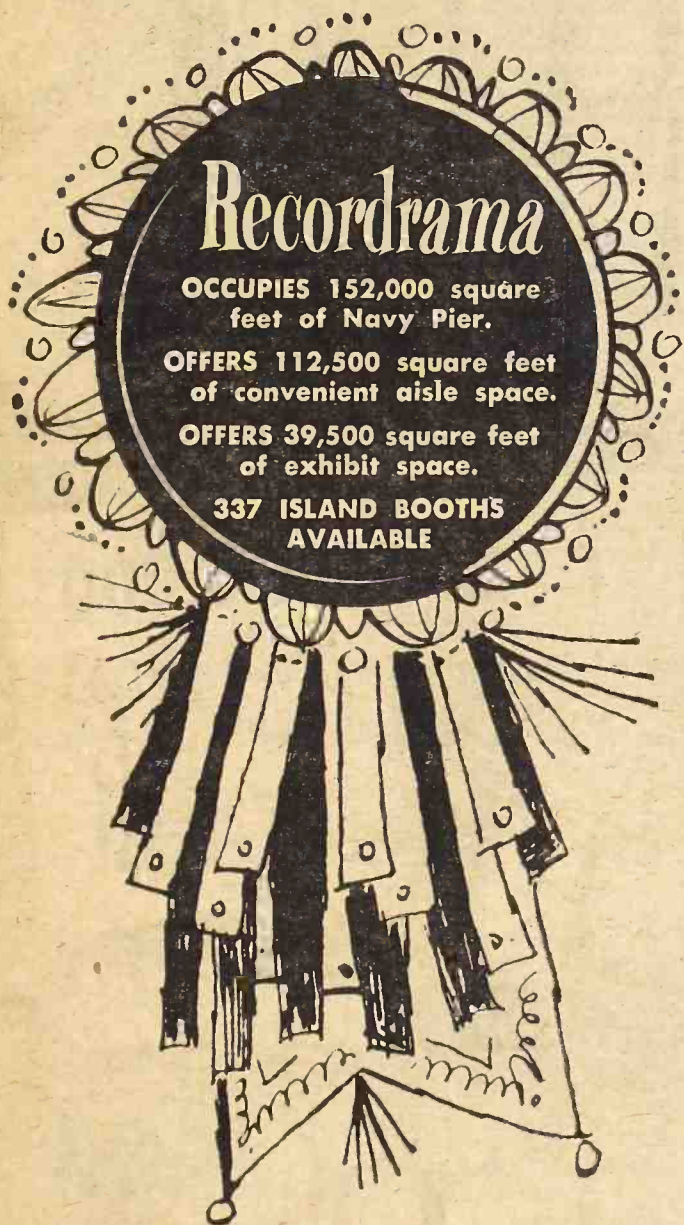
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| MILES DAVIS | LIONEL HAMPTON | TEDDY WILSON |
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Celler Wants Early Hearings

Continued from page 2

writer, but he felt this factor was balanced by the "comparatively small" earnings of the individual juke box operator.

Representative Celler's angry statement on the juke situation is prophetic of strong argument on the score. Said Celler: "By a

strange quirk in the Copyright Act, the billion-dollar juke box industry alone is exempt from payment for commercial use of music. . . juke box interests have pleaded poverty and good citizenship and have attacked the composers as being greedy and bad citizens."

Col. Jazz Fest

Continued from page 3

Andre Previn and Russ Freeman featured along with B. G.; the first album with the new Gerry Mulligan Quartet; a Lionel Hampton vibrate album; a Teddy Wilson Trio album; the first Joe Wilder set with music from "Peter Gunn"; a Buck Clayton All Stars album, and a J. J. Johnson Quintet LP.

Tracks from these seven albums will be on the premium priced sampler, plus single tracks from this month's "Porgy and Bess" album with Miles Davis and Gil Evans; another from the Brubeck Newport album and one more from the Ellington Newport album. There will be one more new album on the release, an Ellington set titled "Jazz Party" which stars Jimmy Rushing and Dizzy Gillespie and others, along with the regular Ellington aggregation.

Columbia intends to push its entire jazz line with this "festival"; not only the new releases. These include LP's by Erroll Garner, Goodman, Davis, Brubeck, Armstrong, Ellington, J. J. Johnson, et al., which have been consistently steady sellers for the firm. The campaign will be backed up with much advertising and point of sale merchandise for dealers. The price of the premium sampler was not stated but it is believed it will be much less than the regular \$3.98 list for the regular Columbia monophonic jazz sets.

Celler, who took an active role in the 1952 hearings, altho he was not on the Copyright Subcommittee, can be expected to argue, as in his statement that: "This farce of the poor but honest juke box interests is about played out. The McClellan Senatorial Subcommittee has revealed the presence of racketeers who control the distribution in parts of the country of the juke boxes. It ill becomes the juke box interests therefore, to conduct that kind of campaign against those who seek to establish their legitimate rights."

Predicting success for the authors and composers in affirmative action before this Congress ends, Celler said: "It is now felt that the creators of America's wonderful repertory of musical works are on the brink of fulfillment of their hopes for this act of simple justice, so long overdue."

Present membership of the Willis subcommittee, in addition to the chairman are Representatives Jack Brooks (D., Tex.); William Tuck (D., Va.); Roland Libonati (D., Ill.); William Cramer (R., Fla.), and John Lindsay (R., N. Y.). Counsel to the subcommittee is Cyril Brickfield.

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RUSS MORGAN AT THE ORGAN
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FULL STEREO the ultimate in HI-FI
LET'S ALL SING WITH RED FOLEY
SMILES • I WANT A GIRL
IT'S A SIN TO TELL A LIE
WEDDING BELLS • SLEEPY TIME GAL
HAVE YOU EVER BEEN LONELY?
ON TOP OF OLD SMOKEY
WHEN YOU'RE SAILING
GOODNIGHT TUNE • MOONLIGHT BAY
LET ME CALL YOU SWEETHEART
PACK UP YOUR TROUBLES
IN YOUR OLD KIT BAG
On Top Of Old Smokey • Smiles • I Want A Girl, and others
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SEE YOUR DECCA SALESMAN FOR DETAILS OF THIS EXCITING ★ ★ ★ ★ SPECIAL!

TEXAN TELLS HOW:

'Idea Room' Boosts Custom Hi-Fi Sales

DALLAS — Frank Sanborn, owner of Sanborn's, hi-fi and stereo center here, has a unique room which he enjoys showing his prospects.

The room is full of trick cabinets, shutters, paintings hung at odd angles, drawers, doors, etc. Behind each is an active speaker—one of more than two dozen ready to go at a snap of a switch.

Sanborn calls this room, alongside his main showroom, simply his "idea room." In devoting large space to this type of demonstration, he has boosted more than half

of his stereo sales to the custom category, including many jobs which run over \$1,000.

Before the "idea room" was created, the Texas retailer sold less than 10 per cent in custom jobs, installations in which the tape recorder or phonograph is completely concealed as are speakers, enclosures, etc. Not that Texans can't afford it! It was merely that few prospects coming in for high fidelity or stereo equipment were willing to make what they thought would be expensive alterations to the home in order to install concealed custom systems.

Invited to Recommend

That's the purpose of the "idea room"—to show how it is possible to install a top-quality remote system without heavy expense. The "idea room" for example, shows how to fill in an embrasure, a corner, etc., with shutters, placing a speaker behind them; or methods for concealing a speaker in a fireplace flue and other places.

After spending a little time in (Continued on page 29)

Process Kills Tape Friction In Cartridge

NEW YORK — Reeves-Soundcraft has entered a deal with Cousino, Inc. which enables their double-coated tape to be made with Cousino's patented lubrication process. Soundcraft supplies double-coated tape for use in continuous loop cartridges.

Frank Rogers, Soundcraft v.-p., said the agreement, combining two manufacturer's know-how, produced superior continuous-loop cartridge tape. The two companies did a better job than either could have done individually.

Rogers said that, under continuous loop applications, tape with ordinary lubrication reacts to friction so as to require replacement in a matter of hours. Research has proven that Cousino's lubrication makes Soundcraft's tape almost free of friction, permitting years of continuous use with no noticeable depreciation.

According to Rogers, Soundcraft No. 442, a double-coated tape of 1 mil Mylar lubricated by the Cousino process, is now being sold commercially for use in all types of continuous-loop cartridges.

Jazz, Hi-Fi Show Set by Playboy Mag

CHICAGO—For the first time in summer jazz festival history, what portends to be a major two-day bash, sponsored by Playboy Magazine, will concurrently present a hi-fi show in conjunction with the fête. Don Gold, jazz promotion director for the male mag, has arranged for the South Bowl of Soldier Field for a mammoth outdoor jazz program August 8-9. (See separate story in Music section for more details.)

In the exhibit hall of the Field's South Bowl, Vic Lownes, the mag's v.-p. and prom man, will have from 80 to 100 exhibit booths. He said prices have not been set, but it will be low-cost, not intended to make money but to acquaint the packaged hi-fi and component-parts people, along with record and tape manufacturers, with the Playboy music and equipment promotion.

Lownes pointed out that attendees to the two-day bash will have a chance to hear the very musicians who will work the bash immediately.

(Continued on page 29)

WONDER WHAT HAPPENED TO THAT RECORDER

NEW YORK — Billboard reporters have been playing a guessing game. Who's the highly placed person in Washington, D. C., who needed Steelman's "Transitape" miniature tape recorder in such a hurry?

Stelman knows. They shipped the unit. But they're not talking. They were asked not to.

When the request came in to The Billboard, it came thru a middleman.

"Speed is essential," said the middleman. "The unit has to be shipped to Washington today. It must have a spare battery and enough tape to play for five hours."

That's all he would say except that the person who needed it was very "highly placed." The unit only weighs five pounds. That's not too heavy to carry around a golf course. But does it take five hours to play 18 holes?

Isophonic—A Stereo Sound Replacement?

WASHINGTON — Good-bye stereo, hello Isophonic—the new sound which will widen the area of stereo effect and end the need for sitting exactly midpoint between two speakers. This phase of the dizzying changes in sound development is reported by Electronic Industries Association in its 1959 industry fact book, out last week.

Growing stereo appreciation ensures the medium a "greater share of the 1959 market," says EIA. (Continued on page 29)

New Diamond Needle Line By Fidelitone

CHICAGO — Fidelitone, Inc., is introducing a new line of diamond needles. Called "New Compatible Standard," they feature innovations that, according to the needle firm, "improve the sound ground noise." The word "compatible" refers to the fact that they play both standard monophonic as

(Continued on page 29)

Ampex 'Fun' Kits Are Tie-In Premiums

NEW YORK — Ampex has added two stereo accessory kits to its tape recorder line. They are the Stereo Microphone Kit No. 880 (\$69.95) and a Stereo Headset Kit No. 881 (\$55.95). They are packed in durable containers, suitable for storage when accessories are not in use.

During the firm's spring promotion, consumers have a choice of either kit free with a purchase of an Ampex portable or console. Offer expires May 31.



No. 881 Headset Kit

The No. 880 kit contains two omnidirectional microphones, matched for stereo recording. Each has an off-on switch, eight-foot cable and standard plug. Firm says double fun can be had from stereo recorders in making live recordings. Stereo recordings have more depth, presence and realism than single channel recordings.

Also included is Ampex's Stereo-Graph, a slide-rule that tells the basic control settings and directions for more than a dozen different recording and playback functions. It has a handy playing time-footage indicator on the reverse side.

Kit also contains the 16-page booklet "Fun With Ampex Stereo," showing over two dozen ways to

use an Ampex for games, fun, music and education. It also has a six-page "how-to-do-it" chart section showing proper dial settings.

The No. 881 kit contains a headset with chamois-cushioned earpieces, five-foot cables, instructions and a junction box which allows a second headset to be connected. Included are the Stereo Graph and Fun with Ampex booklet.

Big selling point for the 881 kit is the fact that the customer can listen to music without being disturbed or disturbing anyone regardless of volume level. In addition, they can be put to educational use for music, language or vocal instruction.

STYLUS GUIDE

Miller Has New Needle Sales Aid

CHICAGO — M. A. Miller Manufacturing Company, Libertyville, Ill. has a new aid for busy needle dealers. It's a seven-page, replacement needle, cross-reference guide to competitor's stock numbers and it includes latest models and many new stereo replacement needles.

One of the features of the booklet is that the front and back covers are also a wall chart illustrating 109 different styli in use by major set and cartridge manufacturers. Corresponding Miller replacement types with list prices for all speeds (including stereo and monaural, diamond, sapphire, and osmium) are included.

SAC Merger With Phono Firm Hinted

CHICAGO — A major expansion program was shaping up at presstime for Stereophonic Automation Corporation, Skokie, Ill., manufacturer of Fidelivox monaural tape magazine playback units for commercial background music units and consumer-type conversion kits for stereo playback. The Tony Flan, president of SAC, could not be reached for confirmation, it was learned from reliable sources that the firm will next week announce a major amalgamation program with a prominent established name in the disk playback field. It is understood that the merger of SAC with the phonemaker will bring additional money into SAC coffers to expand both consumer and background tape units.

Flan, a pioneer in the field of magnetic tape playback, is also working on an additional function for his Fidelivox tape magazine background music unit, which will make it possible to become selective in programming without removing the Fidelipac music cartridge. Up to now, background music tape cartridges, produced by SAC, Magne Music, Viking of Minneapolis and Pentron, are continuous-wind cartridges which do not have the selectivity advantage, except by putting on a new cartridge.

Reports indicate that Flan will demonstrate his improved Fidelivox background music unit at the MOA convention in Chicago, starting April 6.

University Has Free Sales Aids

NEW YORK — University Loudspeakers is offering a free sales aid in the form of a 16-page brochure. The rather lengthy title describes it as "an informative guide to high fidelity stereo and monophonic speaker systems and components."

The booklet is full of tips and suggestions to anyone thinking of building or improving a stereo or monophonic speaker system. And there is a complete description of every speaker and component offered by University.

Partial contents include: "What is stereo," "What to consider when planning," "Four ways to stereo," "Full-range system plus 'add-ons,'" "Woofer plus two 'add-ons,'" and other subjects of interest to the hi-fi fan.

Plunkett Named Fairchild Prexy

NEW YORK — Sherman Fairchild, president of Fairchild Recording Equipment Company, has named Donald Plunkett president in his place April 1.

Plunkett has been New York Director of Recording for Capitol for the past six years and was responsible for the firm's East Coast recordings. He has a strong background in both sound reproduction and recording. He is also president of the Audio Engineering Society.



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IHFM Head Sees Peril in Cutting Component Prices

NEW YORK — Joe Benjamin, president of the Institute of High Fidelity Manufacturers, is jabbing at mail-order operators selling component hi-fi at discount prices. Speaking before a group of elec-

tronics producers last night (25), Benjamin warned that the discounters are a threat to manufacturers and dealers alike.

Benjamin, president of Bogen-Presto, cited seven functions the dealer has to provide out of his normal mark-up. They are: (1) to help carry inventory, (2) to pay salesmen, (3) to advertise store and products, (4) to pay overhead, (5) to pay for servicing of equipment, (6) to pay for servicing to the customer, and (7) to give a profit to the store so that it can profit and expand.

Said Benjamin, when part of the discount is given away, some of the seven functions have to suffer. The result is that the dealer and the manufacturer, in turn, are hurt.

"Our industry," Benjamin said, "is a small, closely-knit band of modest-sized manufacturers — dedicated to the proposition that it is better to make smaller quantities of a product you can be proud of, rather than flood the market with equipment that is all shell and no

substance. Our products are merchandised thru specialists and require more technical selling than the average household appliance. This takes time, know-how and investment.

Under present circumstances, manufacturers have two alternatives, Mr. Benjamin said. "One is to hold the line and live with the dealer designed specially priced system which admittedly has its defects but which is providing a fair product to manufacturer and dealer. The other is for the manufacturer to reduce his discount to the retailer by the amount now "given away," keeping the audiophile net at the same level, and diverting the difference into consumer advertising. One effect of the adoption of the second alternative would be to drive high fidelity components into discount houses and supermarkets, he asserted.

"In the final analysis it is the credit managers who will force a halt to discounting—this substitute for true salesmanship — if the dealers do not awaken to their peril and stop it themselves," Mr. Benjamin concluded.

NO LIMITS

Is There Still a Higher Fi?

NEW YORK — Is most of the power of recorded sound concentrated in a few octaves in the middle register? Most engineers have thought so and have designed hi-fi equipment accordingly.

But John McKnight, of Ampex's advanced audio section, has different ideas. Speaking before the Western Convention of the Audio Engineering Society recently, McKnight argued that the peak energies of the extreme upper and lower registers are substantially as great as those in the mid range.

Earlier theories, in McKnight's opinion, justified the design of sound equipment unable to handle as much power in the upper and lower registers. Now, he maintains, equipment should not only have a flat frequency response but also a power range essentially linear throughout the audible spectrum.

McKnight said his requirements will be hard to meet. But he believes that magnetic tape offers the best means of complying with the new demands.

New Speaker System Shown By Wharfedale

NEW YORK — To meet the demands of the stereo age, British Industries is bringing out a new compact Wharfedale speaker system. Dubbed the Model WS-2, the system provides full range reproduction. It was designed by G. A. Briggs, English sound authority.

The WS-2 contains two speakers in a sealed enclosure. It needs no auxiliaries to reach a full range of 20 to 20,000 cps and it operates efficiently driven by an amplifier of moderate power. The unit is finished on all sides. According to British Industries, it is the ideal "stereo mate" for any Wharfedale or other speaker system.

It is priced at \$79.50 in sanded birch, ready to finish. In birch hardwood, finished in mahogany, walnut or blonde, it is priced at \$89.50. The genuine walnut, natural oil finish, is tagged at \$95.50.

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AUDIO BOOK COMPANY
 St. Joseph, Michigan

Granco Bows \$60 AM-FM Stereo Twins

NEW YORK — Granco Products will bid for stereo radio customers with low-priced AM-FM radio "matched twins." The stereo twins are the least expensive (about \$60 for both units) equipment built for AM-FM stereocasts, according to the firm.

Of course, either unit may be used independently even tho they were designed for dual reception. The new FM radio twin is equipped with Granco's patented tuning device to insure against drift and static.

For acoustically matched stereo reception, the two units are placed on the same level with each other—six to eight feet apart—and adjusted for equal volume.

According to Granco, the price bracket is made possible by the firm's FM tuner which costs only a third of older models and eliminates 30 per cent of the components formerly needed. It will, however, pick up signals as low as five microvolts on its self-contained antenna, from a radius of 40 miles. The tuner is available to other manufacturers as a component.

Sargent-Rayment Has High Power Stereo Amplifier

NEW YORK — A new stereo amplifier is being introduced by Sargent-Rayment. Each channel is rated at 50-watts (under 1 per cent distortion) with combined peak power of 200 watts.

The unit has input level controls for balancing mismatched speaker systems. The individual channels are electronically isolated but may be combined by merely throwing a switch to provide single-channel 100-watt operation.

Called the Model SR-5100, it is small, compact and carries an audiophile net of \$183.60.

New Sales Aids For Robins Items

NEW YORK — A 16-page catalog of Robins Industries "small ticket" accessories is available. Catalog covers tape splicers, anti-static cloths, radioactive static eliminator, tape head demagnetizer, tape storage cans and other items.

Frim also introduced a self-service display card for its new turntable level.

ARE YOU A FRUSTRATED CONDUCTOR



ONLY YOUR RCA VICTOR DISTRIBUTOR CAN HELP YOU!



You Say It's on Page 21

LISTEN TO THE QUIET

A Stereo Sound Replacement

• Continued from page 26

The "Isophonic" sound is predicted as the "next horizon" for stereo.

Isophonic literally means "equal sound." To the high fidelity fan, it means a large area electrostatic speaker on which the entire area vibrates equally. An isophonic speaker is an "area device" as opposed to a "point source" traditional tweeter which uses a horn to disperse the sound over a large area.

Stereophonic challenged the monaural market at mid-year, and captured over 25 per cent of total 1958 factory phonograph sales, EIA points out. The factory phono sales volume, which has been steadily rising during years 1952 thru 1957, declined to a 4.1 million annual level (in units) during 1958, the Association reports.

Factory sales of records, taken from figures supplied by Record Industry Manufacturers Association, totaled 175 million units in 1958, down 17 per cent from 1957's total of 210 million units, and about equal to the 176 million units sold during 1956.

Retail sales value dropped from \$378 million during 1957 to \$350 million for 1958. Stereo records, which were not produced in quantity until the third quarter, accounted for about 5 per cent of retail sales, the record manufacturers reported to EIA.

In tape recorders, report shows 64 manufacturers sold 410,000 recorders with retail sales value of \$72 million in 1958. This compares to factory sales of 500,000 units, retail value \$100 million in 1957; 400,000 units, retail value \$60 million in 1956; and 380,000

Diamond Line

• Continued from page 26

well as stereophonic disks. This is a theme that is likely to be stressed in Fidelitone promotion of the line.

The firm also reports that, with this type of stylus, response sensitivity at 10,000 cps is increased by over 25 per cent. Distortion at 5,000 cps is reduced up to 45 per cent.

The New Compatible Standard line is being introduced as a major improvement to mark the firm's 30th Anniversary in the needle manufacturing business.

Jazz, Hi-Fi Show

• Continued from page 26

ately after either the afternoon or evening performance each day in the hi-fi show exhibit on either record or tape.

The hi-fi hall will be open from noon to midnight on the two days of the festival. Tentative capacity for each of the two-per-day shows is 29,000.

Boosts Custom Hi-Fi Sales

• Continued from page 26

the "idea room" many prospects are moved to invite Sanborn or his full-time installation engineer to examine the home and make recommendations. If Sanborn doesn't get the sale then, the chances are that he will get it when the family remodels the home, or builds a new one. There are many instances, he indicated, in which a customer called on Sanborn a full year later to install a custom system as part of a new home being built.

Custom service as Sanborn operates consists of not only concealed systems, but the building of custom cabinets for those who aren't satisfied with the styling available in cabinet sets, people who want more elaborate speaker systems, distribution of music throughout the home, and others "with special problems."

Sanborn got his original experi-

units, retail value \$54 million, in 1955.

More than 70 per cent of tape recorders produced during 1958 were stereo-equipped, compared to 60 per cent during 1957 and 40 per cent in 1956, EIA reports.

Recent tape cartridge innovations promise to increase the number of tape recorders in the nation's homes above the present 1.9 million unit level, EIA predicts. "Just around the corner are tape recorders to enable the consumer to reproduce both the sound and picture of TV shows."

The fact book indicates 29,900,000 phnographs in use at the end of 1958.

Switchcraft Has Stereo Accessories

NEW YORK — Two speaker volume controls for stereo, hi-fi or PA custom installations, that control volume from any location, are introduced by Switchcraft, Inc.

Units feature brushed brass wall plates for mounting on standard outlet box, T-pad volume controls, four-watt rating (15-watt peak), ivory knob and black-white lettered escutcheon. They list at \$15.

Another unit, the No. 653, is equipped with a jack on the front panel for external speaker or headphones. The jack accepts standard two conductor phone plug. List price is \$16.50.

The firm is also introducing two microphone mixers for ease in mixing up to four signals, such as microphones, phonos and tuners into a single outlet. Units are in cabinets with recessed sloping front panel finished in tan and accented with modernistic dials. Rubber feet prevent scorching. The 306 for mixing two stereo channels is \$22.50. The 301 for mixing two monophonic channels is \$19.50.

Concertapes

• Continued from page 28

distribute the cartridges nationally. The division is entirely apart from Concertapes Distributors, Inc., the wing that distributes disks and tapes for the consumer market.

Each loaded cartridge gives two hours of music. They are recorded monophonically at 3 1/4 ips and list at \$40 each. Currently, five tapes are available. Material consists of standards of general appeal, much of it from the Concertapes library.

GE Has New Color Combo On Components

NEW YORK — A new matching color combination of saddle brown vinyl cabinet finish with brown and gold faceplate is announced by General Electric for both its 40-watt stereo amplifier and its FM-AM tuner.

The amplifier, model MS-4010, is tagged at \$179.95, and the tuner, model FA-10, bears a \$129.95 price tag.

The amplifier also comes in willow gray vinyl cabinet finish, with gray and silver faceplate, as the model MS-4000. The tuner in this color combination is the FA-12. The russet leather vinyl finish tuner, the FA-11, is being discontinued. Suggested consumer prices for the MS-4000 and FA-10 are the same as for the MS-4010 and the FA-10.

Both amplifiers, along with the G-E model MS-2000 28-watt stereo amplifier, now include dual auxiliary stereo inputs, for tape recorders which have their own built-in preamplification and compensation. Input sensitivity is 200 millivolts, with flat frequency response.

New Scott AM-FM Tuner Is \$139.95

NEW YORK — H. H. Scott, Inc. has a new AM-FM tuner (Model 320) to sell at \$139.95. The firm has never before offered a tuner at a price this low.

The Model 320 combines wide-band FM circuitry to give high selectivity with freedom from drift, wide-band AM circuitry and silver-plated front end for sensitivity and reliability. Scott doesn't believe that these features are available in any other AM-FM tuner at under \$200.

Unit has separate output for tape recorders. A monophonic-multiple switch on the front panel allows instant conversion as soon as standards are agreed upon by the FCC.

Each of the new Model 320's goes thru more than 50 quality tests before shipping to dealers.

Spring Debut Set for New Loudspeakers

NEW YORK — Two new Goodmans speaker systems will be introduced here this spring by the Rockbar Corporation, U. S. sales reps for the British firm. They include the Tetraxiom unitized 4-way system and the Triaxiom 3-way system.

The Tetraxioms are 15-inch four-way speakers, featuring flexible, free-floating cone rim and rigid cone center for piston action. The Tetraxioms have high power capacity and smooth response from 20 to 20,000 cycles with usable response to 35,000 cycles, Rockbar says.

The Triaxioms offer a range of three-way speakers. There are six models ranging in price from \$147.00 to \$69.50. Outstanding feature is the plastic terminated, free-edge cone suspension with the low resonance bass diaphragm.

In all, heavy efficient magnets are used, in addition to rigid die cast chassis, Rockbar points out.



Joni James

I STILL GET A THRILL

(Thinking of You)

MGM K12779

Picked by ALL Trade Papers

Clyde McPhatter

I TOLD MYSELF A LIE

MGM K12780

Picked by ALL Trade Papers

Tommy Edwards

PLEASE MR. SUN

and THE MORNING SIDE OF THE MOUNTAIN

MGM K12757

Picked by ALL Trade Papers

The Shepherd Sisters

HEART AND SOUL

and (It's No) SIN MGM K12766

Picked by Cash Box

Dick Lee

A PENNY A KISS

A PENNY A HUG

MGM K12774

Picked by Cash Box

Melvin Endsley

I'LL GET EVEN WITH YOU

CAN I SAY SOMETHING

MGM K12763

Picked by Cash Box

SPOTLIGHT ALBUM OF THE WEEK

SMASH SELLER!



CONWAY TWITTY SINGS

STEREO E3744

MONAURAL E3744

ANY GREAT JUBILEE STEREO ALBUM FOR

\$1.00

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JUBILEE ALBUM
AT THE REGULAR
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THAT HELPS YOU
SELL . . . INTRODUCES

SAVE-A-STEREO

A NEW CONCEPT IN RETAILING THAT SPELLS BIG PROFITS FOR YOU—BIG SAVINGS FOR YOUR STEREO-RECORD-BUYING PUBLIC

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YOUR CUSTOMER SAVES! YOU PROFIT!

(You buy the first album for \$3.71—the second for the fantastically low price of 62¢)

YOUR CUSTOMER CAN NOW BUILD HIS STEREO COLLECTION BY CHOOSING FROM THE GREAT JUBILEE STEREO ALBUMS LISTED BELOW—JUBILEE STEREO ACCLAIMED FOR THE GREATEST DEPTH DIMENSION—YET WITH THE WIDEST SEPARATION IN THE INDUSTRY.

INSTRUMENTAL

MY FAVORITE PLACES
Walter Scharf & His Orchestra SDJLP-1050
PAL JOEY
Bobby Sherwood & His Orchestra SDJLP-1061
DANCING AT THE HABANA HILTON
Mark Monte & His Continentals SDJLP-1072
PASSION
Walter Scharf & His Orchestra SDJLP-1079
SWINGIN' ABROAD
The Frank Ortega Trio SDJLP-1080
THE AMBASSADORS
GET TOGETHER SDJLP-1088
MOONLIGHT BECOMES YOU
The Music of Jimmy Van Heusen
played by the Heart Strings SDJLP-1091
THE GEISHA BOY
Soundtrack music from the Paramount
Picture. Original music written and
orchestrated by Walter Scharf SDJLP-1096
CHA-CHA JUBILEE
Sy Oliver, Frank Ortega, Mark Monte,
The Accents, Moe Koffman, Mellno SDJLP-1097
SONGS I REMEMBER YOU BY
Dolph Traymon SDJLP-1102

ORGAN MAGIC
Leroy Lewis SDJLP-1103
77 SUNSET STRIP
Frank Ortega, Sy Oliver SDJLP-1106

VOCAL

A DATE WITH DELLA REESE
AT MR. KELLY'S IN CHICAGO SDJLP-1071
HAVE YOU MET . . . Don Rondo SDJLP-1081
AMEN! Della Reese SDJLP-1083
DO YOU WANNA DANCE?
Bobby Freeman SDJLP-1086
AT SEPARATE TABLES
Lu Ann Simms SDJLP-1092
STORY OF THE BLUES
Della Reese SDJLP-1095
WILD-WYLER-WILDEST
Gretchen Wyler SDJLP-1100
WELCOME MATT DENNIS SDJLP-1105

JAZZ

FIRE IN THE WEST
Herb Geller SDJLP-1044
ART FORD'S PARTY FOR MARTY
Marty Holmes Octette SDJLP-1099
LOU LEVY PLAYS BABY GRAND JAZZ SDJLP-1101

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BOSTON—Music Suppliers, 263 Huntington Ave.
BUFFALO—Metro Dist. Co., 861 Washington St.
CHARLOTTE—Bertos Sales Co., 2214 W. Morehead
CHICAGO—Garmisa Dist. Corp., 2011 S. Michigan Blvd.
CINCINNATI—Hit Record Dist., 3416 Colerain Ave.
CLEVELAND—Cosnat Dist. Corp., 1233 W. Ninth St.
DALLAS—Big State Dist., 1550 Edison.
DENVER—Pan Am. Record Service, 36 S. Santa Fe Drive.
DETROIT—Cosnat Dist. Corp., 3727 Woodward Ave.
EAST HARTFORD—Trinity Record Dist., 777 Conn. Blvd.
EL PASO—M. B. Krupp, 309 S. Santa Fe St.
GREAT FALLS—Music Service Co., 204 Fourth St. So.
HONOLULU—Microphone Music, 1244 College Walk
HOUSTON—H. W. Daily, 314 E. 11th St.
INDIANAPOLIS—Hoosier Record Dist., 726 Russel Ave.
LOS ANGELES—Record Mdse., 2580 W. Pico Blvd.
MEMPHIS—Record Sales Corp., 1070 Union Ave.
MIAMI—Tru-Tone, 4701 N.W. Second Ave.
MILWAUKEE—Garmisa Inc. of Wisc., 1907 W. Vliet.
MINNEAPOLIS—Heilicher Bros., 119 W. Ninth St.
NASHVILLE—Music City Records, 127 Lafayette St.
NEW ORLEANS—All South Dist. Corp., 604 Bayonne St.
NEWARK—Cosnat Dist. Corp., 415 Halsey St.
NEW YORK—Cosnat Dist. Corp., 315 W. 47th St.
OKLAHOMA CITY—Oklahoma Record Supply, 18 N.E. 48th St.
OMAHA—Heilicher Bros., 1610 Davenport.
PHILADELPHIA—Cosnat Dist. Corp., 1710 North St.
PHOENIX—M. B. Krupp, 1919 N. 16th St.
PITTSBURGH—Remlee Dist. Corp., 1711 Fifth Ave.
RICHMOND—Allen Dist. Co., 3407 W. Leigh.
SALT LAKE CITY—Great Western Distr., 910 East 4th St.
SAN FRANCISCO—Eric Distributors, 1251 Folsom.
SEATTLE—C & C Dist. Co., 708 Sixth North
ST. LOUIS—Midwest Dist. Co., 2642 Olive St.

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"PRODUCED FOR A SOUND FUTURE"

The Billboard Buying Guide for PACKAGED RECORDS



THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Pop Albums

HYMNS BY JOHNNY CASH Columbia CL 1284

Johnny Cash demonstrates on this new LP that he has as sure a touch with a religious tune as he does with the country-pop songs that have brought him to the top of the recording heap. Many of the songs in this new album were penned by Cash himself—and they are very good. Tunes are sincere and devotional in character with Cash backing himself on guitar. "It was Jesus" and "I Saw a Man" are outstanding.



STEREO CONCERT

The Kingston Trio—Capitol ST 1183 STEREO & MONAURAL

Both the stereo version and the monophonic disk (labeled "Concert") should chalk up heavy sales. The group's latest effort includes some of their past singles clicks, including "Tom Dooley" and "Raspberries," and other fine pop and folk material. Good cover shot of the trio.



MANHATTAN SPIRITUAL

Reg Owen Ork—Palette SPZ 1001 & LPZ 1001 STEREO & MONAURAL

Reg Owen and his Ork, the English crew that recently had the big hit "Manhattan Spiritual," have a swinging, driving album here that could also turn into a runaway best-seller. The set contains the hit tune, plus the band's new release "Down by the Riverside," and 10 other tunes played with an exciting, rocking beat. "Jericho," "The Petite Waltz Bounce" and "Swing Low Sweet Chariot" could easily become single hits themselves. The stereo sound is outstanding. This set swings.



77 SUNSET STRIP

Music From the TV Show—Warner Bros. W 1289 STEREO & MONAURAL

Background music and themes from the popular TV'er makes for a potent entry. Tunes include original motifs oleffed by Alex North and Warren Baker and the well-known main theme, presented in a modern, jazz-based mood. Cover shot of the show's principal characters will help attract. "Peter Gunn" is still smash, and this could follow suit.



Low-Price Pop Albums

PM YOUR GIRL

Dinah Shore—RCA Camden CAL 477

This collection of standards by Dinah Shore could be a solid seller on the racks. It contains such wonderful tunes as "It's All in the Game," "The End of a Love Affair" and "Marriage Type Love." They are sung by the sweet-voiced thrush with the warmth and feeling she always lends a tune. Arrangements are by Henri Rene and the Vic Schoen ork.



Low-Price Semi-Classical Albums

THE CHOCOLATE SOLDIER

Al Goodman Ork with Various Artists— RCA Camden CAL 483

This low-priced package is a strong item for the market. It offers quality performances by Goodman and a group of fine vocalists—particularly soprano Ann Ayars. Melodic, listenable treatment of the popular Oscar Strauss operetta.



(Continued on page 33)



BEST SELLING LP'S

FOR SURVEY WEEK ENDING MARCH 21

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week	Last Week	Weeks on Chart
1. Peter Gunn	1	8
Henry Mancini, RCA Victor LPM 1956		
2. Come Dance With Me	2	8
Frank Sinatra, Capitol W 1069		
3. Flower Drum Song	3	12
Original Cast, Columbia OL 5350		
4. From the "Hungry i"	5	7
The Kingston Trio, Capitol T 1107		
5. Open Fire, Two Guitars	4	8
Johnny Mathis, Columbia CL 1270		
6. Still More Sing Along With Mitch	17	2
Mitch Miller, Columbia CL 1283		
7. South Pacific	7	53
Sound Track, RCA Victor LOC 1032		
8. Tchaikovsky: Piano Concerto No. 1	11	35
Van Cliburn, RCA Victor LM 2252		
9. Sing Along With Mitch	6	38
Mitch Miller, Columbia CL 1160		
10. The Music Man	8	57
Original Cast, Capitol WAO 990		
11. Have Twangy Guitar, Will Travel	10	9
Duane Eddy, Jamie JLP 3000		
12. The Kingston Trio	15	19
Capitol T 996		
13. My Fair Lady	16	156
Original Cast, Columbia OL 5090		
14. Ricky Sings Again	18	9
Ricky Nelson, Imperial IMP 9061		
15. Near You	13	6
Roger Williams, Kapp KL 1112		
16. The King and I	9	131
Sound Track, Capitol W 740		
17. Gigi	12	39
Sound Track, M-G-M E 3461 ST		
18. More Sing Along With Mitch	14	21
Mitch Miller, Columbia CL 1243		
19. For LP Fans Only	20	2
Elvis Presley, RCA Victor LPM 1990		
20. Hymns	—	103
Tennessee Ernie Ford, Capitol T 756		
21. South Pacific	—	256
Original Cast, Columbia OL 4180		
22. Ahmad Jamal	19	8
Argo LP 636		
23. Remember When?	—	1
Platters, Mercury MG 20410		
24. Johnny's Greatest Hits	—	48
Johnny Mathis, Columbia CL 1133		
25. The Eddy Duchin Story	23	90
Sound Track, Decca DL 8289		

The chart listings include both monophonic and stereophonic sales.

TRADE ACCLAIMS DARIN LP WINNER...

BOBBY DARIN THAT'S ALL

ATCO 33-104



BOBBY DARIN—THAT'S ALL
AVAILABLE IN STEREO AND MONAURAL

ATCO LP 33-104

"...one of the brightest talents in a long while"

THAT'S ALL
Bobby Darin—Atco 33-104



With this package young Darin proves himself one of the brightest young talents in a long while. Initially blues-based (like so many great pop singers), Darin now presents a wide-ranging group of ballads, including a good sprinkling of great show tunes. "Mack the Knife," "Softly as in a Morning Sunrise" and "Some of These Days" are typical. Chanting has style. What helps to give the package its class are the arrangements by Richard Wess, which are singularly devoid of trite musical phrases.

Personal Management—

CSIDA, BURTON ASSOCIATES, INC.
101 W. 55th STREET, NEW YORK, N. Y.
Telephone Circle 7-0700

BOOKING—
GENERAL
ARTISTS
CORP.



"... swings tastefully"
The Cash Box
POPULAR PICK OF THE WEEK

"BOBBY DARIN: THAT'S ALL"—Atco
33-104

Until this present collection, Darin's disk career has been largely limited to the commercialism of rock 'n roll; here he is given a legit singing opportunity and he comes through in pro style. On seven takes Darin swings tastefully (i.e. "Beyond The Sea", "I'll Remember April") and the remaining seven numbers are—more or less—ballad stands that mostly bear a blues feel and are quite touching (i.e. "Through A Long And Sleepless Night"). Songster's singles success could do the chart trick.

"...a joyful surprise"

MUSIC VENDOR

THAT'S ALL - Bobby Darin - (Atco 33-104).

Mack the Knife; Beyond the Sea; Through a Long and Sleepless Night; Softly as in a Morning Sunrise; She Needs Me; It Ain't Necessarily So; I'll Remember April; That's the Way Love Is; Was There a Call for Me; Some of These Days; Where Is the One; That's All.

● Rock and roller Bobby displays new vocal side that makes album a joyful surprise. Could start a new career phase for Darin, whose usual styled single, Plain Jane, is currently on the charts. Here, he treats collection of legit ballads plus Mack the Knife, the jumper from Threepenny Opera, with fine regard and chants a la Sinatra. Should reap sales and surprise teen age buyers. Bobby's admirably aided and abetted with backing by Richard Wess.

"...vocal versatility"

VARIETY

Bobby Darin: "That's All" (Atco). With a good pop score in the juve market already under his belt, Bobby Darin is now going after a more particular and more adult audience with this roundup of standup songs. It's a revealing performance that he gives here and it's a bit difficult to associate his renditions of "Mack the Knife," "Softly As in a Morning Sunrise," "I'll Remember April" and "Some of These Days" with the singer of "Splish Splash" or "Queen of the Hop." But it does show up his vocal versatility and should do a lot in helping his career.

Watch Bobby on the
Como Show April 18!

• **Review Spotlight on Albums . . .**

• Continued from page 31

RUSSIAN FIREWORKS

101 Strings—Stereo-Fidelity SF 8500

STEREO & MONAURAL

The now-familiar group on both the monaural and stereo scene turns in a colorful, handsomely recorded set of stereo bands, all of which are taken from well-known works of a Russian Caste. Here, for example, "Song of the Volga Boatman," "Meadowland," "Sabre Dance" and the big crashing windup to Tchaikovsky's "1812 Overture." Fine stereo at a price which should make it a brisk factor on counters.



RACHMANINOFF; PIANO CONCERT NO. 2

Artur Rubinstein, Piano, with the Chicago Symphony Orch. (Reiner)—RCA Victor LSC 2068

STEREO & MONAURAL

The monophonic version of the popular concerto has long been a top selling item. In stereo the romantic beauty of the work is further realized thru the wide channel separation. Sound is excellent. Top potential.



----- **Classical Special Merit Albums** -----

DOLUKHANOVA, MEZZO-SOPRANO: SONG RECITAL

Monitor MC 2029

Miss Dolukhanova is rated as Russia's leading mezzo-soprano. Classical buyers will be interested in this set because of her current series of concerts in this country. She exercises amazing vocal control and quality in the arias from operas, lieder and folk songs. Sound is not particularly flattering, tho she rises above the recording techniques. A quality item that rates exposure and consideration.



----- **Chamber Music Albums** -----

BRAHMS: QUINTET IN B MINOR; MOZART: CLARINET QUINTET

The Fine Arts with Reginald Kell, Clarinet—Concert-Disc CS 202, 203

STEREO & MONAURAL

Two of the most popular works in clarinet literature get beautiful, tho slow-paced readings. Everyone is happily above technical difficulties. The Fine Arts Quartet plays sweetly and with firmness, succeeding slightly better in the Mozart than the Brahms. Response to older monaural versions by Kell and this group on another label insures wide sales for this stereo pair, where violins are placed to the left, and cello and viola to the right. Reginald Kell is smack in the middle of the living room.



----- **Children's Albums** -----

CINDERELLA-THREE TO MAKE MUSIC

Mary Martin—RCA Victor KPM 2012

This charming package, presenting the program Marv Martin performed for children on NBC-TV this Easter Sunday, should be a strong sales item. Miss Martin's "Peter Pan" LP was a smash, following her TV show, and this has the same broad appeal. She warbles effectively (both the Rodgers-Hammerstein score and new tunes by Rodgers' daughters) and is a delightful narrator.



----- **Spoken Word Albums** -----

SHAKESPEARE'S 'AGES OF MAN'

Sir John Gielgud—Columbia OL 5390

Sir John's recent New York appearance, from which the album is taken, was a sell-out. It's easy to see why. Start the LP spinning, and soon the listener is so caught up in the poetry and the mood created by the bard and his interpreter that it is difficult to turn it off. Excellent bet for stores in college towns and should find a wider audience. Shakespearian text included.



----- **Sound Albums** -----

PARADE OF THE POPS

Ray Martin Conducting the Swingin' Marchin' Band—RCA Victor LSP 1960

STEREO & MONAURAL

This is a stereo gasser! The conception—a marching band doing pop tunes—is smart and the arrangements sparkle. Tunes like "My Happiness" sound as if they should be played no other way. But the stereo factor is the highlight. Sound seems to come from 16 different places at once—everywhere but from the speakers. Humorous touches like the voice on the opening band are in keeping with the over-all mood.



(Continued on page 34)

Billboard BEST SELLERS ON THE RACKS

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best Selling LP's (\$3 or more suggested retail price); Best Selling Low Priced LP's (\$2.99 or less suggested retail price); Best Selling EP's, and Best Selling Kiddie Records. This week's chart is:

BEST SELLING LOW-PRICED LP'S

POSITION	TITLE	ARTIST, COMPANY, RECORD NUMBER
1	PERRY COMO SINGS JUST FOR YOU	Perry Como, Camden CAL 440
2	THAT'S WHAT I LIKE ABOUT THE SOUTH	Phil Harris, Camden CAL 456
3	DREAM ALONG WITH ME	Perry Como, Camden CAL 403
4	HAPPY-GO-LUCKY SOUND	Three Suns, Camden CAL 454
5	AN EVENING WITH GUY LOMBARDO	Guy Lombardo, Camden CAL 445
6	MUSIC FROM PETER GUNN	Aaron Bell Orch., Lion L 70113
7	EDDY ARNOLD	Eddy Arnold, Camden CAL 471
8	YOU DO SOMETHING TO ME	Mario Lanza, Camden CAL 450
9	LAWRENCE WELK DANCE PARTY	Lawrence Welk, Wing MGW 12119
10	SOUL OF SPAIN	101 Strings, Somerset P 6600

ALBUM COVER OF THE WEEK



PAT SUZUKI'S BROADWAY '59, RCA Victor LPM 1965. Happy photo by Al Wertheimer of the adorable miss in a red and white sailor hat makes for an attractive cover. It's a charming shot that will no doubt increase the album's sales.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 21

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1. RICKY SINGS AGAIN—Ricky NelsonImperial EP 159
2. DETOUR—Duane EddyJamie JEP 301
3. PETER GUNN—Henry ManciniRCA Victor EPA 4333
4. THE FABULOUS JOHNNY CASHColumbia EPB 12532
5. THE LONELY ONE—Duane EddyJamie JEP 100
6. KING CREOLE, VOL. 1—Elvis PresleyRCA Victor EPA 4319
7. JOHNNY MATHISColumbia EPB 8871
8. STARDUST—Pat BooneDot DEP 1069
9. STILL MORE SING ALONG WITH MITCH—
Mitch MillerColumbia EPB 12831
10. ELVIS—Elvis PresleyRCA Victor EPA 992 EPB 12832



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• Review Spotlight on Albums . . .

• Continued from page 33

-----Folk Albums-----

PAUL ROBESON: FAVORITE SONGS
Monitor MP 580

Despite his advancing years, Robeson's voice remains remarkably pure, showing a controlled power unique among contemporary singers. In this album, he offers his inimitable versions of some popular spirituals and a group of numbers international in origin, including Yiddish, Hebrew, English, Finnish, Russian and Polish. Altho he's a controversial personality, he retains a sizable following as an artist, and this album should fare well.



FOLK MUSIC U.S.A.
(2-12") Compiled by Harold Courlander—
Folkways FE 4530

A fascinating collection of folk material of all-America. These are location recordings, which often lack technical quality. They all, however, have wonderful authenticity. A few samples would include Blind Willie Johnson on "Dark Was the Night"; Virgil Perkins' earthy reading of "John Henry," and a great primitive blues, "6,000 Miles From Nowhere," by Snooks Eaglin. There is Americana folk material here from Alaska, the Southwest, the South and even the Virgin Islands. A solid buy for the collector, with notes by Charles Edmund Smith.



-----International Albums-----

FADO
Amalia Rodrigues—Kapp KL 1120

Passionately-sung Portuguese "fados"—a song form peculiar to that land. If a customer is looking for something a bit off the beaten track, you couldn't do better than recommend this. The language is no barrier. Rodrigues' voice is rich and warm, contrasting beautifully with the guitar accompaniment. Sound is excellent.



-----Spiritual Albums-----

LITTLE DAVID PLAY ON YOUR HARP
Adele Addison & the Jubilee Singers—
Kapp KL 1109

An outstanding package in its field. Soprano Adele Addison and the Fisk Jubilee Singers represent a talent coupling of rare merit. The performances are thrilling, and dealers would do well to demonstrate the album to anyone interested. It is likely to sell itself. Material includes "Little David," "Go Tell It On the Mountain," "Steal Away," etc.



• Reviews and Ratings of
New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

SPOTLIGHT—Sure-Fire Merchandise—
Top Demand

★★★★—Very Strong Sales Po-
tential — Essential
Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential — Sal-
able Qualities

★—For dealers who stock all
merchandise.

POPULAR ★★★★★

★★★★ PAT SUZUKI'S BROADWAY '59
RCA Victor LPM 1965

One of the deejays' favorite vocalists, Pat Suzuki provides a listenable, tasteful package of musical comedy programming. Selections include three tunes from her current show, "Flower Drum Song," plus items from "Redhead," "West Side Story," "My Fair Lady," "First Impressions" and "The Music Man." Sock cover photo of canary.

★★★★ LENNY DEE PLAYS THE HITS
Decca DL 8837

Organist Dee, who has a sizable following, serves up another batch of listenable solos. He is ably backed by a tenor sax, guitar, drums and a four-voice chorus on most of the numbers. "Near You," "Non Dimenticar," "Everybody Loves a Lover," "Volare," and "There Goes My Heart" are some of the tunes.

★★★★ FATS WALLER &
HIS RHYTHM

RCA Victor LPM 1503
This will appeal to many—to collectors

of jazz piano, and to those who remember Waller as one of the great informal entertainers. There's a lot for the money here—16 sides. Included are "I'm on a Seesaw," "Lulu's Back in Town," "Us on a Bus," etc.

POPULAR ★★★

★★★ GENEVIEVE
Cadence CLP 3021

A striking cover of the photogenic French canary, featured on Jack Paar's TV show, makes this package sock display material. She sings with more charm than voice, and considerable showmanship on tunes from "Can Can." TV exposure should spark sales.

★★★ BETTY HUTTON AT THE
SAINTS & SINNERS BALL
With Jerry Fielding Ork. Warner Bros.
WS 1267

STEREO & MONAURAL

The thrush displays a wide range of song approaches in this excellent set. Some of

the selections are in an earthy vein, while the others are on the spiritual kick. Arrangements by Jerry Fielding are excellent. One track, "Search My Heart," features the Antioch Evangelist Temple Choir.

★★★ CONWAY TWITTY SINGS
MGM E 3744

Twitty has a sizable following as a best-selling singles artist. He warbles effectively in rockabilly style on this package, which should meet with the approval of his fans. Selections include his hit single "It's Only Make Believe," "I Vibrate," and "Hallelujah, I Love Her So."

★★★ SWING FEVER

Si Zentner Ork. Bel Canto BCM 34
Here's a listenable package of smart, swingy big band instrumentals, highlighted by leader Zentner's sock trombone solo work and jazz trumpeter Vince Falzone. Spinnable wax with a danceable beat. Selections include "Bye Bye Blues," "I'll Take Romance," and "Avalon."

★★★ THE SWEET ADELINES
MEDALIST QUARTETS OF 1958
Cadence CLP 3018

These are the five top lady barbershop quartets in the competition for International Champion of the Sweet Adelines, held last October. Winners, the Sweet and Lows, are presented here along with the four other top groups, the Pleasantaire, the Caper Cutters, the Dutch Treats and the Klipper Kords. This is the real thing, unaccompanied throat and four-square chord fans will like it fine.

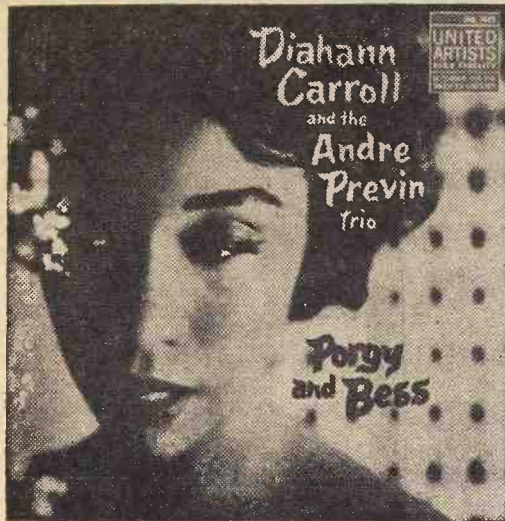
★★★ TOP POPS
Various Artists, Decca DL 8860 & DL
78860

STEREO & MONAURAL

Stereo isn't as important as the name power of various Decca artists — Warren Covington, Earl Grant, Four Aces, Kalin Twins, Red Foley, Sonny Bruce, Malcolm Dodds, Carmen Cavallaro and Jack Pleis. Pleasant, varied entertainment, including the best-selling "Tea for Two Cha-Chu" and "The End."

(Continued on page 38)

SELLING LIKE A SINGLE!



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A great singer and a towering giant of jazz—fused in one scorching album! It's all here in dazzling hi-fi—the excitement of Tony—of the Count—the wild exuberance of a crowd jamming the Latin Casino in Philadelphia to dig this historic meeting—Tony's best since "Tony's Greatest Hits"—Here's gigantic record sales in the making—Call your Columbia Distributor today!

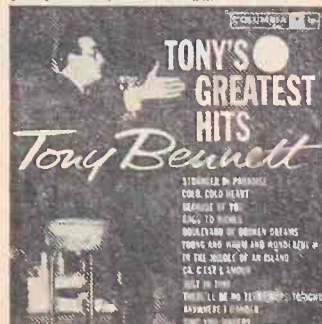
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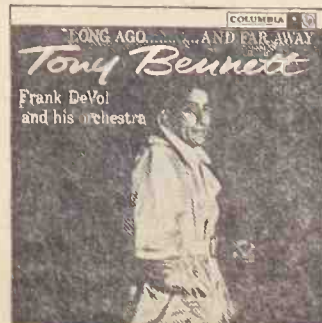
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TONY BENNETT
PUBLICITY: SUMNER and FRIEDKIN
AGENCY: GAC
PERSONAL MANAGEMENT: DEE ANTHONY

ALSO AVAILABLE



TONY'S GREATEST HITS— Tony Bennett CL 1229



LONG AGO AND FAR AWAY—Tony Bennett with Frank DeVol and His Orchestra CL 1186

• Reviews and Ratings of New Popular Albums

• Continued from page 34

★★★ HITSVILLE!
Various Artists. Coral CRL 57269
This album is semi-correctly named. It contains a number of hits recently released on the Coral label, plus a number of other sides that have never really happened.

LAURIE'S
ORDER NOW
PETITE FLEUR LLP 1001
CHRIS BARBER'S
JAZZ BAND
ALBUM
MASTERSOUND

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The World's
First
Stereo-Scored
Orchestra

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Top sides include the McGuire Sisters' current "May You Always," Billy Williams' "Nola," Jackie Wilson's "Lonely Tears," and Betty Madigan's "Dance Everyone Dance." Other sides are by Rosemary Clooney, the Four Knights, Steve Lawrence, Al Alberts, the Lennon Sisters, Art Lund and Tessie Brewer.

★★★ THE DICK POWELL SONG BOOK
Decca DL 8837
From the vaults of the Decca company comes this collection of recordings made by Dick Powell when he was known as the country's top musical singing star. For those who like nostalgia this album will be their meat, although recording technique, arrangements and singing styles have changed much since these sides were cut some years ago. The tunes include "I've Got My Love to Keep Me Warm," "The Girl on the Police Gazette," "This Year's Kisses," "Thanks a Million" and other Powell hits.

★★★ I ONLY HAVE EYES FOR YOU
David Allen. Warner Bros. WS 1268
STEREO & MONAURAL

Smooth sound by the chanter on a lovely set of standards with warm, lush ork support from David Terry. It's an excellent programming album. Mood buyers will go for the chanter's rich warbling style. Selections include "Soon," "With Every Breath I Take," and the title tune.

★★★ DREAM
Orrin Tucker Ork. Bel Canto BCM 35
Maestro Tucker plays his sax here accompanied by an attractive sounding string ensemble. The idea of the repertoire and the soft arranging is as the notes suggest, to "wrap you in dreams," and for this purpose the music is most suitable. Tunes include "You Stepped Out of a Dream," "Two Sleepy People," etc. Nice background stuff.

★★★ JOE MOSHAY AND HIS DEBUTANTE BALL ORCH.
GNP 37
The smooth society dance stylings of Joe Moshay are spotlighted in this well-programmed package. Some 34 terp tunes are neatly packed into four dance sets, each concluding with a Latin offering. Moshay has provided the syncopated setting for more coming out parties in the Southern California area than probably any other ba-

toner during the past decade and continues as the darling of the debs. Aluminum foil album cover gives the art an eye arresting sparkle.

LOW-PRICE POPULAR ★★★★★

★★★ SHOW BOAT
Bill Bowen Chorus & Ork. with Various Artists. RCA Camden CAS 488

STEREO & MONAURAL

Should be a strong seller, particularly to the over-30 and supermarket sets. Jerome Kern's timeless music and Oscar Hammerstein's fine lyrics have become standards, and this low priced rendition of seven of the evergreens will find plenty of takers. Although the vocalists occasionally leave something to be desired, the Hill Bowen ork features arrangements that do a good, straightforward job.

LOW-PRICE POPULAR ★★★★★

★★★ THE PIANO STYLE OF FRANKIE CARLE
Frankie Carle & His Group. RCA Camden CAL 478

Good merchandise for the racks. Facile keyboard work of Carle will appeal to all the pre-rock and roll buyers. Selections are recorded with rhythm and instrumental accompaniment and include "Once in Love With Amy," "Bewitched," "Maple Leaf Rag."

BAND ★★★★★

★★★ FANFARE!
Various Artists. Columbia WL 147
Here's an album that should be in the collection of every school musician. Nine different military band organizations are heard and there's a little bit of everything—pipers, a band on horseback, bugle corps, etc. It's one of Columbia's "Adventure in Sound" series, a title which is particularly apt in this case. Well recorded.

FOLK ★★★★★

★★★ FOLK SONGS OF MAINE
Sung by Sandy Ives. Folkways FH 5232
These would be better described as the songs of Maine and the Maritime Provinces of Canada. There are some of the typical sea chanteys or work songs and a group of those associated with the lumbermen and loggers of the back woods. Ives sings them in a distinctive and somewhat haunting tone. He has also written extremely complete notes on the derivation of the song material. An excellent production in its field.

★★★ HOOTENANNY TONIGHT!
Various Artists. Folkways FN 2511
Various artists are featured in this an-

thology of folk tunes. As usual, the label has presented a quality package, complete with a booklet of lyrics of the songs and explanatory notes. Featured artists include Pete Seeger, Leon Bibb, Lea Pine and several others.

FOLK ★★★★★

★★★ ROUMANIAN FOLK SONGS AND DANCES (2-12")

Orch. Lautaru Barbu. Arta ALP 105-106
Volume one and volume two of the series on authentic Roumanian material, are taken from the catalog of the Czech Supraphon label. From the standpoint of genuine folk material, they are most interesting, and well-recorded sets. Music is provided by a 50 piece ork, generously sprinkled with native instruments such as the nai, the shawm, bagpipes, cembalon and torogoata. Both are mainly instrumental and either would make an interesting addition for fans of folk culture.

INTERNATIONAL ★★★★★

★★★ THE RED ARMY IN HI-FI
Alexandrov Song & Dance Ensemble. Arta ALP 101

This recording comes from the catalog of Supraphon of Czechoslovakia. It features a 300-voice ensemble in a series of compelling readings of a number of folkish songs. The tunes have Czech, Georgian, Cossack and even Moslem derivation. Singing is rich and masculine and the recording quality is good. For its market this is a salable product.

RELIGIOUS ★★★★★

★★★ JEWISH RELIGIOUS SONGS
Asaph Vocal Quartet. Arta ALP 108

Performers are traditionally styled on this disk of Jewish liturgical music from behind the Iron Curtain. Cantor Lorand will thrill lovers of Eastern European synagogue melodies by his dazzling virtuosity. Selections include a moving "Kol Nidre," "Adoyshem, Adoyshem" and "Hashkivenu." Good sound and attractive packaging will help it sell very well in its market.

SPECIALTY ★★★★★

★★★ VORTEX
Folkways FSS 6301

STEREO ONLY

This one should appeal strongly to hi fi and stereo addicts in search of interesting new sound experiences. Presented in concert form at San Francisco's Morrison Planetarium, "Vortex" features a fascinating collection of weird, exotic themes, combining special sound effects with exotic

instruments — musical saw, Indian tabla, woman screaming, etc.

SPECIALTY ★★★★★

★★★ LA MOUSTACHE DE PAPA
M. le Prof. Pleere Chatouville & His Pkilled Orchestra Parisien. Barbary Coast BC 33018

The Gay 90's apparently were considerably gayer and funnier in the French music halls than the American musical counterpart of the same era. Sound effects are generously injected for the sake of realism, allowing the listener to get a full measure of crowd noises and squeals from the can-can girls as they do their routines. Album will appeal to buyers in search of the off-beat.

SPIRITUAL ★★★★★

★★★ SUNDAY MEETING
The Victory Baptist Choir. Warner Bros. WS 1270

STEREO & MONAURAL

Recorded on location, this package will score with devotees of religious music. It has a spontaneous flavor and much excitement. There are 200 pieces, gospel style piano and organ. Lyrics are printed on the liner, including "Jesus Is the Light," "Since He Lightened My Heavy Load," "Grace Is Sufficient," "Go Down Moses," etc.

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★ THE ROMANTIC MUSIC OF TCHAIKOVSKY
Andre Kostelanetz Ork. Columbia CS 8112

STEREO & MONAURAL

Good album to give pop buyers the classical habit. Album contains the most lyrical, popular output of the popular classical composer. The regular classical buyer may not find these truncated versions to his taste, but he's in the minority. Thousands of other buyers won't mind. Kostelanetz is, as always, smooth and sparkling in such accessible classics as "The Piano Concerto," "None But the Lonely Heart," "Andante Cantabile," etc.

(Continued on page 44)

DON RALKE
Hits it Again
1st with "77 Sunset Strip"
(on the charts)
NOW!

MMAV

From TV's top rated show —

ERICK

WP-X802

a great new single...Get on this early!

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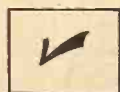
A NEW...



IN RECORDED MUSIC!

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17 GREAT SONGS

... including

- Smoke Gets in Your Eyes
- No Other Love
- If I Loved You
- Foggy Day in London Town
- Wringle Wringle
- C'est Magnifique
- I Found a New Baby
- Trumpeter's Prayer
- Heather on the Hill



HERE ARE THE ARTISTS ON VISTA...

MARY MARTIN ★ JAN CLAYTON

ANNETTE ★ TUTTI CAMARATA

Stan Jones—Archer & Gile

Bernie Leighton—Johnny LaPadula

Hymie Schertzer & the King's Saxes

Elliott Brothers Dale Niters Orch.

Gloria Wood Chorus

ALL PACKAGED IN POLY SLEEVES WITH EYE-CATCHING
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending March 21

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Venus By Ed Marshall—Published by Rambled-Lansdale (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 103L.	1	6	6. Tragedy By Burch-Nelson—Published by Bluff City (BMI) BEST SELLING RECORD: Thomas Wayne, Fernwood 109.	7	5
2. Charlie Brown By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6132.	3	8	7. Never Be Anyone Else But You By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5565.	6	11
3. Come Softly to Me By Troxel, Christopher, Ellis—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolphin 1, RECORD AVAILABLE: Ronnie Height, Dore 516.	2	3	8. Pink Shoe Laces By Mickie Brant—Published by Pioneer (BMI) BEST SELLING RECORD: Dodie Stevens, Crystalette 724.	5	15
4. It's Just a Matter of Time By Brook Benton-Hendricks-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mer 71394.	4	6	9. I've Had It By Carl Boumura-Raymond Ceroni—Published by Brent (BMI) BEST SELLING RECORD: Bell Notes, Time 1004.	11	9
5. Alvin's Harmonica By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville and the Chipmunks, Liberty 55179.	8	3	10. Hawaiian Wedding Song By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP) BEST SELLING RECORD: Andy Williams, Cadence 1358. RECORD AVAILABLE: Mary Kay Trio, Warner Bros., 3015.	10	11
Second Ten					
11. It's Late By D. Burnette—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5565.	9	20	16. Please, Mr. Sun By Getzoo-Frank—Published by Weigs & Barry (BMI) BEST SELLING RECORD: Tommy Edwards, M-G-M 12757.	22	2
12. Stagger Lee By Price-Logan—Published by Sheldon (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 9972.	7	12	17. Guitar Boogie Shuffle By A. Smith—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Virtues, Hunt 324.	13	1
13. Donna By Ritchie Valens—Published by Kemo (BMI) BEST SELLING RECORD: Ritchie Valens, Del-Fi 4110.	8	15	18. The Children's Marching Song By Sharp-Arnold—Published by Miller (ASCAP) BEST SELLING RECORDS: Mitch Miller, Col 41317; Cyril Stapleton, London 1631. RECORDS AVAILABLE: Ingrid Bergman Orphan Choir, 20th Fox 126; Lennon Sisters, Brunswick 55113; Norman Leyden Child's World Ork, Vic WBY-106.	14	10
14. Petite Fleur By Sidney Bechet—Published by Hill & Range (BMI) BEST SELLING RECORD: Chris Barber's Jazz Band, Laurie 3022. RECORDS AVAILABLE: Sidney Bechet, Brunswick 55114; Bob Crosby, Dot 15890; Joe Darensbourg Quintet, Lark 4510; Wilbur De Paris, Atco 2011; Wally Fawkes-Sandy Brown Quintet, London 1858; Lloyd Glenn, Aladdin 3446; Gene Krupa Quartet, Verve 10162; Scamps, Arlan 502; Bob Wilber Jazz Quartet, Cub 9021.	12	8	19. I Cried a Tear By Al Julia—Published by Progressive (BMI) BEST SELLING RECORD: LaVern Baker, Atlantic 2007. RECORD AVAILABLE: Ernest Tubb, Dec 30872.	16	10
15. Peter Gunn Theme By Henry Mancini—Published by Northridge (ASCAP) BEST SELLING RECORD: Ray Anthony, Cap 4041. RECORDS AVAILABLE: Embers, Wynne 101; George Kelly, Winley 237; Henry Mancini Ork, Vic 7460; Shelly Manne and His Men, Contemporary 367.	13	10	20. Since I Don't Have You By J. Rock-Skyliners—Published by Calico (ASCAP) BEST SELLING RECORD: Skyliners, Calico 104.	—	1
Third Ten					
21. She Say (Oom Dooby Doom) By Mann-Anthony—Published by Stratton (BMI) RECORD AVAILABLE: Diamonds, Mer 71404.	19	7	26. May You Always By Larry Markes-Dick Charles—Published by Hecht-Lancaster & Buzzell (ASCAP) RECORD AVAILABLE: McGuire Sisters, Coral 62059.	17	11
22. Sea Cruise By Huey Smith—Published by Ace (BMI) RECORD AVAILABLE: Frankie Ford, Ace 554.	29	2	27. Tall Paul By Bob Roberts-Bob Sherman-Dick Sherman—Published by Music World-Wonderland (BMI) RECORDS AVAILABLE: Annette, Disneyland 118; Judy Harris, Surf 5023.	18	9
23. Nola By Skylar-Arndt—Published by Fox (ASCAP) RECORDS AVAILABLE: Deep River Boys, Galant 101; Keys and Klef, Colpix 111; Guy Lombardo, Decca 27178; Hack Swain Piano, Cardinal 1629; Morgan Brothers, M-G-M 12747; Three Suns, Vic 0228; Ted Weems, Decca 25105; Billy Williams, Coral 62069; Big Guitar, Hanover 4518; Larry Elgart, RCA Victor 7461; Vincent Lopez, Carlton 503.	25	4	28. My Happiness By Peterson & Bergantine—Published by Happiness (ASCAP) RECORDS AVAILABLE: Ella Fitzgerald, Dec 24446; Connie Francis, MGM 12738; Mulcays, GNP 131; Pled Pipers, Cap 1628; Ron Roth Trio, Cardinal 1003; Jon Steele & Sondra, Coral 65516; Townsman, Cardinal 1032.	26	15
24. It Doesn't Matter Anymore By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Buddy Holly, Coral 62074.	27	3	29. This Should Go On Forever By J. Meller-Jollivette—Published by Jamis (BMI) RECORDS AVAILABLE: Rod Bernard, Argo 5327; Guitar Gable, Excello 2153; Gene Terry & Downbeat, Savoy 1559.	—	1
25. No Other Arms, No Other Lips By J. Whitney-A. Kramer-H. Zarek—Published by Whitney-Kramer-Zarek (ASCAP) RECORDS AVAILABLE: Chordettes, Cadence 1361; Four Aces, Dec 30822.	—	1	29. Tomboy By Joe Farrell-Jim Conway—Published by Roncom (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7464.	—	1

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

GREAT MUSIC ON CAPITOL

From the Warner Bros. picture **RIO BRAVO**

DEAN MARTIN SINGS

RIO BRAVO

THE TITLE SONG

**MY RIFLE,
MY PONY AND ME**

RECORD NO. 4174

NELSON RIDDLE

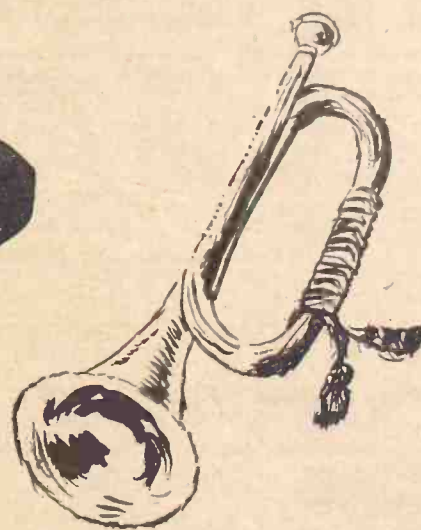
DE GUELLO

A SENSITIVE, HAUNTING MOOD THEME — A PRELUDE TO VIOLENCE

TRUMPET SOLO — MANNY KLEIN

c/w **BLUE SAFARI**

RECORD NO. 4175



The Billboard

HOT 100

FOR THE WEEK
ENDING
APRIL 5

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1		VENUS	Frankie Avalon, Chancellor 1031	8
55	16	6	2		COME SOFTLY TO ME	Fleetwoods, Dolphin 1	4
2	2	2	3		CHARLIE BROWN	Coasters, Atco 6132	9
7	4	4	4		IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	10
15	8	5	5		TRAGEDY	Thomas Wayne, Fernwood 109	20
5	3	3	6		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	7
19	9	9	7		NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	6
33	17	11	8		PINK SHOELACES	Dodie Stevens, Crystalite 724	7
6	6	7	9		I'VE HAD IT	Bell Notes, Time 1004	11
44	21	17	10		IT'S LATE	Ricky Nelson, Imperial 5565	5
37	25	18	11		PLEASE, MR. SUN	Tommy Edwards, M-G-M 12757	7
4	7	10	12		DONNA	Ritchie Valens, Del-Fi 4110	19
36	20	20	13		IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	6
81	52	33	14	★	GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	4
11	13	16	15		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	14
3	5	8	16		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	17
45	43	27	17	★	SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	7
35	33	24	18		SEA CRUISE	Frankie Ford, Ace 554	8
12	10	12	19		PETER GUNN THEME	Ray Anthony, Capitol 4041	13
9	12	14	20		I CRIED A TEAR	LaVern Baker, Atlantic 2007	17
8	11	13	21		PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	12
20	18	19	22		SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	10
65	57	41	23	★	WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	5
13	14	15	24		TALL PAUL	Annette, Disneyland 118	13
64	55	42	25	★	IF I DIDN'T CARE	Connie Francis, M-G-M 12769	5
—	—	64	26	★	A FOOL SUCH AS I	Elvis Presley, RCA Victor 7506	2
54	46	46	27	★	NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	5
86	60	38	28	★	THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	4
48	44	36	29		TOMBOY	Perry Como, RCA Victor 7464	6
79	47	32	30		THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	5

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
16	22	22	31		MAY YOU ALWAYS	McGuire Sisters, Coral 62059	13
—	—	72	32	★	TIAJUANA JAIL	Kingston Trio, Capitol 4167	2
—	—	—	33	★	I NEED YOUR LOVE TONIGHT	Elvis Presley, RCA Victor 7506	1
66	61	56	34	★	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	4
—	68	57	35	★	HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	3
67	62	58	36	★	I'M NEVER GONNA TELL	Jimmie Rodgers, Roulette 4129	6
43	27	23	37		RAWHIDE	Link Wray, Epic 9300	10
18	23	26	38		THE CHILDREN'S MARCHING SONG	Mitch Miller, Columbia 41317	12
30	32	31	39		THE STORY OF MY LOVE	Conway Twitty, M-G-M 12748	10
60	38	39	40		THE HANGING TREE	Marty Robbins, Columbia 41325	9
27	24	28	41		I GOT A WIFE	Mark IV, Mercury 71403	10
90	58	49	42		I GO APE	Nell Sedaka, RCA Victor 7473	4
47	42	44	43		NOLA	Billy Williams, Coral 62069	10
10	15	21	44		16 CANDLES	Crests, Coed 506	19
42	45	43	45		FIRST ANNIVERSARY	Cathy Carr, Roulette 4125	10
34	34	52	46		APPLE BLOSSOM TIME	Tab Hunter, Warner Bros. 5032	9
—	—	85	47	★	TELL HIM NO	Travis and Bob, Sandy 1017	2
80	76	67	48	★	MOONLIGHT SERENADE	The Riveras, Coed 508	8
23	30	37	49		THE CHILDREN'S MARCHING SONG	Cyril Stapleton, London 1851	12
59	59	59	50		TELLING LIES	Fats Domino, Imperial 5569	7
—	—	80	51	★	COME SOFTLY TO ME	Ronnie Height, Dore 516	2
32	35	35	52		THE LONELY ONE	Duane Eddy, Jamie 1117	11
—	—	91	53	★	FOR A PENNY	Pat Boone, Dot 15914	2
—	84	66	54	★	SORRY, I RAN ALL THE WAY HOME	The Impalas, Cub 9022	3
56	50	53	55		WHEN THE SAINTS GO MARCHING IN	Fats Domino, Imperial 5569	7
14	19	25	56		ALL AMERICAN BOY	Bill Parsons, Fraternity 835	15
—	100	65	57		YEAH YEAH	Dale Hawkins, Checker 916	3
—	96	60	58		HEAVENLY LOVER	Teresa Brewer, Coral 62084	3
28	41	30	59		LA BAMBA	Ritchie Valens, Del-Fi 4110	14
29	31	34	60		(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 9987	15

THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared

for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	61	★	TAKE A MESSAGE TO MARY	Everly Brothers, Cadence 1364	1
94	88	90	62	★	BECAUSE YOU'RE YOUNG	Jimmie Rodgers, Roulette 4129	4
17	26	29	63		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	19
31	29	48	64		WITH THE WIND AND THE RAIN IN YOUR HAIR	Pat Boone, Dot 15888	12
—	87	76	65		AS TIME GOES BY	Johnny Nash, ABC-Paramount 9996	3
41	48	51	66		PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	14
49	51	47	67		MATILDA	Cookie and His Cupcakes, Judd 1002	11
—	—	81	68		THE BEAT	Rockin' R's, Tempus 7541	2
—	—	—	69	★	POOR JENNY	Everly Brothers, Cadence 1364	1
—	—	—	70	★	GUESS WHO	Jesse Belvin, RCA Victor 7469	1
87	79	71	71		THE ANSWER TO A MAIDEN'S PRAYER	June Valli, Mercury 71422	5
26	28	40	72		GOODBYE BABY	Jack Scott, Carlton 493	16
38	49	68	73		DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	11
—	98	78	74		COME TO ME	Mary Johnson, United Artists 160	3
—	—	73	75		FRIED EGGS	Intruders, Fame 101	2
—	—	96	76	★	SIX NIGHTS A WEEK	The Crests, Coed 509	2
22	36	54	77		GOTTA TRAVEL ON	Billy Grammer, Monument 400	19
39	54	61	78		THERE MUST BE A WAY	Joni James, M-G-M 12746	11
—	—	—	79	★	TURN ME LOOSE	Fabian, Chancellor 1033	1
—	—	97	80	★	THAT'S WHY	Jackie Wilson, Brunswick 55121	2
74	—	—	81	★	NO OTHER ARMS, NO OTHER LIPS	Four Aces, Decca 30822	3
—	—	—	82	★	THREE STARS	Tommy Dee, Crest 1057	1
—	—	98	83	★	SOMEONE	Johnny Mathis, Columbia 41355	2
—	—	93	84		ENCHANTED	The Platters, Mercury 71427	2
21	37	50	85		MY HAPPINESS	Constance Francis, M-G-M 12738	17
58	56	55	86		MIDNIGHT OIL	Charlie Blackwell, Warner Bros. 5031	8
—	—	—	87	★	ROCKIN' CRICKETS	Hot Toddy's, Shan-Todd 0056	1
—	—	—	88	★	WHO'S THAT KNOCKIN'	Genes, Shad 5002	1
—	—	—	89	★	HAWAIIAN WAR CHANT	Billy Vaughn, Dot 15900	1
—	—	—	90	★	FRENCH FOREIGN LEGION	Frank Sinatra, Capitol 4155	1

THE BILLBOARD'S BEST BUYS

These records have shown the greatest national SALES BREAKOUT potential this week for the first time. Action sides are listed in capital letters.

POP

- FOR A PENNY Pal Boone
(Roosevelt, BMI) The Wang Dang Tally Apple Tango (Spoone, ASCAP) Dot 15914
- TAKE A MESSAGE TO MARY Everly Brothers
- POOR JENNY (Acuff-Rose, BMI) (Acuff-Rose, BMI) Cadence 1364
- TELL HIM NO Travis and Bob
(Burnt, Oak, BMI) We're Too Young (Singing River, BMI) Sandy 1017
- SIX NIGHTS A WEEK The Crests
(Winneton, BMI) I Do (Winneton, BMI) Coed 509
- SOMEONE Johnny Mathis
(Cathryn, ASCAP) Very Much in Love (Mathis, ASCAP) Columbia 41355
- ALMOST GROWN Chuck Berry
(Arc, BMI) Little Queenie (Arc, BMI) Chess 1722
- TURN ME LOOSE Fabian
(Avalon, BMI) Stop Thief! (Rambled, BMI) Chancellor 1033
- THAT'S WHY Jackie Wilson
(Pearl, BMI) Love Is All (Figure, BMI) Brunswick 55121
- ENCHANTED The Platters
(Choice, ASCAP) The Sound and the Fury (Feist, ASCAP) Mercury 71427

The above are previous Billboard Spotlight picks

C&W

NO SELECTIONS THIS WEEK

R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
57	65	63	91		NOLA	Morgan Brothers, M-G-M 12747	8
—	—	—	92		HOUSE OF LOVE	Scott Garrett, Laurie 3032	1
—	—	—	93		STAR LOVE	Playmates, Roulette 4136	1
—	—	79	94		WISHFUL THINKING	Little Anthony and the Imperials, End 1039	2
—	—	—	95		RAINING IN MY HEART	Buddy Holly, Coral 62074	1
—	—	—	96		ALMOST GROWN	Chuck Berry, Chess 1722	1
—	—	—	97		I MISS YOU SO	Paul Anka, ABC-Paramount 10011	1
—	—	—	98		BOOM-A-DIP-DIP	Stan Robinson, Monument 402	1
—	—	—	99		YEP!	Duane Eddy, Jamie 1122	1
—	—	—	100		THE CHICK	Lee and Paul, Columbia 41337	1

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Reviews and Ratings of New Classical Albums

Continued from page 38

★★★★ OPERA WITHOUT WORDS—NORMA
 The Rome Symphony Orch. (Savino). Kapp KCL 9027

Another appealing instrumental presentation in this opera series. The Rome Orchestra handles the score most sympathetically getting the full effects of the dramatic impact of the work into the reading. Not widely recorded nor performed, the work still has a familiar charm and this can prove a worthwhile addition to this series.

CLASSICAL ★★★

★★★ OPERA WITHOUT WORDS—IL TABARRO AND THE TAMING OF THE SHREW
 The Rome Symphony Orch. (Savino). Kapp KCL 9026

This Puccini opera has few recordings even with the vocal work included. Thus, the set can be good addition for collectors. The Giannini comic opera is likewise a rarity on recordings. The "Opera Without Words" series has been most successful and this well-waxed material by the Rome Symphony has merit, tho the relative obscurity of the offerings may tend to hold down its appeal in favor of recordings of more familiar operatic scores.

★★★ BEETHOVEN: PIANO CONCERTO NO. 5
 Clifford Curzon, Piano with The Vleuna Philharmonic Orch. (Knappertsbusch). London CS 6019

STEREO & MONAURAL

This waxing of the popular concerto has amazing clarity and presence in the stereo version. Stereo depth places the piano in front of the orchestra. And stereo also enhances the interpretation by imparting full heroic scale of the music. A good bet for the classical customer who just switched to stereo.

CLASSICAL ★★

★★ PRELUDES
 Perry O'Neil, Piano. Kapp KCL 9029

Various preludes by modern and romantic composers are interpreted with finesse and dexterity by the young American pianist. He displays great appreciation in his sensitive performance of the works by the romanticists, and the contrasting playing of the Gershwin preludes further indicates his skill and feeling for representative works of several periods. The beginning buyer will find this a richly rewarding set.

★★ MOZART: HORN QUINTET—OBOE QUARTET
 John Barrows, French Horn & Ray Still, Oboe with The Fine Arts Quartet. Concert-Disc CS 204

STEREO & MONAURAL

Barrows, a first-rate horn player, brings his fine taste and control to the difficult E Flat Quintet. He has a little difficulty with rapid staccato passages, but blends beautifully with the strings. In the Oboe Quartet, Still has a sweet, refined sound and great flexibility. Both works are interpreted in the best Mozartean tradition, and there's no competition to speak of either. Stereo is very clear, with effective instrumental placement.

★★ SCHUBERT: DEATH AND THE GIRL
 The Smetana Quartet. Arta ALP 103

The haunting, somber chamber work is presented with feeling by the precise and meticulous quartet. The romantic work, a favorite because of its utilization of motifs from several other of Schubert's composi-

tions, will appeal to devotees of chamber music. Excellent cover photo and fine sound are additional lures.

★★ BARTOK: QUARTETS NOS. 1-6 (3-12")
 The Fine Arts Quartet. Concert-Disc CS 207-8-9

STEREO & MONAURAL

These readings, commissioned by the Ford Foundation, were produced as a parallel to the group's filmed appearances. The Fine Arts Quartet has a high degree of technical capability and members play with neatness and clarity. They do lack the thicker tone which the best Bartok interpreters have, but here is a fine opportunity for making a fair assessment of the modern master's complete quartet output. Stereo sound combines realism and clarity.

★★ HINDEMITH: KLEINE KAMMERMUSIK; DANZI: QUINTET
 The New York Woodwind Quintet. Concert-Disc CS 205

STEREO & MONAURAL

Hindemith's gay little chamber work, written in 1922, is one of the composer's most popular and frequently performed works, and it's a natural for stereo. The Danzi quintet is a charming trifle from the Mozart era. Both get scintillating performances here. Players achieve a fluidity rare for a wind ensemble, and John Barrows on French horn has a beautiful tone. Instruments are separated and realistically distinct.

★★ MASSENET: LE CID; MEYERBEER: LES PATINEURS
 The Israel Philharmonic Orch. (Martino). London CS 6058

STEREO & MONAURAL

"Les Patineurs" is sparkling, witty, lively music for the dance. "Le Cid" impresses with its Spanish flavor in this sensitive interpretation. Demonstrate the warm strings in "Andalous" ("Le Cid") or the familiar, animated "Aragonaise."

★★ GLAZOUNOV: BIRTHDAY OFFERING; LECOCQ: MAM'ZELLE ANGO
 Royal Philharmonic Orch. (Irving). Angel S 35588

STEREO & MONAURAL

Balletomanes get a double helping of dance music on this one. Both offerings are melodic, full-blown romanticism, and the sound is distinguished by straight-forward recording technique, sans stereo trickiness. The cover is elegant and attractive. It's worth noting here that the Angel stereo product is packaged with a four page brochure on two channel sound that is a model of clarity.

★★ GESUALDO: CANZONETTAS, MADRIGALS, GAILLIARDS
 SACRAE CONTIONES, PSALMS
 Conducted by Robert Craft. Columbia ML 5341

There is a pleasant loveliness in these interpretations of the early religious themes of various forms. The original, Latin texts have been translated into English by Aldous Huxley. A booklet of translations is included. Excellent cover photo of Canova's "Cupid and Psyche" will attract. Appeal may be limited, but for musicologists and students of this period, this is a fine offering.

★★ HANDEL: ORGAN CONCERTO OP. 4 NO. 4; BRIXI: ORGAN CONCERTO NO. 1
 Jiri Rejzberger and Miroslav Kampel-

Rejzberger, Organists with The Prague Chamber Orch. & Prague Symphony Orch. (Neumann & Slp). Arta ALP 104

Two baroque works for organ and orchestra are given first class readings by Czech artists. Rejzberger on the Handel concerto proves himself a real virtuoso with extraordinary shadings ranging from lyric to dramatic. The Brixl concerto is new to the catalogs here and it is a pleasing pre-Mozartean addition which hints at the style of that master. An attractive cover, luxury packaging and brilliant sound add to the all-around factors recommending this album.

★★ JANACEK: THE DIARY OF ONE WHO DISAPPEARED
 Czech Women's Chamber Ensemble. Arta ALP 102

This is a truly original work which could almost be called a miniature opera, featuring as it does tenor and alto soloists, as well as a solo pianist and a woman's chorus. This version, recorded in Czechoslovakia, features two star singers of the Prague National Theater Opera Company, who perform with touching effect this musical poem about the love of an adolescent boy for a gypsy lass. An offbeat work, it is most apt to appeal to the musical sophisticate.

★★ SPOHR: NONETTE IN F
 The Fine Arts Quartet & The New York Woodwind Quintet. Concert-Disc CS 201

STEREO & MONAURAL

This lovely effort by the neglected 19th century violinist gets a mellow rather than sparkling treatment by the combined forces of the Fine Arts Quartet and the New York Woodwind Quintet. The strings have a lovely expressiveness, but are somewhat overbalanced by the latter sound of the woodwinds. Stereo is live and realistic.

LOW-PRICE CLASSICAL ★★★

★★ MENDELSSOHN: THE ITALIAN SYMPHONY
 Oslo Philharmonic Orch. (Gruner-Hegge). Rondo-lette SA 65

STEREO ONLY

Mendelssohn's fourth symphony, perhaps his most popular, is joyously interpreted by the orchestra. Competition on the rack is relatively slim, so that factor plus the low price should prove a buy incentive. General packaging is attractive with a most descriptive cover painting of Gilles and family.

SEMI-CLASSICAL ★★★★★

★★★★ THE LURE OF FRANCE
 Andre Kostelanetz Ork. Columbia CS 8111

STEREO & MONAURAL

Kostelanetz paints charming musical scenes of many of the noted attractions of "La Belle France," with tunes like "Mademoiselle de Paris," "Under Paris Skies," and "La Mer." The stereo sound amplifies the popular conductor's arrangements as in the exciting version of the fab-

(Continued on page 45)

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| BUCK CLAYTON | JOE WILDER | ART VAN DAMME |

AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE

MARCH 30, 1959 • SUPPLEMENT TO THE BILLBOARD

BEST SELLING LPS

1. PETER GUNN—Henry Mancini.....RCA Victor LPM 1956
2. FLOWER DRUM SONG—Original Cast.....Columbia OL 5350
3. COME DANCE WITH ME—Frank Sinatra.....Capitol W 1069
4. SING ALONG WITH MITCH—Mitch Miller.....Columbia CL 1160
5. OPEN FIRE, TWO GUITARS—Johnny Mathis.....Columbia CL 1270
6. SOUTH PACIFIC—Sound Track.....RCA Victor LOC 1032
7. FROM THE HUNGRY i—The Kingston Trio....Capitol T 1107
8. TCHAIKOVSKY: PIANO CONCERTO NO. 1—
Van Cliburn.....RCA Victor LM 2252
9. THE MUSIC MAN—Original Cast.....Capitol WAO 990
10. MORE SING ALONG WITH MITCH—
Mitch Miller.....Columbia CL 1243
11. THE KINGSTON TRIO.....Capitol T 996
12. GIGI—Sound Track.....M-G-M E 3461 ST
13. THE KING AND I—Sound Track.....Capitol W 740
14. NEAR YOU—Roger Williams.....Kapp KL 1112
15. GAITE PARISIENNE—Boston Pops
(Fiedler).....RCA Victor LM 2267
16. RICKY SINGS AGAIN—Ricky Nelson.....Imperial IMP 9061
17. GEMS FOREVER—Mantovani.....London LL 3032
18. MY FAIR LADY—Original Cast.....Columbia OL 5090
19. HAVE TWANGY GUITAR, WILL TRAVEL—
Duane Eddy.....Jamie JLP 3000
20. ONLY THE LONELY—Frank Sinatra.....Capitol W 1053
21. OKLAHOMA!—Sound Track.....Capitol SAO 595
22. THE FABULOUS JOHNNY CASH.....Columbia CL 1253
23. STARDUST—Pat Boone.....Dot DLP 3118
24. HYMNS—Tennessee Ernie Ford.....Capitol T 756
25. BILLY VAUGHN PLAYS THE MILLION SELLERS...Dot DLP 3119
26. JOHNNY'S GREATEST HITS—Johnny Mathis.....Columbia CL 1133
27. FILM ENCORES—Mantovani.....London LL 1700
28. AHMAD JAMAL.....Argo LP 636
29. CONTINENTAL ENCORES—Mantovani.....London LL 3095
30. 'S MARVELOUS—Ray Conniff.....Columbia CL 1074
31. VICTORY AT SEA, VOL. 2—RCA Victor Symphony
(Bennett).....RCA Victor LM 2226
32. CONCERT IN RHYTHM—Ray Conniff.....Columbia CL 1163
33. AROUND THE WORLD IN 80 DAYS—
Sound Track.....Decca DL 9046
34. WARM—Johnny Mathis.....Columbia CL 1078
35. TCHAIKOVSKY: 1812 OVERTURE—
Minneapolis Symphony Orch. (Dorati)....Mercury MG 50054
36. STRAUSS WALTZES—Mantovani.....London LL 685
37. SAIL ALONG SILVERY MOON—Billy Vaughn...Dot DLP 3100
38. THE EDDY DUCHIN STORY—Sound Track.....Decca DL 8289
39. COME FLY WITH ME—Frank Sinatra.....Capitol W 920
40. BUT NOT FOR ME—Ahmad Jamal.....Argo LP 628
41. BELAFONTE SINGS THE BLUES—
Harry Belafonte.....RCA Victor LOP 1006
42. CAROUSEL—Sound Track.....Capitol W 694
43. SOUNDS OF THE GREAT BANDS, VOL. 2—
Glen Gray.....Capitol T 1067
44. NEARER THE CROSS—Tennessee Ernie Ford...Capitol T 1005
45. MUTED JAZZ—Jonah Jones Quartet.....Capitol T 839
46. SOUTH PACIFIC—Original Cast.....Columbia OL 4180
47. WHEN YOU COME TO THE END OF THE DAY—
Perry Como.....RCA Victor LPM 1885
48. TEA FOR TWO CHA CHA—Tommy Dorsey—
Warren Covington Ork.....Decca DL 8842
49. LOVE IS THE THING—Nai King Cole.....Capitol W 824
50. 'S AWFUL NICE—Ray Conniff.....Columbia CL 1137

CLASSICAL

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—
Cliburn, Orch. directed by Kiril Kondrashin....RCA Victor LM 2252
2. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE
BALLET SUITE—Boston Pops (Fiedler).....RCA Victor LM 2267
3. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN—
Minneapolis Symphony (Dorati).....Mercury MG 50054
4. RACHMANINOFF: PIANO CONCERTO NO. 2; LISZT: PIANO
CONCERTO NO. 1—Rubinstein, Chicago Symphony Orch.
(Reiner); RCA Victor Symphony Orch. (Wallenstein) RCA Victor LM 2068
5. CONCERTOS UNDER THE STARS—Pennario, The Hollywood
Bowl Symphony Orch. (Dragon).....Capitol P 8326
6. GRIEG: PIANO CONCERTO IN A MINOR; RACHMANINOFF:
RHAPSODY ON A THEME OF PAGANINI—Entremont,
The Philadelphia Orch. (Ormandy).....Columbia ML 5282
7. COPLAND: APPALACHIAN SPRING; BILLY THE KID—
The Philadelphia Orch. (Ormandy).....Columbia ML 5157
8. RAVEL: BOLERO; RIMSKY-KORSAKOV: CAPRICCIO ESPANOL—
Detroit Symphony (Paray).....Mercury MG 50020
9. BEETHOVEN: SYMPHONIES NOS. 1 & 9—
NBC Symphony Orch. (Toscanini).....RCA Victor LM 6009
10. RIMSKY-KORSAKOV: SCHEHERAZADE—Pittsburgh Symphony
Orch. (Steinberg).....Capitol P 8305
11. GRIEG: PIANO CONCERTO IN A MINOR; RACHMANINOFF:
RHAPSODY ON A THEME OF PAGANINI—Pennario, Los Angeles
Philharmonic Orch. (Leinsdorf).....Capitol P 8441
12. TCHAIKOVSKY: SYMPHONY NO. 4—The New York
Philharmonic (Bernstein).....Columbia ML 5332
13. GROFE: GRAND CANYON SUITE—The Philadelphia
Orch. (Ormandy).....Columbia ML 5286
14. TCHAIKOVSKY: THE NUTCRACKER SUITE; MENDELSSOHN:
INCIDENTAL MUSIC TO A MIDSUMMER NIGHT'S DREAM—
The Hollywood Bowl Symphony Orch. (Slatkin).....Capitol P 8404
15. BEETHOVEN: SYMPHONY NO. 9; EGMONT (INCIDENTAL MUSIC)—
Various Artists, The Philharmonia Orch. (Klemperer)...Angel 3577 B
16. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN;
MARCHE SLAV—London Symphony Orch. (Alwyn); Band of
the Grenadier Guards (Harris).....London LL 3067
17. SEGOVIA GOLDEN JUBILEE—Segovia, guitar; The Symphony
of the Air (Jorda).....Decca DXJ 148
18. IT'S CLASSIC, BUT IT'S GOOD—RCA Victor Symphony Orch.
(Bennett).....RCA Victor LM 2238
19. MENDELSSOHN SYMPHONIES NOS. 4 & 5—Boston Symphony
Orch. (Munch).....RCA Victor LM 2221
20. MOZART: THE MAGIC FLUTE—Various Artists; The RIAS
Chamber Choir and The Berlin Motet Choir; The RIAS
Symphony Orch., Berlin (Friscay).....Decca DXJ 134

JAZZ

1. PETER GUNN—Henry Mancini.....RCA Victor LPM 1956
2. BUT NOT FOR ME—Ahmad Jamal Trio.....Argo LP 628
3. AHMAD JAMAL.....Argo LP 636
4. I WANT TO LIVE!—Gerry Mulligan Jazz Combo United Artists UAL 4006
5. SWINGIN' ON BROADWAY—Jonah Jones Quartet.....Capitol T 963
6. MUTED JAZZ—Jonah Jones Quartet.....Capitol T 839
7. MY FAIR LADY—Shelly Manne & His Friends.....Contemporary C 3527
8. THE SWINGIN' STATES—Kai Winding.....Columbia CL 1264
9. SHELLY MANNE & HIS FRIENDS PLAY
PETER GUNN.....Contemporary C 3560
10. THE HI-LO'S AND ALL THAT JAZZ.....Columbia CL 1259

The material shown on this page—as well as the lists carried on the inside pages of AUDITION—are valuable monthly supplements to the important buying and inventory helps provided elsewhere in every weekly issue of The Billboard. Dealers are advised to use AUDITION'S monthly Best Seller list as an inventory check . . . and to view AUDITION'S advance LP release data as an order guide based on the musical tastes and buying habits which prevail within their own special retail sales areas.



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80 DAYS

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Music by
VICTOR YOUNG
Orchestration by
LEO SHUKEN
JACK SAUNDERS
Orchestra and Chorus
conducted by Franz Allers

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Harold Adamson

Orchestra & Chorus
conducted by
Franz Allers

Music by
Victor Young

Produced and
directed by
Jack Saunders

Orchestration by
Leo Shuken

EVEREST RECORDS

AMERICAN RECORD GUIDE'S DAVID H. MILLER SAYS:

(of Everest's new "Feste Romane" release) "There is a sheen on this recording that is more characteristic of tape than disc... This could almost be said to be a milestone in closing the gap between tape and disc!"

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Respighi: Feste Romane; Rachmaninoff; Symphonic Dances, Op. 45—Sir Eugene Goossens, the London Symphony Orchestra. LPBR-6004 SDBR-3004†**



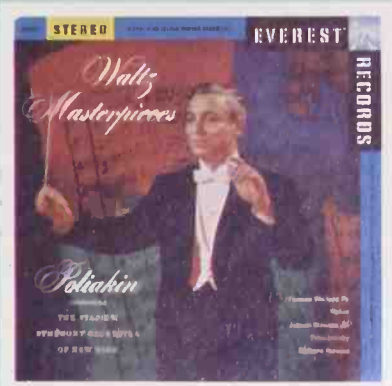
Mahler: Symphony No. 5 in C-Sharp Minor. Two discs. A brilliant performance of a majestic symphony. Rudolf Schwarz, the London Symphony Orchestra. LPBR-6014-2 SDBR-3014-2†**



Milhaud: La Création du Monde; Stravinsky L'Histoire du Soldat. Two modern masterpieces. John Carewe, the London Symphony Orch. Chamber Group. LPBR-6017 SDBR-3017†**



Antheil: Symphony No. 4 (1942); Ginastera: Estancia—Ballet Suite. A distinguished coupling. Sir Eugene Goossens conducting the London Symphony Orchestra. LPBR-6013 SDBR-3013†**



Waltz Masterpieces. The Strausses—Johann, Jr. and Richard—Weber, Tchaikovsky and others. Poliakin conducting the Stadium Symphony Orchestra. LPBR-6025 SDBR-3025†**



Copland: Billy The Kid (Suite); Statements for Orchestra. Everest is proud to present these popular modern classics conducted by the composer himself... in the vivid total-fidelity they deserve. Aaron Copland and the London Symphony Orchestra. LPBR-6015 SDBR-3015†**

YOU'LL FIND THE SAME SOARING EVEREST QUALITY IN THESE "POP" RELEASES

CATCHING ON LIKE WILDFIRE

Miss Gloria Lynne, the new singing sensation is setting the music world on fire. Here, uniquely moving versions of favorites: "I Don't Know Why," "Squeeze Me," "April in Paris," "Stormy Monday" and others. Ably assisted by Wild Bill Davis and Jo Jones. LPBR-5022 SDBR-1022†



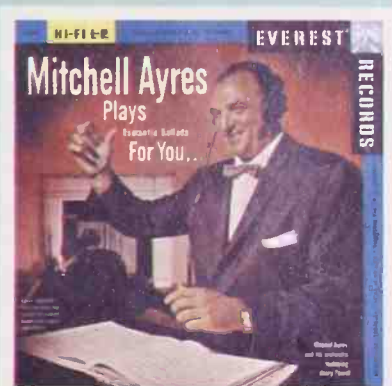
Close-up... With the Stuarts. Colorful vocal work by the Stuarts—in "Bye, Bye Blackbird," "Mood Indigo" and others. Andy Sannella & Orchestra. LPBR-5028 SDBR-1028†



Smart and Continental. Dick Smart and his fine, big voice—in songs: "I'll be Yours," "Autumn Leaves" and more. Orchestra cond. by Nick Perito. LPBR-5027 SDBR-1027†



The Heavenly Touch of Assunta at the piano—with orchestra conducted by Andy Sannella. Lush versions of "Love For Sale," "Laura" and many more. LPBR-5030 SDBR-1030†



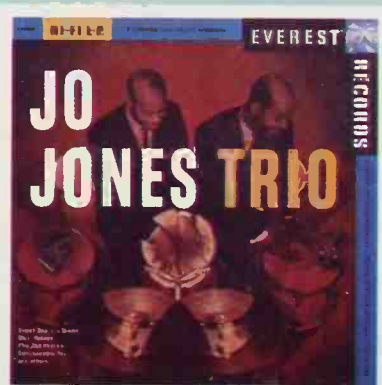
Mitchell Ayres Plays Favorite Ballads for You. Smooth, mellow renditions of such as "Love Walked In," "Embraceable You," etc. Featuring Harry Terrill, alto. LPBR-5016 SDBR-1016†**



Wild Bill Davis Swings "My Fair Lady"—Wild Bill and friends swing out on songs from the great show. "I Could Have Danced All Night," "Lovely" and others. LPBR-5014 SDBR-1014†



Music Hall Bon-Bons... Raymond Paige Conducts the Radio City Music Hall Symphony Orchestra. Rich orchestral arrangements of "Blue Tango" and other favorites. LPBR-5024 SDBR-1024†**

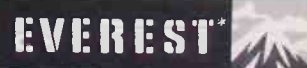


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Epic LC 3542 (M)

BORODIN
Polovetsian Dances, Rimsky-Korsakov, Suite from "Le Coq d'Or, London Sym. Orch. (Dorati)
Mercury SR 90122 (S)

BRAHMS
Concerto No. 2 in B Flat, Emil Gilels, Piano, Chicago Sym. Orch. (Reiner)
RCA Victor LSC-2219 (S)
Concerto in D Major for Violin & Orch., Op. 77, Grumiaux, Violin, Concertgebouw Orch. of Amsterdam (Van Beinum)
Epic LC 3552 (M)
Concerto in D, Op. 77, Henryk Szeryng, Violin, London Sym. Orch. (Monteux)
RCA Victor LM-2281 (M)
LSC-2281 (S)

Hungarian Dances, Dvorak, Slavonic Dances, Bamberg Sym. Orch. (Perlea) Vox PL 11,240 (M)
STPL 511,240 (S)
Symphony No. 3, F Major, Op. 90, Baden-Baden Sym. Orch. (Horenstein) Vox STPL 510,620 (S)

CARPENTER
Adventures in a Perambulator, Phillips, Selections from McGuffey's Readers, Eastman-Rochester Orch. (Hanson)
Mercury SR 90136 (S)

CHOPIN
Etudes, Op. 10 and Op. 25, Andante Spianato & Grande Polona Brillante in E Flat, Bolero in C Major, Berceuse in D Flat, Kentner, Piano
Capitol GBR-7162 (M)
Piano Concerto No. 2 in F Minor, Schumann, Piano Concerto in A Minor, Vienna Sym. Orch. (Klemperer), Pro Musica Sym. Orch. (Swarowsky)
Vox PL 11,380 (M)

COPLAND
A Lincoln Portrait, Schumann, New England Triptych, Barber Intermezzo from Act IV, "Vanesa," New York Phil. Orch. (Kostelanetz) Columbia ML 5357 (M)
MS 6040 (S)
Four Dances from "Rodeo," El Salon Mexico, Danzon Cubano, Minneapolis Sym. Orch. (Dorati)
Mercury SR 90172 (S)

DEBUSSY
Images for Orchestra, Boston Sym. Orch. (Munch)
RCA Victor LM-2282 (M)
LSC-2282 (S)
La Mer, Nocturnes, Concertgebouw Orch. of Amsterdam, (Van Beinum)
Epic BC 1020 (M)
Suite Bergamasque, Ravel, Sonatine, Valses Nobles Et Sentimentales, Alborada Del Gracioso, Leon Fleisher, Piano
Epic LC 3554 (M)

DELIBES
Sylvia (Complete ballet), London Sym. Orch. (Fistoulari)
Mercury SR 2-9006 (S)

DVORAK
Symphony No. 4 in G Major, Cleveland Orch. (Szell)
Epic LC 3532 (M)
BC 1015 (S)

Symphony No. 5 in E Minor, Smetana, The Moldau, Berlin Phil. Orch. (Von Karajan)
Angel 35615 (M)

Slavonic Dances, Brahms, Hungarian Dances, Bamberg Sym. Orch. (Perlea) Vox PL 11,240 (M)
STPL 511,240 (S)

DONIZETTI
Lucia Di Lammermoor, Rome Opera House Orch & Chorus, (Leinsdorf)
RCA Victor LSC-6141 (S)

ELGAR
Pomp and Circumstance Marches, Bliss, Suite "Things to Come" and Welcome the Queen, London Sym. Orch. (Bliss)
RCA Victor LM-2257 (M)
LSC-2257 (S)

FALLA
El Amor, Brujo, du Theatre, National de L'Opera de Paris Orch. (Rosenthal)
Westminster XWN 18803 (M)

FRANCK
Symphony in D Minor, Orchestre National De La Radiodiffusion Francaise, (Beecham)
Capitol G-7157
Symphonic Variations, Lalo, Piano Concerto, der Wiener Volksoper Orch. (Gielen)
Vox PL 11,220 (M)
STPL 511,220 (S)

FRESCOBALDI
Madrigals
Westminster XWN 18812 (M)

GESUALDO
Canzonettas, Madrigals, Galliards, Sacrae Cantiones, Psalms, Bass, Viols, Viola & Cello (Craft)
Columbia ML 5341 (M)
MS 6048 (S)

MARTINU
Les Fresques, Janacek, Taras Bulba. Royal Phil. Orch. (Kubelik)
Capitol G-7159 (M)

MENDELSSOHN
Sym. No. 3 in A Minor, Netherlands Phil. Orch. (Goehr)
Urania KSD 1032 (S)
Sym. No. 4 in A Major, Haydn, Sym. No. 104 in D Major, New York Phil. (Bernstein)
Columbia ML 5349 (M)
MS 6050 (S)

MENOTTI
Maria Golovin (Complete) NBC Opera Orch. (Adler)
RCA Victor LM-6142 (M)

MOUSSORGSKY
Boris Goudunov, Orchestra National de la Radiodiffusion Francaise (Dobrowen)
Capitol GDR-7164 (M)
Night on Bald Mountain, Skalkottas, Four Greek Dances, Tchaikovsky, Marche Slav, Capriccio Italien. New York Phil. Orch. (Mitropoulos)
Columbia ML 5335 (M)
MS 6044 (S)
Pictures at an Exhibition, Ravel, Alborada Del Gracioso, Pavane for a Dead Princess, Philippe Entremont, piano.
Columbia ML 5366 (M)

MOZART
Concerto No. 1 in G Major; Concerto No. 2 in D Major, Philharmonia Orch. (Kurtz)
Capitol G-7135 (M)
Concerto No. 20 in D Minor for Piano & Orch., Concerto No. 11 for Piano & Orch. Rudolph Serkin, piano; Marlboro Festival Orch (Schneider)
Columbia ML 5367 (M)
MS 6049 (S)

La Flûta Geardiniera-Highlights, Camerata Academica Des Salzburger Mozarteums (Paumgartner)
Epic LC 3532 (M)
"Le Nozze Di Fagaro" Highlights, Vienna Phil. Orch. (Von Karajan)
Angel 35326 (M)
Mozart Sonatas, Wanda Landowska, piano
RCA Victor LM-2284 (M)
Seventeen Church Sonatas for Organ and Orchestra. Instrumental Ensemble Sinfonia (Wilford)
Westminster XWN 18804 (M)

OFFENBACH
Gaité Parisienne, Phila. Orch. (Ormandy)
Columbia ML 5348 (M)
The Tales of Hoffman, Metropolitan Opera Orch. & Chorus (Morel)
RCA Victor LM-2310 (M)

PERGOLESI
La Serva Padrona, "Pro Arte" Instrumental Ensemble (Serra)
RCA Victor LM-2321 (M)

PHILLIPS
Selections From McGuffey's Readers. Eastman-Rochester Orch. (Hanson)
Mercury SR 90136 (S)

PONCHIELLI
La Gioconda (Complete) Accademia di Santa Cecilia Orch. (Previtali)
RCA Victor LSC-2249 (S)
La Gioconda (Complete) Accademia di Santa Cecilia Orch. (Previtali)
RCA Victor LSC-6139 (S)

RACHMANINOFF
Concerto No. 2, Rubinstein, piano, Boston Sym. Orch. (Munch)
RCA Victor LSC-2237 (S)
Preludes, Transcriptions, Colin Horsley, piano
Capitol G-7136

RAVEL
Concerto in G D'Indy, Symphony on a French Mountain Air, Op. 25. Henriot-Schweitzer, piano, Boston Sym. Orch. (Munch)
RCA Victor LM-2271 (M)
LSC-2271 (S)
Concerto in G Major for Piano & Orch. Bernstein, piano, Columbia

Sym. Orch. (Bernstein) Shostakovich Concerto No. 2 for Piano & Orch. Op. 101, Bernstein, piano, New York Phil. Orch. (Bernstein)
Columbia ML 5337 (M)
MS 6043 (S)
Sonatine, Valses Nobles Et Sentimentales, Alborada Del Gracioso. Debussy, Suite Bergamasque, Leon Fleisher, piano
Epic LC 3554 (M)

RIMSKY-KORSAKOV
Le Coq d'Or, Russian Easter Overture. Balakirev, Islamey, Philharmonia Orch. (Goossens)
Capitol G-7158 (M)
Scheherazade, London Sym. Orch. (Monteux)
RCA Victor LSC-2208 (S)
Suite from "Le Coq d'Or." Borodin, Polvetsian Dances. London Sym. Orch. (Dorati)
Mercury SR 90122 (S)

ROZSA
Concerto for String Orch, Kaleidoscope, Variations on a Hungarian Peasant Song for Violin and Orch. Vienna State Opera Orch. (Rozsa)
Westminster XWN 18805 (M)
WST 14035 (S)

SCHOENBERG
Three Piano Pieces. Krenek, Sonata No. 3. Berg, Sonata for Piano. Gould, piano.
Columbia ML 5336 (M)

SCHUBERT
Die Schone Mullerin (Complete) Helmut Krebs, Tenor; Felix Schroeder, piano
Westminster XWN 18815 (M)
Symphony No. 8 in B Minor, Philharmonic Sym. Orch. of London (Rodzinski)
Westminster WST 14052 (S)

SCHUMAN
New England Triptych. Barber, Intermezzo From Act IV, "Vanesa." Copland, A Lincoln Portrait. New York Phil. Orch. (Kostelanetz)
Columbia ML 5357 (M)
MS6040 (S)

SCHUMANN
Piano Concerto in A Minor, Op. 54. Rubinstein, piano, RCA Victor Sym. Orch. (Krips)
RCA Victor LM-2256 (M)
LSC-2256 (S)
Piano Concerto in A Minor; Chopin, Piano Concerto No. 2 in F Minor. Vienna Sym. Orch. (Klemperer), Pro Musica Sym. Orch. (Swarowsky)
Vox PL 11,380 (M)

SHOSTAKOVICH
Age of Gold Ballet Suite, Op. 22. Barber, Souvenirs Ballet Suite, Op. 28. Philharmonia Orch. (Kurtz)
Capitol G-7146 (M)
Concerto No. 2 for Piano & Orch., Op. 101, Bernstein, piano, New York Phil. Orch. (Bernstein) Ravel, Concerto in G Major for Piano & Orch. Bernstein, piano, Columbia Sym. Orch. (Bernstein)
Columbia ML 5337 (M)
MS 6043 (S)

Symphony No. 5, National Sym. Orch. (Mitchell)
RCA Victor LM-2261 (M)
LSC-2261 (S)

SKALKOTTAS
Four Greek Dances. Tchaikovsky, Marche Slav, Capriccio Italien. Moussorgsky, Night on Bald Mountain. New York Phil. Orch. (Mitropoulos)
Columbia ML 5335 (M)
MS 6044 (S)

SMETANA
The Moldau. Dvorak, Symphony No. 5 in E Minor, Berlin Phil. Orch. (Von Karajan)
Angel 35615 (M)

STRAUSS
Suite From "Der Rosenkavalier," Suite From "Die Frau Ohne Schatten." Phila. Orch. (Ormandy)
Columbia ML 5333 (M)

STRAVINSKY
The Fairy's Kiss; Divertimento, Hovhanness, Mysterious Mountain. Chicago Sym. Orch. (Reiner)
RCA Victor LSC-2251 (S)
Agon. Webern, Six Pieces for Orch. Berg, Three Pieces for Orch. Sudwestdeutsches Orch. (Rosbaud)
Westminster XWN 18807 (M)

TCHAIKOVSKY
Excerpts From "The Sleeping Beauty," London Sym. Orch. (Monteux) RCA Victor LSC 2177 (S)
Marche Slav, Capriccio Italien. Moussorgsky, Night on Bald Mountain. Skalkottas, Four Greek Dances. New York Phil. Orch. (Mitropoulos)
Columbia ML 5335 (M)
MS 6044 (S)

Symphony No. 5, Boston Sym. Orch. (Monteux)
RCA Victor LSC-2239 (S)

VERDI
Don Carlo, Rome Opera House Orch and Chorus (Santini)
Capitol GCR-7165 (M)
Verdi Overtures, London Sym. Orch. (Dorati)
Mercury SR 90156

VICTORIA
Officium Defunctorum, Netherland Chamber Choir (De Nobel)
Angel 35668 (M)

VIVALDI
Five Violin Concerti Arr. by Michelangelo Abbado
Epic BC 1021 (S)
Six Concertos for Flute, Strings and Continuo, Op. 10, Gastone Tassinari, flute
Epic LC 3541 (M)
BC 1014 (S)

WAGNER
Brunhilde's Immolation and Prelude and Liebestod, Eileen Farrell, Soprano, Boston Sym. Orch. (Munch)
RCA Victor SC-2255 (S)

WALTON
Partita for Orch. Mahler, Symphony No. 10 in F Sharp Minor, Cleveland Orch. (Szell)
Epic LC 2568 (M)
BC 1024 (S)

WEBER
Six Pieces for Orch. Berg, Three Pieces for Orch. Stravinsky, Agon, Sudwestdeutsches Orch. (Rosbaud)
Westminster XWN 18807 (M)

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Only those labels represented in the review and/or releases section are listed below.

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Borodin: Polovetzian Dances, (Prince Igor) - Glier: Sailors' Dance

conducted by Arthur Winograd



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Rimsky-Korsakov "COQ D'OR"; Verdi "AIDA";
Wagner "MEISTERSINGER"; Wagner "TANNHAUSER"

conducted by Arthur Winograd



FIRST COMPONENT SERIES

FCS 50,008

Nippon Indies

• Continued from page 3

tastic growth of small indie labels across the seas in the United States. Some of the labels recently entered into business here are Jupiter, New Parlophone, Nippon Voice, Fuji, Universal, PR Film, Star and New Polydor, among others.

Another new label expected to take the bow shortly is Hispa Vox of Spain, which will be released by Andre Carabug, French merchant, who handles L'Oiseau-Lyre and Ducretet-Thompson in Nippon.

In other developments here, the recording industry is expected to bring continuing pressure on the government to reduce taxes on disks and phono equipment. Negotiations are believed close to a start. Disk tax is 20 per cent of the retail price while on phonos the rate is 30 per cent of retail tag.

'Kansas City'

• Continued from page 3

Fury label with warbler Wilbert Harrison. After the record started to get action Robinson was and still is being approached by a number of record firms anxious to buy the master. Meanwhile, the covers started to come in. Deejay Joe Finan of KYW, Cleveland, cut a record of the tune with Rocky Olson and sold it to Chess Records. Bill Buchanan cut the tune with Rockin' Ronald and the Rebels and sold it to End Records. Meanwhile, King Records cut two versions of the tune, one on the King label with Hank Ballard and the Midnighters, and another on the Federal label with Little Willie Littleford. The battle and the noise is on!

Deane to Deb

• Continued from page 3

which is aimed at teen-agers. It's interesting to note that the jock's show is carried in the same time period as Dick Clark's ABC-TV network show "American Bandstand" which, consequently, isn't seen in Baltimore.

The new program has been tested in Baltimore, via closed circuit for the past couple of weeks. Starting April 6, it will be further tested on local WJZ-TV, prior to going network April 13. ABC-TV now shapes up as an even more important record plug outlet than ever, with Clark covering the teen-age market and Deane giving exposure to disks with adult appeal.

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

★★★★ NEWK'S TIME
Sonny Rollins with Various Artists. Blue Note 4001

Sonny Rollins, who has gradually worked his way back to the critical favor he enjoyed when he first burst upon the jazz scene, has turned in a fine new waxing here, one that shows off some of his best work, and is enjoyable listening to boot. The driving style of Rollins is well represented on "Tune Up," "Wonderful, Wonderful," and the attractive "Blues for Philly Joe." Credit must also be given to drummer P. J. Jones, W. Kelly on piano and D. Watkins on bass. A strong Rollins LP.

JAZZ ★★★

★★★ JAZZ FROM "PETER GUNN"
The Joe Wilder Quartet. Columbia CL 1319

Listenable stylings of the well-known themes from TV's "Peter Gunn." There are other packages available on the same, but the quartet's rhythmic and direct style under Joe Wilder's lead makes the LP a strong contender for sales.

★★★ BORN TO BE BLUE

Beverly Kenney. Decca DL 8850
Beverly Kenney shows again on this fine new album that she is one of the most talented jazz-pop singers around today, and certainly she should increase her already large following with this new set. She sells her songs in this set—and a lovely collection they are—with the smooth, smart and bittersweet touch that make for her own personal style. The arrangements are outstanding. Tunes include the title song and "Isn't It a Pity," "For All We Know," "Go Away, My Love!" and "It's a Blue World." For both pop and jazz fans.

★★★ OFF TO THE RACES

Donald Byrd with Various Artists. Blue Note 4007

This is Donald Byrd's first waxing as a leader and his first for the label since his trip to Europe last fall. On it the trumpet man shows a maturity and a feeling that indicate real growth as a musician. He drives with his horn on "Love Come Back to Me," and turns in a pretty solo on the ballad "When Your Lover Has Gone." He also comes thru with some attractive work on "Paul's Pal," penned by Sonny Rollins. Will interest many buffs.

★★★ THE KING AND I

Wilbur Harden with Various Artists. Savoy ST 13002 & 12134

STEREO & MONAURAL

A flavorsome reading of tunes from the show, including "Getting to Know You," "Shall We Dance," "Hello Young Lovers." Featured are the trumpet of Wilbur Harden and piano of Tommy Flanagan. Cover is attractive.

★★★ DIXIELAND JAZZ PARTY
Bobby Donaldson with Various Artists. Savoy SST 13003 & 12128

STEREO & MONAURAL

Very listenable Dixieland type versions of some jazz and pop tunes played by a fine group of jazzmen, including Bobby Donaldson, R. Stewart, E. Berry, B. Bailey, V. Dickenson and others. The sound is good, the stereo separation is wide and the tunes are played with the style you would expect from these musicians. Selections range from "C Jam Blues," and "Farewell Blues," to "Surrey With the Fringe on Top," to "People Will Say We're in Love."

★★★ CONCERT!

George Lewis & His New Orleans Stompers. Blue Note 1208

George Lewis presents bright, spontaneous treatments in the happiest of traditional New Orleans jazz style. Effective cover makes package good display item. Selections include "Red Wing," "Canal Street Blues," and showmanly, uninhibited vocals by Kid Howard, and Joe Watkins.

★★★ DON SHIRLEY

Audio Fidelity AFLP 1897

Shirley's pianistics have a classical quality and some of his stylings are reminiscent of Chopin. Material herein is very tastefully done and includes "One More for the Road," "Satin Doll," "Blues for Besses," "Happy Talk."

• Reviews and Ratings of New Classical Albums

• Continued from page 44

ulous "Can Can." Kostelanez is always strong sales potential.

SEMI-CLASSICAL ★★★

★★★ VIENNESE BON-BONS
The Vienna Philharmonic Orch. (Boskovsky). London CS 6008

STEREO & MONAURAL

Waltzes, polkas and a march designed to make the listener yearn for by-gone days. It's schmaltzy, zippy and just what the buyer might expect from the title. The familiar Strauss airs get full-throated treatment from the Vienna orchestra and stereo adds impact.

Playboy Mag's Jazz Festival

• Continued from page 3

jazz promo director for the mag. Leonard Feather, jazz editor, also is involved.

GAC has asked for a 30-day option to peddle the show as a TV package. Artist contracts all have a TV clause, doubling the fee if an appearance is made on a network.

The show will be staged on a revolving platform before a 29,000 seat section of the mammoth ranging from \$1.10 to \$5.50 are scaled to gross \$207,000. The largest slice, about 20 per cent, will go for \$1.10, on the urging of the Pan-American Games brass.

Lownes is now sounding out diskeries about a unique record promotion plan. He wants to let out rights to record the performances provided diskeries agree to a near-uniform cover design for all albums, regardless of label. Lownes said that disks would enjoy hefty free promotion in the magazine, the circulation of which nears a million.

Four shows will be skedded, at 2 to 5:30 and 8 to midnight on each of the two days. Present plans call for making the festival an annual event.

Adding another unique feature to the festival trend, Playboy will hold a hi-fi equipment festival in the Soldier Field exhibition hall during the bash (see separate story, Audio Equipment section).

Allied Radio Corporation will supervise construction of a sound system for the performances. A festival yearbook of jazz is being undertaken by Don Gold. With disarm-

ing largesse, the yearbook will offer coverage of all other jazz festivals of the year.

ASCAP Meet

• Continued from page 3

so that a report could be made to the ASCAP membership meeting. Areas of ASCAP's operation likely to be affected by the decree have already been pointed out in prior stories.

In the event no formal presentation of the ASCAP-Justice Department situation is made at the Society's meeting, it was felt that the matter would likely be aired anyway, because of the probability that questions from the floor would spark such a discussion.

Other matters of the meeting will probably reprise much of the information already divulged at the Society's West Coast meeting. President Paul Cunningham, who could not attend the West Coast meeting, will personally make his report here, and will give a rundown on latest developments in connection with the battle to remove the juke box exemption from the Copyright Act. In this connection he will mention the new bill introduced by Congressman Emmanuel Celler (see separate story). Cunningham will also cover fully the matter of public and trade relations.

Society's meeting Monday starts with officers' reports at 2:30 p.m. at the Astor Hotel, to be followed by a dinner at 7:30 p.m.



chart smasher!

THE IMPALAS

SORRY
(I RAN ALL THE WAY HOME)

Orchestra Under the Direction of Leroy Holmes

CUB K9022

climbing fast . . .

THE WANDERERS

PLEASE

CUB K9023

keep your eyes and ears on . . .

ANGEE CASTLE

LET'S PRETEND

CANDY AND CAKE

CUB K9028

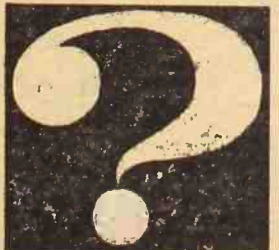
headed for hitsville . . .

THE EMERSONS

DR. JEKYLL AND MR. HYDE

CUB K9027

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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

(Each item is rated strictly according to its sales potential in the category in which it is classified.)

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

HARRY BELAFONTE

★★★★ Turn Around
RCA VICTOR 7491—Tender reading of wistful folk theme. From Belafonte's recent LP. Strong wax. (Clara, ASCAP)

★★★ Darlin' Cora

Effective interpretation of dramatic folk item with hard-driving tempo on backing. (Jutte, BMI)

SARAH VAUGHAN

★★★★ Separate Ways
MERCURY 71433—Most listenable new ballad is handed a sincere reading by the thrush, helped by a first rate Ray Ellis arrangement. It's a good side that has a chance. (Actual, BMI)

★★★ Careless

Sarah Vaughan sells the fine standard in her own special style over smooth and attractive Ray Ellis Ork backing. Jocks will spin and spin. (Bourne, ASCAP)

BOBBY JOHN & THE SEVEN-TEENS

★★★★ The Revolution
DEL-FI 4115 — Raucous lead urges kid chorus to revolt against older generation. Watch it. (Elpe-Robby, BMI)

★★★ The Constitution

"Battle Hymn of Republic" dressed up with lyrics tagged "Teen-age Bill of Rights." Another interesting teen - appeal side. (Kemo, BMI)

BILLY WILLIAMS

★★★★ Red Hot Love
CORAL 62101—Williams rocks well on this bouncy up-beater. He really shouts out the message. A bright side with chorus in the backing. (Roosevelt, BMI)

★★★ Goodnight Irene

Williams revives the great hit in a rocking tempo. The side has its gimmick aspects which could bring it spins. (Ludlow, BMI)

THE TEDDY BEARS

★★★★ You Said Goodbye
IMPERIAL 5581 — A slow, melancholy, minor-key ballad is thrusted attractively by the gal lead for the group. It's a soulful side that could move. (Marquiz, BMI)

★★★ If You Only Knew

This side is in the same slow, rhythmic groove as the flip and it's another touching ballad thought. Two good sides. (Marquiz, BMI)

WADE FLEMONS

★★★★ Hold Me Close
VEE-JAY 309—Soft chant by Flemmons, a cute ballad-type with a Latin tinge. Fine reading makes for a salable side. (Shalimar & Tollie, BMI)

★★★ You'll Remain Forever

Rockaballad is expressively presented by Flemmons with a good chorus and ork assist. Good side for pop and r.&b. coin. (Roosevelt & Tollie, BMI)

RUDY VINCENT JR.

★★★★ Rockin' Crickets
END 1042—Interesting cricket-type sound on swinging Latin-styled rocker-instrumental. Fine wax for jocks. (Shan-Todd, BMI)

★★★ Five Points

Solid sax solo work on this swngy instrumental with infectious beat. (Ro-An, BMI)

NAT WRIGHT

★★★★ Anything
ABC-PARAMOUNT 10015—This has a big production sound of fiddles in the intro,

with Wright moving in for a class vocal on the rockaballad. Chorus support. A nice side. (Amico, BMI)

★★★ For You My Love

Wright offers a swingin', jumpin' blues on this side. Tune has a familiar sound. Band offers a pounding backing. (Gale & Gayles, BMI)

THE FOUR ACES

★★★★ Ciao Ciao Bambina (Plove)
DECCA 30874—The Aces turn in a big reading of the Dominico Modugno San Remo tune winner over strong vocal and ork support. May grab spins. (Fest, ASCAP)

★★★ Paradise Island

The boys sell this out of this world ditty very smartly, over a cute and happy arrangement. (Famous, ASCAP)

EDWARD BYRNES & CONNIE STEVENS

★★★★ Kookie, Kookie (Lend Me Your Comb)
WARNER BROS. 5047—Eddie Byrnes and Connie Stevens combine on this cute version of Kookie's troubles with his chick. It has a sound, and it could grab spins, due to Byrnes work on the "Sunset Strip" show. (Witmark, ASCAP)

EDWARD BYRNES

★★★ You're the Top
Byrnes talks the lyrics nicely on this driving version of the Cole Porter tune. May get spins. (Harms, ASCAP)

PHIL HARVEY

★★★★ Willy Boy
IMPERIAL 5583 — Bouncy instrumental rocker with catchy Domino beat. Strong dual market wax. (Marquis, BMI)

★★★ Bumbershoot

Infectious instrumental side with rockin' rhythm. Flip, tho, is side to watch. (Marquis, BMI)

★★★

SCOOBIE AND DOOBIE

★★★★ Side Saddle
CLIMAX 101—Gay little tune is handed a nice go by the combo on this sweet old-fashioned record. (Mills, ASCAP)

★★★ My Favorite Song

The hit of five years ago receives a first rate instrumental performance here that could help it grab many spins from the jocks. (Gold & Rinn, ASCAP)

NED COSTNER

★★★★ Jeopardy
HAMILTON 50030—Cat is in jeopardy, because his chick is such a charmer. Costner has a good sound on this rockability tune with sprightly-plucked string support. It bears watching. (Open Road, BMI)

★★★ I Am Just a Beggar

Moderate-paced rockability is also nicely treated by the new artist. With exposure, this could be a sleeper. (Open Road, BMI)

THE BELVEDERE CHORALE

★★★ Beautiful Brown Eyes
DOT 15917—Effective choral version of the nostalgic folk song with strong male lead. It has a country quality. (American, ASCAP)

★★★ Story of Michael

Rich-voiced choral interpretation of religious theme with march tempo. (December, BMI)

WORKMAN TWINS

★★★★ I Don't Want to Go to Sleep
HAMILTON 50031—Vigorous rockability is



Pop Records

THE DIAMONDS

A MOTHER'S LOVE (Prentice, ASCAP) GRETCHEN (Oviv, ASCAP)

David Somerville is featured lead on "A Mother's Love," a charming rockaballad that is read with a strong group assist. Side is a bit of a switch for the group, but they register strongly. Flip is a sprightly tribute to a young lady that also appears a hot prospect.

Mercury 71449



JOHNNY CASH

FRANKIE'S MAN, JOHNNY (Cash, BMI) YOU DREAMER YOU (Cash, BMI)

Cash is strong on two powerful contenders. He presents the old folk tune with a hit sound. Flip, "Dreamer" is a wistful, folkish tune that is also sung appealingly. Both sides have dual-market potential.

Columbia 41371



TAB HUNTER

THERE'S NO FOOL LIKE A YOUNG FOOL (Spartan-E.D.M., ASCAP)

I'LL NEVER SMILE AGAIN (Pickwick, ASCAP)

Hunter is a strong bet to score again with these two hot sides. "There's No Fool" is a countryish, march-like tune that is handed a first-rate warble. Flip shows a poignant, rockaballad reading of the lovely standard.

Warner Bros. 5051



LAVEPN BAKER

I WAITED TOO LONG (Aldon, BMI) YOU'RE TEASING ME (Progressive, BMI)

The thrush could have successful follow-ups to her smash "I Cried a Tear" with either of these fine offerings. "I Waited" is gospelish tune that is sung most pleasantly. Flip, "You're Teasing Me" is a rocker with a Latinish flavor.

Atlantic 2021



RAY ANTHONY ORK

WALKIN' TO MOTHER'S (Northbridge, ASCAP)

The ork scores with another jazz-based theme from the top-rated "Peter Gunn" TV'er. Side has the same great sound, and it should take-off. Flip is "Bunny Hop" (Moonlight, BMI).

Capitol 4176



THE MARK IV

MOVE OVER ROVER (Pure, BMI) DANTE'S INFERNO (Pure, BMI)

The "I Got a Wife" crew have two hot, novelty sides that could be repeaters. "Rover" is about a cat who brags that he's boss in the home. Flip is a cute song about some of the types that end up in "Dante's Inferno." Both are likely clicks.

Mercury 71445



DION & THE BELMONTs

I'VE CRIED BEFORE (Rumbalero, BMI) A TEEN-AGER IN LOVE (Rumbalero, BMI)

Two salable sides. "I've Cried" is an interesting weeper ballad. Fine backing helps sell the strong side. "Teen-ager in Love" is a clever, teen-slanted tune on which the group scores equally well.

Laurie 3027



GARY LEE

THEY DON'T SEE (Trinity-Desert Palms, BMI) WHY (Trinity-Desert Palms, BMI)

Lee is a fine new talent who presents hot contenders with his first try. "They Don't See" is a folkish theme that is softly chanted. "Why" is also an attractive tune that is sung against good chorus and ork support. Sides can step out.

Time 1009



The fastest, most complete and most authoritative evaluation of this week's new releases

DAVID HILL

TWO BROTHERS (Shapiro-Bernstein, ASCAP)

Tune tells of a Civil War tragedy. It's a folkish item that is handled in showmanly fashion by the artist. Solid entry should chalk up lots of sales and play. Flip is "Deep Goes My Love," (Sheldon, BMI)

Kapp 266



THE JOHN BUZON TRIO

SIDE SADDLE (Mills, ASCAP)

The song is currently high on the British best-selling charts. This version is filled with the sound of trotting horses, and the over-all arrangement suggests the spirit of a bright military band. It's interesting, unusual and intriguing enough to create interest. Flip is "Lizette" (American Academy of Music, ASCAP).

Liberty 55189



Pop Novelty

RON AND JON
YEAH

Funny side has a deejay interviewing a young recording artist (Rickey Schwartz) and his manager, who has a very limited vocabulary. Some of the lines are amusing, and spins of the side should meet with approval. Flip is "Hawaii Strikes Back."

Sick 50



Pop Talent

BILLY STORM

THIS IS ALWAYS (Bregman, Vocco & Conn, ASCAP)
I'VE COME OF AGE (We Three, BMI)

Storm can well have a smash with his first disk attempts. He has a warm voice and a pleasing style that reminds a bit of Johnny Mathis. Both sides are given big-voiced readings with lush ork support, and both have hit potential.

Columbia 41356



JOANNA DEAN

HE'S MY JIM (Modern & House of Fortune, BMI)
JUST ANOTHER LIE (Hip Hill-Tree, BMI)

Miss Dean gives out with pert piping on two infectious efforts. "Jim" is a catchy rhythm novelty that utilizes the old "Frankie and Johnny" melody. Flip, "Lie" is a blues that is sincerely belted. Impressive debut on wax by the thrush.

Kent 32



B-B

TRIP TO BANDSTAND (Quilted, BMI)

B-B handles these two unusual items in great style. Side tells of a teen-ager's participation in the Dick Clark show. The vocal style is semi-recitative. Rock and roll beat accompanies. Flip is "Electrode," (Quilted, BMI).

Cover 593



Pop Juke Box Programming

VAN DYKES

ONCE UPON A DREAM (Disney, ASCAP)
DAME TU CORAZON (Dara, BMI)

"Dream" is one of the delightful tunes in the latest Disney movie, "The Sleeping Beauty." The Tebiakovsky-based theme is chanted with charm and sincerity. Flip is a pretty go on a melodic Mediterranean-type theme.

Felsted 8565



Pop Song

KANSAS CITY

Wilbert Harrison, Fury 1023
Hank Ballard & the Midnighters, King 5195
Little Willie Littlefield, Federal 12351
Rocky Olson, Chess 1723
Rockin' Ronald & the Rebels, End 1043

This promises to be a big tune. It has already broken out in several areas. The Fury disk is the original, and the other versions are similar. The song is a finger-snappin' blues with a highly contagious sound. It can be a strong dual-market entry. (The Harrison, Rockin' Ronald and Olson platters are in Fire, BMI). The Ballard and Littlefield versions are published by Armo, BMI. Flips, starting with the Harrison, are "Listen, My Darling" (Fire, BMI); "I'll Keep You Happy" (Armo, BMI); "The Midnight Hour Was Shining" (Armo, BMI); "Jet Tones" (Polaris, BMI) and "Cuttin' Out" (Camarillo, BMI).



(Continued on page 52)

chanted in Everly Brothers-type harmony by the pair. It can sell. (Open Road, BMI)

★★★ I Don't Know How to Say It Pleasant sound by the twins on a countryish medium-beater. Potential appears similar to flip. (Fairway, BMI)

LORETTA THOMPSON

★★★ Square From Nowhere SKOOP 1050—Chick thinks her fella is square because he can't do the bop, etc. Fine rhythmic backing features pounding drums in support of the fine thrushing. It rates exposure. (Buna & B&G, BMI)

★★★ Buddy - Big Bopper - Ritchie Emotional tribute to the late record artists is pleasantly warbled by the thrush. (Buna, BMI)

TEDDY RANDAZZO

★★★ Laughing on the Outside ABC-PARAMOUNT 10014—The tune by Bernie Wayne and Ben Raleigh gets a satisfying up-dating treatment in this pleasant reading. It has a mild rock framework with chorus. Worth spins. (Broadcast, BMI)

★★★ The Awkward Ace A slow rockballad tells the sad story of a little girl who's in the confusing, lonely, in-between age. An interesting song, well-chanted by Randazzo. (Lero, ASCAP)

THE LANCERS

★★★ What Do You Want From Me IMPERIAL 5578—Boys chant brightly on bouncy rocker with strong performance by lead. (Alan-Edwards, BMI)

★★★ Don't Just Stand There Sultry fem voice recites title phrase while lead singer warbles attractively on pleasant bluesy ballad. (Alan-Edwards, BMI)

KENNY MARTIN

★★★ Tell Me Not to Go Federal 12350 — Kenny Martin sells this pleader tune well on this listenable hunk of wax. Martin has the style of Little Willie John. (McCoy, BMI)

★★★ Now I Know On this side the chanter comes thru with a meaningful reading of an unusual blues-oriented effort. Martin sings with spirit. (Jay & Cee, BMI)

RAY VENTURA

★★★ Melodie D'Amour Cha-Cha VERSAILLES 200—This is a nice big band orking in cha cha vein of a tune which was a hit for the Ames Brothers some months back. Good big sound makes this a bet for boxes. (Rayven, BMI)

★★★ Parisian Rock The French disk man puts the big band thru some good-sounding moderate-paced rocking sounds. Fine dance record. (Rayven, BMI)

THE DUKES

★★★ Groceries, Sir FLIP 343—The Dukes come thru with a sharp reading of a neat little rocker with novelty lyrics, that could help the side get exposure. It has a beat and a sound. (Limax, BMI)

★★★ Looking for You Strong lead voice, backed by the group and a chorus, sings this song of sorrow and despair with feeling. Flip has the power. (Limax, BMI)

THE EMERSONS

★★★ Dr. Jekyll and Mr. Hyde CUB 9027—This is all about Jekyll, Hyde, Frankenstein, Dracula and the Wolf Man. A fine disk for the horror fans. It's a blues rocker with novelty appeal. (Malver & Allendale, BMI)

★★★ Hokey Pokey A bit slower on this side but it's effective stuff. Vocal tells how to do the hokey pokey, a new dance which the teeners will like. Good sound. (Four Star, BMI)

OCIE SMITH

★★★ Why Do I Feel So Enchanted CITATION 1037—Smith handles this ballad in fine, tender style. The treatment is in a light rock rhythm, with fiddles in the backing. Good performance in an Eckstine-Cole style. (Empress, ASCAP)

★★★ You've Changed A spirited and sincere reading of the great tune, cut a few years back by Connie Russell. Smith turns in a pair of highly spinnable jobs. (Melody Lane, BMI)

DON WRIGHT

★★★ Switch CADENCE 1360—Here's a bright moderate paced rocker in which the cat likes his buddy's chick better than his own. He wants to switch. Good chanting job of the blues item. Good message for teeners. (Royalty, ASCAP)

★★★ Mary, Mary Wright offers a dual track harmony item in a minor key. Another commercial performance with a good sound. (Portrait, BMI)

VINNIE DeCAMPO

★★★ She Used to Be My Girl REV 3524—Good warbling stint on a pretty rhythm ballad by the new artist. Tune has good lyrics. With plugs this can move. (Trinity, BMI)

★★★ My House Devotional-type ballad is warmly read by the singer with light ork backing him all the way. Good coupling. (Trinity, BMI)

DON DUNCAN

★★★ Somethin' Special VENTURE 111—Duncan cuffed this fast rockabilly blues, and he gives it a verveful shout with twangy guitars in support. Worth exposure. (Renown, BMI)

★★★ Make My Dreams Come True Pounding ballad is softly belted by Duncan with a chick echoing in the background. Both sides can attract. (Renown, BMI)

THE VEL-TONES

★★★ Cal's Tune KAPP 268—Frantic-type lead and group wrap up a bouncy rocker. It has a sound. (Alan-K, BMI)

★★★ Playboy Feelingful lead solo work on moving rockballad. (Alan-K, BMI)

ROSEMARY JUNE

★★★ I Used to Love You PARIS 532—Gimmicky version of the fine oldie is sung in warm fashion by the thrush. Backing is good too. Has some chance. (Broadway, ASCAP)

★★ With You Beside Me Big new ballad with a touch of Mediterranean is handled a strong vocal by the lass over big-styled support. Two good sides. (Greta-Schaeffers, BMI)

PAULA WAYNE

★★★ Imagination MONOCLE 102—Paula Wayne bows on the label with a very attractive reading of the standard backed by a vocal group. Lase can sing. (A.B.C., ASCAP)

★★ And Then Some Novelty tune is handled well by the thrush here, altho the arrangement is rather gimmicky. (Wells & Barry, ASCAP)

HUGO MONTENEGRO ORK

★★★ April Showers 20TH FOX 133—Smart rockish approach on the oldie with lush string featured. It's an infectious item that can catch on with plugs. (Harms, ASCAP)

★★ La Primavera Lush sound by the ork and fem chorus on a lovely pastoral-type theme. Good jockey programming item. (Delaware, ASCAP)

BILLY ELDRIDGE

★★★ Let's Go Baby UNART 2011—Driving rockabilly blues is handed an exciting reading by Eldridge over sock support by the combo. Good side with a chance for coins. (Sherlyn-Pent, BMI)

★★ My Blue Tears On this side the chanter sells a moving ballad with sincerity helped by a choral group and a smooth combo behind him. Flip is stronger. (Sherlyn-Pent, BMI)

TONY MIDDLETON

★★★ Blackjack TRIUMPH 605—Exuberant reading of fast minor-blues. Spirited side. (Marks, BMI)

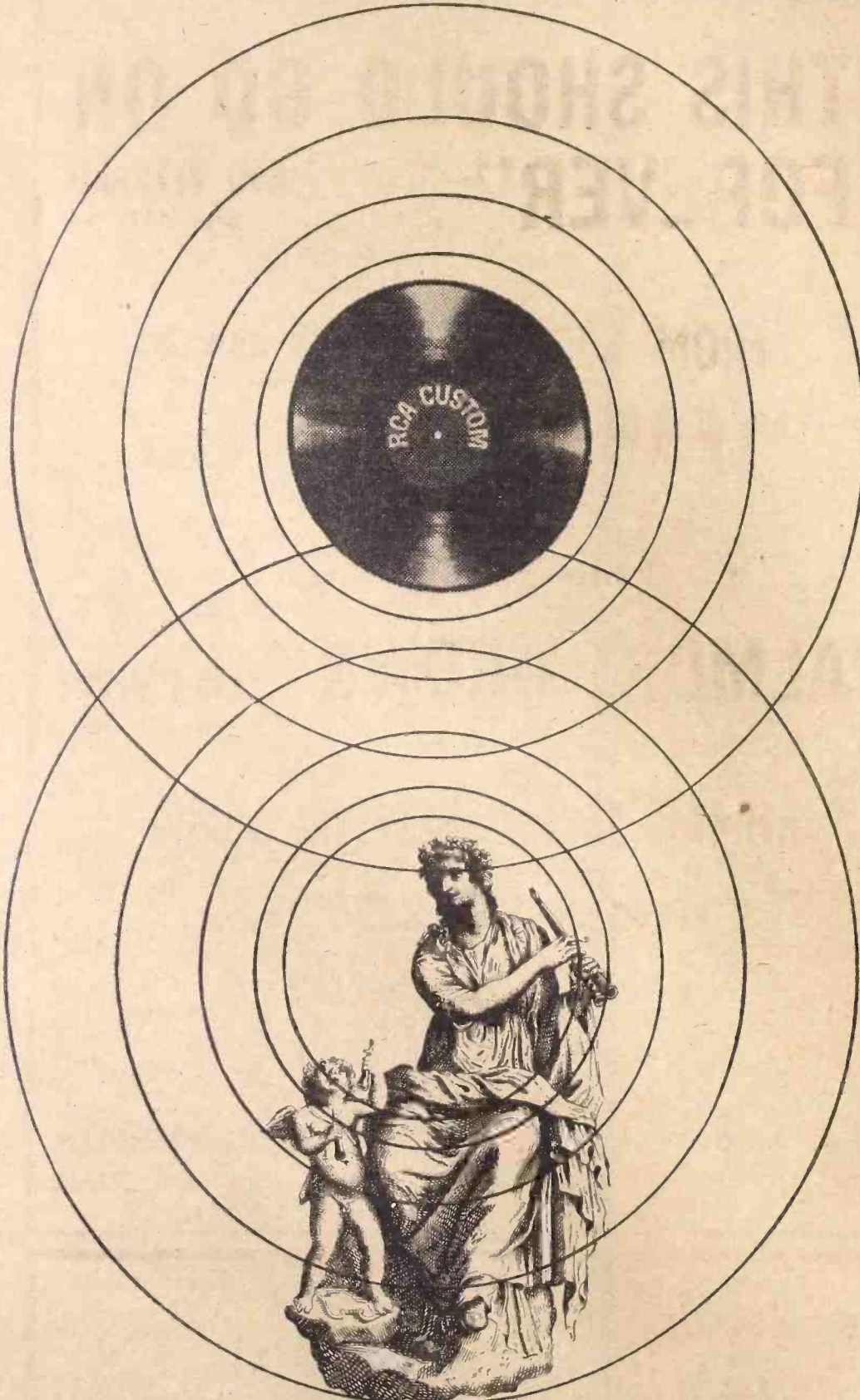
★★ The Universe Intense warbling on moving rockballad. (Marks, BMI)

JERE SNYDER

★★★ For You My Lover FRATERNITY 839 — Sensuous thrashing

(Continued on page 50)

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• **Best Selling Sheet Music in U. S.**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. HAWAIIAN WEDDING SONG (Pickwick)	1	11
2. MY HAPPINESS (Happiness)	3	13
3. MAY YOU ALWAYS (Hecht, Lancaster & Buzzell)	2	10
4. VENUS (Rambled-Lansdale)	6	3
5. NOLA (Fox)	5	7
6. CHILDREN'S MARCHING SONG (Miller)	4	11
7. PETITE FLEUR (Hill & Range)	8	7
8. SMOKE GETS IN YOUR EYES (Harms)	7	14
9. PETER GUNN THEME (Northridge)	10	6
10. ALVIN'S HARMONICA (Monarch)	9	4
11. THERE MUST BE A WAY (Valando)	11	8
12. CHARLIE BROWN (Tiger)	14	2
13. TOMBOY (Roncom)	15	2
14. IT'S JUST A MATTER OF TIME (Eden)	-	1
15. GOTTA TRAVEL ON (Sanga)	12	11

• **Best Selling Sheet Music in Britain**

(For week ending March 21)

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.

Side Saddle—Mills (Mills)	Apple Blossom Time—Francis Day (Vogel)
As I Love You—Macmelodies (Northern)	Petite Fleur—Greenwich (Hill & Range)
A Pub With No Beer—Good Music (St. Lawrence)	The World Outside—Keith Prowse (Chappell)
Smoke Gets in Your Eyes—Sterling (Harms)	The Day the Rains Came—John-Fields (Garland)
Sing Little Birdie—Good Music (Zodiac)	Last Night on the Back Porch—Keith Peowse (Skidmore)
The Little Drummer Boy—Bregman, Vocco & Conn (Bregman, Vocco & Conn)	To Know Him Is to Love Him—Bourne (Warman)
Gigi—Chappell (Chappell)	Trudie—Henderson (Kassner)
My Happiness—Sterling (Belasco)	Chick—Henderson (-)
Kiss Me Honey Honey—Lakeview (Leeds)	Wait for Me—Sterling (-)
Does Your Chewing Gum Lose It's Flavor—Feldman (Mills)	
The Wonderful Secret of Love—Leeds (Leeds)	

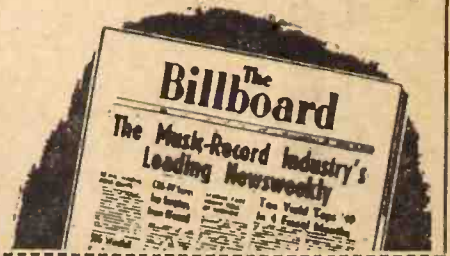
• **Best Selling Pop Records in Britain**

(For week ending March 21)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's foremost musical publication.	Last Week
1. SMOKE GETS IN YOUR EYES—Platters (Mercury)		1
2. SIDE SADDLE—Russ Conway (Columbia)		4
3. AS I LOVE YOU—Shirley Bassett (Phillips)		2
4. MY HAPPINESS—Connie Francis (MGM)		5
5. PETITE FLEUR—Chris Barber (Pye-Nixa)		6
6. A PUB WITH NO BEER—Slim Dusty (Columbia)		3
7. LITTLE DRUMMER BOY—Beverley Sisters (Decca)		9
8. GIGI—Billy Eckstine (Mercury)		7
9. STAGGER LEE—Lloyd Price (HMV)		8
10. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral)		13
11. DOES YOUR CHEWING GUM LOSE IT'S FLAVOR?—Lonnie Donegan (Pye-Nixa)		11
12. MY HEART SINGS—Paul Anka (Columbia)		12
13. TOMBOY—Perry Como (RCA)		14
14. C'MON EVERYBODY—Eddie Cochran (London)		17
15. I GOT STUNG/ONE NIGHT—Elvis Presley (RCA)		15
16. KISS ME, HONEY HONEY, KISS ME—Shirley Bassey (Phillips)		10
17. WONDERFUL SECRET OF LOVE—Robert Earl (Phillips)		16
18. MAYBE TOMORROW—Billy Fury (Decca)		-
19. I'LL REMEMBER TONIGHT—Pat Boone (London)		18
20. SING LITTLE BIRDIE—Teddy Johnson and Pearl Carr (Columbia)		-

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The Billboard HOT R & B SIDES

FOR WEEK ENDING MARCH 29

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	8
4	3	3	2	CHARLIE BROWN	Coasters, Atco 6132	7
2	2	2	3	I CRIED A TEAR	LaVern Baker, Atlantic 2007	15
10	7	7	4	TEARDROPS ON YOUR LETTER	Hank Ballard and the Midnighters, King 5171	4
9	9	8	5	THE RIGHT TIME	Ray Charles, Atlantic 2010	13
5	5	5	6	LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	20
—	—	19	7	WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	2
8	8	6	8	TRY ME	James Brown, Federal 12337	21
3	4	4	9	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	16
4	10	18	10	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 32018	4
5	16	10	11	VENUS	Frankie Avalon, Chancellor 1031	5
3	18	22	12	PETER GUNN THEME	Ray Anthony, Capitol 4041	6
6	6	9	13	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	15
—	—	12	14	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	2
10	15	11	15	COME TO ME	Mary Johnson, United Artists, 160	4
—	—	28	16	SO FINE	Fiestas, Old Town 1062	2
6	24	14	17	NO REGRETS	Jimmy Barnes, Gibraltar 101	7
9	21	24	18	PLEASE, MR. SUN	Tommy Edwards, M-G-M 11134	4
—	22	16	19	WHAT MAKES YOU SO TOUGH?	Teddy Humphries, King 5182	3
1	19	—	20	TRAGEDY	Thomas Wayne, Fernwood 109	4
—	25	20	21	SINCE I DON'T HAVE YOU	Skyliners, Calico 103	3
3	13	13	22	TELLING LIES	Fats Domino, Imperial 5569	4
—	28	17	23	I'M SORRY	Bo Diddley, Checker 913	3
—	19	21	24	I'VE HAD IT	Bell Notes, Time 1064	3
8	20	23	25	ALL AMERICAN BOY	Bill Parsons, Fraternity 835	8
—	—	—	26	THE TIME	Baby Washington, Neptune 1018	4
—	—	30	27	MONSTER PARTY	Bill Doggett, King 5176	2
1	11	15	28	DONNA	Ritchie Valens, Del-Fi 4110	9
7	12	—	29	16 CANDLES	Crests, Coed 506	11
6	23	—	30	NOBODY, BUT YOU	Dee Clark, Abner 1019	19

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ON THE
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Turn to page 21

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GIRL**
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TROUBLES**
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The
Billboard
HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
			1	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	11
			2	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41308	12
			3	WHO CARES?	Don Gibson, RCA Victor 7437	9
13	9	7	4	WHITE LIGHTNING	George Jones, Mercury 71406	4
8	8	4	5	WHICH ONE IS TO BLAME!	Wilburn Brothers, Decca 30787	13
5	5	6	6	COME WALK WITH ME	Widma Lee, Stoney Cooper, Hickory 1085	16
11	11	8	7	THAT'S WHAT IT'S LIKE TO BE LONESOME	Ray Price, Columbia 41309	12
17	10	10	8	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	7
—	17	9	9	MOMMY FOR A DAY	Kitty Wells, Decca 30804	5
4	4	5	10	BILLY BAYOU	Jim Reeves, RCA Victor 7380	21
6	6	11	11	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	22
15	13	12	12	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 30773	13
9	7	13	13	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	18
19	21	14	14	BEYOND THE SHADOW	Browns, RCA Victor 7427	6
18	29	23	15	MY REASON FOR LIVING	Ferlin Husky, Capitol 4123	7
20	26	15	16	BEST YEARS OF MY LIFE	Carl Smith, Columbia 41290	11
7	14	17	17	LIFE TO GO	Stonewall Jackson, Columbia 41257	22
16	15	18	18	GOTTA TRAVEL ON	Bill Monroe, Decca 30809	5
29	23	19	19	KNOXVILLE GIRL	Louvin Brothers, Capitol 4117	6
—	—	—	20	SET HIM FREE	Skeeter Davis, RCA Victor 7471	1
—	—	—	21	LUTHER PLAYS THE BOOGIE	Johnny Cash, Sun 316	1
—	—	—	22	HOME	Jim Reeves, RCA Victor 7479	1
—	—	26	23	POOR OLD HEARTSICK ME	Margie Bowes, Hickory 1094	2
25	—	29	24	LAST NIGHT AT A PARTY	Faron Young, Capitol 4113	9
28	22	21	25	HANGING TREE	Marty Robbins, Columbia 41325	4
26	20	24	26	A LONG TIME AGO	Faron Young, Capitol 4113	9
—	—	—	27	NEW RIVER TRAIN	Bobby Helms, Decca 30831	1
10	16	25	28	GOTTA TRAVEL ON	Billy Grammer, Monument 400	13
—	—	—	29	ALL AMERICAN BOY	Grandpa Jones, Decca 30823	2
—	—	—	30	THANKS A LOT	Johnny Cash, Sun 316	1

• Reviews of New Pop Records

• Continued from page 47

stint on haunting, Italian prize winner. Pretty jockey side. (Miller, ASCAP)

★★ One Million Dollars
Bright piping on catchy country-flavored ditty. (Miller, ASCAP)

THE NOMADS
★★★ The Perfect Crime
JOSIE 851—Spicy Latinish novelty is well-handled by the Nomads. Side rates spine. (Sweco-Balboa, BMI)

★★ Paris After Dark
Moderate Latin-tinged tune is given a soft sing by group. Fair chances. (Comet-True Blue, ASCAP)

THE MUDLARKS
★★★ My Grandfather's Clock
ROULETTE 4143—Popular British group warble on old folk theme in r.&r. tempo. Nice jockey wax. (Tin Pan Alley, P.R.S.)

★★ The Love Game
Stylized r.&r. chanting on okay rockaballad. Flip is better side. (Kahl, BMI)

JAMIE & JANE
★★★ Strolling
DECCA 30862 — Boy-girl duo render this rockaballad in hiccuppy style. Dancable item with a chance. (Wall, BMI)

★★ Snuggle Up Baby
Cute rocker is belted with zest. Vocal is filled with gimmicks. (Wall, BMI)

JULIE LONDON
★★★ Must Be Catchin'
LIBERTY 55182—Smart tune is sung with jazz-type backing. It's a medium-beat, well-presented side that can pull coin. (Metric, BMI)

★★ Something I Dreamed Last Night
Side is from her LP, "London By Night." She gives the lovely ballad a soft, sultry reading over lush ork backing. Spinnable side. (DeSylva, Brown & Henderson, ASCAP)

CATHIE TAYLOR
★★★ Two Straws and a Soda
TOPPA 1006—Attractive thrashing stint on solid rockabilly item with good guitar work. Watch it. (Mixer, BMI)

★★ Tree Near My House
Wistful country-flavored ballad is sung sweetly by lark. Nice whistling on backing. (Mixer, BMI)

THE COMMODORES
★★★ Laughing With Tears
BRUNSWICK 55126—The lead singer belts out this ballad with a big voice. Arrangement has conventional triplet figure. Side builds to strong effect. (Peer & Zebra, BMI)

★★ Who Dat?
Novelty blues. Some good vocal and instrumental effects on this side, as the lyric tells of a spooky stroll thru a graveyard. (Peer & Zebra, BMI)

LYNN VERNON
★★★ Moon Rocket
COVER 5932—Blues instrumental, moody and flavorsome, with plenty of beat and funky strings. (Quilted, BMI)

★★ In the Mood
The standard in another instrumental reading. (Shapiro-Bernstein, ASCAP)

JOE TEX AND HIS X CLASS MATES
★★★ Charlie Brown Got Expelled
ACE 559—A fast rhythmic blues, which gives way to a change in tempo. Lyric is different, but music is reminiscent of "Yakety Yak." A lively side. (Ace, BMI)

★★ Blessed Are These Years
Altho she's gone, he knows she'll be back by and by. This bluesy item is shouted by the vocalist with a church-styled technique. (Ace, BMI)

TONY DALLARA
★★★ Julia
MERCURY 71430—Another Mediterranean item with a pretty melody line. Vocal is in Italian, with a chorus backing the chanter. (BIEM)

★★ Mi Perdero
Romantic Italian ballad, with a triplet figure in the arrangement. Lyric is sung entirely in Italian by the big-voiced chanter. (BIEM)

THE HEWELS
★★★ Pearlle Mae
ANTLER 1102—Teen-oriented novelty blues moves right along. Some vocal gimmicks by the group. (Argo, BMI)

★★ The Wind
A rockaballad with a folk-flavored lyric.

(Continued on page 51)

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Reviews of New Pop Records

Continued from page 50

Tempo is slow and relaxed, and arrangement has conventional triplet figure. (Argo, BMI)

GLORIA GUNTHER

★★★ **Move On Out**
ARCH 1610—Another tune in the mold of "Yakety Yak" is handed a smart reading by the thrush as the band pounds out the beat behind her. It moves on out for sure. (Pioneer, BMI)

★★ **Your Love Reminds Me**
Gloria Gunther sells this tune in okay fashion, but it's just a fair side. (Pioneer, BMI)

JIMMY DeKNIGHT

★★★ **Rock Around the Clock**
PEAK 105—A solid, hard-hitting, rocking blues version of the old Bill Haley hit. DeKnight and the boys pound out the sound here. This can yank a lot of plays in the boxes. Winds up more like the old "Two o'Clock Jump" than anything else. (Myers, ASCAP)

★★ **Rock Around the Clock Cha Cha**
The same tune is done to the cha cha beat on this side and the strength of the popularity of this beat, it can grab some spins. Flip would be the action side, however. (Myers, ASCAP)

THE ADMIRAL TONES

★★★ **Hey Hey Pretty Baby**
FELSTED 856—The rocking cat entreats pretty baby to "come on over here" in the medium blues effort. The lead chants with considerable spirit. A good, lively record. (Mured, BMI)

★★ **Rockville, Pa.**
An upbeat, boogie blues by the instrumental group. Good sound but flip would have the edge here. (Mured, BMI)

JOHN BUCK AND THE BLAZERS

★★★ **FORBIDDEN CITY**
CADENCE 1359—A solid instrumental blues has a down-to-earth feeling. Side builds nicely. Two good sides for boxes and jocks. This side employs a chorus for interesting effects. (DeVorzon, BMI)

★★ **Chi Chi**
The instrumental group turns in a danceable rocker with a Latin feeling. Good horn work. Spinnable wax. (DeVorzon, BMI)

JOHNNY SHACK

★★★ **Pick-Peck**
TODD 1012—Soprano sax is featured on this medium-tempo tune. It has an interesting flavor and with plugs might step out. Fine jockey item. (Jason, BMI)

★★ **Penguin Walk**
Syncopated instrumental suggests the rhythmic gait of the well-dressed bird. Also a jockey item. (Jason, BMI)

JIMMIE HEAP

★★★ **Someone Else Is Filling My Shoes**
D 1050—Song tells a good story, and Jimmie Heap is quite effective here. Backing is uncommonly fresh. Side will get play. (Mel-Mat, BMI)

★ **Born to Love You**
Rockabilly side with a lot of echo. (Glad, BMI)

THE JAZZ NIX

★★★ **The Twenties**
RAKRK 100—Jazz-flavored instrumental side with interesting arrangement. Good jockey side. From new "Al Capone" movie. (Madrigal, ASCAP)

BLEARY BILLY LEE WITH THE MELLOWMEN
★ **The Ballad of Al Capone**
Routine melody and tasteless lyrics mark this item. (Madrigal, ASCAP)

★ ★

DAVE HOWARD

★★ **While We Danced the Tango**
MMI 59—This is a tango with a gentle rocking touch. Pleasant vocal by Howard. Disk is distributed by Dot Records. (Marmor, BMI)

★★ **Little Bit**
Howard chants a rock tribute to his girl. Side gets chorus support and a smart arrangement behind the good vocal. (Marmor, BMI)

CHICK CARLTON

★★ **So You Want to Rock**
FARO 592—Carlton is a shouter on this pounding upbeater. Fair sound and beat could have some interest for jukes. (Faro, BMI)

★★ **TV Cowboy**

This is about a cat who wants to be a cowboy on TV for all the girls to see. Side has a penetrating quality in the shouting. (Faro, BMI)

STAN LEE

★★ **Ellego Baca**
ROX 451—Theme music for the popular TV hero as presented on the Walt Disney Show on ABC-TV, is given an okay airing by Lee. Could have some interest for viewers of the show. (Wonderland, BMI)

★★ **Bella-Bella**

Italian-styled mandolin is heard against the mildly rocking vocal here. Lee gives the Latinish effort a strongly Dean Martin tinged reading. Could be taken as a parody. (Stanlee, ASCAP)

JULES BLATTNER & HIS TEEN TONES

★★ **Gamblin' Man**
BOBBIN 105—This has a minor flavor and it's folk styled. Blattner has a pleasant chanting quality. (Lycio, BMI)

★★ **Rock and Roll Blues**

Blattner has an okay sound on this pounding rhythm side. He has the Presley, Jerry Lee Lewis, Carl Perkins derivative quality thruout. (Lycio, BMI)

OSCAR T-V WILLS

★★ **Your Kisses Changed Me**
SPEED 703—Exuberant warbling stint on lively rock and roll ditty. (Glad, BMI)

★★ **Don't Reach Cross My Plate**
Amusing rocker-novelty talk-sung by Wills with good-humored showmanship. A dual market item. (Glad, BMI)

ALDEN & THE ONE NIGHTERS

★★ **Love-O-Meter**
RCA VICTOR 7490—Interesting space-music effect and theme is warbled in okay fashion. Off-beat jockey wax. (Shapiro-Bernstein, ASCAP)

THE ONE NIGHTERS

★★ **Theme From Love-O-Meter**
Raucous rocker-instrumental with eerie space music effects and good temp. (Shapiro-Bernstein, ASCAP)

LIONEL THORPE

★★ **More, More, More**
ROULETTE 4144—Fervent chanting on feelingful rockaballad. (Skidmore, ASCAP)

★★ **Lover, Lover, Lover**

Bouncy rocker is sung with verve. Thorpe penned both tunes. (Skidmore, ASCAP)

AL WARD

★★ **For You My Lover**
BIG B 1019—Al Ward bows on the label with a smooth reading of the pretty Italian tune. He is handed nice support by the band. (Miller, ASCAP)

★★ **Tell Her Mister Moon**
Happy novelty tune is handed a warm vocal by the lad. (Miller, ASCAP)

EDDIE CARL

★★ **I Wonder, I Wonder**
DECCA 30869—Attractive ballad is sung with gentle persuasion. Nice jockey side. (Sheldon, BMI)

★★ **The Wonderful Secret of Love**
Dramatic ballad with churchy flavor is chanted in okay fashion, but Carl is more effective on flip. (Leads, ASCAP)

MYRON LEE & THE CADDIES

★★ **To Be Alone**
FELSTED 8570—Lee hands thoughtful rockaballad plaintive reading. (North Star, BMI)

★★ **Rona Baby**
Same comment. (North Star, BMI)

THE THREE LITTLE PIGS WITH AL NATALE ORK

★★ **George Porgie Cha Cha Cha**
EVENT 4293—Speeded-up voices, a la the Chipmunks, sound off in routine fashion on fairly funny cha cha ditty. (Boylston & Darleen, BMI)

★★ **Little Piggy Cha Cha Cha**
Same comment. (Boylston & Darleen, BMI)

THE ARVAK'S

★★ **Domme-Mol**
EVENT 4292—Pretty theme is warbled in French by lead singer and group in pleasant fashion. Nice jockey wax. (Darleen & A & L, BMI)

★★ **Beautiful Child**
Gentle ballad is sung with taste and feeling by lead. (Darleen, A & L & Duo, BMI)

TOMMY TUCKER

★★ **Loving-Lil**
HI 2:14—Tucker (not the bandleader) packs strong emotional appeal on pretty country ballad with dual market appeal. (Jec, BMI)

★★ **A Man in Love**
Plaintive warbling on folksy ditty, with country flavor. Also dual market item. (Jec, BMI)

KERNEY RAVET

★★ **Top Gun**
MERCURY 71431—Folk-flavored item, with a lyric seeming to reflect our pioneer culture. (Continued on page 52)



Oh, You've Seen...
Page 21

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MILES DAVIS LIONEL HAMPTON TEDDY WILSON
BUCK CLAYTON JOE WILDER ART VAN DAMME

• **Reviews of New Pop Records**

• Continued from page 51

tyre—until a trick ending which is anti-climactic. (Big Bopper, BMI)

★ ★ Ryone
A teen-oriented lyric presenting a school-age lad whom the classroom chicks ogle. Tune is a blues. (Big Bopper, BMI)

KITTY WHITE
★ ★ I Am Your Dream

THREE STARS
Ruby Wright
King 5192

RETURN OF STAGOLEE
Titus Turner
King 5186

KANSAS CITY
b/w
I'LL KEEP YOU HAPPY
Hank Ballard & THE MIDNIGHTERS
King 5195

KANSAS CITY
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GNP 141—The thrush turns in a sensuous reading of a tune from the musical score of the flick "The Old Man and the Sea." Listenable wax for the jockeys. (Witmark, ASCAP)

★ ★ The Old Man and the Sea
Another throaty, sexy reading by Kitty White on a tune also from the score of the same pic. Strictly for jocks, these sides may make for interesting programming. (Witmark, ASCAP)

BOBBY RUSSELL

★ ★ Dum Diddle

FELSTED 8559—Folkish tune is sung in warm style by Russell over easy-to-take backing that has a touch of calypso. (Marlow, BMI)

★ ★ Perhaps

On this side the singer comes thru with a pleasant reading of a rockaballad. (Marlow, BMI)

DIMPLES

★ ★ An Invitation to a Party

DORE 517—Dimples, a young thrush actually named Bea James, explains that the party she wasn't invited to was really a surprise party for her. (Arch, ASCAP)

★ ★ My Sister's Beau

She goes for her sister's beau, sings Dimples on this sad rockaballad. Thrush has a sound. (Poplar, BMI)

LEE CRAIG

★ ★ Please Louise

JOSIE 853—Craig pleads and pleads in moderate rocking tempo, with hiccup type sounds. Moderate appeal. (Goday, BMI)

★ ★ If It Is the Word

A bouncy medium-beater which employs that now familiar "if it" tag to the man's favorite chick. Okay results. (Mellin, BMI)

ANGEE CASTLE

★ ★ Let's Pretend

CUB 9028—A slow and pulsing rockaballad. Miss Castle sings it with appeal, to a simple backing with chorus spots. (Budd, ASCAP)

★ ★ Candy and Cake

Miss Castle sings enthusiastically about how sweet her baby is. It's in moderate rhythmic tempo and the gal gives it a nice go. (Oxford, ASCAP)

MEL DORSEY

★ ★ Pain in My Heart

BLACK JACK 103—Dorsey has a countryish quality here and he lips as well. Makes for a different sound but the weak

• **Spotlight Winners of the Week . . .**

• Continued from page 47

-----C&W Records-----

CARL BUTLER

OH, HOW I MISS YOU (Peer Int'l., BMI)
I LIKE TO PRETEND (Cedarwood, BMI)

Butler has two wonderful sides that should attract plenty of country coin. "Miss You" is a pretty country ballad that is styled along traditional lines with fine honky tonk piano in support. Flip, "Pretend" is a country waltz that is given a meaningful vocal. Columbia 41368



JUNE WEBB

YOU TAKE THE TABLE AND I'LL TAKE THE CHAIRS (Cedarwood, BMI)
CONSCIENCE (Acuff-Rose, BMI)

Miss Webb is a good bet to click with these classy readings. "You Take The Table" is a weeper told with plenty of heart. "Conscience" is also a likely click, and this is also in the weeper vein. Traditional backing accompanies on both. Hickory 1096



-----R&B Records-----

RAY CHARLES

THAT'S ENOUGH (Progressive BMI)
TELL ME HOW YOU FEEL (Progressive, BMI)

Charles is great on two great sides. On "That's Enough," a gospel-type tune, he's backed by a fem group and his fine piano is outstanding in the backing. Flip, "Tell Me," spots the artist on an up-beat reading of a minor blues. The cat swings on organ on this side. Atlantic 2022



weeper material is a drawback. (American, BMI)

★ ★ Little L.L.

A pounding rocker is a blues tribute to Little L.L. Good performance. (American, BMI)

VIVIAN LORI

★ ★ There Is No Yesterday

COUNTERPOINT 012 — Pounding triplets back the thrush on this ballad with beat. Fair prospects. (Cascade, BMI)

★ ★ There's a Storm A-Brewing

Bouncy tune is rendered with appeal by Miss Lori. Sound effects of a storm are included in the jazz-type backing. (Cascade, BMI)

SALLY ANN SCOTT

★ ★ Don't Sit Under the Apple Tree

NOSTALGIC 1003—Oldie is revived in sprightly fashion by the chick. Rockabilie interpretation has a sound. It can sell. (Robbins, ASCAP)

★ ★ Somebody Else I'm Making My Place

Rockaballad treatment of the standard. Fair enough reading. It should move as well as the flip. (Shapiro-Bernstein, ASCAP)

SMILEY SMITH

★ ★ All Over Now

APOLLO 553—Pleasant vocalizing by Smith and fem group on okay ditty with mildly r.&r. backing. (Buna, BMI)

★ ★ Voo Doo Woman

Bouncy rhythm-novelty is done by Smith in so-so fashion. (Buna, BMI)

BEN LIGHT

★ ★ Ain't She Sweet

GNP 140—The bright Ager-Yellen standard in a crisp keyboard reading. (Advanced, ASCAP)

★ ★ It's a Sin to Tell a Lie

Another pretty standard. Altho the keyboard work here hasn't the flash of the flip. (Bregman, Vocco & Conn, ASCAP)

ANN CASTLE

★ ★ Just a Line

X-POWER 1001—Ann Castle sings this rockaballad with feeling over a strong beat by the ork. (Volkwein, ASCAP)

★ ★ Go Get the Shotgun, Grandpa

This is all about a wedding in the traditional country style. (Platter, BMI)

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IND. STATE FAIR SETS ROSE CLOONEY, AVALON

INDIANAPOLIS — The Indiana State Fair is in the process of signing Rosemary Clooney, Frankie Avalon and Jimmy Dean as headliners in two performances of its Coliseum show.

The Clooney-Avalon-Dean package is scheduled to headline the show on Saturday night, September 5 and at a matinee on the next day. Also being mulled for the two shows are either the Four Lads or Les Paul and Mary Ford. Show was set by Joe Higgins, GAC-Hamid.

Ricky Nelson had been booked for the opening show in the big building with a supporting cast yet to be selected. Nelson will be in Wednesday and Thursday nights, September 2 and 3, the booking handled by E. O. Stacy, Music Corporation of America.

Yet to be filled in the Coliseum is the single evening performance on Friday, September 4. Several names are being considered and some decision is expected in the near future.

New to the fair's program this year is a Sunday night grandstand show that will feature "Out of the Darkness," the Chemorama fireworks pageant produced by the Ohio Fireworks Manufacturing Display Company, Bellaire, O. This attraction, a biblical production in pyrotechnics, will share the program with another pageant that will tie in with the fair's 1959 theme—"Salute to Youth and Abraham Lincoln."

This rounds out the schedule for the grandstand but a name is yet to be selected for the horse show with several performers now being considered by the fair board.

NEB. STATE FAIR PACTS DRAKE REVUE

LINCOLN, Neb.—Nebraska State Fair has signed the Tom Drake revue, "Broadway on Parade," for three days of the fair, Ed Schultz, fair manager, announced.

The revue is the same one that will play the Canadian B Circuit of fairs this season. Hazel Randall, wife of the Kansas City agent, will emcee and direct the production.

Bloomsburg Fair Mulls Talent Bids

BLOOMSBURG, Pa.—Four talent agencies were present to make submissions for the Great Bloomsburg Fair grandstand contract on Saturday (21). A decision was deferred to Friday, April 10, according to Maynard Morden, manager.

Represented were GAC-Hamid, Willard Alexander, Ward Beam and Jimmy Hetzer.

The fair is being improved this

season on several levels. More anthracite is being applied to extend the distance of paved roadways. The race track, one of the East's finest harness horse ovals, is being widened 12 feet and banked at the turns. New over-all width will be 72 feet.

A new brick and stone building near the administration structure will provide modern toilets and showers, plus a new office for the race secretary. Also going up is a metal horse barn which will increase the stabling capacity.

Horse are being worked out now in advance of the every-Saturday harness schedule. The showers will be of particular value to persons involved in the horse racing activities, Morden pointed out. The other major contract besides the grandstand show is for the midway, which was awarded earlier this winter to the Reithoffer Shows, Dallas, Pa.

DRIVE IS ON

NSA Awards to Spur Membership

NEW YORK—In an effort to stimulate membership, the National Showmen's Association is offering a giveaway of \$300 in U. S. Savings Bonds this year. The plan, brought up by Morris Brown at the Wednesday (25) meeting, involves a free selection for everyone who enrolls a new member.

Top award, to be presented November 1, is \$200, with the next in line being \$100. Bonds have been donated by Brown, Al McKee and Charley Rubenstein.

Further discussion brought out that each new member would earn the sponsor one pick.

Award Prizes Pledged

This activity would in no way conflict with the annual award affair, also held in the clubroom on Open House night. A large number of items was contributed last week to make up awards for this event, totaling \$800 in bonds and considerable merchandise. The list will be made up when all the items are assembled. So far, they include the following:

Al McKee, \$250 bond; Joe McKee, \$200 bond; Sam Weisser and Charley Rubenstein, \$100 bond apiece; Leo Willens, \$100 debenture bond; Sam Peterson, \$50 bond; Morris Brown, Electrolux vacuum cleaner; Max Schaffer, three Emerson radios, two men's wristwatches, one woman's wristwatch, and a half dozen clocks.

A. the dais last week were President Al McKee, Charley Rubenstein, Leo Willens, Dave Brown, attorney Sol Levine, and Dr. Jacob Cohen. A number of members were welcomed, some of whom were visiting after long absences. They were Bob Ruben, Edward Cohen, Joe Boston, Harry Heller, Charles Singolo, John Francis King, Alvin Lefleur, Everett (Gus) Mavnard, Harry Flanagan, Charles Smith, Max Schaffer, Sam Weisser, Max Kassow, Sam Cohen, Isaac Stern, Paul Finkel and Frederick Schork.

Leo Willens leads in the 1959 membership drive, with 45 new names brought in up to meeting time. Second is Angelo Peppe with 17. Newly admitted are Frank Solento, brought in by Al McKee,

(Continued on page 58)

Airport Park Auction Takes In \$32,000

CHARLOTTE, N. C. — More than \$32,000 was realized from the auction Saturday (21) of equipment at Airport Park here, Godley Auction Company reports, more than enough to cover financial obligations.

(Continued on page 58)

Staff Rundown Given For Beatty-Cole Show

PALISADES, N. J.—Show staff on the Clyde Beatty-Cole Bros. Circus this year as follows:

Jerry Collins, president; Frank McClosky, general manager; Walter Kernan, manager; Randolph Calhoun, counsel; Floyd King, general agent; Neil Berk, execu-

tive agent; Frank Orman, legal adjuster; Frank Braden, general press representative; Robert Reynolds, superintendent; William Petty, treasurer; Mrs. Edna Antes, secretary.

Bill English, Sid. Show manager; Walter McClosky, Big Snake exhibit manager; William Hill, Pony Ride manager; George Werner, superintendent of canvas; Robert Watley assistant; Tom Clark, superintendent of props; James O'Dell, superintendent of elephant; County Nicholas, equestrian director and announcer; William Cheen, master mechanic and superintendent of transportation,

Coleen Alpaugh, wardrobe mis-

(Continued on page 58)

RADIO NET FORMED FOR NASCAR RACES

DAYTONA BEACH, Fla.—Races at the new oval built here by the National Association for Stock Car Auto Racing will be broadcast by the International Racing Network. The new organization has Dick Huffman, WNDB, as president and Pat Purcell, NASCAR general manager, as vice-president.

First show was aired by Mutual Broadcasting Company February 22 and on April 4 two 100-mile events will be covered by the network.

(Continued on page 58)

List Staff for '59 Ringling Edition

NEW YORK — Staff for the 1959 edition of Ringling Bros. and Barnum Bailey Circus lines up as follows:

John Ringling North, producer; Art Concello, director; Harold Genders, manager; Margaret Smith, staging; Chet Tolliver, choreography; Pat Valdo, general director; Robert Dover, personnel director; Max Weldy, costumes and floats; Valdo and Weldy, production numbers; Arnold Dobrin, Erte and Jose De Zamora, designers; Rudy Bundy, treasurer.

Izzy Cervone, musical director; Justino Loyal, equestrian director; Tony Velona, lyricist, with music by John Ringling North; Dean McMurray, lighting; George Michel, announcer - vocalist; J. Y. Charles Smith, superintendent of trucks; Harold Miller, superintendent of ring stock.

Charles White, superintendent of props; Benjamin Wilson, wardrobe department, assisted by Fred White, Jean Carson, Ethel Freeman and Vincenta Rodriguez; Andrew Robinson, superintendent of labor department; Raymond Miles, chief electrician; Hugo Schmitt, superintendent of elephants; David Blanchfield, transportation manager; Eddie Keck, paymaster; Eldon Day, timekeeper; Joe Hodgini, secretary; Willis Lawson, superintendent of concessions; Mel Hamlin, concession checker.

Band nucleus consists of Izzy and Jack Cervone, and drummer William Floyd, who are supplemented along the route according to union requirements in the cities played.

BIG TOPS' 'COLD WAR'

Three Circuses in New York Area But Everyone Says All's Friendly

By IRWIN KIRBY

NEW YORK—An air of brotherly and fraternal regard floated over the metropolitan area last week as three circuses opened at one-count them—one and the same time. There were circus fans and veteran observers at the tanbark present in profusion, but nary a sign of a circus war in the old tradition. Times have changed.

Time was when battles between billing crews were commonplace, and when outdoor advertising was never certain of not being covered by opposition paper. But that was before the days of modern advertising methods. Now, even the word "opposition" remains unuttered.

At Madison Square Garden the Ringling management on all levels was expressing the best possible wishes for the tented contingent across the Hudson River, where the Beatty-Cole-Hamid forces are

camped exposed to the elements atop the historic Palisades. Out in West Hempstead, in Nassau County's one-time hinterland, the Wirth Circus snuggled in Island Gardena, secure in the midst of 1,000,000 suburban residents.

Circus Clambake

This was less than a mild warfare, this was a circus clambake. Acts and fans spent the week prior to the opening exchanging visits. Ringling allowed as how it couldn't help matching the \$1,000,000-plus gross of 1958; Palisades Amusement Park, presenting Beatty-Cole, was shooting for half that figure; Wirth and arena operator Whitey Carlson indicated that a \$100,000 take for the nine days would be very satisfying indeed.

All estimated the pie to be a very large one, with slices enough for everyone and no reason in sight why the distribution shouldn't be rewarding to all three circuses.

What competitive aspects existed were on the promotional and publicity level, where Frank Braden of the Beatty staff had a well-planned tent erection go awry due to severe gusts on Sunday (22). Plenty of photographers were on hand and shots of crewmen laboring in vain with the folds of canvas made a couple of dailies, but the coverage was much weaker than a tent-raising would have made possible.

The scheme was intended to pre-date the walk-in of Ringling's elephants, which went off early Monday (23) as usual, with across-the-board newspaper coverage of the arrival. Ringling's press staff is headed here by Bill Fields and includes Ken Mayo, Frank Morrissey, Reggie Denenholz and Joe Shea, with Nancy Dannenberg in the office. Besides Braden, Palisades used its Bert Nevins agency

(Continued on page 58)

Al Sweeney Adds Races

CHICAGO—Al Sweeney's National Speedways, Inc., will kick off its season with three races over the Memorial Day weekend and has added several new dates to its itinerary. Sweeney disclosed here last week. A total of 60 auto race meets are booked for this year, he added.

New are a big car race on the afternoon of September 1 at Sioux Empire Fair, Sioux Falls, S. D., and a night stock car still date at the DePere, Wis., fairgrounds on June 27.

First stand on the schedule is a May 29 evening stock car race at 81 Speedway in Wichita, Kan. The next afternoon Sweeney will have his 10th annual program of stocks at the Mid-America Fairgrounds in Topeka and an afternoon program of big cars at North Central Kansas Fairgrounds, Belleville.

The following week the fifth annual Hawkeye Futurity will be held at the Iowa State Fairgrounds in Des Moines.

Chehalis, Wash., Signs Polack

CHEHALIS, Wash. — Polack Bros Circus has been signed by the Southwest Washington Fair here for afternoon and evening performances August 21 and 22.

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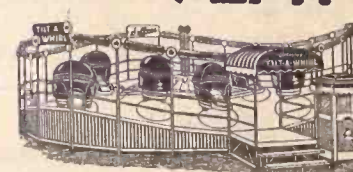
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MANITOBA FAIRS RECEIVE SUBSTANTIAL AID HIKES

BRANDON, Mann.—Increased grants to Manitoba's fairs and agricultural societies were announced in the Legislature by Agriculture Minister Errick Willis.

Class A exhibitions will be eligible for a maximum premium money grant of \$8,000, compared with \$4,000 at present. The Provincial Exhibition and Winter Fair in Brandon and the Red River Exhibition in Winnipeg will qualify.

The provincial share of prize money at Class B fairs such as Portage la Prairie, Carman and Dauphin will be raised from 50 per cent to 65 per cent.

The province will pay up to one-half the cost of permanent buildings, repairs, renovations and improvements to grounds and buildings at Class A and B fairs up to a maximum of \$10,000 after approval by the agriculture minister.

Class C fairs, which paid out between \$1,000 and \$2,000 to exhibitors as premium money in a preceding year, will be given construction grants of \$750. Class C fairs which paid out more than \$2,000 in the preceding year will get \$1,500 in building grants. In both cases involving Class C fairs, ministerial approval will be needed.

Maximum membership grants to agricultural societies will be doubled from \$100 to \$200.

There were nine Class C fairs in Manitoba in 1958 paying more than \$2,000 in prize money. There were 23 Class C fairs paying between \$1,000 and \$2,000 prize money and 34 Class C fairs paying less than \$1,000.

UPDATED

Regina Ex Spends 15G On Mutuels

REGINA, Sask.—Expansion of the pari-mutuel plant to provide back-to-back betting windows has been approved by directors of the Regina Exhibition Association. Estimated cost is \$15,000.

A new lineup of windows will be built so that tickets can be sold on one side and winners paid on the other. Feeling was that patronage had been lost in 1958 thru lack of facilities.

Hard-topping of another roadway will be done at a cost of \$10,000; some \$4,000 will be spent on improving the manager's residence, and wildlife pens at the fairgrounds will be replaced at a cost of \$1,000.

Consideration is being given to dropping the art display, an annual exhibition feature. If so, the art gallery under the grandstand would be devoted to photography exhibits.

Space may also be provided under the grandstand for a historical museum if some organization is willing to take on the project, directors decided.

The Canadian Army will vacate two huts on the grounds by mid-June and the fair board will use them as dormitories for young people attending farm boys' and girls' camps.

Start Portland Coliseum Work

PORTLAND, Ore.—Construction is under way on the \$8 million Exposition-Recreation Center here. Structure is scheduled for a 1960 late fall completion.

The new multi-purpose facility will be located on the banks of the Willamette River within five minutes of downtown hotels. Construction of the center is a keynote in Portland's drive to become a national contender for conventions.

The structure, soon to be officially named by the commission, will be approximately 90 feet high, cover a square block and one-half, and seat between 8,500 in per and seat 8,500 in permanent seating. Total seating will accommodate between 12,000 and 13,000 people.

Unique in its exterior glass wall construction, the arena will feature 96 wood mullions to support more than 1,400 feet of glass walls. A giant curtain-wall will furnish total darkness when necessary. The arena will have a permanent ice floor.

Adjoining the arena will be the Exhibition Hall offering 53,000 square feet of exhibit space and numerous smaller rooms.

The building will be heated by gas and have complete air conditioning. Parking for 2,600 cars will be available on the 24-acre site.

A score of groups and conventions have already set tentative plans for use of the facilities, according to General Manager Don Jewell.

Amateur Rodeo Set for Colorado State Fairgrounds

PUEBLO, Colo.—The Colorado State Fairgrounds here will be the site of a state-wide amateur rodeo June 27-28 sponsored by the Pueblo Saddle Club.

George Williams, president, said the group would put up \$1,500 plus entry fees for prizes. Eder Wilson, Sanford, Colo., has been signed to furnish livestock for bareback and saddle bronk riding, calf roping, steer wrestling and Brahma bull events.

In keeping with the State's "Rush to the Rockies" Centennial program a rodeo queen will be named. All riding and rodeo groups thruout the State have been asked to enter a candidate.

Arena Plebiscite Set

WETASKIWIN, Alta.—A plebiscite on the proposed construction of a \$200,000 arena this year will be held April 2. The arena, 125 by 300 feet, with an ice surface of 170,000 square feet and a seating capacity of 3,500, would be built at the fairgrounds.

Sound-Color Film Set for ESE Publicity

WEST SPRINGFIELD, Ill.—A 15-minute promotion film in sound and color has been prepared for Eastern States Exposition by Bay State Film Company of Springfield. Taken during the 1958 fair, it is available to various groups on two-week advance notice.

The film contains a wide variety of action segments on the grounds. Viewers are taken thru the exhibit buildings, cattle judging arena, into the Coliseum for the entertainment program, and elsewhere.

This fall's fair will utilize an hour earlier (8 a.m.) start for cattle judging, livestock committee chairman Wilfred B. Young reports. The beginning was advanced from 9 a.m. because of the greater number of animals to be judged in each class. Other action of the livestock committee was the addition of two new awards in each class this year: best uddered cow, and best dry cow four years and older.

Alter Format For Capitol Night of Stars

NEW YORK — A four-day program for the Great Frederick (Md.) Fair plus a return to the "Night of Stars" show in Washington, D. C., are announced for the Frank Wirth Booking Association.

Washington's show, scheduled for June 26, was a four-ring circus sponsored by the Masonic orders nearly 15 years ago. It was changed to a revue four years ago by Wirth and continued in that vein for two seasons as a GAC-Hamid production.

Another change this year will see the show called "The Big Ring" which will see 20 high acts on display in the huge circus ring to be built in Griffith Stadium. More than 20 bands will take part plus units from the Shrine and other organizations. Among the features will be the Philadelphia Mummies String Band; the Wallendas, wire act; Sinru Duo, aerial; Celeste, the Star in the Moon; Nelson's Educated Pigs; Wiswell's Funny Ford; Mr. Sensation (Billy Barton); Cloud Swing, and others.

For Frederick the agency will provide a revue for three days starting September 29, and featuring the June Taylor Dancers, and another attraction for Friday, October 2.

Set New Bond Vote At El Dorado, Ark.

EL DORADO, Ark.—The city council has passed an ordinance calling for a special election on a proposed \$105,000 bond issue for completion of Municipal Auditorium.

The vote on the half-mill bond was set for April 22.

Funds which were used to build the \$500,000 auditorium were exhausted before the purchase of seats and stage settings and the completion of street and ground work.

Spokane Sports Show Draws 45,183 People

SPOKANE—Spokane's fifth annual Sports Show in the Coliseum, March 10-15, drew 45,183 persons compared to 35,416 for the 1958 show. Saturday (14) was the biggest day, with 11,461 going thru turnstiles. The Sunday matinee had the biggest house, 5,630 with hundreds turned away.

The Mills Brothers were featured entertainers on the last three days, and Guy Mitchell, recording artist, on the first three. Other attractions were Andy Varipapa, bowling trick shot artist; Tommy Bartlett, emcee of "Welcome Travelers"; ostrich races provided by Gene Holter's Southern California wild animal farm, salt water aquarium, wildlife imitations, displays of game fish, wild animals and butterflies, and a prize hole-in-one golfing contest.

DENVER — The 13th annual Denver Home Show to be held April 19-26 in the Denver University Arena and Field House has sold out all available 200 exhibit spaces, according to B. B. (Bill) Cook, chairman. Andy Sutherland is the show manager.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Morris, John (Smoky)
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T.
Norman, John
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Ward, William
Haddock
Walters, Dallas
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Wilder, Dan
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Williams, Jean Ellen
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Wilson, Big Al
Wilson, George E.
Womack, Doris Irene
Woods, George
Woody, James
Wright, John & Ella
Yerkes, Bob
Yoder, Tex
Young, Albert
(Curley)

Walters, Dallas
Weatherman, Jack
Webster, Charles C.
Wells, Joe (Cotton Candy)
West, Henry
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Gem Sales At New Site

DETROIT—Gem Sales Company, long-time merchandise jobber here, will move to a new location on or about April 1, Dave Berk, owner, announced here last week. The new location, which will have 24,000 square feet of floor space, was made necessary due to expanded business. It will be one of the largest showrooms in the State.

The new address is 2929 Woodward, and adequate free parking will be available for customers, Berk said, and added that a grand opening will be celebrated later in April. The firm was in its old location for 25 years.

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COMING EVENTS

- | | |
|--|--|
| <p>Alabama
Fairhope—Fairhope & Baldwin Co. Centennial, May 2-9. Fairhope Chamber of Commerce.</p> <p>Arkansas
Dea Arc—Prairie Co. Livestock Show, April 17. B. E. Wray.
Little Rock—Ark. State Horse Show (Barton Coliseum), May 13-16. Art Schnipper.
Wainut Ridge—Lawrence Co. Fair, April 2. M. J. Moseley.</p> <p>Arizona
Yuma—Yuma Co. Fair, Inc., April 8-12. Frank M. Deason.</p> <p>California
Clovis—Clovis Rodeo, April 25-26.
Los Angeles—Calif. Intl. Trade Fair (Great Western Exhibit Center), April 1-12. Fred Imhof.
Los Angeles—California Hobby Show (Shrine Expo. Hall), April 10-18. Fred J. Tabery.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 2-12. H. Werner Buck.
Los Angeles—Calif. Intl. Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
Napa—Napa Valley Horse Show, May 3. E. N. Mink.
Oakdale—Oakdale Rodeo, April 11-12. Connie Buckman.
Oakland—Spring Garden and Home Show, April 18-26. John L. Hennessy.
Red Bluff—Red Bluff Rodeo, April 18-19.
San Francisco—Custom Rod and Antique Auto Show (Brooks Hall), April 16-19.
Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.
San Bernardino—National Orange Show, April 23-May 3. G. Walter Glass.
Santa Monica—Garden and Home Show (Civic Aud.), May 6-10.</p> <p>Colorado
Denver—Denver Auto Show, April 6-11, 1959.
Denver—Denver Home Show (University Arena & Field House), April 19-26. B. B. Cook.</p> <p>Florida
Jacksonville—Foreign & Sports Car Show (Duval Co. Armory), April 10-12.
Plant City—Hillsborough Co. Jr. Agril. Fair, April 9-11. D. A. Storms.</p> <p>Illinois
Chicago—National Toy Show (Hotel Morrison), May 17-21.
Peoria—Peoria Home Show (Exposition Gardens), April 8-12.</p> <p>Iowa
Cedar Rapids—Home Show (Fairgrounds), April 12.
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), March 31-April 5. Martin P. Kelly.</p> <p>Louisiana
New Orleans—New Orleans Horse Show, April 25-26.
Shreveport—Holiday in Dixie Festival, April 30-May 3. James Griffith.
Shreveport—Shreveport Rodeo, April 1-8. J. T. Monsour.
Ruston—Diamond Jubilee, May 2-9.</p> <p>Maryland
Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Sears.</p> <p>Michigan
Bay City—Bay City Sports & Boat Show (Armory), April 3-5. Jack Davis, Box 12.
Detroit—Detroit Sportsman's Holiday Show (Fairgrounds), April 4-12. Richard Schehr.
Ecorse—Ecorse Celebration, May 22.
Lansing—Lansing Centennial, May 15-30.</p> <p>Minnesota
Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud.), March 27-April 5. F. W. Kahler.</p> <p>Mississippi
Jackson—State Jr. Round-Up, March 30-April 1.</p> <p>Missouri
Gallatin—Davies Co. Jr. Lamb Show, May 29. George H. Schmitt.
Mountain Grove—Junior Livestock Show, May 8-9. Sherrill DeBusk.
New Madrid—New Madrid Co. 4-H Market Barrow Show, April 4. Bert Robbins.
Joplin—Realtors' Better Home Show (Memorial Hall), March 30-April 4.
Carthage—Celebration, April 6-11.
Joplin—Celebration, March 30-April 4.
Carthage—Carthage Celebration, April 6-11.
Joplin—Joplin Celebration, March 30-April 4.</p> <p>Nebraska
Lincoln—Centennial, May 2-9.</p> | <p>New York
New York—Intl. Automobile Show (Coliseum), April 4-12.
Westbury—Fashions and Living Show (Roosevelt Raceway) April 18-26.
Westbury—World Cars '59 (Roosevelt Raceway), May 8-16.</p> <p>North Carolina
Raleigh—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Reynolds Coliseum), March 30-April 4. H. F. Van Horn.</p> <p>Ohio
Cincinnati—Cincinnati Home Show (Gardens), April 11-19. Robert G. Sand.
Dayton—Sport, Boat and Outdoor Living Show (Fairgrounds Coliseum), April 2-5. Ward Colopy, 133 Warren St.</p> <p>Oklahoma
Tulsa—Tulsa Horse Show, May 26-30.
Pryor—Celebration, April 13-18.</p> <p>Oregon
Gresham—Multnomah Co. Spring Garden Show (Fairgrounds), April 15-19. Duane Hennessy.</p> <p>Pennsylvania
Easton—Firemen's Celebration, July 6-11.
Emmaus—Firemen's Celebration, June 1-6.
McAdoo—VFW Memorial Celebration, May 20-26.
Moscow—Firemen's Celebration, June 8-18.
Mountainville—Firemen's Celebration, July 13-18.
Newfoundland—Firemen's Celebration, June 27-July 4.
Olyphant—Firemen's Celebration, June 15-20.</p> <p>Rhode Island
Providence—United Jewelry Show (Sheraton Biltmore Hotel) May 2-10.</p> <p>South Dakota
Sioux Falls—Sport, Travel and Hobby Show (Coliseum and Annex), April 17-19. Fred Bang.</p> <p>Tennessee
Erwin—Unicol Co. Ham Show, April 8-10. Wayne Scott.
Humboldt—West Tenn. Strawberry Festival, May 7-9. Mrs. Paul Ross.
Johnson City—Tri-City Sports Show (Big Burley Tobacco Warehouse), April 14-18. W. Claude Fox.
Humboldt—Strawberry Festival, May 4-9.</p> <p>Texas
Baird—Baird Rodeo, April 30-May 2.
Beaumont—Charity Horse Show, April 29-June 2.
Corpus Christi—Buccaneer Days Celebration, May 1-10. Bob Finkle.
Dallas—Southwest Sports Boat & Vacation Show (Fair Park), April 11-19. Martin P. Kelly.
Dayton—Dayton FFA Livestock Fair & Rodeo, April 30-May 2. A. W. Rigby.
El Paso—El Paso Flower Show, April 18-19.
El Paso—El Paso Home Show, May 6-10. Home Builders' Assn.
Fort Worth—Fort Worth Home Show (Will Rogers Exhibit Hall), April 6-12.
Fort Worth—Pioneer Days Celebration, April 30-May 2.
San Antonio—Battle of Flowers, April 20-25.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 6-12. Irving Wayne.
Fort Worth—Pioneer Days Celebration & Rodeo, April 30-May 2. H. P. Hoover, 404 W. Central.</p> <p>Virginia
Emporia—Emporia Industrial Fair April 4-10.
Richmond—Junior Premium Stock Show & Sale (Fairgrounds), April 13-14.
Richmond—Virginia Kennel Club Dog Show (Arena), April 11.
Suffolk—Negro Jubilee (Negro Fairgrounds), April 6-11.
Winchester—Shenandoah Apple Blossom Festival, April 30-May 1.</p> <p>Washington
Auburn—Northwest Jr. Livestock Show, April 16-18. John Eby.
Enumclaw—Enumclaw Jr. Dairy Show, May 15. Martin J. Teeter.
Spokane—Spokane Jr. Livestock Show, May 5-8. P. R. Gladhart.
Tappanish—Central Wash. Jr. Livestock Show, April 27-29. Mrs. Bill Davison.</p> <p>Wisconsin
Green Bay—Northern Wis. Sports Show (Veterans' Arena), April 15-19.
Madison—Wisconsin Sports & Home Show (Fairgrounds), April 8-12. Ben Bergoy Enterprises, 1528 Morrison St.</p> |
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ARENAS & AUDITORIUMS

Icer Counts on Publicity As Pay for Moscow Mission

By TOM PARKINSON

FROM "HOLIDAY ON ICE" on the eve of its opening in Moscow, comes comment and background about the engagement. The show was opening at Lenin Sports Palace Sunday (29), and in four weeks it goes to Leningrad.

The engagement is unlike those of the Russian dance units coming here and the New York Philharmonic going to Russia. In those cases, the attractions are connected with the President's Special International Cultural-Exchange Program being administered by the American National Theater and Academy. Normally, financial aid is provided under that plan.

The only element of "exchange" comes in that Sol Hurok, who brings in most Russian attractions seen here, gave Chalfen two engagements—Milwaukee and Minneapolis—of a Russian ballet company.

"Holiday" has approval of the State Department but since "Holiday" already plays Europe, its going on to Russia is not counted as a far-off place and the aid is not forthcoming, according to the show. It is an augmented version of the European "Holiday" company that moved from Copenhagen to Moscow.

A PRELIMINARY REPORT said that the Moscow showing was sold out in advance. But nevertheless, the show asserts that owner Morris Chalfen is sure of losing about \$50,000.

There is more there than a good-will gesture, he acknowledges. The extra publicity thruout the world will more than make up the loss, in Chalfen's view. And to help insure this, he has retained Broadway press agents Bill Doll and Sam Friedman to augment the publicity campaign of "Holiday's" own John Finley. Incidentally, Finley starts letters now with "If you happen to be in Moscow, Russia, between March 29 and April 25..."

Those who are in Moscow then will have an opportunity to see Dick Buttons headline "Holiday," with Arnold Shocka, Bobby Blake, Buddy LaLonde, Jack Raffloer, Jerry Mapes, Guy Longpre, Don Watson, Kenneth Rogers, Joan Hyldoft, Alice Quessy, Jean Sakovich, Kay Mapes, Robby LaLonde and Helen Smith, most of whom are well known to American viewers of "Holiday" productions.

SHODA WILL RETURN in July to headline "Holiday on Ice" of 1960—and one can bet there will be plenty of that \$50,000 publicity Chalfen is counting on.

World Tennis Troupe Tours East, South

JACKSONVILLE, Fla. — Fast moving team of World Tennis, Inc., is due in here today (30) as it works along its 60-city tour that began in late February.

Participants include Pancho Gonzales, Ashley Cooper, Lew Hoad, Mal Anderson and Jack Kramer.

At Uline Arena, Washington, March 5-6, attendance was about 5,000. A \$12.50 package deal was offered, and it included admission and a pre-game dinner at the Statler-Hilton, plus bus transportation to and from the arena. This was sponsored by Washington Area Tennis Patrons Foundation.

Earlier, at Boston Garden the tennis players appeared in a double bill with the Boston Celtics and Harlem Globetrotters, basketball teams. Flying from Boston to Cincinnati, the net group was detoured by bad weather and lost their Cincinnati engagement.

Future routing takes them to Augusta (31), Atlanta (1), Charlotte (2), College Park (4-5), Rochester (6) and Ithaca (7).

Play this year is on a round robin basis, with players dividing up to \$1,500 nightly. In addition

Resume Brandon Arena Alterations

BRANDON, Man.—The alterations program at Wheat City Arena was resumed after a two-week halt when the federal Department of Agriculture said it would pay half the cost. The project had been stopped because the city was unable to obtain any definite assurance that government grant would be forthcoming.

A major part of the \$10,000 job is the widening of exits. Arena crowds have been limited to 3,800 pending completion of the work.

the players are cut for 60 per cent of the gross after tour expenses and nightly guarantees are taken out.

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Carnival Routes

Big State: Kingsville, Tex., 30-April 5; Bryan 6-11.
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Capell Bros.: Ajo, Ariz., 30-April 5; Cila Bend 6-12.
Crafts: (Fair) Yuma, Ariz., April 8-12.
Deggeller Am. Co.: Pensacola, Fla.
Dickson United: Parkersburg, W. Va., 30-April 11.
Hottle, Buff, No. 2: Baton Rouge, La., 28-April 5.
Leeright Midway: Las Vegas, Nev., April 3-13; St. George, Utah, 15-19.
Midway of Mirth: Hoxie, Ark., Apr. 4-11.
Moore's Modern: Ozona, Tex.; East Midland 6-12.
Page Combined: Fort Rucker, Ala.; Columbus, Ga., 6-11.
Pan American: Lafayette, La.; New Iberia 6-11.
Parada: Joplin, Mo.
Penn Premier: Emporia, Va., April 4-11.
Peppers All States: Warrington, Fla.
Tinsley, Johnny T: (Depot Lot) Easley, S. C., Apr. 6-11.
Uncle Joe's Am. Co.: Merkel, Tex.; Menard 6-11.
Wonderland Expo.: Big Wells, Tex., 30-April 5; Carrizo Springs 6-12.

Ice Shows

Holiday on Ice of 1959: Miami Beach, Fla., 30-April 5; Tampa 6-12; New Orleans, La., 14-19.
Ice Capades, 18th Edition: Evansville, Ind., 30-April 5; Wichita, Kan., 6-12; Kansas City, Mo., 13-18.
Ice Capades, 19th Edition: Milwaukee, Wis., 30-31; Omaha, Neb., April 1-8; Chicago, Ill., 9-19.
Shipstads & Johnson's Ice Follies of 1959: Buffalo, N. Y., 31-April 5; Minneapolis, Minn., 8-26.

Miscellaneous

McLean's, Buck, Six-Gun Law Show: Hollywood, Fla., 30-April 5.
Matchstick City: Wilmington, N. C., 30-April 5.

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Circus Routes

Clyde Beatty-Cole Bros.: Palisades, N. J., 27-May 10.
Davenport, Orrin: Columbus, O., 30-April 4; Hibbing, Minn., 17-19.
Hagen Bros.: Gulfport, Miss., 30; Ocean Springs 31; Moss Point April 1; Chickasaw, Ala., 2; Warrington, Fla., 3; Crestview 4.
Hamid-Morton: Baltimore, Md., 30-April 4; Harrisburg, Pa., 6-11; Pittsburgh 13-18.
Polack Bros.: Indianapolis, Ind., April 2-5; Canton, O., 7-8; Erie, Pa., 9-11; Akron, O., 14-18; Oklahoma City, Okla., 22-25.
Ringling Bros. and Barnum & Bailey: New York 30-May 12.

Legitimate Shows

Bells Are Ringing, The: (National) Washington, D. C., 30-April 4.
Dark at the Top of the Stairs: (American) St. Louis, Mo., 30-April 4.
Destry Rides Again: (Shubert) Boston, Mass., 31-April 18.
Girls in 509, The: (Civic) Chicago, Ill., 30-April 4.
Katakai: (Walnut) Philadelphia, Pa., 30-April 4.
Les Ballet African: (Her Majesty's) Montreal, Que., 30-April 4.
Lo Back in Anger: (Biltmore) Los Angeles, Calif., 31-April 18.
Music Man, The: (Shubert) Chicago, Ill., indefinite run.
My Fair Lady: (Music Hall) Cleveland, O., 30-April 11; (Memorial Aud.) Columbus 13-18.
Triple Play: (Colonial) Boston, Mass., 30-April 11.
Two for the Seesaw: (Michael Todd) Chicago, Ill., 30-April 11.
Warm Peninsula: (Erlanger) Chicago, Ill., 30-April 4.

Staff Rundown

Continued from page 53
tress; Eddie Dullum, press agent with show; Ernie Buroh, radio and television; Karl Knudson, 24-hour man; Kilowat Kilpatrick, superintendent of lights; Ray Aguilar, bandmaster; James Kelly, timekeeper; Frank Hunter, forage agent; Tim Nolan, purchasing agent; Joe Hart, laundry department; F. Olster, sanitation department; William Webster, manager of concessions; Frank Doran, superintendent of inside tickets; Paul Fisher, manager of midway diner; Joe Stebin, police officer; F. Blue, cookhouse.
Advance staff: Arthur E. Bitters, manager advertising car No. 1 and contracting press agent; John Fulghum, manager advertising car No. 2; Pascal Guiliano, Herbert M. Knight; Allen Tobell, J. R. Fremont, R. E. Parker, John Orneallas, Lee Tanguay, Art Schacher, Robert Ward and Eddie Elkins, promotional managers.

Airport Park

Continued from page 53
The menagerie animals brought \$5,950 from Pat Hall of Charlotte and Alex Shuford of Hickory, N. C., a mill owner, who did not announce their intention in the purchase. Included were an elephant, black bear, two llamas, lion, chimpanzee, 15 monkeys, mandril, bobcats, wildcats, foxes and assorted birds.
Other equipment brought \$26,500. Ten rides went to Whitener Company of Hickory, which then sold off an Octopus to a New York buyer. An office trailer, tractor-trailer combination and food stands were also disposed of.
Godley said the turnout was exceptionally good, with interested parties from the Carolinas, Florida, Tennessee and Texas, the last being represented by Austin (Tex.) Amusement Company.

THE FINAL CURTAIN

HOLT-Ralph, 65, known in circus circles as Casey, of a heart attack in Fort Lauderdale, Fla., March 15. A wealthy patron of circus business, he owned the Holt Hosiery Mills, Burlington, N. C., and spent long periods visiting shows to distribute boxes of hosiery to female performers and workers. Burial in Burlington March 18.

TAYLOR-Forest T., 57, vice-president and director of the Virginia Horse Show Association, March 18 at his home in Staunton, Va. Surviving are his widow and a son.

WISHERD-Capt. D. Walter, 85, former traffic manager for Coney Island, Cincinnati, and Streckfus Steamers, Inc., of St. Louis, March 25 in Christ Hospital, Cincinnati. He built the steamer Island Queen in the 1920's, the Island craft that exploded and burned in September, 1947, in Pittsburgh. He began his career as a river man in 1895 and put in five years with the Neave Gibbs Marine Insurance Company as a surveyor before retiring in 1950. Survived by his widow, Alice, and a brother H. Edgar. Services March 28 at Bamber Funeral Home, Cincinnati.

In Loving Memory

Of my beloved friend—
and wife.
Gone but not forgotten in
our hearts.

ELSIE MURPHY BROWN

Who passed away
April 1, 1951.

**W. S. Brown
& Miss Billie Reed**

KERNER-Lacey, 69, veteran amusement park associate, March 21 in Flint, Mich., following a long illness. (Details in Parks section).

LAFFERTY-Frank, veteran billposter who was with Ringling, Hagenbeck and other circuses, at Philadelphia Sunday (March 15). He was active in the billposters' local 4 there. No immediate survivors are known. Burial at Philadelphia.

LeGERE-Joseph Francis, 74, former contortionist and aerialist with the Yankee Robinson Circus, among many other shows, March 16 in York County Hospital, Rock Hill, S. C. He was born in France in 1884 and came to the United States when four years old. During his career he also performed in seven foreign countries. Survived by his widow and a daughter, Mrs. Norman Parks.

MOYER-Roy, 69, illusion show operator, March 21. Born in Fremont, Ia., he had been a member of the Pacific Coast Showmen's Association since 1935. Survived by his widow. Services March 24 in Newhall, Calif., followed by burial in Mission Cemetery, San Fernando.

O'KELLEY-Joh. C., 49, concessionaire, March 13 in Los Angeles. A native of Cull-desac, Idaho, he was a member of the board of governors of the Pacific Coast Showmen's Association. He leaves two brothers, Ed and Howard. Burial in Showmen's Rest, Los Angeles.

SANDT-Conrad, 81, for 20 years a horse trailer with Ringling Bros.' Circus before taking up residence in Battle Creek, Mich., in 1914, March 18 at his home in that city. Survived by a sister, brother, step-daughter and stepson.

BIRTHS

LOGAN-
A son, Walter Bacon, to Fred and Ora (Eagleman) Logan March 11 in Watonga, Okla. Parents are with the Kelly-Miller Circus, the father elephant superintendent and the mother a performer.

DIVORCES

LONG-
Mrs. Billie Long, of the World of Mirth Shows and known professionally as Mrs. Billie Reed, March 13 in Raleigh, N. C., from John D. Long.

Circus Cold War

Continued from page 53

and column specialist Seth Babbitt. Mike Lee Jr. handled the chores for Island Garden, which recorded a hefty advance sale increase on the strength of heavier advertising this year.

Battle of Previews
Another maneuver was the scheduling by Ringling of a dress rehearsal on Thursday night (26), coinciding with an announced formal preview the same night by Palisades. Ringling by this time had fielded its 1959 edition in several arenas, and a cursory run-thru was shrugged off in favor of a publicity device aimed at taking the edge off the New Jersey operation's debut.

Beatty-Cole is using the O. Henry top, 130 with three 50's, used at the park last year and stored there until now. It will tour this season. The show also has a new Side Show top, 60 with two 30-foot middle sections, a new menagerie top, 70 with three 30's, and 10 new pieces of rolling stock. Six 1957 trucks have been disposed of. The tent went up without mishap Monday and units made the 1,100-mile haul from DeLand, Fla., in fine shape. There were two blowouts but no mechanical problems. Departure was preceded by seven straight days of rain.

While the weather turned springlike, the tent show will be double - sidewalled and blower heated as in 1958.

Advertising was long, loud and costly by Beatty-Cole and Ringling, but relations were friendly and promised to stay that way. Nobody ruined anybody else's paper. Nobody was going to knock the other guy's block off. No show was going to run the other into the ground. It was live and let live.

Ringling's Art Concello, never at a loss for words had his feet on his desk and his hands clasped behind his head as the openings of three different circuses came about. "Competition?" he asked. "What competition? I hope they get rich. I hope we all get rich." Peace, it was wonderful.

Drive Is On

Continued from page 53

Phil Perrotta and Joseph DiSalvo, sponsored by Angelo Longo, and the following 14 by Willens: Elmo Marino, Jerome Wiley, David Katz, Cornelius Defalco, Morris Root, Jack J. Marcus, Leo Morgillo, Leo A. Weisskopf, Larry Galante, Stanley Nankoff, Samuel Holzman, I. Edelman, Louis Lobell, and Peter Weissman.

GIVE TO DAMON RUNYON CANCER FUND

NAAPPB Safety Group Sets Preliminary Meet

NEWARK, N. J.—Preliminary meeting of some National Association of Amusement Parks, Pools & Beaches safety committee members will be conducted here Tuesday (31) with representatives of the Associated Indemnity Company. This session precedes a scheduled meeting of the full committee.

Plans are to discuss now the park association's safety program and to learn details of the insurance company's outlook on the subject.

Robert Plarr, chairman of the NAAPPB safety committee; Julian Norton, chairman of the insurance committee; Abram Baker, safety committee member; John Bowman, NAAPPB executive secretary; William Muar, NAAPPB president; Harry Meyer, Associated vice-president; Aulton Mullendore, Associated safety engineer, and Ray Ellis,

of the National Safety Council, will meet.

Bowman said that the Essex House meeting will be followed later by the formal meeting of the committee at which the details of a full safety program are to be worked out. Additional members of the committee include William B. Schmidt, Laurence Canfield, Robert Freed and Jimmy Thompson.

Bowman said that he and some of the others at the preliminary safety meeting will go from there to Boston for the meeting of the New England Parks Association. They will attend the April 1 board meeting and the April 2 association meeting there, and Bowman expects to confer there also with Ed Carroll, NAAPPB hospital insurance committee chairman, and Larry Stone, NAAPPB program chairman and vice-president.

Rocks' Opens 31st Season Under Geists

NEW YORK — Thirty-first season for Rockaways' Playland under Geist ownership is underway, with 1 p.m. openings on Saturdays and Sundays. Sunday operations continued thru the winter with satisfactory results. It was the eighth winter season.

The traditional series of beauty pageants and children's contests has been charted for the season. Walter Kaner Associates continues to handle park public relations.

Additional patronage is expected to result from the Transit Authority's "Rockaway Special" subway service. The authority is working in conjunction with the Convention and Visitors' Bureau to insert the ride as part of the "New York Is a Summer Festival" promotional activity.

NEW MANAGER

Paint, More Rides For Willow Grove

WILLOW GROVE, Pa. — A \$1,000,000 improvement program is in the works for Willow Grove Park, the new owners report. The plans came to light last week with the announcement of C. B. Hurd's appointment as park general manager.

Hurd was retained by the new park operators, the Hankin brothers and Ben Shankin, as successor to Joseph Helprin, who has retired.

Chief elements in the scheme are a complete paint job for the park, addition of five more rides, and presentation of name talent during the season in the Casino. Hurd said four rides have been received, the Autopia and Turnpike gas-powered auto rides from Streif-thau Manufacturing Company, Montpelier, O., and an Octopus and Roll-o-Plane acquired thru Max Gruberg, Long Beach, N. Y.

The Octopus is being converted thru addition of animal-type ride bodies. Also getting a facelifting

is the Laff-in-the-Dark ride, which is being outfitted with a new set of devices and renamed the Choulish Eye.

The new rides will go on the area cleared by the razing of the venerable band shell and pavilion recently. Visitors this year should be faced with a new looking Willow Grove Park, which will aid the exploitation work of publicist Jerry Katz. Hurd said negotiations are being conducted with several talent agencies about the use of acts this year.

Hurd also manages three of the Hankins' motel operations, the George Washington Motor Lodge in King of Prussia and the Howard Johnson Motor Lodges in Willow Grove and Horsham, Pa. Prior to joining the Hankins last year he had spent 15 years in personnel and hotel-motel management.

ROLLER RUMBLINGS

Arson Suspected

In Fla. Skating Fire . . . PENSACOLA, Fla.—A skating rink here, owned by Victor Wosniak, was destroyed by fire March 21.

Police are checking the possibility of arson. Don Kervin told officers he was waiting at a nearby drive-in for his sister to quit work when he saw a car drive to the rear of the rink. A few moments later, he said, the car sped off and he saw flames almost immediately.

Wosniak told deputy State Fire Marshal B. F. Williamson that he had excited three youths for causing a disturbance Thursday night. Wosniak said the youths vowed they would get even. Williamson said the three youths were being held for questioning.

Registrations Up

For AOW Championships . . . ELIZABETH, N. J.—Registrations indicate that the 19th annual

championships of the America on Wheels chain, to be held March 30-April 3 at Twin City Arena here, will be the biggest in the chain's history. One reason for the greater number of entrants this year is that two new classes—tiny tots and sub-novice—have been added in the racing division. Contests will be culminated with a dinner-dance for contestants in Military Park Hotel, Newark, N. J., the night of April 3.

Lowell Skaters Stage Charity Presentations

LOWELL, Mass.—On February 24 skaters of Hi-Hat Roll-A-Way here presented "Rollerama of 1959" for the benefit of the Heart Fund, a check for \$1,500 going to the medical director of the local Heart Clinics. A check for \$300 was also sent to the March of Dimes. A repeat show was staged at the rink March 19, the \$725 proceeds going to the Easter Seal Fund for crippled children. Next project is a May 11 show for the Diabetic Society.

Fashion Show on Skates Set for Philly Imperial

PHILADELPHIA — Something new on roller skates, a fashion show, will be staged for the first time here at Imperial Skating Rink. Goldie Watson, producer of fashion shows and a dress designer, will stage the Imperial show on May 10, proceeds going to a local charity. Models will exhibit the latest styles while on skates. Following the show, there will be a skating party for all guests.

Durr's Destroyed Macon Skating Rink to Be Replaced

MACON, Ga.—A. H. Durr has made known plans to replace the skating rink on Log Cabin Drive which was recently destroyed by fire. Durr has filed a request with the Macon-Bibb County Planning and Zoning Commission to replace the 70 by 150-foot structure. The petition will be reviewed by the commission at its next meeting.

Groton's Melody Offers Easter Seal Benefit

GROTON, Conn.—Upwards of 150 participated in "Melody on Wheels of '59" skating show staged by the Melody Figure and Dance Club at the Melody Skating Rink on three evenings recently, at \$1 admission, all proceeds going to the Easter Seal campaign.

Lacey Kerner Dies After Long Illness

FLINT, Mich.—Funeral services were held here Sunday (22) for Louis L. (Lacey) Kerner, 69, longtime amusement park associate, who died March 21 following a long illness.

He was a member of the Kerner family that built and operated the former Eastwood Park, Detroit, and for many years was a partner with Hank Shelby in operating concessions at Flint Park. Kerner was a promoter of walkathons in the early 1930's and the past 10 years operated the Sports Bar in Flint.

Survivors include his widow, Lucille; a daughter, Judith; a son, Michael, and one brother, Robert. Two other brothers, Max and Nat, preceded him in death.

Kerner was a member of the Michigan Showmen's Association and a former member of the Showmen's League of America. Burial was in Detroit.

Butte Park Opens May 30

BUTTE, Mont.—Columbia Gardens will open here May 30 with three rides and seven concessions, according to Ted Beech, manager.

Rides and concession stands have been painted during the winter months. Free buses for children will be run during the summer months.

LOCATIONS AVAILABLE

LONG BEACH, CALIF., NU-PIKE

Have limited number of openings for legitimate Games and other Concessions. Excellent locations.

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Long Beach Amusement Co.
201 West Pike, Long Beach, 2, Calif.
Telephone: HEMlock 2-7404

WANT

Moon Ride or Tiltawhirl. Purchase or concessionaire with this or similar ride. Big picnic business booked this summer.

SAN JUAN RESORT
Russell's Point, Ohio

Ocean View Opens March 28

NORFOLK—Ocean View Park here will launch its 1959 season Saturday (28). A new Tubs-O-Fun ride, two new skill games and remodelling of the snake exhibit and miniature golf course are features for 1959. Three new major rides and a new ballroom were added last year following a fire in February, 1958.

The opening Easter weekend will have fireworks on Saturday (28), a fashion parade on Sunday and the traditional Easter egg hunt on Monday. On each Saturday beginning April 4, television vent personality, Bob, and his dummy, Chauncey, will appear on the outdoor stage. On each Sunday, April 12 thru June 7, Garland Abbott and his hillbilly band will play for an hour. Daily free circus acts will be presented on alternating Saturday nights. Admission to the park is free.

Johnson Opens Playland Park

SAN ANTONIO—Jimmy Johnson opened his Playland Park Thursday (12) for the season with 40 attractions, including five new features, Hi-De-Diddle, Little Miss Muffet, Ghost Train, the Plate Ran Away With the Spoon and Jack and the Beanstalk.

Johnson gave away 25 ride coupon books (12-14) as part of the opening ceremonies. Playland has 11 major rides, six kiddie rides, 21 games of skill, a snack bar and a popcorn stand.

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FAIRS, PARKS, AUD-ARENAS, RACE TRACKS, DANCES, POOLS
End Pass-Out Problems with **BLAK-RAY**
Inks and Invisible Fluorescent Inks.
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• Eccentric wheels under ponies provide realism.
• Loads on 18-ft. truck.
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RIDES WANTED
MERRY-GO-ROUND, FERRIS WHEEL and OTHER MAJOR RIDES
For Spaceland Amusement Park located on Long Island. Excellent opportunity. Percentage only.
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RIDES FOR SALE
Ferris Wheel, 2-Abreast Merry-Go-Round, Giant Chairoplane, Loop-O-Plane, complete set of Kiddie Rides including Miniature Train. All Rides in good condition. Cheap for cash.
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MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO.
583 10th Ave., New York 36, N. Y.
3-4 Million Players — 140 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures!

FOR SALE
No. 146 Wurlitzer Band Organ, single tracker, completely overhauled and tuned, \$1,500; Kiddie Ferris Wheel (mounted on trailer), \$1,000; Manley Electric Popcorn Machine (double popper), \$400; 12 hole Ice Cream Cabinet, \$150; 1937 Chev. tractor (27,000 actual miles), 2 speed axle, and 30-ft. Wilson trailer, \$1,000. Miller Roller Coaster, six stainless steel chrome cars, high park model, size 125-ft by 40-ft. Only one of this size ever built. New last summer, \$17,500. 14 Junior Tractors, \$150 each. Can furnish portable pen and tandem trailer, \$250. Long Range Shooting Gallery mounted on tandem trailer, six Rem. automatics, loading tubes, new plastic top. Cost over 4,000, perfect condition, \$1,750.
DON McELHINNEY—CE MAR AMUSEMENT PARK
BOX 207, MARION, IOWA

RINK-COTE
The surfacer with traction to preserve new roller skating floors and add life to old floors.
Immediate delivery from
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Write for names of distributors in your area

SKATING RINK TENTS
42 x 102 IN STOCK
53 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
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100 Central Ave. Alton, Ill.

MAKE REAL MONEY WITH Porto-Bilt
TENT COVERED RINKS
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W. T. SHACKELFORD
Box 475, Smyrna, Ga. Phone: HE 8-8970
Phone 8-2182, Marietta, Ga.

WANTED AT ONCE
One more Manager for portable Skating Rink who can take charge and operate same. Furnish reference. Opening soon.
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LACY MYERS
Harlan, Kentucky. Phone 749.
Myers Bros. Rink, Box 834, Harlan, Ky.

Dayton Date Up For Davenport; Allen Bitten

DAYTON, O.—Soaring business made the 10-day stand of the Orrin Davenport Circus here at the 5,000-seat Montgomery County Fairgrounds Coliseum ending Saturday (21) another in the string of highly successful dates played by indoor shows this winter. The local Shrine club said that crowds were the biggest in 17 years.

Charles Allen suffered a bear bite on his forefinger at the final Saturday matinee. It required a hospital trip, but he didn't lose a performance.

The long run started slow March 12 with only 1,400 at the matinee, but immediately picked up steam that night and near-capacity crowds were also registered Friday (13) and Saturday (14) with three shows. There were no shows on Sunday (15).

Monday (16) thru Saturday (21) brought good, steady business, highlighted by two straws Friday (20). Three shows were given to big crowds again on final Saturday (21). Final count was 78,000 in 20 performances, an average of over 75 per cent attendance at each showing.

HOCKEY LOSS GIVES R-B 4 ADDED SHOWS

NEW YORK — One of the most intense short-notice publicity barrages of the Ringling circus came on the heels of this city being eliminated from the National Hockey League playoffs. Show advertising had eliminated the dates of April 7-8 and 14-15 in the event the Rangers held onto fourth place in the standings, which they did not. Reams of notices went out to newspaper city desks and sports departments, and into paid advertising. The four added days — eight performances — can swell the Madison Square Garden circus gross by over \$200,000.

Advance Up For Wirth's L. I. Circus

WEST HEMPSTEAD, N. Y. — First of three consecutive Wirth circus dates was assured of success this week, with the advance sale for Island Garden being doubled by last Wednesday. Seating capacity was enlarged to 7,500 by arena owner Arnold (Whitey) Carlson for a show which is running for the second consecutive year without auspices. Gross of more than \$100,000 was anticipated for the nine days beginning Saturday (28).

The show here will hold virtually intact for the Shrine Circuses in Hartford, Conn., week of April 20, and Springfield, Mass., April 30 thru May 3, Frank Wirth commented. Sales were boosted thru use of outdoor advertising (mostly window cards), hiked newspaper space, and disposal of 300,000 school tickets thru the Bohack supermarket chain. Bohack's advertising emphasized the circus.

Opening night show was bought by the Knights of Pythias of Long Island. The investment this year reflected a big advance over 1958's. Roster included Celeste, the Star in the Moon; Howard Suesz' baby elephants; Wallenda Troupe, high wire; Joe and Sally Novelle and their Poodle Symphony; Howard's Pot-Pourri, camels, llamas, zebra; St. Leon Troupe (9), teeterboard; Five Gobs, acrobatic; Seitz and Mendez, high wire; Therons (9) bike act; Mr. swing; Prince El Kigordo's wild animal group; Barbara Autry, rope tricks; Bobby Nelson's Educated Pigs.

Jerry Bangs is producing clown, plus Alvie (Kokomo) Maddoz, the Dewsburys, Sonny Riley, Elmer Lindquist, Hal Haviland, and E. T. Allen. Paul Kay is equestrian director, Mickey Sullivan has the band, and Roland Cote is superintendent of properties.

Dobritch Opens Shrine Annual At Cincinnati

CINCINNATI — The Shrine Circus at Cincinnati Gardens here got under way Monday (30), with a strong advance sale reported and a production by Al Dobritch in his first effort here.

Last-minute addition to the performance was the Flying Malkos, who came on from the Hamid-Morton show. Program run-down has:

The Rockets, Joannides, Landon Midgets and the Rivas; Baudy's Greyhounds; the Six Frielanis and the Prince Quartet; Roland Tiebor Jr.'s seals; clowns; Hubert Castle; aerial ballet with Greta Frisk; clowns; Roberts' Leopard, and clowns.

Rose Gold Trio; a Thousand Oaks lion act worked by Dick Walker; Hildalys; Flying Malkos; clowns; elephants, with five from Hunt and five from Mills; the Great Richardi, illusionist; Marquis Chimps; and a five-sway pole finale with Bruno and the Nerveless Nocks.

Preston Lambert is announcer and Scampy Dobritch is equestrian director. Clowns include Happy Kellems; Vernon Colbert, producing; Loretta LaPearl, Joe Coyle, Leo Francis, Gardner Newton, Landon Midgets, Alfred Landon, Sunny Jim Snell and Dan Kerr.

Nashville Set By Tom Packs For May 27-30

ST. LOUIS — Tom Packs Circus will play its annual stand at Nashville for the Shrine May 27-30. The engagement usually is the first of the season for the Packs show and generally has been tied in to a route of other early stands.

This time, however, the show will play Nashville in advance of its other dates and lay off after the Nashville run. Jack Leontini, of the Packs organization, said that the date is being played apart from other Packs dates this time because of conflicts in dates that the Sulphur Dell ballpark was available.

PAUL C. LOUSE

Contact us immediately
We forgive You

MARGARET

4-PHONEMEN-4

Men Only, who can Sell Tickets. Want Money. Must be sober and reliable. 8 weeks work, more to follow. No collects. Contact

ART GRAY

Wilmington, Dela. Ph. OLYMPIA 4-0742.

TELEPHONE MEN

Who get money. Collections daily, money ready. Duke of Paducah Show auspices. Optimist in Knoxville, Grotto in Chattanooga. Phones in, ready to start. Jack Hines, contact SI right away. Loyd Hackler, Chas. O'Brien, Marty Allen, 306 Cherokee Bldg., Knoxville, Tenn. Phone: 44051; 906 1/2 Market St., Chattanooga. Phone: AMherst 79818.

2-PHONEMEN-2

Who can keep it up. UPC's and Advertising. Year-round work, no layoffs. Do you have good manners? If so call

HUNGRY BILL

2-4842 or 2-5903, Lafayette, Ind., between 9 A.M. and 5 P.M. No collects.

KYES LEADS POLACK BAND

CHICAGO — Henry Kyes is now the band leader for Polack Bros. Circus. The former musical director, Bee Carsey, closed here after the final Chicago performance Sunday (22) after 18 years with the Polack organization.

Kyes recently had played many of the Harold Bros. dates. Prior to 1958, he had been band leader for the Polack Bros. Circus Eastern show since 1949.

Wally Newberry, organist, and Sammy Steffans, drummer with the Polack show, will remain.

BIG BUSINESS

Hamid-Morton Inks Wichita Police Repeat

WICHITA, Kan. — Hamid-Morton Circus has signed the Wichita Police date for 1960. Ben C. Truex, general manager of the Wichita circus for its 17 years, signed a new three-year contract with George A. Hamid at the conclusion of the 1959 run.

A total of 15 performances were given March 9-15 to 55,000 patrons. A steady barrage of near capacity, capacity and overflow crowds filled the Wichita Forum. Only three matinees and a novel 10:15 p.m. Friday show didn't fill the nearly 4,000 seats. The substantial gain was credited partly to the co-operation of newspapers and radio stations.

The 1960 dates are set for March 7-13.

King Staying At Sarasota; To Skip Macon

MACON, Ga. — King Bros. Circus will not rehearse and organize here as planned earlier, due to lack of space. Numerous racing horses are quartered in the existing horse barns at Central City Park here thru the month of April.

Instead, the show will remain in Sarasota until a week before opening and then move to Hawkinsville, Ga., for final preparations prior to the April 27 debut.

Benny Cristiani, manager, announced that the new King big top will be leased for a brewery dedication and a safety circus in Tampa within the next few days.

2-PHONEMEN-2

Top commission—wonderful deal; boys making big money. Bob Burns and Don Smith, call in. Ask for

DOC HALLET

MEIrose 2-0229 or MEIrose 2-0346 Indianapolis, Ind. No drunks—no collects.

PHONEMEN

For Hospital Deal. Tickets and Banners, starting March 31. Phone: Riverside 3-9672 between 9 & 5 p.m. No collect calls.

JACK SHENCK

389 Park Avenue Youngtown, Ohio

Hubert Castle To Play Texas For Food Chain

ABILENE, Texas — Hubert Castle will head up Castle's Spectacular Circus to play a string of stores in the M System Chain in Texas. The same chain sponsored a 1958 show.

Set-up calls for the stores to give tickets to customers for each \$35 worth of groceries. Show uses local ballparks.

Typical will be the May 14 stand at Abilene's Fair Park Stadium. Partial run-down includes Merle Evans, band; Hubert Castle, wire; Sensational Kays, high wire; Great Seabright, sway pole; Allen's Bears; Cathalas Duo, perch; and Norbu, gorilla parody. Last year the Abilene date drew about 22,000 people.

PROMOTERS and PHONEMEN

We offer a career opportunity to sincere men who wish to join a progressive up to date organization.

TOM PARKER'S INTERNATIONAL ICE REVIEW

20 E. Jackson Blvd., Chicago, Ill. Phone HARRISON 7-4550

10-PHONEMEN-10

Police and Jr. Chamber of Commerce Book and tickets. Pay daily. Opening this week. Phone at once. One of the best deals in town.

Phone: Newport News, Va., CHestnut 4-5132 or CHestnut 4-4081 days; LYric 6-9625 nights.

P.S.: Can use A-1 Manager with crew. No collects.

1958 SEASON ROUTE BOOK 100 PAGES IN COLORS, \$1.50 (POSTPAID)

ALG KELLY AND MILLER
ART MILLER, WALNUT RIDGE, ARK.

HUNT BROS.' CIRCUS

Wants Contracting Agent, must produce. Want Clowns, Concession Help and other useful people, drivers preferred. Write

Winter quarters, Burlington, N. J. Call Hyacinth 9-9825

WANTED

Elephant Man and Wife Team, and Managerie Help and any other useful men for circus dates.

BUCKEYE CIRCUS CORP. TONY DIANO, Agent Canton, Ohio

PHONEMEN

2 for Pensacola Grotto; 5 for Savannah K. of C. Both just starting; 1 for Mobile Elks. All feature Vaughan Monroe Show. You must be high-type and dependable or you are wasting your time and mine. BOB MARION, Pensacola, Fla. Phone HE 2-9411; Savannah, Ga. DeSoto Hotel, or K. of C.; Mobile, Ala. Phone HE 2-8997. No collects. Sid Harris, Duke Callahan (without Sam), call Savannah. Porky, write me.

PHONEMEN

To go into business for themselves. Most Ohio cities and sales records available to men with car, for selling ads four weeks in Veterans' 14th Yearbook. Qualified men would then be given protected territory on township police or two other Veterans' publications. These are all established and legitimate, at top commission. JIM VOELKL, P. O. Box 5802, Columbus 21, Ohio. HU 8-3025 (no collects).

GIVE TO DAMON RUNYON CANCER FUND



\$2,000 REWARD
For information leading to the location of
GILBERT MCCOY COOK
GIL McCOY
BIG JIM JACKSON
FENTON W. MARSHALL
Last working in either Illinois or Wisconsin — B of R. T. Call.
SUMMIT FIDELITY & SURETY CO.
3-5310 Anderson, Ind.
JEfferson 5-6187, Akron, Ohio.

4 PHONEMEN
For Clyde Beatty-Cole Bros.' Circus. UPC's and banners. Top producers needed. Eight months' steady work, pay daily. No lishes.
BOB WARD
Harrison 2-4942
226 W. Genesee St. Syracuse, N. Y.

PHONEMEN At Once!
Can place THREE TOP MEN for strong OFFICIAL UNION BOOK covering nine (counties) parishes. Only sober, reliable men need apply.
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EXpress 4856 New Orleans, La. No Collects.

6-PHONEMEN-6 FOR LOUISVILLE, KY.
Phones in, town carded. UPC's, Banners and Book. Pay daily. Excellent sponsor. Must sell clean. No drunks, no collects.
Phone: EMerson 6-5153, 9 HII 5.

FOR SALE
8 White Mules, 5 to 8 years old, complete with harness and wagon — \$2,500.00



DIAMOND "O" RANCH, INC.—TONY DIANO, Agent
Canton, Ohio

PNE TO TRACKLESS TRAIN FOR THE FOOT-WEARY

VANCOUVER, B. C.—The Pacific National Exhibition is doing something about its tenderfoot visitors.

This year they'll be able to tour the entire 174 acres of the grounds on a trackless train that will reach from one end of the plant to the other.

The trains have proved successful at several large amusement parks and fairgrounds in Canada and the U. S., including the Canadian National Exhibition and Disneyland.

The trackless trains here will stop at any point along the road to permit passengers to get off. Main depot will be near the Forum.

Trains will have the mechanical faculty of following in their own footsteps. When the engine makes a turn, the trailing carriages will not cut corners to follow. They will continue on to the point where the engine made its turn before duplicating the maneuver. This is considered an important safety factor in dense crowds.

Another addition to the plant this year will be new sod in Empire Stadium. The reurfing operation, to get under way June 15, will put the stadium out of action for six weeks. Merion blue grass will be planted.

Wis. State Tells Terms On Ford Deal

Show May Include Mollie Bee, 16 June Taylor Dancers, Ork

MILWAUKEE — Financial arrangements under which Tennessee Ernie Ford will appear at Wisconsin State Fair here this year will be similar to those made with Roy Rogers last year, Willard (Bill) Masterson, fair manager, disclosed. Ford will receive the first \$20,000; the fair the second \$20,000. Ford will then get 70 per cent of the take over that and the fair 30 per cent. Last year the Rogers troupe, in a similar arrangement, took \$125,000 of the \$210,000 grossed by the night grandstand during the entire run. Ford will be in for five nights and two afternoons.

Masterson said that the TV entertainer will head up a two-hour show that might include Mollie Bee, June Taylor Dancers (16), an orchestra and additional acts.

The Atterbury-Hornbeck helicopter high act has been signed for 17 performances during the fair, and all evening shows will end with a fireworks display.

Motocycle and harness racing has been dropped from this year's program.

WAPPING, Conn. — Robert Burrill has been elected president of the Wapping Fair here. Also named were Walter Foster and Harry Lindgren, vice-presidents; Levi Dewey, treasurer; Gladys Allen, financial secretary; Lorraine Johnson, recording secretary, and Hannah Williams, corresponding secretary.

EDMONTON EX ADOPTS AIR FLIGHT THEME

EDMONTON, Alta. — This year's Edmonton Exhibition will have a powered flight theme. Souvenir programs will be sold, and an airplane, complete with lessons, will be awarded.

A thrill act to be presented before each evening's grandstand show will have two aerialists performing on rigging suspended from a balloon billed as the same one used in the film "Around the World in 80 Days."

Calgary Plans New Title For Horse Show

CALGARY—The Calgary Exhibition and Stampede, Ltd., wishes to name its October 26-31 event the Royal Western Horse Show and Rodeo. Queen Elizabeth has been asked to be patron of the horse show. General Manager Maurice E. Harnett expects consent for both requests.

The horse show was moved back and combined with rodeo features after incurring a loss in Stampede Corral last June. The late date was made to avoid conflicting with rodeos in Boston, New York and San Francisco.

Illinois State Offers 774G

SPRINGFIELD, Ill. — State officials last week announced cash awards for the 1959 Illinois State Fair will total \$774,306.

The State Fair premium fund adds up to \$189,122 and the remaining prize money comes from fees and special awards by racing and breeder associations.

An appropriation of \$141,539 was granted by the General Assembly for Land of Lincoln awards for purebred or registered livestock. The eligible animals must be Illinois bred, born, owned, exhibited and maintained within the State by residents of Illinois. Fair dates are August 14-23.

Kingman, Ariz., Changes Dates

KINGMAN, Ariz. — Mohave County Fair dates have been changed to September 10-13 from September 5-7. The switch was due to conditions beyond the control of the local fair board, according to Glenn D. Webb, commissioner.

The SJ&M Fiesta Shows has signed to furnish the rides and concessions for the run.

Moose Jaw Names Full Time Secy.

MOOSE JAW, Sask.—Mrs. D. Bjornson has been named full-time secretary of the Moose Jaw Exhibition. The appointment followed the resignation of Mrs. Verna Hyland, who had served 16 years as part-time secretary-treasurer.

HURON, S. D., NAMES NEW MANAGER

Sidney Larson Picked; Map 105G For Improvements

HURON, S. D.—South Dakota State Fair has named Sidney Larson, lumberyard operator and member of the Legislature, as manager, succeeding Kenneth Balgeman. Balgeman, who was manager since 1952, resigned several months ago to enter private business.

Larson recently concluded a second term in the Legislature and has served for several years as 13-county district recreation supervisor under the State WPA program.

In the realignment of department superintendents, Wayne Meyer was named for the grandstand; William Gordon, concessions, and Bill Plummer was re-appointed head of the publicity department.

The board has also okayed plans for \$105,000 in plant improvements. The program will be financed from \$125,000 allotted by the Legislature from race track revenue. Plans for this year include an addition to the 4-H dormitory, \$80,000; remodel 4-H swine barn, \$5,000; hard-surfacing of streets, \$4,000, and resealing of other streets, \$5,000. All work is scheduled for completion by the September 7-12 fair.

Brandon Ex Gets Okay on Improvements

BRANDON, Man.—Agreement has been reached between the Provincial Exhibition, the Manitoba Power Commission and the Manitoba Telephone System for an immediate start on work to replace outdated equipment at Exhibition Park.

The cost to the exhibition for installation of secondary power lines is estimated at \$8,000. The work represents the first step in the over-all renovation program. Primary power lines and telephone lines will be installed at no cost to the exhibition.

Meanwhile, the fair's manager, P. A. McPhail, said directors are hopeful the provincial government will increase its annual grant. He added that talks with the premier and agriculture minister left fair directors with the impression the government will consent to changes in the present grant structure.

McPhail said the original grant was based on the government paying \$4,500, roughly half the amount the fair paid out in prize money. Prizes last year cost the exhibition \$25,000. He suggested the new structures be based on a straight 50 per cent payment of prize money.

The board has formed a permanent grievance committee which will deal with complaints about fair operations. Members of the two-man committee are J. L. Valens and Wilfred McGregor.

The fair directors have also asked city council to set a date for a public meeting to discuss exhibition operations. Council has decided that the meeting will be held at the call of Mayor James Creighton.

100 YEARS AGO

Report Describes 1859 Ohio State

COLUMBUS, O. — Ted W. Brown, secretary of state, last week revealed that he had unearthed a statistical report that described the 1859 Ohio State Fair and other early Ohio State fairs in detail. The event, held in Zanesville that year, is a far cry from the present annual event.

There were a total of 2,829 entries, gate receipts were \$9,500 and expenditures \$10,350.

Other records show that the 1858 fair, held in Sandusky, had gate receipts of \$11,000 and expenses of \$16,450.13. In 1857 it was in Cincinnati, took in \$16,894.75 but didn't make the nut of \$17,007.39. The year previous, 1856, Cleveland was the site and the gate grossed \$16,649.20, this time topping expenses of \$13,528.34.

The 1860 fair was held in Dayton on a 37-acre tract that overlooked the city, and many new buildings were constructed for the event. Lumber used in putting up the halls, fences, stalls and seats consumed over 550,000 feet at a cost of \$10,000, he pointed out. That fair drew 50,000 people, "ex-

clusive of press, clergy, railroad men, etc." Receipts were \$17,495 and premiums totaled \$8,000.

FOR NEW HALL

\$2,500,000 Edmonton Ex Loan Okayed

EDMONTON, Alta. — City council has approved a loan of up to \$2,500,000 that the Edmonton Exhibition seeks from a bank.

Recently it was found that the city of Edmonton could not legally guarantee loans to the exhibition association, altho it had been doing so since 1910. When the band heard of this, it could not grant a loan and an emergency meeting of the exhibition board was held. Members agreed to seek an amendment to the City Act from the Legislature, but no action will be taken until next year. It was then learned the bank might grant the loan if council approved it.

The largest expenditure planned by the exhibition association is \$2,400,000 for a multi-purpose building which will provide exhibit space during the summer fair and during the winter will be used for hockey, curling, bowling and other sports events. Improvements plans also include new stables and race track expansion, which will require about \$1,100,000.

The loan is expected to be paid back in 10 years, according to Al Anderson, the exhibition's general manager.

Dallas Posts 9G for Fems

DALLAS—A total of \$9,674.50 is offered in 749 classifications and three special contests in the women's premium list for the 1959 State Fair of Texas.

The book lists classifications in nine divisions, with \$8,493.50 in premiums: Needlework and sewing, \$3,061; antiques, \$962; designer-craftsmen, \$960; art, \$902.50; miscellaneous arts, \$771; hobby collections, \$638; foods, \$500; hand-painted china, \$441, and holiday corner, \$258.

An additional \$1,181 will be offered in awards with \$236 in the women's hat day contest, \$495 in the clothing contest and \$450 in the photographic contest.

KBD Enterprises Inks Berwyn, Alta.

BERWYN, Alta.—KBD Enterprises, Calgary, will provide the grandstand show at the North Peace Stampede Association's two-day rodeo, scheduled for August 7-8.

Chuckwagon races will be featured if there are at least six entries. A rodeo queen contest is planned.

Owego, N. Y., Books Stand Attractions

OWEGO, N. Y. — Attraction line-up for the Tioga County Fair has been completed and is announced by Charles B. Este. This will be the event's 100th annual edition, and efforts are being made to exploit the centenary aspect.

Fair dates are July 19-25, opening on a Sunday with two performances by the Jack Kochman thrill show. Al Martin will provide other grandstand attractions starting on Monday, on which day a Dairy Queen will be crowned, and night harness racing will begin.

On the midway the Reithoffer Shows will be featured. Closing Saturday (25) will feature Buddy Wagner's thrill show, following the evening parade which climaxes Firemen's Day. Other days are Kids' Day on Tuesday, and Grange Day on Wednesday, which will also feature a chicken barbecue and fireworks.

Night riding will be offered on Monday, Tuesday, Thursday and Friday of fair week.

South Bend, Ind., Picks New Site

SOUTH BEND, Ind.—The St. Joseph County 4-H Fair will be held at a new site, a 40-acre tract at the southwest corner of Jackson and Ironwood roads in Centre Township, August 4-8, according to Rene A. Vandewalle, president.

The fair is moving from Playland Park, where it had been held since 1945. The Playland exhibition building has been razed to make way for a department store.

The board of directors has let contracts for two exhibit buildings, a 40 by 200-foot structure at \$7,480 and one by 300 feet at \$16,648, to be constructed on the new site in time for this year's fair.

There will be no admission charge this year. Funds will come from commercial exhibits and donations. Gooding Amusement Company will supply rides.

GOLDEN HORSE RANCH THRILL SHOW
World's Greatest Western Show.
Cowboys • Cowgirls • Clowns.
14 Acts—All Palomino Horses.
JONNY RIVERS
Box 848, Road 84, Ft. Lauderdale, Fla.
Phone: Ludlow 1-0808

Buck Hums With Pre-Opening Work

Paratrooper Ride Added; Staff and Concessions Lined Up for April 23

TROY, N. Y.—Concession and ride people have been trickling into the O. C. Buck Shows winter quarters, adding to the stepped-up activity in preparation for the April 23 opening. House trailers are populating the Houlihan lot at Menands in increasing numbers.

Buck expects delivery on a new Paratrooper ride on Wednesday (15), and will add another ride as yet unannounced. This will allow the show to field 20 office-owned rides on still dates, he added.

Mr. and Mrs. J. J. (Mac) McCall aiding Buck in construction of new platforms, fronts and other units. Bill Beldock, ride superintendent, pulled in from his Tampa home in early March with part of his equipment and a crew of workers, to put finishing touches on the rides.

Show staff this year consists of O. C. Buck, owner and manager; James L. Quinn, general agent; Mrs. Elizabeth Murphy, secretary; Roy F. Peugh, publicity and advance; William Beldock, ride superintendent; J. J. McCall, lot man; Chet Batchelor, mechanic; Thomas Brady, electrician, and Harold L. Burrows, billposter.

Much of the winter work has involved lighting effects, which had been a feature last year in the running-light treatment of the marquee front. A new Illusion Show front has been built on a large semi.

Buck will play his usual New York State and New England territory for still dates, plus several Hudson-Champlain celebrations, before the fair season.

Among those with it this year are Bernie Therit of Horseheads, N. Y., with the restaurant and grab stand again; Charlie Wright, Mr.

Garden State Opens May 20; Details Tour

PHILIPSBURG, N. J.—Garden State Shows will open its season May 20 at the annual Memorial Week Celebration, McAdoo, Pa., under VFW auspices.

Manager R. H. Miner Jr. has been contracting with members of the Northeastern Firemen's Federation and has inked Emmaus, Pa., June 1-6; Moscow, Pa., June 8-13; Olyphant, Pa., June 15-20; Easton, Pa., June 22-27; Newfoundland, Pa., June 27-July 4; Easton, Pa., July 6-11 and Mountaintown, Pa., July 13-18.

Mr. and Mrs. Quentin Anderson will return with their popcorn and apples and Roland Marshall has his equipment at quarters here preparing for the tour.

All personnel will report to quarters April 1 when full-time activity begins. M. Douglas will handle the Merry-Go-Round and The Billboard again.

Chanos Contracts

GREENVILLE, O.—The Jimmy Chanos Shows have been awarded the contract for the Greensburg (In.) Centennial to be held June 15-20 on the streets around the courthouse, according to Jimmy Chanos, owner-manager.

and Mrs. Larry Marcassio, Mr. and Mrs. Joseph Marchiano with children Joe and Ruby, Mr. and Mrs. Sid Goodwalt, Charlie Zucker, Mr. and Mrs. Lou Clark, Danny Mann, Daniels, Corley, Mr. and Mrs. A. Ozack, Mr. and Mrs. William Carpenter, Mr. and Mrs. Frank Vogt, Mr. and Mrs. Morga, Mickey McBride, Mrs. Sally Beldock, and Curley Cowart.

Harold (Fathead) Williams will again have the Minstrel Revue, Bill Beldock, a grind show, Mr. and Mrs. Harold Wetherbee, the Girl Revue, Posing Show and a grind show; Doc Tombs, the Side Show, and McNish, Motordrome. The Illusion Show and others are still in negotiation.

ENLISTS FAIRS

Minn. Assn. Pushes Electric Code Bill

MINNEAPOLIS—The Outdoor Portable Amusement Association, which is seeking a new electric code in Minnesota for outdoor traveling shows, has sought aid from fairs in the State thru the Minnesota Federation of County Fairs.

In a letter to Minnesota county fair boards, the Amusement Association calls attention to a bill, which has been introduced in the State Legislature, which would revise the set-up so far as carnivals and circuses and similar shows are concerned. The bill, labeled House File 1329, is expected to be reported out of committee in the near future. In the Senate it is listed as Senate File No. 1098.

Provisions of the measure would authorize the governor to name a three-member board to formulate an electrical code applicable to carnivals and circuses. At the present time, they are covered by the National Electrical Code, which according to the association, was formulated for permanent buildings.

It is proposed that the governor name as members of the new board one representative from the State Electrical Board, one from the Board of Underwriters and one from the outdoor amusement industry.

Uniform Fees

Further, the association wants outdoor shows to be exempted from the national code and a code formulated that would be more applicable to the portable type of operation. It also asks that one inspection be made per year and specific charges be set up.

Proposed in the measure is an annual inspection charge of \$50 on carnivals carrying up to 10 rides; \$75 for those with 10 to 15 rides and \$100 for shows with 15 or more rides. On independent rides and concessions, an annual \$2 fee fee is sought.

In its letter to the fairs, the association points out that unless relief is given to the carnivals, they might not be able to open on time at many fairs in the future.

According to William T. Collins, owner of the shows bearing his name, who is chairman of the legislation committee of the association, the bill is intended to provide a code which would provide safety

GAREY PLUGS GOODING, WOM ON PAAR TV-ER

LOS ANGELES—Gooding Amusement Company received a plug from Peter Garey when he appeared on the Jack Paar TV show here Friday (20) and World of Mirth Shows also rated a mention. This was Garey's second network appearance within a week, having played a principal role on the Perry Mason show the preceding Saturday.

Detroit Club Skeds Party

DETROIT — The Michigan Showmen's Association and the Ladies' Auxiliary will hold a joint meeting April 13, their final one of the year. A party and entertainment features will follow.

to outdoor amusement patrons and at the same time be practical in its application from the standpoint of operators.

Additional letters have been sent to members of the Legislature, State electrical inspection departments, rural electrification authorities and municipal inspection departments.

CRAFTS EXPO BOW DELAYED BY FAIR

Phoenix Cancellation Delays Opener Two Weeks; Springs April 8

NORTH HOLLYWOOD, Calif.—Cancellation of Maricopa County Fair, Phoenix, has delayed the opener of Crafts Exposition Shows by two weeks. The fair, originally scheduled for March 25-29, was cancelled recently.

As a result, the show will spring at Yuma County Fair, Yuma, Ariz., on April 8 and all activities here in winter quarters are being directed towards that goal.

Under the supervision of Orville

Phoenix Club Holds Final Winter Meet

PHOENIX, Ariz.—The Arizona Showmen's Association held its final meeting Monday (23) with Ann Hortsmann presiding and 25 members present. The clubrooms will reopen the last week in October. One member will remain in Phoenix during the summer to take care of mail sent to the club.

Harry Fitten, manager of the Billings, Mont., fair, and Mrs. Fitten visited the clubrooms while on vacation. Mrs. Fitten had been confined, but is improving at present.

C. E. Woodcock is a new member. Turk Abraham, Tampa, was a visitor. Lunch was served by members.

THOMAS ENTERS CANADA JUNE 22

Adds Scrambler, New Light Plant; Contracts Back End, Concessions

LENNOX, S. D. — Art B. Thomas Shows will enter Canada on June 22 to play the Canadian B circuit of fairs after its regular run of early still dates, Bernard Thomas, general manager, announced. Still dates begin May 2 at Fremont, Neb.

After winding up the Canadian loop, the show will move to Rapid City, S.D. for the Black Hills Exposition to be followed by stands at the Colorado State Fair, Pueblo; North Central Kansas Free Fair, Belleville; South Dakota State Fair, Huron; Clay County Fair, Spencer, Ia.; Corn Palace, Mitchell, S. D. and wind up the season in October at the National Dairy Cattle Congress, Waterloo, Ia. Show will be the first organized midway to play the latter event.

In preparation for the May opening, Thomas recently took delivery on a new Scrambler from the Eli Bridge Company and a new 200-kilowatt Caterpillar light plant from the John Fabick Company. This will give the midway a total of 400 kilowatts. Four new semis and four new tractors were also purchased.

Staff, in addition to Thomas, includes Ray Cammack, lot superintendent; Bob Platt, secretary; George Gallo, advance and publicity, and Marvin Curtis, electrician.

Al Williamson is framing a new cookhouse and grab and will also have fiddlesticks. Bill Stacy will have the bingo, Wilbur Farrell, the

Derby, and others on the front end will include George Lane, Lester Kroger, Roy Flynn, Ray Bona, Mrs. Pat White and J. C. Trela.

Back end will have Ray Cammack with the Dodgem; Bill Boyd, Spinaroo and Hot Rods; Roland Porter and George Hamilton, Mitzl revue; Tio Zucchini, Funhouse, managed by Gustino Loyal, who will also have penguins and a piranha fish show; S. H. Dudley, Minstrels; Bill Morton, Side Show; Paul Metcalf, Caterpillar; Wilbur Potts, Dark Ride, and Bert Adams, snakes.

Mdse. Assn. Names Dawson New President

NEW YORK — Tom Dawson, Acme Premium Company, St. Louis, was elected president of the National Wholesale Distributors' Association at its recent meeting here.

Fred Silber, Fred Silber Company, Ferndale, Mich., was named first vice-president; Al Shapiro, M. Shapiro Company, Philadelphia, second vice-president; Bill Carsky, Casey Concession Company, Chicago, secretary, and Wayne Brownlee, Tipp Novelty Company, Tipp City, O., executive secretary.

Attending the meeting were Mike Brody, M. K. Brody Co., Chicago; William E. Long, Superior Novelty, Baltimore; Harold Eisenhart, I. Robbins Sons, Pittsburgh; Ned Torti, Wisconsin DeLuxe Co., Milwaukee; Morty Hertz, Gladys Supply Co., Allentown, Pa.; Hi Yesser, Joe End Co., Harrisburg, Pa.; Bert Horwitz and Nat Gellman, Gellman Bros., Minneapolis.

R. Mazur, State Wholesale Merchandise Co., Cleveland; Pat Doyle, McDade & Co., Chicago; Buzz Greenberg and Henry Shalott, John Robbins Co., Pittsburgh; (Continued on page 63)

Low Hamilton To Manage Best Chi Side Show

NEW YORK — Lew Hamilton will manage the Dick Best Side Show at Riverview Park, Chicago, this season, Best reported this week here, where he is providing the basement Side Show for Ringling Bros. and Barnum & Bailey Circus. Hamilton is assistant manager in New York, and Walter Paul is inside lecturer.

Side Show Acts are Johann Peterson, Viking Giant; Priscilla, monkey girl; Vernon Allan, fat boy; Prince Arthur, dancing midget; Estelline Pike, sword swallower; Sadie Anderson, spotted girl; Percy Paper, human skeleton; Bob Reynolds, magic; A. Rapp, tattooed girl; Jose De Leon, armless wonder.

The acts here are basically the same as will travel with the Royal American Shows this season.

Galaxy of Color

The color scheme this year will accent sharper contrasts, and Newman recently completed the Pretzel. The front alone is adorned in a galaxy of colors after a three-week paint job. Vincent Kuro-patwa has run rampant with his brush on the Scrambler. The ride's center pole is painted in six colors and the cars are painted so that there are three sets of four cars done the same. Each car has eight colors, striping totals 62 feet and each car represents a day's work.

Roger Warren is building three new floss trailers in addition to overhauling the old vehicle. Steamed weenies will be an addition.

Following the opener at Yuma, the show plays Blythe, San Bernardino and Barstow, all in California; Las Vegas, and then back (Continued on page 63)

WANTED

**For 10 Weeks Shopping Center Dates
13 Catholic Church Events**

RIDES—Merry-Go-Round, Ferris Wheel, Octopus, Roll-O-Plane. Book or lease.
CONCESSIONS—Any type good Concession, work on 2090. All open. Write or wire immediately. Opening date, April 19, 7 days.

CLARK AMUSEMENTS

2720 Parsons Ave. Columbus 7, Ohio

THOMAS JOYLAND SHOWS

RIDE HELP: Want Ride Men for Wheel, Tilt-A-Whirl, Octopus, Roll-O-Plane, Merry-Go-Round. Foreman for Caterpillar.

AGENTS: Wanted for P.C., Hanky Panks and Six Cats.

CONCESSIONS: Place Concessions of all kinds, especially want Scales and Age and Basket Ball. Winter quarters now open. Contact:

L. I. THOMAS, MGR., Circleville, Ohio

GEORGIA AMUSEMENT CO.

LAST CALL LAST CALL

Open April 16—Big 10-Day Spring Festival.

OPENING APRIL 16 IN TOCCOA, GA.

Will book Stock Concessions of all kind. Sell Ex on Custard, Scale and Age, Glass Pitch, Bear Pitch, Ridemen—Have opening for Second Men on Wheel, Jenny, Octopus, Round-Up, Chairplane and Scrambler. I pay Second Men that drive more than other Southern shows pay their Foremen.

NO FLATS NO GATE

H. H. SCOTT

Rt. 4, Toccoa, Georgia Phone: Tucker 6-5748

GRAND AMERICAN SHOWS

Opening May 8 thru 16, Ottumwa, Iowa; Newton, Muscatine, Keokuk to follow. Celebrations thru June, July, Fairs thru August and September.
WANT—Grind Shows, Photo, Shooting Gallery, Age & Scales, Pitches, Hanky Panks.
WANT RIDE HELP—Foreman for Merry-Go-Round and Kiddle Rides. Little Dipper Coaster; Second Help on all Rides, must drive trucks. Top wages to dependable men.

L. O. WEAVER

Fairbank, Iowa, Now, Queen City, Mo., after April 16.

JAN AMUSEMENTS

Opening on or about April 8, New York City

WILL BOOK HANKY PANKS OF ALL KINDS.

Call: Jimmy Davenport, Circle 7-6771 bet. 1-4 p.m.

Will Book Major Rides of All Kinds for 20 weeks of city work.
Call Gedney 4-5182.

Agents Wanted For All Types of Concessions.

SOUTHLAND AMUSEMENTS

WANT WANT WANT WANT WANT

For the Hillsborough County Jr. Agriculture Fair at Plant City, Fla., Wednesday, April 8, to Saturday, April 11. One of the South's biggest Jr. Fairs.

CONCESSIONS—Will give X on Cook House. Can use a few more Hanky Panks such as Basket Ball, Short Range Gallery, etc.

WANT—Two clean Family-Type Shows. All replies to

E. J. (ED) GORDON

P. O. Box 8068 Tampa 4, Fla.

SKERBECK SHOWS

OPENING MAY 12, ESCANABA, MICHIGAN.

Can place the following: **CONCESSIONS**—Non-conflicting Hanky Panks, open for Derby, Hi-Striker, Short Range, French Fries, Salt Water Taffy, etc. **SHOWS**—Five or Ten-in-One, Motordrome, Glass House, Snake, Monkey, Walk-Thru, etc. Will book for month of August for A-1 Fairs, flashy Girl Show. Must have good front, at least three girls and good management. Ginger Raye, contact. Will book one high Ride such as Roll-O-Plane, Rock-O-Plane, Double Loop, Round-Up or Spitfire. Rocky, with Hot Rods, contact. All contact:

EUGENE W. SKERBECK, DORCHESTER, WIS.
After April 20 contact Box 216, Escanaba, Mich.

Colbert's Amusements

Want Foremen for Merry-Go-Round, Ferris Wheel, Rolloplane; also 2 Men to repair and erect joints. Must drive semis. Will book Hanky Panks.
218 Main Street, Boylston, Mass.

DRAGO AMUSEMENTS—NO. 2

(Opening First Monday in May)
Want Bingo, Ballgames, Basketball, Fish Pond, Coke Bottle, Balloon Dart, Jewelry, Glass Pitch, Bear Pitch, Mug Joint, Short Range, any Hanky Panks working for stock. Will book any family show for small per cent. No Mitt Camps.
All replies:

CHET PIERCE

1711 E. Markland Ave., Kokomo, Ind.
P.S.: Brownie, wrote you and letter returned. Please contact.
Will buy for cash—Flying Scooter, Short-Arm Octopus or Rock-o-Plane.

**FOR SALE
MOTORDROME**

With or without trucks;
lot of equipment.

FRANK ALLEN

1619 Cole, Birmingham, Mich.
Phone: Midwest 4-0216

GIVE TO DAMON RUNYON CANCER FUND

**MIDWAY OF
MIRTH SHOWS**

Want for opening date—April 4 thru 11—2 Saturdays—Hoxie, Ark.

Want Slum Stores, Grab, Basket Ball, Ball Games of all kinds. Place Shows with own outfits. Poplar Bluff and Paragould follow; then the big one—Centennial, Jonesboro, Ark., May 4 thru 9. Address:

3111 E. Nettleton, Jonesboro, Ark.
(Phone: Webster 2-8274)

**SAN BERNARDINO
44TH NATIONAL ORANGE SHOW
CALIFORNIA'S FIRST BIG FAIR
APRIL 23rd to MAY 3rd, INCLUSIVE
NEW ALL PAVED MIDWAY**

Uptown Location—30,000 Attendance
NOW BOOKING SHOWS AND CONCESSIONS

ROY SHEPHERD WANTS Ride Superintendent, Kiddleland Foreman, Electrician, Truck and Ride Mechanics, Tilt, Wheel and Octopus Foremen, Ticket Sellers, Semi Drivers. Also useful Carnival Help in all departments. Norman Newman, please write Mr. Crafts.

CRAFTS WANTS experienced Ride Man for Operator and Manager of new Allan Herschell "MAD MOUSE" Rides. Top salary to capable Man.
Reliable Workers only need apply.

WRITE, WIRE OR PHONE **CRAFTS 20 BIG SHOWS, INC.**

7283 Bellaire Ave., North Hollywood, California

PHONE: POplar 5-0909 or POplar 5-0320

JAMES H. DREW WORLD FAIR SHOWS, Inc.

Opens April 10, Gainesville, Ga., Spring Festival. With choice spring route to follow and fairs sold from June 15 until late November.

20 Fairs—Big 4th of July Celebration—20 Fairs

Tri-State Fair, Middlesboro, Ky.
Harlan County Fair, Harlan, Ky.
4th of July Celebration, Paintsville, Ky.
Pike County Fair, Petersburg, Ind.
Edgar County Fair, Paris, Ill.
Porter County Fair, Valparaiso, Ind.
Great Wabash Valley Fair, Terre Haute, Ind.
Wilson County Fair, Lebanon, Tenn.
Washington County Fair, Johnson City, Tenn.
Blount County Fair, Maryville, Tenn.

Bartow County Fair, Cartersville, Ga.
West Ga. Fair, Carrollton, Ga.
Agricultural Fair, Winder, Ga.
Walton County Fair, Monroe, Ga.
Newton County Fair, Covington, Ga.
Emanuel County Fair, Swainsboro, Ga.
Flint River Fair, Bainbridge, Ga.
Moore County Fair, Quitman, Ga.
Tri-County Fair, Fitzgerald, Ga.
Oconee Fair, Dublin, Ga.

Two-State Fair, Fitzgerald, Ga.

WANTED—Legitimate Merchandise and Outright Sale Concessions of all kinds. Good opening for Long and Short Range. Novelties, Arcade, Jewelry and all Stock Concessions.

NOTE: If you have anything worthwhile, this is a wonderful opportunity with America's Finest Carnival on long and proven route of top-notch fairs North & South. No drunks or riff-raff tolerated here at any time. Time is short, all wire or phone.

JAMES H. DREW WORLD FAIR SHOWS, INC., Augusta, Ga. Phone: REgent 33-190.



Want for Valdosta, Ga., downtown location, April 10 to April 18. Two big Kid Days, also Air Force Payday, April 15. Followed by East Point, Ga., Curtis Candy Lot, 10 days, two big Kid Days.

CONCESSIONS: Age and Scales, Long and Short Range, Bear and Glass Pitches, Prize Every Time Concessions of all kinds.
HERMAN LIST wants Agents for Ball Game, Balloon Darts and Hanky Panks. **V. L. COLLIER** wants Agents for 6 Cat, Buckets, Bowling Alley and Percentage.

RIDE HELP: Can use Foremen for Kid Rides, also Second Men that drive.

FOR SALE: 32-Ft. LITTLE BEAUTY ALLAN HERSCHELL, 20 aluminum horses, fluorescent lights, like new, \$8,500.00. Can be seen up, must be seen to be appreciated. **OFFICE TRUCK**, complete, 1953 C.M.C. truck. This is a nice little office, custom-built body, 18 feet, by FRUEHAUF.

SHOWS: Snake, Monkey, Fat, Mechanical or any Grind Show with own equipment. Two Girl Shows with or without equipment; must obey orders.

ALL REPLIES: J. L. KEEF, BOX 201, PHONE: CHerry 2-9913 (no collect), VALDOSTA, GA.

P.S.: Want to Buy for Cash—Good FUNHOUSE.

**AMUSEMENT (IN HEART OF VIRGINIA) PARK
WANTS WANTS WANTS**

RIDES: We will give exclusives on any adult or Kiddie Rides. Also Pony Ride.

CONCESSIONS: Give Ex on good Bingo. Also all kinds of Hanky Panks, Glass and Bear Pitches. **NO FLATS.** Can use a good Arcade, also Foot Longs, Floss, Candy Apples, Ice Cream, Popcorn, Drinks, etc.

SHOWS: A couple of good Exhibits for opening. **NO GIRL SHOWS.**

NOTE: We open Saturday, May 16 and close Labor Day, Sept. 7, 1959. We use thousands of dollars' worth of Television, Radio, Newspapers and Showcards. We are on a main State road with many acres of Park Property with facilities such as: 2 swimming pools, 2 dance pavilions, 2 skating pavilions, bandstand, barbecue pits, and acres of picnic and parking space. We have almost all the big picnics of the State. We attract thousands of people each week with free prizes, contests, etc. We are open 7 days.

P.S.: Get on the bandwagon and reserve your space now! Contact:

JEROME WILEY

19946 Fenton, Detroit, Mich. Phone Kenwood 3-9237

FOR SALE OR LEASE

1 1948 Ferris Wheel, very good shape;
1 Allan Herschell 38" Merry-Go-Round, good shape; 1 Sunshine Choo Choo, 1952, very good shape; 1 home-made Kid Auto Ride, needs work on this one; 1 1952 Chev. Tractor and Trailer, good shape; 1 1946 Int. Tractor and Trailer, needs work on this one; 1 1942 Chev. 1/2-Ton Hot Wagon, 50 Kw. Transformer, Ground Cable, a few Junction Boxes, 200 Amp. Switch Box, also other Equipment.
Heart condition forces sale. \$8,500 cash or terms to responsible party. Contact

ALBERT BARKER

Rt. 3, Box 162, Smithfield, Va.

14 RIDES—HEART OF AMERICA SHOWS—6 SHOWS

Opening in Coffeyville, Kans., April 17; followed by big Army Payday at Manhattan, Kans. Our spring route includes 5 Army and Airforce Paydays and 3 weeks in downtown Kansas City. Following with 15 of the best Fairs and Celebrations in our territory.

WANT TO BOOK

Concessions: Short Range, Long Range, Photos, Watch-La, Scales, Novelties, Bear Pitch, Tattoo, most Hankies and one Mitt Camp. Shows: One Girl Show to open in Coffeyville, most Grind Shows, need Operator for Funhouse. Rides: Will book Rides not conflicting. Ride Help: Need Foremen for Wheel, Merry-Go-Round and Paratrooper. Also Second Men who drive. Winterquarters now open at Fairgrounds, Bristow, Okla. Ride Help, come on in. All others contact:

TED CORY, Mgr.

516 Fitzgerald Road (Phone: Pajrfax 1-9040), Kansas City, Kan., until April 5; then Roland Hotel, Bristow, Okla. Show leaves quarters April 12.

Monarch EXPOSITION SHOWS

OPENING APRIL 27 — SIKESTON, MO.

NOW BOOKING FOR 16 FAIRS AND A SOLID ROUTE ENDING IN OCTOBER.

CONCESSIONS

Can place Hanky Panks only, Short and Long Range, Scales and Age, Basket Ball, Bear and Glass Pitches, Pitch-Till-You-Win, Hoop-La, Bumper, Jewelry, Balloon Darts, etc.

WILL BOOK FIRST-CLASS COOKHOUSE FOR SEASON.

SHOWS

Can place any clean Grind Shows.

HELP

Can place Foremen and Second Men for Wheel, Octopus, Dodgem and Kid Rides.

Contact E. L. WINROD, Mgr., Winterquarters, Fairgrounds, Blytheville, Ark.
(Phone: Poplar 3-7861)

PENN PREMIER SHOWS

*worlds * cleanest * midway*

LAST CALL

Emporia Industrial Fair, April 6-11, Emporia, Va.

CONCESSIONS

Can place Diggers, Rotaries, Novelties, Derby Racer, Fish Ponds, Ball Games, Palmistry, Custard, Cork Gallery, Glass Pitch and any other legitimate Concessions.

SHOWS

Can place Monkey Show, Glass or Fun House or any Shows not conflicting. Can place for Circus Side Show, Working Acts, Sword Swallower, Knife Thrower, Tattoo Artist and good Freak to feature. Ticket Sellers and Talker. Girl Show Operator who has sound equipment.

HELP

Can place good SCENIC ARTIST. Also place good Working Men in all departments who drive semi.

Address all mail and wires to

Lloyd D. Serfass, Owner, Penn Premier Shows

Henderson, N. C., until April 3; then Emporia, Va., followed by Lynchburg, Va. Phone: GE 8-7687.

CETLIN & WILSON SHOWS

CAN PLACE—Skooter and Rolloplane Foreman, also experienced Ride Men for all rides. Top salary to good men.

CAN PLACE—Grind Shows that do not conflict with what we have.

WILL PLACE—All Hanky Pankies reasonable price. Will place one American Palmistry only.

WINTER QUARTERS WILL OPEN ON APRIL 27.

CETLIN & WILSON SHOWS

BOX 787, Petersburg, Va.

Winter Quarters—Fairgrounds

JOHN H. MARKS SHOWS

MILE
LONG
PLEASURE
TRAIL

Open Monday, April 13, for two weeks in
Richmond. Two different locations. Playing
proven still-date territory and 15 bona fide fairs.

ALL PERSONS BOOKED PLEASE ACKNOWLEDGE THIS CALL

Can Place:

CONCESSIONS—Legitimate Merchandise Concessions of all kinds except Eating and Drinking.

RIDES—Roundup or any other novel Ride.

SHOWS—Family-type Grind Shows. Good opening for Motordrome.

HELP—Foremen for Merry-Go-Round and Caterpillar. Lamon, answer. Experienced Second Men on all Rides. Searchlight Operator. Experienced Show Carpenter.

Charles Travers wants capable Man to handle Stock and Concessions. Also Up-and-Down Help. Roy Cowan, answer.

All replies: JOHN H. MARKS, Box 771, Richmond, Va.

THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

Want for the Finest Route of Fairs in the MIDWEST

RIDES—Can place Round-Up. SHOWS—Want neat family-type Grind Shows.
CONCESSIONS—Can place a few more Hanky Panks; especially want Hats, Duck Ponds, etc.

HELP—Can place Show Painter at once. Also Lot Man, Roll-o-Plane and Octopus Foreman. All replies to

BERNARD THOMAS, Box 438, Lennox, S. D. Phone: Midway 7-2407.

WANTED

For Seminole Sundance, Inc., April 20 to 25, West Palm Beach, Fla.

A few legitimate Concessions. Fifty thousand people. Two blocks from Olive St. Last big spring event in Florida. Contact

CON L. BAKER

MILLER AMUSEMENT ENTERPRISES

2732 N.E. 3rd St. Pompano Beach, Fla.
Phone: WH 1-5121

GIVE TO DAMON RUNYON
CANCER FUND

Gallagan Preps Five Units for '59 Tour

KNOXVILLE — Preparation of equipment for the 1959 season at his \$20,000 winter quarters building, completed in December on Asheville Highway east of Knoxville, has been started by concessionaire John Gallagan.

The building, of steel and aluminum construction with concrete floor with translucent skylights, has a clear span of 50 by 100 feet with sliding doors at each end. Adjoining the structure is a bathhouse, complete with automatic laundry

and designed to furnish electricity, hot and cold water and sewerage facilities for house trailers of employees parked during winter quarters work. The entire layout, said Gallagan, is situated on two acres of level, landscaped ground, with parking spaces and driveways graveled.

Gallagan is refurbishing all of his concessions. Lumber in some of the stands is being replaced with aluminum frames. If the aluminum proves satisfactory, all equipment will get the same treatment next season. Nylon tops are going on concessions scheduled for top replacement, and slim-line lighting, on a trial basis, is being incorporated in some of his units.

Gallagan's special bingo, seating 250 people, will have Formica-topped counters, leather upholstered seats and slim-line lighting thruout. In addition to his three bingos, another is kept available for independent spots. Five complete concession units will be out this year under the Gallagan banner, together with the bingos. There will be one each with three Gooding Amusement Company units, one with the Olsen Shows and one with the Paulson Shows, plus one for independent fairs.

Sammy Martin will be back for the 13th consecutive year as manager of a concessions and bingo unit. Other managers for Gallagan will include Josephine Haywood, former queen of outdoor show business, with concessions; Frank DuBois, concessions; Fred Forsythe, bingo, and Gallagan with bingo and concessions.

In January of this year Gallagan and Homer Nicely went into partnership to take over operation of White's Novelty House, Inc., here, a 42-year-old concern dealing in a complete line of carnival supplies, both domestic and imported.

Dickson Bows For Two Weeks At Shop Center

PARKERSBURG, W. Va. — Dickson United Shows tossed off its wraps Monday (30) at a shopping center here where it will remain for the first two weeks of its season.

Following the stand here Owner F. Dickson will move the show to Moundsville for one week and then into Ohio for a string of celebrations. Four separate stands are scheduled in Akron under auspices at shopping centers with advance sales and merchant ticket tie-ins included. A two-week stand is set for Warren O., and other Buckeye dates are at Niles, McKinley Heights, Kinsman and Youngstown. A summer resort on Lake Erie is being booked for July 4.

A new Spinaroo has been purchased from the King Amusement Company and the Ohio Mechanical Handling Company will put one of its Monorails on the show when it arrives at Akron. Only one of the devices is now in operation, the one at Summit Beach Park.

Dickson staffers include Mrs. Ruth Dickson, secretary-treasurer; Frankie Bland, business manager and general agent; Henry Vanej, publicity, and Bud Dickson, electrician and mechanic.

Bland is returning to the carnival side of the business this season after a year's absence. In 1958 he toured with Hagen Bros.' Circus.

Crafts Expo

• Continued from page 62

into California to play San Fernando before trekking northward to San Francisco.

Personnel who have been in quarters all winter, in addition to those named, include Larry Ferris, W. J. Overly, Vincent Conn, Larry Kline, Mack Doman, Richard Hampton, Hal Woods, Harry Ballard, William Black, Andy Davis, Owen Boyle, Ben Sutton, Bob Wrightson, Charles Vella, Ted Ayals, Johnny Fowler, Lee Vern Hidy, Wilbur Lukmire, Jack Rolling, Walter Mertz and Bill Tate.

Mdse. Assn.

• Continued from page 62

Archie Rothbard, Cravitz & Rothbard Co., Baltimore; Bernie Cohen, B. Palmer Sales, Dallas; M. G. Dillon, M. G. Novelty Co., Oklahoma City; Harry Watabane, Oriental Trading Co., Omaha; John Callagher, Ace Wholesale, Cleveland; Kenneth Lerman, Hex Mfg. Co., Buffalo; Max Levine, Denver, and Max Wasserman, Omaha.

A. J. Duffy, Sunset Amusement Company billposter, is suffering with arthritis at 719 East Sixth Street, Muscatine, Ia., and would appreciate hearing from friends.

FOR THE FIRST TIME IN 35 YEARS IT'S NEW ALUMINUM 6 CATS!

No gunner—no g-rail, works perfect every time. This is the first announcement! We have already sold 24 of these to the big 6 Cat operators before this announcement. Everyone will have to wait on orders, no guarantee of immediate shipment. This is going like a house on fire.

Price \$35.00 Each

RAY OAKES & SONS
P. O. Box 4344 Tampa 7, Florida
Phone: REDWOOD 6-9774
Night: REDWOOD 6-5467

LEERIGHT MIDWAY SHOWS

Want Hanky Panks, Grind Shows for Las Vegas, Nev., and Monroe Sts., April 3-13; St. George, Utah, follows. Then Celebrations and Fairs in Utah, Idaho and Montana. Lou Pease wants Girls for Girl Show, People for Illusion and Geek Shows.

10 DODGEM CARS

Running condition, plenty extra parts, three extra motors—priced \$1,000.00 for quick sale.

JOHN H. PEMBROKE
195 Spring St. Charleston, S. C.
Phone: RA 2-6055

FOR SALE

Merry-Go-Round, Allan Herschell 2 abreast, 32-ft., with van trailer; #5 Wheel with van trailer, rack; 7-Tub Tilt-a-Whirl, perfect condition, no transportation. Can be seen in operation.

BOB HAMMOND

6115 Gold St. Houston, Tex.
Phone: OX 4-8647

FOR SALE

Group Game—"THE RACERS"

40 Tables complete. In excellent condition. Price, \$2,500. Can be seen at

1315 Surf Ave., Conoy Island, N. Y.
Conoy Island 6-0043

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS
 ★ DUNKIRK, NEW YORK ★
 CHAUTAUQUA COUNTY FAIR
 JULY 27-AUGUST 1
 HANKY PANKS & DIRECT SALES

WRITE AT ONCE

GOODING AMUSEMENT CO.

CONCESSION DEPT.

1300 NORTON AVE COLUMBUS 8, OHIO

GOLD MEDAL shows

LAST CALL - - - LAST CALL

OPENING APRIL 6, CHARLESTON, W. VA.

Ride Help—Foremen for Merry-Go-Round, Octopus, Roll-o-Plane. Rides—Good opening for Pony Ride and Rock-o-Plane. Concessions—Sell X on Jewelry, Scales, Ice Cream. Two more Grind Stores. All Hanky Panks open. Shows—Wildlife, Monkey Show and Snake Show. We have 20 fairs booked starting in June.

Contact JOHN J. DENTON, Gold Medal Shows, General Delivery, Charleston, W. Va.

LAWRENCE GREATER SHOWS

WANT WANT WANT

CONCESSIONS—Can place Custard, Photos, Novelties, Glass Pitch, Age and Scales, Long and Short Range Galleries. Will sell Ex. on American Palmistry. Hanky Panks of all kinds. Midway is open. What have you?

SHOWS—Circus Side Show or any other Grind Show with or without equipment.

HELP—Want A-1 Ride Superintendent who can handle 12 office-owned Rides. Must know his business. Foremen on Wheel, Roll-O-Plane, Ridee-O, Scooter. Man to handle Kiddieland. Truck Mechanic with own tools who can handle fleet of trucks. Also Cat Diesel Electrician.

FOR SALE—Motordrome and large Girl Show. Winter Quarters now open.

Call HE 2-3511 or write care of Hotel Sarsfield, Camden, S. C.

HAMMONTREE'S RIDE BAZAAR

Now booking for 1959 Season. Playing 30 weeks of Celebrations, Shopping Centers and Fairs. Opening middle of April in vicinity of Chattanooga.

CONCESSIONS—Want Straight Sales and Stock Concessions of all kinds. Especially want Photos, High-Striker, Age & Scales, Penny-Pitch, Ball Games, Fish & Duck Ponds, Hoop-La, Lead Gallery, Cork Gallery. (No Flats, P.C. or Mitt Camps, please.)

RIDE HELP—Want Foremen for #12 Ell Wheel, Little Dipper Coaster, Chairplane, Loop-O-Plane, set of Kiddie Rides.

FOR SALE—Double Loop-O-Plane and Trailer, A-1 condition, \$1,000.00; Pack Train Ride, Engine and 5 Coaches, approximately one-half mile 12-lb. rail, \$1,800.00; very gentle African Male Lion, \$300.00.

WILLIAM O. HAMMONTREE, 1313 East 30th St., Chattanooga, Tenn.

BOB HAMMOND shows

OPEN ON HOUSTON, TEX., LOT.
 CAN USE RIDE HELP ON ALL RIDES. WILL BOOK HANKY PANKS OF ALL KINDS. SHOWS FOR SEASON. CONTACT BOB HAMMOND, MGR., 6115 Gold St., Houston, Tex. (Phone: OXford 4-9647)

WANT FOREMEN AND SECOND MEN

For Twin Wheels, Tilt-A-Whirl, Rock-O-Plane, Merry-Go-Round, Scrambler, Round-Up and Helicopter. Must be sober and reliable, have references and chauffeur's license. Top wages. Winter Quarters open April 1. All replies to

WM. T. COLLINS SHOWS

801 E. 78TH STREET MINNEAPOLIS, MINN.

STOCK TICKETS	Price
1 Roll	\$ 1.50
5 Rolls	4.50
10 Rolls	8.25
25 Rolls	18.75
50 Rolls	24.00
100 Rolls	44.00

TICKETS

of every description. Wheel tickets carried in Stock for immediate shipment.

THE TOLEDO TICKET CO.

Toledo 12, Ohio
 "Allied Trades Union Label used"

Cash With Order Price	SPECIAL PRINTED	Double Coupon Price
2,000	6.90	
4,000	7.80	
6,000	8.70	
8,000	9.60	
10,000	10.50	
30,000	15.20	
100,000	33.00	
500,000	133.00	
1,000,000	258.00	

SUNSET AMUSEMENT COMPANY

Opening Thursday, April 23, Excelsior Springs, Mo.

WANTED—PART-TIME BILLPOSTER, CAR NOT ESSENTIAL. One on pension, over 65, to augment income.
 CONCESSIONS OPEN: Photos, Age and Weight, High Striker, Long and Short Range, Pitches—Bear, Dish, Glass and Bird. Want Cork Gallery, Novelties. Place Milk, Pank, Dip, Coke, Ball Games. Also Watch-La, Slum Spindle, One Ball, Hanky Panks.

Address: 701 No. Main, Excelsior Springs, Mo.

AGENTS WANTED AGENTS

2 Bucket Store Agents. Man for Pea Pool. 2 Count Store Agents. We work every week. Want Man with chauffeur's license to Drive Semi and Help up and down Concessions. Opening April 23.

WIRE OR PHONE: P. J. McMANUS, c/o Sunset Amusement Co.
 701 No. Main, Excelsior Springs, Mo.

AMUSEMENTS OF AMERICA

A STAR SPANGLED MIDWAY

Official opening April 25 in Lexington Park, Md., right across from hotel at gate of Patuxent River Naval Base—FREE GATE!!

WANT Hanky Panks of all kinds. Derby Racer. Rides—Will book Roller Coaster, Fly-O-Plane, Rock-O-Plane, Scooter, Octopus, Dark Ride.

SHOWS—Motordrome, any good Grind Show. Dickie Hilburn wants working acts for Side Show. Tony Mason wants Girls and Talkers for Girl Shows.

HELP—Can use Help in all departments, must drive semis. Ticket-selling jobs for wives.

RIDE UNIT OPENS APRIL 13 IN SUMTER, S. C., FOR SHAW A. F. BASE PAYDAY.

Want Hanky Panks of all kinds, also Grab or small Cookhouse for this date. Answer:

JOHN VIVONA, Box 1562, Sumter, S. C. Spruce 3-9932.

SOL ROSENFELD

Opening Indianapolis, Ind., in city, April 16, for 6 weeks with Kenny's Attractions

Want Agents for all States. Need 2 Gunners for 6-Cat and Long Range Buckets. Good proposition, guaranteed salary against percentage. Jack Steln, call. Good deal. Art, contact me. Route 1, Box 146-A, Limona, Fla. Phone Tampa 404513

ROCK CITY SHOWS

Opening last week of April. Need Hanky Panks of all kinds. Everything open except Peacorn, Candy and Snow. No Flats or Mitt Camp. Al Haywire and Nick, contact.

GEORGE ISENHOWER
 Box 314 Earlville, Ill.

Philadelphia Toboggan SKEE BALL ALLEYS

FOR SALE
 Perfect condition. Price reasonable. Inquire.

NATHAN FABER
 148-16 Boulevard
 Rockaway Beach 94, N. Y.
 NEptune 4-6344 or 4-6345

UNCLE JOE'S AMUSEMENTS

Want to book, buy or lease for season, Merry-Go-Round. Need sober Ride Help and Hanky Panks of all kinds. What have you? Cookhouse—good deal.

Contact
 JOE SEABOLT
 Merkel, Texas, March 30-April 14; Menard, 6-11.

Thank You HARRY AND BILLIE HAUCK

World of Mirth Shows for your new Fanmobile Home purchase.

"Save Money With Johnny"
 JOHNNY CANOLE
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ADDED STARTERS

Key Rings, Pillbox On Good Seller List

By IRWIN KIRBY

JJEWELRY stand operators, always on the lookout for a new and flashy item to dangle before the eyes of the public, will have a couple such tempters available this season. One of these is the more valuable because it contains a spacious panel suitable for engraving. In mind is the Come-A-Part key ring, a little gadget, both useful and decorative.

There are two rings for keys, one on each end of a rectangular centerpiece. Pressure on a spring releases one detachable ring. Thus, car keys may be left in the ignition when a vehicle is deposited at a garage or parking lot. More than one version of the unit exists, but the one inspected is of hand-polished brass, imported, and wholesales for around \$4.50 a dozen. With the embellishment of engraving, it becomes a sure dollar retailer.

AN ATTRACTIVE line of pillbox "Purs-onalities" comes on a 24-box counter or display case rack, topped by an illustrated card showing the various boxes and their contents. The little metal boxes have lid decorations depicting what's inside. Among the assortment are miniature clothesline and clothespins, plastic head covering rainbonnet, four-photo accordion "foursome" locket, "go-n-sew" diminutive sewing kit, "pull till" bronze pill box with mirrored back, and "zip-bak" golden chain zipper puller. The hinged boxes have lids with colorful enameled designs and should be a nifty impulse item with females, particularly the dating-age girls. They are \$1 retailers.

A SERIES OF living-room accessories put out by one firm includes functional items with such sparkling labels as "frying pan," "panhandle" and "stackette." The first two are simply developments of the standard silent butler, an ashtray affixed to a carrying handle. The frying pan model, and in effect it resembles one strongly, is bronze colored with an interior base surface of mosaic inlay in assorted colors. Carrying handle is walnut. This is a \$1 retailer. Retailing at twice that price is the panhandle model which has the added embellishment of a thumb-flip lid with engraved designs and stubby ornamental legs. The last-named item is a set of four metal disks usable as either ashtrays or coasters. Bottom one has legs and the others nest above it and are topped by a swinging handled lid which comes in white, tortoise, mother-of-pearl and satin gold. Snap-in inserts convert the disks to ashtrays. They have decorative inlay bases. Retail at \$4 a set.

CAP AND BOTTLE openers have adopted literally dozens of guises in recent years with the application of humorous motifs. For \$1 and less, anyone with display space in a well-traveled area can set up carded bar accessories and count on a certain percentage of impulse sales. It is an impossibility to list all the novelty bar openers made, but a representative list would include those in the following shapes, all of which are gaudy with glittering stones, flashy plating, leather and other eye-catching materials. There is a top-hatted happy drunk's head, can can dancer, royalty (with crown and coat of arms design), cowboy boot, six-shooter, parrot and devil. Most, in fact, utilize the corkscrew in some way as well as the pry-open hook.

PIPES FOR PITCHMEN

IN A REPORT . . .

on the recent Volusia County Home Show at Daytona Beach, Fla., Al Stern, who manages the show there and similar events at Cocoa and Hollywood, said that one of his "regulars" of the pitch fraternity was missed by many at this year's show. He was referring, of course, to Cert Mandell, well known among pitchmen all over the country and "beloved by the thousands who have been attracted by her personality and marked salesmanship." Cert was in her booth at the show occasionally, but not for long, said Stern. "She is fighting hard to overcome a monster disease described as arthritis and is under doctor's orders not to work. Her

place is being taken by her husband, Oscar. Everyone down here in Florida is praying for her speedy recover, and the writer is among 'em, for she is a credit to the great field of legitimate pitchmen. When she isn't around, the many housewives who look for her want to know why."

BIG AL WILSON . . . took his pen in hand to send in the line-up of pitch folks at the Miami Beach (Fla.) Sports Show staged March 14-22 in Miami Beach Exhibition Hall. Al reported that the show opened to good crowds that spent money. Helping pitchmen was the fact that water tank events were offered every other hour, giving pitchmen chance to roll up a good score. Among those noted at the show were Jack Anthony, working coils, who had such a big second day that he ran out of stock and had to fly in an additional supply from Augusta, Ga. Also doing exceptionally well with auto polish were Kid Ward and Paul

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(Continued on page 68)

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FOR SALE BY OWNER—20 UNIT MOTEL. On highways 1 & 23. Nice business for couple. Contact Ralph Freed, Waycross, Motel, Waycross, Ga.

FOR SALE—ICE SKATING RINK, COM- plete. Now in operation. Will accept first reasonable offer. Contact Fred Ward, The Arena, Columbus, Ga.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. ap27

INVENTOR SEEKS CAPITAL
to promote and exploit several valuable inventions affording investor excellent opportunity for financial gain.

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JAPAN DIRECTORY. 145 JAPANESE MAN- ufacturing exporters, Japan trade journal information. Asia opportunities. Just \$1 today. Nippon Annual, Box 6286-A, Spokane 28, Washington. ap6

KIDDYLAND FOR SALE AT FISHERMANS Wharf. 10 Rides, Ewart 2-abrest Merry-Go-Round, Huributt Train; all in good shape. Lease available. Price \$17,000; \$10,000 down. Contact: Victor Spitzer, 123 S. Harbor Drive, Redondo Beach, Calif. Phone: Frontier 94914. mh30

PENNY ARCADE FOR CASH AT BEACH in Southern California. Open all year. Box C-466, c/o The Billboard, Cincinnati 22, Ohio.

SCENIC AMUSEMENT PARK 3 MILES South of Nauvoo, Ill., on scenic route 95. 3 Kiddie Rides, 50 Picnic Tables, Miniature Golf, Jungle Cruise, Eating Stand, Souvenir Stand. Gross \$20,000. \$75,000, \$25,000 down. Contact Frank Winke, Jr., 3704 Ave. L, Fort Madison, Iowa. mh30

WORK AT HOME FULL OR SPARE TIME. No exper. or capital needed. \$1 brings list of over 100 firms that offer home business. National Business Research Service, 725 Westlake, Los Angeles 37, Calif.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

BIG SPRING SPECIAL
DATED APRIL 13
CLASSIFIED DEADLINE
APRIL 8

DONUT MACHINE D.C.A. STANDARD "A" 80-dozen hour. Automatic. Complete equipment for donut shop, \$1,350. James Travis, Box 206, Millville, N. J. TA 8-0726. ap13

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes P. O. Box 7803, Dallas, Tex. ap20

For Sale—Secondhand Show Property

ALL SORTS OF OUTDOOR AMUSEMENT equipment, including Cook House and Light Plants. Priced to sell. Gaines, 439 Josephine Ave., Columbus 4, Ohio.

BIG SPRING SPECIAL

DATED APRIL 13
CLASSIFIED DEADLINE
APRIL 8

BUILD MAJOR RIDES COMPLETE plant Merry-Go-Round, Dark Ride, Ferris Wheel, Flying Saucer, \$25 each. Free 90-page plan catalog. Brink, Box 878, Peoria, Ill.

COMPLETE CAT AND BOTTLE BALL Games, fourteen by sixteen, also stock. Wm. Irvine, Pawling, New York. Phone Ulysses 5-4916.

ETI WHEEL NO. 12, LATE MODEL, METAL seats, electric power, perfect condition; seven-car Tilt, late model, electric power. Set up for inspection April 18. Two ten-passenger Miniature Train Cars, 14 tracks. Box C-462, c/o The Billboard, Cincinnati 22, Ohio. mh30

FOR SALE—18-CAR CATERPILLAR (1952), King Water Boat Ride, 10-cst Auto-Hide (trailer mounted). All rides just painted and in perfect condition. Steel Diving Tank, reasonable. Thompson Bros, 2005 Fourth Ave., Altoona, Pa. ap6

FOR SALE—10-SEAT WHEEL, \$1,000; Kiddy Train, \$800; Set Swings, \$400. 745 Winchester Ave., Ashland, Ky. Luices-Withrow.

FOR SALE
Long Range Lead Gallery. Built in 30' Freuhauf semi. Good tractor: 8 Remington 241 Rifle; 600 loading tubes; good 8" steel sidewall. Furnished living quarters. Plenty of room to haul more joints. Also Short Range (portable) with 241 Rifle. Phone No. Oxford 4-1484

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LAST DAY FOR ALL ADVERTISING
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KIDDIE AIRPLANE RIDE WITH FENCE and lights, ready to go, 812 Hundred. Carl Utter, Box 475, Adena, Ohio.

HAND CAR RIDE—GOOD CONDITION: Street Car Ride, fair. One 7 1/2 H.P. electric motor, 8 ft. Will trade cash or zoo animals. 5643 Topanga Canyon, Woodland Hills, Calif. Dickens 2-9184.

IN NORTHERN CALIFORNIA—G-12 MINIATURE Train, top condition; 270-foot track; used less than one year. 1138 Sheridan Ave., Chico, Calif.

LONG RANGE SHOOTING GALLERY—1941 Chev 6 Auto Rifles; new Awning, last used. Crownpoint Indiana, \$400. Double Short Range Gallery, 6 Winchester, \$400. African Dip, \$350. Sinker, \$150; G.M.C. 450 Tractor, 20 Gramm Trailer, \$1,000. Two many joints. Can use Agents in winter quarters. Abe Martin, Box 1443, New Port Richey, Florida.

MERRY MIXUP—20' TOWER, 30-CHAIR, \$1,600. R. B. Eyerly, 2741 N. River Rd., Salem, Ohio.

MERRY-GO-ROUND—32-FT. ALLAN Herschell Merry-Go-Round, 30-ft. Park Teon Ager Ferris Wheel, Kid Airplane, Mickey Percell, So. Williamsport, Pa.

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PRICED FOR QUICK SALE

Fairbanks-Morse Electric Power Plant, capacity 50 KVA, mounted on metal floor on Chev. truck, covered and protected, excellent condition. Last known address with carnival in Phoenix, Ariz. Anyone knowing her present whereabouts, contact Bill Fant, Humboldt Oil & Refining Co., P. O. Box 626, New Orleans, La.

JOHN HENRY LESANDER, FORMERLY living at Hotel Hayward, Los Angeles, Calif. It is in your interest to contact Dangler & Dangler, 170 Broadway, New York City, New York.

JAMES B. HAYES, YOUR MOTHER VIRGIE Alford very ill, contact her attorney Harvey Ford, Texas Bank Bldg., Dallas, Tex.

YOU CAN TOSS ANY COIN HEADS OR tails at will. Any coin, anytime. Copyrighted manual \$1. Arro, Box 1169-D, Bridgeport 1, Conn.

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RIDES WANTED. WANT TO LEASE ADULT Merry-Go-Round for summer months. To be used in small park near Richmond, Va. Write L. M. Baylor, 133 Battles Ford Rd., Charlotte 8, N. C.

VACATION RESORT FOR MUSICIANS, Artists, Performers. Overlooking beautiful Lake Sunapee in the midst of Scenic New Hampshire. Music & Art studios included in reasonable rates. Write to John T. Conrad, Director, Studio B, New Hampshire Music & Art Colony, Georges Mills, New Hampshire. ap6

5 NEW KIDDIE RIDES FOR SALE—SAVE 50% of new cost. Rockets, Chairplanes, Ferris Wheel, Thomas Pelasco, 419 East Luton St., New Castle, Pa. Phone: Oliver 47242. ap6

Motion Picture Films and Accessories

SALE—35 M.M. SOUND MOVIE, LIFE OF Christ, A-1 condition, \$250. Armour Adkins, 1126 25 St., Huntington, W. Va.

Personal

GLADYS DESPLAINES MCNEESE—MISSING hair; was wife of E. H. Black. Took part in elephant act. Last known address with carnival in Phoenix, Ariz. Anyone knowing her present whereabouts, contact Bill Fant, Humboldt Oil & Refining Co., P. O. Box 626, New Orleans, La.

JOHN HENRY LESANDER, FORMERLY living at Hotel Hayward, Los Angeles, Calif. It is in your interest to contact Dangler & Dangler, 170 Broadway, New York City, New York.

JAMES B. HAYES, YOUR MOTHER VIRGIE Alford very ill, contact her attorney Harvey Ford, Texas Bank Bldg., Dallas, Tex.

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill.

THREE USED DIRECT POSITIVE OUT-fits at bargain. Also new 1 1/2 x 2 to post-card size new Cameras. Tolleson, Box 618, Atlanta, Ga.

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ALWAYS FASTEST SERVICE—QUALITY non-binding posters! 14x22 size 3-color window cards up to 50 words copy, \$9 hundred; 17x28 size, \$13.50 hundred. Dayco auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 159, Earl Park, Ind. mh30

200-8 1/2 X 11 LETTERHEADS, 100 #10 Envelopes, both for \$4.25. Black or blue ink. Mallo Press, 6468-B, Clovis Ave., Flushing, Michigan. mh30

200 LETTERHEADS, 200 ENVELOPES, \$3.95; 500 letterheads, 500 envelopes, \$8.95. Allen Press, Dept. B, 95 Furnace, Little Falls, N. Y.

Rigging and Props

MAKING AND REPAIRING SPECIAL MET- al apparatus for acts, also turnstiles. General machine shop work since 1896. Baum Metal Specialties, 1523 Wyandotte St., Kansas City, Mo. ap13

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This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion.

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TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A-Leslie, Rockford, Ill. np

Wanted to Book

WANTED—RIDES, ACTS, JULY 23 4-5 FOR Church Festival. Draw 7,000 to 10,000 daily, what have you available? A. Meluskey, 1003, Smith Ave., Lebanon, Penna. ap6

Wanted to Buy

HIGH STRIKE—OVER AND UNDER OR what have you? E. Mounce, 5988 Lester Rd., Cincinnati 13, Ohio. Ph. RE 1-4993.

USED MACHINES WANTED—HOROSCOPE, Latex, Uprights. Send complete details, condition, price, etc. Bob McMichael, 620 N. Water, Fautsch, Ohio.

WANT TO BUY TWO ERIE DIGGERS, MUST be in good working condition. D. H. Zehneringer, Fort Recovery, Ohio.

WANTED—DEAGANUNA-PON, CALLI-opes, Band Organs, Nickelodians, Mechanical Instruments. Kuglers, 7 So. 6th St., Minneapolis 2, Minn.

WANTED—PONY RIDES, KIDDIE RIDES, Searchlights, large Baitons, etc., for Model Home Openings throughout Ohio. Send complete info (no calls, please) to: Krist, Swink Advertising, Inc., Marion, Ohio. ap13

WANTED—QUANTITY OF 8-LB. STEEL Rail in good condition. L. H. Brown, RFD 1, Morrow, Ohio. Phone 3228.

BULK OPERATORS—PLASTIC CASH Boxes for your machines. Victor, Acorn, Columbus, Advance, Silver King, etc. Removes coins in second. Sample \$1, 3 different models \$2 postpaid. Secco Distributors, 4723B Eads St., N.E., Washington 19, D. C.

FOR SALE—10 BUCKLEY DIGGERS, RE-mote control, perfect condition. Best offer over \$1,000 takes lot. Plenty of extra parts. Ralph Baughman, Box 228, Portland, Indiana.

POKERINO—20 PUSH CHUTES, \$135 EA.; 10 drop chutes, \$185 ea., new 1956, parts in stock for POKERINO. James Travis, Box 206, Millville, N. J. TA 5-0726 ap13

SALE—25-5¢ SILVER KING NUT, \$7.95; 16-5¢ Acorns, \$10; 25-1¢ Advance Ball Gum, \$5.95. Ed Barnett, 474 W. 43d, N. Y.

SCALES—SCALES—SCALES—LIQUID-ating route of penny weighing scales. Watling Loboy, \$30; Mills Loboy, \$25; Mills Trylon Loboy, \$30; Jennings Loboy, \$20; Pace Loboy, \$10; Watling Fortune, \$45; National Big Dial, \$10; Rock-Ola Loboy, \$35; Ideal Loboy, \$15; and Sheffler Loboy, \$15. From inside locations. Send 50¢ deposit, balance C.O.D. Deposit returned if sold out. Don Leary, 58 East Hennepin, Minneapolis, Minn.

TRUMPET MAN—READ, FAKE, TONE, range, single. Prefer small combo. Harry Hodnett, Fort Lyon, Colo.

WANT JOB WITH RADIO STATION OR music publisher. Graduate June from college with A.B. journalism degree. Have 100 Country-Pop songs available. Everett Corbin, Box 686, USC, Columbia, S. C.

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HAVE STEEL—WILL TRAVEL. 17 YRS.' exp. with Western dance and show bands. Age 28. Prefer Midwest. Write Steve Churchill, RFD #1, West Lebanon, N. H. Phone: Lebanon (N. H.) 978-W2.

RELIABLE COMMERCIAL MUSICIAN, doubling trumpet, tenor sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. RI 6-6088. ap6

hit the road again, this time as manager of one of the Powelson Shows units of Coshocton, O. In joining a carnival Scharding goes back to his first love, having had his own show from 1908 to 1912. The next 47 years he passed in the pitch business. He joins Powelson April 15.

"HAVING . . . a great time on vacation here," writes Henry H. Varner, the Akron pitcher, from New York. "The weather has been cold and windy, but it is expected to improve soon. While in the big town I plan on fixing the old car so that it will run like a new one."

PROF. JACK SCHARDING . . . the well-known pitcher who is located in Long Beach, Calif., advises that he recently passed his 78th birthday and still is very chipper. Jack, who has been retired for the past four years, recently got itchy feet and decided to

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SCALES—PRICES SLASHED, WATLING 500 Gussers, \$30 ea.; Watling 500 Fortune, \$35 ea.; Watling Tom Thumb Fortune, \$32.50 ea.; A.B. Kirk HIBOY Gussers, \$30 ea.; used inside only, renewed, reconstructed. Send deposit and shipping instructions, balance sight draft. Gayco Distributors, 4866 Woodward Ave., Detroit 1, Michigan.

100 ONE AND FIVE-CENT NORTHWEST-err Vendors, \$6.95 each, or best offer for the lot. Five-column Shipman Cigarette Machine, \$25; thirty-cent slot. Al Hoff, 1920 Rose, Baltimore 13, Md.

100 OVER-THE-TOP PENNY AMUSEMENT Games. Sample machine, \$20, or best offer for the 100. Al Hoff, 1920 Rose St., Baltimore 13, Md.

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25% Cash With Order, Bal. C.O.D.

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UNDER THE MARQUEE

John Cuneo has four animal acts going into action for the current season. The Wild Animal Fantasy act route includes Indianapolis for Polack; Omaha for Rink Wright; Oklahoma City for Polack; Winni-peg for Orrin Davenport; Texas for Hubert Castle; Nashville for Tom Packs; Barnes & Carruthers Fairs and Albuquerque for Harold Voise.

The Paramount Bears open with Ringling Bros. and Barnum & Bailey in New York and Boston; Koa, the African Elephant plays Winni-peg, Barnes fairs and other dates. The Royal Inca Llamas will debut in Winni-peg and also play Nashville and Texas dates.

Oney and Noel Van Tilburg left Minneapolis Friday (27) for a European motor trip that will last until mid-June. Definite dates and places are Edinburgh, March 29-31; London, March 31-April 4; Paris, April 4-8, and Stuttgart, West Germany, April 8-9. Following Stuttgart, they will motor thru Austria, Italy, France, Spain, Switzerland, West Germany, Netherlands, Denmark, Sweden and Norway in their Mercedes-Benz prior to returning to New York between June 10-12 via the Swedish Thorden Line.

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NEW STYLES BENRUS! GRUEN! WALTHAM!

Choice Lot 6 for \$49

Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW!

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2201 Washington Ave., St. Louis 3, Mo.

WANT EXPERIENCED ARCADE HELP

Reply: BOX 230 c/o Billboard Publishing Co. 390 Arcade Building St. Louis 1, Mo.

WANTED—GIRL GUITARIST WITH OR without experience, for Rock 'N Roll Show. Box C-487, c/o The Billboard, Cincinnati 22, Ohio.

Instructions & Schools LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. mh30

Magical Supplies NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Metallism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Minature Radiophone for mentalists. Catalog 51 with refundable certificate. Nelson's, 338-B South High, Columbus, Ohio. ap6

Miscellaneous COLUMBUS GAME, NEW, NAUTICAL, FOR resorts, parks, playlands, concessions. Write for information to Mac's Hobby Ranch, Box 14, Dallastown, Pa. ap6

PROFILE OF WEEK

Gathered Bulk Vending Info While in Sales



THEODORE MUELLER always had a secret desire to be a bulk operator and used to gather all the information he could about the industry while in the field of wholesale selling. Mueller works hard at his business. He operates 450 to 500 machines, more than one-half of which are penny tab gum venders. About 150 machines on his route dispense cashews for a nickel.

Operating in St. Louis and St. Louis County, Mueller specializes in gas station locations for three basic reasons—there is relatively little or no parking problem, machines can be serviced quicker, and a great many people visit and wait around the stations.

Salesman

Mueller was a salesman from the time he graduated from the University of Missouri in 1929 until he became a grocer in Wellston, a St. Louis municipality, about 10 years ago. He gave the grocery

Another 2 Years Over the Counter For Iowa Cigs

DES MOINES—Iowa will have to go at least another two years without cigarette vending machines. It's the only State that refuses to legalize cigarette vending sales.

Session after session of the Legislature has been fruitless in getting a bill thru legalizing the machines. It looked for a while that this session might be different. A bill was passed by the Senate and chances appeared favorable in the House, but it didn't make it.

On final passage, a bill amended to make it so air-tight that it would all but require a policeman in front of each machine, was defeated by a vote of 65 to 40.

The Senate had made fairly certain that the bill would eliminate the operators. The owner of the location would have had to buy his own machine. The House added amendments: The owner of a cigarette machine would have to be a resident of the State for at least a year; machines would be prohibited in any establishment frequented by minors.

Art Wittern, owner of Fawn Engineering, Des Moines, manufacturer of cigarette venders, personally appeared before the House to answer questions from members.

In past years, the main argument against cigarette vending machines by the Legislature was that minors would be exposed to them. This year, however, the principal censure was the possibility of control of the machines by undesirable elements.

business up after a few years because of his store's unprofitable location and the fact that his five children were small then.

He and his family moved back to St. John, another St. Louis municipality, and Mueller purchased the bulk machines and route of Greg Bergians without any previous experience in bulk vending. "A person doesn't like to take too many chances because he cannot afford to miss often," he says, "but I am glad I went into the bulk field."

One of the unknown factors in penny gum is the gum itself, he said. The size is smaller and the gum turns around in the chutes, he said. Mueller stated he couldn't go into selling the gum for a nickel because of the investment required in getting machines adapted. In addition, he believes the penny is so much more popular. "I just have to go along and hope the manufacturer doesn't cut the size of gum again," he said.

Same Size

Instead of increasing his route, Mueller is content to stay about the same size. He said to expand too much would require extra help. "What I want," he continued, "is to occasionally get new equipment to replace the old."

Another desire of Mueller's is to achieve "more efficiency in operation." One method of doing this, he believes, is multiple installations because "it is just as easy to service several machines as it is one when a stop is made."

Mueller is as much at ease discussing sports as the bulk vending industry. Altho he was a letterman in track at the University of Missouri, his hobby is ice skating. The sport and recreational activity is pretty much a family affair. In fact, for the last eight years the Muellers have flooded their back yard during the winter and succeeded about three or four times in providing a do-it-yourself skating rink.

Five Children

The Muellers' five children are Ted, 25; Carol, 24; Sister Theodora, of the Daughters of Charity (formerly Marilyn); Linda, 17, and Bobby, 12. The family has won eight trophies for ice skating.

(Continued on page 78)

Calif. Ops Meet Apr. 10

LOS ANGELES — A "Spring Meeting" of operators under the combined sponsorship of the National Automatic Merchandising Association and the two State associations, California Automatic Vendors Association and Cigarette Vendors Institute of California will be held in the main ballroom of the Ambassador Hotel here Apr. 10, Arch Riddell, CVI secretary who is handling the arrangements, said.

While the event will be social, it will have a serious side, Riddell declared. At 4 in the afternoon, operators will meet in the Rose Room of the Ambassador for an informal discussion of Assembly Bill 1041 which deals with taxes on vending machine sales on military reservations.

A cocktail party is scheduled for 6 p.m. in the ballroom foyer with dinner to be served at 7. A feature of the dinner will be the appearance of the Wiere Bros.

Reservations are required and tickets at \$6.50 each may be obtained from Riddell at Harmony Cigarette Service in Pasadena.

13 KIDDIES CAN'T BE WRONG

PHOENIX, Ariz. — Before Fred Miller, bulk vending operator here, installs any new machine on his routes he gives it a "popularity test" first.

Miller claims his system is sure-fire. It consists of assembling 13 of his grandchildren, plus other youngsters in the neighborhood of from 6 to 10 years of age, and allowing them to sample the products vended by half a dozen machines set up along his garage wall.

Supplying the youngsters with pennies and nickels Miller stands aside and lets nature take its course. Whichever vendor the children choose first is the most likely one to gain a spot on the Miller route, of course.

Comic Buttons To Be Made By Penny King

PITTSBURGH — The Penny King Company here has been licensed by King Features Syndicate to manufacture and sell buttons, rings and lockets, using King Features comic characters.

Characters include Prince Valiant, The Phantom, Flash Gordon, Tillie the Toiler, Barney Google, and Annie Rooney. All total, 39 comic strip personalities, familiar and well loved by children and grown-ups, may be used.

The buttons are in four bright colors, with safety lock pins. Rings and lockets are also in color. Free display signs are provided for the outside of the machine.

FINGER-TIP FILE

Good Route Record-Keeping Can Save Locations, Costs

ST. LOUIS—Most bulk operators complain they have little time available for bookkeeping or keeping records beyond the penny count which a location has taken in, but according to Elliot Levy, aggressive young operator here, good records keeping can make a tremendous difference in profit, customer good will and even operating costs.

Since he first began building up his present 1,000-machine string in the Missouri city, Levy has made it a policy to make up a complete card file on every location and to religiously keep it up to date.

This means that before setting out on a day's collections, he pulls every card from a file containing upward of 1,000 cards, representing his stops for the day, and while he is on the spot jots down what-

ever information is pertinent. Along with the basic data which, of course, would be the number of pennies or nickels collected and total sales for the week at the location, Levy goes into personalities. He notes the attitude of the location owner, his co-operation, any suggestions for location or changes in vended merchandise. Then, before he starts out on the same route the following trip, he checks over the cards to bring himself up to snuff.

Quick Check

"In that way I don't have to keep all the details about every location in mind at all times," Levy said, "since a quick look at the card will bring up any important point from the previous call. For example, if a customer has complained and I have promised him some adjustment or change, I can do so on the next call, where forgetting it would be likely to cause ill will. If he has suggested a change in merchandise several times, I will make the change, if only to satisfy him."

One of the most unusual uses to which Levy has put his card file was presenting location owners with a unique Christmas gift a season or two ago. This was based on converting obsolete but still attractive penny bulk venders into lamps, with the same knob which was

(Continued on page 70)

NVA Meet to Hear Silbert, Raynor

Federal Reserve Bank Rep, NVMDA Speaker Also Slated; Expect 400

CHICAGO — Arthur Silbert, Standard Financial Company, New York, and Milton T. Raynor, NVA counsel, will head up the speakers' platform at the National Vendors' Association conclave at the Congress Hotel here April 16-19. A representative of the Federal Reserve Bank and a National Vending Machine Distributors' Association spokesman will round out the rostrum.

Jane Mason, Leaf Brands, convention secretary, said last week that about 400 are expected at the convention, based on last year's attendance. "We expect attendance to be equal to—and we hope, better than—1958's," she commented. "Reception to date has been good." An estimated 24 or 25 exhibitors are slated to display machines and equipment, much of which will be shown for the first time to the trade.

Two luncheons and two special parties are in the works for conventioners. Paul Price & Company, Karl Guggenheim, Inc., Plastic Processes, Inc., Samuel Eppy & Company, Penny King and Ringmaster Charms will co-sponsor one big party, while Leaf Brands will again sponsor their popular buffet dinner dance. Luncheons, with no tabs attached, will be sponsored by NVA, and by Victor Vending, Oak Manufacturing and Northwestern Corporation in conjunction.

Raynor will address the NVA visitors on legal problems in the industry, a review and forecast. Silbert will talk on his specialty, finance, from the bulk vending viewpoint. Discussion of credit, loans and machine depreciation

will likely be included in the speech.

Moe Mandell, NVMDA prexy, announced that a representative of the distributors' group would address the meet, subject not yet named.

The Federal Reserve representative will discuss economic trends in the nation as it relates to the bulk vending industry.

A movie presented by the Coca-Cola Company, "The Man With a Miracle," is scheduled to be shown at the meet.

NVA is urging bulk vending machine operators and distributors throughout the country to "combine serious, important business with pleasure" at the association's once-a-year get-together.

BIG SAVINGS

Buy Star Mixed Capsules

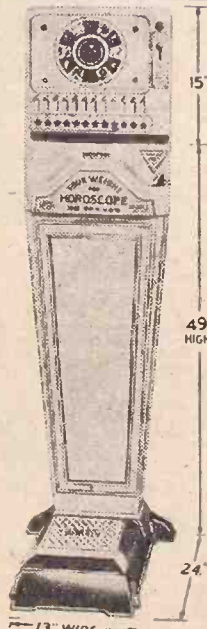
Star Mix #1 \$20.00 per M
Star Mix #2 18.00 per M
Star Mix #3 15.00 per M

Salt & Pepper Shaker Capsule
One Dollar less per M

Write for quantity price on merchandise.

New and used Acorn machines.
All prices F.O.B. Houston.

STAR VENDING SUPPLY CO.
6327 Calhoun Rd.
Houston, Texas



5c

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c

\$25.00

DOWN
BALANCE \$10.00
PER MONTH

WATLING MFG. CO.

4630 W. Fulton St., Chicago 44, Ill.
Est. 1889
Telephone: COLUMBUS 1-2773
Cable Address: WATLINGITE, Chicago



VENDING MACHINES — Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.**

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢ \$14.50
 N.W. DeLuxe 1¢ & 5¢ Comb. 12.00
 N.W. #39 1¢ Porc. 7.95
 N.W. Model #33 1¢ Porc. Con-
 verted for 100 ct. B.G. 6.50
 Silver King 1¢ B.G. or Mds. 8.50
 A.B.T. Guns 30.00
 Mills 1¢ Tab Gum 12.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red, .73
 Pistachio Nuts, Jumbo Queen, white .68
 Pistachio Nuts, Large Tulp69
 Pistachio Nuts, Vendor's Mix54
 Pistachio Nuts, Sheik42
 Cashew Whole56
 Cashew Butts42
 Peanuts, Jumbo37
 Spanish32
 Mixed Nuts30
 Baby Chicks32
 Rainbow Peanuts32
 Boston Baked Beans28
 Jelly Beans28
 Licorice Gems40
 Leaflets, 650 ct.59
 M & M, 550 ct.47
 Hershey's47

Rain-Bo Gum, 69 ct.30
 Malt-ette, 100 ct., per 10032
 Rain-Bo Ball Gum, 140 ct., 170 ct.,
 210 ct.30
 Rain-Bo Ball Gum, 100 ct.32
 200 lb minimum, prepaid on all
 Rain-Bo Ball Gum.
 Adams Gum, all flavors, 100 ct.45
 Wrisley's Gum, all flavors, 100 ct.45
 Beech-Nut, 100 ct.40
 Hershey's Chocolate, 200 ct. 1.40
 Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN NUTS

GET YOUR SHARE WITH



49 NUT VENDOR

Interchangeable SANI-CARRY* globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut



STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

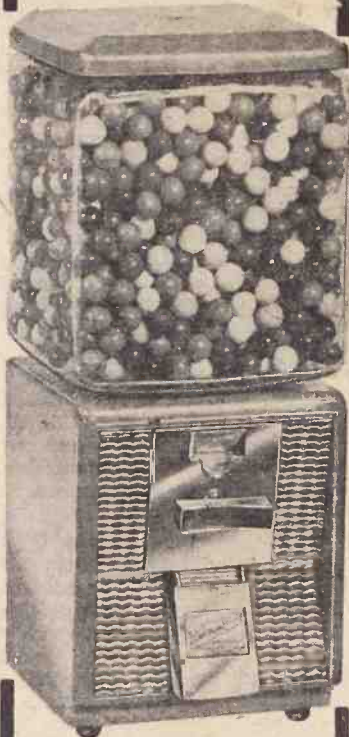
MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 Longacre 4-6467

Pa. Cig Tax Hike Must Pass Senate

HARRISBURG, Pa. — The Pennsylvania House of Representatives passed unanimously and sent to the Senate a bill increasing Pennsylvania's tax on cigarettes from 5 to 6 cents a pack, with the addition earmarked to finance a Korean War veterans bonus program.

If approved by the Senate the added tax will become effective May 1.

IMMEDIATE DELIVERY ON THE NEW Northwestern GOLDEN 59



Wire, Write or Phone Your Distributor Or

THE NORTHWESTERN CORPORATION

2395 Armstrong St., Morris, Illinois

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Urge Calif. Ops Join Tax Fight

LOS ANGELES—The Western Vending Machine Operators' Association is seeking defeat of Assembly Bill No. 1729 which would tax bulk operators thruout the State \$2 for each penny machine, W. H. Siegle, president, said.

Siegle said that all operators are being urged to telegraph their respective assemblymen to oppose the bill.

In soliciting the aid of operators, Siegle estimated that an operator must have from 500 to 750 machines "to make a living" and work a minimum of 12 hours per day. He said that supply and merchandise costs are increasing, with the routeman unable to increase the selling price to counteract the advances. Siegle said that such taxation on a per-machine basis would virtually destroy hundreds of small businessmen who make their living in bulk merchandising.

Finger-Tip File

Continued from page 69

formerly used to accept a penny converted into an electric switch to turn the lamp on and off. Levy made use of dated machines with little sales potential in this way, and thru checking the card file was able to choose the recipients in keeping with the amount of business involved. The gift lamps, incidentally, were a sensational hit and most of them are still on display at the locations.

Good Will Cards

When there is an illness in the family, a death, etc., Levy sends the appropriate condolences, and often a wedding gift is sent when a location owner's son or daughter is married. He keeps track of promotions, strokes of good luck, etc., where location owners are concerned, always using the file to check names, addresses and home telephone numbers of the location. Among other things, the card file continuously pin-points locations which for some reason or another are not showing the type of return which they should, and so indicates that Levy should experiment with changing the type of machine or the merchandise vended. It also shows where complete indifference and disinterest on the part of a location owner makes the location problematic from the standpoint of profit.

"I spend a lot of time scribbling on cards," Levy said, "but I think that the cards are as valuable as having another man on the job."

CAVA Holds 1st Mfr.-Op Meeting

LOS ANGELES — First of a series of dinner meetings at which manufacturer members will display and discuss equipment was held by the California Automatic Vendors' Association in the Embassy Room of the Ambassador Hotel March 20.

APCO, Inc., was the host at a cocktail party, following which Don Young, area manager, discussed the features of some of the Soda Shoppe line displayed. These included a combination fresh brew and instant and an instant coffee machine.

Meeting was conducted by B. J. (Bob) Grenier, CAVA president, who explained that the purpose of the session was to "exchange ideas." He emphasized the need for parts and service as well as a training program.

Young used a throat microphone to explain the machines that were shown. He said that a complete (Continued on page 84)

Spring Time=Fishing

WIGGLE WORMS



Actually Crawls \$8.00 per M

Stop Fishing Around THIS IS IT—1 LB.-7 LB. FISH \$7.50 per M

Brilliantly vacuum plated, astd. colors, stands on end, excellent for capsule, stickers available. 2 Excellent Spring Items

paul a. Price co. inc.

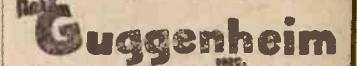
55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8

VACUUM PLATED MAGIC LETTERS

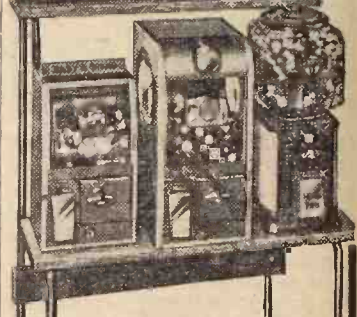
\$6.25 per M

Free Labels

at your distributor or . . . Write, wire, phone



33 UNION SQUARE N.Y.C. 3, N.Y. AL 5-8393



VICTOR'S

Sextette

A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

IMMEDIATE DELIVERY! THE 4-UNIT BI-LEVEL STAND

VICTOR VENDING CORP. 5701-13 W Grand Ave., Chicago 39, Ill.

IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry.

The NVA Convention will be held in Chicago, April 16-17-18-19

THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 13!!!

ADVERTISING DEADLINE APRIL 8!!!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '59 promises to be the greatest and most important in its history." Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

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Play Ball !!

IMPROVE THE BATTING AVERAGE OF YOUR MACHINE 5M or more \$6.00 per M

Baseball Buttons with players pictures. Official white baseballs with red seams included in

Play Ball Mix

Ask about Our Finance Plan ATLAS



SURE-LOCK, the perfect capsule. Outstanding Items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Send 35¢ for SAMPLE KIT OF CHARMS

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn. World's Largest Selection of Miniature Charms "HEADQUARTERS FOR ATLAS MASTER PENNY-NICKEL MACHINES"

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 7/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.



For details and Prices Write, Wire, Phone Today.

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ROLY-POLY PENGUIN



5,000 to 9,000... \$13.50 per 1,000
1,000 to 4,000... 16.50 per 1,000

Spring brings LIFE to nature. ROLY-POLY PENGUIN brings thriving, throbbing LIFE to machines.

SAMUEL EPPY & COMPANY, INC.
91-15 144th Pl., Jamaica 35, New York

Colo. Seeks 2c Cig Tax

DENVER — Colorado Gov. Steve McNichols is suggesting a two-cent-per-pack tax on cigarettes as part of his program to boost State revenue.

A spokesman for the Colorado Cigarette Distributors Association claims enactment of such a tax might legally drive cities out of that local taxing field.

Harry King, attorney for the cigarette men, said the group believes the Legislature should use extreme caution in levying a State tobacco tax. Any "intelligent" approach will take time, he said. King said he did not agree that the tobacco industry should be subjected to a new tax, but conceded that some State levy on cigarettes in Colorado is "perhaps just a matter of time."

King added that the group plans to submit a model tax bill for consideration. If the Legislature decides to impose a tax, he said, it should be as painless and effective as possible.

Oak Charges Patent Infringem't, Unfair Competition in Suit

LOS ANGELES—Oak Manufacturing Company, Inc., has charged Lew Feldman, of doing business as Acme Vending Machine Company, and Robert S. Gladstone with infringement of patent and unfair competition in the U. S. District Court here.

In its complaint filed thru its attorney Thomas P. Mahoney, Oak charged that the "defendants have unfairly competed with the plaintiff—selling in interstate and intrastate vending machines which incorporate plaintiff's original design and arbitrary appearance." It is also alleged that Feldman and Gladstone copied non-functional parts.

Oak seeks a cease and desist, damage sustained in consequence, and for the defendants to pay over and account to it for all gains, profits and advantages. Triple damages for infringement are also sought.

Feldman said that he could not explain why he was named in the suit as he does not manufacture any equipment. Gladstone is an operator.

MAN... IT'S OUT OF THIS WORLD!

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO.
1028 44th Avenue, Oakland California

WE HAVE

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WE HAVE

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VICTOR'S

5-STAR BABY GRAND

- ★ Capsule 5¢ or 10¢
- ★ Rocket Charms, 5¢
- ★ Ball Gum & Charms, 1¢
- ★ Chiclo Treats, 2 for 1¢
- ★ 100-Count Ball Gum, 1¢

\$13.25 ea. Write for Quantity Prices
Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of

- CAPSULES ● MACHINES
- CHARMS ● BALL GUM

Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR.
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Standard of quality the world over...

LEAF

RAIN-BLO

BALL GUM

Contact your distributor for immediate shipment.

MANUFACTURED EXCLUSIVELY BY
LEAF BRANDS INC.,
1155 N. CICERO AVE., CHICAGO 51, ILL.

OPERATOR'S DREAM

An All Purpose Machine

Northwestern GOLDEN 59
Vends all kinds of bulk Merchandise and Ball Gum and Charms
\$15.95 specify 1¢ or 5¢ immediate delivery

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676

VICTOR'S PROVEN MONEY-MAKER

TOPPER 1c BALL GUM VENDOR

\$13.25 Ea.
\$12.75 Each 100 or More

FREE OFFER

In order to increase our mailing list, we are offering this week only a lady's gold-plated one-year guaranteed Wristwatch with every purchase of 4 Toppers at \$13.25 each.

Write for Free 32-Page Catalog on Charms, Ball Gum, Capsules, Machines.

1/3 Deposit on All Orders

PARKWAY MACHINE CORP.
718 Ensor St., Baltimore 2, Maryland

Use The Billboard classified pages for

▶ **RESULTS!**

From out of the West

A NEW IDEA in VENDORS!

SEE US AT THE SHOW!
(IT'S **oak** WITH US)

OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave. Culver City, Calif.

AN OPEN LETTER TO THE BULK VENDING INDUSTRY

THE NATIONAL VENDORS ASSOCIATION

will hold its 8th Annual Convention at the Congress Hotel, Chicago, Ill., on April 17, 18, 19. This industry-wide meeting is held for YOUR benefit . . . to help and assist all within this growing industry.

N.V.A. has planned this affair in such a way as to bring YOU, the operator, the distributor and the manufacturer, the maximum benefits possible in three days.

1. Speakers will bring you valuable information and data on your industry.
2. You will get new profit-making merchandising ideas.
3. Exhibitors will show you brand-new merchandise, brand-new developments and techniques.
4. There will be social affairs for you and the ladies.
5. There will be an exchange of thinking which will help your business. Attend the business forums.

So, to increase your volume, to keep up with new trends, to make more profits . . .

COME to the N.V.A. Convention in Chicago, the Congress Hotel, on April 17, 18 and 19. Bring your wife and family, because Chicago is a truly great vacationland. Combine real serious business with pleasure.

ACT NOW! Prepare now for this important event. Your business, its success and its future, demand that you attend.

Sincerely,
National Vendors Association
134 N. La Salle, Chicago
By: Convention Committee

Vend. the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

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Candy, Gum & Nuts
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VEND Magazine, 2160 Pattelson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for

1 year \$5 3 years at \$10 (Foreign rate, one year, \$10)

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765

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 23, 1959)

Main table containing coin machine price index data. Columns include High, Low, Mean, and machine names. Categories include Music Machines, Rock-Ola, Shuffle Games, Arcade Equipment, Pinball Games, Gottlieb, Williams, and Chicago Coin.

AMI-Canteen Acquisition Final March 31

CHICAGO — The Automatic Canteen Company of America will officially acquire AMI, Inc., March 31. On this closing date, AMI will deliver its property and assets to the wholly-owned corporate subsidiary of Canteen in exchange for shares of Canteen stock. Announcement last Friday (27) by Ted Kobza, Canteen treasurer, followed the meeting of AMI stockholders Wednesday (25) at (Continued on page 74)

Op Gives High School Teens Stereo Lesson

ATKINS, Ark. — Paul Hurst, owner of Hurst Music Company here, quietly won a noteworthy public relations victory for the juke box business largely because of his own interest in it. Hurst, active and well known in the community, told the story of coin-operated stereophonic music to the principal of the local high school. The principal became so interested in his description that he (Continued on page 79)

Federal Grand Jury Probes N.Y. Situation

NEW YORK — Alleged racketeering in the juke box industry here will be investigated by a special federal grand jury impaneled Tuesday (24). The panel of six women and 17 men is expected to be in session for three months. Normal life of a grand jury is one month. Augustus Marchetti, assistant attorney-general in the Justice Department's Antitrust Division, said, "We are investigating the coin-operated machine industry, involving all levels, from the time the machine is manufactured to the time it makes income by putting it into a location." He added that "there is a possibility that we will explore certain union connections with the industry to determine whether they have entered into any illegal agreements." The move to impanel the grand jury was not unexpected. Rumors

HERE'S ARTIST LINE-UP FOR MOA SHOW

CHICAGO—Here are the artists confirmed to date for the MOA banquet and floor-show April 8: Red Foley and the Promenaders (Decca), the Kirby Stone Four (Columbia), Cathy Carr (Roulette), the Diamonds (Mercury) and Donna Hightower (Capitol). The Five Strangers (Christy), Tommy Edward (M-G-M), Mills Brothers (Dot), Suzy Dallas (Todd), Freddie Ticken and the Rockers (Hit) and Jackie Wilson (Brunswick). Sonny James (Capitol), Ersel Hickey (Epic), Jerilyn Jane Oliver, a dancer, and Ron Hargrave (M-G-M). RCA Victor and Coral had not at press time confirmed artists.

Key Speaker Slate Named For MOA Convention Agenda

CHICAGO—Key speakers were confirmed last week by Music Operators of America for its general convention meeting April 7. Those announced by George Miller, MOA president, are: Nick Allen, MOA counsel, who will speak on copyright legislation; Joseph D. Henderson, of the American Association of Small Business; Leo Kaner, MOA's national tax counselor; Lyle Gumm, of the Public Relations Board, Chicago; U. S. Rep. George P. Miller, Washington; Abraham Schwartzman, Stereophonic Music; John Haddock, president of the Automatic Phonograph Manufacturers' Association and AMI; Orville Farris, California Life Insurance Company,

and G. Herbert True, Visual Re-week's issue as an aid to those attending. Miller last week also announced that: The board of directors meeting will be held Saturday at 8 p.m. in the Promenade Room of the hotel (mezzanine floor). A meeting of all committee members (Continued on page 80)

60 Pack 2-Day Stereo School In Milwaukee

MILWAUKEE — "Basically, a stereo juke box functions the same as any home two-track sound equipment," Reid Whipple, Wurlitzer field engineer, told operators and servicemen in a two-day stereo school March 16-17 in Milwaukee. The school was sponsored by United, Inc., Wurlitzer distributor for Wisconsin and Upper Michigan. Declared Whipple: "The big difference is that the operator is faced with a lot of sound distribution obstacles in locations that (Continued on page 81)

N. Y. Juke, Game, Vending Ops Faced With Per-Unit Taxes

NEW YORK — Local juke box, amusement game and vending machine operators are faced with prospects of paying per-machine taxes varying from \$10 to \$25 a year, according to terms of legislation passed last week by the Legislature.

The enabling act gives all cities of more than a million population (New York City is the only one in the State) authority to levy such taxes, and it is expected that the city will take advantage of that authority. Mayor Robert Wagner, who requested the enabling legislation, is on a Bermuda vacation this week, and it is doubtful if any action will be taken until he returns next week.

Meanwhile, various local vending, amusement machine, Arcade and juke box organizations are preparing arguments to present before the Board of Estimate with the purpose of demonstrating that they are currently bearing their fair share of taxes and that additional taxation would force them to close many locations, depriving these locations of revenue and causing the operators to discharge servicemen. Any per-machine State tax seems a dead issue for this session of the Legislature, thank largely to efforts of the New York State Coin Machine Association and various other organizations. A NYCMA delegation, aug- (Continued on page 82)

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500 Attend Annual N. J. Operator Fete

NEWARK, N. J.—Nearly 500 juke box operators, distributors, record people and their guests attended the 22d annual banquet of the Music Guild of New Jersey at the Hotel Essex House here Saturday night (21). As in the past, speeches were prohibited, as the evening was dedicated to food and libations, dancing, the floorshow and, of course, trade talk. The show, staged and produced by Buddy Basch, was emceed by a couple of local disk jockeys—Paul Brenner, WNTA, Newark, and Norm Stevens, WMGM, New York. Stageshow

The show was highlighted by the performance of Vivian Lori, Counterpoint, who registered big with the operators. Other talent included Frankie Castro, 20th Century-Fox; Teddy Randazzo, ABC-Paramount; Kenny Rankin, Decca; Beverly Ann Gibson, Deb; Link Ray and the Men, Epic; Eddie Carl; Savina, Love; Al Kasha; Juan Esquivel, RCA Victor; Gene Bua, Warner Bros., and the Mambo Jacks, dance team. Marty Ames, Dot artist, backed the show and provided dance music with his ork. Tina Robbins, Coral artist, appeared, but did not sing on doctor's orders. For the first time in more than a decade, the MGNJ is not headed

by Sam Waldor. Waldor, who had served for 11 terms, has retired, with Jules Rusoff the new president. Rusoff has been an operator (Continued on page 80)

SFC Acquires New Subsidiary

NEW YORK—The Standard Financial Corporation, a publicly held firm specializing in finance plans for the juke box and vending industries, has acquired the Amity Mercantile Company here, to be operated as a wholly-owned subsidiary. Other SFC subsidiaries are the Standard Factors Corporation, Los Angeles; Texas Factors, Dallas; Jewelers Acceptance Corporation, New York, and Factors Corporation of America, Philadelphia. SFC has elected Herbert A. Busch, Amity Mercantile president, as a vice-president. Named directors were John H. Ballard, president and director of the Bulova Watch Company, and Wayne Chatfield Taylor, economic advisor. R. Roger Walters has been elected vice-president in charge of new business.

United Music Names Distributors, Plans for MOA

CHICAGO — United Music Corporation announced last week the appointment of five new distribution offices. Vice-President Jack Mitnick named the following companies: Royal Distributing Co., Cincinnati; McCall Novelty & Distributing Co., St. Louis; H. H. Distributing Co., Houston; Midwest (Continued on page 74)



JUKE BOX OPERATORS GATHERED around Instructor Reid Whipple at the United, Inc., stereo school March 16. (Ben Ollman photo.)

Convention Bulletin

CHICAGO—Bob Crosby will co-emcee with Peter Potter the MOA banquet, George Miller, president of the Music Operators of America, announced Thursday (26). The banquet is always highlighted by the appearance of guest recording artists who appear thru the co-operation of exhibiting record companies. Miller declared that he feels that this year's program features the greatest line-up of recording stars "that operators feel they know thru hearing them on records, but now will see them perform in person."

Report of McClellan Week's Comm. Hearings

WASHINGTON — Testimony bearing on alleged racketeering affecting the coin machine industry last week was heard from the following persons:

Aaron Kohn, managing director of the Metropolitan New Orleans Crime Commission, who testified that an alliance of parish officials with mobsters gave them control over juke boxes. He alleged that Carlos Marcello and his brother Vincent were principal figures.

Walter Richardson, a tavern owner, testified that he had satisfactory relationship with a New Orleans operator, Al Dargis, but that after the election of Sheriff William Coci, he was visited by as yet unidentified men who told him to do business with Marcello's company. Refusing to do so, he said, he was raided by sheriff's deputies and a Marcello machine was installed alongside the Dargis juke box. Subsequently, after a "plugging and unplugging" tug of war, Richardson filed suit against Marcello's company and won a restraining order against them. Thereafter, he said, he was not troubled.

Pat Gillen, owner of three taverns in Jefferson Parish related that Al Huffine, manager of Marcello's company, suggested that he patronize a "Jefferson Parish Company" which he did.

Subsequent testimony revealed that Willard Guillot, operating out of St. Bernard Parish, had delayed repair on a juke box located in a restaurant. It was stated that another machine had been secured at which point it was alleged that Guillot became enraged and shot up not only the replacement machine, but also the location, allegedly under the eyes of sheriff's deputies. The restaurant owners said they tried to sue Guillot, but stated that they dropped the suit after being threatened.

Additional testimony on the use of a radio broadcasting station by Jefferson Music Company for dispatching of servicemen was also introduced with the charge made that "facilities might have been used to transmit gambling information."

Carlos Marcello, invoked the Fifth Amendment. Chairman McClellan refused permission to Marcello's lawyer to cross-examine Aaron Kohn because Marcello refused to answer questions. Robert Kennedy, committee counsel, charged that Marcello "dominates and controls the coin machine business in Southern Louisiana," with additional charges that gambling machines are being operated in the area even though gambling is illegal within the territory. Marcello remained silent when questioned about citizenship and is currently facing deportation proceeding which he has already fought 35 times in the courts.

Hal Sherry, former union organ-

izer, was first man up as the quiz turned to Los Angeles. He testified that he had been asked by operators to help form a union, that he realized later the formation was improper. He declared that attempts had been made to take over the union by hoodlums. He testified Joe Peskin, former Chicagoan, had avowed he would "create havoc" if not allowed to join the union, the alleged reason for his joining being to sell phonographs to members. After picketing problems involving a teamsters local, he stated six men appeared in his headquarters, with drawn gun, and announced that a man named "Cohen" was taking over. Sherry assumed Mickey Cohen was the man referred to. At any rate this encounter produced no further action.

Sherry related that he tried to organize operators in San Diego, with apparent assent of potential members. He reported he was told later by Frank Bompensiero that he could not do this unless he agreed to a 50-50 split. Sherry declared he would have none of it, that he was brutally beaten the next night and that he then lost his desire to pursue for organization.

Thomas Vaughn, of New Orleans, related that he had attempted to assist George Seedman in cigarette vending machine location fights. At this point, the names of Babe McCoy, disbarred fight manager, Mickey Cohen and Cohen's friend Fred Sica, were introduced in testimony. They figured in so-called settlement of location disputes and allegations regarding threats on Seedman's life.

Fred Otash, a private detective, apparently hired by Seedman's operating opposition, was alleged to have received money to allow recordings of conversations to be heard which turned out to be unintelligible. He said Meyer Carr, official of the company opposing Seedman's firm was eventually called in and an agreement was said to have been reached which provided for only "fair methods" of competition.

Committee Counsel Kennedy characterized the affair as a "perfect example of large business paying gangsters to stay out."

William Breen, salesman for Carr's firm, was next to testify, relating that Cohen's friend Fred Sica sought a meeting with Carr. Carr refused to meet him because of his background. Breen said that Sica then hinted that "others" were interested in his service, apparently wanting both sides to think he would go to work for the highest bidder.

Meyer Carr testified that he lost locations when higher commissions were promised. He said that he had hired Fred Otash to get information on how the locations were being taken. It developed that Carr had apparently been under

the impression that Sloa and Cohen worked for his competition, and, that his competition thought they worked for him. After it was straightened out that they worked for neither, Carr's firm received \$13,000 from Seedman's firm in compensation for broken contracts.

George Seedman in the witness chair told the same story as related by Vaughn. He indicated that he thought payments to Cohen were stupid, but that he had also thought it important to keep Cohen and friends out of the business.

Fred Sica, alleged recipient of the payment, invoked the Fifth Amendment to all questions.

Meyer Harris (Mickey) Cohen was next up and he also immediately invoked the Fifth Amendment.

Miami Testimony

Leonard Baitler, mechanic, told the committee that Charles Karpf, backed an effort to control Miami juke boxes thru alliances with labor unions. He declared that the IBEW was reluctant to take mechanics into the union but finally did so in 1954. Later he said an upholsterer's union began organizing operators to establish "stability." Baitler said Karpf was the man behind this new union development, assisted by Anthony Randazzo, public relations man for a coin machine association. Baitler said that he complained of the upholsterer union activities with the result that its charter was revoked. Karpf apparently then secured a charter from the United Textile Workers of America. He declared that some operators did not care to be linked with Karpf and Randazzo and left the association with the result that two associations merged with Harry Ziman as president, the latter an alleged associate of Joe Massei, Miami underworld figure. At a showing, held by Sam Taran, pickets from the upholsterer union and textile union were there with the result that a mechanic was beaten by Karpf, Randazzo and two other men.

Don Bellow, victim of the beating, testified that in early 1955 it was suggested that he see Karpf since he owned his own service company. Karpf suggested he and his employees join the union. Bellow refused because he paid his help \$90 a week while the union guarantee was only \$42. He stated that after the beating he was ill for several months and lost his business.

Robert Norman, manager of a distributing firm, related that he was approached by Randazzo, and that he refused to help organize a union so that "operators will buy more of your machines." He told of Randazzo being fired by the operator association with all of its members pulling out and forming a new association. Allegedly the new group then hired Randazzo anew to handle public relations and Karpf joined Randazzo in organizing efforts. Norman said his business was "stink-bombed" when he refused to go along with Karpf and Randazzo.

William Blatt, music operator of Miami, testified that distributors had set up "whip companies" with routes of machines to force existing operators to buy more machines, averring that he lost 30 locations to such companies. Blatt said that Randazzo was hired because Joseph Mangone said that he might be able to help. Randazzo was reported to have said that he had no criminal record. Blatt related that Randazzo failed to bring back locations and was released. He then traced the history of association changes and mergers. Blatt testified that Frank Dioguardia, brother of New York's Johnny Dio, had taken locations from him. When Blatt tried to buy out Dioguardia "the price was too high."

Sam Taran was next to testify. Kennedy pointed out that Bill Presser, now president of the Ohio Conference of Teamsters, had once been a Taran rival in Buffalo, N. Y. Taran related that some tough guys wanted part of his business



INSIDE INFORMATION on stereo juke boxes is shown being given to columnen at United, Inc.'s stereo school. Instructor is Reid Whipple. (Benn Ollman photo.)



STUDENTS AT THE UNITED, INC., stereo school showed their keen interest by crowding around instructor Reid Whipple during the question and answer period. (Benn Ollman photo.)

Ops Laud Midget Cars

MEMPHIS — Three Memphis operators have purchased the small French Renault Dauphine auto for service calls and report the long mileage they get on a gallon of gas was the reason.

These reports were made at a meeting last week of the Memphis Music Association:

Southern Amusement Company has purchased four of the small cars and has out its gas bill from \$150 to \$41 a month on the routes they are used to service.

Douglas Highfill, owner of Rainbow Amusement Company, reports that he had two Dauphines and was considering buying two more to service the large route he has built in recent years. He said he gets 35 miles per gallon in the city and 45 on the highway.

Allen Dixon, general manager of S & M Sales Company, said his company had purchased one on a trial basis and was pleased. He said he got an average of 33 miles to the gallon from it.

and that when he did not go along, one of his buildings was burned. He said that Randazzo, Karpf and Joe Indelicato told him that he could better conditions by joining the textile union. Taran declared he was against it and that when the Karpf organization folded in 1955 his 30 employees joined the IBEW.

Joseph (Scotch) Indelicato invoked the Fifth Amendment.

David Fretette, secretary and business representative of Local 290, Teamsters, was equally uncooperative.

Charles Karpf was the last witness and he also claimed privilege under the Fifth Amendment. Investigator Art Kaplan related that the IBEW tried to find out about Karpf because he was "pushing him out" of Miami. The local upholsterers union said it did not recognize Karpf. After that, Karpf claimed he represented the United Textile Workers, but Kaplan reported that he had never been given authority to do so. Kaplan further stated that apparently Karpf chose his union local designation to "fit the particular need of the moment."

The probe is slated to resume the second week of April with the announced intention of hearing testimony from Detroit.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

United Music

• Continued from page 73

Distributing Co., Denver, and Sparks Specialty Co. offices in Atlanta, and Columbia, S. C. Further announcement regarding grand openings is expected.

Mitnick also reported completion of plans for the MOA show where the Model UPB, both stereophonic and monaural, will be displayed. Five color combinations are available. Featured in the exhibit will be the gearless record-changing mechanism which Mitnick claims to be the fastest to operate.

He declared: "A complete muscle system of extreme flexibility will be shown, including corner, ceiling and wall speakers, and a dual channel amplifier and stereo extension speakers which provide realistic depth in sound."

"Other convention features," he continued, "are our wall box unit, featuring standard three-wire systems and speeded selections thru ability to transmit a record-selecting signal direct to the selector. The UPB's walk-in door opens wide, revealing the complete mechanism making servicing easy. Title holders snap out at the flick of a finger and record replacements are made with ease."

"We will have special displays of the various electrical and mechanical sections of the phonograph," said Mitnick, "to show the design of our package units for easy replacement without needless disassembly. Our new anti-abuse device eliminates record replays caused by jarring."

"These and many other exclusive features will be on display," concluded Mitnick, "but we will also have engineers on hand to explain and demonstrate every item... with easy-to-understand answers."

AMI-Canteen

• Continued from page 73

which the move was approved. AMI stockholder approval was the last remaining requirement necessary for the official acquisition (The Billboard, March 9).

On March 2, Canteen filed a registration statement with the Securities and Exchange Commission seeking registration of 292,426 shares of common stock. Canteen proposed to issue 126,072 shares to AMI for the latter's property and assets (The Billboard, March 9).

Boards of both Canteen and AMI had approved the acquisition December 30 (The Billboard, January 5).

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

THE MUSICAL SALES CO.

Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

Musical Sales sells to you at REGULAR DISTRIBUTOR WHOLESALER! Nothing over, with free title strips and in one prompt postage saving shipment.

Remember, nobody beats Musical Sales prices and nobody beats Musical Sales service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

Call, write or wire your order today.



By now you've had a chance to hear all of the 1959 Stereophonic Phonographs, to study their individual features and to note wherein they seem to be alike or differ from one another. So now you probably know...

What is Meant by Completely Flexible Stereophonic Sound!

First we must note that for any stereophonic sound system to be "Fully-Flexible" it is necessary that the various components that make up that system can be arranged in any type of location to fit the specific needs or problems of that location.

To accomplish this the Stereophonic Phonograph itself should be placed in that area of the location where traffic is greatest, "the best place" where its eye appeal can attract the most customer attention and thus induce maximum play.

Next the two Stereophonic Speakers should be positioned in that location so that they can produce the finest possible "balanced" Stereo Sound. They must do this irregardless of the position of the Stereophonic Phonograph itself.



ROCK-OLA Stereophonic Sound

In our Industry only the ROCK-OLA Stereophonic Sound System permits such elastic arrangement possibilities. This is basically so because the ROCK-OLA Stereophonic Phonograph has no loudspeakers in its cabinet, no sound emanates from the Phonograph itself. This fact enables you to place it in the top-profit spot on the location where its advanced styling, color appeal and programming attracts the players, and where its unexcelled mechanism selects and plays the numbers chosen.

The ROCK-OLA Stereo Twins

The ROCK-OLA Stereo Twin Speakers are acoustically balanced each with the other. In order to give full range Hi-Fidelity Stereophonic Sound each pair contains two 12-inch woofers and two high frequency compression driver horns to provide smooth frequency response to match linearity of the amplifiers. Being wall speakers, they do not take up valuable floor space such as extra free-standing cabinets do. Being wall speakers they can be attached anywhere on the location to take advantage of the variable acoustic characteristics of it; its size, its shape (length, width and height of ceiling)

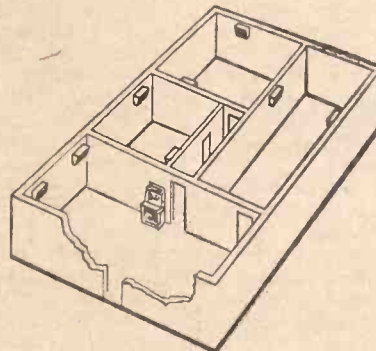
and of the materials contained within it (rugs, drapes and furniture). Obviously with all these variables present only a Stereo Sound System with complete flexibility of both phonograph and loudspeaker placement can satisfy all locations.



Multiple Room Installations

With most sound systems a separate stereo phonograph would be required for each separate room installation. But not with the ROCK-OLA System.

Only with this method can authentic Stereophonic Sound be achieved in each room of a multiple room location; as for example, a lounge, a restaurant and a bar combination; because the phonograph and the speaker locations are each independent of the other. A pair of ROCK-OLA Twins installed in each room according to the characteristics of that room provides balanced Stereo listening for everyone present. The ROCK-OLA Dual Channel amplifier will take up to 4 pairs of ROCK-OLA Twin Speakers. All this flexibility is achieved with a single phonograph.



Bonus of Features

Along with all these super qualities of the ROCK-OLA Stereophonic Sound System there are the many others which you know about, such as ROCK-OLA's advanced styling, the Time-Tested, proven ROCK-OLA mechanism, Focal-Point programming and its small, compact cabinet. There are models equipped with either 120 or 200 selections.

To convince yourself of the superiority of the ROCK-OLA Stereophonic Sound System it must be listened to. To appreciate the appearance and the engineering perfection of the ROCK-OLA Tempo it must be seen and operated.

Visit your nearby ROCK-OLA Distributor today and draw your own conclusions. He'll be glad to point out the many exclusive advantages of this year's ROCK-OLA—and you'll be glad to learn about them.

ROCK-OLA *Tempo*

with Completely Flexible Stereophonic Sound
available in Sterophonic Hi-Fidelity or the finest Monaural
Hi-Fidelity in both 120 and 200 Selection Models

ROCK-OLA
Manufacturing Corp.

800 N. Kedzie Avenue
Chicago 51

WURLITZER HIDE-AWAY MUSIC SYSTEM

SCORES HIT IN FAMED LONG ISLAND DINER



THE FRONTIER, A Glen Cove, L. I., N. Y. show place, provides patron entertainment with a Wurlitzer Stereophonic Music System. The installation consists of a Wurlitzer Model 2317-S Hide-Away Unit, 15 Wurlitzer 200-selection wall boxes and 8 Speakers specially encased to harmonize with the walnut-interior.



NOW EVEN A **LIMITED SPACE** LOCATION CAN HAVE WURLITZER STEREOPHONIC MUSIC

Limited space need not limit the crowd-pulling power of Wurlitzer Stereophonic Music. New Wurlitzer Hide-Away Units offer customer pleasing stereophonic high fidelity sound with its proven terrific ear appeal.

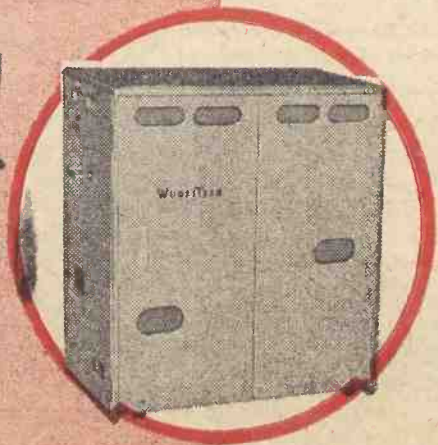
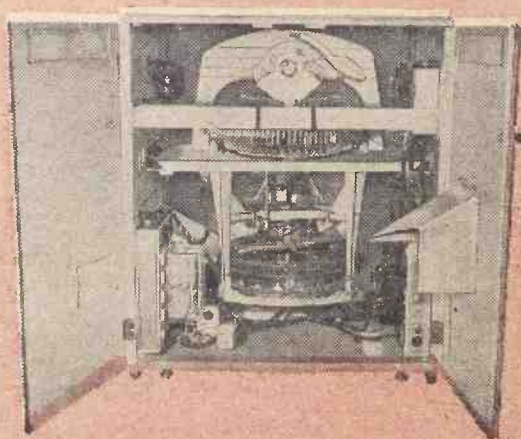
Your choice of 104 or 200-selection Hide-Away units enables you to turn compact locations, such as the Frontier Diner, into big money spots.

Ask Your Wurlitzer Distributor
for a Demonstration

WURLITZER *Stereophonic*
HIGH FIDELITY MUSIC SYSTEMS

WITH A COMPLETELY
FLEXIBLE LINE OF FLOOR, CORNER
AND WALL SPEAKERS

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Est. 1856



CHAIN REACTION

Super Plans Playlands in Future Stores

DENVER—King Soopers, one of this city's largest food store chains, after successfully testing a kiddie ride playland operation in one of their stores, now plans to include extra space for playlands in subsequent supermarkets to be built in the Denver area.

The Mayfair store of King Soopers recently experimented with an amusement machine center and found results encouraging. The Mayfair store is located in Central East Denver, in an area of new, budget-priced homes. This meant such a concentration of young children that in laying out the store it was decided to incorporate several kiddie rides. They were all spotted in one area of the store, along with a number of bulk vending units of the type appealing to children.

Identified by an overhead clear plastic sign, in a canopy running

(Continued on page 79)

New Coin Rec Center Opens

Editor's Note: Full details on the latest new coin recreation center will appear in another issue of The Billboard.

ST. PAUL — A new coin-operated recreation center, the Bowlette Amusement Center, has opened in the Lexington Plaza shopping center in suburban Roseville. A project of the LaRose Corporation here, it features 20-foot-long coin bowling games, skill games and Arcade equipment.

Altho primarily a recreation center for teen-agers, it has also drawn considerable family trade, according to Jerry Frisch, manager. Frisch also plans to have dances for youth group in the basement of the center.

This is the first operation of its kind in the Twin Cities, altho others are planned.

Game Legislation

SALT LAKE CITY—The State Senate took no action on a bill that would have given Utah cities the power to ban pinball games. The Utah House of Representatives had earlier passed the bill. The Legislature has now recessed until 1961.

SAGA OF HERB, HORN & HORSE HAS SAD ENDING

CHICAGO — Spring is here, and the horses are on the wing. At least, that's what Herb Perkins, Purveyor Distributing Company chief is led to believe. He's been forced to take an unaccustomed seat on the sidelines amid the first blushes of spring.

Herb, an old horseman from way back, had his steed in full gallop on the bridge path along Chicago's Outer Drive. The sun was beaming down, the birds were singing, but the automobiles were honking, too.

Horse and birds were in calm accord, but the doggone car horns threw the whole scene out of focus. As horse drew neck and neck with a spirited Cadillac heading into the Belmont turn-off, the fin-tailed mechanical monster suddenly let out with a loud wrathful sound. Horse responded in typical red-blooded animal fashion by promptly rearing up and tossing rider to the turf.

Purveyor's adventuresome prey is nursing a broken wrist. Horse was last reported grazing in Lincoln Park.

Here's New Arcade Pieces For 1959 Spring Openings

CHICAGO — More than 25 amusement machines in the one-month to one-year-old category are available to Arcade operators as fresh drawing cards this spring.

Now is the time of year when Arcade owners usually weed out the old and ring in the new in equipment. Some plan even further ahead, getting Arcade equipment lined up during the winter months. But comes April and May, many Arcade men find they have overlooked a machine or two that could spell the difference between average and excellent grosses.

So here's a rundown on what can be added:

With the baseball season under way, manufacturers have introduced four new machines in this category, always a popular one at this time of year, and particularly so for Arcades. The new baseballs are basically built along the same lines as last year, but offer some good new play-building features.

Williams' Pinch-Hitter gives a player extra score for making a

pinch-hit when bases are loaded with two outs. It also adds a new curve pitch which actually curves away from the plate at the last second. Bally's new baseball, Heavy Hitter, has a traveling light which moves from one score target to another, giving extra points for hits made to lighted target. United has two new baseballs, the Deluxe Baseball and the Yankee Baseball; the former a high score replay number and the latter a regular model.

Big Ride Selection

Perhaps more new and different type kiddie rides are now available on the market than at any other spring period. Among the later models are Bally's Fire-Chief and Western Express, both coach-type rides featuring galloping horse teams. Another Bally ride, Twin Champs, features two ponies. Bally also offers a new Merry-Go-Round, a Speed Queen boat and the standard Champion horse unit. King-Pin Equipment, Kalamazoo, Mich., has a train, double animal unit, Sabre

Jet Auto, Fire Engine, Tug Boat and Pony Cart. Latest new auto is Tusko Corporation's Racer. Marvel Manufacturing and Empire Coin Machine Exchange, Chicago, have a locomotive, Old Smokey.

While kiddie ride installation, in terms of numbers, are popular but limited in most Arcades, gun games are in volume use, as usual.

Sky Raider, latest United gun, features twin ack-ack guns and moving aerial targets reflected in depth, all in a compact unit. Williams' latest in Deluxe Vanguard, with in-line scores the object and bounding balls the targets. Spook Gun, presented by Bally, is a kiddie pistol unit with conical figures as drop-down targets. J. F. Frantz, Chicago, has a counter model pistol, Dodge City, featuring a Western theme. The Bally Space Gunner has player popping plastic balls at spacemen characters.

Besides the standard categories of baseballs, kiddie rides and gun games, there are the tavern-type equipment pieces, which also double as attractions at Arcades. Among them are the new ball bowling games, ranging in length from 14 to 20 feet. These are growing more and more popular at Arcades, often lined up in a row to present a miniature bowling alley atmosphere. Shuffle bowlers, played with a puck, are also used in Arcades. Some operators have found that a few coin miniature pool tables will also take Arcade money, altho they require more than one player. Other new pieces in the tavern equipment category that could go in Arcades include the new compact rebound shuffleboards, now offered by seven manufacturers, and the in-line puck games featuring bounding balls and shuffle puck play, highly popular thru 1958.

Most Arcade games, however, defy categorizing. They are the novelty types, found in greater number than any of the standard pieces in Arcades. They are the lifeblood of the Arcade business.

Among the new novelty games now available are Chicago Coin's Rocket Ball, a shuffle game with a baseball theme, built along the lines of the firm's Rocket Shuffle. Another sure-fire Arcade number made by Chicago Coin, Criss-Cross Hockey, is one of the more action-packed hockey games yet introduced.

(Continued on page 79)

American Shuffleboard to Bow New Unit at MOA

UNION CITY, N. J. — The American Shuffleboard Company will come out with its first new game in 10 years at the Music Operators of America show in Chicago next week, according to Sol Lipkin, ASC sales director.

Lipkin said that the firm's new Imperial shuffleboard will have a side view electric scoreboard and magnetic play field control. He explained that the operator can set the playing time anywhere from three to seven-and-a-half minutes. As soon as the time limit is reached, or as soon as the player gets 21 points—whichever comes first—the

magnetic control goes into operation.

At that time the electromagnet stops light pucks before they enter the scoring area and throw heavy pucks off to one side. In this way, explained Lipkin, the operator has control of the play without resorting to obstructions on pins on the playing surface.

Three Lengths

The shuffle comes in the three regulation lengths, 18, 20 and 22 feet. Prices will be announced at the convention.

American will also display its Cushion Custom Shuffle at the show. This unit will differ from its predecessor in that the magnetic play-field control principle will also be part of the game.

Lipkin said that American Shuffleboard's sales during the first two months of the year have been the highest for January and February in any year during the last seven.

He explained that the company's organization of a distributor network has been largely responsible for the increased sales. Lipkin added that more distributors are in the process of being selected.

Name McBride Mgr. of Tusko

THOUSAND OAKS, Calif.— Ross McBride has been named manager of the Tusko Corporation and the company, which manufactures coin-operated kiddie rides, will continue to operate as in the past with no personnel changes, he said here last week.

McBride told The Billboard that Trader Horne, who formed the company after years at the World Jungle Compound here with Billy Richards, had practically retired from the business. As Horne and McBride had been friends for a number of years, the latter was brought into the firm.

McBride said that he will continue his interest in Marine Enterprises and Neptune Souvenirs at Pacific Ocean Park, Santa Monica. He is affiliated with his father, Art McBride, and a brother in the beach operation.

Chi Coin Intros New King Bowler

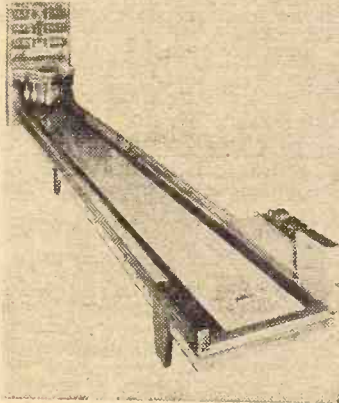
CHICAGO — "You just have to see it," declared Chicago Coin officials in announcing their new King Bowler. Art Weinand, sales manager, demonstrated by first showing it from a distance of over 100 feet to show the visibility of the new jumbo score drums which feature large numbers for distant and side ease of reading.

Then, discussing sturdiness, Weinand jumped on the playing board and lined up six more heavy-weights on the formica surfaced

alley. In the mechanism he demonstrated how a new type of ball lift, actuated by a one-fourth-horsepower motor and belt drive, gives positive return from a sound-deadening ball receiving chamber.

Available in 16½ and 21½-foot lengths, the bowler provides regulation bowling scoring for as many as six players; also, the scoring board identifies the pins remaining standing by number.

One of the first installations was a multiple placement of Bowlettes in the new high-traffic playlands which operate in conjunction with supermarkets, discount houses, etc., with special teen-age supervision.



MEMBERS OF THE EXECUTIVE COMMITTEE of the Coin Machine Division, United Jewish Appeal drive, pose for their picture at a dinner meeting at the Hotel Astor, Front, left to right, are Claire Morano, Lou Boorstein, Mrs. Al Bodkin, Judah Richards, Al (Senator) Bodkin, Mrs. Al Simon and Perry Lowengrub. Rear, left to right, are Meyer Parkoff, Mike Munves, Joe Connors, Nash Gordon, Carl Pavesi, Lou Wolberg, Irv Kempner, Al Simon, Morris Rood, Harry Koepfel and Aaron Sternfeld.

NCMDA Meet Set in Chi For April 5

CHICAGO—Bob Slifer, managing director of the National Coin Machine Distributors Association, announced last Friday (27) that the group would hold its annual election of officers and directors April 5 at the Morrison Hotel here.

Slifer said that to date 35 distributors had confirmed their attendance. On this basis, he believes it will be the "biggest meeting of the group so far."

NCMDA's chief explained that the agenda for the meeting was filled with items of great importance for the distributors and the industry in general. He was optimistic that results of the meeting would enable the group to "launch some important programs for the industry."

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Seeburg 100W	450.00
Seeburg L100	725.00
Rock-Ola 1455	645.00
2 Rock-Ola 1438-120	300.00
2 AMI G200	500.00
3 AMI E80 (repainted)	325.00
2 AMI D80	250.00
2 AMI D40-45	165.00
2 AMI B45	95.00
AMI G80	520.00
AMI E40-45	275.00



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Seeburg 100 BL	\$345
Seeburg 100 C	395
Seeburg 100 G	475
Rock-Ola Comet 1438	325
Rock-Ola 1448	475
C.C. Rocket Shuffle, 1 Pl.	295
C.C. Rocket Shuffle, 2 Pl.	335
Valley 6-Pocket Pool, newly renovated	185
Bally Nite Club	195
Bally Show Time	345
Bally Miss America	415

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FUN BETWEEN FLIGHTS

Op's Airport Game Room Entertains Travelers, Line Employees, Too

By **BOB LATIMER**

PHOENIX, Ariz.—Giving airline passengers and terminal employees the benefits of a completely equipped game room similar to those ordinarily found in bowling alleys and skating rinks has proved a profitable investment for Spalding Sales Company, Phoenix amusement machine operator.

Ben Spalding, president, bid successfully for a 20 by 22-foot space opposite the main lobby of the Phoenix air terminal, and in this small amount of space has crammed in a United Carnival gun, a Genco Wild West, a Genco Gun Club, a United Sky Raider, a Genco Motorama, a Williams DeLuxe Baseball, Williams Gusher, Williams Turf Champ, a Gottlieb Super Circus, a Williams Ten-Strike Bowler, and a Lucky Day fortune teller. More pinball games include a Gottlieb Royal Flush and a Gottlieb World Champ, plus a United eight-foot bowler. There is also a Mercury athletic scale, two penny gum vendors and mounted on the wall and heavily protected, a Vendo and a Continental change maker.

Located only a step away from Phoenix's big Sky Harbor loading ramps, with heavy airliner traffic thruout the day, the game room has proved the perfect solution of "how to while away a few minutes" for an average of 450 airline pas-

sengers daily, according to the airline management. An old-fashioned Cape Cod window, made up of wrought iron bars, gives a view of the coin machines from the lobby exterior, and a single small sign lettered simply "games" projects out over the door.

Spalding checks the location daily, and pays a custodian to keep the interior spotlessly clean at all times. Despite the fact that the room is open 24 hours a day, with heavy traffic to the terminal, there has been a minimum amount of vandalism to contend with. Surprisingly, there are numerous daily customers from among some 250 airline employees in the immediate area.

Sparking continuously implements this sort of good will by introducing himself to employees at all of the airline ticket counters and in the offices, inviting them to enjoy their favorite game "on the house" and now and then issuing a few judicious nickels for the purpose. In return for glad handing in this way, he has been able to build up such strong support from terminal employees that at least half of them point the game room out to delayed airline passengers who obviously have nothing to do until their planes are announced.

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conditions at Los Angeles and was held for more than six hours, at least half of the 100 passengers aboard whiled away the time in the game room. Among them was Dana Andrews, popular movie leading man.

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1700, 1800, 1900, 2000, 2400 WURLITZER

1400 45 RPM Wurlitzer	\$140
1650 AF Wurlitzer	265
KD 200	625
AMI C	65
AMI B	45
1438 Rock-Ola	265

BINGOS

Nite Club	\$195
Beach Beauty	135
Cayety	65
Variety	75
Starlite	85
Bally Beauty	45
Bally Follies	25
Miami Beach	105
Bally Parade	205
Double Header	215
Daytime	90
Big Show	225
Broadway	155

MISC.

C.C. Classic Bowler	\$395
Arrowhead	165
C.C. Rocket Shuffle	295
Scoreboard	115
Gladiator	165
Keeney 22-Col. Cig. Machine	175
6-Pocket Slate Top Pool Table, used	150
Exh. Shooting Gallery	65
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1-PI. AUTO RACE	135
1-PI. RAINBOW	145
2-PI. TOURNAMENT	150
2-PI. GLADIATOR	150
1-PI. WORLD CHAMP	155
2-PI. SEA BELLS	175
1-PI. CRISS CROSS	215
1-PI. ROCKET SHIP	235
1-PI. ROTO POOL	255
1-PI. SUNSHINE	265
2-PI. BRITE STAR	275
2-PI. WHIRLWIND	275
1-PI. SITTING PRETTY	285
4-PI. MAJESTIC	295
4-PI. FALSTAFF	295
2-PI. GONDOLIER	315
2-PI. DOUBLE ACTION	345

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Mueller Profile

• Continued from page 69

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1959 Tusco Elephant	write
Williams Hercules	write
United Sky Raider	write
Mu. Lord's Prayer	\$345
Mu. Tungo	185
Ke. Baseball League Leader	295
Kaye Six Ft. Hockey	275
Standard Metal Typer	445
Ex. Peep Show Barrel	125
Ex. Tenement Houses	125
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NCMDA Secy. to N. Y.

CHICAGO — Audrey Ross, formerly secretary to Bob Slifer, managing director of the National Coin Machine Distributors' Association, left effective March 15 to attend the School of Ballet Russe in New York. Miss Ross, girl Friday of NCMDA since June, 1956, has studied ballet since she was 13. She plans to audition in the fall or early next year for the company's corps.

SHUFFLE ALLEYS

Bally SUPER DLX. A.B.C.	\$425
Bally DLX. CONGRESS	325
Bally CONGRESS	295
United HANDICAP	310
United REGULATION	295
United SUPER BONUS	245
United CLIPPER	195
United LIGHTNING	175
Chi. Coin HOLLYWOOD	175

WORLD WIDE DIST.

2330 N. Western Ave., Chicago 47, Ill.

Stereo Lesson

Continued from page 73

asked Hurst to demonstrate the new sound for the student body.

He agreed, installing a stereo machine on the stage of the high school auditorium. Hurst demonstrated and explained the system to entire classes.

A release from the Wurlitzer Company, telling of Hurst's accomplishment, concludes: "This is a brand new approach to coin music public relations. Not only did it get across the stereo story, but it allowed the operator to demonstrate his wares directly to the biggest single potential group of customers. It was a very worthwhile undertaking and one highly recommended to operators throughout the country interested in improving their community relations."

Arcade Pieces

Continued from page 77

duced. Hockeys are always regarded as Arcade stand-bys.

Deuces Wild, a new rolldown produced by Irving Kaye, New York, fills the bill for operators in search of this type game. Golf Champ, a Bally golf putting unit, fits in well with the season and offers something entirely different in Arcade machines. It scores automatically.

Mike Munves, the Arcade specialist, has two new pieces, the Bike Racer, a manual racing game, and the Munves Horoscope counter model, a horoscope unit that fits on a counter or wall. Horoscopes and fortune tellers are always in demand from Arcades.

J. H. Keeney also has a counter game, Scramball, a simple-to-play, fast operating unit. Capitol Projectors has a new Auto-Test ride designed along the lines of a real car. It has players seated behind a steering wheel following a movie-projected highway. Each player is scored on his performance. Capitol also offers the Record-A-Voice audition booth, Piano Pete, a tape musical unit; the Kiddie Musical Ferris Wheel and other rides.

Most unusual of the new Arcade machines is the Satellite Tracker, introduced by Bee-Line Company, Davenport, Ia. Object is to keep a sight trained on a satellite in orbit around the earth, with scoring based on player's tracking ability. Player operates two small wheels to track satellite.

Other new Arcade pieces are expected to be shown to operators at the Music Operators of America Show at the Morrison Hotel here April 6-8.

Chain Reaction

Continued from page 77

along the front of the store opposite the check stand, the center was thoroely successful.

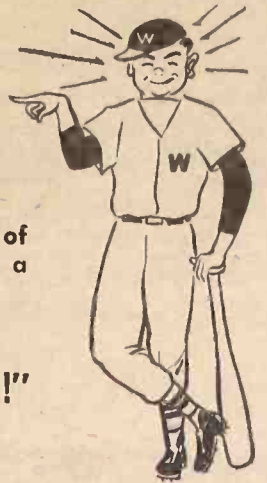
Kiddie rides used included a Merry-Go-Round, a bucking horse and, later, a space rocket and motorcycle. There were 15 penny-operated bulk machines and several nickel machines, all concentrated in a space of only about 12 by 15 feet.

The play area was operated over the space of a few months' time, after which leasing the space involved to a bakery made it impossible to provide accommodations. The rides were then taken out of group form and distributed outside the store on broad sidewalks leading to the entrance. New stores will be planned with space specially designated for playlands.

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NCMDA Secy. to N. Y.

CHICAGO — Audrey Ross, formerly secretary to Bob Slifer, managing director of the National Coin Machine Distributors' Association, left effective March 15 to attend the School of Ballet Russe in New York. Miss Ross, girl Friday of NCMDA since June, 1956, has studied ballet since she was 13. She plans to audition in the fall or early next year for the company's corps.

SHUFFLE ALLEYS

Bally SUPER DLX. A.B.C.	\$425
Bally DLX. CONGRESS	325
Bally CONGRESS	295
United HANDICAP	315
United REGULATION	295
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United CLIPPER	195
United LIGHTNING	175
Chi. Coin HOLLYWOOD	175

WORLD WIDE DIST.

2330 N. Western Ave., Chicago 47, Ill.

Stereo Lesson

• Continued from page 73

asked Hurst to demonstrate the new sound for the student body.

He agreed, installing a stereo machine on the stage of the high school auditorium. Hurst demonstrated and explained the system to entire classes.

A release from the Wurlitzer Company, telling of Hurst's accomplishment, concludes: "This is a brand new approach to coin music public relations. Not only did it get across the stereo story, but it allowed the operator to demonstrate his wares directly to the biggest single potential group of customers. It was a very worthwhile undertaking and one highly recommended to operators throughout the country interested in improving their community relations."

Arcade Pieces

• Continued from page 77

duced. Hockeys are always regarded as Arcade stand-bys.

Deuces Wild, a new rolldown produced by Irving Kaye, New York, fills the bill for operators in search of this type game. Golf Champ, a Bally golf putting unit, fits in well with the season and offers something entirely different in Arcade machines. It scores automatically.

Mike Munves, the Arcade specialist, has two new pieces, the Bike Racer, a manual racing game, and the Munves Horoscope counter model, a horoscope unit that fits on a counter or wall. Horoscopes and fortune tellers are always in demand from Arcades.

J. H. Keeney also has a counter game, Scramball, a simple-to-play, fast operating unit. Capitol Projectors has a new Auto-Test ride designed along the lines of a real car. It has players seated behind a steering wheel following a movie-projected highway. Each player is scored on his performance. Capitol also offers the Record-A-Voice audition booth, Piano Pete, a tape musical unit; the Kiddie Musical Ferris Wheel and other rides.

Most unusual of the new Arcade machines is the Satellite Tracker, introduced by Bee-Line Company, Davenport, Ia. Object is to keep a sight trained on a satellite in orbit around the earth, with scoring based on player's tracking ability. Player operates two small wheels to track satellite.

Other new Arcade pieces are expected to be shown to operators at the Music Operators of America Show at the Morrison Hotel here April 6-8.

Chain Reaction

• Continued from page 77

along the front of the store opposite the check stand, the center was thoroely successful.

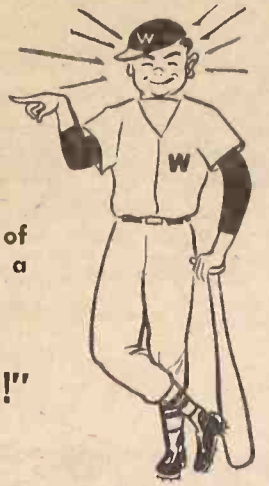
Kiddie rides used included a Merry-Go-Round, a bucking horse and, later, a space rocket and motorcycle. There were 15 penny-operated bulk machines and several nickel machines, all concentrated in a space of only about 12 by 15 feet.

The play area was operated over the space of a few months' time, after which leasing the space involved to a bakery made it impossible to provide accommodations. The rides were then taken out of group form and distributed outside the store on broad sidewalks leading to the entrance. New stores will be planned with space specially designated for playlands.

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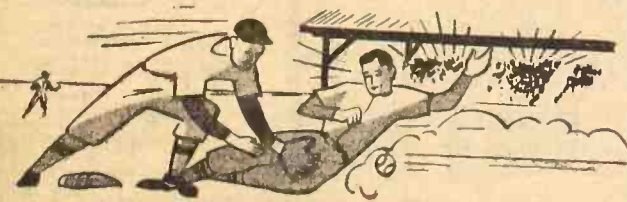
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GOTTLIEB SLUGGING CHAMP	125.00

CHILDREN'S RIDES	PRICE
2 PALOMINO HORSES	\$195.00
1 DRUM ROCKET SHIP	225.00
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3 EXHIBIT BIG BRONCO	315.00
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Key Speakers

• Continued from page 73

bers will be held Sunday (5) at 12:30 p.m. in the Promenade Room.

The RCA Victor cocktail party will be held Tuesday (7) at 8 p.m. in the Walnut Room and foyer on the second floor.

Hospitality Suite 505 will be available for the ladies all during the three-day convention.

A floorshow and luncheon for both ladies and gentlemen will be held Tuesday (7) at 12:45 p.m. in the Terrace Casino.

The grand banquet and floorshow will be held Wednesday in the Terrace Casino with a cocktail hour from 6 to 7 p.m., followed by dinner and the banquet.

Declared Miller: "All arrangements have been completed for this mammoth convention and enthusiasm is running high, due to the large advance registration. The Morrison Hotel reports that it has more people registered this year than any year previously." Miller added that "every operator in the nation should make this convention a 'must' on his schedule."

500 Attend

• Continued from page 73

for 25 years, serving on the organization's board for 12 years.

Other Officers

Other MGJ officers are Clio Rosazza, vice-president; Robert Harvey, secretary, and Herman Halpern, treasurer. The board consists of the officers and Humbert Betti Jr., Harold Chasen, Jack Kronberg, Joe Lederman and B. J. McFarland.

The staff consist of Dick Steinberg, executive director; Shapira & Farkas, counsel; Humbert Betti, trustee, and Leo Levin, market research and survey.

Harold Chasen was general chairman for the event, while the following were committee chairmen: Herman Halpern, entertainment; Joe Lederman, directory; Humbert Betti Jr. and Leo Levin, tickets; Clio Rosazza, tickets; B. J. McFarland, arrangements; Jack Kronberg, reservations; Robert Harvey, communications, and Jules Rusoff, comptroller.

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Stereo School

Continued from page 73

are not found in a home installation. He must be able to figure out the simplest, most effective way of working around the obstacles."

Most common problem confronting an operator planning a stereo installation, said Whipple, is proper placement of speakers. Long, odd-shaped bars and restaurants and side rooms lead to installation headaches. Clue to correct spotting of speakers, according to Whipple: Determine where the heaviest congregation of patrons in a location occurs; these focal points should be covered with speakers.

A frequently asked question at the United, Inc., stereo school was: "Can old monaural equipment speakers be used for stereo installations?"

Instructor Whipple's reply was: "Better results are always obtained with matched speakers specified by the juke box manufacturer. As a rule, smaller and cheaper constructed speakers fail to provide the sound quality that the public expects to hear in stereo equipment." The operator attempting to save a few dollars by substituting old, small speakers is practicing false economy, Whipple advised the coinmen.

The two-day stereo school drew over 60 operators and their key route personnel. Several drove over a hundred miles in treacherous weather to attend the evening sessions. "This big turnout in spite of the bad weather was very satisfactory," according to Harry Jacobs Jr., president of United, Inc. "It is an indication that the operators are keenly interested in stereo. They realize that it is here to stay and they want to learn as much about it as possible."

In addition to Whipple and Harry Jacobs Jr., United, Inc., staffers on hand were Woody Johnson, Erv Hoeth, Syl Kindler, Joe Hillar and Bob Harding.

Local coinmen who signed the roster included Bert Liesch; Dick Dejewski, Frank Wojinski and Ray Janiszewski, Coin Machine Distributing Co.; Ed Gronowski, Red's Novelty Co.; Reuben Hyams; Carl Betz P. & P. Distributing Co.; Dick Saulig, Mike Bosanee Jr., Earl Gebauer and Pat Caffney, Hastings Distributing Co.; Vincent Waters; Clarence Smith, Art Zastrow, Ed Zawert and Kenneth Zastrow, Milwaukee Amusement Co.; Eddie Puzia, John Puzia and Ron Puzia, Triple A Amusement Co.; Morris Fuhrman, Morry's Amusement Co.; Andy Hood and Ray Albright, Mitchell Novelty; Gary Kler, Trugar Novelty; Ray Buettner Jr., Math Schaefer Co.; Harry Cisler, Cisler Music; C. B. Ross Sr., Ed Whitley, Tony Lewkowski and John Pertile, G. & W. Novelty; Michael Basile, Kemo Novelty; Ken Kulow and Walter Brown, Kendou, Inc.

Out of towners: Chuck Miller, LeRoy Craig and Kermit Balhazar, A. & M. Distributing Co.; Reelie Ray Buettner, Oconomowoc Amusement, Oconomowoc; Mike's Music, Soldier's Grove; Robert J. Martin, Vogue Music, Kenosha; Chet Pauloni and Dale Prestell, North Shore Novelty Kenosha; Val Andreas and Don Stowe, Oshkosh Novelty, Oshkosh; and Bob Dougherty, Rapids Coin Machine Co., Wisconsin Rapids.



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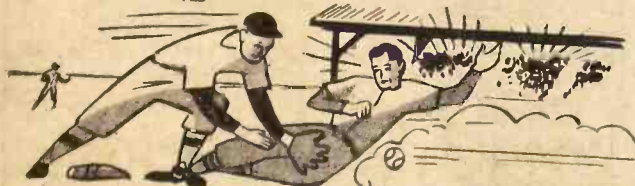
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SEEBURG HVL 200 hideaway . . . 525	AMI G200 449
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SEEBURG 3W1 \$59.50	Wurlitzer 5210 \$89.00
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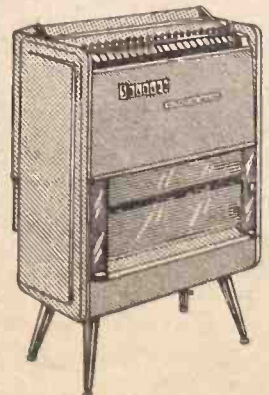
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Per-Unit Taxes in New York

Continued from page 73

mented by representatives of various local groups, made several trips to Albany and were able to convince key legislators that the per-machine State tax would be discriminatory, confiscatory in many cases, and could work an undue hardship on operators.

At one time, passage of a State-wide \$10-per-machine-per-year levy seemed imminent.

The pending New York City bill, as yet not drafted, would affect all types of coin-operated equipment with the exception of penny machines and certain types of food machines.

Under terms of the enabling legislation, the city has the authority to slap a \$25-per-year-per-machine tax on juke boxes and amusement games as well as on service equipment (such as coin-operated washing machines) which charge 25 cents or more.

Vending machines which dispense products selling for 15 cents or more would be subjected to a \$15 annual tax. This category would appear to cover cigarette machines primarily.

All other types of vending, generally the candy and drink machines, would be taxed no more than \$10 per machine per year.

Among the exemptions are any coin-operated machines which work on the insertion of a penny. This would exclude most of the city's bulk vending machines except for the 5-cent capsule venders and nickel nut machines, and some Arcade pieces.

Other Exclusions

Also excluded from taxation would be certain types of food in vending machines, altho which types are not quite clear. One paragraph provides that the act shall not authorize the imposition of taxes on machines vending, among

other things, coffee, cocoa and tea. However, the same paragraph says that "nothing contained herein, however, shall exempt from such taxes any vending device which sells or provides cocoa, coffee, tea. . . ." According to the language of the bill, coffee, tea and cocoa machines may not be taxed, but they may not be exempted from taxation. No further explanation is given.

In general, food exclusive of candy and soft drinks are exempt, as are telephones, stamp machines, gas and electric meters, machines owned by the United Nations, the State or any other public entity. Machines whose profits go exclusively to charities are, in the main, also exempted, but those run by educational institutions are not.

Tax rates quoted in the law are maximums, and the city is given the power to classify machines in the \$25 bracket to the \$15 or \$10 bracket, while machines in the \$15 bracket may be classified as \$10 units. This power would seem to exist, at any rate, because the classifications are maximums, not mandatory fees, but the law makes a point of specifying that classifications may be switched.

Who Pays?

Another puzzler is the section dealing with who shall pay the tax. According to the law, it can be the machine owner, the lessee, "any person exercising general control thereof," the location owner, "and any person entitled to any part of the proceeds from such coin-operated device. It could be paid by "any or all" of these persons.

Perhaps the main reason for the loose language in the bill is that it is permissive legislation, the theory being that when the city draws up its own bill, it will be in language that the lawyer as well as the layman can understand. One attorney, prominent in coin machine circles, studied the permissive legislation and confessed that he wasn't sure what it meant.

Local coin machine groups still feel there is at least a slim chance to stop passage on a city bill based on the permissive legislation.

Fight Begins

At least they will fight to modify the measure if it can't be stopped. One such group, the Arcade Owners' Association of Greater New York, held an emergency meeting last week and began preparing arguments to present before the City Council and the Board of Estimate.

But chances of preventing the city from levying the per-machine tax are bleak. The proposal itself comes from Mayor Robert Wagner. (Continued on page 83)

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VL-200, 160, 120	525.00
V-200 (original)	450.00
(Note: K's-VL's include SPEED-READ PROGRAM)	

HF100R	\$575.00
HF100G	475.00
M100C	395.00
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WURLITZER

2100	\$549.50
2150	499.50
2000	449.50
1900	449.50
1800	395.00

AMI

G-200	\$469.50
G-120	495.00
F-120	445.00
E-120	295.00

WALL BOXES

Wurlitzer 5210 (200 Sel.)	\$ 89.50
AMI W-120	45.00
AMI W-80	45.00
AMI W-200	89.50
Seeburg 3WI—"100" Chrome	49.50

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Eastern Mark II	\$ 99.50
National 9 ML	99.50
Rowe Commander	109.50
Eastern 10 Col.	99.50

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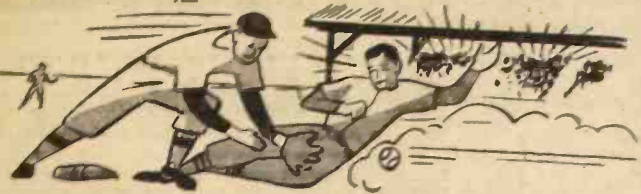
Write to Box 950
The Billboard
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Chicago 1, Ill.

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COLUMBUS 8, OHIO

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Why guess? Why experiment?

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Horse and carriage go together
so go

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HITTER

Williams and Baseball!

Write - Wire - Phone

DUNIS DISTRIBUTING CO.

1003 S.W. Front Avenue

Portland, Oregon

SPECIAL SALE

BINGOS

- 15 Bally Miss America \$385
- 5 Bally Show Time 325
- 3 Bally Sun Valley 425
- 5 Bally Cypress Garden 475

BOWLERS

- 5 Bally All Star Bowler \$175
- 4 Bally ABC Bowling Lanes, 14' (3-pc. Late Models) 295
- 1 Bally Strike Bowler, 14' 465
- 2 Bally Trophy Bowler, 14' 645

UPRIGHTS

- 15 Games, Inc. Double Shot ... \$375
- 3 Games, Inc. Super Hunter ... 345
- 2 Games, Inc. Hunter 225
- 2 Auto Bell Circus Day (New floor samples) 385
- 3 Bally Skill Parade 395
- 2 Bally Skill Roll (new) 115

COMPLETELY RECONDITIONED GUARANTEED

ALSO OTHER BINGOS, UPRIGHTS AND BOWLERS. RUSH DEPOSIT.

MICKEY ANDERSON AMUSEMENT CO.

314 EAST 11TH ST., ERIE, PA.

PHONE: 2-3207

Per-Unit Taxes

Continued from page 82

who is desperately seeking new taxing powers to replenish the city's shrinking bank account. He has already been rebuffed by the Republican Legislature on his requests for legalized off-track betting, for an increase in the city's sales tax, and for a tax on stock transfers. The per-machine tax is one of the few measures approved by the legislative leaders, and it is doubtful if Mayor Wagner will pass it up.

Saturday (14), in Albany, a delegation of the New York State Coin Machine Association met with Mayor Wagner to explain its position. He listened sympathetically, but promised nothing, and the group left with a thought that nothing is what they may get.

Game Ops Mad

Particularly aroused are the city's game operators, who already pay a \$50 common show license for each machine type on each location. While the tax is theoretically paid by the location, it's generally the operator who shells out.

They feel that if the tax measure goes thru, even tho the location may be held responsible for the tax, it will still be the operator who pays.

While chances are strong that the city will take advantage of the permissive legislation to come up with some tax bill, it will not necessarily be one with the harsh maximums provided in the enabling act.

Just what form this bill will take and how hard it will hit will depend on how hard local juke box, amusement machine and vending organizations are willing to work and how effective a case they can present, and there is still a chance, however slim, that no city bill will go thru.

SPRING INTO SPRING ACTION

with Purveyor Bargains

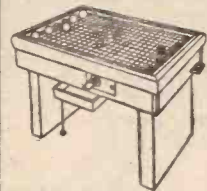


AMERICAN BANKSHOTS
9 Ft. \$150.00
12 Ft. 175.00

BASEBALLS
C. C. Home Run \$ 95.00
Wms. King of Swat 150.00
Wms. 4 Bagger ... 200.00
57 Baseball .. 275.00
Wms. Star BB 95.00

PHONOS
Rock-Ola 1448 \$450.00
Seeburg VL200 \$35.00
AMI F120 .. 395.00
Seeburg C... 365.00
Seeburg R... 535.00

POOL TABLES
Largest Selection in Country



Bumper Pool, 52x36 \$75.00
Jumbo, 70x36. 95.00
4 Pocket, 70x36. 95.00
Flicker, 70x36. 95.00
New Balls—Cues

6 POCKETS
NEW \$260.00
Reconditioned, \$150.00

SPECIAL
Slate Tops, 32x48... \$54.50

Chi Coin
Rockets... \$325.00
United Shooting Star 295.00
Bally Golf Champ 315.00

14 Ft. Bowlers, 3 Piece .. \$295.00

NEW GAMES
Bally Sea Island
Bally Heavy Hitter
Wms. Hercules
Wms. Pinch Hitter
Chi. Coin Red Pin
Keeney Shawnee
Keeney Buccaneer
Gottlieb Race Time
Kaye 6-Pocket Pools
Valley 6-Pocket Pools
Un. Deluxe Baseball

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

over **67,000 ACTIVE BUYERS** read
The Billboard Classified columns each week

Williams GETS YOU WAY AHEAD OF THE GAME



with **PINCH-HITTER**
the finest baseball game we have ever built!

PRESS A BUTTON—AND
PITCHER THROWS
Curves OR STRAIGHT BALLS
A REAL TEST OF BATTING SKILL

NEW!

"PINCH-HITTER" FEATURE:
with two out and bases loaded
the "Pinch-Hitter" goes into action.
Any hit scores a HOME RUN!

Extra Features:

- ★ Spell P-I-N-C-H H-I-T-T-E-R ★ RUNS SCORED
- ★ PREVIOUS HIGH SCORE ★ NUMBER MATCH



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

When you buy a baseball game—buy the best—buy Williams

TWO MODELS

Standard Novelty Play

Deluxe Model with MATCH Feature

National Slug Rejector

CLOSEOUT SALE
AUTO PHOTOS MOD. 9
\$1,150.00
3 DELUXE PHOTOMATICS
 MAKE OFFER
PENNYLAND
 1626 Market St., Philadelphia 3, Pa.

SCALES
 Just off location. Waiting, \$30;
 Kirk Guesser & Astrology, \$20.
GRAY SCALE CO.
 4302 Indianapolis Blvd.,
 East Chicago, Indiana
 Ph.: EXport 8-2362

CAVA Meeting
 • *Continued from page 70*
 line of parts is now carried at the new headquarters here and that service schools would be conducted any time they were requested and routemen were available.

Young announced, too, that John Montgomery, who is in this branch, had been named to head up a new office that will serve the area north of San Jose, Calif.; Washington, Idaho, Montana and Wyoming.

GIVE TO DAMON RUNYON CANCER FUND

POSITION OPEN

Distributor in Pacific Northwest Phonograph and Amusement Equipment. Man must be able to manage Service Department. Thoroughly familiar with all equipment. Be able to plan and install background music. Prefer family man who would like to raise family in finest area in United States. Working conditions excellent, salary good. References, both personal and as to ability, required.

BOX D-92

e/o The Billboard

Cincinnati 22, O.

BALANCE YOUR ROUTE with "FIRST"-Class EQUIPMENT!



NOW DELIVERING!

Chicago Coin's

RED PIN

Newest trend in 8' Shuffle Alleys. Regulation—HI-Score Flashomatic—Red Pin Features.

GUNS
 Genco CIRCUS GUN ... 6330
 Genco STATE FAIR ... 240
 Genco DAVY CROCKETT ... 225
 Genco SKY ROCKET ... 195
 Keeney RANGER ... 195
 Un. CARNIVAL GUN ... 160
 Keeney SPORTLAND ... 135
 Keeney SPORTSMAN ... 135
 Genco RIFLE GALLERY ... 135

NOW DELIVERING
 Chicago Coin
ROCKET BALL
14'-18' TWIN BOWLER
6'-8' REB. SHUFFLE

WANT TO BUY BINGOS
 and
All Types of SHUFFLE ALLEYS

NEW GAMES
 Autoball WAGON WHEEL
 Bally SEA ISLAND
 Bally CLUB BOWLER
 Bally SKILL PARADE
 Kaye LEADER (6 PKT.)
 Gott. RACE TIME
 Keeney SHAWNEE
 Keeney DLK. BIG TENT
 Keeney TWIN BIG TENT
 United DUAL SH. ALLEY
 United DUPLEX BOWLER
 Valley 6-POCKET POOL
 Williams HERCULES

ARCADE
 Genco CHAMPION BASEBALL ... \$140
 Genco FOOTBALL ... 140
 Williams CRANE ... 115
 Wms. ALL STAR BASEBALL ... 125
 Genco HI-FLY BASEBALL ... 150
 C. C. STEAM SHOVEL ... 115
 Bally ALL STAR BOWLER ... 175
 Genco MOTORAMA ... 295
 Mutoscope 3-D ARTS ... 215
 C. C. TWIN HOCKEY ... 215
 Williams TEN PIN ... 225

FREE! FREE!
56-PAGE CATALOG
 With Complete Price List,
 Exclusively for
IMPORTERS!
 Fully Illustrated!
 Send for
 Your Copy Today!

Billboard Bound Volumes!

We still have some bound volumes of past issues of THE BILLBOARD available. But they are selling FAST. All are sold on a first-come, first-served basis. Price, \$11.50 per volume.

1933 Jan.-March	1937 July-Sept.	1950 October
1933 April-June	1938 April-June	1955 Jan.-March
1933 July-Sept.	1939 Jan.-March	1956 Jan.-March
1933 Oct.-Dec.	1941 April-June	1956 July-Sept.
1934 Jan.-March	1941 July-Sept.	1956 Oct.-Dec.
1934 April-June	1944 April-June	1957 Jan.-March
1934 July-Sept.	1946 April-May	1957 April-June
1935 Jan.-March	1946 June-July	1957 July-Sept.
1935 Jan.-March	1949 Feb.-March	1957 Oct.-Dec.
1935 Oct.-Dec.	1949 Aug.-Sept.	1958 Jan.-March
1937 Jan.-March	1949 Oct.-Nov.	

Please direct all inquiries to:

MR. J. W. ROSS
 THE BILLBOARD

2160 Patterson St., Phone DUnbar 1-6450, Cincinnati 22, O.



... PAID CIRCULATION PROVES READER INTEREST WHEN YOU SEE "ABC." IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

FIRST COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

GOTTLIEB'S 2 PLAYER

RACE TIME

A Profit Winner in Every Location!

It's easy to outdistance your present collections by entering RACE TIME in your route line-up. Excellent competitive player appeal and proven dependability are your answer to more profit.

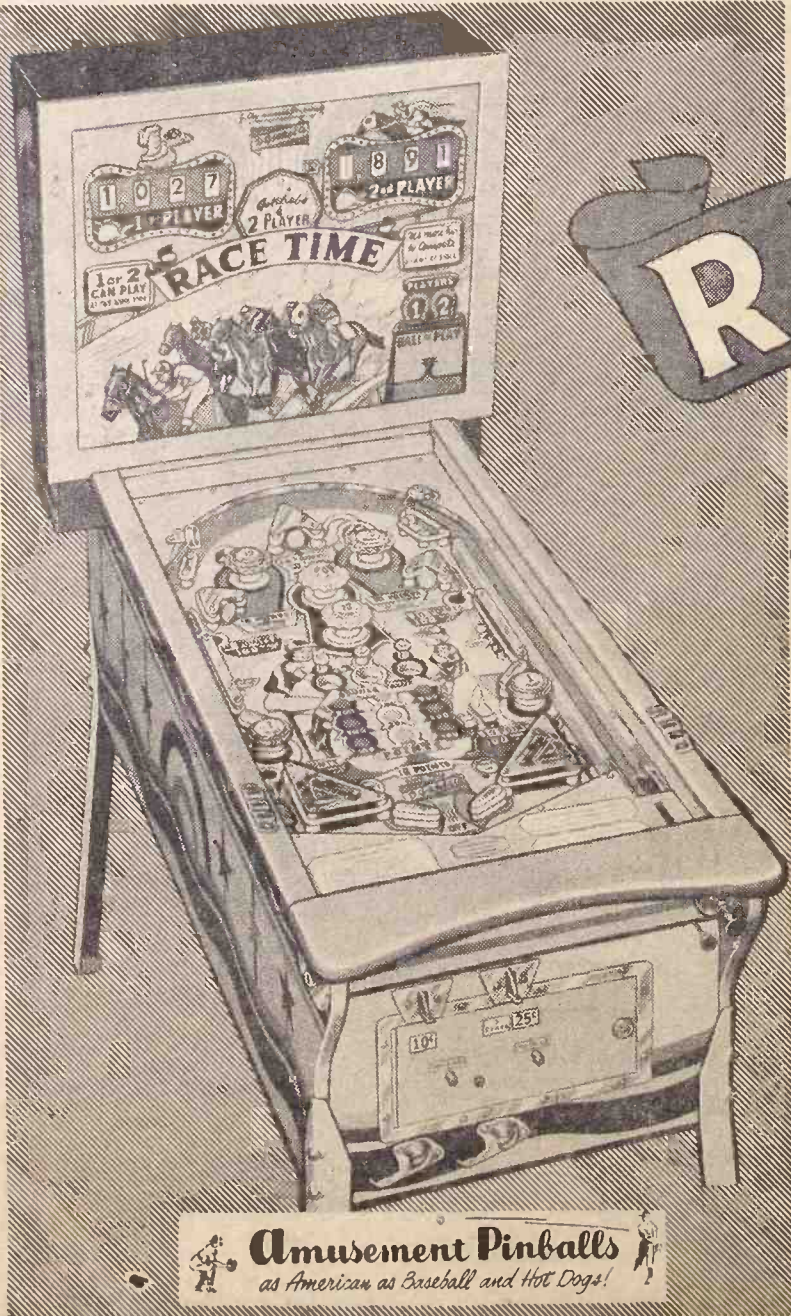
See your distributor today for a demonstration of these terrific features:

- ★ Aligning any 3 spots lights holes and rollovers for high score
- ★ Hitting colored pop-bumpers advances same colored spots
- ★ Three targets light corresponding colored pop-bumpers for high score
- ★ 4 flippers for "relay" skill target shots
 - ★ Holdover feature on lighted spots
 - ★ Adjustable 3-4 or 5 plays for 25c
 - ★ Double number match feature
 - ★ Cross-board cyclonic kickers
 - ★ 3 or 5 ball play

D. Gottlieb & Co.

1140-50 North Kostner Avenue • Chicago 51, Ill.

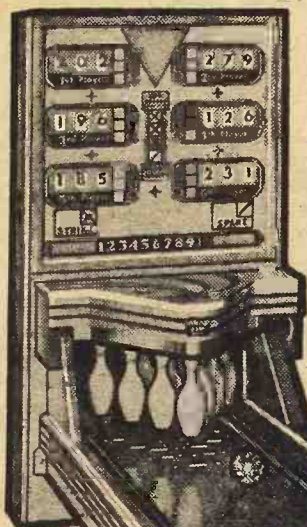
ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



Amusement Pinballs
 as American as Baseball and Hot Dogs!

Hail The New Champ!

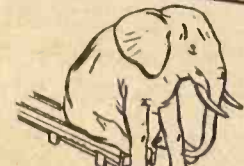
KING BOWLER




BALL LIFT!
 1/4 hp. MOTOR—
 BELT DRIVEN—(NO GEARS)

1 2 7
JUMBO SCORE DRUMS!
 LARGE NUMBERS!


PIN RECORDER!
 RECORDS PINS
 LEFT STANDING!


CABINET!
 BUILT EXTRA STURDY
 FOR HEAVY AND
 CONTINUOUS PLAY!

chicago coin's
Newest Bowling Thrill!

Available in
 16½ and 21½ ft.
 Lengths!



ANOTHER
chicago coin
 PRODUCT

Regulation Scoring!
 Screened Playfield!
 All Steel Cash Box!

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD.
 CHICAGO 14, ILLINOIS

Earn Big-League Money

WITH NEW

Bally Heavy Hitter

PITCH-AND-BAT BASEBALL GAME

New
Moving Target Light

JUMBO PITCH-BAT BUTTONS
SPEED UP FAST 3-INNINGS GAME

1 or 2 can play

ANIMATED BACKGLASS

Flashy Cabinet

Exciting skill-play...with new moving target-light score-booster...insures continuous repeat play, not only during baseball season, but month after month. New comfort-console styling of front cabinet permits players to keep their eyes on the ball, speeds up play, keeps coins tinkling into the cash-box. Get your share. Get HEAVY HITTER today.



2 MODELS
STANDARD*—REPLAY**

*Standard model equipped with dime-chute only. When 2 players play, each player deposits dime.

**Replay model equipped with 2 coin-chutes: one for dime-a-play, one for 3-plays for quarter.

PINBALL SIZE
24 IN. BY 57 IN.

NEW HIGH-SPEED
TOTALIZERS
NEW FAST BALL

See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

MOA "LAST-MINUTE-O-GRAM"

Convening April 6 at Morrison Hotel, Chicago



George A. Miller
General Chairman



Co-Chairmen:

- John A. Wallace
- Norman Gefke
- Martin C. Britz
- J. Harry Snodgrass
- James Tolisano
- Clinton S. Pierce
- Harlan Wingrave
- Louis J. Casola
- Larry Marvin
- Howard N. Ellis
- Ted Nichols

George A. Miller, National President and General Chairman of the Music Operators of America convention, makes the following announcements:

Every inch of exhibit space has been sold. There is positively no space left for anyone. The following exhibitors are listed in accordance with their booth numbers. The following artists will take part in the Banquet and Floor Show.

The following is the list of Forum Meetings which will be moderated from day to day so that each and every operator can take part in the Music Operators of America program. These meetings will be "Question and Answer" meetings, and every subject pertaining to the automatic phonograph will be covered during the three-day period. There will be only one (1) General Meeting, and all others are Forum Meetings:

Monday Morning, April 6, 9:30 A.M., Venetian Room, 2nd Floor

Forum Meeting #1 — "STEREOPHONIC MUSIC AND THE 100 RECORD PHONOGRAPH VERSUS THE 200 RECORD PHONOGRAPH"

Monday Morning, April 6, 10:30 A.M., Venetian Room, 2nd Floor

Forum Meeting #2 — "PERCENTAGES, DEPRECIATION, TAX FORMS, AND THE NATIONAL TAX COUNCIL AND ITS ADVANTAGES."

Monday Evening, April 6, 7:00 P.M., Venetian Room, 2nd Floor

Forum Meeting #3 — "DIVERSIFIED OPERATION AND ITS NECESSITY, AS WELL AS THE FINANCIAL BENEFITS OF SUCH ROUTES."

GENERAL MEETING — Tuesday, 9:30 A.M., Venetian Room, 2nd Floor

All record companies, manufacturers, and other exhibitors, as well as all operators, are urged to attend this particular meeting. YOU MUST BE IN YOUR SEAT BY 9:30 A.M., to be eligible for the many wonderful door prizes at the conclusion of this meeting!

Tuesday Evening, April 7, 7:00 P.M., Venetian Room, 2nd Floor

Forum Meeting #4 — "FUTURE COPYRIGHT LEGISLATION, PUBLIC RELATIONS AND NATIONAL PUBLICITY — FROM A NATIONWIDE STANDPOINT."

Wednesday Morning, April 8, 9:30 A.M., Venetian Room, 2nd Floor

Forum Meeting #5 — "PERSONAL PROPERTY TAX" AND "DISCRIMINATORY CITY, COUNTY AND STATE LICENSES."

Wednesday Morning, April 8, 11:00 A.M., Venetian Room, 2nd Floor

Forum Meeting #6 — "SALES, LOCATION RELATIONSHIPS AND LOANS" AND "LOCATION LEASES AND THEIR ADVANTAGES."

The Board of Directors Meeting will be held Saturday evening at 8:00 P.M., in the Promenade Room on the Mezzanine Floor.

Meeting for all committee members will be held Sunday at 12:30 P.M., in the Promenade Room on the Mezzanine Floor.

RCA Victor Cocktail Party will be held Tuesday evening, 8:00 P.M. in the Walnut Room and Foyer on the 2nd Floor.

Hospitality Suite #505 will be available for the ladies all during the three day convention

Floor Show and Luncheon for both ladies and gentlemen will be held Tuesday at 12:45 P.M., in the Terrace Casino.

The Grand Banquet and Floor Show will take place Wednesday in the Terrace Casino. Cocktail hour 6:00 to 7:00; dinner immediately after.

All arrangements have been completed for this mammoth convention, and enthusiasm is running high due to the large advance registration. The Morrison Hotel reports that it has more people registered this year than any year previously. Every operator in the nation should make this convention a must on his schedule.

Recording Artists Who Will Appear at the MOA Banquet and Floor Show

- | | |
|-------------------------------|--------------------|
| Red Foley and the Promenaders | Decca Records |
| The Kirby Stone Four | Columbia Records |
| Cathy Carr | Roulette Records |
| The Diamonds | Mercury Records |
| Donna Hightower | Capitol Records |
| The Five Strangers | Christy Records |
| Tommy Edwards | M-G-M Records |
| The Mills Brothers | Dot Records |
| Susy Dallas | Todd Records |
| Freddie Tiekens & the Rockers | Hit Records |
| Jaskle Wilson | Brunswick Records |
| Sonny James | Capitol Records |
| Ersel Hickey | Epic Records |
| Jerilyn Jane Oliver | Dancer |
| Ron Hargrave | M-G-M Records |
| Artist Not Named As Yet | RCA Victor Records |
| Artist Not Named As Yet | Coral Records |

EXHIBITORS

Booth No.	Exhibitor
A	Todd Recording Corp.
B	Christy Records
C	Eldon Dale Engineering Co.
D	First Coin Machine Exchange, Inc.
E	Kaibb-Roberts Co.
F	A.M.I. Home Music Center
G	Walling Manufacturing Co.
H	California Life Insurance Co.
X	Music Vender
1	Cardinal Enterprises, Inc.
2-3	National Rejectors, Inc.
4	Rock-Ola Manufacturing Corp.
5	The Seeburg Corp.
6	A.M.I., Inc.
7	The Wurlitzer Co.
8	Broadcast Music, Inc.
9	The Billboard
10	Star Title Strip Co.
11	The Cash Box
12	Columbia Records
13	Roulette Records, Inc.
14	Paul Bennett & Co.
15-16	ASCAP
17	Capitol Records, Inc.
18	M-G-M Records
19-20	Mercury Record Corp.
21	Solon Super-Lock Co., Inc.
22	Stereophonic Automation Corp.
23	Decca Records - Coral Records
24	RCA-Victor Records
25	Dot Records, Inc.
26A	National Shuffleboard Co.
27-28	Valley Sales Co.
29	Williams Manufacturing Co.
30	National Vendors, Inc.
31	Auto-Photo Co.
32-33-34-35-36	United Music Corp. & United Manufacturing Co.
37	Automatic Products Co.
38	Tusko Manufacturing Co.
44-45	The Seeburg Corp.
46-47	Edolite Products & Cine Sonic Sound, Inc.
48	Wise Corp.
48A-48B	Irving Kaye Co., Inc.
49-50-51-52-53-54-55-56-57	Bally Manufacturing Co.
58	Paydun Enterprises
59	Logan Distributing Co.
60-61	National Shuffleboard Co.
62-63-64-65	American Shuffleboard Co.
66-67	Fischer Sales & Manufacturing Co.
68	Cole Products Corp.
69	Vend-o-matic Sales, Inc.
70-71-72-73	Chicago Dynamic Industries, Inc.
74	United Tool & Engineering Co.
75-76	Capitol Projector Corp.

Convention Headquarters in Suite 1228

Morrison Hotel, Chicago, Illinois

FRanklin 2-9600

MUSIC OPERATORS of AMERICA, Inc.

128 E. 14th St.

Oakland 6, California, U.S.A.

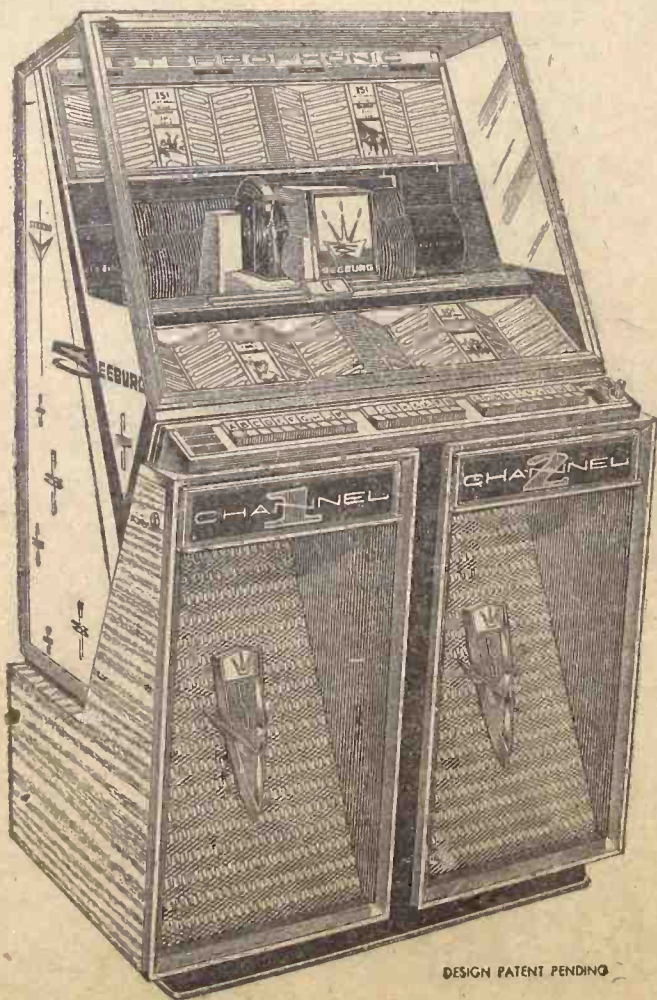
(Telephone: TWinoaks 3-3634)



THE MAGIC OF STEREO
BRINGS UNRIVALED

BEAUTY

TO LISTENERS
WHEN PLAYED ON A
SEEBURG SYSTEM



DESIGN PATENT PENDING

Now bring the listening beauty and brilliance of stereophonic music to every location. With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a "live" performance of the recording musicians. Seeburg Stereo is completely integrated — from the pickup, through the dual amplifier to the newly developed twin stereo speaker system.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

America's finest and most complete music systems