

The Billboard

This Week in the center of

AUDITION
THE MUSICAL SHOPPING GUIDE

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MAY 30, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Execs Seek Ideas For Singles Lag

Radical New Approaches May Be Attempted by Midsummer or Fall

By PAUL ACKERMAN

NEW YORK — A desperate groping for a solution to the declining singles business is now under way, with much of the "activity" thus far being at the planning and intellectual levels. A wide range of attitudes toward the singles field is developing, and it is quite possible that by midsummer or fall some radically new approaches may be attempted.

One such approach would involve a drastic price cut—which would entail renegotiation of artists contracts. Should the thinking of this company crystallize to the point of action, it could materially change the face of the single record business inasmuch as promotional patterns would obviously change. The extensive use of free records, for instance, would be impossible in view of the "water" being taken out of the price.

Such a move, sketched above, is in the minds of certain major disk company executives. There are other facets to this planning, which may not be revealed at this time. It is also necessary to point out, however, that all major labels do not take the same view of the singles field and its problems.

A Major View

One major label view is that singles should be regarded strictly as a promotional cost. Implicit in this company's thinking are these elements: It is necessary to remain in the singles business owing to its importance as a promotional and talent-building segment of the record business. But the company's chief energies must be allocated to

the album field, wherein, they feel, lies the real money. Such artists as are developed via singles must be exploited fully via packaged goods.

Another major takes a diametrically opposite view: That the singles field must be revived not merely because it is important promotionally, but because there is a lot of profit in it—at least at current singles prices. This view is more in line with that of indies, who point out that even the albums represent 80 per cent of the industry's dollar volume, the proportion of profit in singles is very high—much higher, proportionately, than in LP's.

A number of factors lend a sense of immediacy, or urgency, to the skull sessions seeking a modus operandi for the singles business. One factor is the generally "shook-up" condition of the radio and record industries following the payola probe. Promotional patterns at stations have changed; programming patterns have changed.

Another Factor

Another factor has to do with product—and it is apparent that many manufacturers are seeking new material of an other-than-rock and roll nature. A trend, something to latch onto, is anxiously being sought.

Meanwhile, such profit as there might be in the singles business is being diminished drastically by bootlegging, which seems definitely

(Continued on page 55)

KENTON TAKING BIG JAZZ DOWN MEXICO WAY

MEXICO CITY — What is believed to be the first extensive booking of a big jazz group below the border will take place here next month when Stan Kenton's entire orchestra will come down to Mexico for a minimum of one week. The band will play a series of one-nighters that will include Monterey, Tampico, Guadalajara and Mexico City, with the largest possible arena secured in each instance. That means bullrings, stadiums and concert halls.

The tour is regarded as precedential in many ways. Should the box-office returns be good, it could warrant a new era of bookings for U. S. talent in Latin America, with many dates set up for other acts and bands. It is also looked upon as a test of the acceptability of the appearance of jazz artists and groups here, with a possibility that a major full-fledged annual jazz festival may eventuate. Another unusual aspect of the deal is that the tour is being commercially sponsored by Carta Blanca, a major Mexican brewery, thru the Mexican office of Kenyon & Eckhardt.

Details of the pact were revealed by Dan Rosenman, U. S. businessman and entrepreneur now residing in Mexico, with the arrangements having been set by Sherrell Dacey, who also now is residing in Mexico. Kenton was represented in the deal by General Artists Corporation's Hollywood office.

Changing Times Spark Face Lift For Major Firms

New Look for Labels on A.&R., Sales and Advertising Levels

By BOB ROLONTZ

NEW YORK — Many major changes, or face liftings, are currently taking place among the large and even the medium-size record firms. The changes are occurring in the a.&r., sales and the creative departments, such as advertising, art, and packaging, and they are all part of a pattern in which the firms are deliberately—or due to the pressure of events—changing the style or appearance of the firm. Along Madison Avenue this would be known as changing the corporate image, in the record business it is known as a new approach or putting on a new face.

Possibly the most radical changes are taking place within the largest companies. At Columbia Records over the past year there have been profound changes on many levels, especially in the a.&r. and the advertising, publicity, and art and packaging departments, all of which are now grouped under a new super-department called creative services.

Started Last Year

The changes in the Columbia a.&r. department started last year when all a.&r. men were ordered to report to prexy Goddard Lieberman, and all a.&r. men, on executive level like Mitch Miller and Irv Townsend or regular staffers were made completely independent of

each other. Since that time in addition to hits coming from artists waxed by Mitch or Don Law in Nashville, there have been hits with the Brothers Four, waxed by new a.&r. man Bob Morgan, and Percy Faith has come up with a million seller. There has also been a whole slew of new young talent signed to the label by all of the a.&r. staff, as part of the firm's new push on young talent. The West Coast office has sprung into new life under Townsend.

A New Look

The art, advertising, publicity and packaging areas of Columbia are undergoing a complete face lifting. A whole new staff, under the direction of creative services chief Debbie Ishlon is striving to put a new look on all of the company's product, from album covers to consumer magazine ads, display pieces, and album packages. Bob Cato and Jerry Lieberman in the art department, Bill Levy in advertising and Peter Fremd in publicity are part of this "new wave" at the diskery.

On the other side of town down at RCA Victor's 24th Street headquarters, Bob Yorke is putting his own new look on Victor's a.&r. and promotional activities. Yorke pulled back from the Coast by prexy George Marek to be in charge of administration of a.&r., and recently made a veepee by the firm,

(Continued on page 6)

NEWS OF THE WEEK

Bootleg Activity Seen Building; Dealers Get Hits for 35 cents . . .

Record company men this week posed the question, how bad is business, really, in light of continued reports of bootleg activity. Leading top single hits were found available to dealers in Bronx, Brooklyn and Queens, N. Y., for 35 cents each in quantity. Investigations reported under way. . . . Page 2

Harry Fox, British Execs, Hold Talks on "Ephemeral" Rights . . .

American copyright owners are likely to receive more royalties from overseas as a result of talks being held by Harry Fox, publishers' agent and trustee, and reps of British performing and mechanical rights societies. Basic agreement has been established in England, which would provide for a combination performance and synchronization levy for "ephemeral rights." These are one-shot uses on video tape or film. . . . Page 2

Huge Expansion Plan Unveiled for Memphis' Mid-South Fairgrounds . . .

The Mid-South Fair at Memphis, Saturday (28) unveiled plans for a new multi-million-dollar, year-round fairgrounds that will be developed over the next 10 years. The grounds will be designed to not only handle an expanded fair, but also a series of major shows and events to serve the 11-State Mid-South area. . . . Page 56

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7-Inch 33 Could Help

NEW YORK — One of the possible panaceas to sagging single sales, it is hoped by many observers, might be the seven-inch 33 stereo disk which is now being manufactured by three majors and many indie labels. However, only Columbia Records to date has offered the stereo seven for sale thru retail stores; the other manufacturers are selling them to operators exclusively.

It is possible that by fall many other manufacturers will sell them via retailers as well. But even those most hopeful about the small 33 admit that it needs a big promotional and educational drive aimed at consumers, and that it would have to be released for monaural machines as well as stereo.

New Look Via Product Ch'ge

NEW YORK—Whereas the corporate image of a company can be changed by the addition of one important executive; or, strictly speaking, by the subtraction of a key exec, a record company's image can also be changed by the addition of the basic product of a record firm, the artists themselves. At present time, for instance, with the switch in programming from rock to sweet, many companies are changing their style of product. Some are going out on folk kicks (college folknik type), others are swinging toward the big bands or the ballads. A few of the firms once most prominent in the rock and roll business are returning to the older, more primitive blues, since these types of disks have retained a loyal following in many areas of the country.

Supreme Court to Hear Sam Fox Intervention Plea

Roosevelt Pleased With Latest Development on ASCAP Scene

By MILDRED HALL

WASHINGTON — For the first time in its long history, the American Society of Composers, Authors and Publishers will be called before the Supreme Court for an accounting of its stewardship of small member interests, as a result of the high court's decision last week (23) to hear the plea of dissident publishers for a review of the 1960 Consent Decree amendments.

A precedent-making decision on representation for third-party interests in consent negotiations could come out of the Supreme Court's decision to review the terms negotiated by ASCAP and Justice Department, and protested as non-representative and injurious, by publishers Fred Fox, Movietone Music Corporation, Pleasant Music Corporation and Jefferson Music. The amendments to the 1950 ASCAP decree were signed into effect last January by Judge Sylvester Ryan, of the U. S. District Court of New York. Ryan refused to grant "party-in-interest" status to the dissident publishers at oral

hearings held before him. (The Billboard, March 21, 1960.)

The publishers, spearheaded by Fred Fox, of the Sam Fox publishing firm, protested Judge Ryan's finding that they had been sufficiently represented by the ASCAP board-appointed attorneys, and by Justice Department. Judge Ryan had also ruled out dissident publishers because they were not parties to the originally negotiated decree. In their plea to the Supreme Court, publishers Fox, et al., asked review on the ground that their interests were not fairly represented, yet they would be bound under terms satisfactory to the dominant ASCAP board members, whose interests are exactly opposite those of the smaller publishers.

The whole issue of fair representation of smaller interests in negotiated consents has also been strongly raised by Rep. James Roosevelt, in connection with his 1958 Small Business Subcommittee hearings on complaints by ASCAP membership, and in a staff report on the "failures" of the negotiated ASCAP consent. The Subcommittee staff document was filed with the New York court at the time of the Ryan hearing — at which time Fox, et al., were allowed oral protest, but only as "friend of the court."

Roosevelt Pleased

On the Supreme Court decision to permit argument for third-party rights in the ASCAP consent, Roosevelt (Continued on page 44)

Bootleg Platters Flood New York

By REN GREVATT

NEW YORK — How big is the record business today — really? That was a question a number of manufacturers were asking themselves this week in view of recurring reports of bootleg operations in this area.

The point is, according to traders, that many companies have been complaining bitterly of the sad state of the disk business, particularly in singles. These observers now reason that there's considerably more business being done than might be apparent to manu-

facturers, inasmuch as a growing quantity of the sales are being funneled off to bootleg operators. There is, of course, no accurate count ever available on how many sales are lost this way.

This week, reports circulated, especially in the areas of the Bronx, Brooklyn and Queens, of heavy bootleg activity on the top pop disks on any label, as one dealer close to the scene put it, "except Victor, Columbia, Capitol and M-G-M." In the areas mentioned, it was possible for dealers to get copies at 35 cents of such hits as "Sixteen Reasons," by Connie Stevens; "Night," by Jackie Wilson; "Let the Little Girl Dance," by Bobby Bland; "Paper Roses," by Anita Bryant; "Lonely Weekends," by Charlie Rich; and "Nobody Loves Me Like You," by the Flamingos.

One responsible local distributor here has estimated that "on some numbers our loss of sale is as high (Continued on page 44)

12 Sign FTC Agreements

WASHINGTON — A round dozen consent agreements were processed by the Federal Trade Commission last week for record companies and distributors cited for payola.

Record manufacturers signing consent agreements prohibit any undercover payments to push their music were: Atlantic Recording Corporation; Fury Records; Jay-Gee Records Company; Time Records and affiliate Brent Music Corporation (also trading as Shad Records and Brent Records, Inc.), all of New York City. Also on the consent bandwagon were Jamie Rec- (Continued on page 55)

HEALTHY TREND FOR BRITISH DISK SALES

LONDON — The healthier trend in the British disk industry continues. Manufacturers' sales for March this year were 61 per cent greater than in the same month last year, according to figures just released by the Board of Trade, a government agency.

The improvement, tho sound, is not quite so spectacular as it first seems. In March 1959, there was a big recession as changes in tax were expected and this caused dealers to cut down stocks. Nevertheless, disk sales this year are generally at a higher level.

The end of 78's is near, only 374,000 being produced — about half the quantity of a year ago. Sales of 45's, both singles and EP's, totalled 4,222,000 — an increase of 75 per cent. LP's were up 43 per cent to 1,450,000.

Total sales, exclusive of purchase tax, were \$3,430,000 during the month. Of these, \$1,128,400 were exports, 36 per cent more than a year ago.

Magnuson Cool To FCC Pitch For \$'s Aid

Solon Rates New Complaint Set-Up As Controversial

WASHINGTON — The establishment by Federal Communications Commission of a new complaints and compliance division to handle complaints concerning the conduct of radio and TV broadcast operations and to keep watch on payola and other matters is "controversial" and could give rise to many "complex situations" according to Sen. Warren G. Magnuson.

Magnuson, who chaired a Senate Appropriations Subcommittee which heard FCC Chairman Ford's plea for funds for the new division last week (24) expressed the fear that such an operation would duplicate Federal Trade Commission's works, and would possibly be looked on by some as censorship.

Chairman Ford assured the lawmakers that the division would not duplicate FTC's work. The two agencies have a liaison agreement, he said, but in many cases FCC (Continued on page 18)

Roulette Asks Jocks' Aid in FCC Fight

NEW YORK — Roulette Records is asking deejays to help them in contesting the FTC's action against the label by signing an affidavit saying they (the jocks) have never accepted any "consideration" for playing Roulette disks.

In general, the open letter to deejays and program directors—signed by Roulette prexy Morris Levy—said that deejays, etc., are aware of the upheavals attendant upon investigations of some historical and traditional concepts of the music business. Levy opined that some unjust accusations about the industry have come out of these accusations, and said Roulette is interested in clearing the air. (Continued on page 44)

Fox-PRS Talk On Video Payment

NEW YORK — American copyright proprietors are likely to receive additional income from England as a result of negotiations now being carried on by Harry Fox, publishers' agent and trustee, H. L. Walter, of PRS, the British performing rights society, and Leslie Boosey of MRS, the mechanical rights organization.

The discussions have to do with payment for song uses on so-called ephemeral recordings. These uses in the United Kingdom are on video tape or film, and are used only once—hence "ephemeral."

In England, a concerted drive by publishers is being made to obtain payment for such a use. Problems are the difficulties of policing such uses, who should get paid, and how much.

Execs in England have already settled upon the principle of a combined performing and synchronization fee covering such a one-time use on TV. This fee would be paid by the independent TV contractor. (Continued on page 55)

Basic thinking involving a blanket license has been agreed upon; altho it is not yet established how extensive the "blanket" may be.

One of the matters which must be cleared up is the use and payment for American-owned tunes. In many cases, American songs are handled overseas by foreign representatives, subpublishers, etc., but often the American owner reserves the TV or synchronization rights. In such cases the foreign representative may not offer these.

An effort to iron out this difficulty is being made by Fox. In addition to current talks, Fox will go overseas shortly to iron out details. Points to be wrapped up include how much payment annually, and how much of the total sum may be allocated to performance and sync rights. Also, how much of the pot will go to American copyright owners. It is figured the latter could be considerable, in view (Continued on page 55)

DISC Co-Op Set to Debut

NEWARK, N. J.—"Orders have been placed with local distributors and stock is expected to be in the warehouse by Thursday (2) of this week," said Irving Randolph, prexy of the newly organized dealer disk buying co-operative here known as Dealers in Sound, Inc. (DISC).

In addition, Randolph pointed out: "We are going in with a complete IBM installation. This is one reason we had to delay in getting operations started. We feel, however, that the IBM set-up will be worth it all the way. It will provide us with a complete inventory and back order logging system. Most distributors place a low value on a back order system but we will have it. We feel that our IBM installation will prove to manufacturers and distributors that we mean business."

Randolph noted that as of this date there are 45 members in the co-op, each of whom have paid their \$1,000 initiation fee. "We are also getting a lot of out of state interest," Randolph continued, "with the entire Pittsburgh local dealer association of 16 planning to come in. Six are already definitely in. The Florida association in the Miami area is also considering membership."

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RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 23, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

RECORD MANUFACTURERS

Musidisc International, Inc.
666 Fifth Avenue
New York 19, N. Y.

Tuxedo Records

132 Nassau Street
New York 38, N. Y.

Johnston Sound Services

111 Sweet Avenue
Pawtucket, R. I.

SPA Records

404 Broadway
Saratoga Springs, N. Y.

RECORD DISTRIBUTORS

Dara Exports, Ltd.

424 Madison Avenue
New York 17, N. Y.

John R. Weinberg, vice-president

Dale Enterprises, Inc.

792 Commonwealth Avenue
Boston 15, Mass.

Herb Dale, president

LABELS: Berklee, Century, C. G., CJ, Del Fi, Donna, Dooto, End, GNP, Golden Crest, Goldisc, Gone, Interlude, Janus, Jay Jay, Lyric, Master-seal, Mark X, Nasco, Paris, Seebro Racks, Saeco, Showboat, Tabb, Warner Bros.

Richloy Records, Inc.

208 North Broad Street
Philadelphia 2, Pa.

LABELS: Apex, Myers, Nightingale, Peak, Richloy, Skyrocket.

DB Distributing Co.

2506 West 21st Street
Minneapolis 5, Minn.
R. Gruenberg, owner

Portem Distributing, Inc.

601 West 50th Street
New York, N. Y.
Mrs. Pare, president

RECORDING, EDITING, MIXING AND MASTERING STUDIOS

Johnston Sound Services
111 Sweet Avenue
Pawtucket, R. I.

Moss Recording Studios

1908-1910 California Street
Omaha 2, Neb.

TAPE DUPLICATORS

Cus Recordings, Inc.

117 West 46th Street
New York 36, N. Y.

Johnston Sound Services

111 Sweet Avenue
Pawtucket, R. I.

Moss Recording Studios

1908-1910 California Street
Omaha 2, Neb.

RECORD MERCHANDISERS SELLING RECORDS VIA RACKS

KC Distributors
4508 Homer Avenue
Cincinnati 27, O.

Platters, Inc.

496 Chenango Street
Binghamton, N. Y.

(Erroneously listed as a One-Stop)

Col. 'Greatest Hits' Set for Big June Push

NEW YORK — Columbia Records is going on an all-out push on the firm's line of "Greatest Hits" albums made up of single hits by its pop and country and western artists. Sixty albums, which date from the time the firm first released hit collections will be featured in the June drive. The program is aimed primarily at consumers who want the singles hits but want them on LP.

Columbia has had some fabulous sellers in its Greatest Hits collections. The first Johnny Mathis Greatest Hits set has sold well over 500,000 albums. Other albums of greatest hits feature Doris Day, Johnnie Ray, Tony Bennett, Marty Robbins, Rosie Clooney, Johnny Horton, Jo Stafford, Percy Faith, Frankie Laine, Guy Mitchell and the Four Lads. There are also albums by Johnny Cash, Stonewall Jackson and the Chuck Wagon Gang.

Merchandise aids being offered to dealers by Columbia to promote the Greatest Hits LP's, include a 60-album floor display rack as well as two consumer brochures.

WB to Rep Indies Abroad

LONDON — Warner Bros. is planning to strengthen their overseas repertoire by representing independent U. S. manufacturers in world markets.

The first release under the new scheme is Sammy Masters' "Rockin' Red Wing," which was issued in Britain last week. Masters recorded it for the U. S. Lode label from whom Warners obtained world rights.

Robert Weiss, international chief of Warners, told The Billboard that his firm is planning to buy rights on several more disks for exploitation outside America using the world-wide organization that has been built up.

Miami to Get Col. Sales Meet Again

NEW YORK — This is about the time of year that the preparations for the Columbia Records international sales convention swing into high gear. The Columbia meet will be held again this year at the Americana Hotel in Miami, and will be attended by all Columbia brass, and by distributor

STEREO ALBUM CHARTS CHANGE REQUIREMENTS

NEW YORK — The increased production of stereo albums in the past several months has so altered the competitive sales picture that a change has become necessary in The Billboard's charts covering stereo LP's. In recognition of the fact that only the strongest stereo albums now can remain heavy sellers for any substantial period of time, The Billboard is changing its eligibility requirements for a listing on the Stereo Essential Inventory chart.

Effective with this issue, an LP must be listed on the Stereo Action Album chart for 30 weeks before it can be classified as Essential Inventory. In the past, only 20 weeks of listing was necessary. The change will result in shifting back to the Action Album chart a few LP's which had been on the charts for more than 20 weeks, but under 30 weeks. Such listings will show no position for last week in the current chart.

The monophonic charts remain unchanged, with 40 weeks of listing still required on the Action Album chart to make an LP eligible for listing on the Essential Inventory chart.

Cap's \$220,000 For Willson's 'Molly'

HOLLYWOOD — Capitol Records took its first serious plunge into the Broadway musical market last week by investing \$220,000 in Meredith Willson's upcoming show, "The Unsinkable Molly Brown." Capitol bankroll represents more than 50 per cent of the show's \$400,000 total capitalization. In addition, Cap prexy Glenn Wallichs made a personal

investment of \$20,000 in the Theater Guild-Dore Schary production.

"Molly" will open in New York November 3 at the Broadway Theater, the city's largest legit house. The 1,900-seat theater (it now houses "Gypsy") can bring a potential gross of more than \$80,000 per week. It will open a five-week pre-Broadway run at Philadelphia's Schubert on September 26.

Capitol will issue its original cast album several weeks after the show's Broadway debut. Cap artist-repertoire producers Dick Jones and Andy Wiswell will handle the recording.

Willson's "The Music Man" is currently one of Broadway's top money-makers and as an original cast album provided Capitol with one of its all-time best sellers. Show passed the 1,000th performance mark on the 10th of this month, grossing more than \$10,000,000 since it opened in December of 1957. Its backers invested \$300,000 and so far have reaped a return of more than \$1,250,000. Warner Bros. Pictures paid \$1,000,000 for its movie rights. Cap's album passed the \$1,000,000 sales milestone.

(Continued on page 18)

MORE WORK FOR MITCH

Studebaker Sponsors Jazz Fiestas on Air

NEW YORK — All of the major jazz festivals to be held in the eastern U. S. this summer will be sponsored on the CBS radio network by the Studebaker-Packard Corporation. Included are the Dail News Jazz Festival to be held in New York's Madison Square Garden June 4 and 5; the Newport Jazz Festival in Newport, R. I., July 1 thru 4; the French Lick, Ind., Jazz Festival, July 29, 30, 31; the Detroit Jazz Festival, August 19, 20 and 21, and the Philadelphia Jazz Festival, August 26, 27 and 28.

This means that Studebaker-Packard will sponsor 15, 55-minute jazz presentations on CBS over the summer, one of the largest single package sales of special programs. Each show will run from 9:05 to 10, EST, each night. The total cost of the 15, 55-minute shows is estimated to be about \$300,000. The emcee for all of the jazz festivals will be Mitch Miller, who has been handling the commentary on the Newport Jazz Festival radio shows for the past two years.

Studebaker-Packard will tape the performers on all of the jazz festivals, and will issue a special jazz LP called "World Jazz Series" late in the fall which will be avail-

able only thru Studebaker-Packard dealers. Customers who want the LP will obtain a coupon from Studebaker dealers and then will send the coupon and the money directly to Studebaker to receive the disk. Price has not yet been set for the record, and clearance negotiations are still going on with both artists and record companies so that Studebaker can release the disk.

All of the jazz concerts except the ones in New York and Philadelphia will be under the direction

(Continued on page 18)

Anka Sets Fifth Tour Of Europe

NEW YORK — Paul Anka's fifth European tour, slated to get under way June 30, testifies once again to the drawing power of American recording artists on European audiences. The 18-year-old ABC-Paramount singing star kicks off his personal appearance jaunt around the Continent with a three-week stand on the Italian Riviera and then covers Knocci, Antwerp, Osten and Brussels in Belgium, winding up in mid-August.

One of the unique features of Anka's European tours this time around as well as in the past is the fact that he sings mainly in huge amphitheatres which hold anywhere from 10 to 40 thousand people. In Rome during his tour a while back, the demand for tickets necessitated his show being moved from a theater to an arena.

Prior to his sojourn to Europe, Anka will perform at the Copacabana in New York June 23 and appear on ABC-TV June 27 on the "Coke Time" spec. He will make his sixth European appearance in Paris next February.

Briefing for Rank Distributors

NEW YORK — Distributors of Rank Records of America and Rank's subsidiary, Jaro Records, will meet in Atlantic City for a special two-hour meeting and briefing on upcoming product on Sunday, June 12. The meet will coincide with the convention of the Association of Record Manufacturers and Distributors of America (ARMADA) which begins the following day.

Attending the Rank meeting, according to exec Harold Friedman, will be Bernard T. Ness, prexy of the company and general manager of the record division of J. Arthur Rank; Len Levy, sales chief; Sonny Lester, a.&r. chief, and Miss Vicki Rohrbach, of the Rank international co-op.

Fisher Turns Pic Producer

NEW YORK — Eddie Fisher, who's come a long way since he was the production singer at the Copacabana nitery here, will produce two pictures for Columbia Studios, one of which will star his wife Elizabeth Taylor.

Fisher will also appear in both films as an actor. The singer will continue his TV activities. Fisher also operates his own diskery, Ramrod Records, and produces his own TV shows.

Local Dealer Meets to Precede Natl. Conclave

NEW YORK — Meetings with representatives of other local Eastern dealer groups are in the works for the Association of Record Dealers of New York and New Jersey. These get-togethers will precede the national gathering of members of the Society of Record Dealers of America, which will occur during the upcoming Music Merchants show in Chicago, July 11, 12 and 13. These plans as well as new problems facing dealers were discussed at the monthly ARD meeting last week at the Hotel Henry Hudson, according to prexy Sy Bondy.

One of the most annoying of the

current crop of dealer headaches, according to Bondy, is what he called the manufacturer's attempt to "make direct contact with the consumer."

"We've had clubs right along to contend with," Bondy said, "but now it seems that more and more record companies slip cards inside their LP's, asking the buyer to fill in their names and address, etc., and send it back. This practice is very irritating to us. It's just one more way they have of circumventing the dealers."

"A lot of us are now doing something about it. What can we do?"

(Continued on page 18)

executives, sales managers and salesmen of Columbia U. S. and Canada, as well as by executives of the firm's world-wide affiliates from Europe, the Middle and Far East and South America. It is expected that over 300 people will attend the affair. It is set for July 21 thru 24, altho some of the men in charge of the convention will leave early to set the scene for the meet.

As at all Columbia sales conventions held to date there will be much emphasis on new product, with new releases from the classical, pop, country, jazz and specialty division presented by the a.&r. men from the department involved. This year, as in other years, prexy Goddard Lieberman will again emcee the entire affair, and it is possible also again that Columbia will record the convention to present mementos to distributors and salesmen who attend the meet.

In addition to the showing of new product there will also be a stress by the sales department on new sales plans and discount plans on the firm's fall product, which this fall is expected to be very potent merchandise. John Hammond will present two of his archive-type albums taken from the

(Continued on page 18)

Schwartz New Holley V.-P.

NEW YORK — Art Schwartz, former advertising chief for Columbia Records, has joined the Holley Associates Company as vice-president. Holley Associates manufacture point-of-purchase material and displays. Schwartz in his new post will be responsible for expansion of sales promotional services and will head the firm's New York offices. He will expand the current creative merchandising services to include sales presentations, incentive contests, tie-in and merchandising campaigns, direct mail and sales bulletins.

TOE TICKLING SOUND

Current LP Output Keys Dance Disks Big as Ever

NEW YORK — The dance, as practiced by teen-agers and those of the businessmen's bounce set alike, is as important as ever, according to some of the album material coming out of diskeries today.

Capitol Records, for example, has released at least 16 new albums since the first of the year, specifically designed to meet various types of dance requirements. RCA Victor has also released a set of four special albums, employing the Arthur Murray tag.

Many of the sets now available include dance instructions on the back cover of the album, outlining footwork patterns. This is seen as particularly interesting in view of the emergence on the singles chart recently of the first tune, directly associated with a new style of dance to come along in quite a spell. The tune is "The Madison," which contains a sort of square dance type of call, but with hip, teen-age phraseology rather than the hoedown approach.

The craze started quietly in Baltimore several months ago and two records of the tune have had a long, slow climb up the Hot 100. This week, the original "Madison" by Al Brown on Amy, reached the 28th spot, with Columbia's "Madison Time" version following closely in the 33d position.

On the album side, Capitol tied in with Arthur Murray by using the name in association with the tunes used for various dances by the Murrays. Such well-known maestros as Billy May, Ray Anthony, Les Baxter, Enric Madriguera, Chuy Reyes and Francis Scott are all a part of this group. Among the balance of the 16, every type of dance accompaniment is represented, including the cha cha, samba, rumba, waltz, fox trot, merengue, tango, dixie and

New Prestige Subsid Keys Folk Music

NEW YORK—Prestige Records has added its first non-jazz label to the firm's stable of subsidiaries bringing the total to six. The jazz waxeries has branched into the folk market with its "Golden Songs of Greece" album under the recently created Prestige International banner. The new line will feature folk music from all over the world.

Meanwhile, the other subsid in prexy Bob Weinstock-ville are building catalogs in specific areas of jazz. Bluesville, for instance, has added set by Lonnie Johnson and Roosevelt Sykes; Swingsville has entries by Buddy Tate's band, Al Casey and Pee Wee Russell among others, and the new Moodsville line puts the accent on ballads with its initial release teaming Red Garland's Trio with Eddie (Lockjaw) Davis.

The parent company has signed Willis Jackson and Bill Jennings, while the New Jazz wing has inked Gigi Gryce and Eric Dolphy.

SIMS TO COAST; ADDS NEW MAN

NEW YORK—Lester Sims, Bournie Music exec, always known for his satirical elegance, left here this week to add a man to firm's West Coast branch. He was nattily attired in the traditional Brooks Brothers regalia topped (or rather bottomed) by a pair of fashionable alligator shoes.

even polka. All the Murray sets are reissues, and include free dance certificates.

The RCA Victor group of four all carry the line "Arthur Murray's Music for Dancing." One album each deals with the fox trot, waltz and cha cha, while another takes in the mambo, rumba, samba, tango and merengue in one full swoop. All these sets carry diagrams of how to do the steps.

Increasing interest and activity in the dance field is credited at least to some extent to current radio station programming policies. Many stations, in an endeavor to get on what might be called "safe" programming ground have resorted more and more to instrumental and dance fare. With the accordingly increased opportunity for exposure, diskeries can logically be expected to go more and more for this type of product.

Eliminate Deals, Distrib Warning

By JUNE BUNDY

NEW YORK — Two record distributors—Record Sales, Memphis, and Davis Sales, Denver — last week came up with positive plans, designed to help eliminate transshipping and other industry problems. However, one firm urged diskeries to discontinue deals and discounts entirely; while the other offered retailers a discount deal of its own.

In a letter to Columbia's sales director Bill Gallagher (copies of which were sent to seven other labels, including M-G-M, Atlantic, Liberty, London, and Somerset), Bob Adams said: "We (distrib) feel most of our ills could be cured by the elimination of the 'Three D's': Deals, Discounts and Dam-Transshipping."

"There was a time," continued Adams, "when a discount program or a special deal meant something to the phonograph record business in the way of accelerated sales, etc. On today's deal-and-discount-

Buck Ram To Produce For Felsted

NEW YORK—Buck Ram, manager of the Platters and other acts, has signed a non-exclusive pact to produce masters for London Records' subsidiary label, Felsted. Contract covers the U. S. and Europe.

Initial Ram masters involved are waxings by the Flares, Stewart Rose, and the Ramrocks. The Flares' first release on Felsted — out this week — is tagged "Loving You," backed by "Hotcha Cha Cha Brown." Rose's first Felsted release — "I Complained" — will be on the market sometime in June.

Distrib Switch By 3 Indies

NEW YORK — Three key distributor changes were made by Atlantic, Roulette and Liberty last week.

Atlantic and Roulette switched from Scan Distributors to Carl Glaser's Metro Distributing firm in Buffalo. Liberty pulled out of its distributing deal with Astor-Ajazz and signed with Cosnar in Pittsburgh.

ARMY CONTEST FINALISTS SET

WASHINGTON — Some 200 of the Army's hopefuls in music and dramatic talent are getting ready to compete in the grand finals of the 1960 All-Army Entertainment Contest, to be held at the Wallace Theater, in Fort Belvoir, Va., June 16 to 18. Soldier-entertainers from major Army commands throuout the word will compete in vocal, instrumental and specialty performances. "Recorded" classes have already been judged, with the highest points earned for chorus and dramatic recordings by the Second U. S. Army.

Contestants will try to win the coveted Irving Berlin trophy for the command scoring most points in the contest, last year's winner being the Second U. S. Army. Selected acts will be featured in the Army's world-touring show, "Rolling Along of 1960."

RANDLE WAX

It's All For Mama Says Jock

NEW YORK — In the wake of the recent payola hearings in Washington, "thinking" deejays are becoming increasingly cautious about outside disk activities, as witness the following letter to the trade from Bill Randle, WERE, Cleveland.

The jock states: "I am writing this letter to you to give you complete information on the Jaro Record release of 'You're Part of Me' and 'East of the Sun.' I think it is a very good record and am quite proud to have been associated with (Continued on page 6)

'Freedomland' Salute Tops Col. June List

NEW YORK — Columbia Records is issuing 15 albums in June, sparked by a salute to Freedomland, the al fresco entertainment center which opens in the Bronx, N. Y., June 19. Columbia album is called "Freedomland, U. S. A." and it contains 11 songs penned by Jule Styne that serve as a musical score for the album. Words are by George Weiss, and artists on the set are Johnny Horton, Jill Corey and others. Jule Styne is also represented on the Columbia release list in June with an album titled "The Best of Jule Styne" with sides by Johnny Mathis, Doris Day, Tony Bennett and other hitmakers.

Other new albums include "Percy Faith's Biggest Hits," an album with thrush Sandra Church, a "Sentimental Sing Along With Mitch," an album of Frank Sinatra sides, (Continued on page 18)

crazy market, the only thing they actually mean is that illegitimate (and some supposedly legitimate) operators can buy up this merchandise at the special price and then make his deal as he goes."

'Established Fact' He added: "With transshipping no longer an isolated thing, but rather an established fact, exactly how can a distributor's share of the total market be estimated? Certainly not by previous standards. We would list the following as the most important to be cleaned (Continued on page 18)

MITCH'S LIVE 'SING ALONG' RIVALS WAX

NEW YORK — Mitch Miller presented his "Sing Along With Mitch" Show over the NBC network last Tuesday night (24), and the live version was just as satisfying and as successful as the Sing Along waxings have been for Mitch and Columbia for the past year. Smart staging, smart chorus work and the presentation of some of Columbia's talented younger artists (Diana Trask, Leslie Uggams and the Brothers Four) made it one of the best shows presented on the "Ford Startime" hour this year. On the basis of this one-hour spectacular Mitch should have a monthly TV seg based on his Sing Along waxings.

Mitch himself came over very well in most of the scenes in which he appeared. Altho a bit ill at ease at the start, as time rolled on and

Marty Gold Joins Victor

NEW YORK — Marty Gold, arranger - conductor, has joined RCA Victor a.&r. staff, it was announced by Steve Sholes, pop a.&r. manager. Gold has had a long association with the label, first as an arranger scoring for the Three Suns and later doing work for the Vik label. Recently he has been an indie producer, cut such packages as his RCA Victor album, "Swingin' West."

In addition to a.&r. functions, Gold will continue to be a recording artist and arranger and conductor for the label.

Mitch got a chance to play hop scotch with the kids staging "This Old Man" his warm and effusive personality had a chance to break thru.

The program was dedicated to the old songs in the main, songs from the '20's, songs from the first World War, etc. Producer-Director Bill Hobin, Writer Gordon Cotler and Choreographer James Starbuck deserve a bow for their work, as (Continued on page 6)

PRESS GETS PHILCO 'REVERBAPHONIC' DEMO

NEW YORK—Reverberation or re-echo of sound as it bounces off the walls and ceilings of the concert hall, and its accurate electronic reproduction became the latest gimmicks to generate discussion in the audio trade this week, as the Philco Corporation introduced what it called a "Reverbaphonic Sound" system. The Philco press demonstration in the Park Lane Hotel here, Wednesday (25) followed by only a few days an announcement of a similar process by the Zenith Corporation.

Oddly enough, both new systems of adding the reverberatory or echo component to sound reproduction, were tied in with a reverberation unit originally developed by the Hammond Organ Company. In discussing the new developments of the week, tradesters also noted the existence for more than a year of another re-echoing system known as Reverbatron-Z, de-

AGAC Seeks Look at Fox Books

NEW YORK — The American Guild of Authors and Composers has called upon all publishers who have signed the basic AGAC agreement to make their books available to AGAC accountants, David J. Algase & Company, Inc.

In a letter dispatched Tuesday (24) to publishers, AGAC prexy, Burton Lane, said: "The undersigned hereby request that in accordance with paragraph 6 (a) of the basic agreement, you instruct Harry Fox, your agent and trustee, to make available all books, records and documents in his possession or control relating to all compositions acquired by your firm from members of AGAC. May we ask that these instructions be given promptly and that we be notified when that is done."

The paragraph referred to became a bone of contention when AGAC originally set up its plan to dispense a writer shares of mechanicals. A number of publishers, tho they did not oppose the idea of AGAC becoming the writer collection agent, took a firm stand against having to make their records available to AGAC. The trade is thus expected to watch the response to the current AGAC request with considerable interest.

WRCV Backs Dance Party

PHILADELPHIA — Station WRCV here, which features big band music exclusively, will sponsor a free "Dancing in the Square" program—aimed at the "over 30" category—at the Levittown Shopping Center, June 3, in co-operation with the Levittown, Pa., Businessmen's Association (LBA).

The station is supplying a 13-piece orchestra to play for outdoor dancing, and WRCV deejays will act as emcees, distribute door prizes and appear on a half-hour remotes aired by WRCV sometime during the 9 p.m. to midnight event.

Horace Greely McNabb, who is handling the program for LBA, said: "There is a need for this type of adult promotion in shopping centers. We hope we can set the pattern so that 'Dancing in the Square' can be road-showed from one shopping center to another. I think it's about time everyone stopped trying to live in Disneyland and that some part of recreation time be set aside for people over 30."

veloped on the West Coast by engineer Paul W. Holt. The Holt unit is a separate one which can be tied in with any type of existing component high fidelity or packaged phono set-up. With Philco and Zenith, the new technique is available only in the new lines of each firm, due on the market shortly.

Essentially, the new reverberation units are designed to create a spatial or extra-dimensional effect to monaural or stereophonic disks and AM or FM radio.

According to the Philco announcement, the Reverbaphonic is "a device with two spring-like delay lines (which) generate the re-echo or reverberant component from the signal source. This energy is fed to two stereo amplifiers within the phonograph. The loudspeakers are connected in such a manner that both the primary signal and its reverberant component (Continued on page 21)

AMY

PROMOTION DISTRIBUTION SALES



GARY CANE and his friends

Shell Records #719

SPOTLIGHT WINNERS
OF THE WEEK

The Billboard

PICKED BY

The Cash Box
Pick of the Week

The Music *♪♪♪*
REPORTER

POP



MUSIC VENDOR
HIT PICKS
OF THE WEEK

AMY RECORDS, 1650 BROADWAY, NEW YORK, N. Y.

THE FAST MONEY RECORD IS...

"BIG BOY PETE"

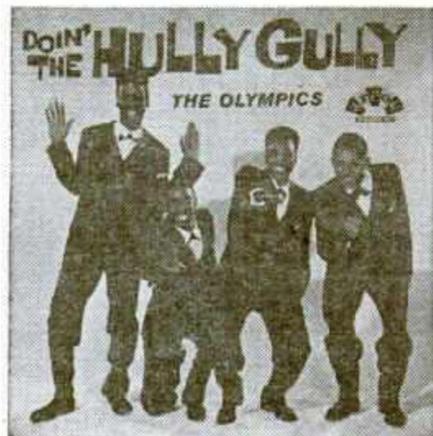
ARVEE #595

By

THE OLYMPICS

THE FAST MONEY ALBUM IS...

DOIN' THE HULLY GULLY



A-423

By

THE OLYMPICS

ARVEE RECORDS

7803 Sunset Blvd., Hollywood, Calif.

Changing Times Spark New Look

• Continued from page 1

has pared the Victor artist roster to a tight level, and has concentrated the firm's promotional activities on a number of young artists, with the biggest push on Rod Lauren. Working with a.&r. chief Steve Sholes, Yorke and Sholes have cut Victor releases to only a few a week in order to give them more promotion, and have brought Hugo and Luigi directly into the Victor organization as regular a.&r. execs. Part of the Victor drive, as exemplified by Yorke, is an attempt to regain for Victor the No. 1 sales position claimed by Columbia for its combined sales via dealers and its record club in 1959.

Capitol on March

Capitol Records recently hired Joe Csida as vicepresident of its Eastern operations, in another important move to bring back the vitality and drive that had thrust Capitol Records into the limelight in the last half of the 1950's as one of the fastest growing record firms in the business. Capitol Records in 1960 has returned to the competitive battle with the same aggressive drive that made it a major in less than 10 years. This year it has put in a bid for almost every new musical up for recording, and put up over \$200,000 backing for "The Unsinkable Molly Brown" in order to obtain the cast rights to the show. Also at Capitol the firm made major operational changes when it split the production and the merchandising-distribution ends into two separate corporations a few months ago.

Warner Bros. Records, six months ago a label that had a tough time getting its records played, has suddenly sprung to life with two records in the first 10, and one of these "Cathy's Clown," by the Everly Brothers, No. 1, and the new album by the boys already on the best selling album chart. WB accomplished its face-lifting by trimming off a lot of fat, putting in a whop-

ping bid (\$800,000) to pick up the Everly Brothers contract and working hard on the new releases. Firm has also come up with a hot LP seller in Bob Newhart.

Am-Par Advance

ABC-Paramount Records, which only six months ago purchased the Grand Award, Command and Waldorf lines run by Enoch Light for a sum better than \$3,000,000, has racked up the highest four months' total business in the history of the firm, and hopes to hit a gross of over \$12,000,000 in 1960 if business continues in the same way. The reason for the record-breaking gross was undoubtedly due in large part to the solid business being racked up by the Command and Grand Award lines, and marks ABC-Paramount as a new power in the album field via its ownership of these labels.

Mercury Records has been transformed with the addition of recording man Clyde Otis whose a.&r. touch has helped the label come up with a string of hits by Brook Benton, Dinah Washington, Sarah Vaughan and many others. Mercury has almost completely changed its personnel face with the departure from the firm over the past year of Morris Price, Lou Klayman, and most recently Art Talmadge, and others.

These are only a few of the changes occurring on the part of big labels, but many of the smaller labels have felt or created similar face liftings. Atlantic Records' solid sales with Bobby Darin has transformed its album line into a strong seller. Kapp Records has started a new "class" label called Medalion which is bidding for the stereo traffic. These are only a few of the transformations taking place with many labels, as they alter course, trim sail and tack with the wind to stay up with the changes and shifts in the record business, and to develop and expand their own lines.

Live 'Sing Along'

• Continued from page 4

does Musical Arranger Jimmy Carroll. The songs were staged to good effect and the costumes were all in the right mood. And the Sing Along Gang sold the old songs with feeling.

Of the young talent on the show, Diana Trask came thru solidly, and indicated she has a real future in the business. The Brothers Four handled their hit, "Greenfields," very well, and Leslie Ugams, all grown up now, belted her gospel item, "Just a Little Sparrow

FTC Cites Hugo-Luigi Productions

WASHINGTON — The Federal Trade Commission cited Hugo and Luigi Productions, Inc., last week, in a payola complaint against the New York firm which produces master records for RCA Victor. The FTC named principals Hugo Peretti and Luigi Creatore, in the complaint.

Also cited last week were manufacturing firm Specialty Records, Inc., Hollywood, and its President Arthur N. Rupe, who is also cited as a general partner in Specialty Record Sales Company of the same city, same address. Two other affiliated manufacturers cited were Starday Recording and Publishing Company, and Starday International Sales, and their president, Donald F. Pierce, whose address is a post office box in Madison, Tenn., the Federal Trade Commission reports.

Complaints charge payola to radio and TV disk jockeys to push records, by all three firms, with additional charge that Specialty paid the radio station itself, and both Specialty and Starday paid other personnel besides deejays.

Set New Disk Promo Service

NEW YORK—A new, unique record promotion service called R.S.V.P. has been formed here. The initials R.S.V.P. stand for Record Sales Via Promotion, according to Jerry Simon, who heads the new organization, and will present a number of promotional and sales services not previously available to independent record makers.

Simon, who is resigning his post as national promotion manager of Gone and End records to run R.S.V.P., said that the new promotion outfit will bridge the gap between indie manufacturers and disk jockeys, distributors, one-stops and dealers. He will attend distributor meetings, take orders, check inventories, co-ordinate D.J. promotions and give subscribers to the service up-to-the-minute accounts of sales activity on their releases.

Simon will outline and define the R.S.V.P. features at the upcoming ARMADA meeting in Atlantic City. Already in the new service firm fold are Goldisc and End Records, Lute, Transcontinental Records and Alan K. Records.

in the Nest of the Lord," with gusto.

A business note is in order here. One day after the telecast, Columbia Records reported exceptional sales action on the already solidly selling nine Mitch Miller Sing Along albums. Bob Rolontz.

Randle Wax

• Continued from page 4

the production of it. Since this is a delicate time in the broadcasting business, I think it necessary to clearly lay out all the facts about the record.

"First of all, I produced and paid for the record date myself. I selected all the songs, one of which is the ballad, 'You're Part of Me,' written by Mary McCord and Carl Sigman, the other a standard, 'East of the Sun.' Mary McCord is my mother's maiden name and this is her first published song. She wrote the melody, Sigman the lyrics. The song is published by Leeds Music and no advance of any kind has been paid to my mother for her song. She has a standard songwriter's contract with a standard royalty provision.

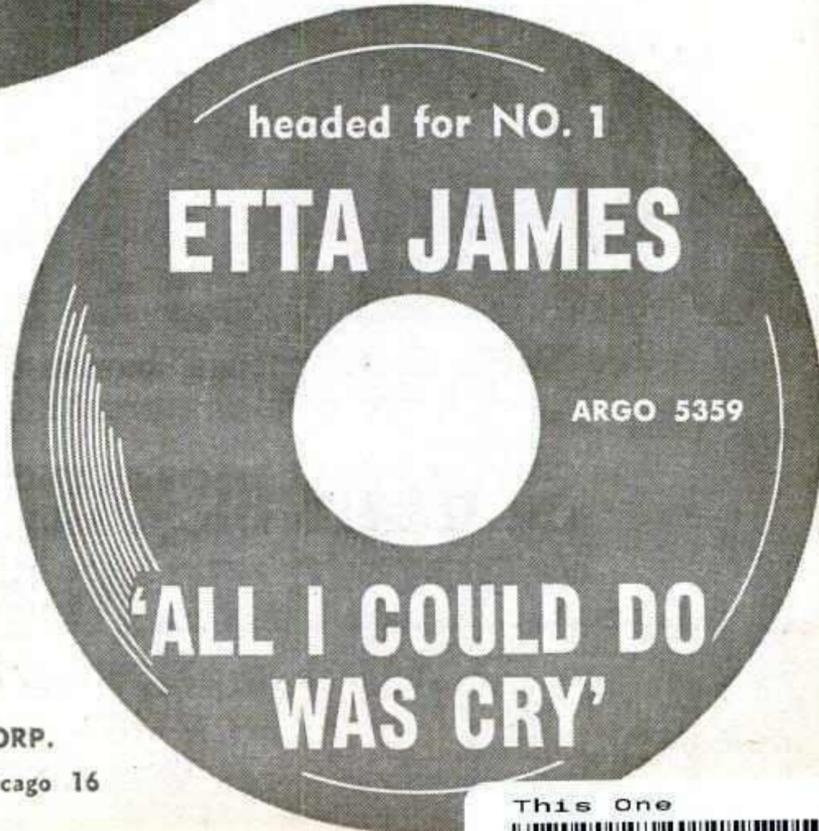
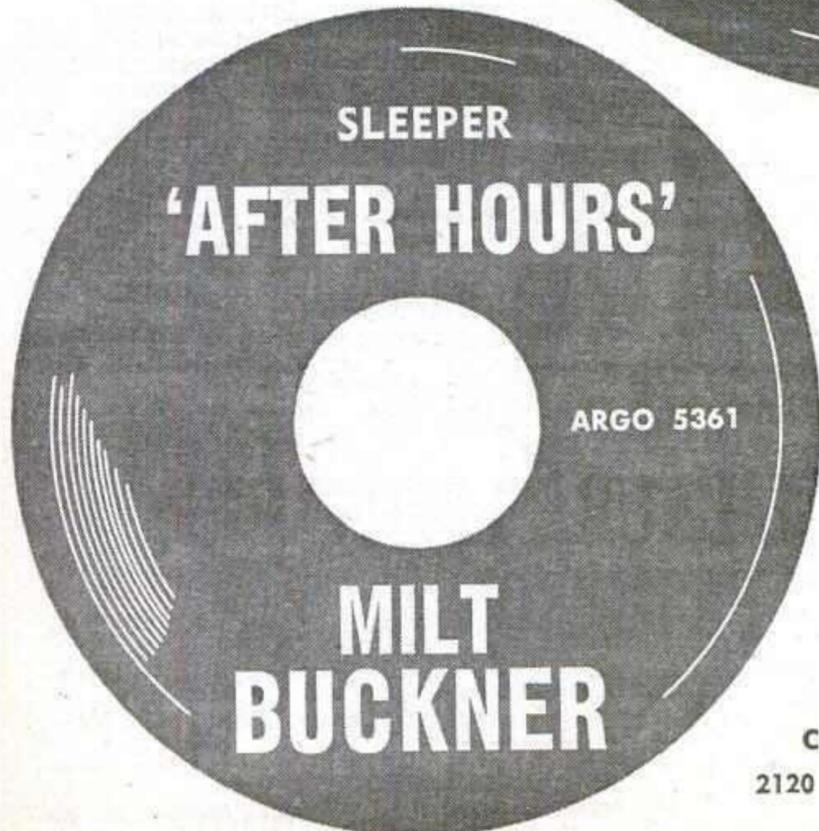
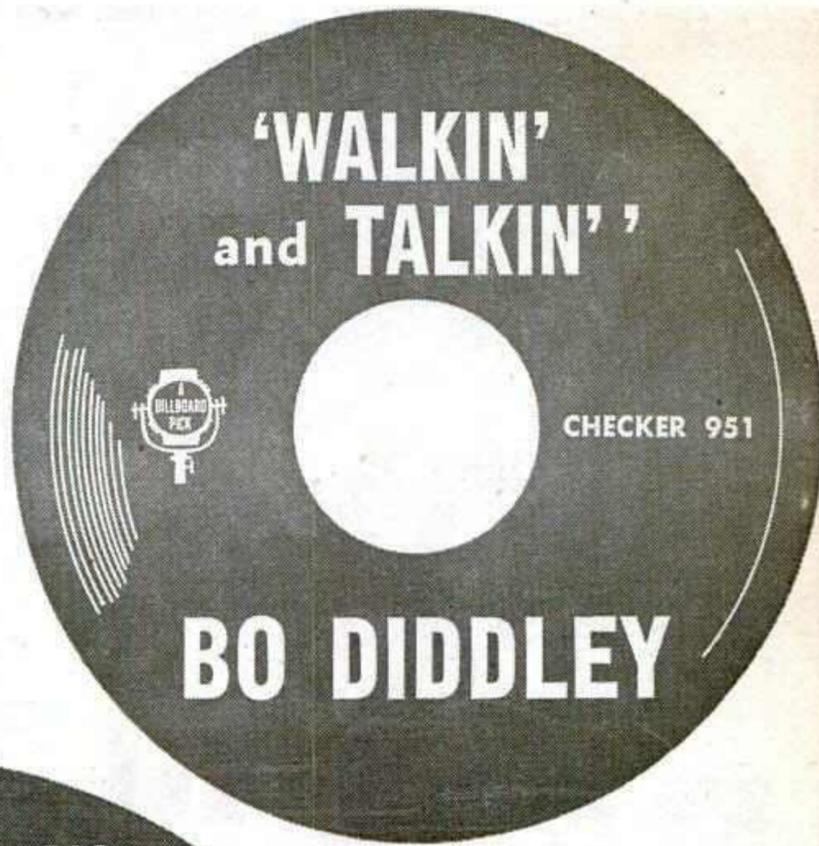
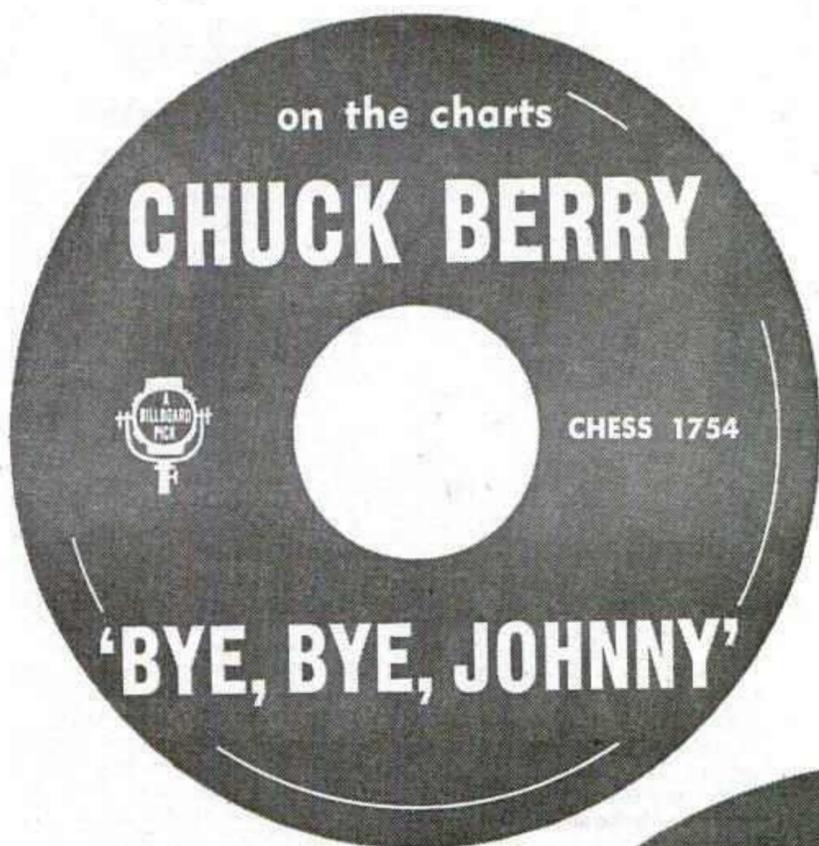
"I have disposed of the master for a sum less than the actual cost of producing it and all royalties from the record have been assigned unequivocally to the artist, Billy Farrell. I have no advisor, management or any other contractual arrangements with Mr. Farrell or his representatives and there are no verbal agreements outstanding between us.

"I made the record originally because I liked my mother's song. I hope other people will like it also. Since it will have to compete in the free and open market on the same basis as other records flowing into the mainstream of popular music, I sincerely hope that it will receive popular acceptance."

HOT 100 ADDS 12

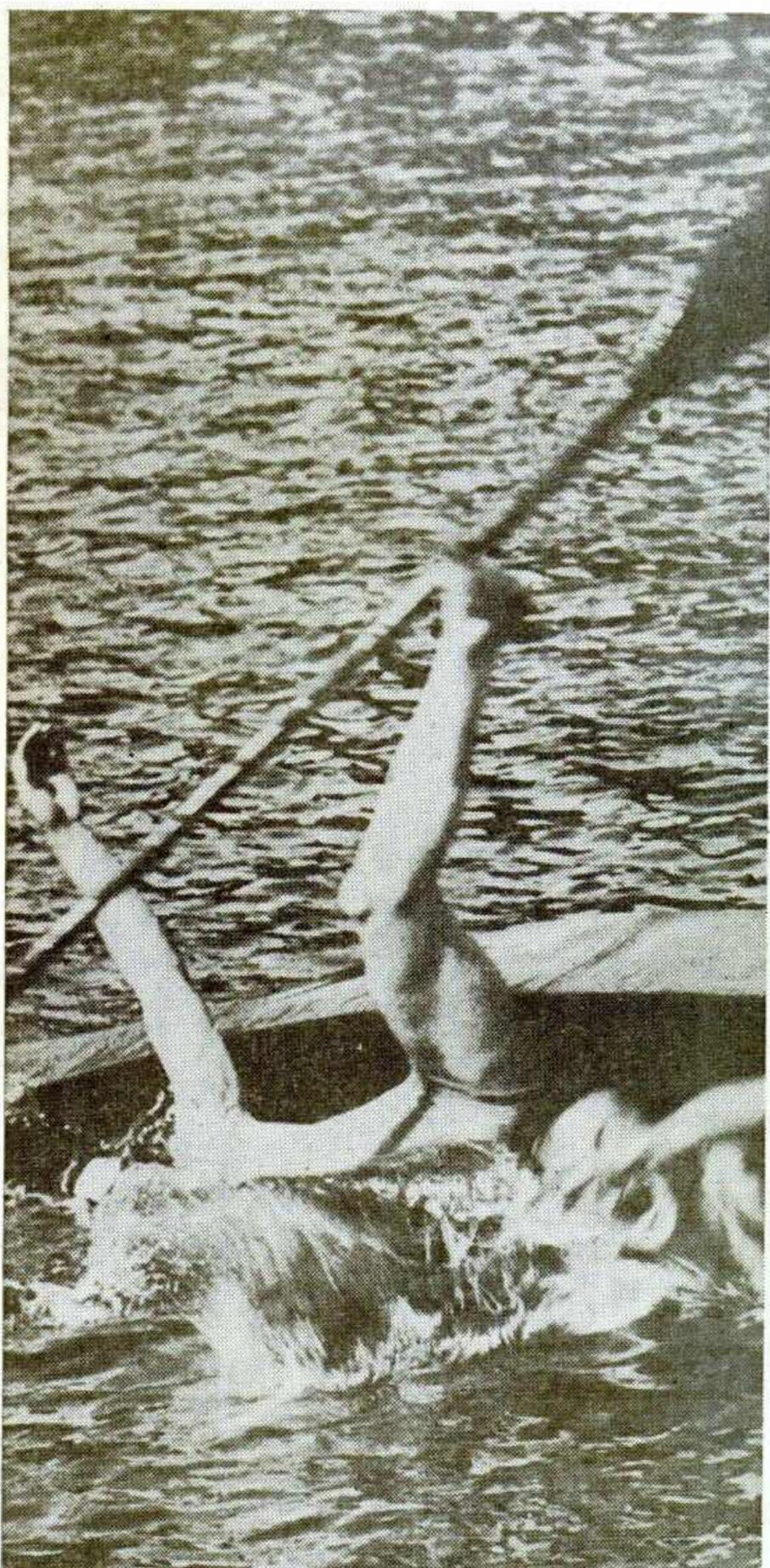
NEW YORK — The "Hot 100" Chart added 12 new sides this week. They are:

76. **I'm Sorry** (Champion, BMI) — Brenda Lee, Decca
81. **Down Yonder** (LaSalle, ASCAP) — Johnny and the Hurricanes, Big-Top
82. **River Stay Away From My Door** (Shapiro-Bernstein, ASCAP) — Frank Sinatra, Capitol
85. **Alley Oop** (Kavelin-Maverick, BMI) — Hollywood Argyles, Lute
86. **Spring Rain** (Enterprise, ASCAP) — Pat Boone, Dot
90. **Heartbreak (It's Hurtin' Me)** (Pamco, BMI) — Little Willie John, King
94. **Alley Oop** (Kavelin-Maverick, BMI) — Dante and the Evergreens, Madison
95. **Comin' Down With Love** (Leeds, ASCAP) — Mel Gibson, Big Top
96. **When Will I Be Loved** (Acuff-Rose, BMI) — Everly Brothers, Cadence
98. **Something Happened** (Spanka, BMI) — Paul Anka, ABC-Paramount
99. **Ain't Gonna Be That Way** (Jobete, BMI) — Marv Johnson, United Artists
100. **Maria** (Schirmer, ASCAP) — Johnny Mathis, Columbia



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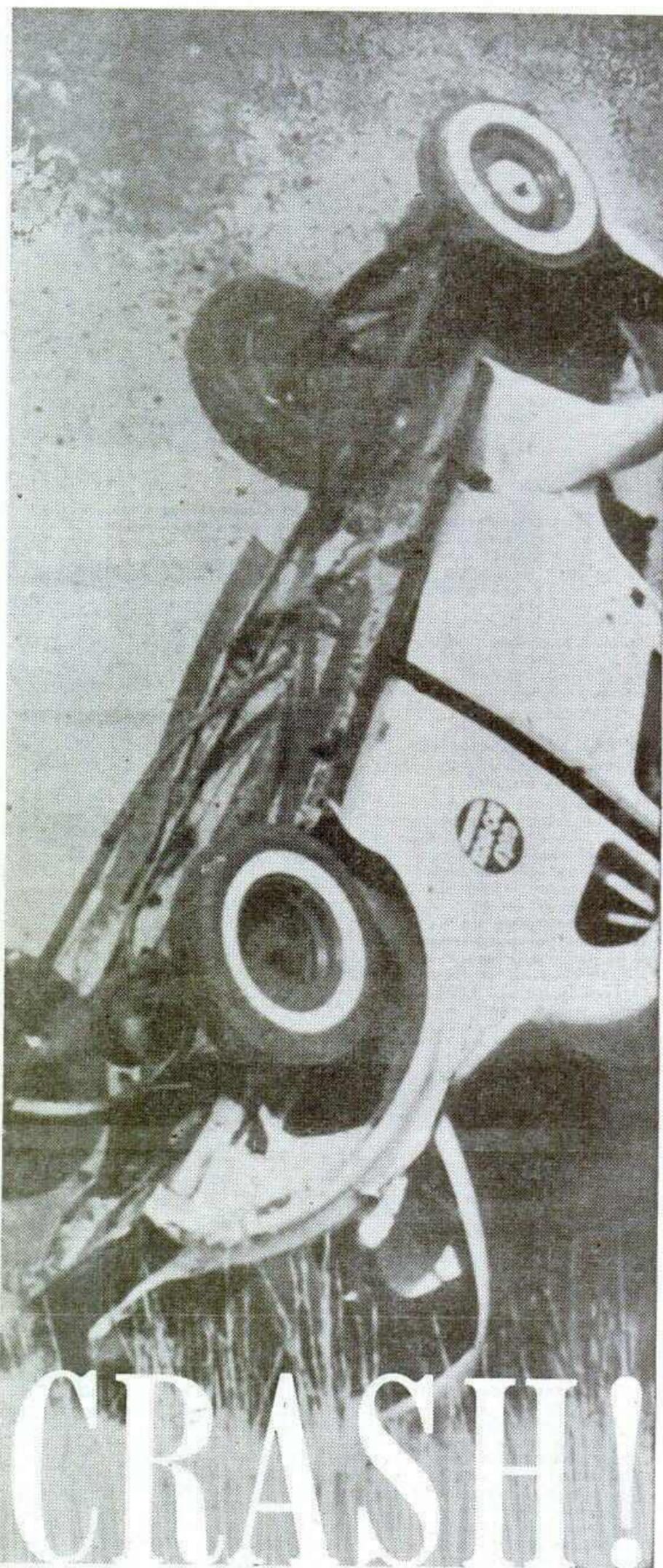
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SPLASH!

The "Battle of Kookamonga" boys in two zany take-offs on current hits—

SINK THE BISMARCK
 c/w **HE'LL HAVE TO GO**
 47/61-7744
HOMER & JETHRO



CRASH!

A sports car driver racing for cash, meets an untimely end. His last words—

TELL LAURA I LOVE HER
RAY PETERSON 47/61-7745



RCA VICTOR
RADIO CORPORATION OF AMERICA



BRITISH Newsnotes:

By DON WEDGE

News Editor, New Musical Express

London belongs to **Sammy Davis, Jr.** The reputation that had preceded him has been lived up to. He is over here for cabaret, but his first appearance was an eight-minute spot in the tough atmosphere of the Royal Variety Performance — and he stole all the notices next morning. He was among the artists subsequently presented to the Queen and her husband, the Duke of Edinburgh, who told him: "I'm coming to hear you on a quiet night." Whether Prince Philip will make it is open to some doubt. There may well be no quiet night.

Davis' contract for the cabaret season was understood to rule out any television appearance, but permission was given for his act to be included in the filmed version of the Royal Show transmitted by ATV May 22. ABC-TV, which has Davis under contract to film a show during his stay, now has scheduled it for a June 11 showing — the day after his London season ends. BBC-TV gets in with the first major showing of a filmed show Sammy did in Australia for a May 28 showing. "Juke Box Jury" was dropped for the purpose of fast scheduling.

Radio Luxembourg, the commercial station beamed at Britain, taped a set of interviews with Davis and he has been under heavy pressure for sessions with other deejays and journalists.

Nat Cole's visit at the end of his Continental tour — his first in six years — was another triumph. His two concerts were absolute sellouts and his appearance in ATV's "Sunday Night at the London Palladium" proved a personal success. **Dave King** was his main guest when he taped a spectacular at ATV's Wood Green studios with a theme based on his recent visits to Paris, Rome and London. In the Royal Performance, he was the only musical artist to come near to Davis' acclaim. (New Musical Express critic **Derek Johnson** note that Cole's spot got more enthusiastic clapping from the royal box than at any other time of the evening.) Cole left promising to come back soon — a statement made by many visiting American stars, but not always kept. He has been away a long time and only received limited exposure on this visit. He would probably be wise to fit in an early return.

Coral here feels that there is still great potential in the late **Buddy Holly's** disks and has issued two more sides, "True Love Ways" and "Moondreams" — both previously unreleased, as a single. Label manager **Tony Hall** has taken the tracks from Volume II of the "Buddy Holly Story" LP's and plans another single coupling of new material before issuing the album. . . . **Johnny and the Hurricanes'** disks will continue to be issued here on British Decca's London label. Their U. S. switch from Warwick to Big Top in no way affects the outlet on this side of the Atlantic. The first release under the new deal is set for June 3, when the coupling will be "Down Yonder" b-w "Sheba."

M-G-M President **Arnold Maxin** has commissioned the label's British manager, **Norman Newell**, to cut more show albums with the **Cyril Ornadel** ork. . . . **Fran Warren** televises in Granada-TV's "The Variety Show" June 21. . . . The **Pee Wee Hunt** hit "Twelfth Street Rag" has been revived on Top Rank by British guitarist **Bert Weedon**. . . . British-born multi-instrumentalist **Victor Feldman** — now a leading jazz musician in America — returns to this country June 14. He will figure in major TV programs and attend the Beaulieu Jazz Festival at the end of July.

BBC-TV has been able to book virtually all the artists associated with winning numbers for its special June 5 program for the presentation of the annual **Ivor Novello Awards** to songwriters. They include the **Ted Heath** ork, **Anne Shelton** and **Russ Conway**. . . . **Eartha Kitt** now opens her Talk-of-the-Town season September 6; her provincial theater tour now follows her eight weeks there. . . . **Les Paul** and **Mary Ford** now play in Italy (opening July 16) before visiting London for ATV dates. . . . The film version of "L'll Abner" has its London premiere at the Plaza June 2.

Among the Decca group's May LP releases was **Pat Boone's** "He Leadeth Me," "The Coasters' Great est Hits," **Andy Williams'** "Lonely Street" and Volume III of **Martin Denny's** "Exotica" — on the London label; the Coral list included "So Much" by **Jackie Wilson**, while on Brunswick were a **Bing Crosby** package, "In a Little Spanish Town," and the **Sammy Davis Jr.** "Sammy Awards."

New Musical Express carried a two-part feature of U. S. impresario **Norm Riley's** reminiscences written by **Keith Goodwin**. . . . In a very frank interview, also with Goodwin, **Nat Cole** was asked if rock 'n' roll had had any good effects on the music business. He replied: "So far as I personally can see the only good effect is that it has made a lot of money for a lot of people — record companies, managers and many youngsters who ordinarily wouldn't have got any place. On the other hand, I'm of the opinion that it has given the music business a completely false sense of values, and I don't think this is a particularly good thing."

Pathe-Marconi, EMI's French subsidiary, will present some bills at the Olympia Music Hall, Paris, during the fall, with the first one set for three weeks in September. Artists represented on the label are being invited to take part. . . . **Eddie Fisher** plans to spend most of the summer in London, while his wife, **Elizabeth Taylor**, is filming at the Rank studios. . . . The social side of **Connie Francis'** European visit — to record three LP's and televise in London and film a TV show in Austria — was enlivened by German hit parade star **Peter Kraus**, Britain's current top-seller **Adam Faith**, and visiting American **Freddy Cannon**.

Altho "Robot Man" was the first side of **Connie Francis'** latest release to begin to sell, the coupling "Mama" is now the stronger and this week entered the British top 20 at No. 10. "Robot Man" is placed at No. 20 as a separate entry. . . . **Jim Reeves'** "He'll Have to Go" has made a notable jump to No. 16, and **Freddy Cannon**, who is currently touring Britain, maintains his chart consistency with "The Urge" at No. 19. . . . Sharing 20th place with **Connie Francis'** "Milord" by **Edith Piaf**. It is very unusual for a Continental artist to be represented in the British charts. It seems as tho there will be more. The Continental smash "Mustapha" is breaking here with the **Bob Azzam** version on British Decca the first to show. . . . The **Four Preps** have had little success here, but their "Got a Girl" is a potential hit. The late **Eddie Cochran's** "Three Steps to Heaven" continues its upward climb and is now at No. 7. There are also indications that another posthumously released recording, **Buddy Holly's** "True Love Ways," is likely for the top frame.

There is great competition on **Paul Evans'** Guaranteed hit, "Happy Go Lucky Me," released here on London. Most companies are involved — EMI with Australian **Frank Ifield** (Columbia),

Best Selling Pop Records in BELGIUM

Week ending May 27, 1960
(Courtesy Juke Box Magazine)

Last This Week Week

- 1 1 MUSTAPHA—Bob Azzam (Barclay)
- 2 2 T'AIMER FOLLEMENT—Dalida (Barclay)
- 5 3 ADAM AND EVE—Paul Anka (ABC-Paramount)
- 4 4 EEN HUTJE OP DE HEIDE—Bobbjeaan (Decca)
- 5 TOM PILLIBI—Jacqueline Boyer (Columbia)
- 11 6 SALADE DE FRUITS—Bourvil (Pathe)
- 10 7 LEILA—Regento Stars (Moonglow)
- 19 8 TOO YOUNG—Bill Forbes (Columbia)
- 9 BLUE, BLANC, BLOND—Marcel Amont (Polydor)
- 10 DIEP IN MIJN HART—Jo Leemans (Philips)
- 17 11 KLEINE LUCIENNE—Conny (Electrola)
- 16 12 KRIMINAL TANGO—Hazy Osterwald (Heliodor)
- 13 RUNNING BEAR—Johnny Preston (Mercury)
- 3 14 MILORD—Edith Piaf (Columbia)
- 9 15 PILOU PILOU HE—Gilbert Becaud (Columbia)
- 18 16 IK BEN BOOS OP DE MAAN—Bobbjeaan (Decca)
- 17 STUCK ON YOU—Elvis Presley (RCA)
- 8 18 OH CAROL—Neil Sedaka (RCA)
- 19 FOREVER—Louis Neefs (Palette)
- 20 SAG WARUM—Camillo (Columbia)

Best Selling Pop Records in HOLLAND

Week ending May 27, 1960
(Courtesy Foon Magazine)

Last This Week Week

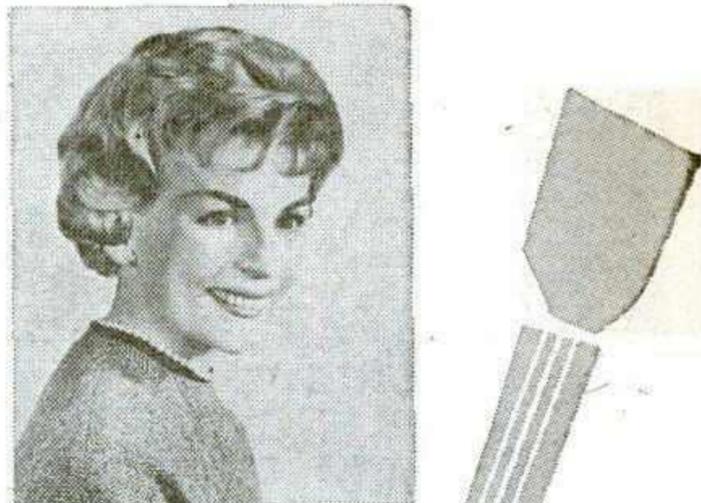
- 1 MILORD—Corrie Brokken (Philips)
- 2 SCHLAFE MEIN PRINZCHEN—Papa Sue's Viking Jazz Band (Storyville)
- 3 CATHY'S CLOWN—Everly Brothers (Warner Bros.)
- 4 CATHY'S CLOWN—Blue Diamonds (Decca)
- 5 BANJO BOY—Jan and Kjeld (CNR)
- 6 KOM VAN DAT AP—Peter en zijn Rockets (Imperial)
- 7 LAILA—Regento Stars (Tivoli)
- 8 JAPIE DE PORTIER—Jackie van Dam (Fontana)
- 9 MILORD—Edith Piaf (Columbia)
- 10 MILORD—Dutch Swing College Band (Philips)
- 11 SEND ME THE PILLOW—Lydia (Imperial)
- 12 FALL IN LOVE WITH YOU—Cliff Richard (Columbia)
- 13 HE'LL HAVE TO GO—Jim Reeves (RCA)
- 14 SILVER THREADS AMONG THE GOLD—Papa Sue's Viking Jazz Band (Storyville)
- 15 MUSTAPHA—Bob Azzam (Barclay)
- 16 BACIARE—Selvera's (CNR)
- 17 BEATNIK FLY—Johnny and the Hurricanes (London)
- 18 STAIRWAY TO HEAVEN—Neil Sedaka (RCA)
- 19 MARINA—Dutch Swing College Band (Philips)
- 20 PRETTY BLUE EYES—Steve Lawrence (Artone)

2 New Labels to Bow

CINCINNATI — Organization of the Vital and Con-Ga diskeries was announced last week, with product scheduled for the rock and roll and rhythm and blues markets. Heading the operation are **Ed Wright**, president, formerly a deejay at WCIN, and **Chuck Harris**, national promotion director.

new discovery **Russ Saintry** (Top Rank), and **Pye** has signed vet comic **George Formby** to carry its chances. . . . **Formby** is also involved, thru the coupling, in the battle for another heavily covered number — the Continental hit "Banjo Boy," which has English lyrics by **Buddy Kaye**. Opposition comes from the **Raindrops** on Oriole and others. . . . **Ifield's** coupling, incidentally, is a revival of "Unchained Melody." . . . Other new releases include the **Platters'** "Ebb Tide" (EMI-Mercury), altho the coupling "Apple Blossom Time" is given precedence. . . . Top Rank has issued a "King Size 45" (a long-play single) by the **Tony Pastor** ork, and **Pye-International** has a **James Darren** EP, "P. S., I Love You."

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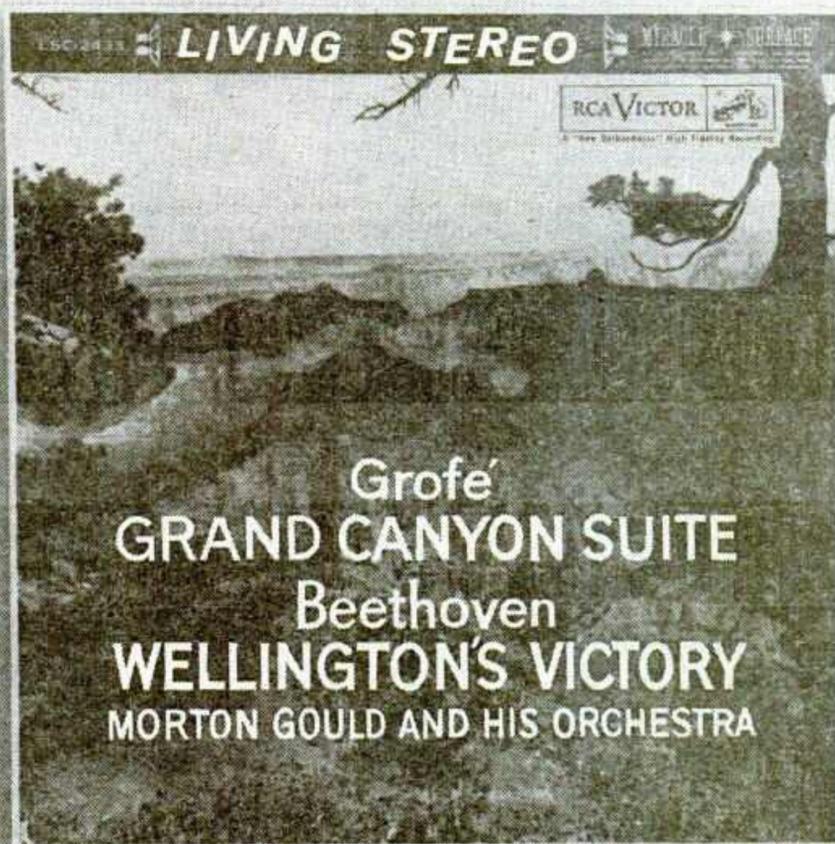
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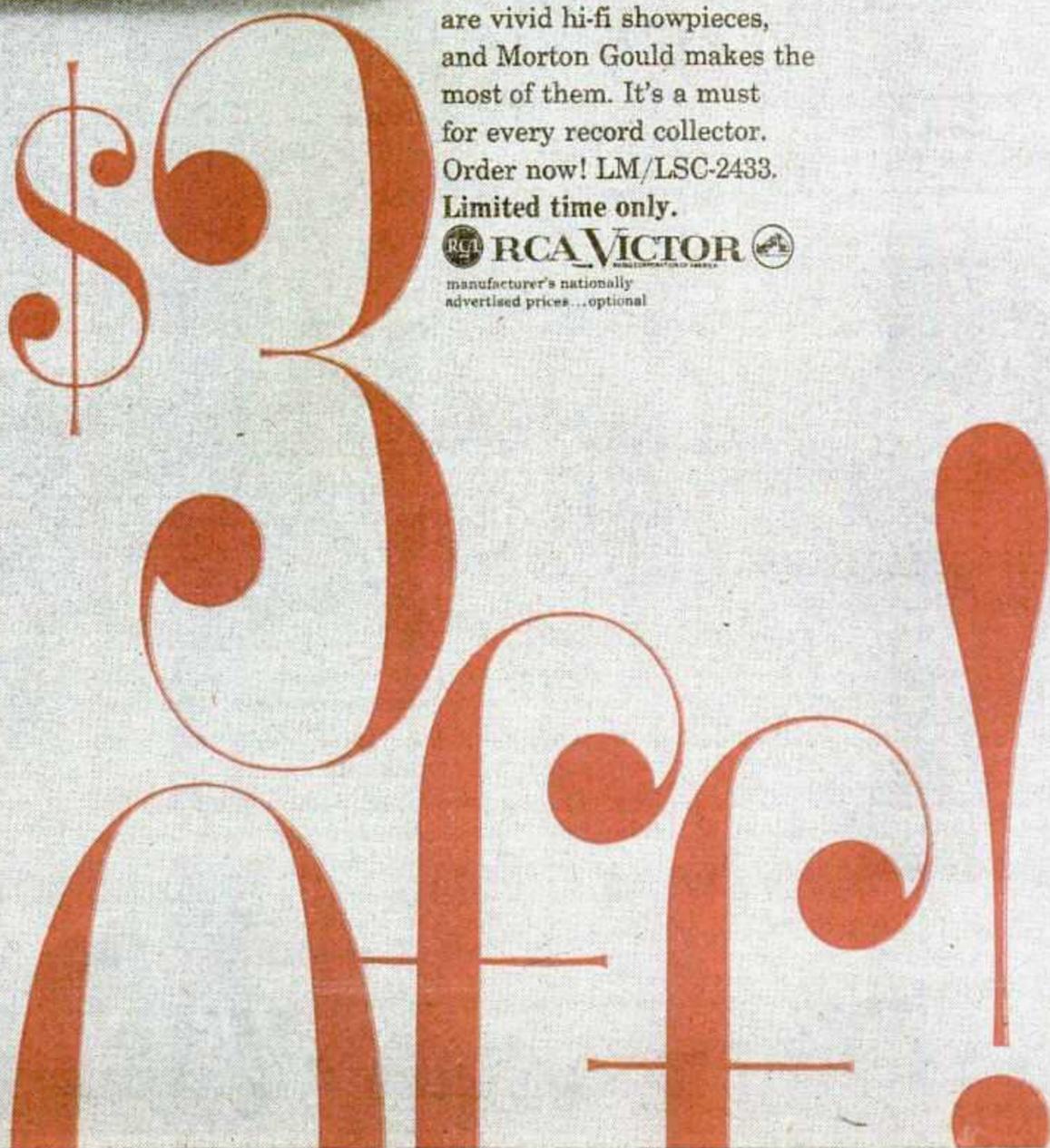
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GERMAN Newsnotes:

By JIMMY JUNGERMANN
 Producer, Bayerischer Rundfunk,
 Munich

Movies seem to make money these days using horror themes. Said **Karl Heinz Busse**, of Munich gramophone shop, "Platten - Busse": "Let's try it with disks." He put a horror department in one of the windows with these highlights—the Warner Bros. spooktacular "Spike Jones in Stereo" and Coral's "Themes from Horror Movies," and, presto, Herr Busse makes money with horror disks. His shop is situated between two cinemas specializing in shockers... Publisher **Johann Michel** sold his song contest winner "Bonne Nuit, Ma Cherie" to Italy, France, England, and Sweden. At the moment he's negotiating with publishers in the States.

Former AFN deejay **Mal Sandock** started his new job as German deejay at the Westdeutscher Rundfunk in Cologne. Besides this he is touring the German towns with his Record Hops, sponsored by Coca-Cola... Ex-GI **Al Hoosman** started a campaign years ago to help the orphans of American-German parents. Al collected plenty of money and has a helpful hand in German radio and press. Now he found a new friend and backer in **Nat King Cole**.

Publisher **Peter Meisel** has just returned from his 12th trip to the States on which he buys American hits for Germany. His Broadway - Kurfurstendamm "bridge" is successful in many ways; among others Peter gave Ivo ("Morgen") Robic the chance to start in the States... The industrial town of Essen ended its jazz season of 1959-'60 with a concert in the mighty Gruga Hall (capacity: 14,000). Guest stars were **George**

Lewis, Muggsy Spanier, Mezz Mezzrow, the Dutch New Orleans Syncopaders and the Danish **Papa Bue's Viking Jazzband**. . . Radio Bremen has started a monthly feature titled "Jazz — Made in Germany." These German groups played and will play: **Michael Naura Quintet**, the **Siggi Gerhard Swingtet**, the **Bucktown Six**, the **Berlin Jazz Quintet** starring **Helmut Brandt**, the **Horst Geldmacher Quartet**, the **Herman Wilson** combo and a selection of amateur groups.

Bobby Darin's bio plus pic fills a quarter page of the Berlin newspaper "Der Abend." **Walden Robert Cassotto**, **Bobby Darin** to you, is still Berlin's U. S. favorite. His "Mack the Knife" spins night and day in Berlin's juke boxes. . . **August Seith**, German partner of **Chappell**, is very happy with the LP's he has to handle. Month by month over a period of years, these LP's have continued to sell strongly: "Oklahoma," "My Fair Lady," "Porgy and Bess" and "High Society."

Fini Busch wrote the German lyrics for two U. S. hits — "The Old Lamplighter" (Das alte Marchen) and "Sweet Love" (Mondschein und Liebe). The first is sung here by **Heinz Sagner** on the Polydor label and by the **Ping Pongs** on Decca; the other one is sung by the **Kessler Twins** and **Peter Kraus** on Polydor. . . The U. S. hit "Oh Valentino" starts in Germany with these disks: **Caterina Valente** on Decca, and **Angelo Durand** on Electrola.

Connie Francis invited **Peter Kraus** for a TV show in the States. Her opinion of Peter: "He's groovy!" . . . American born Franc singer-German actor **Eddie Constantine** has recorded the songs

Best Selling Pop Records in ITALY

Week ending May 27, 1960
 (Courtesy Musica E Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	SCANDALO AL SOLE	Percy Faith (Philips)
8	2	WORDS	Pat Boone (London)
3	3	PERSONALITA	Caterina Valente (Decca)
2	4	MARINA	Rocco Granata (Bluebell)
4	5	MORGEN	Eddie Calvert (Columbia)
6	6	LONELY BLUE BOY	Conway Twitty (M-G-M)
5	7	TILL	Caterina Valente (Decca)
7	8	IT'S TIME TO CRY	Paul Anka (Columbia)
13	9	PICCOLA	Adriano Celentano and Anita Traversi (Jolly)
10	10	KRIMINAL TANGO	Piero Trombetta (Columbia)
11	11	BELIEVE ME	Royal Teens (Capitol)
19	12	STUCK ON YOU	Elvis Presley (RCA)
14	13	ENCHANTED SEA	Islanders (Top Rank)
12	14	WHY	Frankie Avalon (Chancellor)
—	15	PUPPY LOVE	Paul Anka (Columbia)
—	16	TOO MUCH TEQUILA	The Champs (London)
—	17	GIUGGIOLA	Corrado Lojacono (Fontana)
16	18	RUN, BOY, RUN	Sanford Clark (London)
—	19	HELL HAVE TO GO	Jim Reeves (RCA)
—	20	NESSUNO AL MONDO	Peppino Di Capri (Carisch)

B & C Firm Expansion

NEW YORK—B&C Recording, Inc., of Westbury, L. I., has moved to new quarters as the first step in its plant expansion program. New Recording facilities are in operation; additional space has been acquired in adjoining buildings, and a construction campaign is starting, scheduled for completion by midsummer.

from the remake of the old **Eric Pommer** film, "Bomben auf Monte Carlo." **Eddie** plays the same role in the '60 version that **Hans Albers** did back in the early 'thirties.

ITALIAN Newsnotes:

By SAM'L STEINMAN

Italian jazz and hot combos are preparing for the First European Festival of Jazz which will take place July 6 to 14 on the French Riviera at Antibes and Juan-Les-Pins. July 10 will be devoted to a **Sidney Bechet** tribute and U. S. groups will be featured July 11-12 with prizes to be awarded on July 13.

Italian TV appearances of **Pat Boone** and **Nat King Cole** on the "Il Musichiere" program have skyrocketed the sales of their records in Italy. Boone was in Italy for a TV film and came to Rome to appear on program where he sang "Words" and three other numbers, with **Pier Angeli**, his TV co-star, acting as interpreter. Cole, making a concert tour, played to sellout houses everywhere, thanks to the added impetus of his TV shows which have been aired here for some weeks with everything but the singing voice dubbed in Italian. He sang "It's Only a Paper Moon" and "Non Dimenticar."

Performers are not paid for appearances on "Il Musichiere," but they compete in a quiz with their winnings donated to an Italian charity of their choice. It is estimated that they had audiences of 10 million listeners. . . Same is true of **Perry Como's** London TV shows, thanks to tie-in efforts by RCA-Italiana press office. Latter has also issued an LP of **Teddy Reno** songs titled "Souvenir," the name of the latter's successful weekly TV variety show. Reno sang the winning song at 1959 Naples Festival and second place song at this year's San Remo event while the year before he sang the No. 3 song, an over-all record second only to **Domenico Modugno**. . . The latter's label, Fonit,

is pushing disks made here by two foreigners, **Carol Danell**, an American, and **Van Wood**, a Dutchman. Latter has recorded "You and Me in the Via Veneto" with his combo of Neapolitan musicians, while former is currently listed with "Vivro Per Sognare" (I Live to Dream).

Another street known to foreign visitors to Rome, "Via Margutta," Rome's Bohemian quarter, is the title of a new film and the song recorded by **Miranda Martino** for RCA Italiana. . . Success of **Johnny Dorelli** at the recent Italian Song Festival in New York's Carnegie Hall is recognized by CGD in its new Festival of New York single release, which features the winning numbers sung by the American-raised Italian pop singer.

Cetra has opened a new series (LPF-1) with a commemorative record dedicated to **Fred Buscaglione**, whose career was cut short by an auto crash earlier this year. The disk, prepared by **Leo Chiosso**, his lyricist and collaborator, features 22 numbers, including one sung by **Fatima Robbins**, his widow and soloist, and one by **Gino Latilla**. The others all present the voice and the band of Buscaglione. . . Hollywood label is pushing **Victor Somma** as "The Voice of the Empress" because his presence at Rome's Cabala brings out **Princess Saroya**, former empress of Iran. Among others for whom he has sung in this locale are **Princess Margaret** and **Maj. John Eisenhower**, altho the publicity release just says "Eisenhower."

Fonit, better known for pop artists, is out with two LP's by Venetian pianist **Giovanni Dell'Agnola** featuring top Italians, **Clementi**, **Busoni** and **Scarlatti** on one and other great composers for the piano from all lands on the other.

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9. JJ198 Chicago Is a Polka Town
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11. JJ191 What You Got Polka
12. JJ176 Hello Stash Polka
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19. JJ157 Zip Zip Polka
20. JJ154 Blue Skirt Waltz
21. JJ152 Memories Waltz
22. JJ148 I'm In Love With You Polka
23. JJ147 Happy Anniversary Waltz
24. JJ145 Wish I Was Single Again Polka
25. JJ216 Our Breakup Polka
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27. JJ194 Jailbird Polka
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29. JJ146 Gypsy Polka
30. JJ116 Polish Sausage Polka

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Al Hindle, of RCA Custom's Hollywood office, can't understand misfit work. Matter of fact, RCA's success with "indies" of the record business stems directly from its Custom-fitted, personalized service.

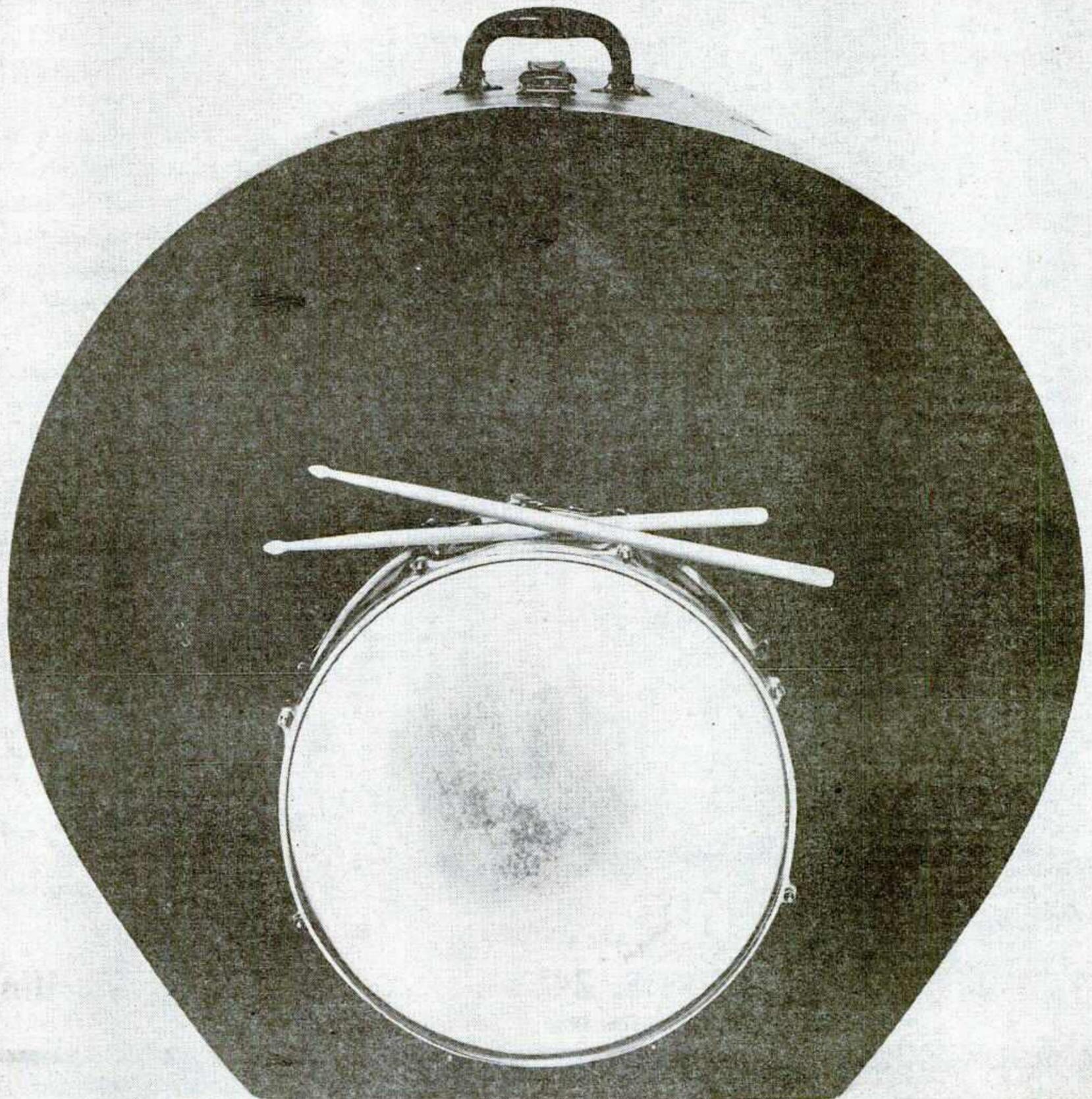
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Restrictions Hamper Electronic Exports

WASHINGTON — Spokesmen for manufacturers of phonographs, radio and TV receivers, and other electronic products, last week told the Department of Commerce that overseas sales were hampered by tariffs and other restrictions imposed by foreign countries.

Complaints by a cross-section of the country's electronic producers and traders were made in an informal conference called by Commerce to get helpful information in the interest of expanding foreign sales of electronic products. The meeting was one of a series, in which the Bureau of Foreign Commerce, and the Business and Defense Services Administration are co-operating as part of the government export trade promotion pro-

BMI AGAIN IN ASOL MEET TIE

NEW YORK — BMI for the fourth consecutive year will join the American Symphony Orchestra League (ASOL) in co-sponsoring a series of musicians' workshops at the annual ASOL convention in St. Louis June 15-18.

Three distinguished American composers who license their performing rights thru BMI will appear. They are 1959 Pulitzer Prize winner Elliott Carter, Ulysses Kay and Vladimir Ussachevsky. Carter and Ussachevsky will speak at the June 17 composers' luncheon, on the subject of Real vs. Reel Music. The three composers will participate in various convention sessions.

gram. Information gathered will be used by U. S. negotiators during forthcoming sessions under the general agreement on tariffs and trade (GATT), when mutual tariff concessions are considered.

The phono and other electronic manufacturers, representing companies which totalled \$400,000,000 in export sales last year, said restrictions against electronic sales were resulting in exclusion of many U. S. products in countries in Latin America, Europe, the Middle and Far East. They said conditions are growing worse, with barriers set up in some cases even the local industry cannot meet the needs of the country.

Among those attending the conference were Tyler Nourse and James D. Secrest, Electronic Industries Association, headquartered in Washington; Charles D. Cushman, for RCA International Division; John A. Miguel Jr., Zenith Radio, and Robert Adams for Packard Bell Electronics, of Los Angeles.

NEW YORK — Cleffer William Martin recently filed suit against BMI, United Artists Records, Gotham Broadcasting Company, Bruce and Robert Morrow, Elliott Loebel and Ed and Rudy Meyerowitz, alleging infringement on the tune, "Babalu's Wedding."

Suit seeks an injunction restraining the defendants from recording, publishing and using the tune in any manner, and seeks damages and impounding of the alleged infringing material.

Complaint charges defendants recorded and used the tune without permission.

Atlantic Puts 4 New LP's on June Agenda

NEW YORK—Atlantic Records is marketing four new albums this week, featuring Ray Charles, Woody Herman, Ornette Coleman and Mabel Mercer. At the same time, the label is extending its May 1-cent stereo campaign (buy one LP, get another for a penny) until June 15.

The new "Ray Charles in Person" LP spotlights a "live" performance at Herndon Stadium, Atlanta, taped by deejay Zenas Sears. The concert was part of a fifth anniversary celebration staged by the jockey's station, WAOK, Atlanta.

The Woody Herman package also features a "live" performance. Tagged "Woody Herman's Big New Herd at the Monterey Jazz Festival," it was recorded by Atlantic's Nesuhi Ertegun at Monterey, Calif., last fall. The album marks Herman's first recording in a year.

The Charles album is available in monaural only. The other three are available in both stereo and monaural, and will be included in the 1-cent stereo plan. Atlantic proxy Ahmet Ertegun reports that stereo album sales resulting from the new plan "have passed 200,000."

Stuart to Exit Contemporary

NEW YORK — David Stuart exits Contemporary Records, headquartered on the West Coast, June 1 after an association of seven years.

Stuart, who has been in the jazz field 25 years, opened the first new and rare jazz record shop, the Jazz Man, in Hollywood, in

SOLON COOL TO FCC 'COMPLAINT' OFFICE REQUEST

WASHINGTON — Chairman Frederick W. Ford, of the Federal Communications Commission, has asked the Senate Appropriation Subcommittee for a \$300,000 fund to set up a "Complaint and Compliance" office to become effective June 10.

The proposed body would maintain a continuing audit of station compliance to sponsorship identification commensurate with the controversial Section 317 and all other Commission rules, and would monitor programming, maintain a field force to investigate instances of payola and any other complaints resulting from the FCC questionnaire, the public, congressmen, or the Federal Trade Commission.

In response to the Ford request, Sen. Warren G. Magnuson, chairman of the Senate Committee said that the proposal was "controversial" and likely to duplicate the FTC's work and liable to be regarded as censorship in some quarters.

In answer, Ford said that his division would not duplicate the FTC's work, for it needed to go into much greater detail. He also added that the monitoring would not be censorship, because it would not be programming per se, but only a check for obscenity and compliance with Section 317.

the late 1930's, and in 1941 he formed the Jazz Man label to record Lu Watter's Yerba Buena Jazz Band. In 1942 he recorded Bunk Johnson's first records.

Van Waxes Schumann

NEW YORK — Van Cliburn's third RCA Victor classical recording will be released this week by the company's Red Seal Division. It is the Schumann Piano Concerto, a recitalist's warhorse, and features Fritz Reiner and the Chicago Symphony along with the young pianist.

The new recording will be heralded with much promotional display thruout the summer, with a full-page ad in The New York Times among other newspapers and spot announcements on FM and good music radio.

The brilliant young pianist left this country for a two-week concert tour of the Soviet Union this past week (25) under the aegis of Sol Hurok. He is slated for appearances in Kiev, Leningrad, Thilisi, Yerevan and Baku with a final performance in the Moscow Sports Palace July 2.

Davis Decca Exit Reported

LONDON — Sammy Davis is not renewing his recording contract with American Decca. It is understood here that his deal with the label expired in April.

He is switching to Frank Sinatra's independent recording set-up, Essex, and has in fact cut two sides for the new firm. Both were songs from "Ocean's 11," the film he made earlier in the year with Sinatra, Dean Martin and Peter Lawford, in Las Vegas.

Davis said he thought his future records would be issued either on Capitol or Dot, probably the former.

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4 June LP's By Everest

NEW YORK — Everest Record is releasing four albums for June, three in the pop category and one in the classical field.

Leading the pop entries is Walter Brennan's "A World of Miracles," followed by Gloria Lynne singing on "Try a Little Tenderness" and "Dancing on the Riviera" with Bob Azzum's orchestra. The lone classical selection is by Jorge Bolet, the pianist from "Song Without End," playing the music of Franz Liszt. He is accompanied by the Symphony of the Air, Robert Irving conducting.

'Finian' Revival Waxed by Victor

NEW YORK — RCA Victor has cut the original cast album of the musical revival, "Finian's Rainbow," according to Bob Yorke, division vice-president, commercial records creation department.

This is the first original cast album of the musical available in stereo. The music, which drew critical kudos, stars Jeannie Carson, Howard Morris, Biff McGuire, Carol Brice, Sorrell Booke and Bobby Howes. Bob Ballard, assisted by Marty Gold, handled the a.&r. chores. Package is scheduled for dealers shortly.

GOOD START FOR NAT'L CULTURE CENTER DRIVE

WASHINGTON — The Capital's performing arts kick-off for a national fund-raising campaign for the U. S. National Cultural Center was judged a show-stopper, last week, with more than 700 of the elite jamming the Statler Hotel for dinner and the performances.

Talent serving to boost a national showcase for performing arts in America included the National Symphony Orchestra, directed by Howard Mitchell, courtesy of the Music Performance Trust Fund; Jose Greco, the Spanish dancer; Eleanor Steber, Metropolitan opera soprano; Jaime Laredo, young Bolivian violinist, and Jerome Hines, also of the Met.

Talks were given by Sen. J. W. Fulbright and Rep. Frank Thompson, the two legislators credited with getting passage of legislation to create the National Cultural Center. Also speaking briefly were Secretary of Health, Education and Welfare, Arthur S. Fleming, chairman of the Center's board of trustees; L. Corrin Strong, executive vice-chairman, and Robert W. Dowling, chairman of the advisory committee on the arts.

The reason for world-wide interest in the proposed center was made evident by a showing by Edward Durell Stone, the architect, of his plans for a building to contain an opera house, symphony hall, theater and two auditoriums, all under one roof. The architect's concept has aroused considerable, and controversial comment among the world's architects, as well as American builders, as would be expected.

NEW YORK — New diskery has been organized under the guidance of Alex Bard, one-time head of RCA Victor's International department, and LeRoy Loubriel, export distributor of London Records and other labels. Tagged Extra Record Company, the label has started to function with the release of 12 albums and 15 singles, all in the Latin and International field. Singles are available both in 45 and 78 r.p.m.

Extra's product includes performances by singers Carlos Gardel, Daniel Santos and Libertad Lamarque, and orchestras such as Casino de la Playa and Rafael Munoz. Monthly releases are planned.

NIGHT CLUB REVIEWS

La Morgan in Nitery Stint

In one sudden unexpected blast, Elvis Presley invades the polished decor of the Hotel Plaza Persian Room in the current show there. The brief recorded splurge of "Hound Dog" is all part of lovely Jane Morgan's ultra smart, neatly prepared act. The platinum blonde thrush is in for a six-week stay.

The Presley bit, which includes in the next moment a fast reprise on "Purple People Eater," is part of Miss Morgan's running saga of the Academy Award winning songs over the years. She spots the rock and rollers to give her a chance to move in with "And this is how the movie songs answered rock and roll that year." It's well planned, embraces a flock of great standards and is smoothly thrashed.

In eye-catching and colorful evening cape, the gal opens with a cute salute to "Local 802," as the big ork complement moves onstage one by one to join in. The act is built on a series of sub-acts, one of which is the Academy Awards series. Another is a musical tour of the world with songs from Italy, France and other areas which meet with equal audience approval. A highlight seg called "There's Always Got to Be a Girl and Boy," finds her in a flock of tunes with an attractive male partner, all with a "couple" angle, such as Norworth and Bayes in "Shine On, Harvest Moon," Irene and Vernon Castle, Fred Astaire and Ginger Rogers, and others in the famous tunes associated with them.

As a wind-up, la Morgan sheds her wrap, returns in a clinging gown, and belts out a pounding rhythm number, "What Does It Take?" It's a powerful get-off that would surprise disk buyers used to her usual warm and sultry ballad approach. The gal has class in every respect in this fine stint and in case he hasn't thought of it, disk man Dave Kapp, who makes Miss Morgan's records, should consider a "Jane at the Persian Room" album approach.

Ren Grevatt.

Gateway Group Adept, Versatile

The Gateway Singers, who have turned out a couple of attractive LP's for Warner Bros., are more than just another folk-singing quartet. In their current nitery appearance at Art D' Lugo's Village Gate, the three men and a girl prove versatile in the varying types of songs they can handle, while their wit and good spirit are also important plus factors. They win over the audience immediately, for they prove quickly that they are not only an outstanding singing group, but can do top-notch instrumental work on guitar, banjo and bass. Audience's rapport is obtained quickly and easily when they toss around some good-natured joshing and occasional sight gags, such as jostling for position before the mike.

They are adept with all types of folk ballads, from spirituals and sea chanteys to cowboy songs, calypsos, novelties and Spanish stanzas. As come to be almost standard with such groups, one of their numbers comes forth with funny introductions, these being of the egghead variety and usually quite effective. The group should be as good a concert attraction as they are a club act.

Also on the bill is a young attractive Israeli lass named Ruthie Ben-Zvi, who is a perfect guest attraction for a network TV variety show. She's said to be the best drummer in Israel, and to have won numerous international awards. What she does with a jar covered with goatskin is nearly unbelievable. Ed Sullivan, take note.

Sam Chase

English Horror Pic Tune Stirs Singles Recording

HOLLYWOOD — Hollywood's disk front was astir last week as the result of a tune from a "horror" film. American-International "Circus of Horrors" pic contains an oft-

repeated ditty, "Look for a Star," warbled by a Gary Mills. After its first week's run, disk dealers reported to distributors that teen-agers were flocking in seeking a recording of the tune. Distributors in turn conveyed the info to the various labels. Mills is not seen on the screen but gets screen credit for his sound track voice.

In a singles-hungry market, four labels rushed out versions of "Star" in the hope of cashing in on the reported demand, and a fifth one buttoning up the original sound track. Diskeries are still not sure whether all this excitement is the result of a unique hype or an even more unique hit.

Lew Chudd is currently deep in negotiations for the original sound track to be issued on his Imperial label. Deal has been delayed pending clearances which have become unusually entangled by the fact that the film was produced in England. (Rank label has the Garry Mills original version of the song in England).

Imperial released a single featuring a Garry Miles, an artist whose name is coincidental with the vocalist who voices the sound track's version or was so named for the sales snaring similarity to the film's single. Dore features Dean Hawley. Label is credited with taking a portable tape ma-

(Continued on page 36)

A HIT!

TAKE THIS
HAMMER

Arranged and conducted by **STAN APPLEBAUM** AND

NOBODY
UNDERSTANDS ME

Arranged and conducted by **STAN APPLEBAUM**

LONNIE
DONEGAN

2063

ATLANTIC

RECORDING CORPORATION
157 WEST 57 STREET, NEW YORK 19, N. Y.

JIMMY REED'S

on the HOT 100 again!

veejay 347

'FOUND LOVE'



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“WILL FLY AWAY”



LONNIE SATTIN

5158

WRITE, WIRE, PHONE, ORDER FROM YOUR NEAREST DISTRIBUTOR

the first name in sound
**WARNER BROS.
RECORDS**
BURBANK, CALIFORNIA



Cut Out Deals, Distrib Urging

Continued from page 4

up if distributor organizations are to continue:

"1. An immediate reduction in price of records to the point where discounts are not feasible. 2. Immediate discontinuance of special 'discount and deal' programs by the manufacturer. (Adoption of point 1. would almost inevitably

help in making effective point 2.) 3. Immediate discontinuance of direct selling by the manufacturer to rack-jobbers, one-stops, chain stores or anyone not formally or officially recognized as a distributor."

In line with point 3, Adams said he was excluding record clubs because "there is some merit to the argument that these functions broaden the base of demand enough to off-set their disadvantages insofar as the dealer and distributor are concerned."

The exec said he had received "just this week" an offer from a manufacturer to buy 1,000 of an album — "and it's a very good album" — and receive 300 free. When this happens, he opined, "those of us sitting in the small marketing areas have to know that we're fighting something bigger than we."

Summing up, Adams commented: "So long as the margin to play with remains in the price structure of phonograph records, we see no way for the (small market) distributor to remain in business."

The Adams letter was sent in response to a mail survey made by Columbia's Gallagher asking distributors if they could "recommend a program of immediate collective action that would assure a sound future for Columbia and its distributors." In his letter to Gallagher and the seven other labels, Adams asked in turn for "some expression from you (the diskeries) as to what we can expect in the way of future policy and co-operation to eliminate some of these problems."

Another Solution

S. William Davis, of the Davis Sales Company, also wrote record manufacturers last week to discuss the problems of transshipping and the distributors' plight. However, Davis suggested a different solution, via stepped-up merchandising and promotion efforts (involving rack outlets, consumers, dealers and juke boxes) on the part of the distributor.

He opined: "It would be unwise for any manufacturer to consider selling directly to one-stops and rack jobbers without first expending every effort to shake his distributor out of his 'Rip Van Winkle' existence. For only he can fully exploit your new product and new merchandising plan effectively. One record distributor functioning at full capacity is all any rec-

Magnuson Cool

Continued from page 2

has to go into greater detail to do a job properly. Proposed monitoring would not be censorship, Ford added, because it would not be of programming per se, but only checking for obscenity and compliance with Section 317.

In cases where serious violations are uncovered, field hearings would be held, which would be open to the public. At this point, Senator Magnuson said that a "town hall" would be needed to hold the public if they were complaining about programming.

In pressing for the needed \$300,000 to set up the new division, the FCC head said his commission was not on top of the payola situation because it "didn't know it was going on." Senator Magnuson replied: "That is the understatement of the year."

Sen. Gordon Allott wondered if FCC really had justification in asking for money to do further checking. George Turner, chief of field engineering at FCC, said there is a "definite history of carelessness" in log keeping and in other areas such as instrument checking. He cited one case in which a deejay played one record over and over, but announced different titles. To this Allott replied: "The music goes 'round and 'round.'" Most of the mistakes in log keeping were made on small, technical points, however.

On the question of a probe of ratings, Chairman Ford said he and the Commission had conferred with FTC, but no active project is under way.

Senator Magnuson told the commissioners present that he felt a group of experienced probers could do a good job along the lines desired by FCC. Group he referred to is an association of some 250 former special agents of the Federal Bureau of Investigation and the Secret Service. Some industries have used the agents, Magnuson said, and have been pleased with their performances.

Magnuson said it would be necessary to talk further with FCC before the appropriations group could decide whether or not to grant the funds.

ord manufacturer needs to sell his product in each area."

In line with this, Davis said he has hired Don Thorn, formerly with Mercury, as sales manager to help activate the firm's big merchandising push. Davis said he hopes to "compete with as well as selling to one-stops and rack jobbers," by creating and servicing complete record departments in supermarkets and chain outlets; gearing local and national promotions "to the consumer who will motivate the dealer to sell more records at a lower profit margin," and servicing the juke box operator "directly once again," thereby getting exposure for singles.

"We firmly believe," said Davis, "that a distributor operating one-stops to control an area is not the answer to his problem. Let him sell the operator direct, and service the small dealer, and the one-stops will disappear as a threat to the industry. Transshipping would also be minimized and eventually disappear."

Davis launched an important part of his merchandising program this month, via a deal whereby dealers are offered a bonus-LP plan on a 100 per cent guarantee-return (freight prepaid) basis. Davis will supply a group of his hottest and current album releases on the following monthly basis: 50 assorted LP's plus four free LP's (not more than four LP's of one title); 30 assorted LP's plus two free LP's, (not more than three LP's of one title); 20 assorted LP's, plus one free LP (not more than two LP's of one title); 10 assorted LP's — no free LP's (not more than one LP of one title).

Local Dealer

Continued from page 3

We just tell our salespeople to check thru all the LP's and pull these cards out. We throw them away, that's all. Some of us felt that unless this practice comes to a stop, we will just have to stop carrying the lines that do it. This sort of thing really bugs us."

Another thing, according to Bondy, that is causing much concern is the use by big dealers of loss leader records. "For instance," Bondy explains, "Alexander's sells the Presley LP for \$1.89. With all these spot lures on price, people don't know what a legitimate price is and they will not buy at all because they think that the record they want may suddenly go on a terrific sale the next day or the next week. It's like chaos for us."

Bondy had kind words for the co-op buying operation now in existence in nearby Newark, known as Dealers in Sound, Inc. (DISC). He said that many dealers in the five boroughs of New York and in Nassau County were interested in joining.

The local association will meet with people from the Philadelphia group and other Eastern dealer groups to discuss mutual problems, Bondy noted, prior to the national SORD convention in Chicago. Also, a year-end meeting is being planned for ARD early in June, to be held at the Henry Hudson Hotel.

Miami to Get

Continued from page 3

company vaults that are expected to create a lot of noise in the jazz world. It is reported that the firm is readying a considerable line of newly designed dealer point of sale aids, as well as new album cover designs and new advertising and promotion plans.

Columbia will also tell about its new FM radio advertising campaign, which is due to start this fall as a result of a national dealer survey recently taken by the firm. In this dealer survey Columbia asked what type of advertising would help most to bring customers to their store and the majority of dealers replying named FM radio as their first choice. Columbia will spend a lot of ad loot in local FM radio, some in local newspaper advertising and will probably considerably reduce co-op advertising plans between distributors and dealers.

There will be a grand banquet at the Columbia convention again this summer, too, and the sales department, it is believed, will once again put on its own special skit with a sales moral. With business at Columbia Records so far this year ahead of last, which incidentally was its greatest year ever, it is probable that the 1960 Columbia sales convention will be one of the most cheerful ever held.

More Work

Continued from page 3

of George Wein and his associates, Ed Sarkesian and Al Grossman. The New York festival is under the direction of George Simon. Wein will, however, be involved in an advisory capacity with the Philadelphia show.

The hottest jazz acts in the country will be appearing at some or all of the various Eastern festivals. Studebaker - Packard will lean heavily on advice from the Columbia Records jazz a.&r. staffers as to what tapes to use and whose tapes to use on their special jazz recording.

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

Cap's \$220,000

Continued from page 3

Willson has written music and lyrics for "Molly Brown." Richard Morris, TV's "Loretta Young Show" author, penned the "Molly" book. Schary will direct the show in addition to serving as co-producer. Tammy Grimes, recently featured in the NBC-TV "Four for Tonight" and "Hollywood Sings" musicals, was cast in the title role. She portrays the chambermaid who became the Queen of Colorado society during the silver strike era of the 1870's. Harve Presnell, a former Roger Wagner Chorale soloist, was assigned the male lead.

Since its success with "The Music Man," Capitol has moved into the Broadway musical arena as a more aggressive contender. During the past year it has been slugging it out with Columbia and RCA Victor in bidding for new properties. Last December Capitol released its original cast package of "Fiorello," a production which won the Pulitzer Prize, the Drama Critics Circle Award and was thrice blessed in the "Tony" Awards. Earlier this year Capitol issued the original cast cutting of off-Broadway's "Little Mary Sunshine."

Fact that Capitol is putting its own chips on "Molly Brown" indicates the label is ready to bid for Broadway plums on a level with Columbia and RCA Victor who have been bankrolling shows to secure their disk rights. Altho this is not the first time Capitol has put money into a Broadway show — a decade ago it had a small piece of Phil Silvers' ill-fated "Flahooly" which reappeared after successful doctoring as the more rewarding "Top Banana" musical — but it does mark the first time the label has made a serious investment in a Broadway venture.

'Freedomland'

Continued from page 4

and an album of music from the flick "The Sand Castle." There are jazz sets with Duke Ellington and Mose Allison.

Classical albums feature "The Choir of the Church of St. Dominic in Catholic Hymns," an Andre Kostelanez set, an album joining Maurice Gendron and Philippe Entremont, and an album of Prokofiev compositions. There is also new "Adventures in Sound" set featuring Marino Marini.

PROTECT YOUR FUTURE

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MY TANI
(Pronounced "Tahnee")
THE BROTHERS FOUR
Columbia

WHEN YOU WISH UPON A STAR
DION & THE BELMONTS
Laurie

INDIANA WALTZ
JACK SCOTT
Carlton

I'M CONFESSIN'
THE CLOVERS
UA

OBJECT OF MY AFFECTION
RANDY PAIGE
RCA Victor

HONESTLY
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BOURNE, INC.
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136 West 52nd St., New York, N. Y.

Billboard Spotlight Pick!

THEME FROM THE APARTMENT

Ferrante and Teicher
with orch. and chorus
United Artists 231
MILLS MUSIC, INC.

A TOP HIT ON BOTH SIDES!

JEANNE BLACK
"HE'LL HAVE TO STAY"
and JEANNE and JANIE
"UNDER YOUR SPELL AGAIN" Cap. 4368

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COMING SOON!
2 Great Names Together Again!
NAT (King) COLE
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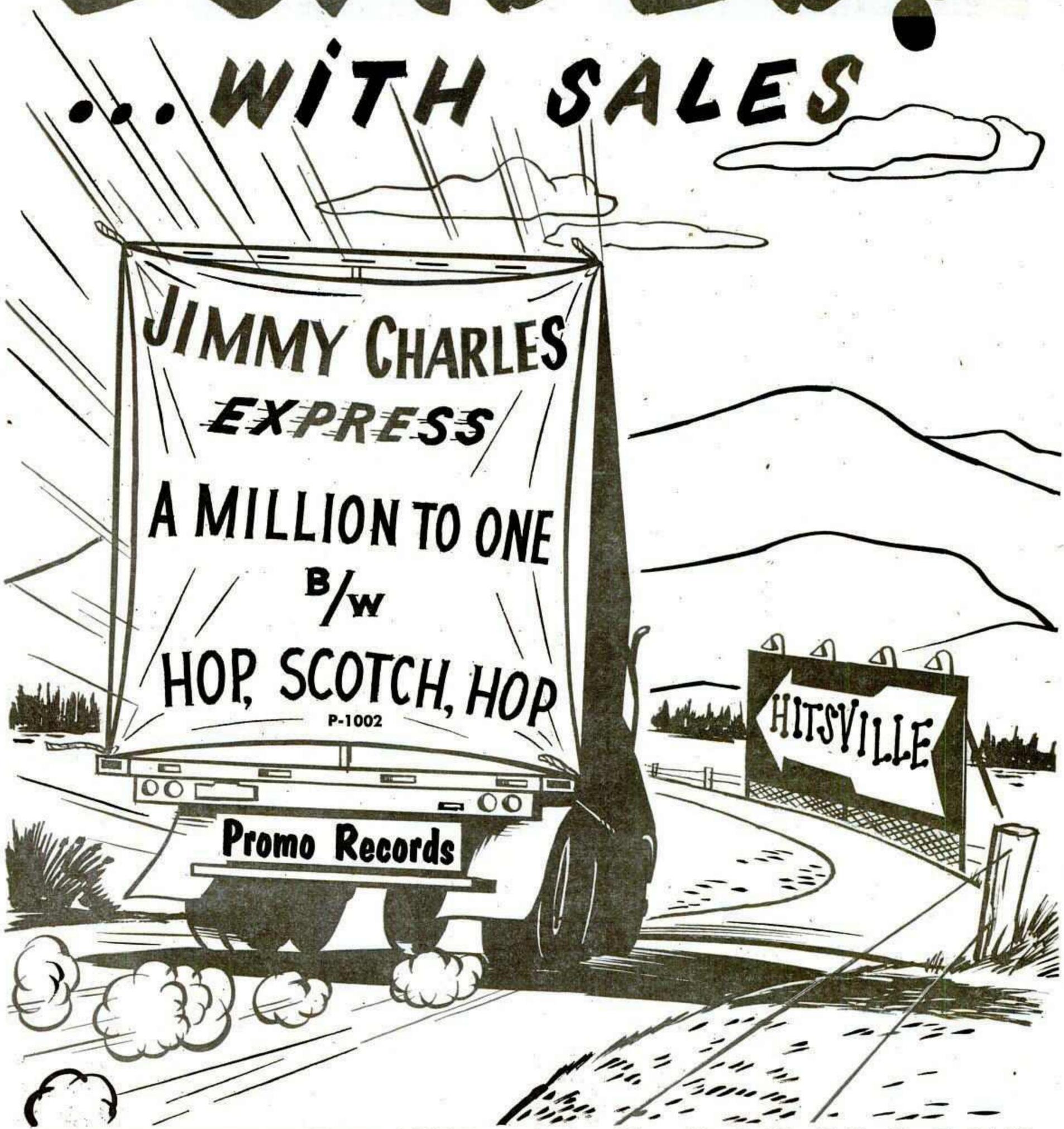
ROOSEVELT MUSIC (BMI)
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The trade magazines agree—
IT'S A HIT!
A Terrific Song!
A Terrific Artist!

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Published by
TNT MUSIC, Inc.—BMI
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LOADED!

... WITH SALES



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THE HIT:

LOOK FOR a STAR



As Featured in the American International Film "CIRCUS of HORRORS"

#55261

GARRY MILES

HITTING THE CHARTS

"RUNAROUND"	The Fleetwoods <small>Dolton is distributed in Canada by Quality Record Distributors, Toronto</small>	DOLTON #22
"THREE STEPS TO HEAVEN"	Eddie Cochran	 #55242
"NATIONAL CITY"	Joiner, Arkansas Junior High School Band	 #55244
"ONE LAST KISS"	Bobby Vee	 #55251
"BORN TO BE WITH YOU"	The Echoes	DOLTON #18

Liberty is distributed in Canada by London of Canada Ltd., Montreal

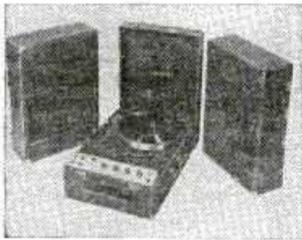


NEW AUDIO PRODUCTS

25 to 100 R.P.M. Turntable

Near - complete turntable control is the outstanding feature of the Rek-O-Kut Rhythmaster, which allows the user a variety of speeds from 25 to 100 revolutions per minute. The unit is uniquely adapted to education and therapy in that the rhythm of a dance or calisthenic, or the pitch and tempo of a musical performance, can be altered without stopping the turntable.

The three - piece sound system, which can be used out-of-doors as well as in, consists of the turntable and two portable speakers. Besides its obvious listening advantages, the Rhythmaster



can be used as a public address system merely by plugging a microphone into the 20-watt amplifier. The mike can be used while the records and instructions can be given while groups are dancing or exercising to the music. Retail price of the unit is \$349.95.

Stop, Look and Speak

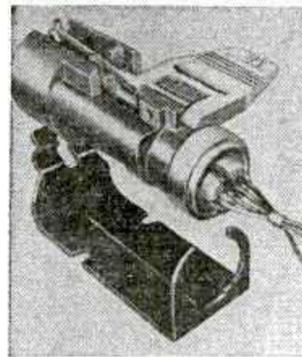
An unusual promotional gimmick is being used to attract and hold customers intending to buy tape recorders. The Uher Company, whose sole American representative is Warren Weiss Associates of New York, has come up with what they call a product talker which is placed alongside the dealer's demonstration model of the Uher Universal. On the display is the hand microphone from the West German tape unit, and the sign itself urges the prospect to speak into the mike. When the potential customer speaks the machine records; when he stops speaking the machine stops recording, thus demonstrating one of the Universal's



prime features, what the company calls voice actuation.

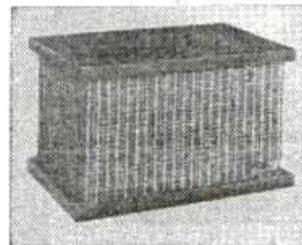
Crystal Stereo Cartridge

The Sonotone Corporation of Elmsford, N. Y., has come out with two new crystal stereo cartridges, the 12TH and 12TL. Both have an all-plastic cartridge (with the exception of the styli, of course), crystal elements and mounting assembly. The needle assembly snaps in and snaps out. Both units with sapphire needles sell for \$5.95 or \$6.45.



Bookshelf Speaker a Troubadour

The Troubadour, a new low-priced speaker marketed by the Madison - Fielding division of Crosby Electronics, has compactness and convenience features. Standing 9 by 9 by 14 inches, the unit is meant for use as an extra speaker or bookshelf stereo. The speaker is available in walnut, mahogany or ebony cabinets and is priced at \$29.95.



Cabinets in Modern Mode

Universal Woodcrafters of La Porte, Ind., has introduced a new line of record cabinets which are made to hold 150 records or more. The new pieces of furniture are styled in the modern mode, and are led by the Carlton, which is priced to sell at a suggested list price of \$19.95.

Converter Employs Transistors

A transistorized power converter is the latest thing from Webster Electric, Racine, Wis. The unit is used for the operation of standard tape recorders, phonos, radios, amplifiers and other 115-volt AC equipment where only a 12-volt power supply is available and where extreme precision of frequency control is not required. The unit prevents overloading automatically, and is modestly priced.

(Continued on page 23)

3M SLASHES TAPE PRICES

CHICAGO — Prices on their polyester line of raw tape have been slashed by Minnesota Mining and Manufacturing.

Typical cuts show that a \$7.65 reel has been reduced to \$6.70; a reel priced at \$7.70 will retail for \$5.10; and the \$6.65 reel size has been reduced to \$4.25.

EIA Meet Elects Execs; New Members

CHICAGO — The final meetings of the Electronic Industries Association held here last week brought more elections of officers and presentation and approval of reports by various divisional committees.

In addition to the election of L. Berkley Davis as president (reported last week (23) in The Billboard), the board of directors re-elected Leslie F. Muter treasurer, James D. Secrest executive-vice president, and Robert S. Bell as senior vice-president. Eight new directors were also elected by their respective divisions. Leading them was Chris J. Witting who heads the Consumer Products wing.

The Legislative Policy Committee saw its three recommendations approved by the board. It gave its support to HR 7123 permitting tax deductions incurred in normal legislative activities; opposed the reporting of requirements for prime and subcontractors for retired military officers employed by defense contractors (HR 10959) and opposed the dumping of foreign surplus parts and equipment in the U. S. with or without Secretary of Commerce approval (HR 9996).

The Phonograph Section of the Consumer Products Division has abandoned its institutional advertising program for stereo and hi-fi phonos. The reason given was that there was not enough support in industry circles. The division as a whole rejected a Phono Section proposal that money be appropriated for the preparation of a consumer booklet on stereo hi-fi units. It was turned down by the division on the grounds that no estimates of cost and distribution had been made available prior to the writing of the book.

Ten new members were also admitted to the organization: Astron Electro-Dynamics; the Crowley Division of A. O. Smith; Crystalonics, Inc.; Erskine Precision Wire; Lear, Inc.; Merck and Company; Microwave Electronic Tube; Simplex Wire and Cable; Weller Electric and the Wilmington Group, Inc.

CORRECTION

CHICAGO — In outlining the debut of the new Waters Conley Phonola line (The Billboard, May 9), three errors in suggested list price were made. The correct list price of Model 1460, equipped with a five-and-a-quarter-inch middle speaker and four-inch speaker in each wing, is \$79.05, while Model 2260 is correctly priced at \$149.95, equipped with an eight-inch center speaker and a six-inch speaker with tweeter cone in each wing. Both models are four-speed automatic changer portable units in the three-channel playback portable category, which Phonola terms "Triple Source Stereo."

Opinions Vary On Re-Echo Gimmick

• Continued from page 4

are reproduced, imparting a spatial naturalness to the sound output. The Reverbaphone works independently of all normal phonograph controls; it can be turned on and off by the listener."

"Today's 'Reverbaphonic Sound' is the result of an engineering program initiated five years ago, as well as a co-operative project between Philco and the Hammond Organ Company," the announcement concludes.

In like manner, the Zenith announcement points out that its "Reverba-Tone" uses "an engineering method of 'time-delaying' and reverberating sound. The Zenith development employs a four-position switch.

The reverberation idea is another version of the so-called phantom third channel (in the case of stereo) which has been the subject of considerable discussion in the trade in recent months. It is recalled that in CBS Laboratories' Dr. Peter Goldmark's announcement of the Minnesota Mining and Manufacturing Company's tape cartridge

unit, mention was made of the fact that tapes for the equipment would be made available with three separate channels—a right and left track and a center or combined reverberatory track. Since Zenith is one of the few licensees already assigned by 3 M's to produce the unit, it was seen as a logical step that Zenith would push the third "reverberatory" channel in its disk playback equipment.

Trade reaction to the latest developments was mixed. Some seemed to feel that any new wrinkle on the sound reproduction scene, especially something that would have a bearing on monaural as well as stereo recordings, could only generate new enthusiasm on the part of the consumer. Others felt that the introduction of new trade terms (Reverbaphonic, Reverba-Tone, etc.) into the sound reproduction vernacular would only serve to confuse a consumer who already is somewhat bewildered by many so-called "magic formulas" for getting the utmost in quality sound reproduction.

A listener attending the Philco demonstration could not but be struck by the difference in sound quality between straight reproduction and the use of the Reverbaphonic unit. In all cases, an echo or space quality was clearly evident. Some noted, however, that at least in the case of the set-up used, switching in the Reverbaphonic unit tended to maximize mid and high frequencies while attenuating the bass component, while also tending to increase the volume.

All traders were looking forward with interest to initial dealer reaction to these latest advancements on the sound front.

Revere, 3M Mull Tie-In

CHICAGO—Minnesota Mining and Manufacturing Company, St. Paul, and Revere Camera Company here are known to be deliberating a "joint venture" in the correlated field of magnetic recording tape and playback. Herbert P. Buetow, 3M prexy, confirmed that his firm has been huddling with the local camera-tape recorder manufacturer.

"For several months, Minnesota Mining has been in contact with Revere Camera regarding possible participation by Revere in the 3M tape cartridge system of recorded music for the home," Buetow stated. "While there has been some consideration given to the possibility of a joint tape cartridge venture, the matter is still only in the talking stage. It is impossible to say what future action there may be, if any," he added.

A spokesman for 3M, when contacted, said that the "joint venture" comment by Buetow might conceivably be construed to mean a variety of arrangements, including the establishment of a jointly owned subsidiary by two or more companies.

Sam Briskin, prexy of Revere, would not comment other than to say that Revere has been holding discussions with several companies in recent months.

Radios Show March Gain

WASHINGTON — Figures released by the Electronic Industries Association this past week showed that 200,000 more radios of all types were produced by manufacturers in March of this year than in February. Biggest increases were registered among the FM and auto radio lines.

The EIA report showed that 1,667,550 sets of all types were produced in March, while 1,442,368 was the February total. FM receivers showed a 32,000 unit upswing. A 37,000 total over February was recorded by the auto sets.

Retail sales for March showed that some 53,000 more sets (with the exception of auto radios) were sold than in the prior month.

AUDIO NEWS BRIEFS

Gerald S. Butts has been named to the district sales manager job for Miami by Sylvania Corporation. ... Robert O. Whitesell received the third annual President's Award from Bell Sound. Whitesell is the Indiana and Kentucky representative for the company. ... Audio Devices, Inc., has appointed James R. Ramsey quality control manager. George W. Fouser is the new production control manager of the same company. ... John Gill has been named as representative of Crown International. The same company has also announced that

Hilmer Lindahl is the new vice-president of radio broadcast equipment. ... New Southeastern regional manager for Capehart is B. Bernard Halpern. ... Edward Feinberg and Edward Meagher have been made product manager of industrial and government sub-conductors and special purpose tubes and product manager of entertainment tubes respectively by the Amperex Electronic Corporation. ... Harry Proudman is Stromberg-Carlson district manager for hi-fi sales in the Hartford, Conn., territory.

AUDIO NEWS BRIEFS

Continued from page 26

ter C. Hirnimus is vice-president and chief engineer.

The Admiral Sizes organization has appointed William H. Geddes as regional manager for the Buffalo, Syracuse and Rochester area. Geddes was formerly associated with General Electric and Radio Corporation of America. . . . The Bell and Howell Company is asking its shareholders to vote in a proceeding that will decide whether the projector and tape machine company will extend a stock option plan for key employees. Vote will be held in Chicago Thursday (28).

cialists. The firm, a former service outfit exclusively, now handles all TV, radio and stereo sets for the company. . . . Altec Lansing has formed its own national sales company. The company association with Graybar Electric ends June 30. H. S. Morris will head up the new wing as national sales manager and will supervise sales and a special consultant service which will supply engineering assistance to contractors and distributors. Ten districts are set at present and 10 salesmen are in charge of each area. . . . Columbia

Reynolds to S-C Ex Post

NEW YORK

Victor jazz as nolds has be trict manager ducts in the by the Strom of General D

Reynolds, a.&r. capacity years and left a year ago, is writer on bi-fic jects. His string

memo from dan collins:

This is an actual nice sample of a Billboard page. We illustrate it here to show you how the unique and colorful 8 1/2 X 11 slick-stock "Profit Opportunities" section of Billboard's July 11 NAMM Convention Issue will look.

Your Billboard man will be in touch with you soon with other important details about this special section...and the reasons why it represents an outstanding advertising buy for manufacturers of stereo phonographs and records, radios, tape and tape recorders, and record accessories.

That editorial theme—"Profit Opportunities for Music-Record Dealers"—and the excellent material being developed to support it, will give solid support to your advertising message in Billboard's July 11 NAMM Convention Issue.

Special NAMM CONVENTION SECTION including the ANNUAL EQUIPMENT MARKET SURVEY

The Billboard July 11, 1960

1960 FACTBOOK OF PROFITS

STEREO PHONOGRAPHS & RECORDS ★ RADIOS ★ TAPE & TAPE RECORDERS ★ RECORD ACCESSORIES

OPPORTUNITIES

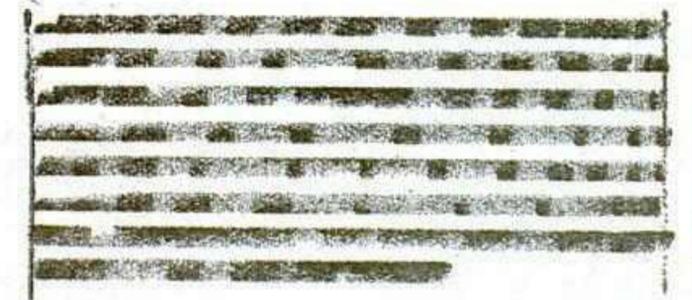
FOR MUSIC-RECORD DEALERS

Featuring HOW-TO ARTICLES... SALES SURVEYS... FEATURED BRANDS... MANUFACTURERS DIRECTORIES...

Spotlighting the strongest areas of new and increased sales and profits for today's music-record dealer

See Pages 37 thru 40 for an unveiling of

THE BIG Profits LINE FOR 1961



NAME OF MFG. CO.

... or get face-to-face with your future at the

NAMM CONVENTION CHICAGO Room xmx

a Exits Post

K — Ozzie Cadena, man for Savoy, subsidiary labels, has offer to handle his production firm called America. Sound of America in albums for the folk and pop fields.

roduction includes Altonie McGhee and the Tomlin Choir, and Memphis Sim. All release both albums in the Sound of Amer-

The Tomlin and ry albums are compat- at \$4.98. Distrib net- yet set up. Cadena is special introductory of- s and dealers on first

TION — The Na- Relations Board has throw open Edward ctions, Inc., to collec- ing vote, over the pro- American Federation, and at the behest cians Guild of Amer- Small Productions in- Pictures, Inc., Peck- ions, Inc., and Prem- s, Inc., all of Tes

for musicians to vote ion picture industry is yment for two or more g the year, by the em- guration.

NEW AUDIO PRODUCTS

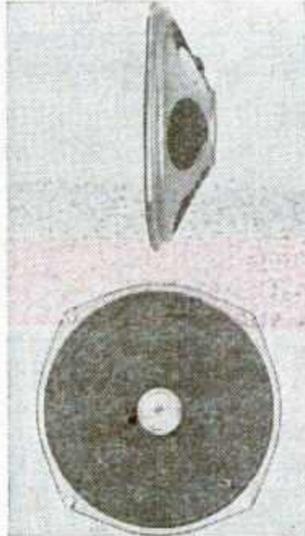
• Continued from page 21

Pint-Sized Juke Box

A miniaturized version of juke box, the Jr. Juke, was introduced at the Electronic Parts Show, Chicago, last week by Shell Electronics, maker of components and testing equipment. Modeled identically after a juke box of molded high impact styrene, featuring interior lighting similar to the new juke, the four-speed phonograph lists at \$49.95 with a manually operated turntable, while the Jr. Juke with automatic changer is \$79.95. The monaural unit contains a six-inch speaker and comes packaged fully assembled, with measurements of 36 inches high, 22 inches wide and 14½ inches deep.

Slim, Trim, 8-Inch Speaker

A new inverted eight-inch loudspeaker has been debuted by Utah Radio and Electric. The inversion comes thru the fact that the new speaker carries its magnet assembly inside the cone rather than at its rear. The space-saving unit has been tagged "Magni-Magic" by the company, which says that it is the first practical inverted speaker which shows little or no efficiency loss.

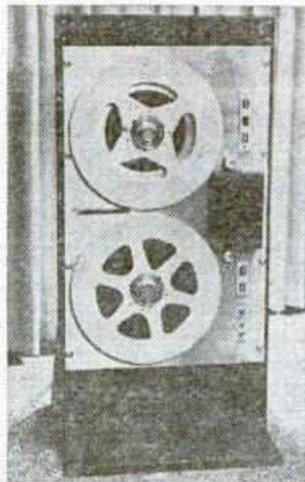


Speaker System Consumer Catalog

A consumer catalog has been introduced by Radio Frequency Labs of Boonton, N. J., which lists, in eight pages, all the specifications and descriptions of the company's single cabinet speaker line.

Unit Plays for 16 Hours

Model C-540 is an automatically reversing tape machine being produced by American Concertone, a division of American Electronics, Inc., Culver City, Calif. It is available in either stereo or monaural and is capable of playing 16 hours of music without duplicating selections. The machine also has mechanical fail-safe braking and a safety cut-off sensor that stops it if and when the tape breaks or runs out.



RCA Shows 4 New Radios

MIAMI BEACH, Fla. — An Eastern distributor and dealer sales meeting here was the scene at which RCA Victor debuted four new radio models. The sets, two of them FM and two of them AM-FM, feature pin-point tuning, electro-dynamic speakers, automatic volume controls and Flair-Line styling.

The Galahad sets the pace for the two AM-FM units (model 1XF3) which retails for \$79.95, and has automatic frequency control preventing signal drift and will be available in three two-tone colors. The Signature (model 1XF1) will sell for \$54.95.

The straight FM sets are 1F1 and 1F2 and both have been christened the Consul. They will retail for \$39.95.

NEW YORK — The Reeves Soundcraft Corporation has sold the 350,000 shares it held in Cinerama, Inc., to Nicholas Reisini for \$1,400,000.

The money, which is being paid in cash installments, will be poured into the research and de-

IHFM Sets Promotion Committee

NEW YORK — A promotional committee has been named by the Institute of High Fidelity Manufacturers and has been formed to "inform the public of the advantages of component high fidelity music in the home, to clear away the confusion that has grown up and to develop means of identifying quality components manufactured by members of the IHFM."

Members of the committee, which is headed by Arthur M. Glassman of British Industries (maker of Garrard changers and turntables), are Thomas Dempsey of Reeves Soundcraft; Sidney Harman of Harman-Kardon, Inc.; Howard Harwood, Shure Bros.; Leon Knize, Stromberg-Carlson; H. L. Morris, Altec-Lansing; and Lee Solomon of St. Regis Publishing.

velopment projects currently under way and planned for the future at the magnetic tape recording company.

RCA Sparks Battery Push

CHICAGO — A trio of promotional aides have been introduced by Radio Corporation of America to spark distributor sales of RCA batteries.

The first is a wall chart on which the size, shape and color of the RCA cells are noted; second is a revolving merchandiser; and finally a list noting the proper RCA battery replacements for practically all radios manufactured thru the last 10 years.

Mallory Intros New Battery

CHICAGO — A new all-purpose dry-cell battery has been marketed by the P. R. Mallory Company which gives longer life to portable record players, radios and other battery-operated products. The company claims that dealers can expect the dry cell to have a two-year shelf life without serious loss of capacity and to out-perform any of the conventional power-packs on the market. It is available in penlite or AA sizes and the suggested retail price is 50 cents.

RCA to Set Style Center

LAS VEGAS, Nev. — RCA Victor announced at a Western States distributor meeting here that plans are being set to establish a styling and technological center for audio and TV products.

Altho no particular site has been set as yet, a spokesman for the company said that the new center would be maintained for the purpose of putting and keeping the firm out in front of the consumer products market with a heavy ac-

S-C Enters Pkg. Field

ROCHESTER, N. Y. — Stromberg-Carlson made its entrance into the packaged music business this past week when the company announced that a complete program package had been designed for on the premises music service. Long playing tape decks, amplifiers, speakers and an extensive music library comprise the parts of the package and are available for private or commercial use.

cent on "fine" furniture design and experimentation with a view to long range planning.



ON 20th FOX

ALL YOU HEAR IS BEAUTY

sell the
AUDIO BOOK

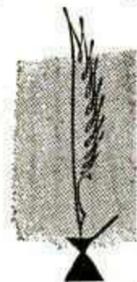
DO VOLUME
BUSINESS
DURING THE
MARK TWAIN
CENTENNIAL!

The best of
Mark Twain

and Make Profit
NOW!

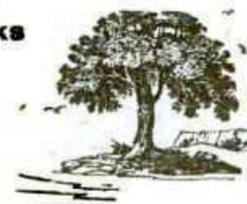
Here is your big chance! Now—during the centennial celebration honoring America's great humorist, Mark Twain, sell this famous Audio Book Album that contains 17 hilarious stories and sketches done with the profound wit that makes Mark Twain the idol of all America.

4 Ultra-Microgroove 16 rpm Records . . . \$4.95 List



Profit with these other Audio Books

THE AUDIO BOOK OF GREAT ESSAYS 8 Ultra-Microgroove 16 rpm Records . . . \$8.95 List



WALDEN by Henry David Thoreau 6 Ultra-Microgroove 16 rpm Records . . . \$6.95 List

Order these Profit making 'Audio Books' from your Distributor Today!

Write for Complete Catalogs

AUDIO BOOK COMPANY / ST. JOSEPH, MICHIGAN

"Great Literature in High-Fidelity"

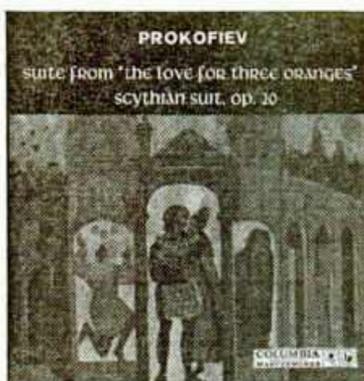
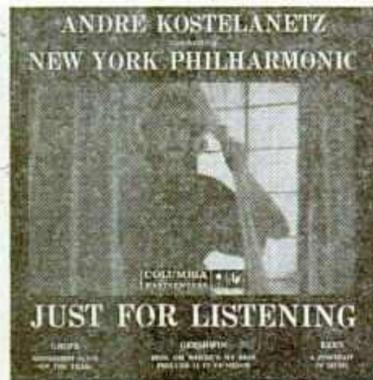


NEW JUNE MASTERWORKS RELEASES

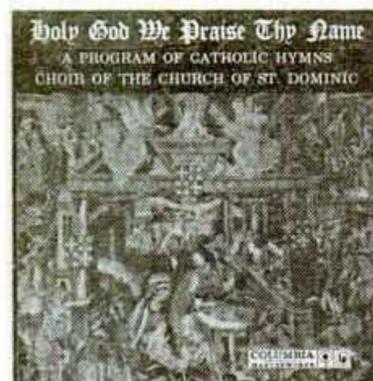
ML 5465 / MS 6135



ML 5463 / MS 6133



St. Louis Sym.; Van Remoortel
ML 5462 / MS 6132



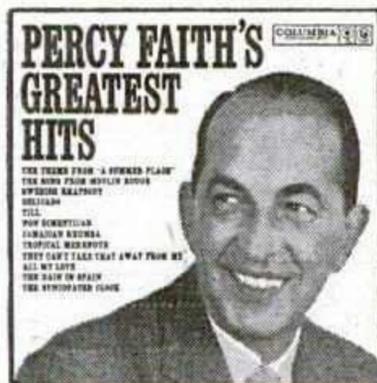
ML 5468 / MS 6126

COLUMBIA

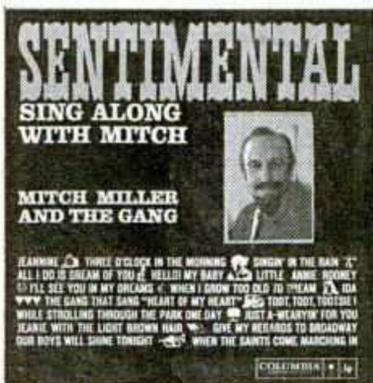
#1 IN CONSUMER SALES



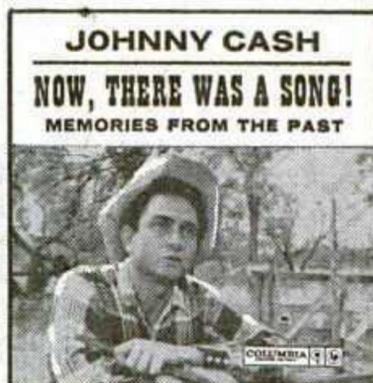
NEW JUNE POPULAR RELEASES



CL 1493



CL 1457 / CS 8251



CL 1463 / CS 8254

- TRANSFIGURATION OF HIRAM BROWN—
Mose Allison CL 1444 / CS 8240

- BELLS ARE RINGING—Sammy Kaye
CL 1453 / CS 8247

- THE SAND CASTLE—Music from
the Motion Picture CL 1455 / CS 8249

- LET ME ENTERTAIN YOU—Sandra
Church CL 1461 / CS 8253

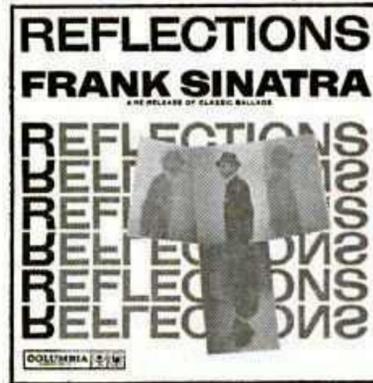
- THE GOLDEN DOZEN (The Best of Julie
Styne)—Various Artists CL 1462

- THE HIT MAKERS—Various Artists
CL 1485 / CS 8276

- FANTASTICO!—Marino Marini WL 168



CL 1445 / CS 8241



CL 1448

VOX JOX

By JUNE BUNDY

GAB BAG: Fred White, music director of KLOH, Pipestone, Minn., writes: "We have recently discovered that some person not connected with the record department here at KLOH sent a card to a record company stating that we did not want their new releases. I would like to publicly repudiate this erroneous statement and further invite any and all record companies, large and small to send new releases, which I promise to personally audition."

EDWARDS' GIMMIX: Tommy Edwards, WADC, Akron, has added several new gimmix to his country and western "T. E. Jamboree." At present he is conducting a "Country Sweetheart" contest, looking for a fem who will "typify the ideal American country girl." He has also added a character, tagged Uncle Ned Mahon, to program. Uncle Ned recites poetry in a homely philosophical vein. Third promotion is a "country calendar," whereby Edwards lists places in the area where live country music shows (name and local talent) may be seen and spots featuring square dancing to live music.

CHANGE OF THEME: Howard Clark has joined WKY, Oklahoma City, in the 9 p.m. to midnight time slot. . . . New jocks at KING, Seattle, are Jim Roberts, ex-KGEE, Bakersfield, Calif., in the all-night (midnight-5 a.m.) period, and Bill Terry, ex-KLUB, Salt Lake City, in the 3-7 p.m. "Bandstand" slot.

Dick Clayton, WIL, St. Louis, started the first of a season-long series of weekly "Splatter Platter Parties" at the Forest Park Highlands Swimming Pool, marking the third year the jock has emceed the weekly Friday night, 7-11 p.m. programs. . . . Newly appointed promotion-public relations director of KOB, radio and TV, Albuquerque, N. M., is deejay Paul Bain.

Station WBTM, Danville, Va., is starting its fourth decade of broadcasting. . . . Bill Gormly, formerly with WHO, Des Moines, has joined WOW and WOW-TV, Omaha. . . . New program director at WTIX, New Orleans, is deejay Dick Braun, who replaces Marshall Pearce. Latter exec, after 20 years in New Orleans radio, is entering the advertising agency field.

Bruce Bradley, ex-WAME, Miami, has replaced Murphy (no first name given) at WBZ, Boston, with four separate shows—7:30-8:30 p.m., and 10:30-midnight, Monday thru Friday; 7 p.m.-midnight, Saturdays, and 12:15-6 p.m., Sundays.

Thomas B. Jones, ex-program director of WJIM, AM and TV, Lansing, Mich., has joined WNBK, AM-FM-TV, Binghamton, N. Y., as program director. . . . New program director at KOMA, Oklahoma City, is Phil Nolan, ex-p.d. of KALL, Salt Lake City. Nolan was one of Salt Lake City's top-rated deejays.

Paul Norton (ex-"Voice of America" deejay and ex-WTOP, Washington) and J. J. Moran, ex-WGLI, Babylon, N. Y., have joined WFIL, Philadelphia. Norton will feature show tunes and other LP selections from 7 to 11 p.m.; while Moran will host three hours of dance music, 10 p.m. to 1 a.m., Monday thru Saturday.

Vince Lee, heretofore heard in the evening, will take over WFIL's 11 a.m. to 1 p.m. time slot during the week and 10 a.m. to 1 p.m. on Saturdays — time period previously filled by Stu Wayne, WFIL's newly appointed music director. Robert E. Klose follows Lee, 1-4 p.m.; Phil Sheridan remains in his 6-10 a.m. time slot, and Bill Webber, the 4-7 p.m. period.

TEXAS: Lew Lowry has started a new show, "Open House," on KTRH, Houston, from 2 to 3:30 p.m. . . . New jock at KXYZ, Houston, is Bill Bailey. . . . Lew Western has joined KHTH, Houston, in the 6-8 a.m. and noon-2 p.m. time slots. . . . New staffer at KRCT, Houston, is Bill Edwards, one-time spinner at the old KLEE (now KILT) same city.

A new spring schedule of "better music" has been launched by KRBE-FM, Houston. The new format will feature special hour and half-hour programs, spotlighting "recitals, waltzes, band concerts, organ, violin and keyboard recitals," etc. The station's program director, Ellis Gilbert, also reports that the outlet will offer more "live" broadcasts. . . . Max Cohen, manager of KRCT, Houston, is upping his country and western music schedule to two hours a day.

WAKE UP SERVICE: A telephone "wake up" service will be introduced on his show this week by Jim ("Morning Mayor") Tate, WCKR, Miami. The 24-hour service will be made available without charge to any listener in the Greater Miami area, seven days a week. The station has hired several local answering services and will be able to handle thousands of calls daily. Operators will telephone dialers at any specified time, waking them up "Courtesy of Jim Tate and WCKR."

Eddie Gale, KELP, El Paso, Tex., has featured a similar public service-type gimmick for some time now, and believes he may have originated the idea for early morning jockey shows. The feature was originally designed by Gale, who holds down the 6-9 a.m. spot, to assure El Pasoans of getting up in time to go to work or school. The demand for the service has increased so much that Gale recently added another telephone operator to handle the calls.

GIMMIX: Station WBSC, Bennettsville, S. C., is putting out a special weekly list of "30 most requested oldies" on its "Rhythm Rock," a teen-age request program, in addition to a "Teen Top 60" list, compiled on the same show. Adults, accustomed to thinking of an oldie as "Stardust" or "Apple Blossom Time," may be slightly jarred to find this "oldie" chart refers to Elvis Presley's "All Shook Up," "You Win Again," by Jerry Lee Lewis, the Platters' "The Great Pretender," etc.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Bright Scores on Debut Disk for Tide

Larry Bright, whose name spins on the Tide label, was born August 17, 1939, in Louisville. He left his home in the Bluegrass State to make good for his mom.

The versatile young singer plays the electric guitar and writes his own material.

He has been performing for four years at high school hops and dances in Texas, Kentucky and California. Bright was appearing at a local club in Los Angeles when his recording talents were discovered.

Bright hopes he will someday be able to write a book. Other hobbies include working on hot rods and songwriting.

His career began when Tide Records waxed the singer and released his current chart-climbing single, "Mojo Workout."



Charlie Ryan Hip With 'Hot Rod Lincoln'

Altho Four Star recording artist Charlie Ryan was born in Graceville, Minn., he was raised in Montana and now calls that State his home.

A World War II veteran, Ryan served as an Army radio operator in the Philippines.

He started his recording career on the Keyboard label in 1951 with a disk tagged "Double Track Woman" b-w "Daddy Can I Night Herd in the Sky."

Ryan has made many personal appearances, radio, TV and night clubs. He has also been successful with a comedy routine as "Sylvester Slurp the Hillbilly Rube."

His leisure-time hobbies are horses and hunting.

The guitar strumming country-oriented artist currently has a pop hit riding the Hot 100 chart in "Hot Rod Lincoln."

YESTERYEAR'S TOPS—

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

JUNE 4, 1955

1. Unchained Melody
2. Cherry Pink and Apple Blossom White
3. Ballad of Davy Crockett
4. Dance With Me, Henry
5. Whatever Lola Wants
6. Melody of Love
7. A Blossom Fell
8. Heart
9. Learnin' the Blues
10. Honey Babe

JUNE 3, 1950

1. Third Man Theme
2. Bewitched
3. My Foolish Heart
4. Hoop-Dee-Do
5. Sentimental Me
6. It Isn't Fair
7. If I Knew You Were Comin', I'd've Baked a Cake
8. Dearie
9. Old Piano Roll Blues
10. I Wanna Be Loved

MUSIC AS WRITTEN

New York

Van Cliburn departed for the Soviet Union last week with Sol Hurok, on a concert tour that will last until July 2. Concert is part of a U.S.-U.S.S.R. cultural exchange agreement. . . . Floyd Fellows, recording engineer of Cambridge, O., suggests that bootlegging of records might be stopped if all disks bore a Copyright Protection stamp issued by the federal government, and that all records that did not have the stamp would make the owner or seller liable to penalties. Sounds like a good idea. . . . RKO Master Records are now called Boyd Records, after prexy Bill Boyd of Oklahoma City. New exec veepee of the label is Oscar Nichols, and the offices of the firm will be located in Hollywood. Boyd Records has just signed Pamela Lou to a contract.

The Dukes of Dixieland, now at the Roundtable in New York, will play a week at Steel Pier in Atlantic City, starting July 15. . . . The United States Information Service will record the entire Newport Jazz Festival on video tape for televising abroad. . . . Cannon Records of Hoboken, N. J., has revamped its exec set-up, with Pat Montesano continuing as head of the firm, Ralph Fichetto, veepee, and Edward DeFazio secretary and treasurer. . . . Music Exploitation Enterprises, who publish books for the professional musician, will invade the pop music field now that the firm has been admitted to ASCAP. First pop release is "Vermont in the Springtime." . . . Bill Snyder is now at the Embers in New York. . . . Carl Fisher Music has started a choral composition contest to run from June 1 to December 30, 1960. Prizes of \$300 and \$150 will be awarded. The big award is for a six-minute work, the smaller prize is for a three-minute work. Information can be obtained from Carl Fisher in New York.

Dick Linke, one of our favorite personal managers, is recovering from an elbow injury incurred while acting as emcee of the Ohio University alumni dinner in New York last week. . . . The Four Coachmen open at the Facts 2 Club in San Francisco June 7. . . . Adonis has signed warbler Dane Roberts. . . . The execs at Epic Records, Al Shulman, Herb Linsky and Rick Von Seekman, are out on the road visiting distributors. . . . Al Hibbler is now playing the Jazz Gallery in New York along with saxist Johnny Coltrane. . . . Gene Krupa opens at the Metropole in New York the end of June for a three-week stand. . . . The Rover Boys have signed with United Artists Records. . . . Austin Cromer, former vocalist with Dizzy Gillespie, has signed with Everest Records.

Hollywood

Si Rady concluded a deal with M-G-M Records for the latter to release a single cut by the three Crosby brothers (Dennis, Philip and Lindsey): "The Green Grass Grows All Around" b-w "Dinah." Marks the first single master handled by Rady who, heretofore, has placed albums only. According to M-G-M's Jesse Kaye, an album featuring the Crosbys is in the offing. Threesome was recorded by Rady's Project Records, a disk subsid of Bing Crosby Enterprises.

On the sick list: RCA Victor's Toni Harper at Temple Hospital with a kidney ailment. . . . Disk promotion man Milt Glabman at Cedars of Lebanon Hospital bedded by a heart condition. Disk promoters in town rallied to the cause. They've been pitching jockeys to spin the wares Glabman normally handled for Al Sherman's record sales. They've sent circulars to jockeys and librarians suggesting get-well cards, etc., but above all reminding them Glabman's recovering will be speeded by hearing his labels getting air attention while listening to his hospital radio.

ON THE SOUND TRACK: Elvis Presley warbles 11 tunes in his "G.I. Blues" pic for Paramount. . . . Capitol's coverage of Metro's "Bells Are Ringing" film includes the original sound track album, co-starring Judy Holliday and Dean Martin, a Guy Lombardo album of the score, plus a Dean Martin single of "Just in Time" from the musical. . . . Hugo Friedhofer was re-elected to another two-year term on the Motion Picture Academy Board representing the music branch. . . . Sammy Davis Jr. recorded the title theme for Warners' "Lawman" TV series. It's a Jerry Livingston-Mack David tune. . . . Dot will issue the sound track package of Paramount's "It Started in Naples" plus a single of the title tune. Score for the Clark Gable-Sophia Loren film was penned by Alessandro Cicognini and Carlo Savina.

Mickey Goldsen has concluded a deal with the Matson Lines to play his South Seas tapes as background music on the firm's South Sea Cruises. . . . Si Zentner and ork leave on a three-week 20-city tour of the Northwest. Batoner, who recently broke his foot in Mexico, conducts his 17-man aggregation from atop a high stool. Lee Zhitto.

Nashville

Local coins were flipping, along with their possessors, last week over whether Jaye P. Morgan will be in town this week for sessions at Bradley Studio. Thrush is booked in by M-G-M for two dates. . . . Decca's Owen Bradley headed out for New York sales meetings. . . . Bassman Bob Moore set up a session at RCA Victor Studio Monday (23) with a 16-piece jazz "spectacular" coming out of the rehearsal.

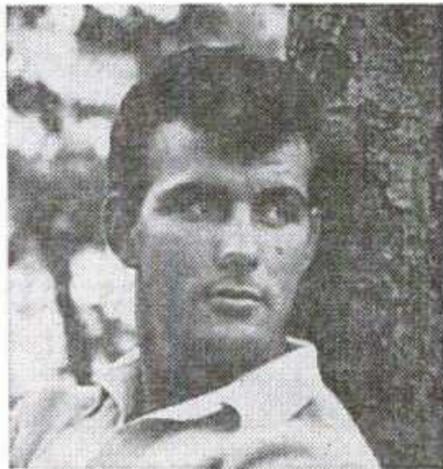
RCA Victor's Chet Atkins flew to Houston to record a Dave Gardner album at Tidelands Motel there. Engineer Bill Porter accompanied Atkins. . . . Wayne Walker was skedded for a recent Everest session at Bradley Studio. . . . Gary Miles and Smiley Wilson were at Bradley to cut sessions for Liberty, with Snuff Garrett in to a.&r., these and other sessions for the label. . . . Anita Kerr Quartet brought their renowned "background" voices up front and center last week to cut a Decca album session, with Owen Bradley directing. . . . Decca's Harry Silverstein directed a Connie

(Continued on page 28)

WATCH THE BIRDIES!
WATCH THESE TWO SMASH SINGLES



THE KIRBY STONE FOUR
"KIDS" 4-41668
 b/w "The Honeydripper"



CRASH CRADDOCK 4-41677
"ONE LAST KISS"
 b/w "Is It True or False?"

BOTH FROM THE HIT BROADWAY MUSICAL
ORIGINAL CAST RECORDING
EXCLUSIVELY ON
COLUMBIA RECORDS



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DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

AMES BROTHERS, Joe, Gene, Vic and Ed., turn in two potential hit sides on their latest for RCA Victor, *Carnival*, tune from the movie *Black Orpheus*, b-w *A Happy Pair*. The title of their new album, *The Blend And The Beat*, pretty much describes the distinctive mellow sound that has made them one of the singiest groups in the land for years. Included in the album are bouncy swingin' songs like "S Wonderful and Is You Is Or Is You Ain't My Baby. Romantic mood tunes, September Song and Mood Indigo. And, jump renditions of *Begin the Beguine* and *On a Little Street* in Singapore. The quartet is presently performing at the Radisson Hotel, Minneapolis.

PAUL ANKA: Although Paul has played many cities on "concert" tours, he is making his first swing around the nite-club circuit that began with his highly successful opening at the Holiday House, Pittsburgh, recently and continues with his appearance at the 3 Rivers Inn, Syracuse, June 3 thru 12, and his cafe debut in N.Y.C. at the Copa, June 23 thru July 6. Paul's latest for ABC-Paramount, *Something Happened*, turns up on the Hot 100 this week. The flip side, *My Home Town*, was penned by the youthful singer-composer.

EVERLY BROTHERS: Here's a little background on the brothers who continue to hold down the number one spot on the Hot 100. It all began in Brownie, Ky. That's where the boys were born. Don was born first in 1937 and Phil followed in 1939. Born into a musical family, the Everlys appeared all over the country as one great big happy family. Gradually they worked their way to Knoxville, Tenn., where Mom and Pop decided to settle. They came to the attention of Chet Atkins (an a.&r. director) who sent them to Wes Rose, head of Acuff-Rose Publishing, who directed them to Archie Blyer, head of Cadence Records. What followed made musical history: *All I Do Is Dream, Bye Bye Love, Bird Dog, Wake Up Little Susie*—all million sellers. And, there three Cadence albums, *The Fabulous Style Of The Everly Brothers, The Everly Brothers' Best and Songs Our Daddy Taught Us*. Although no longer affiliated with Cadence, they are in *The Billboard Spotlight* with a single just released by Cadence, *When Will I Be Loved* (a ballad penned by Phil) b-w *Be-Bop A-Lula*.

BIRTHDAYS OF THE WEEK:
May 30, Benny Goodman. June 1, Nelson Riddle, Marilyn Monroe. June 2, Jimmy Jones, Marvin Rainwater, Sammy Turner. June 3, Dakota Staton, Jan Peerce. June 5, Bill Hayes.

THE FLEETWOODS, Gretchen Christopher, Gary Troxel and Barbara Ellis, are the three 19-year-olds from Olympic, Washington, who first hit the scene with their own composition, *Come Softly To Me*. Currently they are represented by their new Dolton single, *Runaround* b-w *Truly Do*—a double-sided Billboard Pick.

BILLY GRAMMER is in *The Billboard Spotlight* with his first release for Everest Records, *Unknown Soldier*, a moving folk-flavored tune. Flip is *Princess of Persia*. Billy, who hails from Benton, Ill., made the million-seller list with his recording of *Gotta Travel On*.

ART MOONEY: The Mooney complement may have a hot one in their newest for MGM, *Banjo Boy*. Art's biggest releases were his million sellers: *Baby Face, Four Leaf Clover* and *Honey Babe*. A product of the State of Mass., Art went to Michigan to form his first band, and promptly became the toast of Detroit. Maestro Mooney's popularity is certainly well deserved, for he can play sweet music as well as novelties, and all of it makes easy-listening.

ROY ORBISON, well-known on the Nashville-Memphis scene, has a solid entry on Monument Records, *Only The Lonely* (Know The Way I Feel) b-w *Here Comes That Song Again*. Born in Odessa, West Texas, the 24-year-old singer-songwriter penned the top side. Roy just returned from a cross-country tour with Jimmy Clanton, and is spending a little time in New York promoting his newest, which was picked by *The Billboard*.

ELVIS PRESLEY: *Elvis Is Back!*—The title of his first album since his discharge from the Army—and singing better than ever in the rock and roll style he made famous. This album is a collection of tunes that lend themselves to his classic styles: *Fever, Dirty Dirty Feeling, Soldier Boy* and *Such A Night*, etc. The double-fold cover and photos of him in the Army add interest to the album. One of the top all-time record salesmen, Elvis is currently putting the finishing touches on the movie *G. I. Blues*.

JIMMY RODGERS, Roulette Records' singing star, has rented an apartment in New York (nursery and all) so that his wife and six-weeks old daughter, Michele, can join him during his current engagement at Jack Silverman's International Club in N. Y., which runs thru June 18. The "balladeer-with-a-beat" has been touring the country and Canada to enthusiastic reviews and has had only one day to spend with his wife and baby since the baby's birth because of his busy schedule. Jimmy's gold records include *Honeycomb, Kisses Sweeter Than Wine, and Secretly*. Jimmy is represented on the Hot 100 Chart this week as a Star Performer for this fast-climbing disk *Just a Closer Walk With Thee*.

JOANIE SOMMERS is a newcomer on the entertainment scene who is off to a great start with her new Warner Bros. single, *One Boy* b-w *I'll Never Be Free*—both Billboard Spotlight Winners. And, her current appearance at the Left Bank Club, N. Y., was heartily accepted by an enthusiastic audience.

JON THOMAS is a new name on the scene off to a fast start with his first for ABC-Paramount, *Heartbreak* (It's

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

Hurtin' Me). Tune is a down-to-earth blues vocal with a solid blues beat provided by Thomas' combo. Rates a Billboard Spotlight. Jon handles the vocal and play organ. Born in Cleveland and currently living in Cincinnati, he is co-author of the tune.

ANDY WILLIAMS, Cadence recording star, received a letter of thanks from the Vatican for a gift of his latest album, *The Village of St. Bernadette*. He also received a letter of thanks for the album from Cardinal Spellman. Andy is planning a vacation trip to Europe, during which he will record an album. This will be strictly a three-week vacation to take time out to indulge in his hobby of collecting oil paintings.

PROMOTION DAYS & WEEKS:
May 30 is Memorial Day or Decoration Day. It is Confederate Memorial Day in Virginia, and the 500-Mile Memorial Day Race is held in Indianapolis. June is Mute Your Muffler Month, National Home Permanent Month, National Ragweek Control Month, National Recreation Month and Portable Radio Month. June 1 Begins National Circus Week, and the Kraut Salad Season begins. June 3 is Jefferson Davis' Birthday, Confederate Memorial Day in Ky., Louisiana and Tenn. It is also Memorial Day in Arkansas. June 4 starts "Let's Play Golf" Week, and it's Old Maids' Day. 5 begins National Home Maker's Week.

See you in seven days.

Tom Rollo.

THIS WEEK'S NEW Money Records

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

SINGLES

A MILLION TO ONE—Jimmy Charles Promo
BAD MAN BLUNDER—Kingston Trio Capitol
DO YOU MIND?—Andy Williams Cadence
HOP, SCOTCH, HOP—Jimmy Charles Promo
I'LL FLY AWAY—Lonnie Satin Warner Bros.
SINK THE BISMARCK—Homer & Jethro RCA Victor
SO BLUE—The Vibrations Chess
TELL LAURA I LOVE HER—Ray Peterson RCA Victor
THE ESCAPE OF OLD JOHN WEBB—Kingston Trio Capitol
YEN YET SONG—Gary Cane Shell
LONELY WEEKENDS—Charlie Rich Sun

ALBUMS

GRAND CANYON SUITE—Morton Gould and Ork RCA Victor
RAY CHARLES IN PERSON—Ray Charles Atlantic
WELLINGTON'S VICTORY—Morton Gould and Ork RCA Victor

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

MUSIC AS WRITTEN

• Continued from page 26

Hall session for the label at Bradley Studio. . . . Marty Robbins and Lefty Frizzell cut sessions for Columbia at Bradley recently. . . . Homer and Jethro's new Victor release, parodies on "He'll Have to Go" and "Sink the Bismarck," is getting play on local stations.

Don Gibson came into town, infoed he was in the mood to record, and Victor set up a session with the artist at the local studio. . . . Chet Atkins plays for graduation breakfast at Peabody College June 3. . . . Dub Allbritten infoed that Decca artist Bob Beckham is moving to Nashville from Oklahoma City. . . . Carl Perkins has completed a week at the Flame Theater Cafe, Minneapolis. . . . Webb Pierce and family are vacationing in Florida. . . . Despite painful injuries suffered in a recent auto accident, pianist Del Wood completed her latest album for RCA Victor Thursday (26). . . . The new Jim Reeves follow-up to "He'll Have to Go" is skedded to be shipped June 7. . . . Victor's Archie Campbell, golfing Thursday (26), was eyewitness to a near-fatal lightning bolt which left one Nashville golfer in critical condition and knocked several others to the ground. Pat Twitty

BELGIAN Newsnotes:

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

Jean Walter, popular singer in Belgium, has recorded a German version of "Tequila" titled "Zu viel Tequila." Strangely enough, there are now German, French, Flemish lyrics to the tune but (as far as we know) no English lyrics. . . . Mercury Records are distributed here by Discotrade and distribution of all new records is really going at top speed now. Sometimes it even happens a Mercury record is released the same day it is released in the States.

Bobbejaan Schoepen, most popular recording artist in Belgium, is

WNTA-TV Sets Outdoor Summer Segs

NEW YORK — Station WNTA-TV's two record-dance shows—"Ted Steele's Dance Party" and "Clay Cole's Record Wagon"—will return to nature for the summer, via a series of outdoor broadcasts from local amusement centers, starting June 13 and running thru August.

The outdoor telecast tour will start at New Jersey's Palisades Amusement Park, followed by Steeplechase Park in Coney Island; Playland at Rye Beach, and the new Freedomland in the Bronx. Both shows will incorporate park facilities as scenery—Roller Coasters, Ferris Wheels, swimming pools, etc. Plans are also in the works to use the miniature golf courses for celebrity tournaments which will be incorporated into the program formats.

During the summer, "Record Wagon" which is aimed at teenagers, will be expanded to one hour from 6:30 to 7:30 p.m., Monday thru Saturday; while "Dance Party" designed for adults will be seen from 10 to 11 p.m., Monday thru Friday, and from 9 to 10:30 on Saturday nights.

Utah Speaker

CHICAGO — The Electronics Parts Show here last week was the occasion for the Utah Radio and Electronics Corporation to announce that it intends to offer a lifetime guarantee on its line of "Popular replacement speakers."

The guarantee calls for a replacement should there be any performance failure during the owner's lifetime.

A new "Magni-Magic" line of speakers will be marketed by the company but no list prices have yet been quoted.

making his first picture now. Titled "Cafe Zonder Bier" after his big hit, "A pub with no beer," the picture is being made in Flemish as well as in English. Jaak Kluger of World Music told us he was amazed by the acting capabilities of Bobbejaan. The songs will be sung by Bobbejaan and include old timers such as "The Yodeling Whistler" as well as new tunes. The picture will be ready in October.

"Leila," a German tune that became a big hit in Holland and Belgium (already No. 7 in this country) will soon be introduced in the U. S. A. . . . A Flemish version of "Romantica," the prize winning song in the San Remo Contest, is now available on Decca Records, sung by Ray Frankly.

The annual singing contest of the Belgian national television company came to an end. There were three winners: Simone Simons with French tune (Milord); Maria Wouters with an Italian tune (Tua), and Staf Wesenbeek with an American oldie (My Friend). All three singers have already been offered recording contracts. . . . At the annual Film Festival in Cannes we saw an English-spoken Greek picture titled "Never on Sunday." There's a lot of beautiful music in the flicker and we predict songs from "Never on Sunday" to be as popular as "Orpheu Negro."

MERCER-DARIN TO WAX DUET

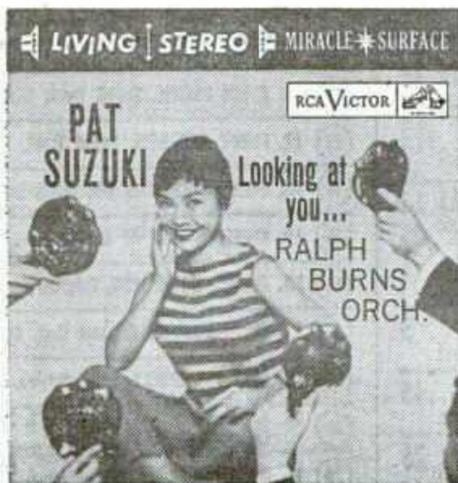
HOLLYWOOD — An album now being prepared calls for Johnny Mercer to team vocal talents with Bobby Darin. Project is in the song selection stage (11 of the 12 tunes have been picked) and will include several Mercer cleffings. All the material will be either fairly recent or standard in vintage and Mercer does not contemplate writing anything specifically for the album.

Mercer-Darin duet album will mark a rare disk appearance by the songwriter. Mercer, one of the top selling disk artists of the mid and late 1940's when he served as prexy of the then newly founded Capitol Records, has retreated from the wax world during the past decade to concentrate all his efforts on writing.

His most recent dinking was approximately five years ago when he warbled "Doodle-Dee-Do" with Les Brown's ork on the Coral label. Mercer agreed to duet with Darin at the latter's request, altho he has turned down innumerable pitches from labels and artists seeking his vocal talents.

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

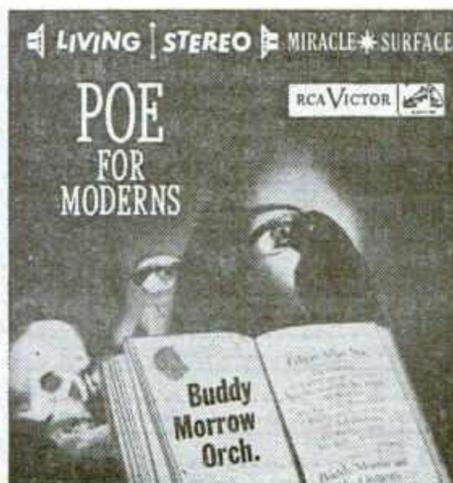
June goes POP!



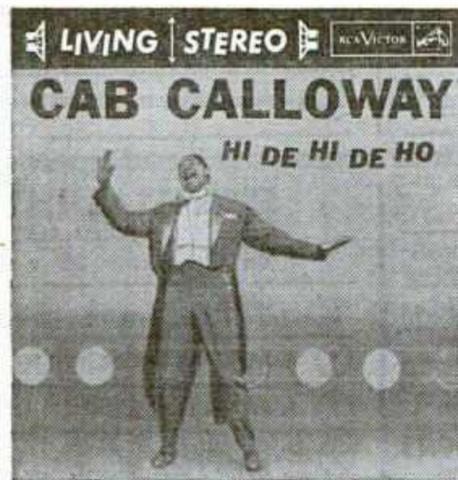
BALLADS BY SUZUKI! Here's news, as the big-voiced little girl turns mellow. Backed by Ralph Burns and his Orchestra, Pat sings *Let Me Love You*, *My Funny Valentine* and 10 other popular standards. LSP/LPM-2186.



MARTIN SINGS HIS BEST, on the scene in Las Vegas! Favorites of Tony's fans, including: *There's No Tomorrow*, *Autumn Leaves*, *Arrivederci, Roma*. A smash performance at the Inn; a sure-fire hit with your customers. LSP/LPM-2146.



FREE TRANSLATION OF POE into music! That's what Buddy Morrow creates in this unique album of eerie tone-poems. It includes *The Raven*, *The Black Cat*, *The Murders in the Rue Morgue* . . . some with exciting narrations. LSP/LPM-2208.



OUT OF THE THIRTIES! New recordings of the hits that made Calloway king of the madcaps. *The Hi De Ho Man*, *Minnie the Moocher*, and others, make up an album his followers will be asking for. LSP/LPM-2021.



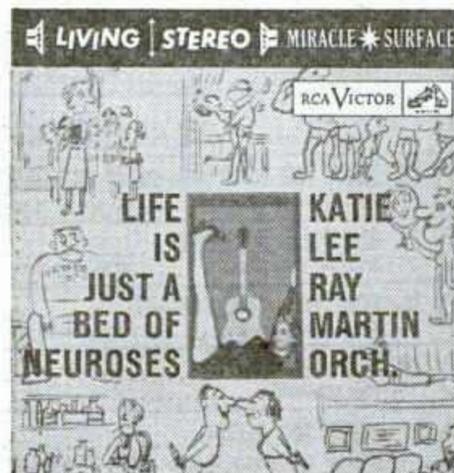
SPEAKEASY . . . What's the Password? . . . The Flivver Song! Fun-loving collectors will jump for these top pops of the '20s, distinctively styled by Del Wood. LSP/LPM-2203.



SONGS OF THE SEA, with the Norwegian touch! This young Scandinavian trio sings *Cindy, Oh Cindy* . . . *Sailor Man* . . . *Kari Waits for Me* bringing a new personality to ballad and shanty. LSP/LPM-2196.



WORLD-WIDE FAVORITES get the high-stepping treatment of the Coldstream Guards. Local colors—national spirits—come to life in exciting new renditions of *Funiculi Funicula*, *Waltzing Matilda*, *Lilli Marlene* . . . to name just a few. LSP/LPM-1946.



KATIE LEE combines satire with folk singing. In this hilarious musical jab at "sick" society. Armed with her guitar, and such unlikely songs as *We Must Adjust* and *Be Miserable*, she brings a timely refreshment to pops. LSP/LPM-2214.



CUGAT GOES CONTINENTAL! Musical sketches of his recent European tour translated into the inimitable Cugat style. *Under Paris Skies* and *Valencia* are among many that gain through Cugie's translation. LSP/LPM-2173.

ALL AVAILABLE IN LIVING STEREO AND REGULAR L.P.

FOR WEEK ENDING JUNE 5

The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOLD OUT Kingston TrioCapitol T 1352	6
2		2. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	11
3		3. ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	4
4		4. THE SOUND OF MUSIC Original CastColumbia KOL 5450	24
5		6. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	27
6		5. MR. LUCKY Henry ManciniRCA Victor LPM 2198	10
7		8. BUTTON-DOWN MIND OF BOB NEWHARTWarner Bros. W 1379	3
8		9. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	12
9		7. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	17
10		10. THIS IS DARIN Bobby DarinAtco LP 33-115	13
11		12. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	6
12		13. HERE WE GO AGAIN Kingston TrioCapitol T 1258	30
13		18. CAN CAN Sound TrackCapitol W 1301	5
14		29. HEAVENLY Johnny MathisColumbia CL 1351	37
15		16. LATIN A LA LEE Peggy LeeCapitol T 1290	8
16		17. THAT'S ALL Bobby DarinAtco LP 33-104	35
17		25. FAITHFULLY Johnny MathisColumbia CL 1422	20
18		14. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	30
19		36. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CL 1349	23
20		19. OUTSIDE SHELLEY BERMANVerve MG V 15007	27

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		15. LANZA SINGS CARUSO—CARUSO FAVORITES . . 2 Mario Lanza-Enrico CarusoRCA Victor LM 2393	2
22		22. SATURDAY NIGHT SING ALONG WITH MITCH . . 9 Mitch MillerColumbia CL 1414	9
23		23. OLDIES BUT GOODIES37 Assorted ArtistsOriginal Sound 5-001	37
24		27. SING A HYMN WITH ME4 Tennessee Ernie FordCapitol TAO 1332	4
25		11. BROTHERS FOUR7Columbia CL 1402	7
26		30. SANTO AND JOHNNY20Canadian-American CA 1001	20
27		34. HE'LL HAVE TO GO2 Jim ReevesRCA Victor LPM 2223	2
28		21. PERSUASIVE PERCUSSION7 Terry Snyder & the All StarsCommand LP 800	7
29		31. STUDENT PRINCE11 Mario LanzaRCA Victor LM 2339	11
30		24. WOODY WOODBURY LOOKS AT LOVE AND LIFE. 13Stereodiscs MW 1	13
31		37. CONCERT IN RHYTHM, VOL. II13 Ray ConniffColumbia CL 1415	13
32		32. WONDERFUL WORLD OF JONATHAN WINTERS. 14Verve MG V 15009	14
33		— LISTEN TO DAY1 Doris DayColumbia DD 1	1
34		— PETE FOUNTAIN DAY3Coral CRL 57313	3
35		20. GENIUS OF RAY CHARLES15Atlantic LP 1312	15
36		35. LORD'S PRAYER26 Mormon Tabernacle ChoirColumbia ML 5386	26
37		— CONNIE'S GREATEST HITS3 Connie FrancisM-G-M E 3793	3
38		— ALWAYS8 Roger WilliamsKapp KL 1172	8
39		— STORMSVILLE2 Johnny and the HurricanesWarwick W 2010	2
40		— FIORELLO!14 Original CastColumbia WAO 1321	14

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN . . . Verve MG V 1500358	58
2		2. MY FAIR LADY, Original Cast, Columbia OL 5090217	217
3		7. 6161, Sound Track, M-G-M 3641 ST100	100
4		4. FROM THE HUNGRY I, Kingston Trio, Capitol T 110768	68
5		6. KINGSTON TRIOCapitol T 99650	50
6		5. THE MUSIC MAN, Original Cast, Capitol WAO 990118	118
7		3. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 116099	99
8		9. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133109	109
9		14. HYMNS, Tennessee Ernie Ford, Capitol T 756151	151
10		10. KING AND I, Sound Track, Capitol W 740187	187
11		13. PETER GUNN, Henry Mancini, RCA Victor LPM 195667	67
12		8. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032114	114
13		12. PORGY AND BESS, Sound Track, Columbia OL 541046	46
14		16. COME DANCE WITH ME, Frank Sinatra, Capitol T 106965	65
15		19. KINGSTON TRIO AT LARGECapitol T 119950	50
16		20. FLOWER DRUM SONG, Original Cast, Columbia OL 535062	62
17		11. SOUTH PACIFIC, Original Cast, Columbia OL 4180313	313
18		15. ONLY THE LONELY, Frank Sinatra, Capitol W 105372	72
19		18. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 134445	45
20		17. BUT NOT FOR ME, Ahmad Jamal, Argo LP 62872	72
21		21. EXOTICA, VOL. I, Martin Denny, Liberty LRP 303445	45
22		— GEMS FOREVER, Mantovani, London LL 303265	65
23		24. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 300062	62
24		23. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 225274	74
25		25. BLUE HAWAII, Billy Vaughn, Dot DLP 316544	44

STEREO ACTION ALBUMS --- on the charts 29 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. PERSUASIVE PERCUSSION19 Terry Snyder and the All StarsCommand S 800	19
2		1. SOLD OUT5 Kingston TrioCapitol T 1352	5
3		5. PROVOCATIVE PERCUSSION19 Enoch Light and the Light BrigadeCommand S 806	19
4		4. THEME FROM A SUMMER PLACE9 Billy VaughnDot DLP 25276	9
5		3. MR. LUCKY10 Henry ManciniRCA Victor LSP 2198	10
6		— SOUND OF MUSIC21 Original CastColumbia KOS 2020	21
7		— BELAFONTE AT CARNEGIE HALL28 Harry BelafonteRCA Victor LSO 6006	28
8		6. LANZA SINGS CARUSO—CARUSO FAVORITES . . 3 Mario Lanza-Enrico CarusoRCA Victor LSC 2393	3
9		7. BOUQUET12 Percy FaithColumbia CS 8124	12
10		12. FAITHFULLY17 Johnny MathisColumbia CS 8219	17
11		11. GUNFIGHTER BALLADS AND TRAIL SONGS . . . 16 Marty RobbinsColumbia CS 8158	16
12		15. THIS IS DARIN7 Bobby DarinAtco SC 115	7
13		13. NEW ORLEANS14 Pete FountainCoral CRL 7-57282	14
14		18. AMERICAN SCENE10 MantovaniLondon PS 182	10
15		— QUIET VILLAGE28 Martin DennyLiberty LST 7122	28

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		— SING ALONG WITH MITCH29 Mitch MillerColumbia CS 8004	29
17		8. SAIL ALONG SILVERY MOON20 Billy VaughnDot DLP 25100	20
18		24. KINGSTON TRIO15Capitol ST 996	15
19		10. RACHMANINOFF: PIANO CONCERTO NO. 3 . . . 17 Van CliburnRCA Victor LSC 2355	17
20		29. PORGY AND BESS2 Harry Belafonte and Lena HorneRCA Victor LSO 1507	2
21		17. MORE SING ALONG WITH MITCH17 Mitch MillerColumbia CS 8043	17
22		14. BEN-HUR2 Rome Symphony Orch./SavinaM-G-M IEI	2
23		19. MUSIC FOR BANG, BAA-ROOM AND HARP . . . 12 Dick SchoryRCA Victor LSP 1866	12
24		9. AMERICAN SHOWCASE16 MantovaniLondon PSA 3202	16
25		16. OPEN FIRE, TWO GUITARS17 Johnny MathisColumbia CS 8056	17
26		20. 'S AWFUL NICE14 Ray ConniffColumbia CS 8001	14
27		21. MUSIC FOR DINING14 George Melachrino StringsRCA Victor LSP 1000	14
28		30. BROTHERS FOUR2Columbia CS 8197	2
29		25. MUSIC FOR READING11 George Melachrino StringsRCA Victor LSP 1002	11
30		23. BILLY VAUGHN PLAYS MILLION SELLERS . . . 16Dot DLP 25119	16

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		3. SOUTH PACIFIC, Sound Track, RCA Victor LSO 103254	54
2		4. MY FAIR LADY, Original Cast, Columbia OS 201554	54
3		16. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 222652	52
4		5. HERE WE GO AGAIN, Kingston Trio, Capitol ST 125830	30
5		8. GEMS FOREVER, Mantovani, London PS 10642	42
6		14. COME DANCE WITH ME, Frank Sinatra, Capitol SW 106954	54
7		6. 6161, Sound Track, M-G-M SE 3461 ST54	54
8		7. HEAVENLY, Johnny Mathis, Columbia CS 815236	36
9		13. STRAUSS WALTZES, Mantovani, London PS 11838	38
10		— FILM ENCORES, VOL. I, Mantovani, London PS 12448	48
11		11. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 195652	52
12		— BLUE HAWAII, Billy Vaughn, Dot DLP 2516535	35
13		15. KING AND I, Sound Track, Capitol SW 74042	42
14		— MUSIC MAN, Original Cast, Capitol SWAO 99043	43
15		12. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 225249	49
16		— FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 233831	31
17		— KINGSTON TRIO AT LARGECapitol ST 119939	39
18		— MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 815030	30
19		— NO ONE CARES, Frank Sinatra, Capitol SW 122133	33
20		— OKLAHOMA! Sound Track, Capitol SWAO 59530	30

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- LOVE SCENES** . . . Hollywood Bowl Symphony Orchestra (Newman), Capitol P-8516
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LM 2345
- GERSHWIN: RHAPSODY IN BLUE**
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343

STEREOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- RAVEL: BOLERO** . . . Boston Symphony Orchestra (Munch), RCA Victor LSC 1984
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- LOVE SCENES** . . . Hollywood Bowl Symphony Orchestra (Newman), Capitol SP-8516

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

MONOPHONIC

- Soul of Spain, Vol. 1**
101 Strings . . . Somerset P 6600
- Soul of Spain, Vol. 2**
101 Strings . . . Somerset P 9900
- Good Housekeeping Reducing Off the Record**
 . . . Harmony HL 7143
- 101 Strings Play the Blues**
 . . . Somerset P 5800
- Hawaii in Hi Fi**
Leo Addeo Orchestra . . . RCA Camden CAL 510
- Perry Como Sings Just for You**
 . . . RCA Camden CAL 440
- South Pacific**
Al Goodman Ork. . . RCA Camden CAL 421
- Huckleberry Hound**
Daws Butler and Don Messick . . . Colpix CP 202
- Backbeat Symphony**
101 Strings . . . Somerset P 11500
- John McCormick Sings Irish Songs**
 . . . RCA Camden CAL 407

STEREOPHONIC

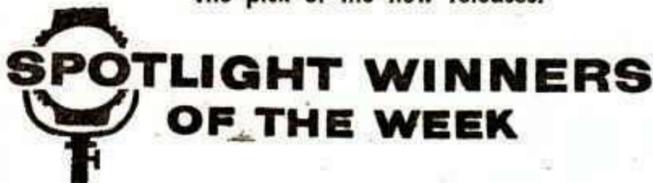
- Soul of Spain, Vol. 2**
101 Strings . . . Stereo Fidelity SF 9900
- Soul of Spain, Vol. 1**
101 Strings . . . Stereo Fidelity SF 6600
- 101 Strings Play the Blues**
Stereo Fidelity . . . SF 5800
- South Pacific**
Al Goodman Ork. . . RCA Camden CAL 421
- Silver Screen**
101 Strings . . . Stereo Fidelity SF 7000
- Rhapsody in Blue**
Hamburg Philharmonic Orchestra . . . Stereo Fidelity SF 5700
- Backbeat Symphony**
101 Strings . . . Stereo Fidelity SF 11500
- Hawaii in Stereo**
Leo Addeo Orchestra . . . RCA Camden CAS 510
- East of Suez**
101 Strings . . . Stereo Fidelity SF 11200
- Concerto Under the Stars**
101 Strings . . . Stereo Fidelity SF 6700

BEST SELLING POP EP'S

- Party Sing Along With Mitch**
Mitch Miller . . . Columbia EPB 13311
- Because They're Young**
Duane Eddy . . . Jamie J-304
- He'll Have to Go**
Jim Reeves . . . RCA Victor EPA 4357
- Faithfully**
Johnny Mathis . . . Columbia EPB 14221
- Gunfighter Ballads and Trail Songs**
Marty Robbins . . . Columbia EPB 13491
- Kingston Trio at Large**
 . . . Capitol EAP 1199
- Hymns**
Tennessee Ernie Ford . . . Capitol EAP 1-1818
- Spirituals**
Tennessee Ernie Ford . . . Capitol EAP 1-818
- Heavenly**
Johnny Mathis . . . Columbia EPB 13511
- Come Dance With Me**
Frank Sinatra . . . Capitol 1-1069

Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

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

Pop

THE BEST OF JULE STYNE



The Golden Dozen. Columbia CL 1462—A blockbusting collection, performed by some of the finest pop artists on the label, including Johnny Mathis, Tony Bennett, Doris Day, Harry James, Carol Channing, the Four Lads, Les Brown and the Kirby Stone Four. The tunes are all out of the top drawer, and most of the performances are closely identified with the songs. Among the best are Bennett's "Just in Time," Miss Channing's "Diamonds Are a Girl's Best Friend" and Miss Day's "It's Magic" and "Three Coins in a Fountain." Should be a strong seller.

BONGO BONGO BONGO



Los Admiradores. Command RS 809 SD (Stereo & Monaural)—Here's another set in the "hot" Command line that should turn out to be a best seller. It again features exceptional stereo sound, this time spotlighting the staccato rhythms of the bongo. The bongos come thru in sparkling fashion on such standards as "Bidin' My Time," "Tenderly," "Blue Moon" and "Unchained Melody," played in wonderfully satisfying manner by Los Admiradores. Potent wax for the stereo fans. Cover design is eye-catching.

GOOD TIMIN'



Jimmy Jones. M-G-M E 3847—Jimmy Jones has come thru with two solid hits in "Good Timin'" and "Handy Man," and both tunes are included in this bright new album. In addition the singer is featured on ballads and rhythm tunes here that show off his outstanding vocal work as well as his sincerity and feeling. Singer's performance on "A Wondrous Place," and the standards "For You" and "Where in the World," are very attractive.

MR. PERSONALITY'S 15 HITS



Lloyd Price. ABC-Paramount ABC 324—This package by the magnetic Lloyd Price includes his great smashes, "Personality," "Stagger Lee" and "Lawdy Miss Clawdy," plus 12 others—15 in all, ballads, blues, novelties, etc. A fine value. Cover helps merchandise the disk, for it contains an eye-catching shot of the vocalist, with all the titles clearly displayed.

SING ALONG WITH MITCH



Mitch Miller and the Gang. Columbia CS 8251 (Stereo & Monaural)—Another new one in this hot series by the bearded genius. "Jeannine," "Three o'Clock in the Morning," "Little Annie Rooney" and others of a sentimental nature are here. Great for a gang-sing effect or for actual sing-along participation. Packing is in book-style, with inner leaves carrying the lyrics, with appropriate turn-of-the-century arts.

SOUND

THE SOUND OF STRINGS



Michael Leighton and His Ork. Medallion MS 7502 (Stereo & Monaural)—The new label, a subsidiary of Kapp Records, comes thru with a first-rate waxing here, featuring the Michael Leighton ork in wonderful performances of a group of standards. The sound is up to anything yet put on wax, and the arrangements are smartly handled for stereo. Tunes include "Cheek to Cheek," "I Had the Craziest Dream" and "Dancing on the Ceiling." A fine album that should garner solid sales.

THE SOUND OF TOP BRASS



The Peter London Ork. Medallion MS 7500 (Stereo & Monaural)—This is apparently Kapp's answer to ABC-Paramount-Enoch Light's successful Command LP series. Excellent sound techniques and arrangements are utilized to showcase trumpets, trombones and French horns on three different groups of standards, tagged "The Sound of Brilliant Brass" and "The Sound of Sweet Brass." Strong entry.

(Continued on page 33)

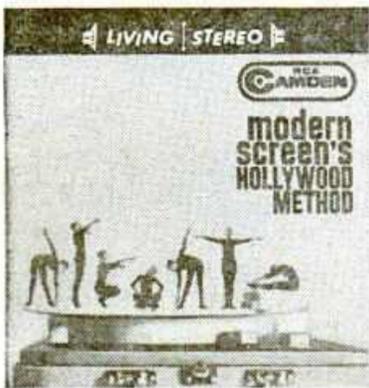
ALBUM COVERS OF THE WEEK



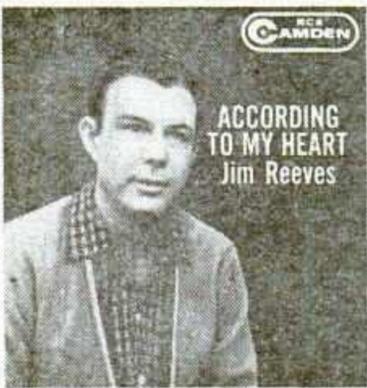
I THANK GOD—Sam Cooke, the Gospel Harmonettes, the Original Blind Boys, Keen 36103. Cooke in a lovely, serene scene, blended in blues and greens.



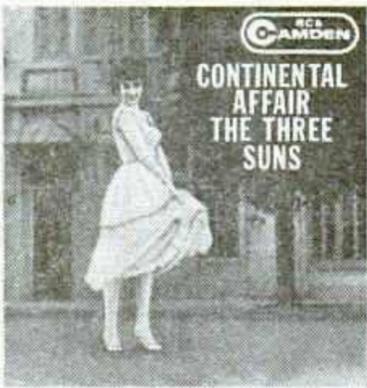
COOL HANDS—Buck Clarke Quintet, Offbeat OJ-3003. Attractive cover designed by Ivan X. Spear in bright blue, white, fuchsia and yellow.



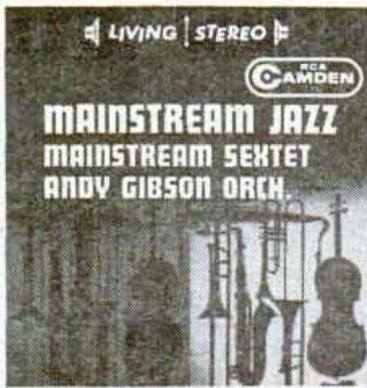
CAS/CAL-581. Reduce-to-music album complete with illustrated booklet - plus a sales-fattening tie-in with the Dell Publications.*



CAL-583. Jim Reeves makes his RCA Camden debut! Watch the "He'll Have to Go" man go to town with ten great numbers!



CAL-573. The Three Suns shine forth in a bright new L.P. - "Lady of Spain," "Granada," "Avalon," and seven other important hits!



CAS/CAL-554. Two of the most talked-about jazz groups in the country team up for some lively action on the RCA Camden label.*



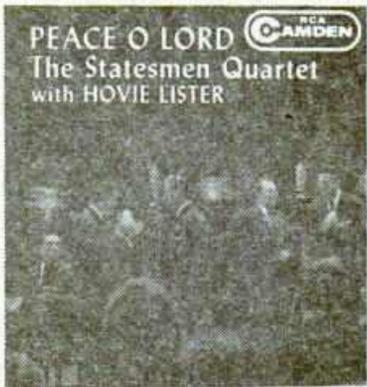
CAL-547. A sensational new L.P.! Perez Prado rides high and wild with "Mona Lisa" and eleven more of his hottest recordings.



CAL-588. Singin' the Blues - in every conceivable shade! The list of performers reads like a roster of the all-time jazz greats!



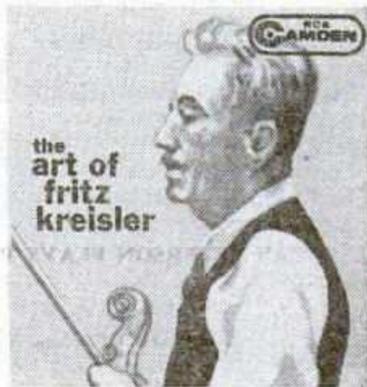
CAL-587. Ten trail-blazing favorites by a group of singers who haven't missed since they saddled up - way back in 1933!



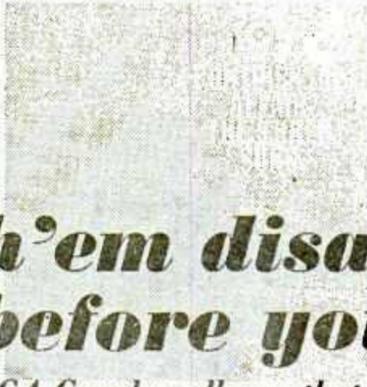
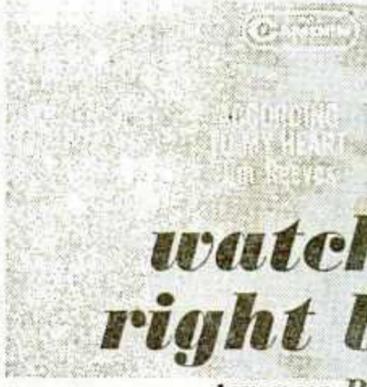
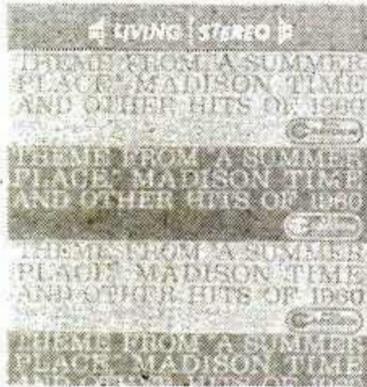
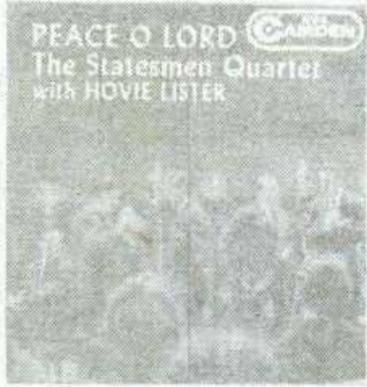
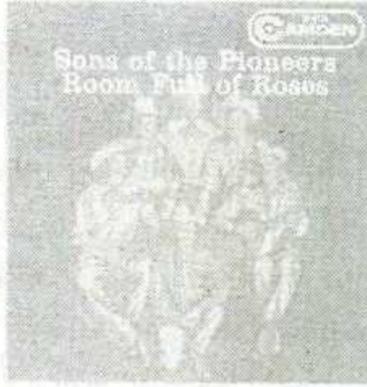
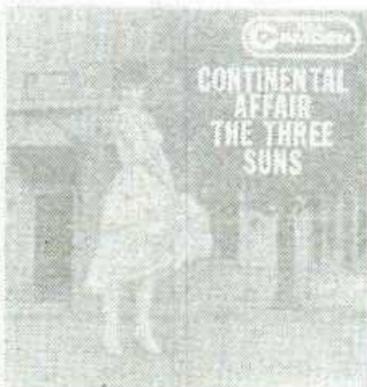
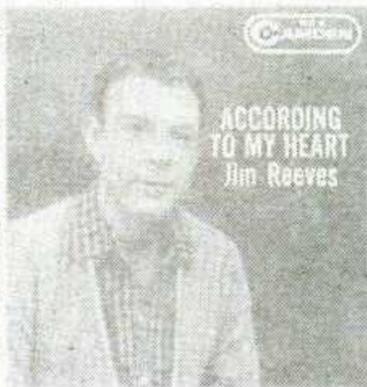
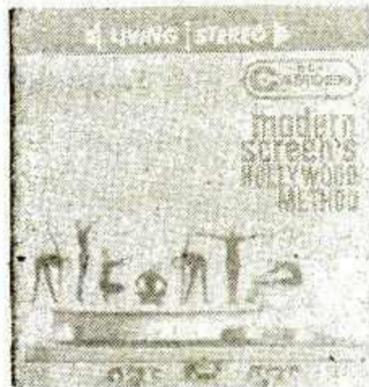
CAL-574. Made to order for the dependable Country and Sacred market. Album features "Peace in the Valley," 11 more numbers.



CAS/CAL-589. Delmonico with Orchestra, Chorus, and 10 hit themes of 1960, including "A Summer Place," "Puppy Love."*



CAL-518. Collector's Issue! New album featuring eleven dazzling examples of Fritz Kreisler's incomparable violin virtuosity.



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*In Regular Long Play and in Living Stereo.



The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 31

Jazz

THE GREATEST TRUMPET OF THEM ALL



Dizzy Gillespie Octet. Verve MGVS 6117 (Stereo & Monaural)—Benny Golson and Gigi Gryce have worked out octet arrangements for Gillespie, thus presenting the great trumpeter in a new instrumentation. The package is a great one for discerning jazz cats, both buyers and deejays. It includes "Sea Breeze," "Out of the Past," "A Night at Tony's"—eight in all—imaginative pieces which not only showcase Dizzy but the entire group. Good notes by Leonard Feather will be appreciated.

OSCAR PETERSON PLAYS THE JEROME KERN SONG BOOK

Verve MG VS 6087 (Stereo & Monaural)

OSCAR PETERSON PLAYS THE HARRY WARREN AND VINCENT YOUmans SONG BOOKS

Verve VS 6090 (Stereo & Monaural)

OSCAR PETERSON PLAYS THE HAROLD ARLEN SONG BOOK

Verve VS 6091 (Stereo & Monaural)

OSCAR PETERSON PLAYS THE JIMMY McHUGH SONG BOOK

Verve VS 6092 (Stereo & Monaural)



Devotees of jazz piano have a treat in store with these four new Peterson albums. Material-wise, much of the glory of the ASCAP catalog is here. Performance-wise, Peterson is brilliant—giving the songs new structure and playing with a technique that is sensitive and flawless. The four packages each have a reproduction of a different water color on the cover, yet they give the impression of a series, for the typography on each album carries out a similar motif. For record buyers who are discerning, and for deejays seeking tasteful, sophisticated material which is modern yet familiar to the general listener—this is hard to beat.

Semi-Classical

JUST FOR LISTENING



Andre Kostelanetz conducting New York Philharmonic. Columbia MS 6133—Kostelanetz provides rich symphonic impressions of works of three great American composers—Gershwin, Kern and Grofe. Kern is represented with a group of his tunes, played in chronological sequence, Gershwin by Prelude II in C Sharp Minor and "Bess, Oh Where's My Bess"; Grofe by "On the Trail" and "The Mississippi Suite." Fine performance with strong sales potential for both the pop and semi-classical buyer.

STEPHEN FOSTER SYMPHONY—JEROME KERN SYMPHONY



Pittsburgh Symphony Orchestra (Steinberg). Everest SDBR 3063 (Stereo & Monaural)—This package has strong name power in Conductor Steinberg, the Pittsburgh Symphony Orchestra, and Robert Russell Bennett, who arranged and orchestrated both symphonic medleys. The Mendelssohn Choir of Pittsburgh gives Steinberg fine support on Bennett's commemoration symphony, based on Foster melodies. The style features a richly melodic medley of nine Kern songs in chronological order of his career.

★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ PRETTY MUSIC PRIMA STYLE, VOLUME ONE

Louis Prima. Dot DLP 25264 (Stereo & Monaural)—A mute Prima is featured on this instrumental package of pretty mood music, spotlighting the star's warm trumpet solo work on a group of nostalgic standards—"Ruby," "There's a Small Hotel," "A Sunday Kind of Love," etc. Appealing picture of Prima and his small daughter, Toni, gives package strong display value.

★★★★ SWING, YOU LOVERS

Keely Smith. Dot DLP 25265 (Stereo & Monaural)—The swingin' Miss Smith addresses herself to a flock of fine tunes, many of them in an uptempo vein and she gets some solid big band backings. Her tunes here include such things as "I Love to Love," "Swing You Lovers" and "Hello Young Lovers." It's a gassy set and it should be due for good jock exposure.

★★★★ DELLA BY STARLIGHT

Della Reese. RCA Victor LSP 2204 (Stereo & Monaural)—Della Reese sells a

group of fine ballads in her own individual style here, backed warmly by the Glenn Osser band. The thrush performs the tunes with feeling and her many fans will enjoy them. The tender songs include "He Was Too Good to Me," "Lamplight," "How Did He Look" and "Two Sleepy People."

★★★★ EDDY ARNOLD SINGS THEM AGAIN

Eddy Arnold. RCA Victor LSP 2185 (Stereo & Monaural)—Chet Atkins has taken a package of songs associated with Arnold and has re-done them with modern engineering. Some are pop-ish, some are in the traditional c.w. groove, some are folk, and together they make up a fine album. Bouquet of Roses, "You Don't Know Me," "I Really Don't Want to Know," "Molly Darling" are examples of material.

★★★★ REFLECTIONS

Frank Sinatra. Columbia CL 1448—Columbia has packaged another group of old Sinatra sides in this album which should enjoy pleasant sales prospects. Nostalgic lineup includes "Stella By Starlight," "Nature Boy," "All the Things You Are,"

"Where Or When" and other durable standards. Strong jockey wax.

★★★★ NOW, THERE WAS A SONG

Johnny Cash. Columbia CS 8254 (Stereo & Monaural)—Fine product, containing performances of songs noted, for the most part, in the country field, as "My Shoes Keep Walking Back to You," "I'm So Lonesome I Could Cry," "Honky Tonk Girl." This material harks back to the days of Hank Williams, and includes songs by Hank Thompson and Bob Willis. Cash really hews close to the c.w. style here, and aficionados will appreciate that. Too, his pop fans must get a boot out of this disk.

★★★★ MELTORME SWINGS SHUBERT ALLEY

Verve V 56146 (Stereo & Monaural)—The Velvet Fog here put his jazz-phrased vocalizing to work on a group of songs which had their origins in Broadway musicals. Torme is at his best in this kind of swinging, and he effectively sells his original phrasing, backed by an orchestra fronted by Marty Paich. Among his best are "Too Close for Comfort," "Just in Time," "Old Devil Moon" and "Hello Young Lovers."

★★★★ THE SOUND OF A CHORUS

The Companeros De Mexico. Medallion MS 7503 (Stereo & Monaural)—Here's one of the first four sets of Kapp Records' new label which places its emphasis on special high quality of sound. This production—featuring a colorful chorus, the Companeros de Mexico, along with the rich baritone voice of Carlos Ramirez—made in Mexico and contains exciting reading of numerous great Latin standards like "Cielito Lindo," "La Paloma" and "Ti Pi Tin." Accompaniment is provided by a barrage of mighty percussion instruments plus accordion, piano, bass and guitar. A fine workout for the equipment. Set is due for high-powered merchandising efforts.

★★★★ WHAT IN THE WORLD'S COME OVER YOU

Jack Scott. Top Rank RM 326—Hitmaker in the singles field, Jack Scott turns in some good new tunes and arrangements, which also include two recent hits, the title tune, and "Burning Bridges." The artist is in good form vocally and this plus the good, driving, rocking arrangements all makes for salable teen dancing fare. Other tunes include "Good Deal, Lucille," "Window Shopping" and "Am I the One." Set can probably spring good new singles.

★★★★ THE BLEND AND THE BEAT

The Ames Brothers. RCA Victor LSP 2128 (Stereo & Monaural)—The Ames boys continue to turn out an appealing commercial sound as they demonstrate their familiar harmony sound to interesting backings by Sid Ramin. As the title suggests, the accent is on blend and rhythmic beat. All the tunes are of a vintage nature and they include "Autumn Leaves," "Begin the Beguine" and "Night Train."

★★★★ IT TAKES TWO

Warren Covington and the Tommy Dorsey Ork. Decca DL 8980—The Tommy Dorsey ork, fronted by Warren Covington, shows its versatility by the handling of all the standard Latin dances, including the cha cha, tango, merengue, mambo, rumba and samba. The band combines a rock-steady tempo, that is perfect for dancing, with imaginative big band arrangements of some of the best known music for each of the dances. Should be a leader among mixed Latin albums.

★★★★ CLEBANOFF PLAYS GREAT SONGS OF THE CONTINENT

Mercury SR 60163 (Stereo & Monaural)—The well-known maestro again turns out a superb sound with his strings augmented by a full orchestra. The repertoire is designed to click, too, with a flock of favorite songs identified with the Continental scene. These include "La Ronde," "Moritat Theme," "Non Domenticar" and "Heart of Paris." Lush listening, beautifully recorded stereo or monaural.

★★★★ DO IT YOURSELF WEDDING ALBUM

June Valli-Florian ZaBach. Mercury SR 60145 (Stereo & Monaural)—A striking tongue-in-cheek cover of a beatnik-type wedding couple gives this package solid display value for the June bride season. Contents feature a mish-mash of straight wedding music (Mendelssohn, Wagner, "Oh Promise Me,") pleasant pop vocals by Miss Valli ("Crying in the Chapel," etc.) and six dreamy instrumental sides by ZaBach's fiddle and ork.

★★★★ THE SOUND OF MUSICAL PICTURES

The Medallion Concert Band. Medallion MS 7501 (Stereo & Monaural)—A subtle album idea: pictures in sound, that is, selections which evoke a mental picture. Natural sounds coupled with descriptive music do this. Thus, the selections are "The Whistler and His Dog," "In the Clock Store," "In a Monastery Garden," etc. Performances are full of mood and good musicianship. Packing is lush and extremely tasteful, done with a book-style cover and attractive art.

LOW-PRICED POPULAR ★★★★★

★★★★ LEROY ANDERSON SOUVENIRS

Somerset Ork. Perfect PS 14025 (Stereo & Monaural)—Attractively orchestrated and

performed versions of 10 of Leroy Anderson's most popular compositions, including "Fiddle Faddle," "Blue Tango," "Sleigh Ride" and "Syncopated Clock." They're all classics among American musical novelties, and they are played with charm, grace and humor.

JAZZ ★★★★★

★★★★ LOUIS BELLSON SWINGS

JULE STYNE
Verve MGVS 6138 (Stereo & Monaural)—Bellson's solid, swinging drum solo work

(Continued on page 34)

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Reviews and Ratings of New Albums

Continued from page 33

aptly showcased for a group of nostalgic Jule Stune tunes. Jazz-flavored, yet melodic enough treatment to rate pop spins, the line-up includes "Everything's Coming Up Roses," "Three Coins in the Fountain," "I'll Walk Alone" and "Sunday."

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"WHEN YOU WISH UPON A STAR"

★★★★ BLUES IN ORBIT
Duke Ellington. Columbia CL 1445—A great collection of blues-oriented sides by the Ellington band, which includes as soloists such names as Johnny Hodes, Jimmy Hamilton, Harry Carney, Paul Gonzalves, Ellington himself and Ray Nance on violin. Included are "Three J's Blues," "Blues in Orbit," and the well-known "C Jam Blues." Ellingtonia comes alive in this exciting flock of arrangements. Fans will certainly want it.

★★★★ GENERALISSIMO
The Buddy DeFranco Men. Verve MG VS 6132 (Stereo & Monaural)—Aside from the somewhat dubious title, this album is a strong sales package, featuring the usual standout clarinet technique of DeFranco. He is aided by a solid line-up of swing-era sidemen—Harry (Sweets) Edison, Bob Hardaway, Jimmy Rowles, Alvin Stoller, and Curtis Counce. Tunes include "Sunday," "Funky's Uncle," "Tea for Two" and a ballad medley of four standards.

THE DIZZY GILLESPIE GILLESPIE QUINTET
★★★★ Theme From Formula 409—VERVE 10213—The great trumpet man and his quintet have a haunting and infectious disk. Material has a Latin rhythm. Watch it. It's worth very strong exposure, and will get it from discerning jocks. (Vivid, ASCAP) (2:50)

CLASSICAL ★★★★★
★★★★ MENDELSSOHN: FINGALS CAVE OVERTURE-SYMPHONY NO. 3 London Symphony Orchestra (Dorati) Mercury SR 90123 (Stereo & Monaural)—The two works by the composer, both of which have Scottish folk derivations, are presented in a highly polished and extremely attractive style. Dorati's recordings with the Minneapolis Symphony are already top sellers and this is one of several recent editions with the maestro at the helm of the London group. Here he gets the same splendid sound quality and performance values. The recording is the stereo counterpart of an already released monaural version.

★★★★ WEBER & SCHUBERT OVERTURES
Concertgebouw Orchestra of Amsterdam (Dorati). Epic BC 1078 (Stereo & Monaural)—The new outstanding European organization, the Concertgebouw Orchestra of Amsterdam, under Antal Dorati, turns in its usual fine performance here of a group of warhorses. The Weber works are the familiar overtures from "Der Freischutz," "Oberone," "Euryanthe" and "Percosia," and the Schubert is the "Overture in C Major." Good item for the new collector.

★★★★ HANDEL: CONCERTO GROSSI
Handel Festival Orchestra. Epic BC 1074. (Stereo & Monaural)—This is a beautiful set of performances of three Concerto Grossi (No. 1, 2, 3), bringing out the beauty of the baroque style. Majesty and lush and stately tonality are here, and the engineering is excellent. Another plus is the set of discerning liner notes by David Johnson, tracing Roman influences in Handel.

★★★★ BEETHOVEN: SONATA NO. 3; BRAHMS: SONATA NO. 2
Gendron, Cellist; Entremont, Pianist. Columbia MS 6135. (Stereo & Monaural)—These pieces for piano and cello are performed with a rare singing tone on the latter instrument and a flawless technique in the piano parts. Truly a fine disk for chamber music devotees. Entremont and Gendron work as one, yet neither outshades the other.

SACRED ★★★★★
★★★★ IN THE SPOTLIGHT
Joe and Marion Tally. Word WST 8037. (Stereo & Monaural)—Very good instrumental performances here (with occasional chorus work) of a strong group of sacred tunes by Joe and Marion Tally. Joe Tally is featured on electric guitar, banjo and trombone, and his wife Marion plays the piano and organ. Selections range from "Onward Christian Soldiers" and "What a Friend We Have in Jesus," to "Beyond the Sunset" and "The Holy City."

POPULAR ★★★

★★★ HAWAII ON THE ROCKS
Georgie Auld Ork. Jaro JAM 5003 — Here's a Hawaiian LP with a twist, with Georgie Auld putting a triplet beat behind the likes of "Song of the Islands" and other famed Island tunes, and combining some funky solo sax work with a couple of steel guitars. The result is a somewhat bizarre sounding compote that could register with the younger set and which many adults may find an interesting innovation. The rock is not raucous, but definitely makes itself felt. Some good disk jockey programming material here.

★★★ "BIG" TINY LITTLE'S 20'S
Big Tiny Little and His Honky Tonk Piano. Brunswick BL 54057 — Honky-tonk piano played with bounce, verve and drive is the asset of this disk. The music all dates from the '20's, and includes such big favorites as "Charleston," "Black Bottom," "Running Wild," "Don't Bring Lulu," "Peggy O'Neill" and "I'm Just Wild About Harry." Enjoyable while either sitting or dancing, this LP can be recommended to brighten any party.

★★★ MUSIC FROM THE SAND CASTLE

Alec Wilder. Columbia CL 1455 — Here's a delightful, multi-mood orchestral suite that is actually an augmented version of a sound track score. The score was written by Alec Wilder for the film fantasy "The Sand Castle," produced by Academy Award-winning Jerome Hill. The work is composed of 10 short movements and it adds up to an appealing group of good listening items. Some bands are also appropriate for moody jockey segs.

★★★ LET ME ENTERTAIN YOU
Sandra Church. Columbia CL 1461 — Sandra Church, one of the stars of the musical, "Gypsy," is featured here in a group of songs somewhat in the burlesque tradition. Altho Miss Church tries hard on the tunes, little really comes off, perhaps because these songs are meant—in this context—more for the eye than the ear. Tunes include the title song, "Wild Rose," "Zip," and "My Heart Belongs to Daddy."

★★★ CAROUSEL
Lois Hunt and Harry Snow. Epic BN 563. (Stereo & Monaural) — Pleasant renderings of the songs from "Carousel" featuring Lois Hunt and Harry Snow, with Charmaine Harna, Kay Lande, Helena Seymour, Charles Green and Clifford Young. Tunes include "June Is Bustin' Out All Over," "If I Loved You" and "You'll Never Walk Alone." Good stereo sound.

★★★ SING ALONG IN SPANISH
Los Campaneros. ABC-Paramount ABC 332. (Stereo & Monaural) — This is an interesting variant on the sing-along style. It is just what it says, Spanish language versions of familiar tunes, from "Besame Mucho," to "Frenesi." Occasionally Los Campaneros sing a chorus or two in English, but the accent is on Spanish. And included is a song sheet in Spanish with Spanish phonetic pronunciation. A fan album or one that can be used for Spanish students.

★★★ AFTER THE BALL
Frank D'Rone. Mercury SR 60246. (Stereo & Monaural) — D'Rone warbles in the hip Sinatra tradition with sock backing by Billy May on a group of standards and oldies. Excellent selection of tunes and attractive performance by singer makes LP good deejay wax. Best sides are "Oh! Look at Me Now!" and "Now I Know."

★★★ THE KING AND I
Various Artists. Epic BN 564. (Stereo & Monaural) — Here's an excellent musical comedy package, featuring able vocal performances by Lois Hunt, Harry Snow, Samuel Jones and Charmaine Harna on the memorable Rodgers and Hammerstein score, recently revived at New York's City Center and a favorite summer stock vehicle. Should pull sales.

★★★ THE WILDEST CLAN
Sam Butera and the Witnesses. Dot DLP 25272. (Stereo & Monaural) — Prima has put together a lively package featuring Sam Butera and various of the Witnesses. Tenorman Butera can be smooth or frantic and he's featured on "Let the Good Times Roll," "You Send Me" and others. Robin Roberts' guitar and vocal is featured on "Don't You Know," vocalist Rolly Dee on "C'est Si Bon," etc. Lively for jocks.

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★★★ GOOD SALES POTENTIAL

LOW-PRICED POPULAR ★★★

★★★ PLAY GYPSY PLAY
Tata Mirando. Perfect PS 14026. (Stereo & Monaural) — The sobbing fiddle is a prominent feature of this collection of gypsy music, most of which stems from traditional sources. There's an authentic sound to the music, which ranges in mood from gay to morose. An excellent low-priced collection which should do especially well on racks.

JAZZ ★★★

★★★ LIKE FRANK MAROCCO
Verve MGVS 6141. (Stereo & Monaural) — Accordionist Frank Marocco bows on the Verve label with a jazz album that is in the vein of "polite" jazz, yet is attractive enough to actually interest jazz fans. Like the old Art Van Dam sets this album could have appeal in both the pop and jazz markets, with Marocco performing on accordion in a modern, yet relaxed style. The songs include standards such as "It Could Happen to You" and "Take the 'A' Train," and his own "Frank's Tune."

★★★ THE ARRIVAL OF KENNY DORHAM
Kenny Dorham. Jaro JAM 5007 — This is an impressive set for Kenny Dorham, featuring the trumpeter performing in a more relaxed style than he usually does on records, yet coming thru with his usual taste and imagination. His group here consists of Tommy Flanagan on piano, Charlie Davis on baritone, Butch Warren on bass, and Buddy Ellow on drums. Originals include "Stage West," and "Butch's Blues." Standards are "I'm an Old Cowhand" and "Stella By Starlight."

★★★ THE BIG MEN
The Paul Smith Trio. Verve VS 6135. (Stereo & Monaural) — The Paul Smith Trio features Smith on piano, Leroy Vinnegar on bass and Stan Levey on drums. Smith turns in some mighty listenable piano work on his solos on "S Wonderful," "It Never Entered My Mind" and "Who's Afraid of the Big Bad Wolf, Parts I and II," with the two rhythm men backing him in fine style. A good jazz set.

★★★ RHYTHM MEETS RUGOLO
Peter Rugolo and His All Stars. Mercury SR 60119. (Stereo & Monaural) — Pete Rugolo and His All Stars come thru with bright, and occasionally wild readings of some solid jazz items here. Rugolo's arrangements are startling modern, and the hip jazz fans will enjoy them. The stereo sound, however, is disappointing. Tunes include originals, "Fawncy Meeting You," and "Later Team," and standards, "Nancy With the Laughing Face" and "Sunday, Monday or Always."

★★★ THE MESSAGE
J. R. Montrose. Jaro JAM 5004 — J. R. Montrose has an expressive, breathy style of tenor which occasionally gets off on a jerky rather than a flowing kick. Two of the better sides are "I Remember Clifford," in which J. R. waxes on the lyrical and "Violets for Your Furs," a soft and succulent horn interpretation of the old Sinatra hit. Montrose is assisted by Tom Flana-

gan on piano; Jimmy Garrison on bass and Pete LaRoca on drums. When it's handled right, Montrose has a tone highly worthy of hearing.

(Continued on page 55)

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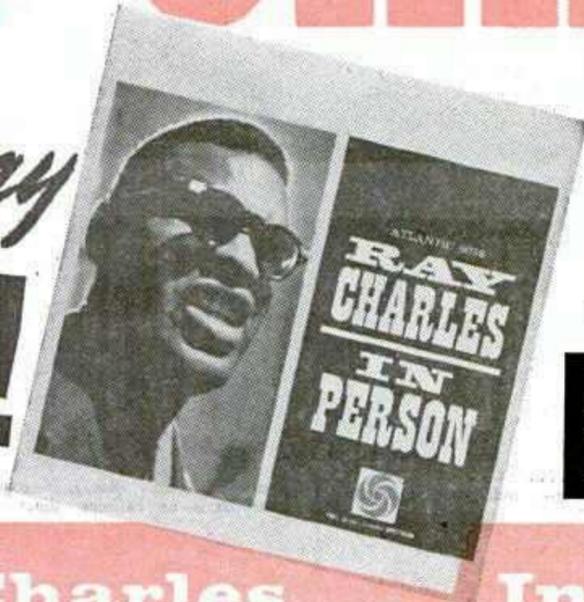
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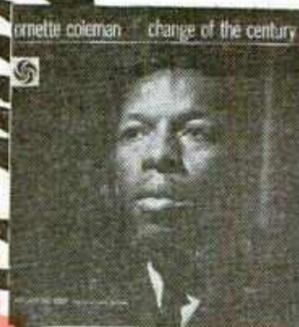
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ATLANTIC RECORDS

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JUNE 5

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	5
2	2	STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	8
3	3	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	11
4	6	GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	4
5	4	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	11
6	7	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	7
7	8	HE'LL HAVE TO STAY	By Charlie Grean-J. and A. Allison—Published by Central Songs (BMI)	4
8	12	PAPER ROSES	By Spielman-Torre—Published by Pambill (ASCAP)	4
9	5	SINK THE BISMARCK	By J. Horton and T. Franks—Published by Cajun (BMI)	11
10	14	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	3
11	13	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	8
12	11	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (ASCAP)	8
13	9	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	4
14	16	CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	5
15	10	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	9
16	15	STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	7
17	18	YOUNG EMOTIONS	By David-Livingston—Published by Nelson (ASCAP)	3
18	20	SWINGING SCHOOL	By Lowe, Appell and Mann—Published by Columbia (ASCAP)	2
19	—	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	1
20	17	WHITE SILVER SANDS	By C. G. Mathews and G. Reinhart—Published by Sharina (BMI)	10
21	23	THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	19
22	—	HAPPY-GO-LUCKY ME	By Evans-Byron—Published by Pambill-Lyle (ASCAP)	1
23	19	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	21
24	21	DING-A-LING	By Lowe, Appell and Mann—Published by Lowe (ASCAP)	2
25	25	FAME AND FORTUNE	By Ben Wiseman and Fred Wise—Published by Gladys (ASCAP)	6
26	26	MOUNTAIN OF LOVE	By Dorman—Published by Baughn (BMI)	3
27	—	WONDERFUL WORLD	Published by Kags (BMI)	1
28	27	DOGGIN' AROUND	By Lena Agree—Published by Lean (SESAC)	4
29	28	LONELY WEEKENDS	By Rice—Published by Knox (BMI)	5
30	—	MADISON	By Brown—Published by Aim (BMI)	3

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

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. CATHY'S CLOWN**—Everly Brothers, Warner Bros. 5151.
- 2. STUCK ON YOU** — Elvis Presley, Vlc 7740.
- 3. GREENFIELDS** — Brothers Four, Col 41471; Julius La Rosa, Kapp 323.
- 4. GOOD TIMIN'**—Jimmy Jones, Cub 9067.
- 5. SIXTEEN REASONS**—Conole Stevens, Warner Bros. 5137.
- 6. NIGHT**—Jackie Wilson, Brunswick 55166.
- 7. HE'LL HAVE TO STAY**—Jeanne Black, Cap 4368; Corina Minette, ABC-Paramount 10097.
- 8. PAPER ROSES** — Anita Bryant, Carlton 528.
- 9. SINK THE BISMARCK** — Johnny Horton, Col 41568.
- 10. BURNING BRIDGES**—Hometowners, Sage & Sand 527; Jack Scott, Top Rank 2041.
- 11. LET THE LITTLE GIRL DANCE** —Billy Bland, Old Town 1076.
- 12. CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- 13. LOVE YOU SO**—Rod Holden, Donna 1315.
- 14. CHERRY PIE**—Skip & Flip, Brent 7010; Marvin & Johnny, Kent 303.
- 15. THE OLD LAMPLIGHTER** — Browns, Vlc 7700.
- 16. STAIRWAY TO HEAVEN** — Neil Sedaka, Vlc 7709.
- 17. YOUNG EMOTIONS**—Ricky Nelson, Imperial 5663.
- 18. SWINGING SCHOOL**—Bobby Rydell, Cameo 175.
- 19. EVERYBODY'S SOMEBODY'S FOOL** — Connie Francis, M-G-M 12899.
- 20. WHITE SILVER SANDS** — Bill Black's Combo, HI 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- 21. THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Jackie Rae, Epic 9366; Hugo Winterhalter, Vlc 7599.
- 22. HAPPY-GO-LUCKY ME** — Paul Evans, Guaranteed 208.
- 23. HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vlc 7643.
- 24. DING-A-LING** — Bobby Rydell, Cameo 175.
- 25. FAME AND FORTUNE** — Elvis Presley, Vlc 7740.
- 26. MOUNTAIN OF LOVE** — Harold Dorman, Rita 1003.
- 27. WONDERFUL WORLD** — Sam Cooke, Keen 82112; Jack Lewis Ork and Chorus, United Artists 159.
- 28. DOGGIN' AROUND**—Count Basie, Ork/J. Rushing, Dec 28926; Jackie Wilson, Brunswick 55166.
- 29. LONELY WEEKENDS** — Charlie Rich, Philips International 3552.
- 30. MADISON** — Al Brown and Tune-toppers, Amy 804; Bill Doggett, King 5204.

ADULTS ONLY

Beer's OK In Texas, Says Exec

AUSTIN, Tex. — An official of the Texas Liquor Control Board stated that the "Beer Barrel Polka" is safe from any attack by that organization.

According to A. A. Bachak, officer supervisor of marketing practices in the board's State headquarters here, "All we are interested in, all we can be interested in, is the advertising of alcoholic beverages."

Bachak revealed that RCA Victor recently submitted for approval a "kit" containing a record entitled "Everything But the Beer," and two beer mugs. The record featured Arthur Fiedler and the Boston Pops Orchestra.

Bachak said, "We told them the kit could be sold in its present form by places licensed to sell alcoholic beverages because the album and the mugs carry an advertisement for Budweiser Beer. If they want to take the Budweiser advertisements off, the record album can be sold to anyone. We have no objection to the word "beer" in the title. That would be silly."

Bachak said he had been asked if the board ever objected to the song "Beer Barrel Polka."

"Of course not," he said. "We are just interested in the advertisement of alcoholic beverages. That's State law."

Merc Sets Up Col. Club Deal

NEW YORK—As carried exclusively in The Billboard two weeks ago (May 16), Mercury Records has concluded a deal with the Columbia Record Club to sell selected items from its catalog thru the club. Although not all of the Mercury line will be distributed thru the club, all strong selling items, including LP's by Dinah Washington and Brook Benton in pop, and many of the best selling Detroit Symphony Orchestra slicings on the classical side, will be used. Mercury jazz and country LP's will also be included in Columbia Club offerings.

First Mercury sets to be sold thru the CRC will be introduced in September and October. Deal was set by Mercury proxy Irving Green.

Musidisc Stereo Promotion in N. Y.

NEW YORK — The Record Hunter dealership on Fifth Avenue here was the scene of novel promotion this past week when Musidisc International Inc., staged a listen and buy demonstration. Set up in one corner of the store was component record playing equipment, installed by the disk manufacturer, on which its records were continuously played. So as not to disturb others in the store, however, stereo head sets were given to listeners interested in hearing the Musidisc LP's. Placards in the front display window of the store invited those interested to come in and give a listen. Musidisc stated it was a very successful stereo promotion.

Horror Pic

Continued from page 18

chine into the theater to capture the original arrangement so that in its own version it could retain the flavor of the original. Warner Bros. is introducing Jericho Brown in its

10-PERCENTER FEE DEDUCTIBLE

WASHINGTON — Fear spreading thru the industry that entertainers with agent representation would no longer be able to write off the 10 per cent fee as a necessary business expense was calmed by Internal Revenue Service last week.

Furor arose late last month when IRS revoked a 40-year-old directive which made fees paid to employment agencies an allowable deduction in computing net income subject to the tax. Many performing artists apparently feared that with revocation of the directive, IRS might not look upon agent fees as deductible expenses.

IRS now has revoked its recent ruling, and will again allow fees paid to employment agencies to be deducted.

One IRS spokesman told The Billboard he doubts whether worry was justified in the first place, because the directive was aimed at employment agencies, and the service does not consider agents as employment agencies.

Simon Pub Sale Deal Still Active

NEW YORK — Negotiations were still going on at the weekend between publisher George Simon and record man Eli Oberstein for the sale of the Simon publishing firms, Melrose Music and George Simon Music, to the latter. It was understood that negotiations had reached the point where contracts were due to be sent to Oberstein from Simon this week.

Altho no one was talking price, it was learned that the figure being discussed was in the neighborhood of \$200,000 for the firms. If the firms are sold, General Professional Manager Harry Smith will go with the new owner. It is probable that negotiations will continue over the next few weeks.

Epic Issues 5 for June

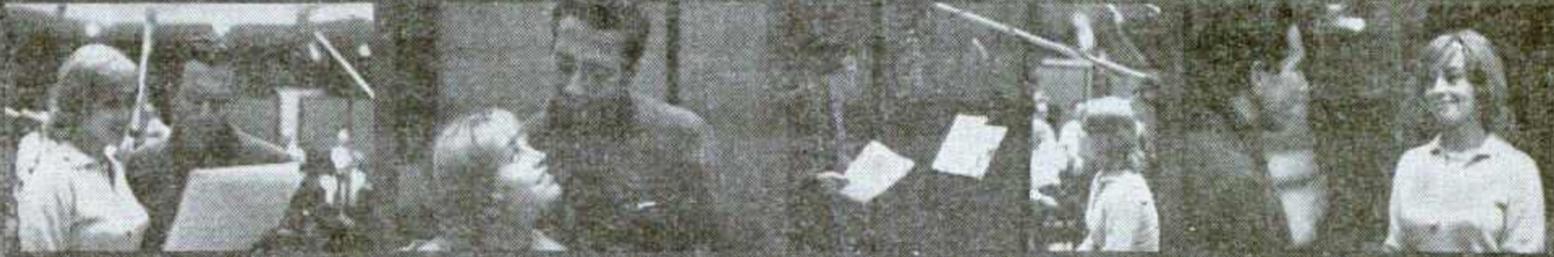
NEW YORK — Five new albums are due for release in June by Epic; three in the classical field and two in the popular line.

Leading the classical releases are Bach's Cantata Number 169, "Gott Soll Allein Mein Herz Haben," and Christian Riiter's Cantata "O Amantissime Spouse Jesu," performed by the Chorus of the Netherlands Bach Society and the Netherlands Chamber Orchestra. Also due for issue are Shubert's Overture in C Major and four overtures by Weber played by the Concertgebouw Orchestra of Amsterdam, Antal Dorati directing, and the "I Musici" chamber group playing works by Albinoni.

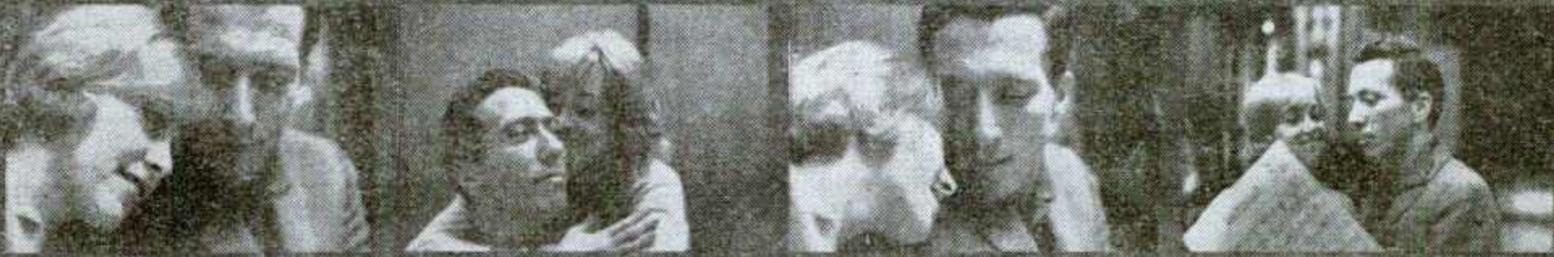
"Ping Pong Percussion by Chuck Sagle" and a set by Michael Sammes Singers with Johnny Gregory and orchestra are the two pop albums.

treatment while Laurie has issued a two-sided version of the tune. Top side features Nicky Como in a vocal treatment while the back-side is devoted to Glen Stuart's ork and chorus in an arrangement of the same song.

Diskeries are eagerly awaiting reaction as the film starts playing other markets to see whether the same teen reaction results. It opens this week in Atlanta, Miami Beach, Cleveland, Dallas, New Orleans and 120 theaters in Tennessee.



SHE OBVIOUSLY DOESN'T MIND
ANDY WILLIAMS
 ASKING HER
"DO YOU MIND?"
 AND INVITING HER TO JOIN HIM IN
"DREAMSVILLE"

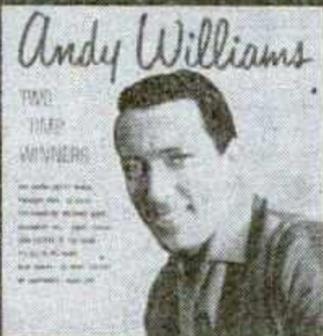


These shots were taken when Andy recorded the big British hit DO YOU MIND? and Henry (Peter Gunn) Mancini's DREAMSVILLE

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CLP 3038
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PETER MAURICE MUSIC CO., LTD. • WRITER: LIONEL BART

FOR WEEK
ENDING JUNE 5

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	2	3	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151		S	7
2	2	1	1	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	9
3	3	5	13	GOOD TIMIN'	Jimmie Jones, Cub 9067			7
4	8	10	21	HE'LL HAVE TO STAY	Jeanne Black, Capitol 4368			5
5	4	3	2	GREENFIELDS	Brothers Four, Columbia 41571		A	15
6	5	4	4	NIGHT	Jackie Wilson, Brunswick 55166			11
7	10	12	23	PAPER ROSES	Anita Bryant, Carlton 528		S	8
8	6	6	5	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			18
9	11	17	30	BURNING BRIDGES	Jack Scott, Top Rank 2041			7
10	7	8	8	CRADLE OF LOVE	Johnny Preston, Mercury 71598			10
11	13	15	22	CHERRY PIE	Skip and Flip, Brent 7010			9
12	16	22	33	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			6
13	9	7	10	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			16
14	12	16	27	LOVE YOU SO	Rod Holden, Donna 1315			9
15	18	41	71	SWINGING SCHOOL	Bobby Rydell, Cameo 175			4
16	15	9	6	SINK THE BISMARCK	Johnny Horton, Columbia 41568		A	13
17	14	13	9	STAIRWAY TO HEAVEN	Nell Sedaka, RCA Victor 7709		S	10
18	25	37	54	DING-A-LING	Bobby Rydell, Cameo 175			4
19	17	11	7	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700		S	12
20	27	39	52	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			4
21	29	56	97	WONDERFUL WORLD	Sam Cooke, Keen 82112			4
22	21	26	26	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			14
23	20	20	17	FAME AND FORTUNE	Elvis Presley, RCA Victor 7740		S	8
24	19	14	11	WHITE SILVER SANDS	Bill Black's Combo, Hi 2021			12
25	26	28	15	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			9
26	22	25	25	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			12
27	41	73	90	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208		S	4
28	31	23	32	MADISON	Al Brown's Tunetoppers, Amy 804			9
29	24	32	48	GOT A GIRL	Four Preps, Capitol 4362			7
30	38	49	49	NOBODY LOVES ME LIKE YOU	Flamingos, End 1068			7
31	44	65	68	DUTCHMAN'S GOLD	Walter Brennan and Billy Vaughn, Dot 16066			6
32	53	67	86	JUMP OVER	Freddy Cannon, Swan 4053			4
33	34	30	38	MADISON TIME	Ray Bryant, Columbia 41628			8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	28	33	34	OOH POO PAH DOO (Part 2)	Jessie Hill, Minit 607			10
35	45	53	61	THINK	James Brown and the Famous Flames, Federal 12370			5
36	47	52	65	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		S	5
37	49	68	78	OH, LITTLE ONE	Jack Scott, Top Rank 2041			5
38	42	54	55	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			6
39	23	24	28	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	9
40	54	75	79	NO IF'S-NO AND'S	Lloyd Price, ABC-Paramount 10102			6
41	39	18	14	STEP BY STEP	The Crests, Coed 525			14
42	85	—	—	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamie 1156			2
43	75	—	—	JEALOUS OF YOU	Connie Francis, M-G-M 12899			2
44	35	38	29	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12886			10
45	40	19	12	I LOVE THE WAY YOU LOVE	Mary Johnson, United Artists 208			13
46	36	29	31	BARBARA	Temptations, Goldisc 3001			7
47	50	50	63	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount 10088			7
48	58	62	80	ALL I COULD DO WAS CRY	Etta James, Argo 5359			5
49	61	—	—	A ROCKIN' GOOD WAY	Dinah Washington and Brook Benton, Mercury 11629			2
50	30	31	56	WHEN YOU WISH UPON A STAR	Dion and the Belmonts, Laurie 3052			6
51	57	51	59	TELL ME THAT YOU LOVE ME	Fats Domino, Imperial 5660			6
52	62	—	—	(WON'T YOU COME HOME) BILL BAILEY	Bobby Darin, Atco 6167			2
53	—	—	—	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692			2
54	37	34	20	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	23
55	33	27	19	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			13
56	64	77	—	EBB TIDE	Platters, Mercury 71624			3
57	74	—	—	MY HOME TOWN	Paul Anka, ABC-Paramount 10106			2
58	69	74	62	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette 4234			8
59	84	—	—	I'M WALKIN' THE FLOOR OVER YOU	Pat Boone, Dot 16073			2
60	51	46	37	TIES THAT BIND	Brook Benton, Mercury 71566		S	8
61	46	43	51	FOR LOVE	Lloyd Price, ABC-Paramount 10102			5
62	43	36	44	APPLE GREEN	June Valli, Mercury 71588			13
63	32	21	16	SWEET NOTHIN'S	Brenda Lee, Decca 30967			24
64	94	—	—	I REALLY DON'T WANT TO KNOW	Tommy Edwards, M-G-M 12890			2
65	70	76	85	THEME FOR YOUNG LOVERS	Percy Faith, Columbia 41655			4
66	72	80	—	NATIONAL CITY	Joiner, Arkansas Jr. High School Band, Liberty 55244			3
67	73	81	—	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	55	60	—	CITY LIGHTS	Debbie Reynolds, Dot 16071			—
69	83	86	95	COTTAGE FOR SALE	Little Willie John, King 5342			—
70	79	82	82	PINK CHIFFON	Mitchell Torok, Guyden 2034			—
71	56	71	—	ALWAYS IT'S YOU	Everly Brothers, Warner Bros. 5151		S	—
72	80	—	—	MULE SKINNER BLUES	Fendermen, Soma 1137			—
73	59	72	—	RIGHT BY MY SIDE	Ricky Nelson, Imperial 5663			—
74	52	35	18	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490		A	2
75	86	98	—	EXCLUSIVELY YOURS	Carl Dobkins Jr., Decca 31088			—
76	—	—	—	I'M SORRY	Brenda Lee, Decca 31093			—
77	81	95	81	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			—
78	78	87	94	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			—
79	87	94	99	I'LL BE SEEING YOU	Five Satins, Ember 1061			—
80	92	96	100	PENNIES FROM HEAVEN	Skyliners, Calico 117			—
81	—	—	—	DOWN YONDER	Johnny and the Hurricanes, Big Top 3036			—
82	—	—	—	RIVER STAY AWAY FROM MY DOOR	Frank Sinatra, Capitol 7376			—
83	88	—	—	RUNAROUND	Fleetwoods, Dolton 22			—
84	48	47	41	ANGELA JONES	Johnny Ferguson, M-G-M 12855			—
85	—	—	—	ALLEY-OOP	Hollywood Argyles, Lute 5905			—
86	—	—	—	SPRING RAIN	Pat Boone, Dot 221			—
87	93	99	—	CLAP YOUR HANDS	Beau-Marks, Shad 5017			—
88	98	—	—	SHADOWS OF LOVE	LaVern Baker, Atlantic 2059			—
89	100	—	—	LONELY WINDS	Drifters, Atlantic 2062			—
90	—	—	—	HEARTBREAK (IT'S HURTIN' ME)	Little Willie John, King 5356			—
91	95	—	—	DOWN THE AISLE	Ike Clanton, Ace 583			—
92	91	92	—	LA MONTANA	Frank De Vol, Columbia 41620			—
93	99	—	—	FOUND LOVE	Jimmy Reed, Vee-Jay 347			—
94	—	—	—	ALLEY OOP	Dante and the Evergreens, Madison 130			—
95	—	—	—	COMIN' DOWN WITH LOVE	Mel Gibson, Big Top 3034			—
96	—	—	—	WHEN WILL I BE LOVED	Everly Brothers, Cadence 1586			—
97	60	78	—	THE URGE	Freddy Cannon, Swan 4053			—
98	—	—	—	SOMETHING HAPPENED	Paul Anka, ABC-Paramount 10106			—
99	—	—	—	AIN'T GONNA BE THAT WAY	Mary Johnson, United Artists 262			—
100	—	—	—	MARIA	Johnny Mathis, Columbia 41684			—

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *BECAUSE THEY'RE YOUNG Duane Eddy
(Columbia, ASCAP) Jamie 1156
- PLEASE HELP ME, I'M FALLING Hank Locklin
(Ross-Jungnickel, ASCAP) RCA Victor 7692
- *MY HOME TOWN
(Spanka, BMI)
- SOMETHING HAPPENED Paul Anka
(Spanka, BMI) ABC-Paramount 10106

*I'M WALKING THE FLOOR OVER YOU

(American, BMI)

SPRING RAIN Pat Boone
(Enterprise, ASCAP) Dot 16073

* I REALLY DON'T WANT TO KNOW... Tommy Edwards
(Hill & Range, BMI) M-G-M 12890

C&W

THAT'S MY KIND OF LOVE Marion Worth
Guyden 2033

R&B

I'VE GOT A RIGHT TO LOVE MY BABY... B. B. King
(Modern, BMI) Kent 334

YOU'VE GOT THE POWER
(Wisto, BMI)

THINK James Brown & the Famous Flames
(Armo, BMI) Federal 12370

BUBBLING UNDER THE HOT 100

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

1. LA MONTANA Roger Williams, Kapp
2. APPLE BLOSSOM TIME Platters, Mercury
3. ONE OF US (WILL WEEP TONIGHT)... Patti Page, Mercury
4. BIG BOY PETE Olympics, Arvee
5. BORN TO BE WITH YOU Echoes, Dolton
6. TRAIN OF LOVE Annette, Vista
7. MR. LONELY Videls, JDS
8. LIKE LOVE Andre Previn, Columbia
9. ALLEY OOP Dyna-Sores, Rendezvous
10. BONGO BONGO BONGO... Preston Epps, Original Sound
11. HEARTBREAK (IT'S HURTIN' ME)
Jon Thomas, ABC-Paramount
12. BIOLOGY Danny Valentino, M-G-M
13. I CAN'T HELP IT (IF I'M STILL IN LOVE WITH YOU)...
Adam Wade, Coed
14. OOH WHAT A DAY Sarah Vaughan, Roulette
15. BREEZE AND I... Santo and Johnny, Canadian-American

HOT 100: A TO Z

A Cottage for Sale	69
A Rockin' Good Way	49
Ain't Gonna Be That Way	99
All I Could Do Was Cry	85
Alley-Oop (Hollywood Argyles)	85
Alley-Oop (Dante)	94
Always It's You	71
Angela Jones	84
Another Sleepless Night	38
Apple Green	62
Barbara	46
Because They're Young	42
Burning Bridges	9
Cathy's Clown	1
Cherry Pie	11
City Lights	48
Clap Your Hands	87
Comin' Down With Love	95
Cradle of Love	10
Ding-A-Ling	18
Doggin' Around	25
Down the Aisle	91
Down Yonder	81
Dutchman's Gold	31
Ebb Tide	56
Everybody's Somebody's Fool	20
Exclusively Yours	75
Fame and Fortune	23
Finger Poppin' Time	67
Footsteps	52
For Love	61
Found Love	93
Good Timin'	3
Got a Girl	29
Greenfields	5
Happy-Go-Lucky Me	27
He'll Have to Go	54
He'll Have to Stay	40
Heartbreak	90
Hot Rod Lincoln	78
I Love the Way You Love	45
I Really Don't Want to Know	79
I'll Be Seeing You	76
I'm Sorry	76
I'm Walkin' the Floor Over You	59
Jealous of You	43
Jump Over	32
Just a Closer Walk With Thee	58
Let the Little Girl Dance	13
Lonely Weekends	26
Lonely Winds	89
Love You So	14
Mack the Knife	36
Madison	108
Maria	103
Madison Time	74
Mr. Lucky	39
Montana, La	92
Mountain of Love	22
Mule Skinner Blues	72
My Home Town	57
National City	66
Night	6
No If's—No And's	40
Nobody Loves Me Like You	30
Oh, Little One	37
Old Lamplighter, The	19
Ooh Poo Pah Doo (Part 2)	34
Paper Roses	7
Pennies From Heaven	80
Pink Chiffon	70
Please Help Me, I'm Falling	53
Right by My Side	73
River Stay Away From My Door	82
Rumaround	83
Shadows of Love	88
Sink the Bismarck	16
Sixteen Reasons	98
Something Happened	98
Spring Rain	86
Stairway to Heaven	17
Step by Step	41
Stuck on You	41
Sweet Nothin's	63
Swinging School	15
Tell Me That You Love Me	51
Theme for Young Lovers	65
Theme From a Summer Place	74
Theme From the Unforgiven	77
Think	35
Ties That Bind	60
Urge, The	97
Way of a Clown	47
What Am I Living For	44
When Will I Be Loved	96
When You Wish Upon a Star	59
White Silver Sands	24
Wonderful World	21
(Won't You Come Home) Bill	81
Bailey	81
Young Emotions	12

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

POP

THE KINGSTON TRIO

 **BAD MAN BLUNDER** (Sanga, BMI) (2:37) — **THE ESCAPE OF OLD JOHN WEBB** (Highridge, BMI) (2:28) — The boys have two strong sides here. "Bad Man Blunder" is a snappy blues effort about a man a step ahead of the sheriff. Flip features the group's fine harmony on a listenable folk-flavored ballad. **Capitol 4379**

THE COASTERS

 **STEWBALL** (Tiger, BMI) (2:15) — **WAKE ME, SHAKE ME** (Progressive-Trio, BMI) (2:26) — "Stewball" is an infactious waxing about a horse of the same name. Flip is a bright novelty. The group is at its showmanly best. Watch It. **Atco 6168**

THE CRESTS

 **TROUBLE IN PARADISE** (Winneton, BMI) (2:22) — **ALWAYS YOU** (Winneton, BMI) (2:23) — The Crests turn in bright readings on both tunes. "Trouble in Paradise" is a light, melodic rocker. Flip is a rhythm ditty. Potential dual-market sales prospects. **Coed 531**

RAY PETERSON

 **TELL LAURA I LOVE HER** (Marks, BMI) (2:50) — **WEDDING DAY** (S.P.R., BMI) (2:08) — Peterson provides a moving performance on "Tell Laura I Love Her," a tender weeper with hit potential. Flip is an attractive theme with interesting lyrics. **RCA Victor 7745**

BILL BLACK'S COMBO

 **DRY BONES** (Jec, BMI) (2:14) — **JOSEPHINE** (Leo Feist, ASCAP) (2:22) — Black wraps up two catchy oldies in sock instrumental treatments. "Dry Bones" is particularly effective. Both sides are prime juke and jockey wax and potent dual market sales items. **Hi 2022**

JOHNNY FERGUSON

 **I UNDERSTAND JUST HOW YOU FEEL** (Jubilee, ASCAP) (2:42) — **FLUTTER-FLUTTER** (Cedarwood, BMI) (2:10) — "I Understand Just How You Feel," a hit of a few years ago, is handed a first-rate reading and simple, attractive backing. Flip spotlights a pretty novelty sold in solid vocal fashion. **M-G-M 12905**

JOHNNY BURNETTE

 **CINCINNATI FIREBALL** (Arch, BMI) (2:42) — **DREAMIN'** (Sherman-DeVorzon, BMI) (2:20) — Burnette's showmanly vocalizing is aptly showcased on "Cincinnati Fireball," an infectious r.&r. ditty with a catchy beat. Flip is pleasant theme with attractive reading by the lad. One to watch. **Liberty 55258**

THE BROTHERS FOUR

 **ELLA LOU (YOU LEFT ME THERE IN CHARLESTON)** (Essex, ASCAP) (2:46) — **MY TANI** (Bourne, ASCAP) (2:18) — The Brothers Four should stay on the hit charts with these two fine sides. They sing both ballads with the warmth and tenderness they displayed on "Greenfields." **Columbia 41692**

THE LANE BROTHERS

 **MIMI** (Famous, ASCAP) (2:00) — **TWO DOZEN AND A HALF** (Music Development, BMI) (2:20) — The Lane Brothers, a new group on the label, come thru with a rollicking version of "Mimi," and they sell a novelty rocker with spirit on the flip. **Leader 804**

THE STATUES

 **KEEP THE HALL LIGHT BURNING** (Cedarwood, BMI) (2:54) — The Statues sell a most unusual tune, with touches of gospel and country, with excitement here over strong backing. Group could have a big one with this. Flip is a ballad, "Blue Velvet." (2:20). **Liberty 55245**

FRANKIE AVALON

 **WHERE ARE YOU** (Debmar, ASCA) (2:29) — **TUXEDO JUNCTION** (Lewis, ASCAP) (2:42) — Avalon has two potential winners in this coupling. On top is a lovely ballad handled totally without triplets in lush fashion to string accompaniment. Flip is a nice, rhythmic versions of the old Glenn Miller hit. Watch these. **Chancellor 1052**

ANDY WILLIAMS

 **DREAMSVILLE** (Northridge, ASCAP) (2:56) — **DO YOU MIND** (Peter Maurice, ASCAP) (2:14) — The fine, smooth-styled chanter turns in a highly salable pairing. He's a real crooner on the ballad "Dreamsville," from "Peter Gunn," while the flip is a nice, finger-snapping rhythm item. Both can go. **Cadence 1381**

(Continued on page 41)

YOUR CHECK LIST ON

United Telefilms **HOT PARADE**

POP

Sunny Gale
CHURCH BELLS MAY RING

Warwick 540

The Craftsmen
ROCK ALONG

b/w

GOOFUS

Warwick 538

See and Hear Them on the Dick Clark Show
June 7th

Climbing All the Charts

The Videls

MISTER LONELY

JDS 5004

Louise O'Brien

**I DON'T MIND BEING ALL ALONE
WHEN I'M ALL ALONE WITH YOU**

b/w

I LOVE YOU SO MUCH IT HURTS

Warwick M-537

Shirley & Lee

LIKE YOU USED TO DO

Warwick 535

R&B

Shirley & Lee
LIKE YOU USED TO DO

Warwick 535

Roy Milton
EARLY IN THE MORNING

Warwick 549

Ann Cole
BRAND NEW HOUSE

Sir 275

The Fidelitys
(OH WHAT A GIRL)
THIS GIRL OF MINE

Sir 276

The Distant
COME ON

Warwick 546

Fay Adams
LOOK AROUND
AND
I'M SO HAPPY

Warwick M-550

The Harptones
WHAT KIND OF FOOL
(DO YOU THINK I AM)
AND
NO GREATER MIRACLE

Warwick
M-551

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Reviews of THIS WEEK'S SINGLES

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

Strongest sales potential of all records reviewed this week.

Continued from page 39

Rhythm & Blues

ELMORE JAMES

THE SUN IS SHINING (Arc, BMI) (2:35) — **I CAN'T HOLD OUT** (Arc, BMI) (2:12) — Elmore James turns in two soulful performances on a pair of fine blues. The top side he sells tenderly, the flip is shouted over down home backing. Chess 1756

SPECIAL MERIT SPOTLIGHTS

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

POP TALENT

FORD EAGLIN

YOURS TRULY (Commodore, BMI) (2:05) — **NOBODY KNOWS** (Commodore, BMI) (2:02) — Ford Eaglin is a blues singer who has a style and a sound as well as a well-oiled set of pipes. He sells a primitive blues in earthy style, and on the flip comes thru with a rockin' reading. Imperial 5671

Pop Disk Jockey Programming

THE SWINGING BELLES

HIGH NOON (Feist, ASCAP) (2:22) — The fem group performs the oldie in a most listenable style, one that deserves a lot of air play. The flip is a new version of the old hit "Oh Happy Day" (BVC, ASCAP) (2:22). Madison 132

VERY STRONG SALES POTENTIAL

RAY CHARLES

Sticks and Stones — ABC PARAMOUNT 10118 — Charles wraps up strong gospel-flavored rhythm-blues ditty in exciting performance and standout piano work on backing. Strong side here. (Tangerine, BMI) (2:14)

Worried Life Blues — Solid vocalizing by Charles on a solid blues item that has been a hit many times in the past. For blues aficionados. (Duchess, BMI) (3:06)

LONNIE SATTIN

Any More Than I — WARNER BROS. 5158 — Lonnie gives this song an inspirational flavor, abetted by a girl chorus. It's a well-made side, with a lot of sincerity in the performance. (Traff, BMI) (2:48)

I'll Fly Away — Unusual piece of material gets considerable production here, with a carefully worked out arrangement for Lonnie, the chorus and the instrumental background. (Albert E. Brumley, SESAC) (2:37)

CHARLIE GRACIE

The Race — ROULETTE 4255 — Gracie turns in exciting performance on verveful gospel-flavored r.&r. tune which builds. Excellent chorus work on backing. (Shapiro-Bernstein, ASCAP) (2:15)

I Look for You — Infectious pace marks Gracie's personable rendition of in-

teresting blues-styled theme. Shapiro-Bernstein, ASCAP) (2:20)

THE NUTTY SQUIRRELS

Eager Beaver — HANOVER 4551 — The Nutty Squirrels are back again, this time with a smart do-dah vocal on the Stan Kenton hit tune of a few years ago. This has a real chance to take off. (Rob-

bins, ASCAP) (2:02)
Zowie — Cute riff item is intoned hiply here by the Squirrels, the creation of Sascha Burland and Don Elloit. Flip is stronger. (Vision, BMI) (2:05)

FRANKIE FORD

What's Going On — ACE 592 — A wild rocker is sold with fervor by the chanter over frantic backing by the group. A side that could bring in a lot of juke coins. (Ace, BMI) (1:56)

Chinatown — The well-known oldie is handed a solid go by the chanter over big band backing by the ork on this new slicing. Ford sings it brightly and it could catch coins. (Remick, ASCAP) (2:23)

JAMIE COE

Goodbye, My Love, Goodbye — ABC PARAMOUNT 10120 — The chanter comes thru with a snappy reading of a march tempo ditty in which he tells his love it's time for him to leave town. Side rocks and there's a chance for it. (Music, BMI) (2:03)

There's Never Been a Night — Jamie Coe handles this bright rocker with a lot of spirit helped by first-rate backing. The lad sells it well enough to come up with a strong seller here. (Trinity, BMI) (2:07)

BILLY MURE

Ambush — PARIS 545 — Deep-toned guitar blends with sweet-stringed violins for effective instrumental side. Nice jockey side. (Greta, BMI) (2:07)

Theme for the Lonely (Where Are You Love) — Haunting theme is wrapped up in attractive instrumental treatment. Another spinnable side. (Jack Gold, ASCAP)

DE SAN AND HIS SATIN STRINGS

With All My Heart — SEECO 6036 — De San and his ork perform this bright effort well with the strings turning in a good job. Listenable wax that could get spins. (Debmar, ASCAP) (2:50)

At Last — The ork comes thru with a listenable performance of the oldie, sparked by a triplet beat. Two good sides. (Leo Feist, ASCAP) (2:05)

STEWART BROTHERS

Yum Yum Yum — KEEN 82113 — The Stewart Brothers, who are Coasters-oriented, sell this novelty in cute fashion over attractive support. Side has possibilities. (Hermosa, BMI) (2:25)

Sleep on the Porch — The boys sing this bright swinger in smart style over driving backing. Could grab coins. (Hermosa, BMI) (2:17)

BILLY ELDER

High School Days — CAPITOL 4382 — Billy Elder sings this song about those days in high school with feeling here over simple support. The melody is the familiar "Greensleeves" and that should help it. Watch it. (Sherman-DeVorzon, BMI)

How Lonely Am I — The chanter handles this weeper with care, selling it with sincerity and helped by a fem group. Both sides show off the lad's style. (Sherman-DeVorzon, BMI)

THE DIALTONES

'Til I Heard From You — GOLD-DISC 3005 — Heartfelt chanting by the lead singer and group on a fervent r.&r. ditty. (Realgone, BMI) (2:06)

Johnny — Same comment. (Realgone, BMI) (2:12)

THE MONN-KEYS

Early Bird — OMEGA 705 — British vocal group chant brightly on a catchy novelty. Merits spins. (Sparrow, ASCAP) (1:51)

Wedding Day — Solemn reading by lead warbler and the group on a moving rockaballad. (Davon, BMI) (2:21)

ROY MILTON

Bless Your Heart — WARWICK 549 — Here's a fine tune sung in hip style by Milton, the blues singer. Fem chorus and a slightly swinging violin add interest. This can get spins because of its offbeat touches. (Bar, BMI)

Early in the Morning — Here's a tune written by Milton himself and it's done to an old-style big band arrangement. Milton sounds good on the blues message, however. (Bar, BMI)

JACK NEWMAN

Candy Town — TNT 179 — A folk quality here. Vocal is robust and stands out well against a simple piano backing. (Tnt, BMI) (2:23)

Bronco Buster — A solid performance. Tune has a Western flavor. Lyric tells a story of a professional bronco buster. (Tnt, BMI) (2:22)

CARL BUTLER

The Door — COLUMBIA 41674 — A country-oriented song of the weeper type, gets a strong vocal here. Arrangement uses pop trimmings. (Golden West, BMI) (2:58)

I Know When I Cry — Butler belts this out with a strong rhythm. Has pop potential, with good chorus work and a swiny arrangement by strings. (Southern, ASCAP) (2:50)

DENNY REED

A Teenager Feels It Too — MCI 5024 — Wistful vocal by Reed and a fem chorus on an appealing teen-styled ballad. Spinnable. (Desert Palms, BMI) (1:55)

Hot Water — Personable chanting by Reed on an effective r.&r. ditty with catchy backing. (Desert Palms, BMI) (2:20)

ZEB AND FREDDIE

When You Feel Like Cryin' — KING 5351 — A weeper and a good one. It's chanted in slow tempo, with the effect of a dirge. (Lois, BMI) (2:50)

Roseann — A ballad, done with a chorus backing behind the vocal, and a restrained triplet figure. Nice. (Lois, BMI) (2:20)

GOOD SALES POTENTIAL

THE VELOURS

Where There's a Will — GONE 5092 — Brightly paced r.&r. tune is wrapped up in feelingful vocal by lead warbler and group. (Malver, BMI)

Can I Come Over Tonight — An emotion-packed reading by lead singer and group on heartfelt rockaballad. Both sides are dual market items. (Figure, BMI)

TONY BENNETT

Baby, Talk to Me — COLUMBIA 41691 — Expressive reading by Bennett on attractive ballad from "Bye Bye Birdie." (Edwin H. Morris, ASCAP) (2:57)

Put On a Happy Face — Sprightly tune from Broadway show, "Bye Bye Birdie." is wrapped up in verveful, showmanly vocal stint. (Edwin, H. Morris, ASCAP) (2:35)

THE DIAMONDS

The Pencil Song — MERCURY 71633 — The Diamonds sing this well-known melody with charm over a snappy backing. The sing part of the lyric in French, the rest in English. A good side. (Sheldon, BMI) (2:06)

Slave Girl — An Oriental-tinged melody with an Oriental lyric is sung in whispery fashion by the Diamonds here. Novelty effort could get spins. (Gulip, ASCAP) (2:23)

HOMER AND JETHRO

He'll Have to Go — RCA VICTOR 7744 — Homer and Jethro take off on the big hit and come thru with a funny reading of the song. A good side for the boys. (Central, BMI) (2:27)

Sink the Bismarck — A new lyric and a funny one on "Sink the Bismarck" gets a happy reading from the pair. Good wax altho the duo has had better. (Cajun, BMI) (2:33)

FIDELITYS

THIS GIRL OF MINE — SIR 276 — A gossamer ditty receives a bright, swiny reading from the group over backing with a beat. (Dare, BMI) (2:29)

Where in the World — The Fidelitys sing the oldie with a lot of feeling over big string backing, by the ork. A side that has a chance. (Sheldon, BMI) (2:41)

RAY JOHNSON

Sheik of Araby — RCA VICTOR 7737 — Rhythm oldie is sung with elan by the chanter over a smart backing. Chanter shows off a good style here and the disk has a chance for some coin. (Mills, ASCAP) (2:00)

Deep Are the Roots — Ray Johnson comes thru with a meaningful vocal on this semi-inspirational tune about the meaning of a happy home. He sings it with sincerity. (Peer Int'l, BMI) (2:18)

BEN BENNETT

The Whistling Walker — GONE 5091 — Catchy rhythm item is handed sprightly instrumental treatment, with whistling on backing. Nice jockey side. (Sunset, ASCAP) (2:23)

Lonely Feeling — Pleasant instrumental theme is highlighted by melodic guitar solo stint. (Sunset, ASCAP) (2:03)

THE SILVER TONES

Midnight Thunder — WEST COAST 451 — Pounding guitar solo work on catchy r.&r. instrumental theme. Good jockey side. (Shelter, BMI) (2:25)

Louise, Louise — Lively chanting by lead singer on effective folk-blues-styled ditty, with solid guitar work. (Shelter, BMI) (2:08)

DICK GLASSER

Jeannie's Bikini — COLUMBIA 41680 — Exuberant chanting by Glasser and group on bouncy r.&r. ditty. Strong side. (Camarillo, BMI) (1:55)

Leave Me Alone (And Let Me Cry) — Plaintive warbling by Glasser on wistful minor-key ballad. Also a strong side. (Camarillo, BMI) (2:16)

GINNY ARNELL

Carnival — DECCA 31104 — Haunting theme from the movie "Orpheus" is handed interesting reading by thrush. (Ross Jungnickel, ASCAP) (2:58)

We — Expressive chirping on pretty theme with inspirational-type lyrics. (Obie, BMI) (2:40)

RAY SCOTT

We Need Love — TRI-ESS 1001 — Ray Scott performs this rocker with spirit helped by strong backing from the chorus and combo. Cute wax. (Wing-Ding, BMI) (2:12)

Silk, Satin and Lace — On this side the chanter sings about a lass who wears silk, satin and lace. Old-fashioned side. (Triple-Tone, BMI) (2:15)

THE DEMENSIONS

Over the Rainbow — MOHAWK 116 — A slow rhythm treatment in rock style of the standard. Vocal is not too faithful to the melodic line in spots but the side has an interesting sound. Mixed group hands it a meshuga quality. (Leo Feist) (3:13)

Nursery Rhyme Rock — Dated rock and roll by the group in a blues group. Side has traces of "At the Hop," by Danny and the Juniors. (Mo Music, ASCAP) (2:00)

THE TRAVELERS

What a Weekend — ABC-PARAMOUNT 10119 — The boys make their debut on the label with a bright, happy, smart reading of a weeper with a beat and a happy melody. A good side that has a chance. Watch it. (World, ASCAP) (2:20)

June, July, August (And September) — The Travelers bow on the label with an attractive reading of a listenable rockaballad supported by a good arrangement. Side should get spins. (World, ASCAP) (2:19)

THE HONEY TWINS

Banjo Boy — DECCA 31108 — German duo chant brightly in English on the infectious ditty. Another good version of the theme covered by several others. (Kingsley, ASCAP)

Send Me a Picture Postcard — Okay reading by girls on routine novelty item. (2:02)

ROLAND JAMES

Down Yonder — RITA 1007 — A rockin' version of the old hit tune, formerly a showcase for a piano. Here, twin harmony saxes take the lead behind eight-to-the-bar hythm backing. (La Salle, ASCAP) (1:55)

Beautiful Dreamer — James plays an organ solo of the old and familiar song. Background help is provided by guitar and drums. Fair potential. (La Salle, ASCAP) (1:55)

LILIAN BROOKS

Tony Baloney — B & F 1335 — Italian-styled effort about a guy with two gals is handed an old-fashioned, old-country reading by the thrush that has its appealing moments. (Frederick, BMI) (1:59)

Dansero — Nice performance by the lass on a pretty ballad, helped by strings and a chorus. (B & F, BMI) (2:19)

RAY SCOTT

We Need Love — TRI-ESS 1001 — Scott works with chorus support in an upbeat arrangement that employs a Yancey bass rhythm figure. He shouts it out well. (Wing Ding, BMI) (2:12)

Silk Satin and Lace — This is a blues-based tune and Ray Scott gives it a good swingin' vocal. Organ is heard in the band backing. Has the feeling of "Rock Around the Clock." (Triple Tone, BMI) (2:15)

BUDDY FOWLER

That's Why — CRYSTALLETTE 741 — Feelingful reading by Fowler on an okay ballad, with r.&r. flavor. (Seycar, ASCAP) (2:18)

I Left My Eyes Behind Me — Bouncy rhythm-novelty is handed a personable vocal by Fowler and the group. (Seycar, ASCAP) (2:13)

THE CONVERTERS

Dave's Place — STAR-FI 10560 — Exuberant piano and sax solo work is spotlighted on frantic instrumental. Dual market side. (Heart & Home, BMI) (2:10)

Lost City — An exotic theme is wrapped up in an okay instrumental treatment. (Heart & Home, BMI) (2:25)

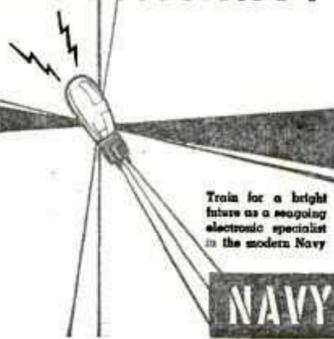
GORDON TERRY

Almost Alone — RCA VICTOR 7741 — This is modeled somewhat on the Jim Reeves hit, "He'll Have to Go." It's slow, and handled in fine vocal style to a simple piano figure in the arrangement. A spinnable side. (Mixer, BMI) (2:02)

Trouble on the Turnpike — A rhythm tune which employs modified Bo Diddley type stops. Lots of echo on this one. Okay performance. (Tree, BMI) (2:00)

Continued on page 43

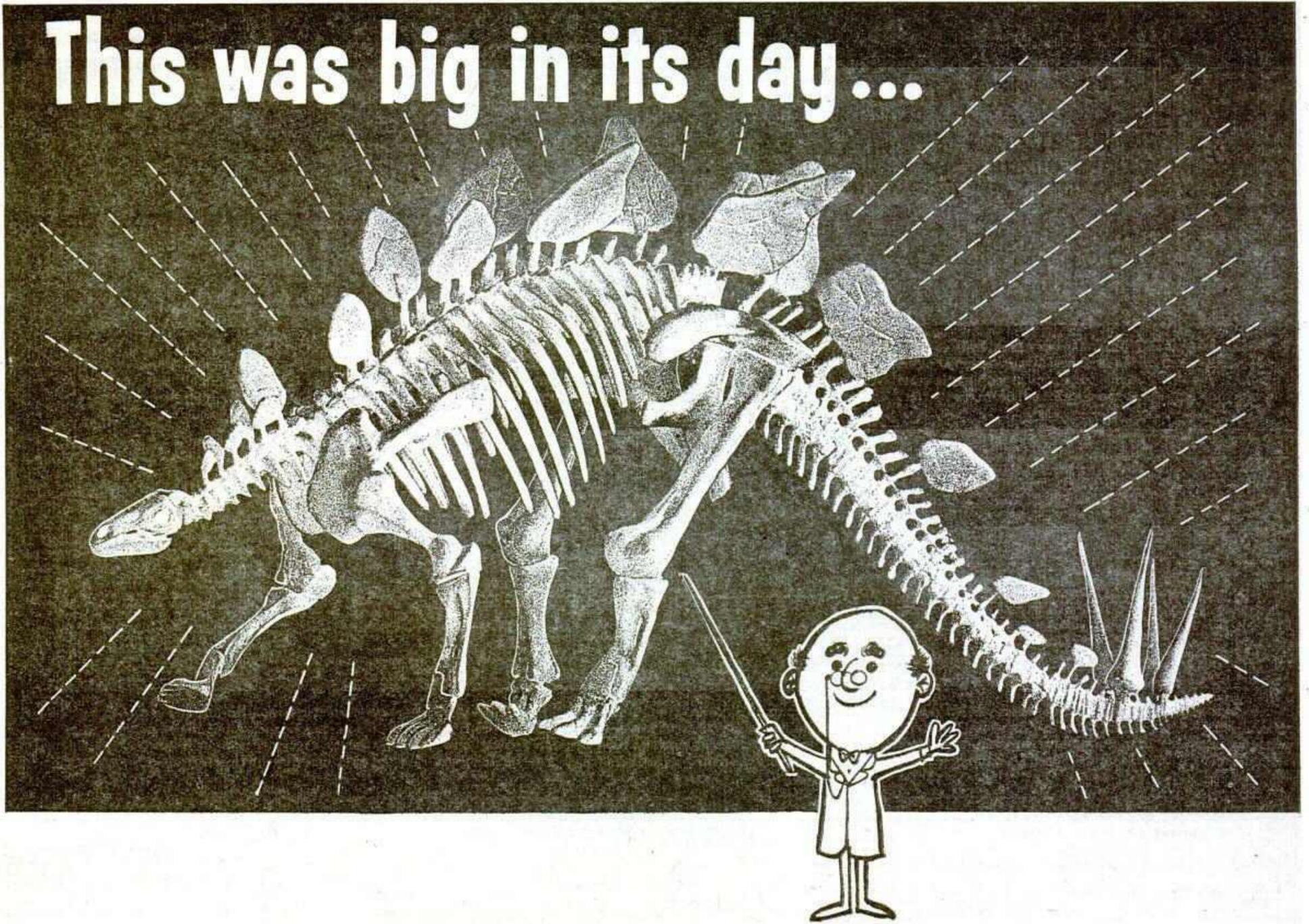
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Phillips International 3552

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 Memphis,
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 New York,
 Cleveland,
 Boston
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 Memphis, Tenn.

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

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark)	1	16
2.	HE'LL HAVE TO GO (Central Songs)	2	14
3.	MR. LUCKY (Southgale)	7	6
4.	GREENFIELDS (Montclare)	3	10
5.	NIGHT (Pearl)	12	3
6.	DO-RE-MI (Williamson)	9	23
7.	STUCK ON YOU (Gladys)	14	2
8.	THE SOUND OF MUSIC (Williamson)	5	17
9.	SIXTEEN REASONS (American)	11	4
10.	HARBOR LIGHTS (Chappell)	8	12
11.	THE OLD LAMPLIGHTER (Shapiro-Bernstein)	4	5
12.	CLIMB EV'RY MOUNTAIN (Williamson)	6	21
13.	BEYOND THE SEA (Harms)	10	14
14.	PAPER ROSES (Pambill)	—	1
15.	MISTY (Octave)	15	5

• **Best Selling Sheet Music in Britain**

(For week ending May 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.

Standing on the Corner—Frank (Frank)	Someone Else's Baby—B. F. Wood (—)
Looking High, High, High—Robbins (Robbins)	Royal Event—Noel Gay (—)
Fings Ain't Wot They Used T'Be—World (Wide (—))	Clementine—Southern (Tweed)
Do You Mind—Macmelodies (—)	Stuck on You—Belinda (Gladys)
My Old Man's a Dustman—Cromwell (Richmond)	Tom Pillibi—Sterling (—)
A Summer Place—Blossom (Witmark)	Why—Debmar (Debmar)
Fall in Love With You—Kalith (—)	Footsteps—Nevins-Kirschner (Aldon)
Cathy's Clown—Acuff-Rose (Acuff-Rose)	Handy Man—Sheldon (Sheldon)
Delaware—Leeds (Roncom)	Running Bear—Southern (Glad-Big Bopper)
	Beyond the Sea—Chappell (Harms)
	Love Is Like a Violin—Keith Prowse (—)

Cops Irked; Put 'Pops' in Pokey

HARLINGEN, Tex.—The promoter of a touring stagershow remained in jail here Tuesday (24) as two sponsoring police associations made plans to pay off some \$1,200 to ticket holders to the show that never came off.

W. J. (Pops) Watts, of Washington and San Antonio, promoter of the "Grand Ole Opry" shows, was charged with felony swindle and was being held in lieu of \$3,000 bond.

The scheduled show here Satur-

day night did not go on and Chief of Police Marshall Rousseau said Watts informed an audience of about 1,000 that performers had broken their agreement.

Rousseau said the performers told police they refused to perform because they had not been paid for other shows in the Rio Grande Valley.

The joint sponsors of the show, the Harlingen Police Auxiliary and the Municipal Police Association, said it would pay off the ticket holders. They had raised about \$300 Tuesday and Rousseau said he was prepared to sign a note at the bank for the rest of the money.

• **Reviews of New Pop Records**

• Continued from page 41

★ ★ ★
GOOD SALES POTENTIAL

JAY RICHARDS

★★★ Hear Love Knockin' — GOLD-BAND 1101 — A bluesy item, honestly done in its vocal and instrumental passages. There's a Yancey bass line, plus a country effect. (Tek, BMI) (2:19)

★★ Reach for a Moment — A ballad, done in slow tempo. (Tek, BMI) (2:12)

THE JESTERS

★★★ Sally Green — WINLEY 242 — The boys sing a blues with feeling over a standard rock and roll backing. Could get lost in the pop and r.&b. fields. (Ninny Ethel Byrd)

★★ The Wind — The boys handle an old-fashioned waxing with much emotion, sparked by a high voice lead. (Trianon, BMI)

RALPH HARRIS

★★★ Who's to Blame — EXCELLO 2177 — A ballad, sung by Harris with considerable style. There's a swiny backing using organ as one of the instruments, and also some good horn. (Excellero, BMI) (2:04)

★★ She Might — A bouncy ballad, with a touch of material. (Excellero, BMI) (2:04)

DEWEY GUY

★★★ Rock a While — RIDGECREST 1201 — A rocker with an infectious rhythm provided by percussion. Vocal has teen appeal. Funky quality pervades the instrumentation.

★★ Can't Stand to Be Alone — Another rocker, with a choral group chanting responses to the vocal. Side is blues-oriented.

★ ★ ★
MODERATE SALES POTENTIAL

JIMMY CHARLES

★★ A Million to One — PROMO 1002 — Another tune devoted to an "impossible" teen-age love, with the participants just too young. Charles hands it a spirited effort, against soft triplet backing. (Starflower, BMI) (2:38)

★★ Hop Scotch Hop — A rather dated sample of rock 'n' roll with Charles supported by a fem vocal group. Good rhythm and beat. (Starflower, BMI) (2:18)

FRANCIS BAY

★★ Rhythm and Blues and Pipes — OMEGA 707 — Solid pipe organ solo work highlights a swiny instrumental theme. Nice jockey side. (Davon, BMI) (2:08)

★★ The Chase — Interesting arrangement with auto horn effects is wrapped up in tasteful instrumental treatment. (Lisa, ASCAP) (2:17)

GOR CRANE

★★ The Heavens Cried — BOARDWALK 1051 — Dramatic rockaballad is warbled with heart and emotion by Crane. (Jay-Bee, ASCAP) (2:17)

★★ I Reached for a Star — Fervid vocal by Crane on pretty ballad. (Jay-Bee, ASCAP) (2:11)

CLENT GANT'S COMBO

★★ So Hi—So Lo — CHANSON 1003 — Blues instrumental. Moves right along with a rocking beat. (Czar, BMI) (1:46)

★★ Stormy Weather — The standard gets a fair vocal go, with instrumental backing carrying a strong beat and an organ part. (Mills, ASCAP) (2:21)

THE AVONS

★★ Pickin' Petals — MERCURY 71618 — The Avons, a mixed group, sell this happy effort sweetly, with the male lead singing it well. Cute side. (Zodiac, BMI) (1:54)

★★ We Fell in Love — Group comes thru pleasantly on this slight effort, helped by big string backing. (Tin Pan Alley) (1:45)

CINDY DEVEREAUX

★★ Say It From Your Heart — MERCURY 71631 — A listenable rhythm effort is sold in good fashion by the thrush over a stylish arrangement by the Belford Hendricks crew. (Eden, BMI) (2:00)

★★ Sing On, Baby — Thrush sells this backs her with care. The ork support is by the Belford Hendricks crew. (Meridian, BMI) (2:15)

THE VENTURES

★★ Walk-Don't Run — BLUE HORIZON 101 — A fair rocker by the group. Instrumental side gets a guitar lead.

★★ Home — The old hit tune by Peter Van Steeden is updated via a low register guitar lead on the instrumental version. (Mario, ASCAP) (2:18)

LEE DENSON

★★ A Tree in the Meadow — MERRI 202 — A familiar vintage type tune is given a soft, crooning kind of warble by Denson. He has a pleasant quality and is heard against simple rhythm accompaniment (Cambell-Connelly, ASCAP) (2:01)

★★ Twang — An okay rhythm side with the chorus essaying the instrumental effect. (Mendocino, BMI) (1:58)

RONNIE CHAPMAN

★★ Good News — COLUMBIA 41687 — A good, gutsy reading of a rocking, spiritual

song. Chapman gives an enthused performance with a colorful choral backdrop. (2:08)

★★ It Happens Every Day — A ballad done to a slightly calypso-oriented rhythm. Fair potential. (Sequence, ASCAP) (2:39)

THE VIBRATIONS

★★ Love Me Like You Should — CHECKER 954 — A rocker blues, with a handclapping rhythm background. Lead man shouts it out in good form. Material has only moderate appeal but the performance is good. (Arc, BMI) (2:07)

★★ So Blue — A slow and pulsing ballad affair here with the lead handling it in pleasant style. (Chappell, ASCAP) (2:00)

TONI CAPRI

★★ You Thrill Me — LIBAN 1003 — A warm rockaballad is sold sweetly by the chanter while a fem voice sings a descant behind him. Listenable wax. (Music, BMI) (2:24)

★★ Can't Live With Them and . . . — Tony Capri bows on the label with a pleasant reading of a song that poses the eternal question of women—and how difficult it is to live with or without them (Reserve, BMI) (2:20)

RONNIE ROSE

★★ The Way She Got Away From Me — COOL 143 — The chanter sells this novelty with a beat in fair fashion. (Ridgeway, BMI) (1:51)

★ The Ghost of a Honky-Tonk Slave — So-so reading of a weeper. (Vokes, BMI) (2:54)

BILL BERRY

★★ A Boy Named Joe — COOL 145 — A tale of heartbreak and tragedy in the country vein. Berry lends the tune the proper emotion. Quivering barroom type piano and guitar are heard in weeping roles. (Queen, BMI) (2:05)

★ If I Lost You — A moderate rockaballad. Side has only nominal appeal. (Queen, BMI) (2:10)

Country & Western

★ ★ ★ ★

STANLEY BROTHERS
★★★★ Sweeter Than the Flowers — KING 5355 — This noted weeper gets a strong performance by one of the fine standard vocal duets. Solid c.&w. fare. (Lois, BMI) (3:16)

★★★★ Next Sunday, Darling, Is My Birthday — The brothers have another weeper, done in the traditional style. (2:12)

BILL CLIFTON

★★★★ Mail Carrier's Warning — STARDAY 498 — Mail man tells a sad saga about a mother who hasn't had a letter from her son in 20 years. Good performance on strong material. (Starday, BMI) (2:59)

★★★ You Don't Think About Me (When I'm Gone) — Bright, up-tempo tune with cheerful backing is warbled with verve by Clifton and group. (Starday, BMI) (2:40)

MERLE KILGORE

★★★★ Getting Old Before My Time — STARDAY 497 — Kilgore packs plenty of emotion into touching country item with good lyrics. (Bayou State, BMI) (2:50)

★★★ Love Has Made You Beautiful — Moving vocal performance by Kilgore and group on attractive country ditty with effective piano backing. (Bayou State, BMI) (2:20)

(Continued on page 53)

New Release!
HEARTBREAK
LITTLE WILLIE JOHN
King 5356

SWEETER THAN
THE FLOWERS
STANLEY BROTHERS
King 5355

On the Charts!
THINK
JAMES BROWN
Federal 12370

On the Charts!
FINGER POPPIN' TIME
HANK BALLARD
King 5341

HOT ROD LINCOLN
CHARLIE RYAN
Four Star 1733

COTTAGE FOR SALE
LITTLE WILLIE JOHN
King 5342

KING

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3 HOT ARTISTS WITH SELLING SINGLES

1 Frankie Miller

SINGS

BABY ROCKED HER DOLLY

#496

2

Margie Singleton

SINGS

MY SPECIAL DREAM

#502

3

Merle Kilgore

SINGS

GETTIN' OLD BEFORE MY TIME

#497

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Supreme Court to Hear

Continued from page 2

evelt told The Billboard: "It is good to know that judicial processes are open in securing the rights of smaller people to present their case in consent negotiations. I believe the Supreme Court action may have a profound effect on the way these decrees are entered into, so that negotiations will not be as arbitrarily closed to interested and affected parties in the future." Roosevelt will maintain "a very close interest" in the ASCAP matter, he stated emphatically. The California congressman has consistently urged that third parties affected by consent orders should be made party to the negotiations.

Justice Department spokesmen note that the Supreme Court may have decided to hear this case strictly on the individual merits of the wrongs and rights involved, but the Department feels there is strong likelihood that the case could become a precedent-setting decision on the whole question of consent decree procedure. Argument is expected to be held fairly early in the fall, and attorneys for the dissident publishers are expected to submit more detailed briefs than those entered in March, by Charles Horsky, of Covington and Burling, and Herbert Cheyette, resident counsel for the Fox firm.

Technically, there are some huddles facing dissident attorneys in bringing the actual details of their complaints against the ASCAP board and the decree terms, before the Supreme Court. The issue before the high court is technically one of whether the dissident group does or does not have the right to a voice in the consent negotiation, which small publishers claim violated the intent of the 1950 decree to protect smaller business interests.

However, merits of the complaints can be considered in argument to back up the dissidents' claim to representation. In their March plea, attorneys noted: That the decree left the same few dominant publishers in power by per-

mitting a heavily weighted vote; it left collection and distribution control still in the hands of board-dominated personnel, who also maintain control of information to membership; also, the decree favored dominant publishers in distribution. Finally, and fundamentally, the attorneys pointed out that the decree allows "glaring inadequacies" in the ASCAP survey, and left the survey itself still under board-dominated direction, thereby making a mockery of superimposed distribution formulas allegedly designed to produce fair results.

It will be up to the Supreme Court to decide whether the dissidents have a right to introduce these details to prove that competitive interests of smaller publishers have been overridden in the ASCAP-Justice decree negotiations.

In their plea to the court, dissident publishers also noted that Justice Department gave them as little representation as the ASCAP board, in the negotiations. The Department's mild consent terms were a weak compromise with their strongly critical staff memorandum to the court, which noted violations of the 1950 decree over a 10-year period, both in letter and spirit, by ASCAP board members, the protesting attorneys said.

The same point was made in the Roosevelt Small Business Subcommittee staff memo on the failure of the consent negotiation to remedy existing evils. The Roosevelt staff memo went further, to question whether the good faith of the ASCAP board could be trusted, in the light of past performance.

It questioned Justice Department's allowing such members to continue in office, and in power, in view of their poor record in management of ASCAP affairs. (The Billboard, October 12, 1959.)

Of the nine Supreme Court Justices, one, Justice Clark, has ruled himself out of participation in the case. Reasons were not given by the court.

Bootleg Platters Flood N. Y.

Continued from page 2

as 50 per cent." He added: "We'll get an initial reaction on a record quickly. We figure it's a bomb and we get ready to just forget about it. But then we hear the radio stations playing it like mad and a lot of excited talk from dealers in our area. But the record has dropped dead for us. How do you explain that?"

"This is a terrible problem that far exceeds that of payola. This is a matter that deals the government out of hundreds of thousands of dollars worth of excise taxes and in the same way keeps royalties out of the pockets of writers, publishers and artists. It robs companies of profits. Payola was a piddling thing compared to this."

Dealers in most cases would not talk about the sources of supply but there were some indications that a Newark one-stop was one of them. Some of the bootlegged pressings were believed finding their way to Newark from Cincinnati.

There were indications that private investigations are now being conducted by various parties and it was believed that distributors here would band together, when the proof was on the line, "to throw the book at these guys in every way we can," as another put it. The entire matter was believed to be in for an extensive airing when distributors and manufacturers gather for the ARMADA convention in Atlantic City two weeks hence.

Meanwhile, another interesting report circulated regarding a well-known blues-oriented New York diskery. When he heard that his

disks were being bootlegged in Texas, a bearded exec of the firm hopped a plane to see for himself. The report comes back that when he arrived at the pressing plant in question and saw a flock of his records rolling off the press, he identified himself. At that point a pistol was jabbed into his stomach by the press operator with the advice, "forget it, baby."

When called this week, the diskery exec nervously stated, "You've got the story a little bit wrong. They told me the boys were rough so I didn't even go to the plant. But frankly, that was 10 years ago!"

Roulette Asks

Continued from page 2

The label, he said, wants information in order to prove that the practices of the industry in general are fair.

In line with this, a list of several hundred Roulette record releases was enclosed. The spinners and p.d.'s were asked to check off how many times—if at all—they had played each one, and then sign an affidavit that they had not received any loot from Roulette for the spins, but had played the disks according to the dictates of their judgment.

The affidavit copy read along the following lines — "Following the audition of records submitted by Roulette, I made the decision as to whether to play or program the records. The decision rests entirely with me — my own judgment."

The **Billboard**
HOT C & W SIDES

FOR WEEK ENDING JUNE 5

TITLE, Artist, Company, Record No.

	THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHARTS
1	1	1	2	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	13
2	2	2	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	26
3	3	3	3	JUST ONE TIME, Don Gibson, RCA Victor 7690	13
4	5	7	8	ONE MORE TIME, Ray Price, Columbia 41590	9
5	4	4	5	ABOVE AND BEYOND, Buck Owens, Capitol 4337	13
6	7	8	9	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	9
7	12	29	26	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	5
8	6	5	4	ANOTHER, Roy Drusky, Decca 31024	20
9	9	6	6	BIG IRON, Marty Robbins, Columbia 41589	11
10	10	11	11	LEFT TO RIGHT, Kitty Wells, Decca 31065	7
11	8	9	7	SINK THE BISMARCK, Johnny Horton, Columbia 41568	10
12	14	13	13	YOUR OLD USED TO BE, Faron Young, Capitol 4351	8
13	15	18	20	SMILING BILL McCALL, Johnny Cash, Columbia 41618	4
14	13	10	10	A SIX PACK TO GO, Hank Thompson, Capitol 4334	11
15	26	—	—	THAT'S MY KIND OF LOVE, Marion Worth, Guyden 2033	2
16	11	12	18	SEASONS OF MY HEART, Johnny Cash, Columbia 41518	6
17	25	20	24	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306	9
18	17	15	14	PINBALL MACHINE, Lonnie Irving, Starday 486	12
19	20	23	21	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583	8
20	—	—	—	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	1
21	19	—	—	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	12
22	23	—	—	IS IT WRONG (FOR LOVING YOU), Webb Pierce, Decca 31058	2
23	16	14	12	FAMILY BIBLE, Claud Gray, D 1118	11
24	21	17	19	(DOIN' THE) LOVER'S LEAP, Webb Pierce, Decca 31058	8
25	27	—	—	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496	2
26	—	—	—	WRONG COMPANY, Jan Howard and Wynn Stewart, Challenge 59071	1
27	—	—	—	STUCK ON YOU, Elvis Presley, RCA Victor 7740	1
28	—	28	25	JENNY LOU, Sonny James, NRC 050	3
29	24	25	—	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633	3
30	—	24	23	KEYS IN THE MAILBOX, Freddie Hart, Columbia 41597	4

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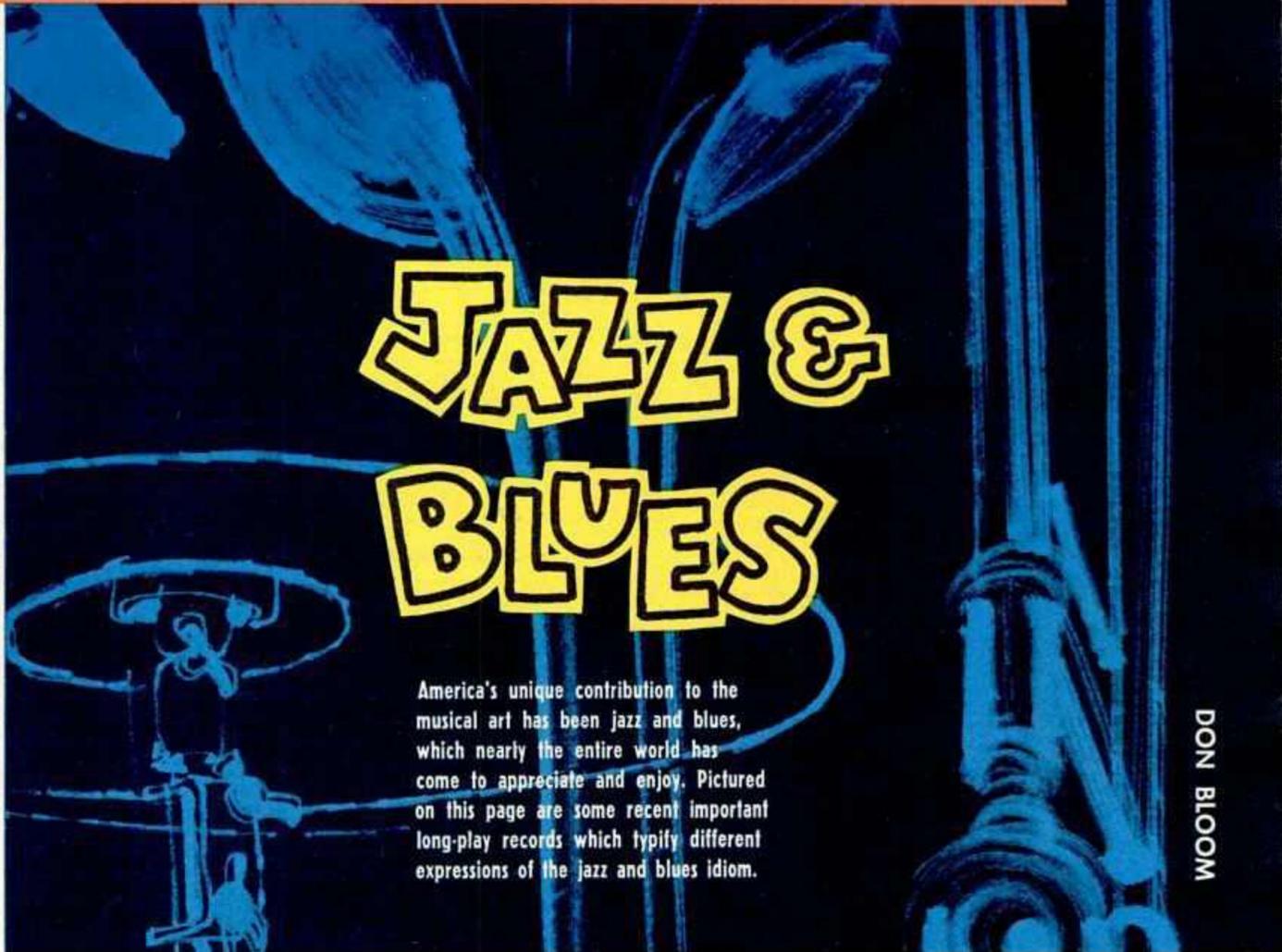
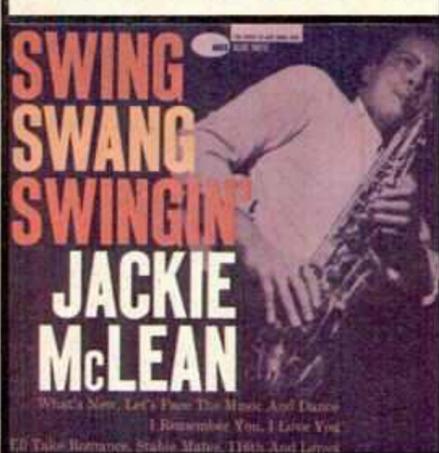
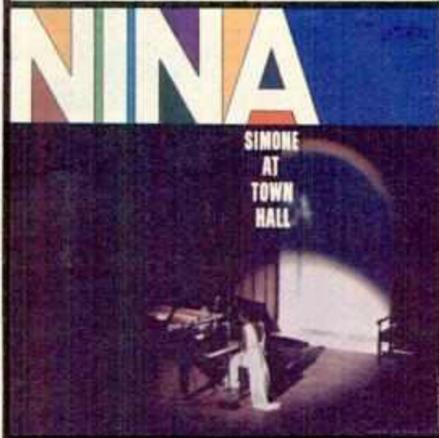
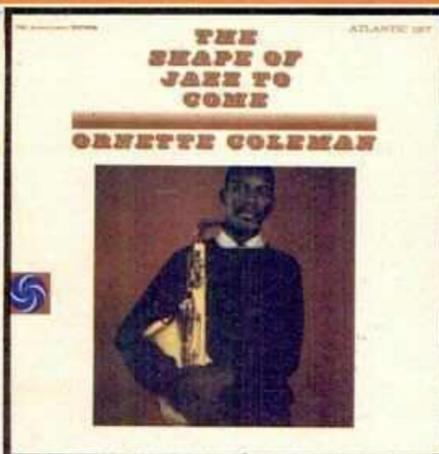
NASHBORO Record Co., Inc.
Nashville, Tenn.

MAY 30, 1960

AUDITION

THE MUSICAL SHOPPING GUIDE

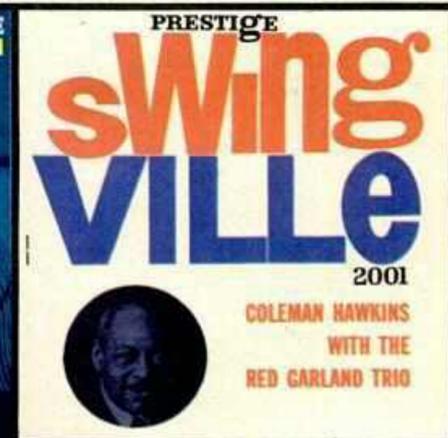
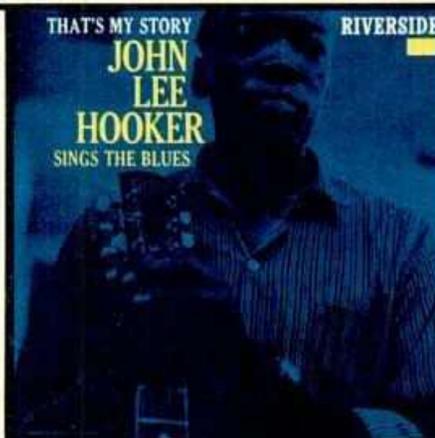
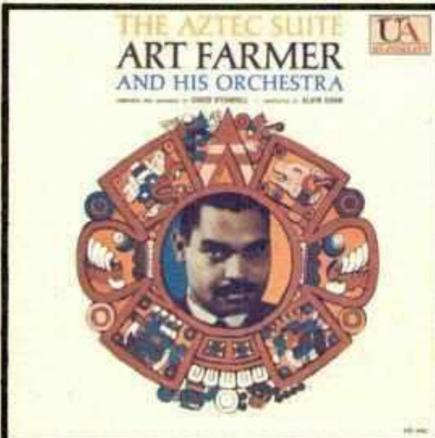
Listings and capsule descriptions of the month's top new LP's, by type of music: popular, classical, jazz, etc.



JAZZ & BLUES

America's unique contribution to the musical art has been jazz and blues, which nearly the entire world has come to appreciate and enjoy. Pictured on this page are some recent important long-play records which typify different expressions of the jazz and blues idiom.

DON BLOOM



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

Showcase

OF NEW AND OUTSTANDING LP'S

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

POPULAR

BAKER, DON TRIO — Hammond For Dancing. Capitol ST 1357

BAXTER, LES—Teen Drums. Capitol ST 1355

BEL-IRE GIRLS — Sing Along With Teen-Agers. Everest SDBR 1081 (Stereo)

BERGEN, POLLY — Polly Bergen's Four Seasons of Love. Columbia CL 1451

BEVIN, JESSE — Mr. Easy. RCA Victor SP 2105 (Stereo & Monaural)

BOONE, PAT—Moonglow. Dot DLP 3270

BOSTON POPS (Fiedler) — Everything But the Beer. RCA Victor LM 6082

BREWER, TERESA — Ridin' High. Coral CRL 57315

BRYANT, RAY — Madison Time. Columbia CL 1476

BURNS, RALPH ORK—New York's a Song. Decca DL 9068

BYE BYE BIRDIE—Original Cast. Columbia KOL 5510

CARLE, FRANKIE—Golden Touch. RCA Victor LSP 2139 (Stereo & Monaural)

CASTLE, LEE & JIMMY DORSEY ORK. — Goodies But Gassers. Epic LN 3681

COOPER, JACKIE — Hennesey. Signature SM 1049

COSTANZO, JACK — Afro Cann. Liberty LST 7137 (Stereo & Monaural)

CRAWFORD, JESSE—Songs of Love. Decca DL 8941

DALE, ALAN—Alan Dale Sings Great American Hits in Italian. United Artists UAL 3091

DE VOL, FRANK & STRINGS — The Old Sweet Songs With. Columbia CS 8209; CL 1413 (Stereo & Monaural)

DOGGETT, BILL—For Reminiscent Lovers By Bill Doggett. King 706

DOO, DICKIE & THE DON'TS—Madison. United Artists UAS 6094 (Stereo & Monaural)

DORS, DIANA — Swinging Dors. Columbia CS 8232. CL 1436 (Stereo & Monaural)

EDDY, DUANE — Because They're Young. (1-EP). Jamie JEP 304

ELGART, LES — The Band With That Sound. Columbia CL 1450

ELLIS, ANITA—The World in My Arms. Elektra EKL 179

EVERLY BROTHERS — Fabulous Style of the Everly Brothers. Cadence CLP 3040

FIELDS, IRVING — Irving Fields Favorites. King 703

FISHER, EDDIE — Tonight With Eddie Fisher. Ramrod T 6002

GENE & EUNICE—Gene & Eunice (1-EP). Case EP 100

GOLD, MARTY — Swingin' West. RCA Victor LSP 2163 (Stereo & Monaural)

HARDAWAY, ROSE—It's Time for Rose Hardaway. Seeco CELP 460

HEATH, TED—The Big Band Dixie Sound. London PS 184

HENDERSON, JOE—Happy Piano. Signature SM 1043

HUGO & LUIGI & CHILDREN'S CHORUS—The Sound of Children. RCA Victor LSP 2159 (Stereo & Monaural)

HUMPHREYS, EARL — I Remember You. Verve VS-6136 (Stereo & Monaural)

JOHNSON, MARY—I Love the Way You Love. (1-EP). United Artists 10007

KANE, JACK—Raisin' Kane. Signature SM 1002

KARAS, ANTON — Zitherama. Omega OSL-36 (Stereo & Monaural)

KENNEY, BEVERLY — Like Yesterday. Decca DL 8948

KING, ALAN — Alan King in Suburbia. Seeco SAW 2101

KNIGHTSBRIDGE STRINGS — More Swinging Strings. Top Rank RM 325

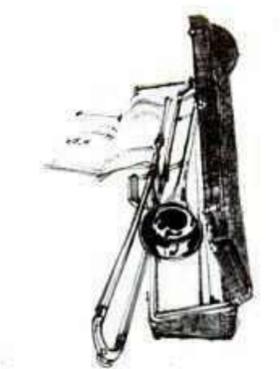
LECUSSANT, ROGER & ORK — Under Skies of Paris. Omega OSL-30

LEGRAND, MICHEL — I Love Paris. LeGrand Piano. Columbia C 1441

LIBERACE & GORDON ROBINSON—The Magic Pianos of Liberace and Gordon Robinson. Coral CRL 57305

LIGHT, ENOCH & THE LIGHT BRIGADE. Provocative Percussion Vol. 2. Command RS 810-S.D. (Stereo)

LONDON, JULIE—Julie At Home. Liberty LST 7152 (Stereo & Monaural)



LONDON POPS ORK — Strings Around the World, Vol. 2. Omega OSL-55 (Stereo & Monaural)

LOPEZ, VINCENT — Lopez Playing. Columbia CL 1433

MACRAE, GORDON & SHEILA—Our Love Story. Capitol ST 1353 (Stereo & Monaural)

MANTOVANI—Songs to Remember. London PS 193

MARSHALL, JACK—The Marshall Swings. Capitol ST 1351 (Stereo & Monaural)

MARTERIE, RALPH ORK. — Big Band Man. Mercury SR 60183 (Stereo & Monaural)

MENAIR, BARBARA — Love Talk. Signature SM 1042

MELBA, STANLEY—Stanley Melba at the Horse Show Ball. United Artists UAL 3075

MORGAN, RUSS — Dance Along With Russ Morgan. Everest S 1083

OLYMPICS—Doin' the Hully Gully. Arvee 423

OWEN, REG—Get Happy. Palette MPZ 1004

OWEN, REG ORK.—Fiorello! Palette 1018

PETERSON, OSCAR TRIO—Fiorello! Verve MG V 8366

PRESLEY, ELVIS — Elvis Is Back. RCA Victor LSP 2231 (Stereo & Monaural)

PREVIN, ANDRE — Like Love. Columbia CL 1437

PRIMA, LOUIS & KEELY SMITH—Together. Dot DLP 3263

RICHARDS, BARNEY & HIS REBELS—Dixie in High Society. Mercury SR 60185 (Stereo & Monaural)

RINALDI, JOE—Joe Rinaldi. Signature SM 6010

SCENT OF MYSTERY — Original Sound Track. Ramrod T 6001

SCOTT, JACK — What Am I Living For? Carlton LP 12-122

SLATKIN, FELIX—Fantastic Brass. Liberty LSP 7157 (Stereo & Monaural)

SMITH, KEELY & LOUIS PRIMA—Together. Dot DLP 3263

SNYDER, BILL & ORK — The Magic Touch. Decca DL 8958

SONS OF THE PIONEERS—Cool Water. RCA Victor LSP 2118 (Stereo & Monaural)

SYMS, SYLVIA — Torch Song. Columbia CL 1447

TEAL, JOY — Mood in Mink. Seeco CELP 457

UNFORGETTABLES, THE — Forgotten Hits. Forget-Me-Not LPF 101

VALENTE, CATERINA — Classics With a Chaser. RCA Victor LSP 2119 (Stereo & Monaural)

VAUGHN, BILLY ORK. — Linger Awhile. Dot DLP 25275 (Stereo & Monaural)

VIOLA, AL — Imagination. Liberty LST 7155

WAGNER, ROGER CHORALE—Voices of the South. Capitol SP 8159 (Stereo & Monaural)

Time. Warner Bros. WS 1381 (Stereo & Monaural)



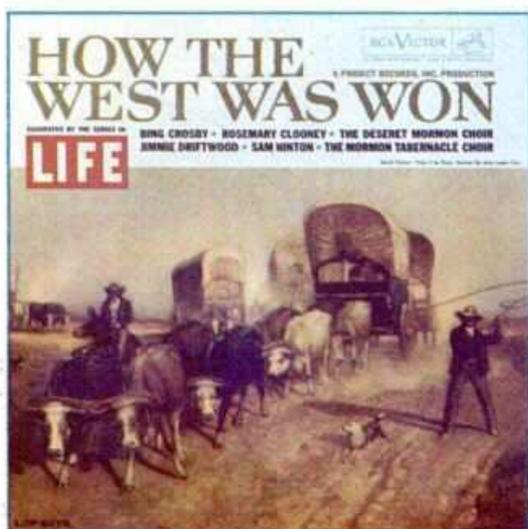
WITH MY LOVE—Ernest Maxin conducts. The songs all have roses or flowers in their titles—La Vie En Rose, Petite Fleur, In Apple Blossom Time. A love note is attached to the attractive cover. Rank RM-321(M), 321(S).



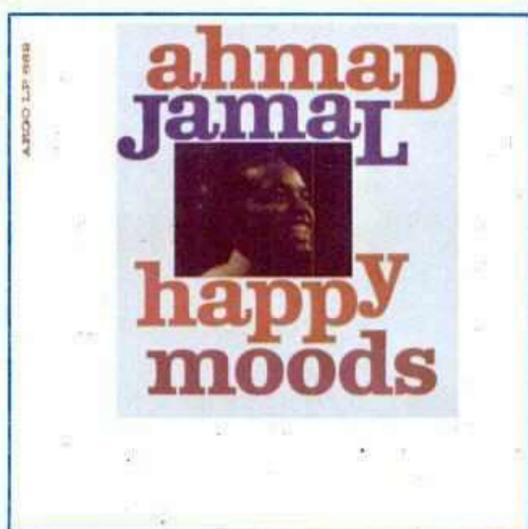
MUSIC FROM MR. LUCKY—Composed and conducted by Henry Mancini. From the CBS-TV Series. The creator of the famous Peter Gunn TV background music has created fresh and exciting music. RCA Victor LPM-2198(M), LSP-2198(S).



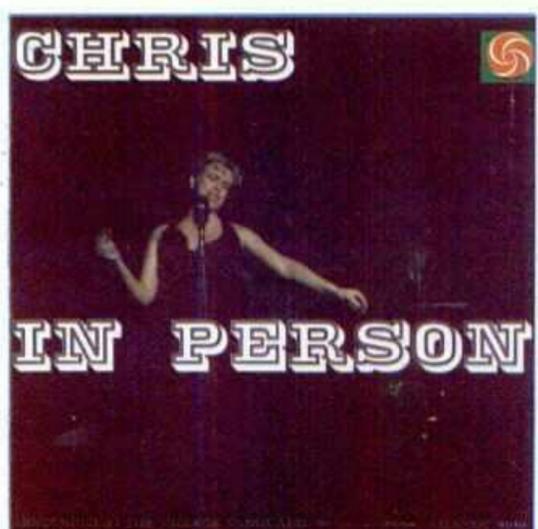
I REMEMBER HANK WILLIAMS—Jack Scott, one of today's top vocal stars, salutes the late, great Hank Williams with a collection of his great country flavored hits. Cold Heart is but one. Rank RM-319(M), 319(S).



HOW THE WEST WAS WON—On two LP records the most complete collection of Western songs and hymns ever compiled—plus actual Life Magazine text and color prints on the Winning of the West. RCA Victor LOP-6070(M), LSO-6070(S).



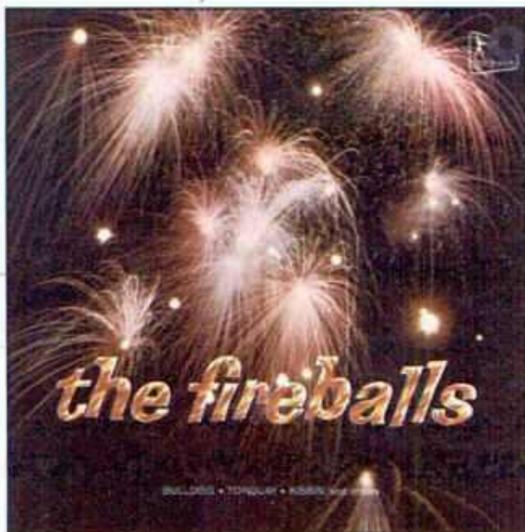
HAPPY MOODS—Ahmad Jamal, Argo 662(M), 662(S). The fabulous Jamal trio in a bubbling collection of great tunes, beautifully recorded. "His best album to date," say the critics.



CHRIS IN PERSON—Chris Connor, Atlantic 8040 (M), SD-8040(S). Chris' strikingly individual interpretations on Strike Up the Band, Lover Come Back to Me, Don't Worry 'Bout Me, and others, will please her fans.



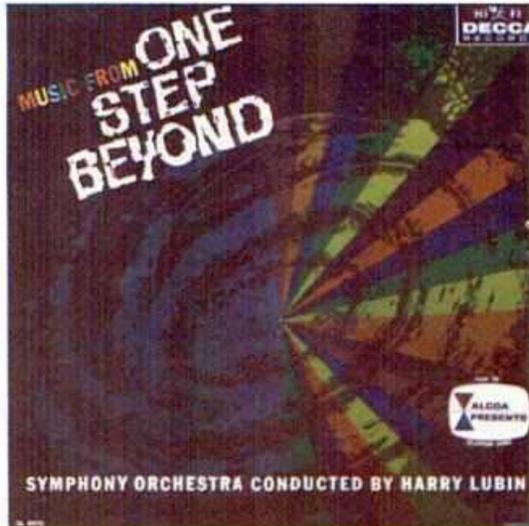
JOIN BING & SING ALONG—Bing Crosby & His Friends. His first "Sing Along" album, with orchestra and chorus; 33 great songs. Fun for the whole family. Lyric sheets enclosed, Warner Bros. W-1363(M), WS-1363(S).



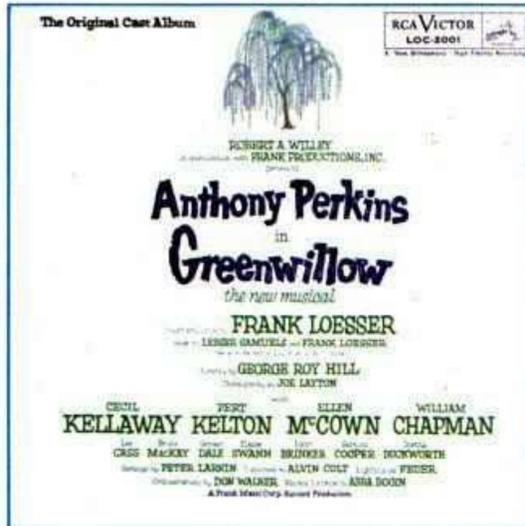
THE FIREBALLS—This pyrotechnic group match the exciting cover with their distinctive arrangements that include their hits, Torquay, Bulldog, Kissin' and Foot Patter. Toes will tap to this album. Rank RM-324(M), 324(S).



A TOUCH OF TABASCO—Rosemary Clooney and Perez Prado, excitingly blended in selections ranging from I Only Have Eyes for You and Mack the Knife to Cu-Cu-Rru-Cu-Cu Paloma! RCA Victor LPM-2133(M), LSP-2133(S).



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



GREENWILLOW—The Original Cast Album. Brilliant music and lyrics by Frank Loesser are superbly performed by Tony Perkins, Cecil Kellaway, Pert Kelton, Ellen McCown, William Chapman. RCA Victor LOC-2001(M), LSO-2001(S).



CAN-CAN—Original Sound Track Album starring Frank Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jourdan. A major musical extravaganza featuring Cole Porter's captivating melodies and clever lyrics. Capitol W 1301(M), SW 1301(S).

WASHINGTON, DINAH — Unforgettable. Mercury SR 60232 (Stereo & Monaural)

WELK, LAWRENCE—To Mother. Dot DLP 25284 (Stereo & Monaural)

WESTON, PAUL—The Sweet and the Swingin'. Capitol ST 1361

WILLIAMS, GEORGE—Put On Your Dancing Shoes. United Artists UAL 3076

WILLIAMS, GRIFF ORK. — Griff Williams Style. Mercury SR 60173 (Stereo & Monaural)

WILSON, JACKIE — Jackie Sings the Blues. Brunswick 54055

WRIGHT, MARTHA — Love, Honor And All That Jazz. RCA Victor LSP 2096

LOW PRICE POPULAR

CHACKSFIELD, FRANK ORK.—Ebb Tide. Richmond S 30078 (Stereo & Monaural)

CHERNEY, GUY — Everybody Sing. Wing MGW 12193

CUGAT, XAVIER & ORK — Harmony HL 7242

FUNT, ALLAN — Candid Microphone; The Hilarious World-Famous Recordings of People Caught in Unguarded Moments. Harmony HL 7243

GREAT BANDS — Various Artists. Harmony HL 7238

HOLMES, LEROY ORK.—A Summer Place. Lion SL 70136

HOWARD, EDDY — Sleepy Serenade. Wing MGW 12194

LOMBARDO, GUY—He's My Guy. Camden CAL 578

LONDON THEATRE COMPANY—The Sound of Music. Richmond S 30079 (Stereo & Monaural)

LOWRY, ART & HIS LATIN-AMERICAN SOUNDS — Windjammer. Harmony HS 11005 (Stereo)

MAPHIS, JOE — Hi-Fi Holiday for Banjo. Harmony HS 11032 (Stereo & Monaural)

MARTIN, SKIP — Can-Can. Stereo Fidelity SF 12400

MODERN SCREEN'S HOLLYWOOD METHOD — Various Artists. RCA Camden CAL 581

SHORE, DINAH — Lavender Blue. Harmony HL 7239

STRAETER, TED & ORK—I Could Have Danced All Night. Harmony HL 7232. HS 11029 (Stereo & Monaural)

TATE, BUDDY SEXTET — The Madison Beat With Calls by Eddie Morrison. Harmony HL 11034; HL 7257 (Stereo & Monaural)

JAZZ

BELLETTA, AL SEXTET—The Big Sound. King 716

BRUBECK, DAVE QUARTET—Southern Scene. Columbia CS 8235; CL 1439 (Stereo & Monaural)

CARTER, BENNY-HAL SCHAEFER—Can-Can—Anything Goes. United

CASTRO, JOE—Groove Funk Soul. Atlantic 1324 Artists UAL 3055

CLARK, SONNY TRIO — Time T 70010

CLAYTON, BUCK — Fast But Soft. Omega OML 1052

DONALDSON, LOU—Time Is Right. Blue Note 4025

FERGUSON, MAYNARD ORK—Boy With Lots of Brass. Mercury SR 60124 (Stereo & Monaural)

GIBBS, TERRY QUINTET—Can-Can. Verve VS 6145 (Stereo & Monaural)

GRIMES, TINY—Tiny in Swingville. Prestige 2002

HAWKINS, COLEMAN — Coleman Hawkins Plus the Red Garland Trio. Prestige Swingville 2001

JACKSON, WILLIS QUINTET — Cool "Gator." Prestige 7172

McBROWNE, LENNY & THE FOUR SOULS — Pacific-Jazz 3074. (Stereo & Monaural)

McCANN, LES—Les McCann Ltd. Plays the Truth. Pacific Jazz S-2

MINGUS, CHARLES & HIS JAZZ GROUP — Mingus Dynasty. Columbia CS 8236; CL 1440 (Stereo & Monaural)

PEIFFER, BERNARD — Can-Can. Laurie LLP 1008

PRIESTER, JULIAN—Keep Swingin' Riverside 12-316

POLL WINNERS THREE — Barney Kessel, Shelley Manne & Ray Brown. Contemporary M 3576

RED, FREDDIE QUARTET — The Connection. Blue Note 4027

SIMS, ZOOT—The Art of Jazz. Seeco CELP 452

SIMS, ZOOT — Clifford Brown—Jazz Immortal. Pacific Jazz 837

ST. CLAIRE, BETTE — Bette St. Claire at Basin St. East. Seeco CELP 456

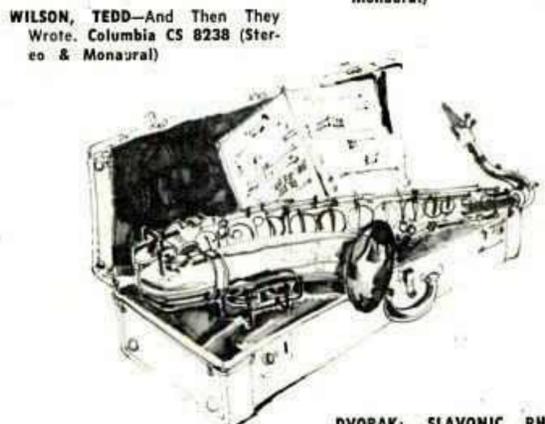
SUTTON, RALPH QUARTET — Jazz At the Olympics. Omega OSL-51 (Stereo & Monaural)

SWINGIN' LIKE SIXTY, VOLS. 1, 2, 3 — Various Artists. World Pacific WP 1289, 1290, 1291 (Stereo & Monaural)

THURBER CARNIVAL — Original Cast. Columbia KOS 2024 (Stereo & Monaural)

VENUTI, JOE — Plays Gershwin; Plays Jerome Kern. Golden Crest CR 3100, 3101 (Stereo & Monaural)

WILSON, TEDD—And Then They Wrote. Columbia CS 8238 (Stereo & Monaural)



CLASSICAL

BARTOK: PEASANT SONGS; TWO PORTRAITS OP. 5; DEUX IMABES, OP. 10 — Tatraj, violin; Radio Sym. (Lehel) Artia ALP 124

BRAHMS: HORN TRIO IN E FLAT FOR VIOLIN, HORN AND PIANO; SONATA NO. 2 IN A MAJOR FOR VIOLIN AND PIANO—Szigeti, violin; Horszowski, piano; Barrows, horn. Mercury SR 90210; MG 50210 (Stereo & Monaural)

BRAHMS: HUNGARIAN DANCES; DVORAK: SLAVONIC RHAPSODY NO. 3; SCHERZO CAPRICIOSO—Royal Phil. Orch (Kubelik). Capitol EMI SG 7209 (Stereo & Monaural)

BRAHMS: SYMPHONY NO. 1—Berlin Philharmonic Orch. (Kempe). Capitol-EMI SG 7208 (Stereo & Monaural)

BRAHMS: SYMPHONY NO. 4 IN E MINOR, OP. 98 — Columbia Sym. Orch. (Walter). Columbia MS 6113 (Stereo & Monaural)

BRAHMS: VARIATIONS AND FUGUE ON A THEME BY HANDEL; VARIATIONS ON A THEME BY PAGANINI (Katchen)—London CS 6158 (Stereo & Monaural)

CHOPIN: THE 24 PRELUDES—Alexander Brailowsky, piano. Columbia MS 6119 (Stereo & Monaural)

DVORAK: SYMPHONY NO. 5 — The London Sym. Orch. (Ludwig). Everest SDBR 3056 (Stereo)

ELMAN JUBILEE RECORD—Mischa Elman, violin. Vanguard VSD 2048 (Stereo & Monaural)

FALLA: THE THREE CORNORED HAT — Complete Ballet. London Sym. Orch. (Jorda). Everest SDBR 305 (Stereo)

HANDEL: ORGELKONZERT; HAYDN: MISSA SANCTAE CAECILLIAE—Sinfonie Orch. des Bayerischen Rundfunks (Jochum). Deutsche Grammophon Gesellschaft 138 028-29 SLPM. (Stereo & Monaural)

HAYDN: MISSA SANCTAE CAECILLIAE; HANDEL: ORGELKONZERT — Sinfonie Orch. des Bayerischen Rundfunks (Jochum). Deutsche Grammophon Gesellschaft 138 028-29 SLPM. (Stereo & Monaural)

HAYDN: SYMPHONY NO. 100 IN G; SYMPHONY NO. 101 IN D MAJOR — London Sym. Orch. (Dorati). Mercury SR 90155 (Stereo & Monaural)

KENNAN: THREE PIECES; ROGERS: ONCE UPON A TIME; BERGMAN: GOLD AND THE SENIOR COMMANDANTE — Eastman-Rochester Orch. (Hanson). Mercury SR 90147; MG 50147 (Stereo & Monaural)

KHACHATURIAN: CONCERTO FOR PIANO AND ORCHESTRA — Peter Katin, piano. The London Sym. Orch. (Rignold). Everest SDBR 3055 (Stereo)

LOVE SCENES — Hollywood Bowl Sym. Orch. (Newman). Capitol SP 8516 (Stereo & Monaural)

MEYERBEER: SYMPHONY NO. 3 IN A MINOR; A MIDSUMMER NIGHT'S DREAM — Sudwestfunk Orch. (Van Remoortel); Orchester der Wiener Volksoper (Van Remoortel). Vox STPL 511-310 (Stereo & Monaural)

MOZART: CLARINET QUINTET, K. 581; EINE KLEINE NACHTMUSIK K. 525 — Oppenheim, clarinet. Budapest Quartet. Columbia MS 6127

DVORAK: SYMPHONY NO. 5 — The London Sym. Orch. (Ludwig). Everest SDBR 3056 (Stereo)

ELMAN JUBILEE RECORD—Mischa Elman, violin. Vanguard VSD 2048 (Stereo & Monaural)

FALLA: THE THREE CORNORED HAT — Complete Ballet. London Sym. Orch. (Jorda). Everest SDBR 305 (Stereo)

HANDEL: ORGELKONZERT; HAYDN: MISSA SANCTAE CAECILLIAE—Sinfonie Orch. des Bayerischen Rundfunks (Jochum). Deutsche Grammophon Gesellschaft 138 028-29 SLPM. (Stereo & Monaural)

HAYDN: MISSA SANCTAE CAECILLIAE; HANDEL: ORGELKONZERT — Sinfonie Orch. des Bayerischen Rundfunks (Jochum). Deutsche Grammophon Gesellschaft 138 028-29 SLPM. (Stereo & Monaural)

HAYDN: SYMPHONY NO. 100 IN G; SYMPHONY NO. 101 IN D MAJOR — London Sym. Orch. (Dorati). Mercury SR 90155 (Stereo & Monaural)

KENNAN: THREE PIECES; ROGERS: ONCE UPON A TIME; BERGMAN: GOLD AND THE SENIOR COMMANDANTE — Eastman-Rochester Orch. (Hanson). Mercury SR 90147; MG 50147 (Stereo & Monaural)

KHACHATURIAN: CONCERTO FOR PIANO AND ORCHESTRA — Peter Katin, piano. The London Sym. Orch. (Rignold). Everest SDBR 3055 (Stereo)

LOVE SCENES — Hollywood Bowl Sym. Orch. (Newman). Capitol SP 8516 (Stereo & Monaural)

MEYERBEER: SYMPHONY NO. 3 IN A MINOR; A MIDSUMMER NIGHT'S DREAM — Sudwestfunk Orch. (Van Remoortel); Orchester der Wiener Volksoper (Van Remoortel). Vox STPL 511-310 (Stereo & Monaural)

MOZART: CLARINET QUINTET, K. 581; EINE KLEINE NACHTMUSIK K. 525 — Oppenheim, clarinet. Budapest Quartet. Columbia MS 6127

MOZART: LINZ SYMPHONY IN C MAJOR, K.425 — Sinfonie Orch des Bayerischen Rundfunks (Leitner). Deutsche Grammophon Gesellschaft 138 046 SLPM (Stereo & Monaural)

MOZART: SYMPHONY NO. 40; SCHUBERT: SYMPHONY NO. 8 (UNFINISHED) — London Sym. Orch. (Ludwig). Everest LPBR 6046. (Stereo & Monaural)

MUSIC OF FRANCISCO TARRAGO—Renata Tarrago, guitar. Columbia ML 5454

OVERTURES BY OFFENBACH AND AUBER — Detroit Sym. Orch. (Paray). Mercury SR 90215; MG 50215 (Stereo & Monaural)

PROKOFIEV: PETER AND THE WOLF; SAINT-SAENS: THE CARNIVAL OF THE ANIMALS—Flanders, Menuhin; Simon, piano; The Philharmonia Orch. (Kurz). Capitol EMI SG 7211 (Stereo & Monaural)

SAINT-SAENS: THE CARNIVAL OF THE ANIMALS; PROKOFIEV: PETER AND THE WOLF—Flanders, Menuhin; Simon, piano; The Philharmonia Orch. (Kurz). Capitol EMI SG 7211 (Stereo & Monaural)

SCHUBERT: SYMPHONY NO. 8 (UNFINISHED); MOZART: SYMPHONY NO. 40—London Sym. Orch. (Ludwig). Everest LPBR 6046 (Stereo & Monaural)

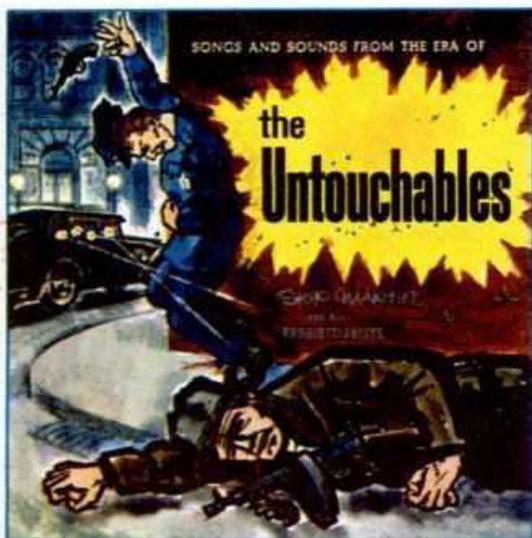
STRAVINSKY: THE RITE OF SPRING — London Sym. Orch. (Goossens). Everest LPBR 6047 (Stereo & Monaural)

STRING ORCHESTRA, THE — (Stokowski). Capitol SP 8548 (Stereo & Monaural)

TEBALDI, RENATA—Renata Tebaldi London OS 25120 (Stereo & Monaural)

VIVALDI: FOUR CONCERTOS—New York Phil. Orch. (Bernstein). Columbia MS 6131 (Stereo & Monaural)

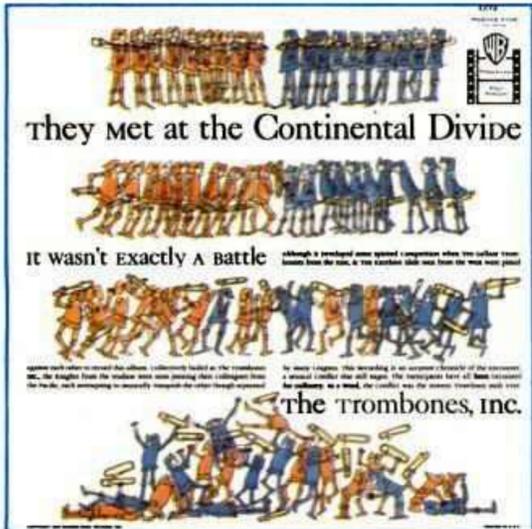
WAGNER: TRISTAN UND ISOLDE (PRELUDE AND LIEBESTOD) TANHAUSER: OVERTURE AND VENUSBERG MUSIC; LOHENGRIN: PRELUDE TO ACT III—London Sym. Orch. (Dorati). Mercury SR 90234; MG 50234 (Stereo & Monaural)



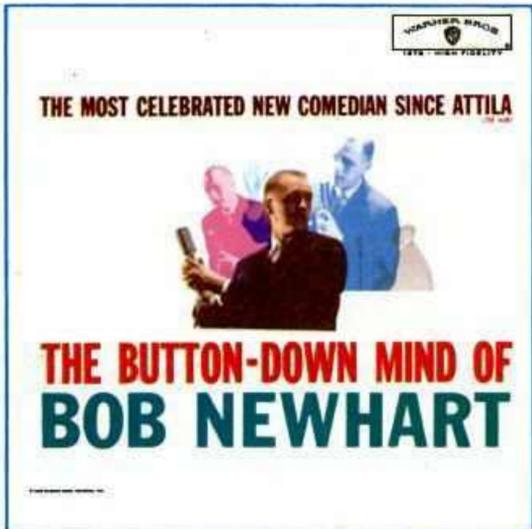
SONGS AND SOUNDS FROM THE ERA OF "THE UNTOUCHABLES"—Skip Martin and his Prohibitionists. All the excitement and nostalgia of the late '20's and early '30's shine thru this driving musical portrait. Somerset P-12900(M), SF-12900(S).



TOUJOURS MAURICE—The finest recordings of Maurice Chevalier—in RCA Camden Collector's Series CAL-579. One side has six songs in French, the other six in English to capture the complete charm of Maurice Chevalier!



THE TROMBONES, INC.—Ten trombonists from each Coast do "battle." Tunes include "Lassus Trombone," "Old Devil Moon," "Dues Blues" and "Soft Winds." Warner Bros. W-1272, WS-1272.



THE BUTTON-DOWN MIND OF BOB NEWHART—Hailed as the best new comedian of the year by Playboy. Newhart's fun is fit for all the family. Warner Bros. W-1379, WS-1379.



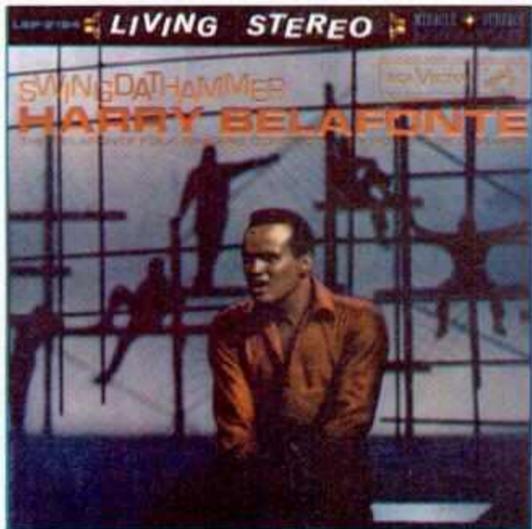
REFLECTIONS—The Platters. "Harbor Lights," "Ebb Tide," "Sleepy Lagoon" and nine other standards guaranteed to bring out the moon-June-croon in anybody by the world-famed vocal group. Mercury MG 20481(M), SR 60160(S).



GOODIES BUT GASSERS—Lee Castle and the Jimmy Dorsey Orchestra swing the great million-seller tunes. Big band swing comes to "Personality," "Bye Bye Love," "Tequila," "Fever," "Don't Be Cruel," others. Epic LN 3681(M), BN 565(S).



THE FRANZ LISZT STORY—Inspired by the motion picture, "Song Without End," is musically portrayed in magnificent style by Carmen Cavallaro. Includes Liebestraum and Hungarian Rhapsody. Decca DL 8999, 78999(S).



SWING DAT HAMMER—Harry Belafonte and the Belafonte Folk Singers conducted by Robert De Cormier. Belafonte and these chain gang songs he always wanted to record are an explosive combination. RCA Victor LPM-2194(M), LSP-2194(S).

LOW PRICE CLASSICAL

BACH: ST. JOHN PASSION—Weiner Sym. Orch. (Grossmann) (3-12"). Vox VBX 202

GRIEG: PIANO CONCERTO IN A MINOR; LITOLFF: SCHERZO—Katin, piano. London Phil. Orch. (Davis). Richmond B 19061

GRIEG: PIANO CONCERTO IN A MINOR; LITOLFF: SCHERZO—London Phil. Orch. (Davis) Richmond S 29061

LISZT: LES PRELUDES; TCHAIKOVSKY: CAPRICCIO ITALIEN—Sym. Orch. of Belgian Nat. Radio (Andre). Telefunken TC 8034

LITOLFF: SCHERZO; GRIEG: PIANO CONCERTO IN A MINOR—Katin, piano; London Phil. Orch. (Davis). Richmond B 19061

LITOLFF: SCHERZO; GRIEG: PIANO CONCERTO IN A MINOR—London Phil. Orch. (Davis). Richmond S 29061

MAHLER: DAS LIED VON DER DE; SYMPHONY NO. 2 IN C MINOR—Vienna Sym. Orch. (Klemperer) (3-12"). Vox VBX 115

MOZART: SYMPHONY NO. 39 (Haffner); SCHUBERT: SYMPHONY NO. 8—Vienna Phil. Orch. (Schuricht). Richmond B 19062

RHAPSODY IN BLUE—Liberace. Harmony HL 7237

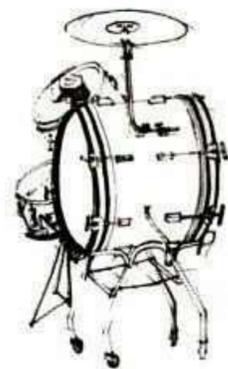
SCHUBERT: SYMPHONY NO. 8; MOZART SYMPHONY NO. 35—(Haffner) Vienna Phil. Orch. (Schuricht). Richmond B 19062

TCHAIKOVSKY: CAPRICCIO ITALIEN; LISZT: LES PRELUDES—Sym. Orch. Of Belgian Nat. Radio (Andre). Telefunken TC 8034

SEMI CLASSICAL

COLLINS, MICHAEL ORK—Bitter Sweet. Angel S 35815 (Stereo & Monaural)

LEHAR: THE MERRY WIDOW—Sadler's Wells Opera Company and Orch. (Reid). Angel 35816 (Stereo & Monaural)



SACRED

HYMNS, GOSPEL & SACRED SONGS—Don Reno & Red Smiley. King 693

SACRED SONGS—Wilma Lee and Stony Cooper. Harmony HL 7233

INTERNATIONAL

BAUER, ALFONS—My Vienna. Capitol T 10206

SILBERMAN, BENEDICT ORK—Jewish Memories. Palette MPZ 1012

TWELVE GREATEST HITS FROM THE 1960 SAN REMO FESTIVAL—Various Artists. Epic LN 3487

LOW PRICE INTERNATIONAL

THIS IS HUNGARY—Various Artists. Parliament PLP 125

LATIN AMERICAN

CALZADO, RUBEN ORK—Chiquito. Palette MPZ 1006

MORAND, JOSE ORK—Rhumbas. Fiesta FLP 1271

PALMIERI, CHARLIE ORK—Let's Dance the Charanga. United Artist UAL 3082

RIVERA, HECTOR—Let's Cha Cha Cha. Wing MGW 12197

FOLK

CHOATES, HARRY—Jole Blon. D 7000

DAVRATH, METANIA—Sings Folk Songs of Russia. Vanguard VSD 2056

DRIFTWOOD, JIMMIE—Westward Movement. RCA Victor LSP 2171 (Stereo & Monaural)

FOLKSINGERS 'ROUND HARVARD SQUARE—Various Artists. Veritas 1

HOLLOWAY, STERLING—The Grasshopper and the Ants. Disneyland ST 1905

KARMON ISRAELI FOLK DANCERS & SINGERS—Songs of the Sabras. Vanguard VSD 2059 (Stereo & Monaural)

LEWIS, FURRY—Furry Lewis. Folkways FS 3823

LISHNER, LEON—Out of the Ghetto—Songs of the Jews in America. Vanguard VRS 9068

MONTEREO, GERMAINE—Spanish Folk Songs, Vol. II. Vanguard VRS 9067

MORALES, LUX—Folk Songs of the Philippines. Folkways FS 8791

SEAFARERS—We Sing of the Sea. Elektra EKL 182

TAYLOR, CATHIE—A Little Bit of Sweetness. Capitol ST 1309



OSBORNE, TONY ORK—White House Inn. Angel S 35815 (Stereo & Monaural)

MARX, GROUCHO—The Mikado. Columbia OL 5480

SCHUBERT: LILAC TIME—Michael Collins Ork. Angel 35817 (Stereo & Monaural)

MISCELLANEOUS

CHILDREN

PROKOFIEF: PETER AND THE WOLF—Narrated by Captain Kangaroo, Bob Keeshan; the Stadium Sym. Orch. (Stokowski). Everest SDBR 3043 (Stereo)

RELIGIOUS

GRAHAM, BILLY CHOIRS—Billy Graham International Crusade. RCA Victor LPM 2088

HONEYDREAMERS—This is Our Faith. Hanover HM 8008

SISTINE CHOIR-ST. JOHN LATERN CHOIR—Hymn of Heaven On Earth. Chancellor CHV 5006 (Stereo & Monaural)

SPIRITUAL

CARAVANS—Old Time Religion. Sharp MG 2000

KNIGHT, MARIE—Lift Every Voice and Sing. Carlton LP 119





LEE, WILMA & STONEY COOPER—
The Big Wheel. Hickory LPM
H-100

MARTIN, JIMMY—Good 'N' Coun-
try. Decca DL 4016

SELLERS—HITS WITH A BEAT—
Various Artists. M-G-M E 3824;
3825; 3826

WE GO!-FIDDLIN' COUNTRY STYLE
—Various Artists. Starday SLP
114

NOVELTY

JONES, SPIKE—Omnibust. Liberty
LST 7140 (Stereo & Monaural)

POLKA

SCHEID, ELMER & BAND—Old
Time Polka Party. Epic LN 3669

YANKOVIC, FRANKIE—Plays the
All-Time Great Waltzes. Colum-
bia CS 8239; CL 1443 (Stereo
& Monaural)

SPOKEN WORD

NANNI, MINO—Mino Nanni in a
Party Mood. Stereoditties MM 1

YOUNGMAN, HENRY—Primitive
Sounds of Henry Youngman.
NRC LPA 10

SOLO INSTRUMENTAL

ALMEIDA, LAURINDO—The Span-
ish Guitars of Laurindo Al-
meida. Capitol SP 8521 (Stereo
& Monaural)

SPECIALTY

FUN WITH DRUM STICKS—Various
Artists. Music Minus One MMO
125

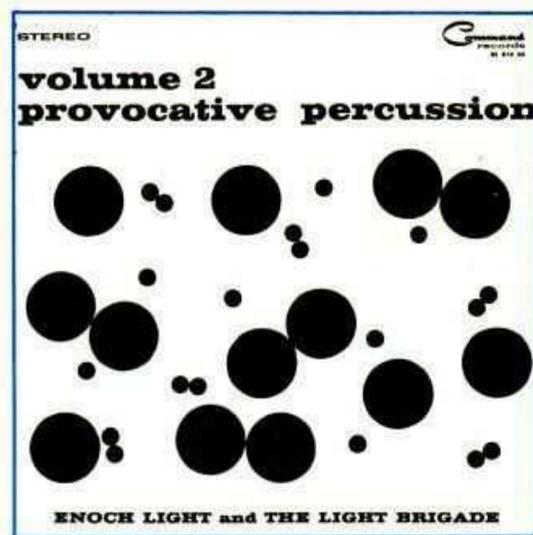
COUNTRY & WESTERN

BROWNS, THE—Town & Country.
RCA Victor LSP 2174 (Stereo &
Monaural)

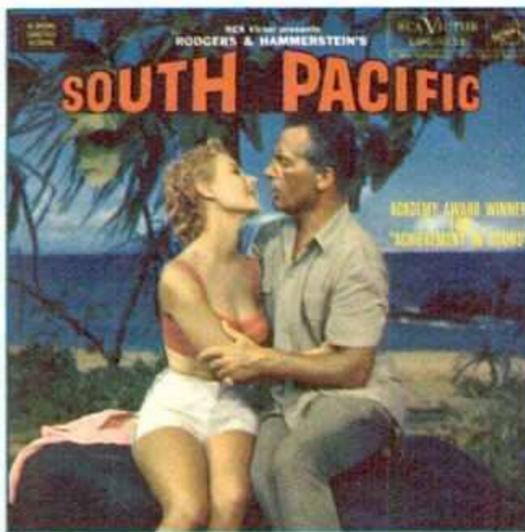
INSTRUMENTALS (1-EP)—Various
Artists. Starday SEP 130



REMEMBER WHEN—The Merrill Staton Choir. A nostalgic collection of wonderful turn-of-the-century songs sung by one of the country's finest choral groups. "Little Brown Jug," "Grandfather's Clock," others. Epic LN 3664(M), BN 559(S).



PROVOCATIVE PERCUSSION, VOL. 2—Enoch Light and the Light Brigade. Fabulous arrangements and brilliant sound in this follow-up to the best selling Vol. 1. Command RS 33-810(M), RS 810 SD(S).



SOUTH PACIFIC—An original sound-track recording. The complete Rodgers and Hammerstein score as performed in the internationally successful motion picture version of the all-time great musical. RCA Victor LOC-1032(M), LSO-1032(S).



THE SOUND OF CHILDREN—Hugo & Luigi with their children's chorus. A charming album of top-composer favorites sung by a chorus of 22 children's voices that blend like matched pearls. RCA Victor LPM-2159(M), LSP-2159(S).

SUGGESTED LIST PRICE

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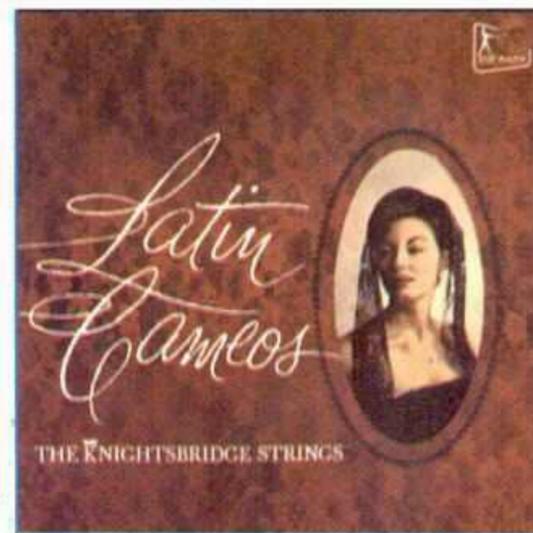
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LM	3.98
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OPW 1200	9.95
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STEREOPHONIC DISKS

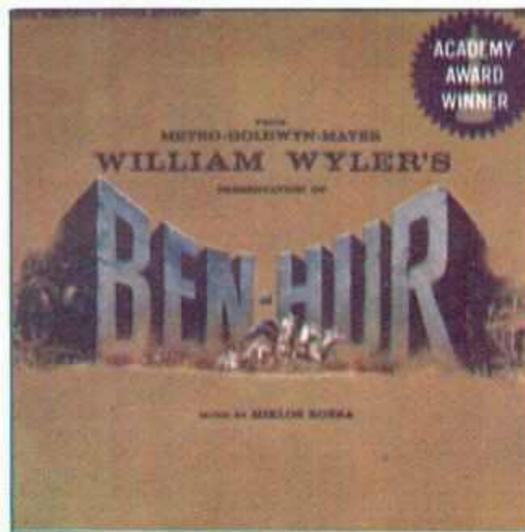
ABC-Paramount	
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Jamie	4.98
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Kandy	4.98
Kapp	4.98
Lion	2.98
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80000, 80000	4.98
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M-G-M	5.98
Mardi Gras	4.98
Monitor	5.98
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RCA Victor	5.98
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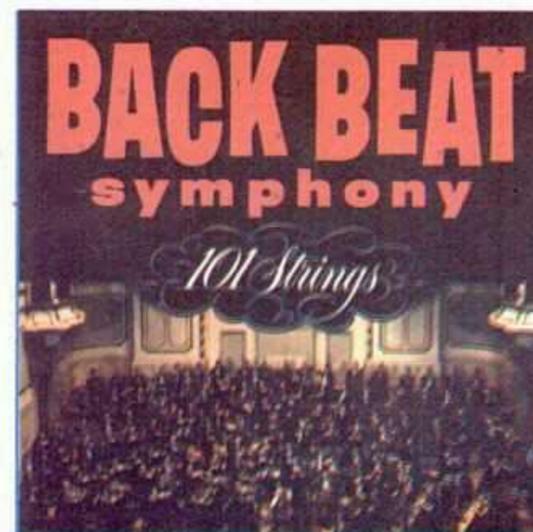
SING ALONG IN ITALIAN—The Lombardi Singers combine a happy blend of Italian evergreens plus recent hits from San Remo to produce this unique and charming entry into the sing-along field. ABC-Paramount ABC 320(M), ABCS 320 (Stereo).



LATIN CAMEOS is the title. The Knightsbridge Strings is the group that beautifully renders favorites like Frenesi, Green Eyes, Perfidia, Siboney and Amapola. Top Rank is the label. RM 315 Monaural, RS 615 Stereo.



BEN HUR—The original sound track from the motion picture that won 11 Academy Awards is mightily captured in this de luxe edition by M-G-M records. It is even more stirring in stereo. M-G-M 1E1, S1E1(S).



BACK BEAT SYMPHONY—101 Strings. Rock and roll in the sound of magnificence! Some of the most beautiful themes of great classic composers are given a full symphonic rendition with a beat! Somerset P-11500(M), SF-11500(S).

Auditioning NEW AND OUTSTANDING LP'S

For the convenience of our readers, here is a compilation of descriptive review data published over the past few weeks in The Billboard concerning some of the outstanding new LP's now available.

POPULAR

LIKE LOVE

Andre Previn, His Piano and Ork. Columbia CL 1437—Previn, who left his former label soon after a pop single hit, "Like Young," bows on Columbia with a selection of tunes about love. The title tune has much the construction of "Like Young," with the piano setting up an interesting figure with strings moving in for the melodic content. The other numbers, like "Falling in Love Again," "In Love in Vain," etc., similarly feature Previn's unique style, abetted by banks of strings in the big ork backing. A lot of nice programming fare here and the set can find a solid demand.

UNFORGETTABLE: DINAH WASHINGTON

Mercury SR 60232. (Stereo & Monaural)—Dinah Washington proves why she's entitled to be called "The Queen." She takes a brace of pop tunes and infuses them with believability so that they take on the aura of classics. Her own type of blues feeling is injected into such songs as "I Understand," "This Love of Mine," "Alone" and "The Song Is Ended." Deserves and should win wide popularity.

ALAN KING IN SUBURBIA

Secco SAW 2101—Here's a comic who has turned out an album that's original in format and very funny in content. Furthermore, the subject matter is so near to the lives of so many millions of people that it should strike a responsive note in a sufficient number to become a strong seller. Alan King has fashioned a virtual one-man revue on the tribulations of becoming and remaining a suburban homeowner. He alternates hilarious monologs with clever songs, nearly all on a high laugh level. Should fracture commuters and their friends.

SING AGAIN WITH THE CHIPMUNKS

David Seville. Liberty LST 7159. (Stereo & Monaural)—The electronic stars have another sock sales package. Solidly established as characters in their own right, the boys and mouthpiece Seville utilize their familiar tricks (Alvin's "okay!" etc.) to hilarious effect on a group of their old single hits and community sing-type standards—"Witch Doctor," "Row Your Boat," "Swanee River," "Coming 'Round the Mountain" (their current single), etc. Displayable cover.

BYE BYE BIRDIE

Original Cast. Columbia KOL 5510—The hit Broadway show comes to wax with its brightness intact and its vivaciousness showing. It features sparkling performances by the entire cast, including Chita Rivera, Dick Van Dyke, Paul Lunde, Dick Gautier, Michael Pollard, Susan Watson, Kay Medford and the large chorus and orchestra. It is smartly packaged and has an attractive cover. Should sell solidly due to the impact of the show.

VOICES OF THE SOUTH

Roger Wagner Chorale. Capitol SP 8159. (Stereo & Monaural)—Another handsomely produced package by the well-known chorus. This time, the emphasis is on songs of the South, not the blues, but the old time songs, many of a spiritual nature. "Old Time Religion," "Aura Lee," "L'il Liza Jane," and "Golden Slippers," are samples. The group sings a cappella all the way and they indeed demonstrate beautiful inflection, blend and dynamics. Extremely salable merchandise.

IT'S EVERLY TIME

Everly Brothers. Warner Bros. WS 1381. (Stereo & Monaural)—The boys offer their first album for their new label affiliation. Wisely enough, there has been no rash attempt to change their sound or style of material. One finds, for example, six new tunes by Boudleaux and Felice Bryant, who wrote the Everlys' greatest hits. Also, the simple, guitar dominated accompaniment predominates, again, as in their biggest hits. There's a lot of good new stuff here, some of which certainly qualifies as singles material. Good cover photo.

FABULOUS STYLE OF THE EVERLY BROTHERS

Cadence CLP 3040—Here is a sampling of some of the Everlys' finest hits, achieved prior to their label change. Tunes include such well-remembered things as "(Til) I Kissed You," "Let It Be Me," "Take a Message to Mary," plus several new offerings which the jocks should be quick to spot. A fine collection, nicely packaged with a great Ivy type cover photo which should generate plenty of action from the fans.

EVERYTHING BUT THE BEER

Boston Pops (Fiedler). RCA Victor LM 6082—Here's a delightful Boston Pops 75th Anniversary package, which includes in its two LP's, a typical Pops concert. Maestro Fiedler wields the baton on a group of favorite opera excerpts, a selection of well-known waltzes and in contrast, he offers selections from "West Side Story" and "Peter Gunn." The handsome two-fold package has a solidly salable cover as well. One of many recordings by the group, this can be among the very best of sellers. Highly unique box packaging will grab plenty of attention.

SIXTEEN TONS

Tennessee Ernie Ford. Capitol T 1380—Tennessee Ernie's country boy personality, sometimes played straight and at others with a wink, is shown to good advantage in this collection. It includes his famed version of the title song, as well as his early "Shot Gun Boogie" and "Smoky Mountain Boogie," his lusty "Wild Goose" and "Mule Train," and such novelties as "Milk 'Em in the Mornin' Blues," "Philadelphia Lawyer," and "Bright Lights and Blonde-Haired Women."

ALL AGLOW AGAIN

Peggy Lee. Capitol T 1366—Peggy Lee is "All Aglow Again" and so will be her many, many fans when they hear this fine collection of sides by the thrush. The recordings include her big single hits "Fever" and "Hallelujah, I Love Him So," "Manana," "Whee Baby" and "My Man." Solid wax with a sharp cover of the gal, too.

HIT ME AGAIN

Jonah Jones. Capitol T 1375—Another top flight collection of familiar standards and show tunes, all played persuasively by Jonah Jones and his quartet. The sides include "Blueberry Hill," (on which Jonah takes a vocal), "Gentleman Jimmy," (from "Fiorello"), "The Surrey With the Fringe on Top," and "High Hopes." Very pleasant listening, and an album that should be another big seller for Jonah.

I'M IN THE MOOD FOR LOVE

Joni James. M-G-M E 3837—The canary contributes her usual expressive vocal job on a group of Jimmy McHugh tunes. She spotlighted McHugh songs in her recent Metropolitan Opera concert with 50 voices and 100 strings. A solid commercial package which should equal the thrush's recent "100 Strings and Joni."

EDDIE COCHRAN

Liberty LRP 3172—The late Eddie Cochran, who was killed recently in a London auto accident, is featured here on a collection of country and r.&r. items, including five of his own tunes—"Sittin' in the Balcony," etc. The memorial album should do well sales-wise with his fans.

GUITARS, GUITARS, GUITARS

Al Caiola. United Artists UAL 3077. (Stereo & Monaural)—A very unusual disk, using adaptations of the original arrangements dating to the swing era of classics from that time as played by such bands as Benny Goodman, Glenn Miller, Jan Savitt, Artie Shaw, Stan Kenton and Count Basie. But the instruments used here, except for rhythm section, are six electric guitars, adjusted in various ways to provide the proper effect for various instruments, then overdubbed. The result is a striking collection with a most unique and original sound.

NEW YORK'S A SONG

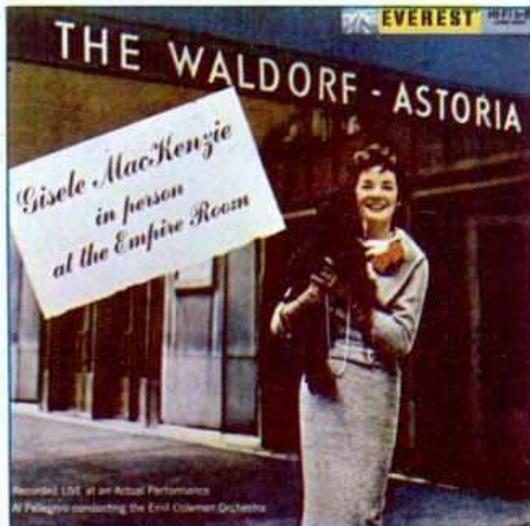
Ralph Burns Ork. Decca DL 9068—This is a noteworthy new album by Ralph Burns and his orchestra. It could be called an up-to-date version of "Manhattan Tower," altho instead of having an original musical score, it has tunes about New York ("Manhattan," "I Happen to Like New York," "Lullaby of Broadway," etc.), with each tune preceded by the actual sounds of New York. The album contains striking photos of the city—12 pages—plus essays on New York by Louis Untermeyer and Gilbert Millstein. All in all a remarkable performance, musically, pictorially, and lyrically as well.

LIKE IN LOVE

Nancy Williams. Capitol ST 1319. (Stereo & Monaural)—Capitol is readying an all-out campaign on Nancy Wilson's first LP. The young thrush has a warm, expressive vocal style with a strong jazz flavor and is equally effective on rhythm items or ballads. Fine backing by Billy May with alto solos by Willie Smith. Standout selections include "Night Mist," "On the Street Where You Live" and "The More I See You."

HOME MADE SONGS AND BALLADS

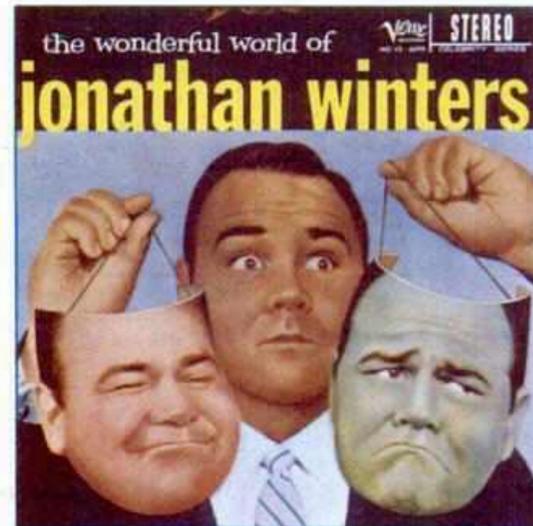
Paul Clayton. Monument M 4001—Here's one of the most promising folk artists to hit wax in quite a spell. Clayton, who makes his home in the Blue Ridge Moun-



GISELE MACKENZIE IN PERSON AT THE EMPIRE ROOM—Starry-eyed reviews greeted Gisele in her appearance this winter at the Waldorf-Astoria. Here is her actual performance recorded live. Everest LPBR 5069(M), SDBR 1069(S).



MARIO LANZA SINGS CARUSO FAVORITES & FROM THE BEST OF CARUSO—The tenors of the century in a 2-album, banded package for the price of one album! RCA Victor LM 2393 & SP 33-75(M), LSC 2393 & SP 33-75(S).



THE WONDERFUL WORLD OF JONATHAN WINTERS—A smash on all the charts. A must for every dealer to stock in quantity to keep up with the demand for this wonderful album. Verve MG V 15009(M), MGVS 6009(S).

tains, gets credit for writing all of the tunes, but in a way, they are simply classy updatings of older repertoire. Clayton, the writer of "Gotta Travel On," ranges in different moods and alternately accompanies himself on guitar, banjo and three-string dulcimer. To lend polish to the set, voices and added rhythm instrumentation are used, too. The artist has a smart, authentic sound and his songs are highly entertaining for the buyer looking for a new voice and sound.

IN TIMES LIKE THESE

Gene McDaniels. Liberty LST 7146. (Stereo & Monaural)—McDaniels sings a group of nostalgic ballads with gentle effectiveness and rich tenderness. Selections include "It Might as Well Be Spring," "Gone With the Wind," "The Sound of Music," "Love Is Here to Stay," etc.

HERE COMES THE SWINGIN' MR. WILKINS

Ernie Wilkins. Everest LPBR 5077—Ernie Wilkins rates certainly as one of the best big band arrangers. In this set his ork interprets a flock of oldies. The arrangements are imaginative—both the swingers and slower items. It's good jockey programming set and also a fine easy-listening item. Tunes include "Falling in Love With Love," "Somebody Loves Me" and "All of You."

SKY HIGH

Evelyn Freeman & Exciting Voices. Imperial LP 9101—With exposure, this might be a sleeper. Evelyn Freeman's choir blends with a rocking ork background and sock organ solo work to produce an exciting blend of swing, rock and roll and spiritual flavors. Standout side is "He's Got the Whole World in His Hand."

BILL HENDERSON SINGS

Vee Jay LP 1015—A singer with the ability to get inside the feeling of a tune, not merely sing the words, Bill Henderson is truly musical. He does an especially meaningful job on deeply emotional ballads such as "Joey," "Moanin'," and "My Funny Valentine," as well as on up-beat numbers like "The Song Is You" and "This Little Girl of Mine." These and others make excellent jockey material.

STRINGSVILLE

Harry Lookofsky. Atlantic 1319—It has been a long time since the violin meant much in jazz, and certainly the violin to date has had no impact on the modern jazz scene. All this may be changed due to this album and the exceptional work of Harry Lookofsky, a former classical violinist. He plays modern jazz on the violin and viola, and via multiple tracks forms an entire string section. The tunes are jazz classics, including "Round Midnight," "I Let a Song Go Out of My Heart" and two new Bob Brookmeyer originals.

POPULAR LOW PRICE

MODERN SCREEN'S HOLLYWOOD METHOD

RCA Camden CAL 581 — This disk is obviously aimed at the large market uncovered by Harmony with its best selling Good Housekeeping Reducing record. This release also contains an attractive booklet with photos showing a model doing each step of every exercise. The musical background is satisfactorily rhythmic for the purpose, and the narrator is easy to understand. What with a major promotion for it in Modern Screen and the other Dell magazines, this disk should become a best seller.

THE MADISON BEAT WITH CALLS BY EDDIE MORRISON

The Buddy Tate Sextet. Harmony HL 11034; HL 7257. (Stereo & Monaural) — Here's a sock teen-package, featuring the current dance fad. Morrison and Tate are doing well with their single disk version, and this package should enjoy similar success in the low-priced field. Danceable selections — with comments by Morrison — include title tune, "Crazy Nine," "Madison Bird," "Lambeth Stroll" and "Frisky Feet."

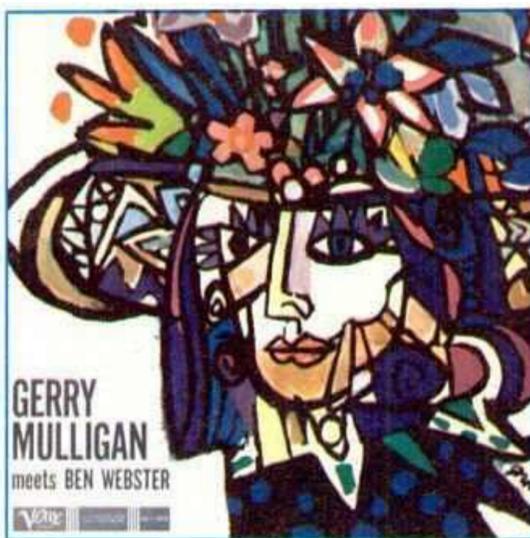
JAZZ

SOUTHERN SCENE

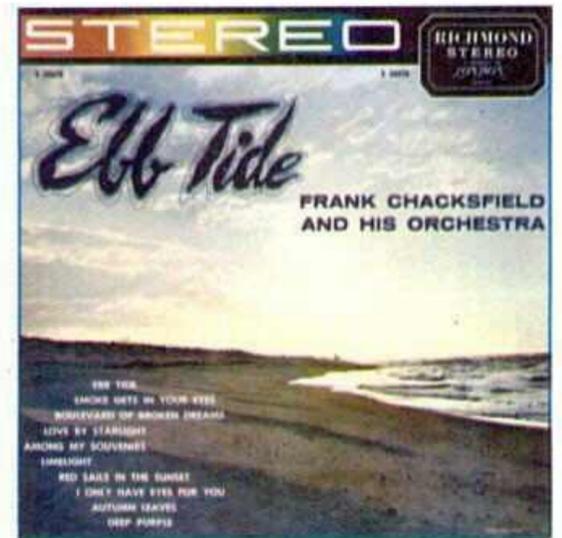
Dave Brubeck Quartet. Columbia CS 8235; CL 1439. (Stereo & Monaural) — The Brubeck ensemble is in swinging form here and that means on outstanding disk. The material consists of Southern favorites ranging from "Oh Susanna," and "Darling Nelly Gray" thru "Nobody Knows the Trouble I've Seen" and "Darktown Strutters' Ball" to "Deep in the Heart of Texas." Brubeck's amiable piano, Paul Desmond's inventive alto and the live beat of Joe Morello on drums and Gene Wright on bass make these old timers come alive. Should move strongly, especially in college towns.

SWINGIN' LIKE SIXTY, VOLUMES 1, 2, 3

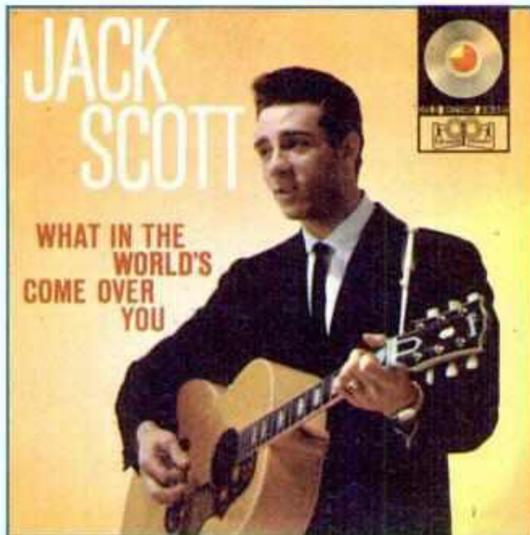
Various Artists. World Pacific WP 1289, 1290, 1291. (Stereo & Monaural) — These three albums contain some of the best sides from various albums the diskery has released over the past few years. Volume One



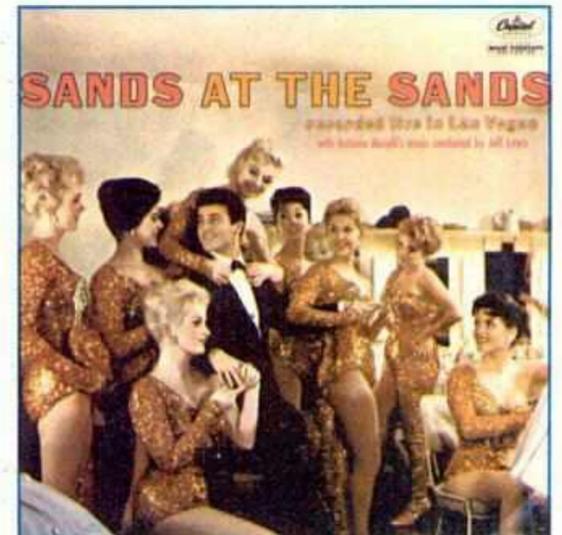
GERRY MULLIGAN MEETS BEN WEBSTER—A classic meeting! A must for the fan of either and for the uninitiated a treat that will make him a fan of both. Verve MGV 8343(M), MGVS 6104(S).



EBB TIDE—Frank Chacksfield and his orchestra. The sensitivity of fine arrangements plus a top tune selection merge in an extremely listenable package. "Limelight," "Smoke Gets in Your Eyes," etc. Richmond 300 8(S), 20078(M).



WHAT IN THE WORLD'S COME OVER YOU is the title of Jack Scott's recent hit and the title of this new album which includes "Burning Bridges" and "Oh, Little One." Top Rank RM 326, RS 626 (Stereo).



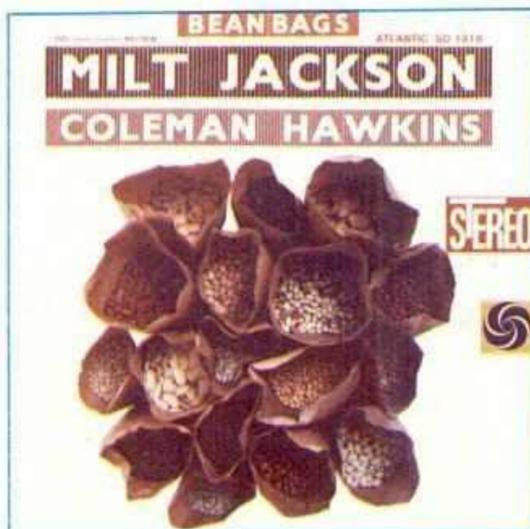
SANDS AT THE SANDS—Tommy Sands. Recorded on location at the fabulous Sands Hotel in Las Vegas. He showcases his hits and proves that his talent will shine for a long time to come. Capitol T1364(M), ST 1364(S).



HELLO LOVE—Ella Fitzgerald. Here like in her earlier album "Like Someone in Love" are some of the most beautiful songs ever written about emotion. Verve MGV 4034(M), MGVS 6100(S).



INSIDE SHELLEY BERMAN—The best selling album that will prove to be a standard in the field of the spoken word. Verve MGV 15003(M).



BEAN BAGS—Milt (Bags) Jackson, Coleman (Bean) Hawkins, Atlantic 1316(M), SD 1316(S). Bags' feeling for jazz tradition and Bean's ear for what's happening now combine to make this an outstanding jazz album.



THE CHAD MITCHELL TRIO ARRIVES!—Colpix CP 411(M), SCP 411(S). This talented group brings a refreshing sound to folk music. The boys are currently appearing at the Palmer House in Chicago. Selections include Gallows Tree, Tina, etc.

is subtitled "The Swingers," and contains sides by Annie Ross, Lambert Hendricks and Ross, Gil Evans Ork, et al. Volume Two "Around the World," has sides by Ravi Shankar, Paul Horn Four, Kimio Eto and Bud and Travis. And Volume Three, "Something for Both Ears," has sides by the Chico Hamilton Quintet, the Gerry Mulligan Septet, and the Mastersounds. Solid wax here, especially Volume Three.

BORN TO BE BLUE

Anne Phillips. Roulette R 25090—Miss Anne Phillips has a willowy, wistful sound that is used to listenable effect on an attractive group of tunes. Sparked by Kermit Leslie's fine arrangements, she registers well on the album title tune, "You Don't Know What Love Is," "There Will Never Be Another You," etc. Her phrasing is good, and her approach to a song doesn't invite comparison. A talent to watch.

HELEN HUMES

Contemporary M 3571—This is a wonderful new album by Helen Humes. It shows off the thrush's fine style on ballads and rhythm tunes, including such favorites as "Among My Souvenirs," "Trouble in Mind," "When I Grow Too Old to Dream" and "You Can Depend on Me." Back of the thrush are such fine musicians as Benny Carter, Teddy Edwards, Andre Previn, Shelly Manne and Leroy Vinnegar. The thrush sells the ballads with warmth and feeling, and the album could be a big one.

LES McCANN LTD. PLAYS THE TRUTH

Pacific Jazz S-2—Les McCann is a new young pianist who has a chance to make a name for himself in the jazz world. He plays piano with a style of his own, and with a churchy feel that is often called "soul" or "funk" these days. He is modern and up-to-date but he retains both feeling and melody in his playing. Tunes here include his own "The Truth" and "A Little 3-4 for God & Co.," and some standards including "I'll Remember April" and "How High the Moon." A talent worth watching.

CLASSICAL

WAGNER: TRISTAN UND ISOLDE (PRELUDE AND LIEBESTOD); TANNHAUSER: OVERTURE AND VENUSBERG MUSIC; LOHENGRIN: PRELUDE TO ACT III

London Symphony Orch. (Dorati). Mercury SR 90234; MG 50234. (Stereo & Monaural)—There are many recordings available of all three of these memorable works, but few can approach the superb sound and prescience of this new Dorati effort. The eminent conductor, more often associated with the Minneapolis Orch., went overseas to do this recording and his skill and touch are much in evidence. The London ensemble is in excellent form and the recording captures the brilliant reading faithfully. This should become standard merchandise for the repertoire.

BRAHMS: SYMPHONY NO. 4 IN E MINOR, OP. 98

Bruno Walter Conducting the Columbia Symphony Orch. Columbia MS 6113. (Stereo & Monaural)—The great master, Bruno Walter, who has a monaural edition of the Brahms Fourth with the New York Philharmonic, already on the market, offers a splendid stereo version with the Columbia group. Tho there are many outstanding versions of this work available, there are some names whose sale value supercedes that of the repertoire itself, and Walter is certainly one of these. This would have to be regarded as must merchandise for any dealer.

ELMAN JUBILEE RECORD

Mischa Elman. Vanguard VSD 2048. (Stereo & Monaural)—This tribute to Mischa Elman, for his 50 years (actually 52 years) as one of our great violinists, should appeal strongly to his many, many followers. It contains excellent work by Elman on a group of romantic favorites, including the "Meditation From 'Thais,'" "Traumerei," "Ave Maria," "Humoresque," and Beethoven's "Minuet in G." The recording is excellent and the cover photo is attractive.

CHOPIN: THE 24 PRELUDES

Alexander Brailowsky, Pianist. Columbia MS 6119. (Stereo & Monaural)—Released "in honor of the 150th anniversary of Chopin's birth," this package has strong name power and commercial appeal. Brailowsky's striking technique and particular flair for Chopin's works are brilliantly highlighted on the 24 Preludes.

THE STRING ORCHESTRA

Leopold Stokowski. Capitol SP 8458. (Stereo & Monaural)—Stokowski has assembled another colorful collection of string music, one of his most effective fields. Varied line-up of selections—each accorded quality performances—includes Bach's "Aria for Strings," Handel's "Tamburino," Tchaikovsky's "Andante Cantabile," and other familiar string works. Attractive cover gives LP strong display value.

OVERTURES BY OFFENBACH AND AUBER

Detroit Symphony Orch. (Paray). Mercury SR 90215; MG 50215. (Stereo & Monaural)—The name power of the Detroit Symphony Orchestra and conductor Paul Paray, plus the solid commercial appeal of the Offenbach works makes this package a strong sales item. In addition to the joyful Offenbach overtures—"La Belle Helene," "Orpheus in Hades," "The Tales of Hoffman"—the LP features some stirring interpretations of seldom performed works of Auber. Fine sound.

WOLF: FROM THE SPANISH SONG BOOK

Fisher-Dieskau, soloist; Moore, piano. Angel S 35838. (Stereo & Monaural)—These wonderful little songs by a master composer of the genre are sung marvelously by the premiere lieder singer of our day. Fischer-Dieskau combines strength and sensuousness in his readings. Gerald Moore's accompaniment brings out every nuance that makes the piano an integral partner in these compositions of faith, love, torment and tenderness.

FRANZ LISZT STORY

Harry Sukman. Liberty ST 7151. (Stereo & Monaural)—This is a fine new album featuring Harry Sukman, the concert pianist who composed the background score for the film based upon the life of Franz Liszt, called "Song Without End." Included here are many of Liszt's famous works, including "Liebestraum," "Hungarian Fantasy," and "Concerto No. 1." They are played expressively by Sukman over full orchestral support.

MILHAUD: THE FOUR SEASONS

Ensemble De Solistes Des Concerts Lamoureux (Milhaud). Epic BC 1069 (Stereo & Monaural)—Milhaud's four concertinos, one for each of the seasons, were written over almost a 20-year period. They show to an extent some of the composer's growth and development. The works are inventive and colorfully orchestrated. Students of modern musical literature will find this a worthy item. Each of the selections features programmatic solo instruments in keeping with the mood of the particular season.

CLASSICAL LOW PRICE

MAHLER: DAS LIED VON DER ERDE; SYMPHONY NO. 2 IN C MINOR

Soloists, Akademie Kammerchor, Singverien der Musikfreunde, Vienna Symphony Orch. (Klemperer). (3-12"). Vox VBX 115—Each of these two works normally requires two disks. Here they are packaged together on three and sold as a "Vox Box" at \$6.95 list. From the standpoint of both price and performance, this constitutes a major bargain and Klemperer's name is certain to mean sales. This being the Mahler centennial year, the composer's works have been receiving wide exposure. These re-issues, tho not quite up to the latest releases in quality of sound, offer fine renditions of two of his best works at very reasonable cost.

RELIGIOUS

BILLY GRAHAM INTERNATIONAL CRUSADE CHOIRS

With George Beverly Shea, Cliff Barrows, Director. RCA Victor LPM 2088—Here are on the spot recordings of a flock of the choirs which joined the famed evangelist on his round-the-world crusade. The album presents the choirs from New York, Glasgow, San Francisco, London, Charlotte, N. C., Frankfurt, Sydney, Gothenburg, Louisville, Ky., and Melbourne. George Beverly Shea appears in some of the 17 hymn selections which will only add sales appeal. The double fold cover contains a booklet detailing facts and figures, plus photos of the globe-girdling crusade. Set can account for heavy sales on the long pull.

HYMN OF HEAVEN ON EARTH

Sistine Choir-St. John Lateran Choir. Chancellor CHV 5006. (Stereo & Monaural)—A most ambitious piece of packaging by the label that's better known for its Frankie Avalon and Fabian. This choir and organ offering was recorded in the Vatican's Sistine Chapel in Rome and presents a number of the best-known and some lesser-known Catholic hymns and traditional items of the church. The dual fold cover contains a booklet with a number of splendid color photos of the chapel, including photos of both the late Pope Pius XII and the present Pope John XXIII. Without question, this should garner much attention.

SACRED LOW PRICE

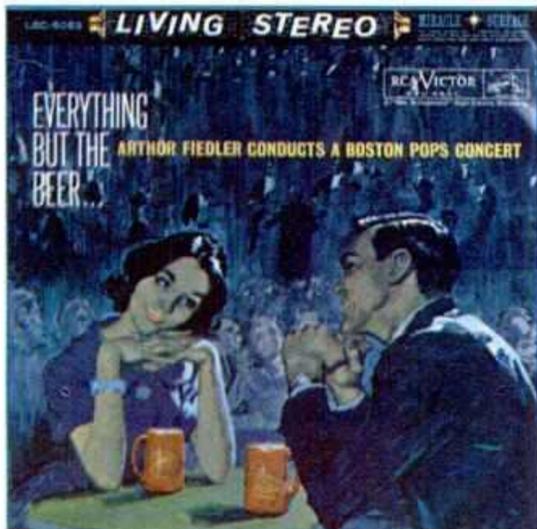
SACRED SONGS

Wilma Lee and Stony Cooper. Harmony HL 7233—Feelingful readings by the duo— together and solo— on a group of moving sacred tunes. A solid \$1.98 buy for the market. Selections include "Are You Walking and A-Talking for the Lord," "My Lord's Gonna Shake My Hand," "I'm Taking My Audition," etc.

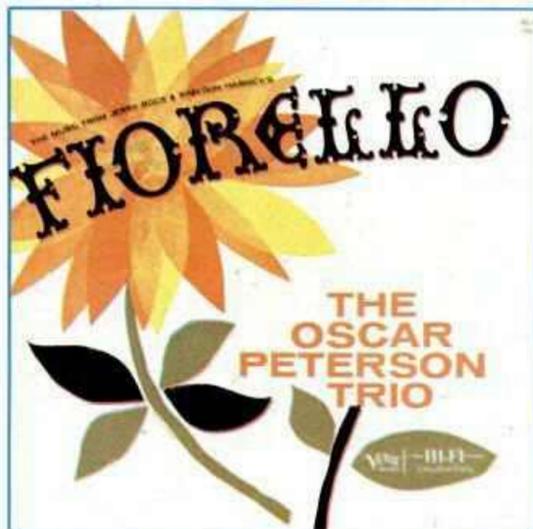
CHILDREN'S

THE GRASSHOPPER AND THE ANTS

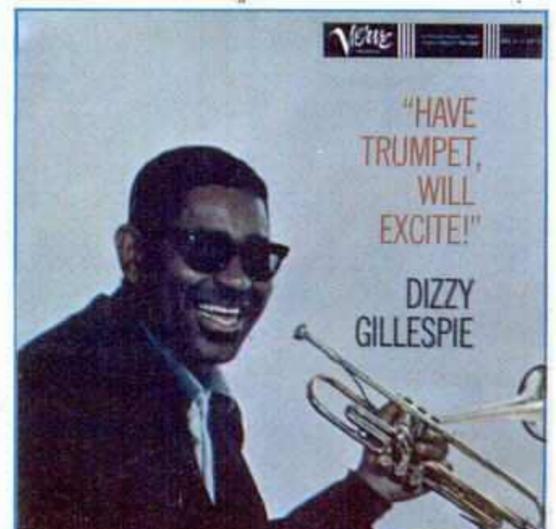
Sterling Holloway. Disneyland ST 1905—This old fable is presented with Sterling Holloway doing the narration in his eternally youthful sounding cracked voice. But the surprise is the quality of the script, which is highly literate as well as humorous, and does not talk down to the moppets. The result, spiced of course with the famed Disney tune "The World Owes Me a Living," is a top children's LP, which can be recommended on any level. Colorful cover will help it sell.



EVERYTHING BUT THE BEER—Arthur Fiedler conducts a Boston Pops Concert. A 2-L.P. set packed with Boston pops favorites—and two handsome beer steins—both for the price of the records alone. RCA Victor LM-6082(M), LSC-6082(S).



FIORELLO!—The Oscar Peterson Trio. The tremendous score of the hit Broadway show showcased in the inimitable Oscar Peterson fashion. Verve MGV 8366(M), MGVS 6134(S).



HAVE TRUMPET, WILL EXCITE!—Dizzy Gillespie. A virility and excitement that will thrill the listener to the arrangements and trumpet of the master jazz man. Verve MGV 8313(M), MGVS 6047(S).

The Billboard HOT R & B SIDES

FOR WEEK ENDING JUNE 5

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO		WEEKS ON CHART
1	1	2	2	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	9
2	5	9	23	CATHY'S CLOWN, Everly Brothers, Warner Bros. 5151	4
3	4	8	7	ALL I COULD DO IS CRY, Etta James, Argo 5359	5
4	3	4	11	OOH POO PAH DOO (Part 2), Jessie Hill, Minit 607	5
5	2	1	1	WHITE SILVER SANDS, Bill Black's Combo, Hi 2021	10
6	9	—	—	MACK THE KNIFE, Ella Fitzgerald, Verve 10209	2
7	6	11	10	STUCK ON YOU, Elvis Presley, RCA Victor 7740	5
8	10	6	8	MADISON TIME, Ray Bryant, Columbia 41628	8
9	7	3	5	NIGHT, Jackie Wilson, Brunswick 55166	8
10	8	—	—	GOOD TIMIN', Jimmie Jones, Cub 9076	2
11	25	—	—	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	2
12	—	—	—	I'VE GOT A RIGHT TO LOVE MY BABY, B. B. King, Kent 334	1
13	12	18	—	LOVE YOU SO, Rod Holden, Donna 1315	3
14	—	—	—	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899	1
15	17	—	—	A ROCKIN' GOOD WAY, Dinah Washington, Brook Benton, Mercury 71629	2
16	19	—	—	JUST FOR A THRILL, Ray Charles, Atlantic 2055	2
17	15	28	25	CRADLE OF LOVE, Johnny Preston, Mercury 71598	5
18	—	—	—	YOU'VE GOT THE POWER, James Brown and the Famous Flames, Federal 12370	1
19	—	—	—	VERY THOUGHT OF YOU, Arthur Prysock, Old Town 1079	1
20	13	26	—	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7642	3
21	—	—	—	THE MADISON, Al Brown and the Tunetoppers, Amy 804	2
22	—	—	—	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	1
23	24	—	—	NOBODY LOVES ME LIKE YOU, Flamingos, End 1068	2
24	16	—	—	STAIRWAY TO HEAVEN, Neil Sedaka, RCA Victor 7709	2
25	—	—	—	LONELY SOLDIER, Jerry Butler, Abner 1035	1
26	—	—	—	BURNING BRIDGES, Jack Scott, Top Rank 2041	1
27	21	21	15	SKY IS CRYING, Elmo James, Fire 1016	5
28	14	10	4	MONEY, Barrett Strong, Anna 1111	19
29	11	7	13	MOUNTAIN OF LOVE, Harold Dorman, Rita 1003	7
30	—	—	—	THINK, James Brown and the Famous Flames, Federal 12370	1

Reviews of New Pop Records

Continued from page 43

Country & Western

MOON MULLICAN

★★★ *Sweeter Than the Flowers* — KING 5354 — The fine weeper in another strong vocal performance. No gimmicks, and it's very effective. (Lois, BMI)

★★★ *I Was Sorta Wonderin'* — Mullican belts out a forthright vocal, without gimmicks, and it's very effective. Has a nostalgic quality. (Lois, BMI) (2:41)

KEN CLARK

★★★ *Big Man* — STARDAY 495 — Clark turns in a showmanly performance on a spirited country item with standout guitar backing. (Starday, BMI) (1:58)

★★★ *Days That Once Have Been* — Wistful wailing by Clark on an attractive ballad. (Starday, BMI) (2:30)

JIMMIE JOHN

★★★ *I'm No Good for You* — D 1142 — Emotion-packed chanting on a plaintive weeper, with effective multi-tracking. (Glad, BMI) (2:22)

★★★ *What You've Learned to Become* — Same comment. (Glad, BMI) (2:20)

BILL CARLISLE

★★★ *Home, Sweet Home* — COLUMBIA 41679 — Rousing rhythm side with a lyric of novelty value. Chorus gives it a gang-sing effect. Lively, and will appeal to deejays. (Mohawk, BMI) (2:03)

★★★ *Air Brakes* — Another novelty-touched lyric with a world of beat. (Moss-Rose, BMI) (2:00)

JAY BROWN

★★★ *Rockin' the Guitar* — PEACH 736 — Guitar instrumental. Side is a rocker and moves right along. Tune has a blues orientation and grass roots flavor. (Yonah, BMI) (2:15)

★★★ *Hanky-Panky* — Instrumental, which like the flip, is a rocker. Solid blues-oriented performance will appeal to many deejays. (Yonah, BMI) (2:21)

BILLY DEATON

★★★ *Don't You Want to Be My Girl?* — TNT 180 — A cute song, with a swiny feeling and a touch of novelty in the lyric. (Open Road, BMI) (1:52)

★★ *Haunted by a Song* — Rockaballad, with chick chorus behind the male vocal. Arrangement is triplet figured. (Tnt, BMI) (2:30)

BOBBY AND SADIE

★★★ *What's Wrong* — D 1143 — A strong weeper. He found his chick gone when he got home. The performance is in the true traditional style, and must get good exposure on c.&w. programs. (Glad, BMI) (2:20)

★★ *Thanks for the Heartaches* — Sadie starts this one off, telling all he promised her, but heartaches developed instead. (Glad, BMI) (2:00)

BILL CARTER

★★★ *Pony Express* — SHOWBOAT 598 — Celebrates the founding of the pony express 100 years ago. It's a saga song, and quite good. (Buna & Twin Oaks, BMI) (2:45)

★★ *You'll Never Know* — The choruses on this number are in gang-sing style, with a banjo accompaniment contributing a good effect. (Buna & Twin Oaks, BMI) (2:09)

BONNIE AND LITTLE BOYS BLUE

★★★ *Bells* — NIKKO 611 — A rocker. Tempo is slow and relaxed, with a triplet-figured arrangement. Bonnie gets some interesting vocal effects. (Buna) (2:32)

★★ *You'd Better Run* — Another rocker. Adequate, altho not as interesting as flip. (Buna) (2:19)

NITA LYNN AND JIMMY PARRISH

★★★ *Too Quick to Condemn* — ALLSTAR 7205 — A weeper in the traditional style. Performance includes an interesting segue where the girl and boy answer each other. (Songwood, BMI) (2:20)

★★ *Kiss and Make Up* — A traditional-styled country ballad. For deejays looking for authentic material. (Songwood, BMI) (2:45)

Polka

★★★★ *Wow-Wow Polka* — DANA 3284 — A fine big group sound is heard here. There's plenty of brass and reeds and the recording is well done thruout. Lots of noise for the boxes. (Yansick-Dana, BMI)

★★★★ *Chi Ku-Ri Ku Oberek* — The fast waltz rhythm of the oberek is heard in appealing fashion here, with massed trumpets carrying much of the lead. A mixed chorus offers a vocal half way thru. Fine sound. (Wojnarowski-Dana, BMI)

JOHNNY PECON AND HIS ORK

★★★★ *Old Box Polka* — DANA 3283 — A lot of good bright sound on this well-out polka tune. Pecon focuses on the accordion lead and there's a lot of shouting to add excitement in the background. (Pecon-Trebar-Dana)

★★★★ *Bobbie's Polka* — Same tempo with the same bright sound as the flip. Both sides make fine box wax. (Pecon-Trebar-Dana)

RAY HENRY

★★★ *The Fifth Polka* — DANA 2133 — The Ray Henry Band turns out a nice effort with Gloria Henry offering a half sung, half spoken vocal. The man's voice in the middle brings it a novelty touch. (Dana, BMI)

★★★ *Princess Polka* — Gloria Henry again vocalizes on this side. Again it's a novelty message that she sings and it can have appeal. (Dana, BMI)

Rhythm & Blues

MEMPHIS SLIM

★★★★ *Slim's Blues* — VEE-JAY 1234 — Real soulful blues, with the guitars and horns answering Memphis in chant and response pattern. A good one for the true blues lovers. (Conrad) (2:20)

★★★★ *The Comeback* — He's gone, but he's comin' back, and he wants nobody to lead his little girl astray. That's the theme, and it makes solid blues, both in the vocal and the instrumental arrangement. (Conrad) (2:20)

GUITAR DAVE AND HIS ORK

★★★ *Zoro (Paris 1 & 2)* — CENTRAL 291 — Interesting, funky, Southern blues material, handled in traditional r.&b. style. Down guitars and harmonicas are featured in the instrumental treatment. A lot happening here for the right markets. Side 2 is largely a repeat of side 1. (Acquarian, BMI) (2:30 & 2:57)

THE VULCANS

★★★ *Jambo* — FLICK 010 — Frantic guitar solo work is highlighted on catchy instrumental side. Merits jockey play. (West-Higgins, BMI) (2:05)

★★★ *Shimmy Shuffle* — Exotic theme is wrapped up in melodic guitar solo. Another good deejay instrumental. (West-Higgins, BMI) (2:10)

AL GARNER

★★ *Baby Come Back Home* — ZIL 9003 — A plea for the chick to return. Garner gets a touch of sincerity into the performance. (Excellorec, BMI) (2:29)

★★ *Leavin' Tennessee* — Blues, chanted with heart by Garner, to a solid, funky backing. Horns take over midway with real soul. (Excellorec, BMI) (2:14)

LITTLE MILTON

★★ *Dead Love* — BOBBIN 120 — A blues. Milton shouts the lyrics with considerable soul. Some authentic quality here for aficionados of r.&b. blues. (Lycy, BMI) (2:50)

★ *My Baby Pleases Me* — Stylized vocal, with instrumentation that has a touch of cool quality. Not commercial. (Lycy, BMI) (2:34)

BOBBY DINO WITH BUDDY LUCAS
★★ *You Walked Away From Me* — RIDGECREST 1203 — This ball starts quietly, and picks up in interest and intensity. (Peer Int'l, BM)

★ *You Rock Me Jean* — Up-tempo rocker. Instrumental portions do not have a clear sound. (Peer Int'l, BMI)

PRENTIS SLADE

★★ *I Gotta Have You* — FLICK 011 — Okay vocal by Slade on bouncy country-flavored theme with chorus backing. (West-Higgins, BMI) (2:00)

(Continued on page 54)

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Tall Paul Charon, teen-age c.&w. artist of El Cajon, Calif., recently made his first appearance with the "Town Hall" traveling group when it played the CPO Club, San Diego. . . . Charles Wright, Dallas agent, is looking for new songs of all types and would like to receive tapes or demos from writers. Wright is now located at 102 South Record Street.

Jimmie John, who has a new D label recording, "I'm No Good for You" b/w "What You've Learned to Become," made a May 21 appearance on "Jubilee U. S. A." He started his season at Millie Ruton's Hillbilly Park, Newark, O., May 29. Also starting the season there

as regulars were Bobby and Sadie, who also have a new D release, "Thanks for the Heartaches" b/w "What's Wrong." Others lined up to appear at the park include the Browns, Red Foley, Flatt and Scruggs, Uncle Cyp and Aunt Sapp, Brenda Lee, Faron Young, Ferlin Husky, Rusty and Doug, Tex Ritter and Hank Morrison, Bobby Lord, Norma Jean, Lennie and Goo Goo, Morrison and Gately, Billy Walker and the Texans, Porter Waggoner, Wagoner Trio, Grandpa Jones, Jimmy John and the Pine Mountain Boys.

Lined up for Buck Lake Ranch, Angola, Ind., are the following: Wally Fowler and His Gospel Singers; Oak Ridge Quartet, Blackwood Brothers, John Marshall, and Slim Adams and the Rhythm Sons, June 5. The following Sunday Johnny Horton and band, the Louvin Brothers, Johnny Matson, and Charles Walters and the Trail Riders come in. The May 22 attractions were Ernest Tubbs, the Wilburn Brothers, Rem Wall and Joe Taylor, while film star Gabby Hayes, the Browns and elephant and chimp acts were featured May 29.

Cowboy Howard Vokes' dinking of "Willie Roy, the Crippled Boy" is reportedly getting deejay action in Virginia, Tennessee, Ohio, Kentucky, Georgia and Pennsylvania. Flip side carries "If This World Wants Peace." Vokes and his troupe play Penn Lake Theater, Sandy Lake, Pa., June 4, and Pine Hedge Ranch, Franklin, Pa., June 5. Rudy Thacker plays Pine Hedge July 3 and 4, while Carl Story comes into the spot on July 9. . . . Evay and Gene Travis, with Carl Blankenship, have been making personals thru Arkansas and Oklahoma on behalf of their Razorback release, "The Kings Highway" b/w "Loved Ones Are Waiting in Heaven." The Razorback diskery will soon release a new Bobby Barnett platter carrying "The Blues Said Hello" and "This Old Heart," written by Eddie Miller and Bob Morris. Razorback, at 817 Cherry Place, Muskogee, Okla., will send free copies to deejays requesting them.

Recuperating Red Foley is to be replaced again on "Jubilee U.S.A." on Saturday (4) by Eddy Arnold. June Valli, Cowboy Copas and Patsy Cline will guest on the show. . . . From Las Vegas, where she's winding up two weeks at the Showboat, "Jubilee U.S.A.'s" Norma Jean goes to Buchanan, W. Va., to join Bobby Lord at the Strawberry Festival there Friday (3).

Hank Snow and His Rainbow Ranch Boys have been set by Harry (Hap) Peebles, Wichita, Kan., promoter, for a Midwestern tour that includes Sioux City, Ia., June 8; Omaha, Neb., 9; Topeka, Kan., 10; Wichita, 11, and Kansas City, Kan., 12. Also making the jaunt will be Billy Walker, George Hamilton IV, Jean Shepard, Hawkshaw Hawkins and Gary Van and His Western Starliners.

Sale of radio Station KOOO, Omaha, the all-country outlet, for \$275,000 was announced last week. Purchasers include Mack Sanders, owner of Western music Station KSIR, Wichita, Kan.; Decca Records vocalist Webb Pierce, and Jim Denny, Nashville booker. . . . Dal Stallard, manager of Station KCKN, Kansas City, Kan., and prominent in Country Music Association activities, has announced that his station, starting May 30, returned to 18-

hour-a-day country music programming.

Texas Tony Merrill opened recently at the Copacabana, Montreal, to good response. His next port of call is Ottawa. . . . John Clendennen, a musician who recently made application for membership in the Country Music Association, is requested to contact Jo Walker, association staffer, at 610 Exchange Building, Nashville.

Frank Buhl, of Buhl International Record Sales, has contracted for foreign distribution of AD Records' "Stockade Rock" b/w "Letters Have No Arms" by Andy Doll. Areas covered will be the Scandinavian countries, Europe and England.

Merle Kilgore, songwriter-singer, made his first appearance on "Grand Ole Opry" recently to introduce his new Starday release, "I'm Getting Old Before My Time" and "Love Has Made You Beautiful." Kilgore's first outing on Starday was "Dear Mama." He is the writer of such tunes as "More and More," recorded by Webb Pierce; "Johnny Reb," waxed by Johnny Horton; "We're Talking It Over," cut by Faron Young, and "Old Enough to Love," by Ricky Nelson in the latter's album, "Ricky Sings."

Ray Price and His Cherokee Cowboys, who Monday (23) kick off a Canadian trek at Frederickton, N. B., wind up the tour at Ottawa, Ont., June 7, and journey to Watertown, Conn., for June 8. . . . Les Kangas, of the music firm bearing his name in San Gabriel, Calif., reports that he tossed a party for area deejays and music men May 13 to celebrate the first year on wax for his tune, "Koo-Koo the Kangaroo," on his Kangaroo label.

Jim Small, who has been auditioning Florida talent for the Milo Recording Company, has signed Dona Lee, who has been doing TV shots in the Orlando area with a Western band, to a Cool label pact. Her first etching of "Poor Little Joe" b/w "Lazyville," both penned by her, will be released soon. Small, recently named a Milo vice-president, has Dave Osborn working as his assistant out of the Deland branch office. The latter has also been playing Miami Beach clubs and also doing radio and TV. Add With the Jockeys

With the Jockeys

Clem Austin is spinning five hours of c.&w. music, Monday thru Saturday, at Station KTCS, Fort Smith, Ark. He needs records. Harold Flanigan, vet country music promoter and father of Linda Flanigan, has joined the station. . . . George Domerese continues to spin a one-hour daily country music show on KFDF, Van Buren, Ark. . . . Station KONE, Reno, Nev., has started a nightly country music platter show, 11 p.m. to 12, with Ralph Bristol as the pilot. Bristol sends out an S.O.S. for records. . . . Skip-Along Hathaway observed his 10th anniversary on May 23 as a country platter spinner at KUGN, Eugene, Ore.

Allbritten-Shucher Talent Associates, 1717 West End Building, Nashville, has sample copies available for disk jockeys of "The Old Lamp-lighter" by the Browns; "I'm Sorry," Brenda Lee; "I See a Bridge," Louvin Brothers; "So Happy Now," Pat Shannon, and the "Town and Country" album by the Browns.

Allstar Records, 8029 Gulf Freeway, Houston 17, invites deejays to send in their addresses for the firm's new mailing list. . . . Tommy Eldridge, now spinning four hours of country music daily on WSYD,

Mount Airy, N. C., puts in a bid for records from artists and diskeries.

Norm (Ole Dad) Kingsley, of Ole Dad's Theatrical Agency, Bridgeton, N. J., which books country music talent exclusively in New Jersey and Delaware, has launched an hour-long music platter show on WDWL, Vineland, N. J. New seg is heard 10-11 a.m., Monday thru Friday. Kingsley invites artists and diskeries to send him platter samples. He promises to give 'em all a fair spin.

Virge Brown, country entertainer currently working as deejay and chief announcer at WGRP, Greenville, Pa., is on the lookout for country releases. Brown, a guitarist, is working in local clubs over weekends.

Reviews of New Pop Records

Continued from page 53

★ My Lonely Heart — Plaintive reading by Slade on okay country ballad. (West-Higgins, BMI) (2:12)

Sacred

★★

PATTY CORBETT
★★ The Forgotten Weapon — EMERALD 934 — An inspirational side. Chantress does it in semi-recitative fashion, with the lyric advising prayer in this world of spies and satellites. (Cavalcade, BMI) (2:35)

★★ Fifty Years Together — After 50 years of married life, the couple is being married in the old church. A moral message is here. (Cavalcade, BMI) (2:09)

Spiritual

★★★★

SONS OF JEHOVAH
★★★★ We Are Blessed — NASHBORO 669 — In slow tempo, this has something of the quality of a dirge. Very effective. (Excellorec, BMI) (2:20)

★★★ It's Me, Lord — In contrast to flip, this is full of movement and rhythm. Very competent performance. (Excellorec, BMI) (2:18)

SWANEE QUINTET

★★★★ When Jesus Comes — NASHBORO 667 — Lead singer turns in a fine job. Side is full of sincerity and religious fervor. (Excellorec, BMI) (2:21)

★★★ Lay This Body Down — A good coupling. Both the lead and the group really believe in the gospel message. (Excellorec, BMI) (2:41)

★★★

TRUMPETS OF JOY

★★★★ I'm Going to New Jerusalem — NASHBORO 668 — Interplay of the basso of the lead and the higher-pitched group makes a very interesting side. Some narrative on this side, too. (Excellorec, BMI) (2:18)

★★★ He's Comin' Again — This side has a rolling rhythm, and plenty of the true spirit. (Excellorec, BMI) (2:18)

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Reviews and Ratings of New Albums

Continued from page 34

GOOD SALES POTENTIAL

THE GUITAR ARTISTRY OF TAL FARLOW
Verve MGVS 6143. (Stereo & Monaural)
—Tal Farlow has cut a succession of LP's for Verve over the past several years, but this is the first in which he plays several tracks on an acoustic, non-electric guitar. These include "A Foggy Day," "Sweet Lorraine," and "Telefunk," on which Farlow is aided by Milt Hinton on bass and Bobby Jaspar on alto and flute. The subdued sound is appropriate and highly appealing. The other three tracks have Farlow playing a more standard style backed by a slightly larger group. An interesting jazz guitar disk.

CLASSICAL

HINDEMITH: SYMPHONY IN B FLAT; SCHOENBERG: THEME & VARIATIONS; STRAVINSKY: SYMPHONIES

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OF WIND INSTRUMENTS
Eastman Wind Ensemble (Fennell). Mercury ST 90143. (Stereo & Monaural)
—Contemporary music fans will enjoy this new set, both for the music and performances here as well as for the exceptional stereo recording. It is a first in stereo for the Hindemith Symphony and the Schoenberg Variations. They, and the Stravinsky work, are handled with care by the pioneering Eastman Wind Ensemble on this new recording. Well produced, well recorded and well packaged.

MOZART: SERENADE IN B FLAT MAJOR
Eastman Wind Ensemble (Fennell). Mercury ST 90176. (Stereo & Monaural)
—The Eastman Wind Ensemble, conducted by Frederick Fennell, turns in a very satisfactory performance here of the difficult Mozart work, the "Serenade in B Flat Major." The monaural version of this performance was released previously, but the stereo version shows off the wind instruments excellently. A set to delight Mozart buffs.

PROKOFIEV: SUITE FROM "THE LOVE FOR THREE ORANGES"-SCYTHIAN SUITE
St. Louis Symphony (Remoortel). Columbia MS 6132. (Stereo & Monaural)
—One of Prokofiev's most popular works. Suite from "The Love for Three Oranges" is wrapped up in a strong performance. Young Eduard van Remoortel, musical director of the St. Louis Symphony, turns in an equally effective treatment of the exciting "Scythian Suite." A quality buy.

DVORAK: THE DEVIL AND KATE
Soloists, Prague National Theater Orchestra and Chorus (Chalabala). (3-12") Arlia ALPO 81 C-L — This is a real novelty among opera recordings, not previously in the catalogs here. It's a lusty, humorous fairy tale work about a peasant wench who is dragged off to hell, but tames the devil and his helpers; by frustrating their plan to kidnap a princess, she obtains the abolition of serfdom. Lots of fun, even if the music is not immortal. The singers communicate the good spirits, and their voices are adequate to the task even if not the most polished. Attractive packaging also is a plus factor. Complete libretto included.

LOW-PRICED CLASSICAL

VIVALDI: FOUR SEASONS
Gauriloff, violin; Frankfort Chamber Orchestra (Josefowitz). Perfect LS 15015. (Stereo & Monaural) — This is one of the most popular Vivaldi works and already there are at least four full-price versions available. This low-price edition has its own selling points, which include a good performance and a better-than-average recording. Name power is missing but at the price, copies can be sold.

SEMI-CLASSICAL

STRAUSS WALTZES & POLKAS
Vienna State Opera Orch (Swarowsky).

MODERATE SALES POTENTIAL

POPULAR

HEARTACHES
Ted Weems. Jaro JAM 5006 — A touch of nostalgia is here. Weems has included all his best sellers in this dance package, including title song, "I Wonder Who's Kissing Her Now," "Egyptian Ella," etc. Taking part in the recording date was Country Washburne and presumably other Weems' sidemen. Has appeal as a rack item.

MANDOLINI
Don Martone Quartet. ABC-Paramount ABC 326. (Stereo & Monaural) — The romantic, sentimental tones of the mandolin, guitar and accordion are blended attractively here on a group of Italian songs — "Torna a Surriento," "Ciribiribin," etc. Pleasant mood music.

CLASSICAL

JANACEK: JENUFA
Soloists, Prague National Theater Orchestra and Chorus (Vogel). (3-12") Arlia ALPO 80 C-L — Here is the first of a projected series of opera releases from famed Czech composers, via the Supraphon label in Prague. "Jenufa," is material of a folk idiom and it has many lyrical and romantic moments. This new set is one of the few available in the United States and this fact, plus the elaborate box packaging, with complete text translation will make it an attractive buy for connoisseurs.

Perfect PS 15016 — Here's an attractive package for the low-priced (\$2.98 stereo) semi-classic and/or pop field. The Vienna State Opera orch offers rich, symphonically-styled treatments of some of Strauss' most romantic waltzes and polkas—"Pizzicato Polka," "Voices of Spring," "You and You" etc.

BAND

SCOTLAND'S PRIDE
The Royal Scots Greys. (Top Rank RM 320 — Rank has become known for unusual covers and here's another. This time, there's a rectangular shaped piece of genuine plaid cloth impressed on the cover to set the tone for the set. Inside, the pipers and drummers play a set of traditional slow and quick marches and other military airs. The sound is excellent and the package seems made to order for display purposes. Solid merchandise for its market.

LATIN AMERICAN

MANGO-MANGUE
Antobal's Cuban All-Stars. Felsted FS 17511. (Stereo & Monaural) — The top set will get a kick out of these bright Latin tunes, performed in rumba, guaracha and bolero rhythms by the Antobal's Cuban All-Stars. The rhythmic efforts have been arranged by Obdulio Morales and Peruchin, and the orch handles them in exciting fashion. A strong set for Latin aficionados.

RELIGIOUS

GREATER THAN YOU AND I
Ralph Carmichael. Coral CRL 57319 — Excellent inspirational package. Carmichael, noted arranger - composer - conductor in the religious field, brings together a chorus and three soloists, Frank Alpers, Evangeline Carmichael and John Gustafson. Material includes "His Love," "Somebody Bigger Than You and I," "Until We Meet Again" and several written by Carmichael.

HOLY GOD WE PRAISE THY NAME

St. Dominic Church Choir. Columbia MS 6126. (Stereo & Monaural) — These are hymns that are known, loved and sung in Catholic churches across the country. In this instance, the choir is from St. Dominic's Roman Catholic Church of Shaker Heights, a suburb of Cleveland. The voices of this amateur male choir blend happily in these hymns of praise and thanks. This record should be especially popular among Catholics thruout the land.

SACRED

BILL MANN
Worl WST 8047. (Stereo & Monaural) — Evangelist singer Bill Mann, a fine and dedicated tenor, sings a collection of great inspirational and hymns to an orchestral backing. The songs include warm-hearted readings of "Somebody Bigger Than You and I," "His Hands," "Abide With Me" and "Sunrise." A quality recording that should be well-received in its field.

SPECIALTY

SING ALONG IN YIDDISH
Marv Kurz. Golden Crest CR 3076 — The sing along fad has been spreading to include many languages other than English, so a Yiddish version was bound to come. This one, if not terribly slick, benefits from the inclusion of some of the more popular traditional Yiddish songs. Some even have "gone pop" in recent years, including "Tzena Tzena," "Bei Mir Bist Du Schoen" and "Hava Nageela." Set of lyrics is printed on back of the jacket. No English translations included.

BAND

SWING OF THE KILT
Gordon Highlanders. Perfect PS 14022. (Stereo & Monaural) — The Epic low-price line has a pleasant program of Scottish highland items to offer here. Unlike many others on the market, the instrumentation here is that of a military brass band, with bagpipes used only in selected spots. It puts a slightly different touch to this traditional kind of material and it's listenable.

CHILDREN'S

GRANDPA MAGIC'S SPORT CAR RACE; GRANDPA MAGIC AT CONEY ISLAND
Ed Wynn. Riverside W 1417-1416 — These two LP's are part of Riverside's "Wonderland" series for moppets. In each, two kids named Willie and Lillie participate in adventures arising out of a meeting with Ed Wynn, who plays "Grandpa Magic." One features the pastimes and pleasures of Coney Island, the other with excitement of a speed car race. They suffer from too much talk and not enough emotional involvement.

INTERNATIONAL

FLAMING GUITAR
Jose Matos. Jaro JAM 5005 — Jose Matos is a youthful exponent of the flamenco guitar, who has been heard here during his travels with the Carmen Amaya

company. The 10 selections presented here are labeled "Flamenco Suite No. 1," but individually the items represent typical flamenco guitar selections. Matos plays with confidence and feeling, and deserves to become known by aficionados of this genre.

Talmadge Yet To Pick Job

NEW YORK — Altho everyone was trying, no one was certain this week as to what Art Talmadge would do. There were reports that he would go to United Artists Records. There were also reports that he would start his own record firm. Neither could be confirmed at press time.

Execs Seek

Continued from page 1

on the increase. (See separate story.)

Talks with publishers and their agents relative to royalty returns on singles indicate one chief fact: That the million record seller, while not entirely gone, is indeed a rare avis. Even sales of 400,000 and 500,000 are uncommon, and many disks making the charts rack up disappointing sales figures.

Indies, notably those who waxed during the height of the rock and roll era, state that an increasing part of their bread and butter business is now coming from rhythm and blues—and it is undoubtedly true that a strong attempt is now being made to get the most out of this field. "Thank God for rhythm and blues, and the buyers in the Deep South," is a typical comment. It is also interesting to note that other specialty fields, such as gospel and spiritual music, are being flooded with product from indie labels. These fields, tho small, have a core of dedicated buyers. Sales of 10,000 and 15,000 per record are very important in the long run. "Little things mean a lot today," one said.

Tying in with the over-all picture is the known fact that many indies would like to be purchased — to have themselves taken over. Collections by the Music Performance Trust Fund, it is known, indicate that a number of labels are in considerable financial difficulty — and some of these labels are of fairly substantial size. It is expected that by the end of the year, some will have vanished from the scene.

Product - wise, promotion - wise and in general approach, the field is in flux.

12 Sign FTC

Continued from page 2

ord Company, Philadelphia, and Volkwein Bros., Inc., of Pittsburgh. Distributors signing were: affiliated Cosnat distributors of Cleveland, Detroit and New York; Dumont Record Distributing Corporation, and Records, Inc., both of Boston, and both featured heavily during Harris payola hearings; All South Distributing Corporation of New Orleans; superior Record Sales Company of New York City, and Edward D. Cohn, trading as Lesco Distributors, of Philadelphia.

FTC notes that signing of the consents does not constitute an admission of guilt. Records, Inc., was cited for payments to stations themselves, as well as to deejays and other station personnel. Complaints against all of the firms charged that undercover payments to TV and radio deejays deceived the public and unfairly promoted popularity and sales of the records.

Fox-PRS Talk

Continued from page 2

of the extensive use of American music.

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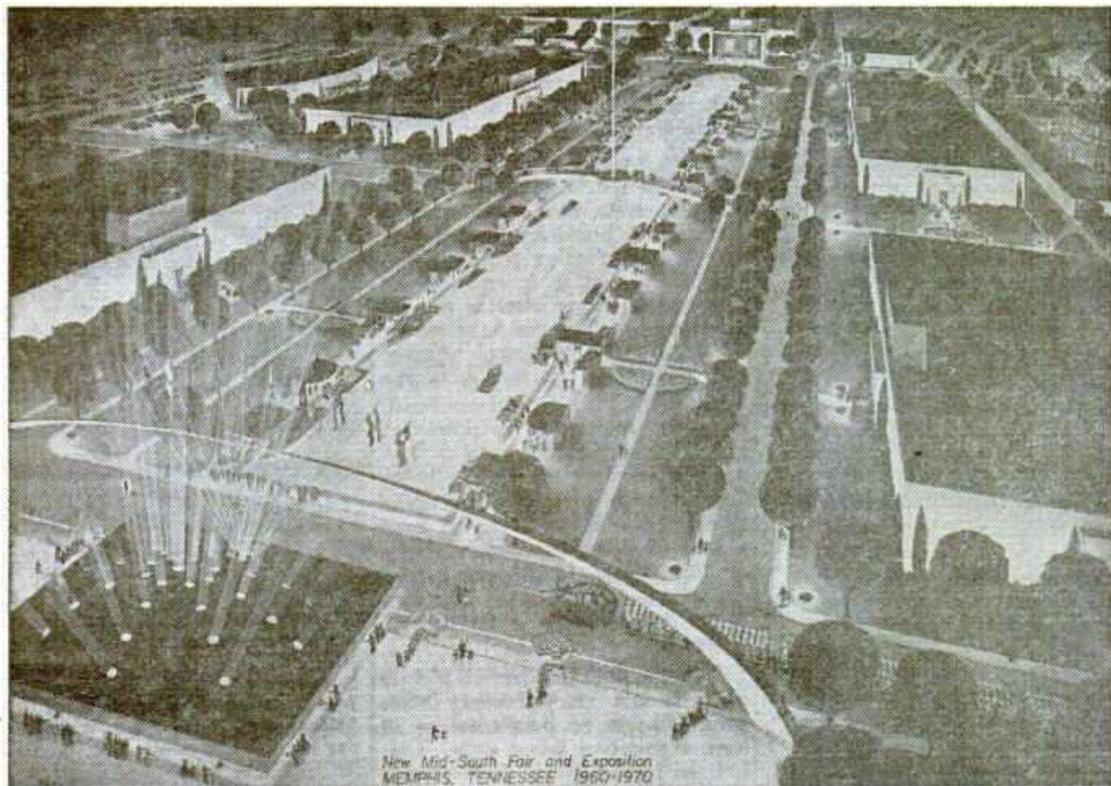
When patrons enter the proposed new grounds of the Mid-South Fair, Memphis, they'll be greeted by the picturesque lagoon and esplanade pictured below.

The lagoon is approximately 700 feet long, 120 feet wide with a navigable depth of four feet. It is a combination grand entrance esplanade and outdoor exhibits and special events area. Length of the lagoon is broken at the center by an arched pedestrian bridge with a 300-foot tapered, prestressed concrete flagpole as its central support. Clearance under the bridge permits utilization of the lagoon for action water events, water sport shows, motor boat shows, etc.

The lagoon proper and its flanking landscaped areas front upon the principal exhibit buildings of the Business-Industrial Zone with 140,000 square feet of

outdoor space. The foreground structure is a combination lighting spectacular and information center. At the other extreme of the lagoon is a music shell and special events staging facility attached to the Shelby County exhibit building. Special night lighting effects will be used throughout this area, including multi-colored fountains in the lagoon, indirect lighting in the trees and shrubbery and fluorescent pigment lighting on the surfaces of the four flanking exhibits buildings.

The information structure at the entrance will be surmounted by a towering fan cluster of anodized gold aluminum flagpoles displaying the flags of the 11 Mid-South States. It is, in turn, framed from north to south by a tapering, reinforced concrete rainbow arch 425 feet in length and 50 feet high at its central point above the flag cluster.



New Mid-South Fair and Exposition
MEMPHIS, TENNESSEE 1960-1970

MID-SOUTH FAIR UNVEILS PLANS

Area Leaders Get Preview of 10-Yr. Plant Construction, Development

MEMPHIS — The Mid-South Fair Saturday (28) unveiled plans for a new multi-million-dollar year-round fairgrounds plant that will be developed on the expanded site of the 104-year-old annual event.

Preview of the 10-year master plan, that is scheduled for completion by 1970, was presented at a luncheon attended by more than 150 Mid-South leaders headed by Gov. Buford Ellington of Tennessee.

The proposed fairgrounds will be designed to not only handle an expanded fair but also a series of shows and events of interest to the 11-State Mid-South area served by Memphis, it was pointed out by G. W. (Bill) Wynne, fair manager.

Lists Events

Included in the long-range programming is:

1. An improved and expanded livestock and agricultural fair.
2. An annual industry-business exposition.
3. An annual home and living exposition featuring products and services of the Mid-South.
4. A continuous series of sports and recreational events centering upon the Mid-South Fair and Exposition's new air-conditioned, modern sports arena and events coliseum.
5. A continuous program of events and demonstrations pivoting upon the new fairgrounds and providing facility for a permanent Memphis recreation and cultural civic center.

The master plan was conceived, produced and presented by the firm of Vandeburg-Linkletter As-

sociates, Inc., fair and exposition planners and community show consultants. Clyde Vandeburg and Art Linkletter shared the presentation honors at the luncheon which was held in the Memphis Country Club. The plan is the result of a six-month study authorized and coordinated by the Mid-South Fair board under the supervision of President Boyd Arthur, Howard Tayloe, chairman of the fairgrounds development committee, and Manager Wynne.

Annual Projects

As a 10-year development program, the Mid-South Fair and Exposition will be phased to an annual and expanding program of site preparation and construction.

Commenting on the schedule of construction, Tayloe, as chairman of the grounds development committee, said:

"Our first requirement is a modern, multi-purpose, air-conditioned year-round sports arena and events coliseum that can accommodate up to 12,000 people and an infinite variety of shows and events. It can cost from 4 to 10 million dollars, depending upon our courage and our vision. Because it is needed and because it will produce continuous revenue, the coliseum will be our first construction project. The city and county have provided \$150,000 for engineering drawings for the coliseum and we expect to be under way in 30 days.

"A paralleling need is for adequate, surfaced parking to accommodate the annual Mid-South Fair

(Continued on page 58)

87,000 Bostonians See Ringling Show

Big Business Continues for Circus; Garden Notes Improved Six-Day Run

BOSTON — The Ringling-Barnum circus wound up a six-day, 13-performance stand (17-22) at the 13,909-seat Boston Garden with a total of 87,328 paid admissions, which was a slight advance for the normal six-day playing period. Last year the circus had an unusual stop of 11 days with 24 performances, but business was not in proportion.

Opening matinee Tuesday was traditionally slow with about a one-third house. Matinees generally were off, with evening performances showing a marked pick-up. This led to speculation for next year along lines of starting afternoon shows at 4:30 on the suggestion of Lou Peri, who tried this successfully in Rhode Island with several circuses.

It was believed the earlier start for evening shows helped the gross, and parents were bringing more moppets at night than usual. Sunday afternoon saw the biggest crowd when nine-tenths of the seats were taken.

This year's advance sale was up as much as 17 per cent and was attributed somewhat to a new plan of placing tickets in out-of-town spots, mainly in suburban department stores. Edward Powers, Garden treasurer, believes that some revision in the handling of sales

must be thought out and reports that the Garden is studying a plan of supermarket-type selling.

The new half price for children on the three Saturday shows turned out well with attendance strong on that day. A big reason for strong evening shows this year was good promotion with various firms and organizations. Youth groups and religious associations also helped swell the crowds.

(Continued on page 74)

Freedomland On Schedule; List Suppliers

NEW YORK — No difficulties are anticipated by Freedomland in making the projected June 18-19 premiere. Major construction is all but complete and the vital surfacing project is under way. The big theme park has three dozen riding devices. Notable suppliers of amusement equipment are as follows:

Arrow Development Company—Dark Rides, streetcars, automobile rides.

(Continued on page 74)

New \$, Management For N. J. Storyland

ASBURY PARK, N. J. — New hands are at the reins of Storyland Village, the big theme park erected six years ago by garment industry figure Max Kohlmer. Kohlmer ran the spot for three years, then the Redicker brothers, shore concession operators, had it for two seasons.

Its sixth year finds Storyland managed and partly owned by Merrill Braverman, an early manager under Kohlmer. New opera-

tors are Magic Kingdom, Inc., of which Robert E. Edens is president. Principals are a group of electronics manufacturers. Braverman is vice-president.

About 100 people have been working at the spot since Magic Kingdom's arrival on the scene this month. Changes instituted by Braverman included complete company ownership of all facets, with various department supervisors. This sees Mrs. Hilda Shafto over-

NAME MOSES PREZ

Pledge Profitable 1964 World's Fair

NEW YORK — Robert Moses was elected president of the New York World's Fair 1964-'65 last week and forthwith set down some principles worthy of note. This one will not wind up with a deficit, he said, referring to the artistic success but financial failure of its 1939-'40 predecessor.

seeing the concessions; Sam Sofman, food and drink; Charles Edelstein, rides, and John Elloitt, the Frontier City section.

There are 54 acres in all, of which 27 are developed. Five rides are on the site, and work has been developing on the new steam train ride acquired from Crown Metal Products. It has 5,000 feet of track. Also under way is progress on the boat ride channel which was begun a few years ago and abandoned. Braverman will book in other rides.

The new operators hold a long-term lease. Attention is expected to be drawn thru a Cocomarsh tie-in. The campaign will start soon.

Fair directors held their election at the Empire State Building. With Moses at the reins, Thomas J. Deegan Jr., moved over to chairman of the executive committee. Other officers are John W. Hanes, chairman of the finance committee; Stuart Constable, vice-president in charge of operations; Edwin Witt, controller; Brig. Gen. William Whipple, chief engineer, and Mrs. Ernestine Haig, secretary.

Moses estimated the 1964-'65 fair will be two-and-a-half times the size of its predecessor, which had yielded backers only a third of their investments. This time, he said, they are going to get back all of their money—and there is going to be a surplus—that's the way this fair is going to be run.

Preliminary construction work has begun at the 1,100-acre site in Flushing Meadow. By the end of this year the administrative headquarters will be finished.

Moses will be paid \$75,000 a year in salary, plus \$25,000 in expenses. It was brought out that he will receive certain other benefits which were not detailed.

TALENT ON THE ROAD

Mike Ansara Tops Western Bill at Allentown Fair

Michael (Broken Arrow) Ansara will head up the Western show program booked into the Greater Allentown, (Pa.) Fair by the Barnes-Carruthers office. Ansara will be in for three days, August 18 thru 20. B-C also has the country and western program at the annual, August 16-17. On that bill are Brenda Lee, Pee Wee King, Minnie Pearl and one more country name plus supporting acts. . . . Phil Harris, band leader, singer and movie actor, will serve as grand marshal of the Calgary (Alta.) Stampede's annual opening day parade July 11. Also in the parade will be Duncan ("Cisco Kid") Renaldo and trick roper Monte Montana.

Rex Allen has signed for a personal at the New Mexico State Fair, Albuquerque, on September 21, 22 and 23, Tex Barron, fair general manager, disclosed. . . . George Gobel will lead off a June 28 show in Dallas Memorial Coliseum for the one day. Supporting the comic will be the Amazing Mr. Ballentine, Carla Alberghetti, Tito Guizar, Uncle Willie and Paul Neighbor's orchestra. . . . The Great Nordeen, sway pole act, will spend the season at Pacific Ocean Park, Santa Monica, Calif., as the featured free attraction. He'll play weekends thru May and then go on a daily basis during the summer.

TV SHOWCASE: Phil Harris, Jonathan Winters and thrush Patrice Munsel will head for the May 30 Steve Allen video show. . . . Paul Winchell, Hal March and Alan Young guest on the May 31 Arthur Murray Party. . . . Talent on the Jack Paar upcoming segments include Eddie Fisher, May 30; Linda Darnell, 31; Anders and Hadley, June 1; Faye Emerson, Shelly Winters, 2. . . . Stubby Kaye will join other guests on the May 31 "Ford Startime" offering. . . . David McLean, who will shortly introduce a new Western series, will visit Perry Como June 1.

Charlie Byrnes

Como-Kraft Good-Will Tour; Howdy Doody Unit Books Parks

Perry Como visits five cities next month on a good-will tour for Kraft Foods and RCA Victor Records. He'll circulate and attend meetings and luncheons in San Francisco, June 13; Chicago, 17; Cincinnati, 19; Atlanta, 21; Philadelphia, 23, and New York, June 25. . . . Pianist Van Cliburn left last week to begin a concert tour of the Soviet Union under the cultural exchange agreement. It is his first visit to the USSR since winning the Tchaikovsky Competition in 1958. . . . Tony Lavelli's one-man show plays New Albany, Ind., Tuesday (31). On Sunday (5) he's in Racine, Wis., for the American Legion. . . . Comedian Jack Carter stars in "Operation Madball" at Bucks County (Pa.) Playhouse, June 6-18. . . . Howdy Doody bookings include Clara-bell the Clown at Kennywood Park, Pittsburgh, June 11-12, then on the 19th, Zippy the Chimp, Chief Thunderhead and Gus Gasbags. Zippy was at Glen Echo Park, Maryland, over Decoration Day weekend. A unit also goes to Youngstown, O., June 8-10.

Irwin Kirby

Kid & Adult Tickets Same at Steeplechase

NEW YORK — Full schedule by Steeplechase Park got under way Saturday (28), following two preceding Saturday-Sunday operations. As in the past, the park will remain closed every Monday except holidays, which this year includes both Decoration Day and July 4.

A straight \$1 combination ticket has been adopted, with the same number of attractions (10) for both adults and children. Prior years had two kinds of \$1 ticket.

One of the venerable devices has been removed, and a modern ride installed in its place. The old Human Pooltable, a slide onto spinning wooden discs, is no longer evident in the big fun building. The replacement unit is a Round-up. Also new is a Flying Coaster, owned by Charles Rose and spotted outside, along the Coney Island boardwalk.

Frank Tilyou recently was given an award of merit by the Newspaper Reporters Association, for cooperation with the press over the years. Son Ned Tilyou received it for him at an affair in the Hotel Manhattan. On the staff side, manager Jimmy Onorato began his 33d year at Steeplechase in January. The park began its 64th year, thus having his services for more than half its existence. Milt Berger continues as publicist.

James Circus Opens Season

SAN FRANCISCO — James Bros. Circus opened in Northern California last week and will go to Oregon. With it are the Cline's Dogs; clown Harry Ross; Ross and Ross; Rickey & Libonatti, comedy acrobats; Cline's Liberty Ponies; Valenty's unicycles; Cline's Animals including an elephant.

Newberry Stunter Adds Fair Dates

INDIANOLA, Ia.—Leo Overland announced here the recent closing of contracts for the Trans-World Auto Daredevils to appear at the Clay County Fair, Spencer, Ia.; De Kalb County Fair, Sandwich, Ill., and the Greater Grand Forks Fair, Grand Forks, N. D., completing the 1960 routing for the thrill unit.

Opening has been scheduled for June 15 at Rockford, Ill., with the following weekend in Soldier Field, Chicago, as part of the Police Thrill Circus.

Staffers include Overland as general manager; Ben Smith, publicity director; Jim Crews, outdoor advertising; Jack Wright Jr., promotions, and Al Gross, track operations. Earl Newberry, titular head of the company, will continue in an ex-officio capacity supervising advance and promotional activity.

Promotional co-operation has been set up with the Ford Division of the Ford Motor Company, marking the 10th year the Newberry organization has been tied in with the auto firm.

TOPEKA RACES INVITE FEM HIKER TO WALK

TOPEKA, Kan. — The annual Decoration Day stock races here got a shot in the arm publicity-wise last week when Dr. Barbara Moore, the 56-year-old British hiker, was invited to stroll around the track for an hour before the drivers received the green flag.

Maurice Fager, manager of the Mid-America Fair, where the races were scheduled, invited the hiker, who was strolling thru Kansas. She was offered \$500 if she'd wind up her walk here by the holiday and do the pre-race stunt.

The races were under the aegis of Al Sweeney's National Speedways.

One-Price Policy At Pleasure Island

WAKEFIELD, Mass. — Under the billing of the New Pleasure Island, the \$4,000,000 funspot 12 miles from Boston, has received a financial shot in the arm and will reopen Saturday, June 12, under new management.

A new "pay one price—have fun all day" policy—will be instigated. This will mean \$2 for adults and \$1.50 for children and will entitle visitors to all rides and attractions during one day. The park will open with the Three Stooges as the feature attraction and will continue this plan using name artists. Park's new slogan is "You can buy an island for a day."

The funspot will be under the

direction of Walter A. Smith Jr., who will take a leave of absence from the Esso Company which he serves as district manager for Massachusetts and Vermont.

The two other businessmen who picked up the second mortgage from the Merchants National Bank of Boston are Herbert C. Lee, director and vice-president of the Shoe Corporation of America, Shoe Corporation of Canada and A. S. Beck Company, and Robert C. Linnell, trustee and executive vice-president of Cabot, Cabot & Forbes, local real estate developers. Active as resident press agent is Norman Prescott, former disk jockey and lately a vice-president with Joe Levine Film Productions. Boston press agent is Guy Livingston, local theatrical press representative.

A newly constructed Show Bowl will be used to house the Three Stooges and other acts. It has a capacity of 5,000. Bookings are being arranged for the "Howdy Doody Show," "Popeye," "Huckleberry Hound," "Rocky and Friends," "The Rifleman" and others. Plans are firm for "Bozo the Clown" for nine days following the Three Stooges thru the July 4 weekend. A zooland and monkey island are among new features.

An innovation will be the United Nations Cartoon Theater, where cartoons from all over the world will be shown for the first time in this country. Original features of the park also will be in operation under the "free ride" plan.

Heinz Ruhe, animal importer, has been hired to transplant the park into a "tropical paradise" with flamingoes and other tropical birds. He also will bring in many baby animals.

Men are now reported to be working overtime constructing and painting in readiness for the opening June 18, which was a sudden decision. It is believed that the 70 acres of rides will be in shape for the debut. Two of the new owners, Lee and Linnell, also are directors of Freedom Land, Inc., recreation center in Bronxville, N. Y.

Stream of Units Pour From Herschell Plant

NORTH TONAWANDA, N. Y. — Recent weeks have seen the pace of Allan Herschell ride deliveries maintained. Dozens of units have gone out, including a large number of trains and Helicopters. Seaway Kiddieland at Grass River Road and Eisenhower Locks Road, Massena, has received its G-16 train, 36-foot Merry-Go-Round, Helicopter, Roadway, Roller Coaster and Boat Ride. Other deliveries are:

G. A. Boeckling Company, new owner of Cedar Point Park, Sandusky, O., 1865 Miniature Train and Helicopter; G. L. Smith, four

more coaches for his two G-16 Trains at a San Antonio city park; R. L. Arnold of Chattanooga, a Roller Coaster for Lake Spivey, Jonesboro, Ga.

Also, Charles R. Wood, a Roller Coaster for Gaslight Village, Lake George, N. Y.; CNF Amusements, a Mite Mouse for Ocean Beach Park, New London, Conn.; Charles Walsworth, pickup of a Helicopter for Al Brown Shows of Madison, S. D.; E. W. Cook of Fun Park, Memphis, a Helicopter for new Lakeland Amusement Park, Memphis.

Also, William J. Goodman of Kingston, Pa., a Helicopter; Carl Puline of Erie, Pa., a Helicopter; George Whitney Jr., Helicopter and Kiddie Auto Ride for Whitney's-at-the-Beach, San Francisco; Sancit Amusements, a Kiddie Merry-Go-Round for Falcon Park, New Kensington, Pa.; Ken R. and Quin Gambill, a Kiddie Auto Ride for Gambill Amusements, Steubenville, O.; Bedford (Ind.) Drive-In Theater, a G-12 Train; Normand A. LaJoie, a 36-foot Merry-Go-Round for Fernando's Supermarket, Brockton, Mass.

Michigan Park Builds 30G Miniature Golf

UTICA, Mich.—Utica Amusement Park is completing construction of a championship type miniature golf course at a cost of close to \$30,000. Myron Brown, park owner, is introducing a new concept of professional type construction rather than flash.

Construction is of natural stone and concrete, which is being left in its natural color. The bridge is constructed of natural brown mahogany. The brilliant colors ordinarily used in miniature golf courses are missing here, in favor of the subdued tones characteristic of a standard golf course—a feature designed to appeal to regular golf fans.

The new course was scheduled for opening Decoration Day (30), with finishing touches being completed this past week.

Brown has also been appointed Midwest representative for the International Miniature Golf Tournament to be held at Asbury Park, N. J., November 10-11. He is currently awarding franchises under the tournament set-up to other golf courses in Central States.

Aim of the new type of construction is to upgrade miniature golf in its appeal to the public from a casual game into an accepted sport with its own standards and prestige, he said.

Bob-Lo Picnics 100 Over '59

DETROIT—Prospects for 1960 business at Bob Lo Park, opening for the season May 28, are excellent, according to Ray Scheetz, passenger agent. Advance picnic bookings, the backbone of patronage at this park which is accessible only by boat, total 700—compared

Walled Lake Weekends Off, But Picnic Bookings Boom

DETROIT—With three weeks of weekend operation already chalked up since park opening on May 8, Walled Lake Amusement Park has been running about 25 per cent under last year's business for the same period, according to Manager A. M. (Brownie) Brown, who is now in his third year with the park. The weather has been highly adverse thruout this section to outdoor show enterprises, with rain every weekend.

The early weekend dropoff news is more than offset, however, by the heavy booking of industrial picnics, which are running 20 per cent ahead of last year, and constitute the prime source of profitable business for this park, located 25 miles northwest of the city. The number of industrial bookings has actually run so heavy that the park season will be extended until about the middle of September in order to work them all in.

Midweek bookings for smaller industrial and other firms are also

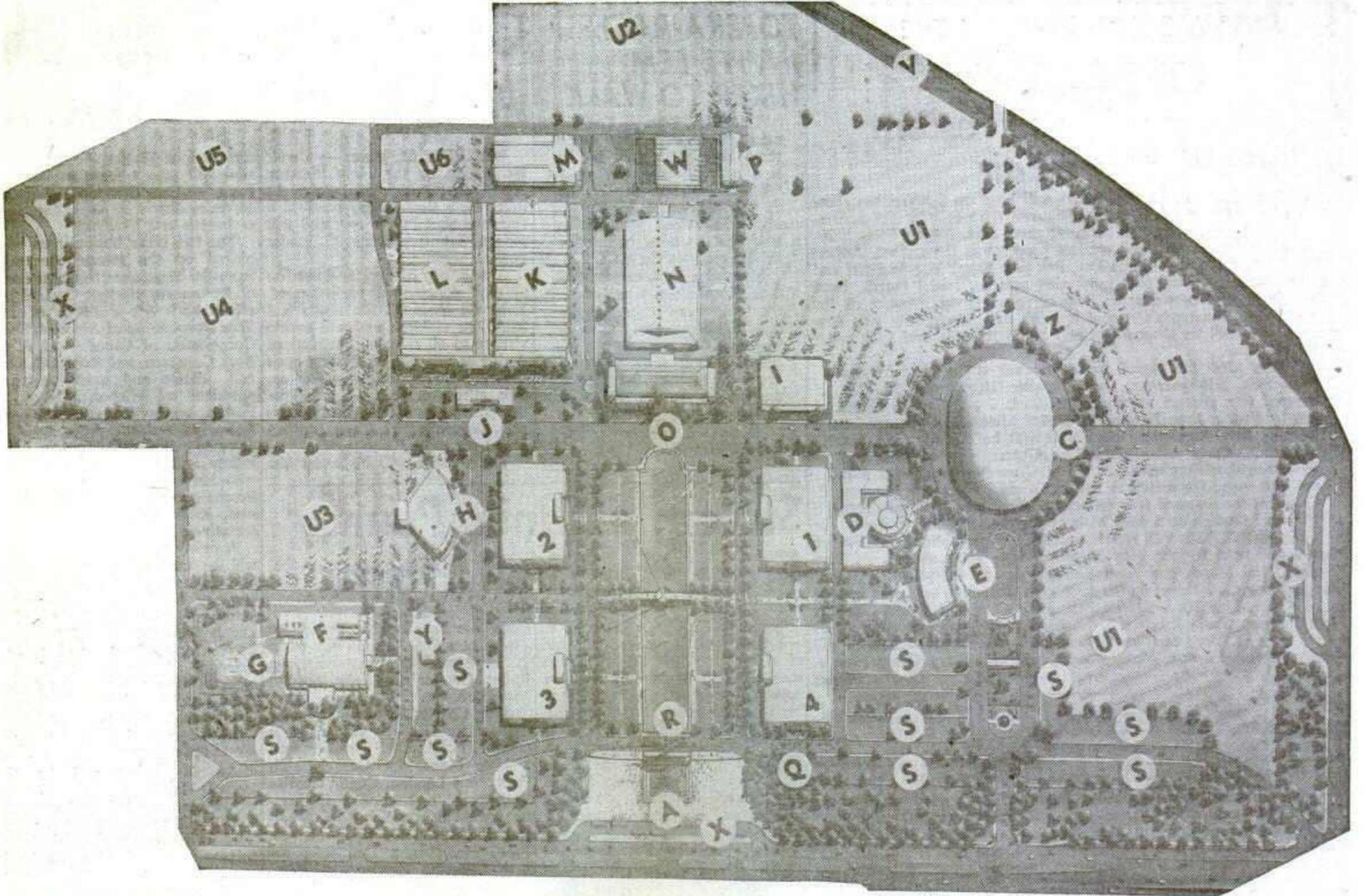
to 600 a year ago at the same time. In addition the park is booking an exceptional number of convention groups for charter cruises in the late afternoon, following the regular convention sessions, in place of the usual 6 p.m. sailing to the park which usually draws a maximum of 300 people.

running higher, with the Wednesday and Thursday dates well ahead of recent seasons. These dates are generally used for firms with payrolls under about 300 employees, while the weekends are reserved for the big industrial firm picnics.

Walled Lake Park, under the management of Fred W. Pierce Jr., has had a number of school picnics and has opened on special days for these events only. Regular park operation on a six-day basis—with Mondays dark—will start June 15.

A feature this season is a new Mother Goose Land with a host of story-book characters. George Bertoli, of Philadelphia, has installed a battery of 16 Skee Ball alleys in the former Arcade Building, while the latter has been moved to a section of the former skating rink. The rink, operated by Joseph Aulton, of Michigan Midget Movies, is now 40 by 100 feet, double its former size. The remaining portion of the rink building will probably be used this season for some special attractions. Currently under consideration is a dramatic stock company, a new "first" for parks in this area.

Manager Brown was on duty in Detroit at the NAAPPB exhibit at the National Industrial Recreation Association Convention at the Hotel Sheraton-Cadillac, presenting the amusement park story to these industrial leaders.



AN AERIAL VIEW of the new fairgrounds of the Mid-South Fair and Exposition as the plant is scheduled to appear upon completion in 1970. Details are: A—Miniature model of fairgrounds and information center. B—Exhibition buildings 1, 2, 3 and 4, to be erected in that order, 40,000 square feet each. C—Coliseum; permanent seating, 8,000; expanded total, 12,000; 87,000 square feet. D—Youth Center and flexible dormitory area; provides for small auditorium and canteen; dormitory, 19,500 square feet; Youth Center, 7,854 square feet. E—Memphis and Shelby County permanent exhibit building; 15,000 square feet. F—Women's building; covered pool and exhibit area. G—Supervised playground. H—Concert Auditorium; capacity, 2,000. I—Agriculture, dairy and animal industry building; 25,000 square feet. J—Administration Building, 5,250 square feet. K—Cattle barn; 80,000 square feet. L—New cattle barn, progressively added up to 80,000 square feet. M—Horse barn; 24,000 square feet. N—Arena; 60,000 square feet. O—Shelby County building; 33,288 square feet. P—Maintenance and warehouse; 5,000 square feet. Q—Concession warehouse; 2,500 square feet. R—Dual purpose lagoon. S—Midway area; 250,000 square feet. U—Total parking area for approximately 7,400 cars at six locations. V—Siding for livestock and exhibit equipment. W—Sheep barns; 13,900 square feet. X—Bus depots; up to 58 buses. Y—Quonset hut children's theater. Z—Livestock corral for Coliseum events.

MID-SOUTH FAIR UNVEILS PLANS

Area Leaders Get Preview of 10-Yr. Plant Construction, Development

• Continued from page 56

CHI TRADE FAIR COOLS OFF, WILL WIDEN AISLES

CHICAGO—The Chicago International Trade Fair, to be held here at Navy Pier, June 20-July 5, should operate in a much cooler atmosphere than last year's run, according to Richard Revnes, manager. And wider aisles should also help overcome complaints that were registered in '59.

A new air-cooling system will utilize a water spraying and evaporating method that is claimed will reduce the temperature in the long pier by 40 per cent. A total of 84,000 gallons of water daily will be sprayed over the roof area from low trajectory sprinklers spaced 25 feet apart.

So. Fla. Fair Names Yount New Manager

WEST PALM BEACH, Fla. — Fred G. Yount, this city, has been named manager of the South Florida Fair and Exposition, succeeding Lamar Allen.

Mrs. Jean Ecker continues as administrative assistant and Mac-Allister Marckres as booker of the midway attractions. A special seven-man committee has recommended abolishment of the fair's downtown offices and establishment of a bookkeeping system.

Dates are January 27-February 4, 1961.

In addition, one hundred large sections of permanent panes of glass between 8 and 17 feet high, will be removed from the exterior walls to give cross-ventilation. Canvas awnings or jalousie windows will be installed at these openings to protect the exhibits from weather.

The aisles will be increased 40 per cent in width and better movement of visitors will be accomplished by a new requirement that exhibit pavilions be separated by 15 feet.

Mayor Sees Peace For Detroit Hall

DETROIT—Assurance of peaceful labor relations for shows coming into Detroit's new \$54,000,000 Cobo Hall was voiced by Mayor Louis C. Miriani, following a conference he called with L. M. Weir, president of the Carpenters Union, and Stephen I. Kish, secretary of the Civic Center Commission, having jurisdiction over the new hall.

The new understanding apparently removed possibility of the type of flareup which seriously handicapped the recent show of the American Society of Tool Engineers at the Artillery Armory. Picketing discouraged attendance, jurisdictional labor disputes were involved, and charges of excessive fees to get exhibits in place or removed were widely aired at that time.

Navy Rockets, Missiles on Fair Circuit

NEW YORK—Exhibits of Navy rocket and missile capabilities will be at 34 fairs this season. Four distinct routes have been charted for as many touring units. They consist of a pair of Talos missiles, a big Polaris missile, a pair of connected walk-thru trailers, and a walk-thru bus exhibit.

In each case the exhibit will serve as a recruiting station, tying in with the local Navy recruiting office.

From single units to an assemblage of units, they will be shown at the following fairs:

Illinois State, Springfield; Ozark Empire, Springfield, Mo.; Iowa State, Des Moines; Minnesota State, St. Paul; Mid-America, Topeka, Kan.; New Mexico State, Albuquerque; Tri-State, Amarillo, Tex.; Texas State, Dallas; Tulsa (Okla.) State; Ionia (Mich.) Free Fair; Missouri State, Sedalia; Wisconsin State, Milwaukee; Indiana State, Indianapolis; Kentucky State, Louisville; Mid-South, Memphis; Alabama State, Birmingham; Arkansas Livestock Exposition, Montgomery; North Carolina State, Raleigh; Louisiana State, Shreveport.

Also, North Dakota State, Bismarck; Frontier Days, Cheyenne.

(Continued on page 74)

and the new coliseum and its program of events. The first such units of permanent parking will be included in the 1960 construction schedule and expanded annually to our goal of 7,400 units.

"In 1960, we hope to add 18,000 feet of new livestock exhibit space and break ground for the Tennessee lagoon and exciting esplanade entrance to the new fairgrounds.

"In my view, the coliseum and its attendant parking represent our initial 'blue-chip' bid for the new fair and evidence of our faith and belief in Operation Mid-South Unlimited."

Cites Techniques

Wynne cited some of the techniques used by Vandeburg-Linkletter in developing co-operative business and industrial support for the expanded plant. The planners sought to capitalize upon the changing economy of the Mid-South and the emergence of a strong industrial trend. Some 350 national and regional companies were asked to contribute to the planning of the new fair and to pledge participation thru exhibits, structures, facilities or events.

Of the 126 companies responding to a detailed questionnaire, 51 designated specific participation in a variety of categories. In addition, 24 companies planned further plant expansion and 40 intend to increase production and distribution facilities. A majority of all companies responding indicated a desire for modern exposition structures and facilities in the Mid-South where they could display

and demonstrate products and services.

The Vandeburg and Linkletter firm has served a long list of fairs and expositions over the years in various capacities.

Background

They were master planners of the proposed California World's Fair which was to be held at San Diego but canceled due to the Korean War; Colorado Centennial, 1959; International Aviation Exposition, Cleveland; Detroit Golden Jubilee Celebration; Michigan Festival of the Great Lakes; Office Equipment Manufacturers' Institute and the Business Equipment Exposition, Washington, 1959, and Los Angeles, 1960; State of California new State Fair and Exposition, Sacramento; International Jet Age Festival, Los Angeles, 1961; Long Island Association and major group of industrial participants for New York World's Fair Exhibit, 1964-'65.

The firm was also active in planning or consulting on California Pacific International Exposition, San Diego, 1936-'37; Texas Centennial Central Exposition, Dallas, 1936-'37; Golden Gate International Exposition, San Francisco, 1937-'39; Oregon Centennial, 1959, and Century 21 Exposition to be held in Seattle in 1963.

They also served as organizers and consultants to President Eisenhower in the formation of the International Trade Fair program and planned, organized and presented the official entertainment program for contestants at the Winter Olympic Games, Squaw Valley, 1960.

AMUSEMENT PARK OPERATION

Origin of Trampoline Fad Told in AP Feature Story

AN ASSOCIATED PRESS feature carried in papers during the past weeks tells how Jess Robinson, Burbank, Calif., launched the current trampoline fad. Eighteen months ago, Robinson advertised his own trampoline for sale in a classified ad. The phone rang for three days, says AP. So Robinson invested \$400 and opened the first center. He dug the holes and installed the several bounding mats at ground level to start the present format for such centers. Next step was for a customer to ask how he, too, could get into the business. Robinson became a factory representative for American and sold trampolines for 80 centers in just 14 weeks. Robinson sees a possible gross this year of \$500,000 for his enterprise. He was quoted as saying it takes about \$7,000 to set up a 10-mat trampoline center. The trampolines sell at about \$300 each.

Shop Centers, Theme Parks Join in Promotional Plans

THEME PARKS, SHOPPING centers and a tourist attraction museum all are intermingled in recent and planned activities in California. Frontier Days, a Wild West entertainment, was at Valley Fair Shopping Center in San Jose May 26-28. It was a joint promotion of the shopping center and Frontier Village, a new fun spot being built just south of San Jose by Bill Meyer. Frank Dean was booked to supply the Western show and exhibits. He brought horses, stagecoach, covered wagon, chuck wagons, nine Indians headed by Chief Red Feather, and a display of whip-cracking, sharpshooting, knife-throwing and rope spinning. Shopping center store windows displayed exhibits from Dean's Old Town Museum, of New Almaden, and Doug Perham's New Aladen Museum. Arrow Development exhibited some of its antique cars. Next will be a similar Western show at the Bay Fair Shopping Center, June 9-11. This center is near Oakland, Calif., and works closely with the other one. Nora Hampton, of Bay Fair, has signed Dean for the June show also. Dean appeared on several "You Asked for It" TV programs.

Flashbacks to 1871 to Mark Atlantic City's 90th Season

ATLANTIC CITY will turn back the clock on June 26, and show both visitors and residents how things looked back in 1871. The occasion will be the 90th anniversary celebration of the resort's first Boardwalk. And part of the atmosphere will be furnished by a replica of the original promenade. The replica of the first Boardwalk will be 50 feet long, and will be installed on the center of the present promenade. It will be in an enclosure, with sand under and around it. Plans call to have it there from June 25 thru July 5. The celebration program, to be staged only June 26, will have some 50 models parading on the original walk, wearing clothing that was the height of style during the past nine decades. This will include bathing suits as well as street clothing and evening wear. An amphitheater will be set up around the crest at Park Place. There will be barbershop quartets, beer garden bands, bicycling and other entertainment. Old fire engines will be on display along with other relics. Merchants will have window displays identified with the early days. The event will be staged by the city in co-operation with the Greater Atlantic City Chamber of Commerce.

Themer Opens; POP Veteran; Coney Extras; Pennsy Plug

STORYBOOK CITY U.S.A., Chicago area theme park, opened Sunday (29). Spot closes on Mondays, gets 50-cent and 90-cent gate charges, and features such rides as Trolley, Train, Old Cars and others. It also has a Toyland, Fairyland and a restaurant. . . . A State publication, Internal Affairs, has a feature about Western Pennsylvania resorts and State parks. It mentions Idlewild Park and Story Book Forest of Ligonier. . . . Palisades Park claimed 112,000 persons saw its circus in April and May. Now it is accepting entries for the Miss Universe contest. . . . Pacific Ocean Park, Santa Monica, Calif., opened the second in a series of art exhibits on Saturday (28). Charlie Goss, who has several units at POP, including the Mirror Maze and a two-story dark ride, has chalked up 55 years in the business. . . . Extra features at Coney Island in Cincinnati include Happy Kellems, clown; Sungani Indian Dancers, name bands and water skiers. Park has a new Spook ride from Arrow Development. . . . Pion-Era, Saskatoon, Sask., celebration and museum, will be July 4-9.

Gymnast Bows Daytona Beach Bounceland

DAYTONA BEACH, Fla.—Charles Parrott Jr. is opening his Westgate Bounceland this week with the installation of 12 pit-type

trampolines. Parrott, a teacher and coach in the Holly Hill School system, is an experienced gymnast qualified to instruct novice jumpers.

He also has a franchised dealership with the American Trampoline Company, of Jefferson, Ia., for sales in this area. Adjacent to the busy Westgate Shopping Center his lot is the fifth in Florida, the other four being in the Miami area.

Oklahoma Park Filled to Brim For Robertson

LONEWOLF, Okla. — Frank Rush's Craterville Park, 20 miles from any town and at the gate of a State park, scored capacity crowds Sunday when TV's Dale Robertson was the featured name act. Rush said it was impossible to estimate the number of people who came out for the event, but that traffic was lined up in a double row of cars for eight miles. Extra police and civil defense people helped with the throngs.

The park advertises in a 120-mile radius and draws from Oklahoma City and Wichita Falls. Robertson, first of several names set for the season, was booked thru MCA's E. O. Stacy.

Coming in future weeks are "Johnny Ringgold" from Clyde Baldschun (30); Gabby Hayes (5), and Smiley Burnette (12), MCA; the Promenaders (18), Top Talent, Springfield, Mo.; Bill Mac (25), Wichita Falls singer; Homer & Jethro, July 4-5, MCA, and Red Foley, Top Talent.

Rush said that business was curtailed because of the overwhelming size of the crowd. On the season so far, the park is comfortably ahead of last year's business, and April was up 25 per cent.

McClure Concessions, Inc., Oklahoma City, were added to the park's own concession facilities for the Robertson appearance.

MARINELAND, Fla. — A new all-day sight-seeing cruise from Daytona Beach to Marineland was inaugurated this week by Florida Fleet Charters, Inc. The yacht, Seabreeze II, will leave Daytona each Saturday at 9 a.m. and proceed via the inland waterway, arriving here for lunchtime.

Passengers will have adequate time to catch the Marineland shows and return to Daytona by early evening. A package deal will be offered which includes boat fare, admission to the Marineland attractions and snacks while en route, at a flat rate.

RIDES WANTED

Three (3) major Rides: Merry-Go-Round, and Roller Coaster and small Kiddie Ride in my park immediately, on a percentage basis. For further information concerning my park and placing rides contact G. F. PHILLIPS, President-Owner, by calling collect at 4-4222 Harrisonburg, Va., during the day and Hinton, Va., 2182 after 5:00 p.m.

ED'S PARK, INC.

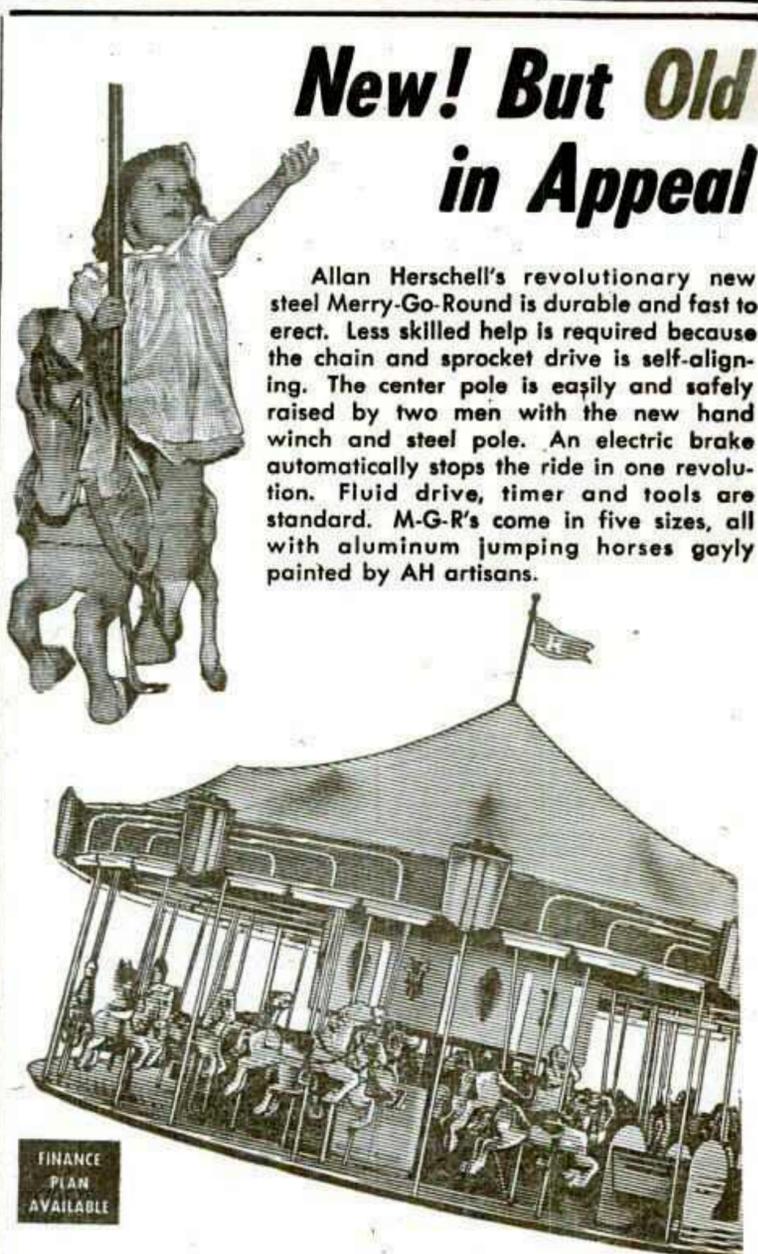
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CAPABLE ALL-AROUND MECHANIC for Boardwalk Arcade. Must be reliable and positively no "boozer." Can arrange reasonable living conditions.

VENICE AMUSEMENT CORPORATION

Seaside Heights, N. J.



New! But Old in Appeal

Allan Herschell's revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skilled help is required because the chain and sprocket drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and steel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and tools are standard. M-G-R's come in five sizes, all with aluminum jumping horses gayly painted by AH artisans.

FINANCE PLAN AVAILABLE

- MERRY-GO-ROUND • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE
- PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER
- HELICOPTER • MAD MOUSE • MITE MOUSE • "1865" LOCOMOTIVE
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COMPANY, INC.

NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"

Own Your Own TRAMPOLINE CENTER*



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AMERICAN TRAMPOLINE CO.
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5 Famous Models . . . plus the new "1865"

- Steam type with real smoke . . . dependable G-16 gasoline power.
- Focal point for theme park or exciting 2nd train on G-16 track.
- Boost attendance and publicity.
- Also available . . . the finest Trackless Train.

ALLAN HERSHELL CO.
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Cotton Candy Machine For Profit-making proof of Whirlwind's superiority, check any successful Cotton Candy stand. It's always a Whirlwind or two. Whirlwind's the best value for you, too. Only \$275.00



STRIPED FLOSS CONES
COTTON CANDY CONES
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For more sales appeal, always use the new STRIPED floss cones. For two-color or 25c sales, always use the Jumbo Floss Cones.

FLOSSINE
Smart operators always color and flavor their floss. FLOSSINE is the economical, safe and easy way to do it.



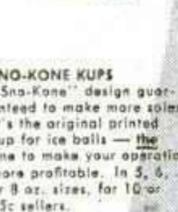
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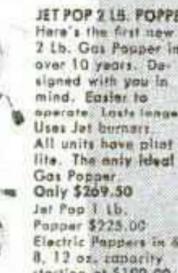
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DALLAS FAIR GETS RODEO FINALS THRU 1961 RUN

DENVER—Site of pro rodeo's championship playoffs will remain in Dallas thru 1961, it was announced by the National Finals Rodeo Commission following a meeting at Las Vegas.

The annual world series contest will again take place during the Cotton Bowl festivities in late December, sponsored by the State Fair of Texas.

The year's championship cowboys will merge at the rodeo's conclusion. The finals will be held at Dallas this year, December 26 thru January 1, under previous agreement.

James Stewart, general manager of the Texas State Fair, flew to Las Vegas for the commission meeting. He said he was "happy and proud" at the decision and added the finals were "a great addition to the Dallas sports picture."

John Van Cronkhite, Nacogdoches, Tex., producer of the NFR, said the commission's choice of the Dallas site for the third year hinged upon the city's centralization, excellent facilities for a major rodeo and the co-operation accorded all connected with the cowboy contest.

St. Paul's Pop Icer Operates July-September

ST. PAUL—The Pop Musical Ice Revue will open its 24th annual season at the Auditorium arena here July 8 with performances each Wednesday, Friday and Saturday thru September 3. Ice show performers are recruited primarily from the St. Paul Figure Skating Club.

The Pop orchestra again will be directed by Leo Kopp, Civic Opera association director, and Herman Herz, director of the Duluth symphony orchestra. Choreographer and director of the ice revues will be Stanley Judson, who will return from his home in England to head the shows. Judson, director of the National Irish Ballet company in Cork, Ireland, is a former member of the Sadler's Wells ballet.

Miss America Pageant Post To Ala. Prof.

ATLANTIC CITY—Prof. James Hatcher, producer of Miss Alabama pageants for the past 15 years and member of the University of Alabama faculty, will produce the 1960 Miss America Pageant here in September, it was announced by Lenora S. Slaughter, executive director of the pageant.

An actor, director and producer, Hatcher is assistant professor of speech at the University of Alabama's Birmingham center and director of the Town and Gown Civic Theater in that city.

Miss Slaughter said the pageant's new producer has chosen a fairy story setting as a theme for the 1960 pageant production, with the reigning Miss America, Lynda Lee Mead, of Natchez, Miss., as "Cinderella" and a prominent stage personality, whose name will be announced later, portraying "Prince Charming."

Miss Slaughter said Hatcher is in Atlantic City for the first of a series of conferences regarding production of the pageant, which will be held September 6-10 this year. Added importance has been given the 1960 pageant production since it will also figure in the 25th anniversary reunion of the Mu Alpha Sigma sorority, the organization of Miss America contestants since 1935. Some 300 contestants and an additional 500 members of their families will attend, Miss Slaughter said.

New Arena

CORONATION, Alta. — Plans for a proposed \$44,000 skating arena have been received by the Coronation Arena Association. Rate payers will vote on the project.

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St. Paul Sees Minnesota Pageant

ST. PAUL—The Miss Minnesota Pageant featuring Linda Lee Mead, Miss America, was held Saturday (21) in the arena section of the St. Paul Auditorium. There were 17 district winners who participated in swim suit, evening gown and talent competitions for the title of Miss Minnesota.

ARENA, AUDITORIUM NEWSLETTER

Cow Palace Saluted

By TOM PARKINSON

A RECENT ISSUE OF THE San Mateo Times saluted the Cow Palace with a feature article that traced its construction and progress toward a position of leadership in its field. Cover and three pages of the magazine section were devoted to the big San Francisco building. At about the same time, Nye Wilson, manager of the Cow Palace, was announcing some of their future plans and recent accomplishments. The Boy Scout exposition attracted an estimated 60,000 people in two days. The Roller Derby is taking all Saturday nights that are available before its scheduled August 12-13 finals. That means nine Saturdays. Last year the final two days' world championships pulled 31,000. The San Francisco Examiner held Olympic Boxing Finals for three days. Jack Kramer's tennis stars come June 17-19 for their second 1960 engagement. On June 1 the Cow Palace will have the Carlos Ortiz-Duilio Loi junior lightweight championship match, and other boxing is scheduled. The Bay Area Home Show will be in for 10 days, starting July 22. Annual All Arabian Horse Show is September 6-7. Ringling-Barnum circus will give 12 performances during August. And after July 1 the Cow Palace will get started on a \$93,500 improvement program previously announced. The Cow Palace also expects to spend \$100,000 from rental revenue.

'Holiday' Tells of New Show; Units Play Mexico, Africa

AS "HOLIDAY ON ICE" tallies its record-breaking 1960 tour of the U. S. and proceeds with its month-long stand at Mexico City, the show staff is unveiling some of its plans for the 1960-'61 edition. This 16th annual version goes into rehearsal at the Municipal Auditorium, Sioux City, Ia., where Robert D. Hinchman is manager. The icer opens its new tour August 16. Producer Ruth Tyson has mapped a show that opens with a salute to the Roman goddess of dawn, switches to an interpretation of Slavic folk dances, and features an American Indian number at the end of the first half. Second portion has "Mother Goose Land," then a sampling of several famous ballets, and a finale that salutes the Armed Forces. The finale was worked out in association with the Marine Corps and with a Marine drill master assigned to the cast for a month. There will be national publicity keyed to this number thru Marine Corps installations. Returning to the cast will be the "Holiday" regulars. Joining will be Buddy & Baddy, pantomime comedians who have been in Europe since 1955. Making his first appearance here will be stilt-skater Werner Muller. "Holiday" will have a new stereophonic sound system. Advance men Art Johnson and Arthur Seelig are vacationing now. Paul Dempsey is setting up New York offices as advertising manager. Jim Riley is preparing new press material, and John Finley is busy at the New York offices also. One overseas unit now is in North Africa, playing Oran until June 12. Another is in Egypt and Central Africa, with a tour of South Africa to start in December.

'Ice Capades' on TV June 2; Japanese Plays in New York

"ICE CAPEDES OF 1960" will be seen in a color program on NBC television June 2. Called "Summer on Ice," the show will include Craig Stevens, Gisele MacKenzie and Tab Hunter along with the icer cast. . . . June 2 also will bring the opening of Grand Kabuki at the New York City Center. The season runs thru June 22, with a repertoire of classic Japanese plays. Transistor radios will be available at the performances and on them theater-goers may hear a simultaneous translation of the Japanese songs and dialog. The Japanese-made receivers will be available for other foreign-language productions in the future. . . . Manitoba's new Lord's Day Act went into effect last week. This provides that local option voting in cities may authorize nonprofit organizations to conduct sporting events and cultural musical performances on Sunday afternoons. There are further restrictions on circumstances under which Sunday activities may be permitted, and boxing, racing and wrestling are still forbidden on Sundays.

Birmingham Auditorium Tabs Record Events, Attendance

MUNICIPAL AUDITORIUM AT Birmingham is completing what Manager Fred McCallum declares is its finest season ever. There is a new Birmingham record now for the number of events at the building and for attendance. The season included Boris Goldovsky's Grand Opera Theater, violinist David Oistrakh, Canadian Ballet, pianist Gina Bachauer, the Chicago Opera Ballet, Pittsburgh Symphony Orchestra, and other concerts plus an eight-performance record stand by "My Fair Lady," and a new record stand by "Holiday on Ice." Birmingham also had Ringling Bros. and Barnum & Bailey Circus, and the Metropolitan Opera in "Madame Butterfly" as high spots of its busy, biggest season.

Atterbury Circus Books Minneapolis Shopping Center

MINNEAPOLIS — Southdale Shopping Center will have its second annual circus August 15-21 on the center's parking area. Robert Atterbury is bringing the 90-minute show. There will be 16 acts.

The circus also will appear at other shopping centers around the country, according to Marty Rud, publicity director of the Southdale Shopping Center.

Admission will be 50 cents for children and \$1 for adults. Last year the admission price was 25 cents for children with a coupon from a Southdale store and 75 cents for adults.

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FAIR-EXHIBITION MANAGEMENT

San Antonio Exposition Nets \$42,953 on 1960 Run

SAN ANTONIO—The 1960 San Antonio Livestock Exposition yielded a net profit of \$42,953, officials reported, terming the week-long show "one of the best yet held."

Officials noted that the 1960 show was a "real success" despite a flu outbreak prevalent during the show's run.

Officials further reported that two new additions to the 1960 show—the wool and mohair exhibit hall and 10,000 square feet additional space to the sheep barn—have been paid for out of revenue from this year's show.

The exposition now has more than 350,000 square feet of exhibit space under roof, not including the coliseum. The membership also was informed that the life membership fund of \$117,300 remains intact in San Antonio banks and is drawing interest.

In the 11 years of operation of the annual exposition, the show has invested some \$402,500 in permanent buildings at the coliseum grounds. Dates of the 1961 show were announced as February 10-19.

A slate of 383 directors was elected for the coming years, and the same group of officers will guide the show for another term.

They are Joe Freeman, chairman of the board; E. W. Bickett, president; Mark L. Browne, first vice-president; Fred Shield, second vice-president; Lucian T. Jones, treasurer. Elected to the executive committee were Harry Freeman, R. H. Friedrich, G. A. Lowrance, Howard Murphy, Perry Kallison and Joseph S. Morris. Eight other members of the executive committee are to be named by this group at a later date.

Spencer, Ia., Features 150,000-Watt Lighting

SPENCER, Ia.—The Clay County Fair will brighten its track this year with eight portable light towers that will cast 100,000 watts of illumination over the area, Bill Woods, veteran executive secretary, disclosed. In addition, the fair's own 50,000 watts will be beamed from the top of the grandstand.

For the first time in the 40 years of the fair night harness racing will make its debut, and the first major rodeo ever presented will be after dark.

The portable lighting equipment has been rented from the estate of the late Charles F. Connolly and will be brought here from the Missouri State Fair, Sedalia. Each of the eight towers is powered by its own generator.

Night production lineup during fair week includes rodeo, Monday and Tuesday; harness racing, Wednesday; thrill show, Thursday; stage revue, Friday, and modified stock car racing on Saturday evening.

Mass. Fair Total, 1,532,544; \$232,650 Prizes Given in '59

BOSTON—There were 1,532,544 visitors to fairs in Massachusetts last year, it is reported, with a total of 142 events being held. Majority were community, grange, youth and livestock fairs. Of the total gate the major fairs predominated. Eastern States Exposition, for example, pulled better than 500,000 visitors and the other majors drew a similar total when combined. Premiums awarded came to \$232,650, of which the State donated \$102,689.

At the Western Massachusetts Fairs Association meeting May 16 in West Springfield, it was brought out that these statistics applied to the four Western counties: fairs, 48; agricultural exhibits, 35,344; youth exhibits, 14,456; ribbons awarded, 171. Elected were Charles F. Chunglo of Southwick, president; Sven Anderson Jr. of Blandford, vice-president, and Mary E. Carlon of West Springfield, secretary. Eastern association leaders are Clarence E. Anderson, president, and the following vice-presidents, in order: Rudolph Christianson of Rehobeth, Paul Corson of Topsfield, Charles J. Meyer of Centerville, and William F. MacIntyre of Quincy. Elsie M. Gorman of Avon is secretary and Henry Giguere of Weymouth, treasurer.

PNE Hosts 2,291,971 During 1959 Operations

VANCOUVER, B. C.—Exactly 2,291,971 officially counted persons attended the year-round functions at Pacific National Exhibition Park in 1959.

To drive that statistic home more emphatically, the count was 43 per cent more than the total population of B. C., estimated today to be 1.6 millions.

Of the grand total attendance 880,325 were visitors to the 14-day fair. The remainder, recorded in the off-fair seasons, attended events which ranged from flower shows to football playoffs.

Playland counted 100,000 thru its games and rides before the fair; 83,000 paid admissions were noted at the Garden Auditorium and the renovated Showmart marked up an unsurpassed 195,067.

The Forum did an epic job in packing them in. A total of 359,391 turned out to cheer the Canucks to victory, skate or participate in the many skating parties.

Empire Stadium performed to a grand total attendance of 371,972. This included football, rugger, soccer and other sports.



THE MID-AMERICA FAIR AT TOPEKA, KAN., will unveil this new \$400,000 exposition center in the spring of 1961 to coincide with the Kansas centennial year. The structure will provide nearly 40,000 square feet of floor space and will double the floor space of any other exhibit building on the grounds, according to L. J. Marshall Jr., fair president. The L-shaped structure, designed by George H. Eicholtz, Topeka, will have a west wing 190 by 103 feet and an east wing 165 by 84 feet. The east wing will contain the main lobby, restrooms, concession counter and basement fallout shelter to be financed by Civil Defense participation. In the other wing will be an air-conditioned assembly room with stage and capacity for 750; a demonstration room, also air-conditioned; dressing rooms, toilets and a work room for use in food service and exhibit preparation. Construction will be steel roof framing with built-up gravel roof. Walls will be block faced with brick, with some insulated steel wall panels in the west wing. Terrazzo floors in lobby and toilets, concrete in all other areas with vinyl tile finish in assembly and demonstration.

Alberta Fair Seeks B Rate

MEDICINE HAT, Alta.—The Medicine Hat Exhibition and Stampede, a Class C fair, is expected to have a Class B rating by July, 1961.

The matter has been discussed between representatives of the provincial government and the exhibition.

Rating of fairs is based on the prize money made available to exhibitors. If the Medicine Hat show can qualify for a B category, it will mean larger grants from the federal and provincial governments. This will help enlarge the building program for agricultural exhibits and prove a benefit to 4-H Clubs.

Lethbridge, Alta., Offers 30-Year Fairgrounds Lease

LETHBRIDGE, Alta. — City council has offered a 30-year lease on the exhibition grounds to the Lethbridge and District Exhibition. In a letter to council, C. E. Parry, secretary-manager of the exhibition, stated that to finance construction of a \$450,000 livestock pavilion, lending institutions would require a lease of the grounds for a term exceeding the term of the debenture issue or loan repayments.

Copenhagen Tivoli Gets Good Crowd

COPENHAGEN — Favorable weather and a number of holidays and special celebrations during the first half of May puts Tivoli attendance beyond the 500,000 mark.

Big days were the opening day, May 1, with a 64,600 pay gate, and the two weekends—first, with a 100,000 two-day gate; second, with 96,300. "Refugee Aid Day," on Thursday (12), drew 33,500 and Friday, a holiday, brought in 45,400. There has been only one low day—a chilly Friday (6)—when the gate dropped to 12,500. It was not a poor day as many season ticket holders also turn out on such days, to patronize the restaurants under leisurely conditions and to attend the concerts.

Moose Jaw Fair To See Jet Team

MOOSE JAW, Sask. — Already scheduled to appear at several Western Canadian exhibitions, the Royal Canadian Air Force jet team, the Golden Hawks, will present one display at the Moose Jaw Exhibition on the afternoon of July 15.

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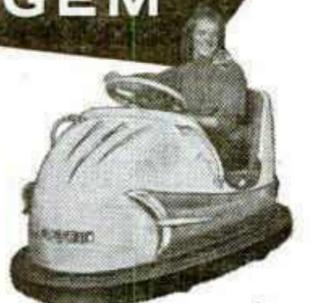
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BEATTY ADDS ACTS FOR PHILADELPHIA

New Canvas Billows at Lighthouse; Nine-Day Stand Opens for Shriners

PHILADELPHIA—New big top and menagerie canvas and a beefed-up performance marked the opening here of a nine-day run of the Clyde Beatty-Cole Bros.' Circus Sunday (22) at Lighthouse Field.

The white big top is trimmed in red and blue. A product of the Lief Tent & Sail Company, Sarasota, the spread reaches 60 feet to the bale rings and measures 150 with three 50's. The four-pole menagerie has the same color scheme and is 190 feet long and 74 feet wide.

Acts booked solely for this date, under auspices of the Shrine, are Beatrice Dante and chimp; Miss Lena's Pets; Barbara Morris, seals; Skating Regals; Antaleks, rolo; Adamsons, perch pole; Honey Girls, acrobats, and four clowns.

The two-hour program runs as follows: 1—Happy Davis and the Victors, trampoline. 2 — Clyde Beatty, 10 lions, two tigers. 3—Clowns. 4—Aerial loops by two girls. 5—Coleen Alpaugh and Margaret Frohberg, high school horses. 6—Bob Top and Lauren, high pole skaters. 7—Beatrice Dante, chimp; Miss Lona's Pets; Barbara Morris, two seals. 8—Spec, "La Fiesta." 9—Gaonas, casting; Namedils, equilibrists; Skating Regals, roller skating. 10—Clown army gag. 11—Galasso, finger stand; Marlene Moises, hand-balancer; Queto, head-balancer. 12—Aerial spec, Marsye Begare, trapeze; six girls on webs and six on ladders. 13—Clowns. 14—Latinos, Moises Duo, Armando, tight wires.

15—Carmenas, head-balance spin; Palustres, rolo-rolo; Antaleks, rolo-rolo. 16 — Steve Fanning and five elephants in center and three elephants in each side ring. 17—Herb Weber, rope slide. 18—Adamsons, perch pole; Honey Girls, acro; Amedils, erch polo. 19—Clowns. 20—Seitz-Mendez, high-wire. 21—Flying Palustres (3).

Regular show clowns include Eddie Dullum, producing; Harry Dann, Jimmy Armstrong, Shorty Hinkle, Pepe Gabestou, Ronnie Daniels, Jose Cueto, Jochin Balila, Ed Wilson, Louis Nagy and Buster Odle.

Circus band is led by drummer Bill (Boom Boom) Browning and includes Mike Carll, Charles Mahone and Guyla Csernok, trumpets; Jose Mendez and Jack Evans, trombones; Steve Palachach, baritone horn, and Warren Richards, organ.

Bill English is back for his fourth year as Side Show manager. Attractions inside a separate tent are Alex Linton, inside lecturer and sword swallower; Betty Broadbent, tattooed lady; Benny Bernard, magic and "Punch and Judy"; Wild Bill

RINGLING SETS SAN FRANCISCO SPLIT WEEKENDS

SAN FRANCISCO—Ringling-Barnum will split its stand at San Francisco this summer. The show will be in the Cow Palace for July 19-21 first. Then it will come back for the next weekend, July 26-28. The intervening days will see the show at Oakland Municipal Auditorium, July 22-24. In earlier years the show played split weekends in Los Angeles under canvas, but in the past here the show has played a single straight stand.

Cody and Company, impalement; Whitley, "the man with the miracle mind"; Lurline, Hawaiian dancer; Adrienne Ash, blade box; Buck Logan, giant; Worthia Thomas, seven-piece Side Show band and minstrel. Red Maynard is Side Show boss canvassman, with Dave Mullaney and Billy Rice, ticket sellers.

Menagerie stock includes show's 11 elephants, Beatty's lions and tigers, three camels, two llamas, a giraffe, and separate cages for two leopards, a lion, tiger, bear, monkey and baboon.

Cristiani Equipment, Performance Outlined

ALLENTOWN, Pa. — Cristiani Bros. Circus this season is moving on 33 trucks, with four more on the advance. Big top is 140 with three 50's. Animals include 13 elephants, giraffe, rhino, hippo, two llamas, polar bear, kodiak bear, black bear, lion and two seals, all in the Side Show. There are about 20 horses.

Performance includes grand entry; Benny, Wanda and Rex Rossi, trick riding; Renault, leaps, with Fred Canestrelli, Belmonte and Lucio Cristiano and Napoleon Zamperla; young elephants worked by S. L. Little, Bob Mitchell and Fred Canestrelli; Corky Cristiani, principal riding; Fred Canestrelli, hind leg walking horse; Roland Tiebor Jr., seals; Alberto and Ruggera Zoppe, horse-dog number; Fred Canestrelli and dog on unsupported ladder; Deliah Cristiani with

Billy Orwell and Jane Cristiani plus aerial ballet with Jeanne Kuhn, Willie Ward, Gilda Cristiani, Bonnie Armor and Ruggera Zoppe; clowns; Daviso Cristiani, dressage; Oscar Konyot Chimps; clowns; the Riding Ernestos, with Lucio, Belmonte, Corky and Jane Cristiani plus Napoleon Zamperla, but not working at some stands; Jane King and either Oscar Cristiani or S. L. Little, five bulls; Fred and Ortans Canestrelli, roly roly; Antoinette Cristiani on the tight wire, Zamperla on the bounding rope, Rex and Wanda Rossi with whip cracking and Ron Henon's juggling; clowns; the Flying Wards, with Harold Ward, catcher, and Millie Ward, Bonnie Armor and Reggie Armor, flyers. Bob Mitchell is announcer and Herch is vocalist.

Show has retractable seat wagons for both chairs and blues. Chairs are the comfortable models introduced last season. Band has Ramon Escorsi, leading; Robert Danks, trumpet; E. B. Morse, baritone; R. Anderson, trombone; Raymond Pastor, alto sax; Max Ring, piccolo, and Ted Girard, drums. Clowns are Billy McCabe, producing; Alex Mentler, Bagonghi. Maurice Herch, Macey, Phil Miranda and Jimmy Daniels. Side Show manager is Hoot Black and there are two platform acts. Joe Duval is animal boss.

Big show scale is \$1.80 for adults, 90 cents for kids and 90 cents for reserves. Side Show is 35 cents.

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CIRCUS TROUPE

By TOM PARKINSON

COMMENTS LAST WEEK by Jake Mills point up some of the ways circus operation has changed in the past few years. Plastic trim and aluminum poles, for example, lighten and brighten the show. Mills has six seat wagons, two for chairs and four for blues. These are folded and unfolded by teams of about four men instead of the many it used to take for jacks, stringers and planks. Manpower needs on the big top have dropped from 50 to 15. Where eight or 10 men used to be needed to carry one center pole, now a pair of men carries two poles at a time. Loading poles, seat parts and rings into the seat wagons means that all this work is done under cover of the big top, never in bad weather.

Mills Bros. moved on 25 trucks last year. They added a string of floats as well as other equipment this year but still can hold to 26 trucks for this season. Jake recalls that in shopping for semi-trailers once, he noted that 24-foot models were much cheaper and the salesman said this was because truckers figured they couldn't get a payload on a short trailer, Mills realized that if they couldn't, neither could a circus. So he began switching to longer trailers. Thus, the new spec floats and two staterooms are in a single trailer that replaces a shorter one that had only the staterooms last season.

Similarly, the seat wagons handle more chairs now because of simple redesigning. Innovations for the Mills circus this season also include air conditioning of the office wagon and the addition of a neat, clean, tiled rest room trailer that is as nicely fitted and maintained as such facilities in any hotel or office building.

★ ★ ★

From Gainesville, Tex., George Morris reports that Frank Walden, ex-trainmaster with circuses, visited Joe and Ethel Siegrist. Punch and Juanita Jacobs, and their son, Terrell Jacobs III, are permanent residents of Gainesville. He is the son of Terrell and Dolly Jacobs. She is a granddaughter of Eddie and Mayme Ward. Ed Widaman and the Dorchester Troupe are back in Gainesville. Gainesville Community Circus is negotiating for two or three dates in Dallas and also is contracted for the Cotton Bowl there for July 4. Jimmy and Dolly Conners are off the road this year and he is with the Crystal Creamery in Gainesville.

Estelline Pike, sword swallower with Ringling in New York, is boosting the artwork of George Ferguson, member of the circus wardrobe department. Ferguson studied art, turned to other interests and now is resuming his art work. He has been doing a number of etchings while with the circus, including views of the Laurenceville, Ga., fairgrounds, where the show layed off last summer. Estelline writes that she is accumulating Ferguson's works for him, pending the time he has enough for a one-man art show.

Circus World Museum opened Saturday (14) for school class tours. Formal opening is July 2. Train was moved to Baraboo, Wis., last week. Track was laid last week inside the museum, but cars will have to be moved overland to reach it. Joe Mercedes is readying his new Side Show. Paul Kelly brought three bulls, a lion act and several other animals for the start. John Zweifel's miniature circus is in operation. C. P. Fox is the director, and his staff is busy building new exhibits and refurbishing wagons.

George M. Phillips caught the Beatty-Cole show at Wilmington, Del., and saw them do three shows.

Rockford, Ill., circus fans launched their new CFA tent with a banquet attended by 147 persons Saturday (14). Dr. H. H. Conley was the main speaker. L. Wil-

son Poarch, CFA president, came from Virginia for the event, and Joe Minchen came from New Jersey. Francis Graham, Dixon, Ill., is president of the new tent. Among those present were Mr. and Mrs. Robert Couls, of the Famous Cole Circus, and Clint Finney, formerly of Gentry and 101 Ranch, and Mrs. Finney.

John and Jan Zweifel have signed with the Ford Motor Company to put their miniature circus in the Ford Rotunda again next winter. This will be the show's third time there. It will be at Baraboo, Wis., until October and then at the Detroit spot.

Claude Elder, pioneer member of the CFA, was lauded in a column of The Helena (Mont.), Independent Record recently. Elder has donated his collection of Hagenbeck-Wallace Side Show banners to the Circus World Museum. . . . Billy Hoffman is in Kansas City, Kan., to visit his sister and caught the Famous Cole Circus and visited with Herb Walters. . . . CHS President Fred D. Pfening Jr. caught King Bros. recently and saw the show do four performances to handle the crowds at Zanesville, O. Tom Adkins, son of Mrs. Theresa Adkins and the late Jess Adkins, was a visitor at the Circus World Museum and reports that his mother now is out of the hospital. He is attending Northwestern University's law school. . . . Perpetual traveler Tom Smallwood is in Paris and advises that the Moscow Circus will be there October 28-December 4. He recently caught "Holiday on Ice" and the Soviet Army Dancers and Choirs. . . . Mrs. Nora Cusson caught Adams-Sells in Champaign, Ill., and spotted Ruby Haag, Billy Sheets, and Pauline Penny. . . . Johnny LaMonte, veteran performer, caught the Kelly-Miller circus in Watsonville, Calif., and enjoyed a new acquaintance with Jack S. Smith.

Paula Conaway, daughter of the Paul M. Conaways, Macon, Ga., is to be graduated from Georgia Medical College June 4. Later in June, Conaway plans a vacation tour to visit several shows. . . . Brownie Brown and Jess Beadles visited with the Geraldos, and Victor Julian when the Packs show was in Nashville. They also caught the R. A. Miller show at Hopkinsville, Ky.

2--PHONE SALESMEN--2
Can use two EXP. ADV. PHONEMEN on only official 12-year estab. LABOR NEWSPAPER. Real hustlers can easily earn \$150.00 and better per week. SPECIAL ISSUES, LOADS OF LEADS, lady collectors. We are licensed and pay weekly. We can prove very TOP RESULTS and security for top-flight men. Write, wire or phone prepaid.
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Repeat date for J. C.
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NEED TWO GOOD CREWS
PROMOTIONAL MEN WHO CAN PRODUCE. Good sponsors, Ashville and Macon. Four phones in and ready to go.
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Have terrific circus deal for you with hospital pitch. Tried to call you in Joliet, but you had checked out. Can use you at once. This is all big money calls. Call me collect at Chicago.
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Book and UPC's. Paid collects. Plenty of bookings. Absolutely must be sober.
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Work clean. 25% commission.
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4 PHONEMEN
for National Guard Deals starting Monday. More deals following for National Guard. Call Altoona, Pa. Nights: Penn Alto Hotel; or days: Call Windsor 4-2023, ask for Jim. Dick Walton, Bill Lawson, please call. No collects.

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Phone DE 1-2170
Collect if I know you.

Mills Displays Flashy Performance, Equipment

WESTCHESTER, Ill. — Mills Bros.' Circus this season gives its best appearance so far as equipment is concerned, and the performance is fresh and better balanced. The outfit displays the results of free spending over the winter for new wardrobe, new floats, new trucks, new paint and a new spread of canvas from front to back.

Opening spec is dressed up in wardrobe by Jack's of Hollywood and set off with a string of nice floats by Tracy. Music is geared to the spec so that announcement of each float comes just as that float reaches the front side reserves. The band, directed by Joe Rossi, has 10 more men and plays real circus — big, loud and fast. Johann Schmidt is the equestrian director. Long before one act finishes the next usually is waiting at the bandstand, evidence of good pacing and good discipline.

Carlos Carreon makes a fancy riding entry. Then the Juggling Girards and Don Mauricio and Julia work end rings. Pony drills follow them, and then a clown high stilt walker gets a laugh. Roy and Zelda have center ring contortion while Walter Reith and Poulo work hand balancing at the sides. Carreon returns with a dancing horse.

While eight girls work swinging ladders, Rita Sgraves does giant loops and at the center spot are Pedro and Gerda in their nifty double-traps business. Looks and stunts are good. Concert announcements has several riders on the track.

Rudy Dockey is here with his basketball-playing boxer dogs. Among the newly imported acts are the Van Loos (2) who do a teeterboard and ground acrobatics turn, and Doris and Karen, a pair of pretty twins in precision work atop a dual tower of chairs. Clowns come in with a take-off on the teeterboard and here is unusual evidence that clowns can come up with something a little bit different.

Mills Bros. is strong on horses and carries as many as anybody. Now comes eight Liberty horses in one ring and five in another, for good flash. The Vodo Chimps used three animals here; one had died and another is sick. Another concert announcement follows and is a taped pitch by Jack Mills.

Wire acts work each end ring. The Two Pedrolas work pleasing routines and introduce their small daughter, Dagmar, into the act. Gerda Pedrola has recovered from a winter tumble; injuries were not so serious as once feared. In the other ring are Les Carlos. This has the twin girls and their father back. One girl works on the wire, then the father takes over for backward somersaults and other work, climaxed by some bounding wire work while wearing Dutch wooden shoes.

Clowns return. They include Herman Joseph, Rudy Dockey and Coco Jr., as well as others. The Three Carcheris have the center ring alone for head balancing and perch stunts. Then father and son do head-to-head balancing while moving up and down a ladder for a good hand.

Bad weather has forced the show to save back some of its new wardrobe, according to Jake Mills, producer. But in the web number the 10 girls wear new wardrobe with a winter theme. The wardrobe mistress, Gwen Weedon, made these and they display freshness in color tone and design. Web sitters are wearing old wardrobe pending good weather, when they will blossom out in snowman suits. At that time also, the number will be decorated with snow effects, according to Mills.

Walter Reith works a comedy truck act starting on a ladder and

climbing to a single trap. Rudy Dockey is back, this time with his popular balloon music. He plays a long tune on an ordinary toy balloon. Miss Gerda comes in for a top-long iron jaw slide for life. Next are the Mills menage riders, eight girls in red and black riding habits and riding horseback in the three rings and later on the track. A ninth rides side saddle. Then several horses ride to high jumps. This is a good circus number and Mills is about the only show retaining this type of act.

Coco Jr., English clown who was with the show a few seasons ago, is back with his slapstick comedy number. Rudy Dockey and others work with him. There is a lot of water throwing plus cake in the face. And this brings a lot of big laughs. Juggling display has Les Petit (Drouette) working from a ladder, Poulo Duo hand balancing and juggling on a ladder, and Mary Girard's juggling number in the center ring.

Final act is the elephant ensemble, with K. Y. Sgraves in charge of the five bulls. Girls ride each animal as the good routine progresses. Rita Sgraves does the head carry. After that is the Western concert.

REPEATS ON ISLAND

Beatty to Canada; New Top at Philly

NEW YORK—The Beatty-Cole Circus has finished its second visit of the season to Long Island. With both it and the Wirth show having appeared on the island earlier and both Hunt Bros. and Hagen Bros. coming this way, the suburban region is getting one of its most intense goings-over.

Hagen Bros. Circus is due on the Island in June. The Hunts will be there late in the summer, not far ahead of their usual September closing.

On June 27 Beatty-Cole kicks off its Canadian swing in St. Catherine's, Ont., following a series of New England dates. Rather than alternating years in Canada, the big tent has preferred to scour different regions up there, but not the same one every season. Last year it hit the Maritimes, for example. Four weeks are booked in Ontario, with the U. S. re-entry set for July 24 in Sault Ste. Marie, Mich.

The June Crossing will be at Niagara Falls. Beatty-Cole opened

this year with a nine-day stand indoors, at Long Island Arena, Commack. It is understood that the eight days just finished under canvas on Long Island had been booked before the arena date was set.

Roosevelt Field shopping center on Thursday (12) drew less than one-third houses for both shows. Friday at Green Acres shopping center, Valley Stream, pulled a half-filled matinee and three-quarters night crowd. Syosset on Sunday (21) pulled an overflow matinee and fair night business. Amityville was satisfactory on Tuesday.

The big new Beatty-Cole top, a 145-footer with three 50-foot middles, went up Friday (20) in anticipation of the nine-day Philadelphia date. Lulu Shrine Temple is sponsoring it, but not participating in the two Sunday promotions. Combined ticket and advertising sales was given last week as \$70,000 for the date, which opened Sunday (22).

Phonemen—Promoters

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4—PHONEMEN—4

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TO THE BILLBOARD OFFICE NEAREST YOU

ROLLER RUMBLINGS

By AL SCHNEIDER

BECAUSE OF LITTLE ROCK'S central geographical location, the 1960 convention and national championship contests of the Roller Skating Rink Operators' Association, to be held in Barton Memorial Coliseum there, July 23-30, are expected to draw record attendance of both operators and contestants. High in appeal will be the Coliseum's excellent facilities for the convenience and physical comforts of both operators and contestants. The air-conditioned building, with its new Porto-Bilt 90-by-190-foot maple floor, will provide 6,500 seats and a clear skating surface. The Coliseum will also be the site for manufacturers' displays, the building management providing space for 25 such booths. Preliminary inquiries, according to word at RSROA Detroit headquarters, indicate a record number of

exhibitors in this year's trade show. In addition, the building's parking lot provides space for 7,000 automobiles. In a nearby building will be held the RSROA convention and Board of Control meetings. Early plans call for gold medal tests to be held on Sunday, July 31, with the Society of Roller Skating Teachers of America slated to hold its conference on Monday, August 1. Social affairs during the week will be held in downtown Little Rock's Marion Hotel. Reserve-seat tickets, good for the entire span of the contests, are being offered at a price of \$7.50, representing a 50 per cent saving and giving purchasers in-out privileges at the Coliseum. Tickets may be ordered at national RSROA offices. Orders must be accompanied by cash or money order.

An all-male jury on May 19 acquitted Mrs. Jean Van Horn, 35,

of the shotgun killing of her 62-year-old husband, Earl Van Horn, who for many years operated Mineola (N. Y.) Roller Rink. Mrs. Van Horn based her defense on the fact that she did not realize the gun was loaded. The killing occurred last October 20 when her husband, according to dispatches, taunted her to shoot him during an argument.

An increasing number of rinks and other amusement enterprises are including in their projects play areas for children too young to participate in activities with parents, thus freeing parents for maximum enjoyment of the amusement facilities available. This eliminates the necessity of a baby sitter at home. M. M. Levitt, of Mitchell Rubber Products, Inc., Los Angeles, says that his firm's product, Safety Surf matting, is well suited for play areas, and points out that it has been approved many times for use in schools and playground areas. Such play areas equipped with satisfactory surfacing are apt to exert a "persuasive pull" on parents' decision to participate in commercial recreation, Levitt points out.

Rip Van Winkle Bowlskate of Norwalk, Conn., a combination of roller rink and bowling lanes, observed its first anniversary the night of April 24. Special awards were presented to skaters thruout

German Moon Ride Plays Copenhagen

COPENHAGEN—The Stefan-sen Brothers are operating a new German ride, the Moon Rocket, a circular jet plane ride with 12 "jets," which seats 24 passengers. It has a good spot in Dyrehavsbakken park and is doing top business.

The ride resembles an Octopus, with jets at the ends of metal arms that radiate out from a wide metal ring on which 12 hydraulic pistons are attached, and which moves up or down on the rocket center when the jets are in the air. The rocket can be tilted at an angle that makes it possible for those in the jet to zoom into the air and dive.

the evening. Advertising marking the occasion heralded a charge of only \$1 for two lines of bowling, including shoe rental, or "an evening of skating fun, including shoe skate rental," for the same price.

Seasonal roller skating has resumed at Babb's Beach Roller Rink, West Suffield, Conn. The rink is open on Wednesday, Friday and Sunday nights and Saturday and Sunday afternoons for skating. Dancing is offered on Saturday nights.

Exhibit Dept. Heads Chosen For Syracuse

SYRACUSE — A number of department heads have been named by Harold L. (Cap) Creal, manager of the New York State Fair, among them Chief Harry Patterson of Lewiston's Tuscarora Reservation. Patterson will head the fair's big Indian Village section for the third year. Fair dates are September 2-10.

Harry F. Duncan, assistant director of the State's Division of Markets, is in charge of the horticulture building and fruit department. Other officials of departments are as follows:

Herbert MacDowell of Syracuse, farm products; Dr. Alfred M. S. Pridham of Ithaca, flowers; Charles N. Burmaster of Watertown, poultry; Fred H. Gaag of Syracuse, pigeons; Howard F. Carr, rabbit and cavy; Richard P. March of Ithaca, dairy products; Gus Braun of Syracuse, bantams.

Also, Ernest J. Cole of Ithaca, agricultural extension exhibits; Prof. John W. Layer of Ithaca, Farmstead exhibit; Charles H. Riley of Sennett, Grange; Charles E. Ostrander of Ithaca, Eggland exhibit; Arthur W. Horton of Lodi, breeding, draft and heavy harness horses; Dr. Samuel T. Slack of Ithaca, cattle department; Robert W. Spalding, Myron D. Lacy and Dr. Warren F. Brannon, professors of animal husbandry at Cornell University, Ithaca, superintendents of dairy cattle, beef cattle, and sheep, swine and goats, respectively.

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42 x 102 IN STOCK
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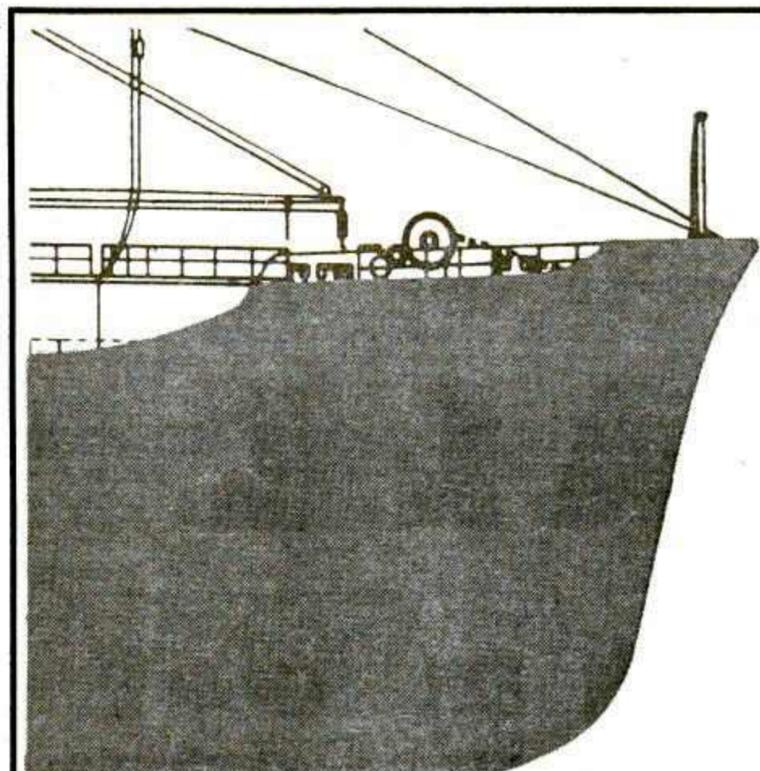
NEW SHOW TENTS
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Manager for Portable Rink. Good equipment, salary or commission for experienced man. Must be able to furnish references. State all about yourself in first letter.

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SUMMER SPECIAL

Dated June 13

DATED AND DISTRIBUTED A FULL TWO WEEKS BEFORE THE BIG 4TH OF JULY HOLIDAY, KICKING OFF WHAT IS EXPECTED TO BE THE GREATEST SEASON OF FAIRS EVER WITNESSED.

Every Food & Drink Concessionaire, Ride Owner, Parkman, Show Operator, Circus Owner, Fair Manager and others will soon be making ready for the tremendous business ahead during July, August, September and October.

These four months represent the period when an overwhelming portion of money will be spent by the fun-seeking public on all types of Outdoor Amusements and Recreation. Naturally, individual Showmen playing Fairs, Parks, Carnivals, Circuses, Centennials, etc., will buy big, stocking up. Take full advantage of the record-breaking amount of money that will be spent.

Highlighting the SUMMER SPECIAL will be an updated list of 1960 FAIR DATES

with many important changes and additions . . . PLUS, of course, ALL the latest news, developments, routes, etc., that will be MUST READING for many weeks after publication.

Its PRECISE TIMING, WIDE DISTRIBUTION AND INTENSIVE READERSHIP have made the SUMMER SPECIAL a traditional PROFIT-PRODUCER for advertisers using its columns prominently. This year everything points to even GREATER SALES POWER for its advertisers.

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THE FINAL CURTAIN

BAKER—Cannonball, 78, veteran auto race driver and official, May 11 in Indianapolis. He was one of the pioneers in the auto race industry, starting out as a driver of motorcycles and later shifting to cars. In his early years he was a vaudeville acrobat. Baker, whose real name was Edwin, was well known for his races against time from coast-to-coast in the early days of automobiles. For many years, Baker has been national stock car racing commissioner for the National Association of Stock Car Auto Racing. Death came following a heart attack.

BROWN—Louis Rella, 86, former clown known as Happy Jack Nelson, at Monroe, Ind., in a gun duel with a police officer after a lengthy dispute with a neighbor over location of a property line. The officer was wounded. Brown was born on the Forepaugh circus and later was with John Robinson, Walter L. Main and others. At one time he did a strong man act, towing a car with an iron jaw device. Survivors include his widow, Dorothy.

etery, Springfield Gardens, New York City. He was a member of the National Showmen's Association.

NEILSON—H. N. (Whitey), 58, a member of Eddie's Exposition Shows, who spent 30 years in show business, May 25 in a South Connellsville, Pa., hospital.

REINKING—Erwin William, also known as Erwin King, May 2 in Cincinnati.

BIRTHS

HALL—
A son, Friday, May 27, to Scott and Evelyn Hall, at Sarasota, Fla. Father is son of L. D. (Doc) Hall and now with the family's shopping center show. Mother is a member of the Yong Family of circus performers.

SCHRADER—
A daughter, May 20, to Mr. and Mrs. Harlan L. Schrader at St. Francis Hospital, Cape Girardeau, Mo. Father is owner of Rose City Rides.

Elitch Opening Has New Music, Calypso, Coaster

DENVER — Elitch Gardens greeted its first customers Thursday (19) with music to fit their mood via a new tape-recorded system with 15 channels which pipes custom music to all sections of the park—each melody matching the mood of the particular area.

As usual, the park's first night was a benefit for a neighborhood church. The second night was the Denver Policemen's Ball, with the seasonal opening Saturday (21).

Elitch's offers three new rides this season. They include a new Haunted House, which replaces the old Laff-in-the-Dark, the Calypso and a new Kiddie Coaster.

The Haunted House ride winds in and out in a series of sharp turns on two levels. Some of the stunts include a dummy painter who falls backward off a scaffolding toward the path of the speeding car; a huge moving spider weaving a net just above the track; a Keystone cop who blows a whistle so hard his head comes off and a high-speed crash thru a brick wall.

Don Jeris and his orchestra played at the Trocadero thru the Decoration Day weekend.

IMCA Annual Meet Set for Shreveport

ST. PAUL—The International Motor Contest Association this year will hold its annual awards banquet and driver-owner meeting in Shreveport, La., on October 24, John Libby, association secretary, announced.

For the past several years the meeting has taken place in Des Moines just preceding the annual convention of the Iowa Fair Managers' association.

The Shreveport meeting will come after both stock car and sprint car drivers close their seasons at the Louisiana State Fair. The banquet, which will include entertainment and dancing, will be held in the Captain Shreve Hotel.

Attendance Up 5,000 at Polack Spokane Stand

SPOKANE—Polack Bros. Circus outdrew its previous stands here this year. Under Shrine auspices, the show was at Spokane Coliseum May 13-15. The attendance totaled 37,319 for an average of 6,220 persons per show and an increase of 5,000 over last year's total.

This business was scored despite the competition of good weekend weather for outdoor events, according to Joseph C. Sturckler, acting manager of the building. He said that on Saturday and Sunday afternoons a check of the parking lots and vicinity showed that 75 per cent of the cars were from outside of Spokane County and 40 per cent were from States other than Washington, indicating wide drawing power of the circus.

Sterling Plays Texas, Arkansas

TALIHINA, Okla. — Sterling Bros. Circus has been doing okay. In Texas there were five good towns in a row, Winnie, La Porte Anahuac, Vidor and Kirbyville. Visitors included Perry Luth and Manual King.

In Oklahoma the show got half and three-quarter houses at DeQueen, Dierks and Wright City. Visitors were Doc and Babe Sherwin, and Bryan and Billie Woods. From Antlers, Okla. (18) a number of people with the show went to Hugo for a party.

Petersburg Working on New Front, Free Shows

PETERSBURG, Va. — Pre-season work is advancing in several directions at the Southside Virginia Fairgrounds. With the departure of the Cetlin & Wilson Shows, winter occupants, work crews will step

up the pace on remodeling and other improvements.

Final asphalt coating for the midway will be applied in July. The paved midways were a blessing in 1959, Manager Stanley Hutcherson reports, recalling the inclemency which attended the fair. This year's midway is provided by Prell's Broadway Shows. Fair dates are October 3-8.

The commercial exhibit building will be revamped, and a new grandstand entrance constructed. The latter will be 46 feet long and 22 feet high, indirectly lit and mounting letters on steel mesh background. It is similar to the newly built front gate.

A free Circus Land will be offered this year in the building used last season for the children's zoo. Front will be decked in red and white stripes. Boswell Bros. Shows will provide animals, clowns and acts.

Grandstand entertainment calls for fireworks on Monday night, Hollywood Aquaram Tuesday thru Friday, Buddy Wagner's auto thrill show for two performances Saturday, then a 10 p.m. rock 'n' roll show Saturday night and auto giveaway plus fireworks. Television, and other appliances for the home will be awarded, plus ponies on two children's days.

Requests for school tickets for Saturday are in excess of 60,000 at present, Hutcherson noted, and for Wednesday, in excess of 20,000. Other fair officers are William G. Traylor Jr., president; C. Frant Scott Jr., vice-president, and Otto W. Parker, secretary-treasurer. Sponsors are the Petersburg Lions Club Civic and Charity Corporation.

Carroll Cited In Plea Vs. Wage Boost

WASHINGTON—A House Labor Subcommittee, which recently concluded exhaustive hearings on upping the minimum wage to \$1.25 an hour was reportedly ready last week (26) to approve the increase over a four-year period.

It appeared doubtful, however, that coverage would be extended to amusement parks, pools or other fun locations. Coverage would be aimed primarily at large retail companies.

Edward J. Carroll, past president of the National Association of Amusement Parks, Pools and Beaches, appeared before the Subcommittee earlier this month and told the lawmakers that application of the law to fun locations would create more unemployment and economic hardships. (The Billboard, May 23.)

Rep. James Roosevelt, author of the bill, commended Carroll for his remarks and indicated he felt the industry should continue to be exempt.

IN MEMORY
of
RALPH J. CLAWSON
Who Passed Away
June 4, 1956
ROSE

CANTOLI—John C., 50, veteran theater projectionist and stagehand, and member of the National Showmen's Association, May 13 at home in Hasbrouck Heights, N. J. Mass was celebrated there at Corpus Christi Church and burial was in the family plot.

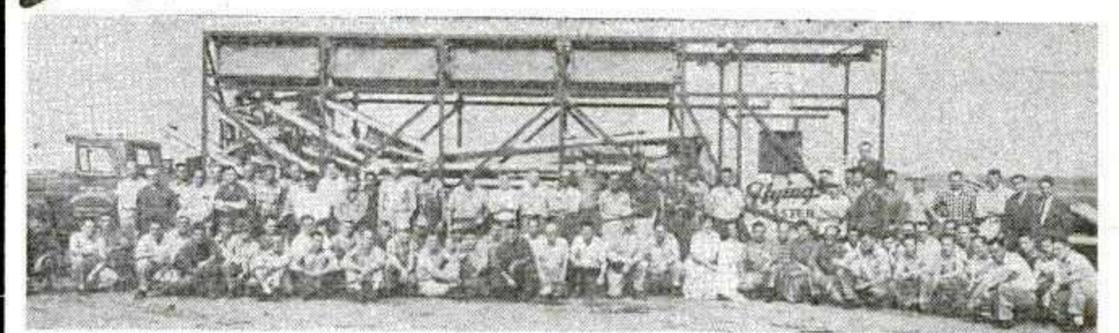
CASEY—Leo, 60, director of public relations for the New York World's Fair, May 23 in St. Claire's Hospital, New York City. A native of Burlington, Vt., where he was born June 21, 1899, he served on newspapers there and in Washington, Hartford, Conn., and New York. After entering public relations work he represented the Republic National Committee, Democrats for Willie, American Cancer Society and many public figures. Surviving are his widow, the former Mildred A. Kosin, and two daughters, Mrs. Ralph H. Major Jr. of New Canaan, Conn., and Mrs. John G. Underhill of Darien, Conn.

FRANCIS—Roy, former vaudevillian, May 7 of a heart attack in Savannah, Ga.

MABIE—William A., 43, former worker with Bill Rice's bingo and last year with W. A. Stacey's bingo, March 25 in Paterson (N. J.) General Hospital of a heart ailment, it has just been learned. Survived by his widow, Louise, Richton, Miss.

MOSCOWITZ—Herman, former concessionaire on the Max Goodman and other shows, April 25 at home in New York. A brother-in-law of the Miller brothers, concession family, he leaves his wife, Ida, two daughters, and several grandchildren. Burial was in Montefiore Cem-

Flying COASTER



Greetings from the Aeroaffiliates' Personnel. Mechanical experience and pride of workmanship goes into every Aeroaffiliates' Amusement Ride.



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ROLLERS COASTER
MAY 27, 1960

Mr. Herman Bartlett
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P. O. Box 4125
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Dear Sirs:

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Sincerely yours,
WILLIAM MOSCOWITZ
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STYLING BUREAU

Make your Picnic Reservations Early!

Parks and permanent locations—We can still deliver and set up a Flying Coaster for you in late May or early June. Electrical 40 H.P., 50-foot circle.

FINANCING ARRANGEMENTS AVAILABLE

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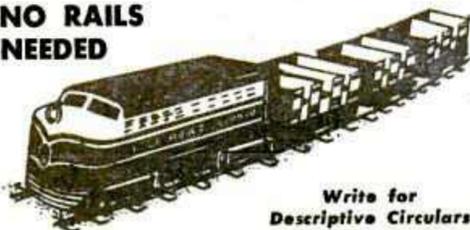
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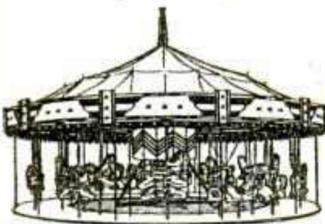
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Adams-Sells Features Smahas, Haags, Riding

By TOM PARKINSON

BROOKFIELD, Ill.—Bill Griffith's Adams & Sells Circus has opened a series of more than 50 stands in the city of Chicago and its suburbs. After those weeks the show will play elsewhere, but may turn back toward Chicago for more towns here. It is playing more Chicago and suburban stands than any show since Gentry and Harris Nickel Plate.

Adams & Sells has a contract for auspices that gives an extra profit to the sponsor if the advance ticket sale is good enough. The plan gives sponsors added inducement for ticket work. A departure started this year by Adams-Sells is a questionnaire left with each auspices committee after the appearance to learn what the sponsor and the town thought of the show and its various departments.

Mud and cold weather have plagued the show for three weeks. Here it had its first good weather and a good crowd. Some equipment shows weather wear, but time will fix that and there are plenty of bright spots and new additions. New red canvas band-and-back-door canopy is a nice flash for example.

Performance has several strong features, and there are several times in the running order that all three rings are busy—an unusual situation for most shows in the 80-and-three-40's class.

Grand entry has personnel and stock on view. First turn is a three-way juggling display with the Santiagos and Burdettes at the sides and Dick Johnson at center. Then the Don Floyds work an aerial turn on a revolving ladder rigging. Clowns get started in the next display and they include the Cecil Edgingtons and the Whitesides and O'Donnell duo.

Inga and Tony Smaha have their first-class horse acts here. In this spot Tony works a single horse on a long line. It is the kind of act that gives the show heft and strength. Next number has two swinging ladders and normally Pauline Penny works the center spot but didn't show here. Clowns follow.

Adams-Sells has one of the best single elephant acts, and in its first appearance it does a plank walk and turnaround well. Its trainer, Jenda Smaha, stands by the calliope, near the ring but not seeming to be with the bull. So the elephant appears to be doing the routine entirely on his own. It's good.

Inga, Tony Jr. and Tony Smaha work next in a Western whip-cracking act. They whiplash Billboard pages, fire a rifle with the whip tip and snap at special wardrobe until it falls away.

Don Floyd works a nice tight wire act on the forward track. There is good dancing on the wire and a nice leap over an umbrella. At the sides are the Burdettes and Dick Johnson in balancing turns. The next display also is in three full rings and it includes the Haag dogs at center, with Billy Sheets and two bears on one side and Don Gillette's goats at the other. Animal turfs like this add much materially to a show of this kind. Ruby and Naomi Haag have a dozen dogs and two ponies in tricks that please all the kids and make a nice appearance. The act gets one of the best rounds of applause on the program. Gillette's goats perform their routines well and add novelty. Sheets injured an ankle and was handicapped in the act in which he was aided much by a prop boy. Clowns follow Naomi Haag and Heidi Floyd sometimes work web and neck loop at this position, but the turn has been out for several days.

Tony Smaha is back, this time with a dressage horse and more good work that pleases the payees. Three-ring display has Dot Burdette's foot juggling at center, Dick

Johnson's roly-boly and Eddie and Inez Santiago's roly-boly. Clowns come in again and then Jenda Smaha works the elephant in a full routine. We missed a flag pickout bit that they had last year, but the act is good, especially with the bull's stands.

Last display on the show features the Santiagos' riding act at center. Naomi Haag does juggling and balances dogs while on the globe. The Burdettes have another globe routine at the other end to fill out their busy contributions to the program.

The Santiagos have two rosin-backs. They are carrying riders and do a two-people carrying act, jockey riding and lady principal for a well-balanced turn that is all circus. Again it's the type of act that tented shows need for making customers feel they have seen a real circus.

Still another strong point in this show is the calliope. Bob Green handles the keyboard. Choe Green handles the keybope. Choe plays the whole show. Calliope is the proper device for a circus to use when it can't have a band. The result is far more pleasant and more circusy than an electric organ.

East Tincup, Denver Spot, Opens Season

DENVER—East Tincup, Colorado's newest amusement park, opened its gates for the first time Friday (27). After the four-day celebration of the event, the park, patterned after a frontier village of the 1880's, will be open daily between 10 a.m. and 10 p.m.

The new enterprise is named for the mythical town from which Pete Smythe, Denver radio-TV personality, broadcasts, and is located 12 miles west of Denver on U. S. Highway 40.

The town is being constructed by Willis Snyber on a 12-acre site owned by Smythe, an Arthur S. Bowman and Dr. Nolie Mumeay. An adjacent 38 acres have been leased to provide space for miniature train trackage and a stagecoach trail.

The train and stagecoach rides are among the 30 concessions that will make up the park. Webber has leased most of the stores and concessions. Smythe will own and operate an old-fashioned store.

Many of the buildings are a part of Pioneer Village, a \$60,000 Centennial year attraction set up in Denver's Civic Center last year. It was visited by over 300,000 persons.

Humboldt, Sask., Fair Moves Track

HUMBOLDT, Sask. — The Humboldt Agricultural Society is spending \$1,200 to clear brush in a corner of the fairgrounds in preparation for moving the race track. The grandstand will also be moved to a new site, new fences will be built and existing fences will be altered, and a baseball diamond is planned.

The proposed new layout of the grounds and buildings will provide more space for the midway and improved facilities for the grandstand show.

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Bee's Old Reliable: *Raymond C. Huls; Norton, Va.; Williamson, W. Va., 6-11.
Belle City: *Joe Henke; (Odanah & Gilbert Rd.) Madison, Wis., June 1-7; Kenosha 9-21.
Big State: *Joseph Sima; Bishop, Tex.
Blue Valley: *H. L. Conwell; Windsor, Mo., June 1-4.
Brodbeck-Schrader: *B. Smitt; Ness City, Kan.
Brown, Al: *Jackie Brown; Sherburn, Minn., 30-June 2; Shakopee 3-5; Gaylord 6-9; Owatonna 10-12.
Buck, O. C.: *William L. Hurst; Yorkville, N. Y.

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Byers Bros.: *James L. Reed; Jacksonville, Ark.
Carpenter Bros.: *Jim Stevenson; Toledo, O., June 1-5.
Carroll's Greater: *Neva Lanke; Osseo, Minn., 31-June 2; Prior Lake 3-5; Minneapolis 6-12.
Central States: *J. D. Steinbeck; Washington, Kan.
Cetlin & Wilson: *Tony Lewis; Petersburg, Va.
Cherokee Am. Co.: *J. W. Mahaffey; Coalgate, Okla., June 1-4.
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Gold Medal, No. 2: *Jerry Wallace; Freeburn, Ky.
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Golden Gate, No. 2: Half Moon Bay, Calif., June 1-5.
Grand American: *L. O. Weaver; Waterloo, Ia.; Jewel 7-8; Dumont 9-10.
Greater Kastl: *Gustie Pelan; Greeley, Colo., 30-June 5.
Griffiths, Wm. A.: Reading, Pa.
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Hannum, Morris: Schuylkill Haven, Pa.; Cameron, N. Y., 6-11.
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Heart of America: *Jack Wilson; (20th & Brooklyn) Kansas City, Mo., June 3-12.
Heth: *Mrs. Al Kunz; Sheffield, Ala.; Paducah, Ky., 6-11.
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Luehrs' Ideal Rides: *Bill Williams; Veedersburg, Ind.; Eaton 6-11.
Lynn's Midway: *L. Erickson; Kerkhaven, Minn., 31-June 1; Hardwick 3-4.
M.D. Ams.: Phoenixville, Pa., June 2-11.
Manning, Ross: *Nelson Wilkins; Middletown, N. Y.; Arlington 6-11.
Marvel: *Carolyn Merriman; Petersburg, Ill.
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McSpadden Rides: Riverdale, Md.
Merchant's Festival Rides: Nashville, Tenn.
Mercier Attractions: Bolivar, O., June 8-11; East Canton 15-18.
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Midway of Mirth: *Frank X. Lavell; Auburn, Ill.
Monarch Expo.: *Earl W. Carpenter; Washington, Mo.; Granite City, Ill., 6-11.
Moore's Modern: *Jack Moore; (Clinton-Sherman Air Base) Burns Flat, Okla.
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New England Ams.: East Pepperell, Mass., Brookline 6-11.
Nolan Am. Co.: Swanton, O., June 1-4.
Northern Expo.: *C. Dallas Egan; Dickinson, N. D.
Norton's United: *Stan Reed; Newcastle, Wyo., 30-June 6.
Novelty Expo.: Ottawa, Kan., 30-June 1.
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Olson: Hot Springs, Ark., June 17-28.
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Palmetto Expo.: *Milton McNeace; Salisbury, N. C.
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Georgia Am. Co.: *Horace Williams; Chambley, Ga.

Miscellaneous

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Lone Star Supply: Dumas, Tex., 6-11; Clapham, N. M., 13-18.
Majestic Showboat: Madison, Ind., June 8-9; Vevay 10; Rising Sun 11; Lawrenceburg 12; Aurora 13; Warsaw, Ky., 14.
Sun Players: New Market, Ia., 30-31; Clearfield June 1-5; Lenox 6-10; Afton 11-15.

Legitimate Shows

Look Homeward, A n g e l: (Aud) Denver, Colo., 30-June 1.

Year-Round Restaurant At Harrington

HARRINGTON, Del.—A \$70,000 restaurant building is being added to facilities at the Kent and Sussex County Fair, running this year from July 25-30. For many years the kick-off fair in the East, it has also been a leading winter colony of horse trainers and other race track personnel.

The main track has been improved with expenditure of \$20,000, Secretary-Manager T. Brinton Holloway reports. The new restaurant will be used not only during the fair but in the off-season to accommodate racing people.

Two nights of stock car racing will be held at the grounds this summer by the Delaware State Police and the Harrington Fire Department. Other events include cattle sales, wool sales and junior broiler shows.

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COMING EVENTS

California

Cayucos—Cayucos Lions Club Celebration, July 1-4. Ed York, 505 West Kearney Blvd., Fresno. Hollister—San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 616 San Benito St. Los Angeles—Do-It-Yourself Show (Great Western Exhibit Bldg.), June 16-26. Ted Bentley. North Highlands—Sacramento Riding Club Horse Show, June 11. Curtis Nelson. Ross—Marin Art & Garden Show, June 30-July 4. Marcelle B. McCoy, P. O. Box 437. San Francisco—San Francisco Home Show (Cow Palace), July 22-31. James Logan. Santa Barbara—Santa Barbara Nat'l Horse Show & Flower Show, July 8-16. Allen Ross, P. O. Box 3006. Santa Monica—Better Homes Exposition (Civic Aud.), June 22-26. Patrick J. O'Toole.

Colorado

Pagosa Springs—Celebration, July 4.

Connecticut

Bridgeport—Barnum Festival, July 1-9.

Idaho

Blackfoot—Snake River Valley Horse Show (Fairgrounds), July 7-9. Dess Lauder, Route 1, St. Anthony. Boise—Ada Co. Sheriff's Mounted Posse (Fairgrounds), June 11-12. Carl H. Smith, Box 1774. Boise—Western Riding Clubs Association Field & Race Meet (Fairgrounds), June 19. Grace Rambo, Route 1, Meridian. Emmett—Emmett Cherry Festival, June 20-25. Melvin Chandler, A. L. Comdr., Box 132. Meridian—Meridian Dairy & Stock Show, June 2-4. Herald J. Cox, Box 836.

Illinois

Aurora—Celebration, May 30. Bloomington—Boat & Sports Show (Miller Park Lake), June 25-26. Carbon Hill—Homecoming, July 13-17. Chicago—Celebration (Soldier Field), July 4. Chicago—Chicago Intl. Trade Fair (Navy Pier), June 20-July 5. Richard Reeves. Columbia—Legion Picnic & Parade (Turner Park), June 11-12. Decatur—Fun Fair (Fairview Park), June 10-11. Evansville—Celebration, July 4. Geneva—VPW Festival, June 15-18. Geneva—Midsummer Festival, June 19. Geneva—Swedish Days, June 23-25. Lincoln—Elks Carnival, June 22-25. Lovington—Celebration, July 11-16. W. J. Dahm. Mattoon—Horse Show, June 12. Moline—Flower Show, June 12. Paris—Shirner Parade & Barbecue, June 11. Rock City—Frontier Days, June 9-11. Rockford—Businessmen's Celebration, June 14-19. Salem—Marion Co. Soldiers & Sailors' Reunion, June 20-23. Shawneetown—Sesquicentennial, July 1-4. A. Keith Phillips. South Beloit—Lions Club Celebration, June 21-26. Streator—Celebration, July 4.

Indiana

East Gary—Celebration, June 1-5. Huntington—VPW Street Fair, July 18-28. W. O. Randol, Markle. Lawrence—Celebration, June 5-11. North Webster—Mermald Festival, June 27-July 2. George H. Prough, 2327 Homewood Ave., Mishawaka, Ind. Odon—Annual Old Settlers' Meeting, Aug. 17-20. J. Harold Flynn. Remington—100th Anniversary Celebration, June 2-25. Harry Bahler. Rosedale—Centennial, July 27-30. C. Mickey Walker, Box 404. Sheridan—Centennial, July 2-9. St. Paul—Fair-O-Rama, July 20-28. Harry Case, Box 148.

Iowa

Creston—Crestonian Club Celebration, July 1-4. Keokuk—Street Celebration, July 4-9.

Kansas

Florence—Celebration, Sept. 5. Jess Rosiers, Chamber of Commerce.

Kentucky

Anchorage—St. Luke's Horse Show, June 4. T. H. Pike Jr., Route 2. Fordsville—Fordsville Lions Club Horse Show, June 24-26. Charles R. Mason, Box 53. Henderson—Sesquicentennial & July 4 Celebration, June 27-July 4. Irvington—Irvington Saddle Horse & Pony Show, July 2. E. F. Mitchell. Lawrenceburg—Lawrenceburg Horse Show, July 19-23. Billy Goodiet, 505 S. Main St. Lewisport—Lewisport Lions Club Charity Horse Show, June 11. O. T. Young. Louisville—Rock Creek Horse Show, June 9-11. Herman R. Miles, 568 Garden Drive. Owensboro—Celebration, July 4. Owingsville—Lions Club Horse Show, July 3-4. Joe R. Thompson.

Louisiana

Lake Providence—Miss Louisiana Pageant, June 30-July 2. Leonard Kennedy. New Orleans—Pan American Regatta, June 11-12. Roy L. Wilson Jr., 4513 Magazine St.

Maine

Thomaston—Celebration, July 4. Arthur Henry.

Massachusetts

Quincy—YMCA Carnival, June 1-4. E. W. Burr, Box 206. Marlboro—Centennial, June 10-19.

Michigan

Detroit—Windsor—International Freedom Festival, June 25-July 4. Hillsdale—Hillsdale Celebration (Fairgrounds), July 2-4. W. K. Farquharson, 9 Union St. Menominee—Menominee Dairy Show, July 30. Gall E. Bowers. St. Charles—Centennial, June 16-19. J. L. (Whitey) Bedard.

Minnesota

Edgerton—Edgerton Dutch Festival & Flying Dutchman State Champ Jubilee, July 13-14. Clifford H. Peterson.

Missouri

Bollivar—Kiwanis Jr. Livestock Show, June 15-18. Robert Houk. Gerald—Franklin Co. 4-H Livestock & Home Economics Show, July 2-3. Herbert Graunemann.

Hermitage—Hickory Co. Jr. Livestock Show, June 12. Dorothy Bybee. Maitland—Beauty Pageant & Blue Grass Festival, June 22-25. Dale A. Marion, American Legion. Marceline—Jaycees Celebration, July 2-4. Jerry Clark. Maryville—Nodaway Co. 4-H Fat Lamb Show, June 7. Kenneth Walkup. Purdin—Linn Co. 4-H Fat Lamb Show, June 3. Eugene Thurlo. St. Joseph—Buchanan Co. Dairy Show, July 23. Webb Embrey. St. Joseph—Interstate Jr. Dairy Show, July 29. Webb Embrey. Warrensburg—Johnson Co. Jr. Livestock Show, July 13. Jack Jennings.

Nebraska

Omaha—Celebration (Municipal Stadium), July 2-4. L. M. Baker, American Legion Post No. 1. Omaha—Old-Fashioned Family Fair, Municipal Stadium, July 2-4. Tony La Puza. Superior—Celebration, July 3-4. Chamber of Commerce.

Nevada

Reno—Reno Home Show (Civic Aud.), June 5-10. Patrick J. O'Toole, c/o Civic Aud. Santa Monica, Calif.

New York

Lackawanna—Eric Co. Legion Convention & Field Days, June 22-26. Edward Aldrich, 546 Ridge Road. New York—British Exhibition (Coliseum), June 10-26. New York—Mid-Year National Notion & Novelty Show (Trade Show Bldg.), June 13-16. New York—New York Health Show (Coliseum), July 16-24. Syracuse—N. Y. S. Horse Breeders Assn. & Lions Club Horse Show (Fairgrounds), June 3-5.

North Carolina

Beaufort—25th Anniversary Celebration, July 3-10. Charlotte—Charity Horse Show (Coliseum), July 9-11. Kernersville—Fourth of July Horse Show & Parade, July 4.

Ohio

Brecksville—Celebration, July 1-4. Defiance—Northwestern Volunteer Firemen's Assn. Convention, June 13-18. Newton Falls—Celebration, July 4-9. North Industry—Firemen's Homecoming, July 19-23. George Marlow, 911 Payne Ct., N.E., Canton 5. Parma—Parma's Fun on the Fourth, July 4. L. Robert Parker, 5815 Haverhill Ave. Portsmouth—Portsmouth Charity Horse Show, June 23-26. William H. Harsha. Salineville—Firemen's Homecoming, June 5-11. Tuscarawas—Tuscarawas Celebration, July 4. Chamber of Commerce. Waco—Waco Homecoming, June 22-25. George Marlow, 911 Payne Ct., N.E., Canton 5.

Oregon

Portland—Rose Festival, June 7-12. The Dalles—Mid-Columbia Livestock Show, June 5-8. Elmer Lierman. Union—Eastern Ore. Livestock Show, June 2-4. Ray C. Baum.

Pennsylvania

DuPont—Northeastern Firemen's Federation Parade, June 27-July 2. Great Bend—Great Bend Twp. & Baras Centennial, July 17-23. E. E. Empett. Newfoundland—American Legion Celebration, July 4. Vandling—Northeastern Firemen's Federation Parade, June 13-18. Williamsport—VPW Celebration, June 13-18. Mickey Percell.

South Dakota

Custer—Gold Discovery Days, July 22-24. Dupree—50th Anniversary Celebration, June 17-18. Elkton—Harvest Festival, July 11-12. Lake Andes—Fish Day Celebration, June 11-12. Presho—Progress Celebration, June 3-4. Tabor—Czech Days, June 25-28. Wakonda—75th Anniversary Celebration, June 17-18. Woonsocket—Celebration, July 4.

Tennessee

Maryville—Maryville Celebration, July 17-21. John L. Clark, 1612 Jenkins.

Texas

Burkburnett—Boomtown Celebration, June 16-18. Marjorie Hofacker. Fredericksburg—Fourth of July Races & Horse Show, July 2-4. Mrs. Bill Petmecky. Odessa—Independence Festival (Ector Co. Coliseum), July 2-4. Yoakum—Yoakum Tom Tom, June 11-14. Walter Coljedade, Box 591.

Utah

Kamas—Kawas Valley Livestock Show, June 17-18. Demont Lott.

Virginia

Appalachia—Legion Celebration, June 25-July 4.

West Virginia

Buckhannon—W. Va. Strawberry Festival, June 2-4. Mrs. C. E. Fretwell. East Rainelle—Celebration, July 4. Ripley—Celebration, July 4.

Wisconsin

Appleton—Civic Celebration, July 1-4. Jr. Chamber of Commerce. Brodhead—Legion Celebration, June 17-19. Burlington—American Legion Celebration, July 1-4. Eleva—Broiler Festival, July 2-4. Vic Wenas. Evansville—Celebration, July 4. Mrs. Dee Losey. Fort Atkinson—Firemen's Celebration, July 6-10. Madison—Celebration, July 4. Plymouth—Cheese Derby Days, June 24-26. Edward J. Shields. Reersburg—Chamber of Commerce Celebration, July 4. Paul Foss. Superior—Celebration, July 3-4. Junior Chamber of Commerce. Thiensville—Lions Club Celebration, July 29-31. A. W. Strehlow, P. O. Box 1, Waukesha. Waukesha—Legion Celebration, June 28-July 4.

Wyoming

Fort Bridger—Pony Express Celebration, July 23. Greybull—Days of '40, June 11-12.

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MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Barnum Building Sold To Bridgeport Bank

BRIDGEPORT, Conn. — The building formerly housing the old Park Theater, erected in 1881 by P. T. Barnum, has been sold to the People's Savings Bank for \$100,000.

The structure was first erected as a skating rink, ballroom and theater combined. Barnum is said to have occupied the largest of several offices on the first floor. During the winter, when the circus was not on the road, he transacted real estate deals and hired performers at the site. The Barnum office, appropriately enough, was dubbed "The Beehive" at the time.

Lander—Pioneer Days, July 3-4. Laramie—Laramie Jubilee Days, July 6-10.

CANADA Ontario

St. Thomas—St. Thomas Old Home Week, July 18-23. Tom Ringle, P. O. Box 582, London. Walkerton—Walkerton Old Boys' Reunion, July 1-4. Tom Ringle, P. O. Box 582, London.

Adams, Billy Polka, Helen Allen, Robert Presson, Ruth Burke, George Reese, John Clark, J. Robinson, Otis Danie, Delilah Rogers, Trappie Hazen, Edward Spitzer, Julius McGee, John Stevens, Frank McNeil, Bob Whitenour, Harry Milburn, Jackie Young, Eddie Nelson, Margo Zlotkovich, Frank Orton, Myron & Norman

EARLY SIGNS OK FOR HAPPYLAND

Reid Brothers Find Per Capita Spending Up, Altho Weather Hurts

DETROIT—Business has been running just a little under last year for Happyland Shows as the result of adverse weather, but the encouraging news, according to Bob Reid, president, is that on a day-to-day basis the show has nudged 5 to 10 per cent ahead on days of good weather.

"All indications are that people are going to spend money this season if they get a chance," he said.

This marks the first season of operation under the management of Bob and Jerry Reid, following the death last October of their father, John F. Reid, who operated Happyland for over 30 years. Both sons had been associated with their father for several seasons in various capacities. Both confirmed that the show will continue with the same basic operating policy, playing principally in Michigan, with Bob Reid noting that "it is a policy that has worked pretty good for 30 years."

Has 18 Rides

Happyland is carrying 14 major and four kiddie rides, nine shows and about 45 concessions this season. A new Glass House and dark ride, both built by Teo Zachinni, are being independently operated as featured attractions. Also new are a Flying Scooter and Octopus. Arnold Raybuck has joined with Giant Steers and a Man-Eating Fish Show, and William Brownell

Hudson Damp, Cont'l Wins Okay Wind-Up

HERKIMER, N. Y. — Continental Shows and O. C. Buck Shows people exchanged visits last week, the former midway playing Hudson, and the other in Utica. Hudson's potential was not realized, due to rains and threatening weather that cut the gross some 20 per cent below last year's.

Friday and Saturday were dark but dry, and enabled a pretty nice wind-up after two nights of rain. Monday (16) was also hit by a two-hour loss of power when fuses went bad on the power company's pole, it was reported.

is joining with a Life Show and a Midget pony.

The Reids have added a new 150-k.w. diesel power plant and an office trailer, furnished in a modernistic style. The office unit is equipped with mobile telephone, television, bar and other features to make an attractive reception lounge.

New is an automatic German barrel organ, a lighted and highly decorative unit with animated figures, which gives flash and musical background for the entire midway. This 89-key model is one of the largest in the country. It was ordered last year by the late owner and Bob Reid, who went to the Carl Frei & Son factory in Germany for the purpose. A plaque is to be installed, dedicating it as a memorial to the elder Reid.

Bows April 22

Show opened the season April 22, sending one unit to Vermontville for the annual Maple Syrup Festival and the other to the University of Michigan at Ann Arbor for the Michigra, held every second year on the grounds of the baseball stadium. With an 80-degree temperature for one weekend, business was good in both spots.

The two-unit policy is a precedent for Happyland, tried only once in the past. Plans are to go out next season with two units to play the earlier dates, tho no attempt will be made to book a second full route of fairs for the 1961 season. The two units united for the second stand of the season at Garden City under Legion auspices. Business was fair, again held down by weather.

An 11-day stand at Royal Oak, also under Legion auspices, followed, with 10 days of rain and business about 15 per cent under last year. The show then moved to Beverly Hills for a two-day stand on the grounds of the Detroit Country Day School, an exclusive private institution.

Happyland closed Saturday night at Beverly Hills and made an overnight circus jump to Mount Clemens, to open at 4 p.m., Sunday afternoon (22), under auspices of the Exchange Club. This is an 11-day stand, including Decoration Day. The location is downtown, almost in the shadow of the courthouse.

List Roster

Roster of the Happyland Shows
(Continued on page 70)

Bee's Reliable Buys Peppers' Gear at Sale

MOBILE, Ala.—Bee's Old Reliable Shows purchased the entire physical assets of Peppers All-State Shows at a federal auction here last week. A total of 18 pieces were included in the sale for \$11,220.

Bidding was active. Among those who participated were A. Gentsch, Ken Davis, Gus Mitchell, George Mitchell, Berney Smuckler, J. A. Proulx, Lee Creson, Charles Baldwin, J. D. and Dallas Floyd, Shan Wilcox, Ed Nelson, Sim Glazer, Bell Company and the Marine Junk Company.

Following the sale, the purchasers presented Frank W. Peppers with a house trailer and two concessions to help him get back in the business.

Al Brown Adds Rides, Light Towers

SHERBURN, Minn.—Al Brown Shows will play its route of Minnesota fairs and celebrations with a bigger ride lineup this year. Added are a Scrambler and Helicopter plus a new front and 10 light towers.

Show opened its tour at its Madison, S. D., winter base under the the Jaycees. Nightly free acts for the six-day stand were Marjorie Cardell and Geiger and Geiger.

Show moves on 30 trucks and semis, has 15 rides, six shows and 30 concessions. On the back-end are Dennis Brown, three animal shows; Lloyd Venely, Funhouse; Gary Moran, Jackie Coleman and Bob Masen, girl show.

Staff has Al Brown, owner-manager; Arlys Brown, treasurer; Jackie Brown, secretary; Charlie Walsworth, general agent and press; Billie Craig, concession manager; Johnny Kerschman, electrician; Bob Carleton, mechanic.

Concessionaires include Bob Meyer, Charlie Walsworth, Dennis Brown, Billie Craig, Johnny Kerschman, George Stephens, Ralph Nettle, Joe Evans and Lee Moss.

CARNIVAL CONFAB

SAM PRELL had a good engagement in Fayetteville, N. C., to kick off the season. On the lot were Mr. and Mrs. Davie Fineman, Mac Pincus, Harry Weiss, Johnny Hoffman, Percy Logan; Abe, Ben, Max and Paul Prell; Cy and Dukie Geffen, Babs (Mrs. Dukie) Geffen, Mr. and Mrs. Murray Leavitt and son, Nick Green, Pee Wee Manning, Hooks Saul, Stash Lee and Johnny Girt. . . . Making the early Ross Manning dates have been Dixie Malanga and Muscles. . . . Sandy Tamargo, former owner of the Sandy Shows and brother of Lawrence Tamargo, died recently. The Tamargos are living in Florida after disposing of most of their Island Manor Shows units.

Paul La Cross, Continental Shows agent, and wife, Bea, performed their knife-throwing and fancy shooting at the Phoenicia, N. Y., Gun Club's yearly banquet. County Investigator Earl Cunro, gun club president, gave La Cross a gold-plated Colt derringer and 1,000 rounds of ammunition. . . . Helen Stabile judged the Florida Hairdressers' Association show in Jacksonville. She's State president. . . . Ethel Weer's been shedding pounds, along with Jean Davis from Tampa, at a Florida health ranch, and feels like a million. . . . Bob Parker's got a new 16-foot van for one of the Canadian units. . . . Eddie Keck has an alarm out for his GMC panel truck and equipment, missing since Strates played Washington.

Mark and Lil Reilly doing nicely at Rolling Green Park, Sunbury, Pa., when weather permits, and also have their same sidewalk location at the Philly circus entrance. . . . Jim Quinn, Oscar Buck's untiring concession manager, recovering from a cold. Mrs. Elizabeth Murphy in her fourth year with the Buck office. . . . Eddie Edwards touring a new office-equipment trailer this year. Also with a new trailer are Syd and Eva Daniels, with their Franklin mobile home. . . . Jimmy Mitchell and Brian McLaughlin got their share of cold and rain in Wisconsin and the East, then set up shop in Carlin's Park in Ohio. . . . Glen Porter, Monkey Circus operator, has a new van. . . . On the Strates Show: Mrs. Bertha (Gyp) McDaniels visited with Frances Lauther in Millers Tavern, Va., for several days. She's the widow of Carl Lauther, Side Show operator. Slim Kelly and Whitey Sutton grossing better than last year at this time. Johann Peterson, the Viking Giant, has a new specially equipped house trailer. Jack and Bonnie Norman scouting novel items to furnish their newly built home in Gibsonton, Fla. Mr. and Mrs. Ernest Evans started off well with the dark ride and have a new truck on order.

Irwin Kirby

★ ★ ★

Harland (Dutch) Schrader, owner-manager of Rose City Rides, was passing out cigars last week after Mrs. Schrader presented him with a daughter May 20 at St. Francis Hospital, Cape Girardeau, Mo. The youngster is their first. . . . Ray Swanner, long-time agent and office secretary, is back with Mickey Stark's Gold Bond Shows, where he'll hold forth in the wagon. Swanner was with the Stark show for a number of years but was busy elsewhere last year. . . . Jake Merriman, owner-manager of Marvel Shows, reports Lee Borchert is assistant manager and lot man; Carolyn Merriman, secretary and agent for The Billboard; George Boden, Kiddieland manager; Al Moser, Funhouse and concessions; Ruby Logsdon, popcorn, and Carlo Osborn, bingo.

Miller has started rehearsals on his girl revue which bows June 8 in Davenport, Ia.

Louie Berger, general agent of the Olson Shows was a St. Louis visitor last week where he made some railroad contracts and also paid a visit to Royal American Shows. . . . Dave Prevost, long-time concessionaire, joined Luehr's Ideal Rides in Alton, Ill., with his concessions. . . . Bennie Gibson, concessions op, passed thru St. Louis after closing with Gladstone Exposition Shows. While in the city, he visited with Mrs. Catherine Oliver, who is convalescing at home following a long hospitalization. Frank Joerling

More Pearls: Billy Melton, after a year's absence from the road, is back with it, helping Ben and Dorothy Cohns on their long-range ball game. . . . Linda Ludwig left for Salina, Kan., where she'll spend the summer and rejoin at Topeka. . . . Mrs. Dorothy Demay and daughters, Patty and Sue, will spend two weeks at the farm in Wabash, Ind. . . . Bud Ferris' sister visited him from Minneapolis. . . . Emma Broices will join on as soon as her daughter, Bonnie, enters school. . . . William Cain now known as grandpa since his daughter, Lee Coker, gave birth to a son. Mary Cain, who remained in Tampa for the birth, will now join the show. . . . Troupers were saddened by the death of Howard Ellis, of the cookhouse staff, who was struck by a truck. . . . T. L. Terry, mug joint op, visited at St. Louis en route to Chicago.

Pearls from Royal American: Roy (Pepsi-Cola) Jones has been busy setting up midget sports car giveaways on the Saturday kid's days. . . . Buck Fortner narrowly escaped injury when, following a rainstorm, he opened the door on his short range truck and received an electric shock. He was unable to let loose of the handle until his sister, Catherine Jenkins, knocked him loose by bumping him with her shoulder. . . . Leon

Charlie Goss, who manages some of the top attractions at Pacific Ocean Park, Santa Monica, Calif., and who has chalked up 55 years in the business, claims that the park's Mirror Maze is the world's largest. It has 157 pieces of glass. The Flying Dutchman, another POP attraction under his supervision, is said to be the only two-story dark ride in the U. S. . . . Mike C. Piccolo visited the Gooding show at Uniontown, Pa., where he cut up touches with Hap Berkshire, Mr. and Mrs. Larry Ackley and Maurice Myers.

San Francisco Notes: Mike Krehkos is prepping for a European vacation. . . . Margaret Farmer in Providence Hospital, Oakland; Charlotte Porter released from a hospital following surgery; (Continued on page 72)

★ ★ ★

FLASHBACKS: 15 years Ago—Plastic columns for show fronts were introduced on the minstrel unit of Royal American Shows at St. Louis, causing considerable interest on the part of visiting showmen. Semi-cylinders of rolled plastic covered the columns. . . . Capt. James B. McKennon, Jones show staffer turned combat pilot, was in a U. S. hospital after being wounded on a bombing mission over Austria. . . . Ben Bernard and Hank Shelby reported a big opening at Flint (Mich.) Park. . . . Heavy snow at Menands, N. Y., broke thru several concession tops on O. C. Buck Shows.

CARNIVAL OWNERS:

TACK THIS IN YOUR HAT AS A REMINDER THAT

The Billboard's

SUMMER SPECIAL

Dated June 13

WILL BE PERFECTLY TIMED TO BOOK ALL YOUR NEEDS FOR THE BIG FOURTH OF JULY DATE AND THE COMING FAIR SEASON.

The SUMMER SPECIAL will feature an up-to-date list of 1960 FAIR DATES

Complete with many important changes and additions.

DON'T OVERLOOK BEING WELL REPRESENTED IN THIS BIG SPECIAL!

All Carnival Ad Copy Must Be In Our Cincinnati Office No Later Than NOON FRIDAY, JUNE 10.

MORRIS HANNUM SHOWS

Six-County Firemen's Convention and Gala Week, Cameron, N. Y., June 6-11. Free gate, Queen Contest and other nightly Free Attractions. Big advance sale and gigantic parade. Followed by 10 terrific days, Cahill Field Fair, 29th & Clearfield Sts., Philadelphia, Pa.

CONCESSIONS: Want Game Concessions of all kinds. No exclusives. Will book "I-Got-It" Game for Cameron.

SHOWS: Want family-type Shows with own equipment. All replies

MORRIS HANNUM

Necho Allen Hotel

Pottsville, Pa.

Monarch EXPOSITION SHOWS

NOW BOOKING FOR GRANITE CITY, ILL., NEXT WEEK; Also BIGGEST 4TH OF JULY CELEBRATION IN ILLINOIS, AT SULLIVAN, JUNE 28 thru JULY 4; JERSEYVILLE, ILL. (FAIR) STARTS JULY 5.

CONCESSIONS

Can place Hanky Panks of all kinds, also Pitches, Jewelry, Long Range, Novelties, Grab Joints, Foot Longs, and Dog-on-a-Stick. No Flats or Gypsies.

RIDES & SHOWS

Will book Shows for our Fair Route, starting July 5. To simplify the Help situation, will sell 1 or 2 Major Rides, to be booked on this Show. Terms to reliable parties.

HELP

Can place some experienced Ride Help who drive. Buck Smith wants Rock-O-Plane Foreman.

M. E. REID, Owner-Mgr.

GEORGE GLOYD, Asst. Mgr.

WASHINGTON, MO., this week; Granite City, Ill., next.

Plainfield Again WOM Season Debut

PLAINFIELD, N. J. — Good weather broke in time for the World of Mirth Shows set-up here, following a stretch of rainy days. The show train pulled in from Richmond in plenty of time for the Thursday night (26) opener, first date of the season.

Only a small wet patch remained on the lot, which Frank Bergen has played for a score of years. Much painting was done in winter quarters, and was to continue during the date.

The back yard cafeteria and cookhouse operated by the late

George Reinhardt has been taken over by Eddie Eggers, it is reported. Other early arrivals were Ray Chambers with his shows, Dave Wiles, Minstrel revue; Joe Boston and Tirza, revue and girl show, and many others.

Front-end layout was limited. The show will play New Brunswick, a traditional still date, then a couple of weeks in Connecticut prior to July 4, when it will probably be in Eastern Massachusetts. This will put it in Maine when the fair season gets rolling.

Weather Cuts RAS \$\$ After Good Weekend

ST. LOUIS—The Royal American Shows, here for a 19-day stand which is to end Sunday, June 14, caught good business over the first weekend (21-22) in good weather but then ran into three days of bad weather, with rain, plus high winds, taking their toll on three nights.

The weather took a sharp turn for the better Thursday (26) and forecasts were for good weather over the three-day Decoration Day weekend. The show is spotted at Jefferson and Market streets, a new location.

The Royal American Shows Shrine Club Wednesday (25) held its first regular business meeting since the show left its Tampa base. The meeting was held at the Moo-

lah Shrine Temple and was preceded by a luncheon at which the club was hosted by the divan of the Moolah Temple.

On the following day the Shrine Club gave its annual party for patients in the Shrine Crippled Children's Hospital here. Entertainment was provided by talent shows on the Royal American midway and also included other acts working the St. Louis area. The youngsters in the hospital also were given gifts and treated to food and refreshments by the club.

O. J. (Whitey) Weiss is club president. Other 1960 officers are Robert (Bobby) Hasson, vice-president; Harry B. Julius, treasurer, and Matt Herman, secretary.

Signs Okay for Happyland

• Continued from page 69

includes: Robert Reid, president; John G. (Jerry) Reid, vice-president; Virgil L. Dickey, general manager; Ethel Stager, secretary; Russell Stager, Billboard agent and mail man; Arthur L. Danton, general supervisor and electrician; Francis (Buster) Anderson, carpenter; Charles LaTondras, assistant electrician; Pete Norman, concession consultant, and Howard Richmond, billposter.

Show-owned rides: Merry-Go-Round—John Dezinyi, foreman; Ralph Baker, Twin Ferris Wheels—John McDougall, foreman; Thomas Kohler, Robert Johnson, Paratrooper—Philip Coniam, foreman; Bob Danton, Roll-o-Plane—Robert Seeley, foreman. Tilt-a-Whirl—Sam Gregory, foreman; Jack Ralph, Lloyd DeMent, Caterpillar—Mason Miller, foreman.

Independent rides: Virgil L. Dickey, owner of eight, as follows: Roundup—Elmer Wheeler Jr., foreman. Helicopter—Clinton Marshall, foreman. Four kiddie rides—Martin Borton, foreman; Robert Borton, Navin Gagle. Zachinni dark ride—M. E. Whalom, foreman; Mrs. Elvira Whalom. Funhouse—Frederick Gerard, foreman.

Harold Lucas, owner of three rides, as follows: Flying Scooter—James Davis, foreman. Scrambler—Eugene Johnson, foreman. Rock-o-Plane—Willard Shafer, foreman; Freddie Gerard. Robert Dickey, Octopus; Ralph DeMent, foreman.

Shows—Eddie Miller, owner, Garden of Allah, Gay Patee and Snake Show. Arnold Raybuck, owner, Paranha Show and Giant Steers; Joseph Kiljawa, manager. William Brownell, owner, Life Show and Midget Horses. Granville Pilant, owner, Glass House; Bill Griffin, manager. Penny Arcade, Wayne Kushmaul, manager.

Concessionaires—Mae Halstead, cookhouse; Thelma Miller, Wil-

liam Adkins, Bill Smith, George King, Burlie Smith, Alexander (Boots) Bogle, helpers. James and Danny Dickey, shooting gallery. Pete Mudry, 4; Steve Simon, manager; Fred Barley, May Barley, Daisy Niebuhr, agents. Mr. and Mrs. Ted Meiser, salt water taffy; Clarence and Betty Rosenberg, French fries; George Stavros, popcorn; Edor Burge, cigarette shooting gallery; Mr. and Mrs. Rex Allen, agents. Eddie Miller, 2; Olive Sprague, 4; Irwin Kolter, Mercedes Thomas, Edward Berry, Al Dexter, agents. Buster and Pat Anderson, 3; Ralph Smith, Lucille Smith, agents. Frank and Mary Slivinski, 4; Al Slivinski, Andy Condella, agents. Ted Kelly, 2; Lucille Breisacher, Margaret Kelly, agents. Bill Meyers, photo gallery; Thora Meyers, agent. Whitey Caler, hoopla; Leo and Val Reid, agents. Pete Norman, 3; John Merritt, Joyce Merritt, Roy Lund, agents. Bob and Lou White, 2.

King Featuring Elephant Act as Free Attraction

DOLORES, Colo.—The King Bros.' Shows elephant, Jill, is earning its feed bill, having demonstrated strong drawing power at all dates thus far, Al Edwards reports from the lot. The bull is worked by Mary King and the act is not only holding the crowds but draws people thruout the day.

Show opened May 5 at Derby, Colo., with five major and three kid rides plus 18 concessions.

One move the show stopped off at Pueblo, Colo., where Norton's United Shows had just moved off a lot, which was immediately occupied by an "80-miler." Norton organization jumped from Pueblo to Miles City, Mont.

PENN PREMIER SHOWS

FIREMEN'S FREE FAIR, CLARION, PA., JUNE 6-11

CONCESSIONS

Can place Hats, Novelties, Ball Games, Fish Pond, Long and Short Range, Glass Pitch and any other legitimate Concessions. Can place Sit-Down Grab capable of serving meals for the No. 2 show. Ralph Getz and Ryan, contact me. Mr. Turner can place general Concession Help, also Gunner for Buckets.

SHOWS

Can place Snake Show, Side Show, Girl Shows, Monkey Show, Wildlife, Fun House or any other show not conflicting for the No. 2 show. This show plays all celebrations, no still dates and features a free gate.

RIDES

Can place Paratrooper, Scrambler or any ride not conflicting.

HELP

Can place Foremen for Roll-o-Plane and Wheel, also Second Men on all rides who drive semis. Blue Eyes and others, contact me.

Address all mail and wires to LLOYD D. SERFASS, OWNER, PENN PREMIER SHOWS, Johnstown, Pa., this week, or KEYSTONE STATE SHOWS, Hunkers Spring Fair, Hunkers, Pa.

MEEKER SHOWS

WANT WANT WANT
CONCESSION AGENTS IN ALL DEPARTMENTS

ALL CONCESSIONS ARE OWNED AND OPERATED BY THE SHOW

Starting

YAKIMA DIAMOND JUBILEE, YAKIMA, WASHINGTON—for

8 days on the street, June 19-26

contact:

RALPH MEEKER

Sunnyside, Washington, June 1-4

Current address: 1508 Yakima, Washington

Phone: GLencourt 3-5313

MERCIER ATTRACTIONS

LEGION STREET CELEBRATION, BOLIVAR, OHIO, JUNE 8 THRU 11.
EAST CANTON, OHIO, JUNE 15 TO 18.

Can place all Games and Concessions

MERCIER ATTRACTIONS

3931 Mt. Pleasant Road, N.W., North Canton 20, Ohio
Phone: Evenings, HYacinth 9-7842; Days, GLendale 4-1300

GAME OPERATORS

For big money this season, flash your stores with our large Rock and Roll and Western style Guitars. Over 30" long, two styles, \$36.00 per dozen. Extra large size, \$42.00 dozen. Single samples, \$1.00 post paid. All three styles, \$12.00 post paid. 25% deposit with order.

PREMIER CREATIONS

Box A-1 Russells Point, Ohio
Phone: TH. 3-3112

SPOTTED BEHIND MARQUEE

Strates Menagerie Free Entry Lobby

PHILADELPHIA — James E. Strates Shows pulled onto the Bustleton and Cottman lot here after a satisfactory week in South Plainfield, N. J. An innovation, tried with success, was the spotting of the big menagerie tent right behind the marquee entrance.

With the six Strates elephants having finished their Shrine Circus engagements, the tent was erected parallel to the marquee. It was operating as a free attraction, and provided an attractive walk-thru to patrons entering the grounds.

Ross Lyons joined in Wilmington and put up the second Girl Show. Two of the elephants got into a disagreement between circus dates and tore the roof off the new semi-

trailer used to transport them. It is undergoing repairs.

Rain delayed the setup here, with the only operation on Monday (23) being the Menagerie, opened to satisfy the curious. With all the added equipment being hauled, Jim Thompson continues to maneuver everything into place nicely. Business was fair the first couple of days. Gene and Julia O'Donnell joined with the Jones bingo.

South Plainfield proved okay although the weather was far from good. Friday (20) saw a jammed midway broken up about 10:15 p.m. by showers. The season's best kids' matinee gross was realized Saturday, and spending continued at a good clip until 10 p.m., when the skies opened again.

West Coast Shows Lists Personnel

LOS BANOS, Calif. — West Coast Shows, California unit, opened its season here recently where its staff and personnel was listed.

The staff has Al Rodin, manager; Louie Leos, secretary-treas-

urer; Bobby Cohn, general representative; Virgil Latiker, ride and lot superintendent with Richard Latiker as assistant; Shorty Lawler, chief electrician; Lloyd Humes, assistant electrician and searchlights; Scotty Taylor, chief mechanic, with Ed Kruger as assistant; Marshall Williams, security; Eddie Williamson, night watchman; Dinky Devers, mascot; Tex Ross, front gate.

Ride personnel: Ferris Wheels, Jack Delbert, Whitey Freeman, foreman; Chief Skindore, Merry-Go-Round, William (Wild Bill) Johnson, foreman; Ernie Read, Mel Munshower, Roundup, Hank Craig, foreman; Earl West, Tilt-a-Whirl, Johnny Carpenter, foreman; Jimmie Jones, Red Ball, Octopus, Cotton Smith, foreman; Bill Tate, Alvin Munshower, Rolloplane, Pete Worthy, foreman; Jerry Plant, Kiddie rides, Jimmy Worthy, foreman; Cecil and Dick Adams, Doyle Bullington, Flying Coaster, Swede Colcleaser, foreman; Jim Everett, Rock-O-Plane, Tom Devers, foreman; Curly Danhouser, Dipper, Ralph Burton, foreman; Curtis Jones, second man.

Ticket sellers are Violet Burton, front gate; Marie Baker, Betty Lawler, Eula Williams, Peggy Devers, Margaret Delbert, Alberta Humes, Florence Skindore, Patricia Craig, Opal Bell and Torchy Colcleaser.

Show line-up: Penny Arcade, Al and Susie Smith, Strange Cargo, Rick Gifford, Strange Attractions, Earl Leonard, Motordrome, Speedy Ballard, manager; Dolly Lee, Kenny Ballard, Ralph Ritter and Shirley Hitsen, riders, Funhouse, privilege wagon and agent for The Billboard, William (Heavy) Snelson.

Concessions: Harry Baker, short range; Harry Delbeck, pitch till you win; Chet Wedge, jewelry; Curt and Gerrie Larson, Race Derby, with James Feeney. Ray and Alice Sistrunk, cookhouse, with Bill Wallace, Russel Hawks, Windy Moggs, Marge Latiker and Lynn Emerico, dog on a stick. Cechinni & Levaggi, eight, with Morrie Schiller as manager; Freddie Bain, glass pitch; Gladys Mattick, rollaball; Bob Mattick, add pans; Jack Noble, shuffleboard; Donna Noble, spot pitch; Hungry Hicks, bear pitch; Earl Russell and George Broyles, one ball; Dick Havins, Kenny Burke, Jerry McHugh, Johnny Goree, ping pong.

John Provinzale, ham and bacon; Sam Lasky, R. L. Ray, Mario DeSilva, rolldown. West Coast con-

(Continued on page 72)

C. (SPECK) GROSCURTH PRESENTS BLUE GRASS SHOWS

"Truly the Nation's Largest Motorized Midway"

Featuring Zacchini, the Human Satellite, Shot From Atomic Cannon Over Two Ferris Wheels Nightly

Opening at Owensboro, Ky., Thursday, June 9. 2 big Children's Days, special promotions.

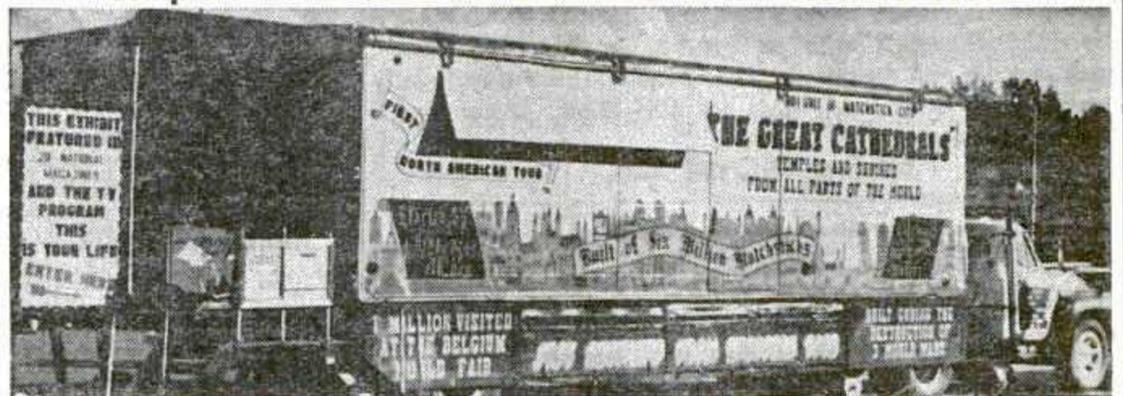
CONCESSIONS: Hanky Pank, Prize-Every-Time Games of all kinds, Pitches, Age and Scales, High-Striker, Short Range, Novelties, Name-on-Hats, Basketball or any good legitimate Prize-Every-Time merchandise concessions. HELP: Foremen and Second Men for No. 5 Dual Wheels, 12-Car Scooter, Paratrooper, Fly-o-Plane and Tilt. Foremen for Kiddie Rides and Schiff Coaster, and general Carnival Help in all departments. All must be licensed semi-drivers. Highest salaries and bonuses paid. SHOWS: Will book any good non-conflicting Grind or Bally Shows. Must have own equipment. Liberal percentage. No Girl or Geek Shows wanted. Show moves on lot at Owensboro Monday morning, June 6. All help and people booked, report at that time.

Can place Special Agent. Must have car and be capable of promoting children's matinees, handling newspaper, radio and TV stations, and have some knowledge of booking. Will be hired on personal interview only.

All wires C. C. GROSCURTH, Owensboro, Ky.

MUST SELL AT ONCE—\$5,000.00

Complete Year-Round Exhibit—Known From Coast to Coast



THE "GREAT CATHEDRALS"—The Fabulous Matchstick City Attraction. 4 ft. high, 28 ft. long. 17 world-known temples, handmade with over 6 million matchsticks. Mounted in special attractively decorated Exhibit Trailer. G.M.C. 1953 Tractor, new motor, sound equipment, plenty lights, cable, all new equipment, including 8-ft. front state room. All complete. Have several major fairs already booked for this outstanding attraction. Your money will be returned in a short while. Contact: E. A. WALSH, PARK ROAD SHOPPING CENTER, CHARLOTTE, N. CAR., until June 15.

PRELLS BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

NOW BOOKING FOR 15 FAIRS STARTING HARRINGTON, DEL., STATE FAIR

Want Girl Revue and Rides. Must be different from what we have. Want Wild Mouse, Flying Coaster and Sky Wheel. Want Fun House, Glass House. Want Pit Show, Fat Show or Snake Show. Want Wild Life, large Arcade or any other high-class Attractions. Delaware State Fair has a drawing of 150,000 people. The largest early Fair in the East. Now booking Concessions, Eats and Drinks, Ball Games and all kinds of Hanky Panks, Photo Gallery, Long and Short Range Shooting Galleries, Alibi Joints. Want Pony Ride and four more Kid Rides.

All address SAM E. PRELL, 216 Custer Avenue, Newark 8, New Jersey

LOWELL (MASS.) COMMON JULY 1-4

AMERICA'S OLDEST AND LARGEST JULY FOURTH CELEBRATION

4 BIG DAYS AND NITES RIGHT IN THE HEART OF THE CITY!! DEALING TO 250,000 PEOPLE!!

Want Rides, Shows and Concessions—strictly legitimate Hanky Panks. Alibi joints, save postage. Legitimate skill games only!

Also want Guess Age, Novelties, Snow Cones, Popcorn, Hats, Candy Apples, French Fries, Food Stands, Custard, all kinds of refreshments. What have You?

FIRST COME, FIRST SERVED—ASK ANYONE WHO HAS PLAYED THIS DATE!

JEFF HARRIS

103 Walnut St., Revere, Mass., Atlantic 4-3525 or 4-8149

(Phones disconnected after 11 p.m. nitely.)

AGENTS WANTED BUCKET AGENT

for Lima, Ohio, May 30; Lawrence, Indiana, June 6 (Bill Loflin, contact)

C. H. TERRY
Sol's Greater Shows

ROSE CITY SHOWS

"Missouri's Cleanest Midway"

WANT WANT WANT
Sikeston, Mo., Centennial, June 13-18, 6 big days and nights on the streets downtown. Biggest centennial in Missouri this year.
Want Hanky Panks of all kinds. (Positively no Flats, Gypsies or Alibis.)
Will book 1 or 2 Rides. Need a few Second Men on Rides.
Contact DUTCH SCHRAEDER, MGR., Sullivan, Mo., this week; Flat River, Mo., June 6-11; then the big one at Sullivan.

BUCKEYE STATE SHOWS

Want for Mansfield, Ohio, May 31 thru June 4

Annual VFW and Firemen's Street Celebration, Baltimore, O., June 7 thru 11. Bands, Parades and Queen contest. Want Hanky Panks of all kinds. No racket or sypk.

Want exp. Wheel Man and Parker MGR Man, also First and Second Men for all Rides. Must drive. Pay each week and bonus. Contact

MANAGER

Moxahala Park, Zanesville, O., or as per route.

\$300.00 REWARD

For information leading to the recovery of the following equipment —one Ferris Wheel; 1959 blue Chev. Tractor, Louisiana license 128-634; 32-ft. loby aluminum trailer, with two 24-inch wheels on trailer. Write

J. B. BAILEY

Route 2, Box 316-F, Houma, La.

RIDE FOREMAN WANTED

Must know older major rides especially #5 Ferris Wheel and Allan Herschell Merry-Go-Round.
Must be reliable and drive. Address
BOX 530, c/o The Billboard
812 Olive St. St. Louis 1, Mo.

ATTENTION

TED MEADOWS

Wire Western Union, Charles Town, Jefferson County, West Virginia, where I can reach you. Jack Browning, please contact. Those who know me, contact; have best route ever.

LEE HOS

WANTED

#5 WHEEL FOREMAN

Must be first-class.
\$100.00 cash paid every week.
Boyetown, Pa., May 30 to June 4.
D. VAN BILLIARD
P. O. Box 494 Lansdale, Pa.
Phone: ULYsSES 8-7010

LOT SUPERINTENDENT

Wanted immediately. Must be capable of laying out very large Show. If you are not reliable or touch liquor at all, don't answer. Wire where I can call you or phone Police Department to convey message.

AL KUNZ, HETH SHOWS
Sheffield, Ala., this week.
P. S.: John Merton, call.

GLADSTONE EXPO SHOWS

Pontiac, Ill., June 6-11; Waukegan, Ill., June 13-19; Plymouth, Wis. (Cheese Festival), June 22-26; New Berlin, Wis. (4th of July Celebration), Fond du Lac, Wis., August 10-14; Oshkosh, Wis., August 30-September 2; Sheboygan, Wis., September 4-10.

WANT CONCESSIONS: That work for stock and straight sales. Hi Striker, Basketball, Coke Bottle, Dart Games, Bumper, Bear Pitch, Penny Pitch, Etc. Want to rent Bingo for Waukegan, Illinois.

WANT SHOWS: Monkey, Illusion, Unborn, Torture, Freak, Etc.

WANT RIDES: Scrambler, Round-Up or other thrill rides for these spots, also want Pony Ride. (Bill Dyer, contact.)

WANT RIDE HELP: On Wheel, Tilt, Octopus, Jenny, Rock-o-Plane, Paratrooper. Semi drivers with chauffeurs licenses preferred.

Contact: F. O. POOLE, Mgr.
Hardin, Illinois, this week; then per above

VIRGINIA GREATER SHOWS

Want for Dover, Del.

Long and Short Range Galleries, Photo, Ball Games, Pitch-Till-You-Win, Bear Pitch and Hoop-La. All Hanky Panks open. Have opening for any Grind Shows. Want Monkey Show, Wildlife and Funhouse. Can use a few Acts for Side Show. Will book any ride that does not conflict. Jimmie Seachrist, come in. Sammy and Frank want girls for Girl Show. Marty and Roberta, answer.

Salisbury, Md., this week.

WANT WANT WANT FOREMEN FOR FERRIS WHEEL AND OCTOPUS

SECOND MEN ON ALL RIDES
ALL THOSE WHO WORKED FOR ME BEFORE GET IN TOUCH

Want Hanky Pank Concessions and Family-Type Shows. Will book Rides that do not conflict. All replies to

SMILEY'S AMUSEMENTS

Crab Tree, Pa., this week; Clymer, Pa., June 6-11.

GEORGE CLYDE SMITH SHOWS

WANTED: Ball Games, High Striker, Hoopla, Balloon Darts, Pitch-Till-You-Win, Swinger, Glass Pitch, Bear Pitch, Basketball, Age and Scales and Custard.

WANT Girl Shows, Monkey Show, Wildlife and Side Show, Agents for office-owned Hanky Panks, general Ride Help, Truck and Tractor Trailer Drivers. H. L. Anderson wants Countermen for Bingo.

All replies to GEORGE CLYDE SMITH, Cumberland, Md., this week; Duncansville, Pa., next week.

NEW THE LARGEST AMUSEMENT PROJECT IN THE EAST THIS YEAR. NEW ONE AND A HALF MILLION DOLLAR BEACH

FOLLY BEACH, CHARLESTON, S. C.

NEW TWO-THOUSAND-FOOT WALK, THEATER AND DANCE PAVILION ON PIER. ALL CONCESSIONS IN SOLID CEMENT BUILDINGS.

CAN PLACE Hanky Panks, Basket Ball, Cigarettes, Long Range, Glass and Bear Pitch, Jewelry, Hats, Grocery Wheel, Hams, all Park Games, Scale and Age and Pull Taffy. PLACE NON-CONFLICTING RIDES, set of Kid Rides, Scrambler, Round-Up, Rocket, Tilt, Mouse, Roll-o-Plane, Live Pony Ride. Want for cash, Popcorn Trailer. Man to handle Custard. Ride Help and Agents in all departments. Want to hear from High and Animal Acts. We hold exclusive contracts on all Park Games and Rides. Open June 10-12 weeks. All answer:

DAVID B. ENDY, Manager
FOLLY BEACH, CHARLESTON, S. C.

KING Exposition Shows

WANT RIDE SUPERINTENDENT CAPABLE OF HANDLING 16 OFFICE-OWNED RIDES. CAN ALSO USE FIRST-CLASS SHOW ELECTRICIAN. FOREMEN AND SECOND MEN FOR RIDES. (Must drive Trucks and Semi-Trailers.) Address:

BRIGHTON, MICH., JUNE 1-12; or Phone:
MT. CLEMENS, MICH., HOWARD 3-1562.

PRELL AMUSEMENT UNIT

NOW SHOWING MARYLAND, WASHINGTON, VIRGINIA & PENNSYLVANIA with 8 major high-class rides and 4 Kiddie rides and Barro's Motordrome.

Lots of action. Good spots in right locations. Want Dark Ride, Glass and Fun House, Britt, please reply. Want Hanky Panks, Balloon Darts, Mug Joint, Age & Scales, Novelty and String Games, Shooting Galleries, Nickel Roll and Crazy Ball, P. C. Agents. No flats or Allbis. Chas. Gross wants Agents for Ball Game. All answers to

SAM E. PRELL, this week Sheriff Road and Eastern Ave., Chapel Oaks, Md., Hill June 4; June 6 to 18, New Hampshire Ave. and Washington District Line, Takoma Park (Washington), D. C.

W.G. WADE SHOWS

RIDE HELP WANTED

Capable Men on all rides. Foreman for #5 Wheel. Licensed Truck Drivers preferred.

Pat Hayes, Frank Allegretti, Orville Scott, Curly Hahn and Kenneth Smith, contact.

JIMMY BLACKMON

W. G. WADE SHOWS

Saginaw, Mich., until June 5; Ann Arbor, Mich., June 7-11.

\$300.00 REWARD

For information as to the whereabouts of

Lucian (Jack) Payne also known as

John Marshall

slender, 30 years of age, false upper plate, dark hair, 140 pounds.

J. B. BAILEY

Route 2, Box 316-F, Houma, La.

WANTED

DROME RIDERS

MAN AND WOMEN

Man to drive semi. Perfect wall, good motors, good treatment. Mostly all air bases, perfect tips. P. S.: George, what happened? Call me. Try to make Quonset Air Base, June 2d thru 5th. Call Fall River, Mass. Phone: OS 2-5134 or wire.

BILLY BOUDREAU

385 Cummings Road Swansea, Mass.

WANT TO BUY

Eli #5 WHEEL, also 36-ft. Allan Herschell Merry-Go-Round and KIDDIE RIDE. Junk not wanted. Address:

DE LUXE SHOWS

Rockville, Conn.

Phone: Manchester, Conn., Mitchell 9-3842-DAY TIME ONLY.

WANTED

FIRST and SECOND MEN

on Wheel, Octopus, Jenny and Tilt. Must be sober. Semi-drivers preferred. Best wages. No collect calls. Contact

R. J. WIGGS

R. R. 1, Box 14-C, Moline, Illinois

CARNIVAL WANTED

For Neshoba County Colored Fair in Philadelphia, Miss., for week of Sep. 12th thru 17th (or 19th to 24th or 26th to Oct. 1). Advise immediately which week you can be here. For further information phone #16 or write

HENRY LATIMER

P. O. Box 149 Philadelphia, Miss.

WILSON FAMOUS SHOWS

WANT

Foremen and Second Men for Scrambler, Flying Scooter, Tilt, Merry-Go-Round and Kiddie Rides. Must have licenses to drive.

Can use a few more Prize-Every-Time Concessions. Want Fun House and any good type Family Show. Tremont, Illinois, June 1 thru 5

CARNIVAL CONFAB

Continued from page 69

Harry Boyd in University of California Hospital, and Dolores Coronado in San Francisco General. Lola Cox, Ceil Martin and Harry Leslie on the mend. . . . West Coast Shows, Unit No. 1, thru efforts of Eddie Hellwig, added more than eight pints of blood in the name of Showfolks of America to the Irwin Memorial Blood Bank. . . . Mr. and Mrs. Sam Dolman marked their 30th anniversary of their marriage on May 8.

Betty John and Moody Cook, retired Side Show ops, recently played host at a midnight supper for Le Ola and 14 members of the Variety Circus on Ross Manning Shows in Hillside, Md. Fried chicken was served to the troupers and other guests. Included among the latter, were Thomas Donn, Bill MaGahey of The Washington Evening Star and Thomas Fulbright, playwright and novelist. Betty spent 14 years with the late Frank Sutton on the Great Sutton Shows.

(Walter) Bennie Keilman is requested to contact his cousin, Carrie Camp, 1623 Blaine Avenue, Terre Haute, Ind., on an urgent matter. He can phone Harrison 9598 before 8 a.m. or after 5 p.m.; Crawford 9429 between 8 a.m. and 4 p.m.

Fred A. Thumberg, co-owner of Key City Shows, and wife visited the show when it played Dayton, O., recently. It was the former's first visit since a May 17 release from the hospital. Thumberg's brother-in-law and sister, Mr. and Mrs. Fred Quartman, are visiting from Portland, Ore. Other visitors were Mr. and Mrs. Allen Deggeler, of Deggeler Amusement Company, the former a brother of Mrs. Thumberg; William Lauther, Harvey Wilson Sr., and Charles O'Brien, a Gooding Amusement Company unit manager.

Graduating from St. Augustine School, Philadelphia, June 12, is Frank Coffman Leeper Jr., whose late father, known as Gentleman Jack, was an actor in silent film days as an airplane stunter. His mother, known professionally as Florence Nubia, is an actress, motorcycle stunter and oriental dancer.

Following the May 13 close of Prell's Broadway Shows at Sanford, N. C., a combination birthday party for Bill Welch and a "Sweet 16" event for Pinky Sylvester was held in the Sylvester trailer. Alice and Harry Stevens, popcorn concessionaires with Prell, are proud grandparents of Deborah Lynn Homan, born May 11 to Mary and Steve Homan. . . . Pinky Pepper opened recently with Robi Delmar's Side Show on the Gentsch Shows. He is supplying some acts, an annex feature and working as emcee.

Earl B. Walsh, owner-operator of Matchstick Cities, a hospital cancer patient for the past two

West Coast

Continued from page 71

cessions: Dave Tollin, manager; Mr. and Mrs. Rauhut, Pat Francis, Joe Shopes, Janet Hayton, agents. Lloyd Stone, spot pitch; Julee LaBeff, toy wheel; Les Dill, Rick Riggs, pan games; Lillian Dill, Rita Riggs, bear wheel; Morris Blumberg, Harry Shapiro, six cats; Harry Martin, Sol Grant, Harry Lewis, rollaball; Cowboy LaMont, novelties. Raney's Concessions: Ray and Winnie Raney, managers; Bob Morgon, Coke set-up; Mark Kurry, baskets; Josephine Kurry, cork guns; Art Edgmon, balloons; Millie Edgmon, punk rack; Joe Raney, add a ball; Phil Silvers, pitch till you win; Enoch Smith, balloons; Jim Palmer, slum spindle.

months, expects to enter a rest home soon and be off the road for an extended period. Friends may write to him in care of The Billboard, Cincinnati. . . . Bertha MaComber, of 34 Roosevelt Avenue, White Plains, N. Y., asks that her brother send her his address immediately for the forwarding of important mail.

E. Lawrence Phillips, of the old Johnny J. Jones Exposition, is seriously ill in Kensington Gardens Sanitarium, 3000 McComas Avenue, Kensington, Md., according to Mrs. Johnny J. Jones. Recently visitors with Phillips were Nathan Lash and Mrs. Iva Morris, both of Washington, and Mrs. Ann Neal, of the Strates Shows.

W. R. and Helen Millican, formerly food concessionaires on the Cetlin & Wilson, Vivona, Capital City and Prell's Broadway shows, will not be on the road this year. They have leased two stands from the State of Georgia at Jekyll Island Beach and will continue to operate at Lakewood Park and Southeastern Fair, Atlanta. They also plan to play a few late Southern fairs.

Bouchat Rides recently trucked out of its Reading, Pa., winter quarters to launch its still date season. A total of three units hit the road with nine rides each. A new 28-foot American house trailer was recently added to be used as an office and plans are to add another house trailer for living quarters. Staff includes Ben and Frank Bouchat, owners; Thelma and Beverly Bouchat, treasurers; Larry Martin, agent, and Vernon Treptow, foreman. Al Schneider

HARRIS WINS JULY FOURTH LOWELL CELE

Awarded East's Top Still-Date For Legion Post

LOWELL, Mass.—The annual July 4 celebration here, biggest in the East, has been awarded to American Legion Post No. 87, with Jeff Harris Enterprises as the promoter. Announcement was made to The Billboard by the City Manager's office.

Dates will be Friday night, July 1, thru Monday (4). Lowell can accommodate an unlimited number of concessions, 200 or more as a rule, and 30-40 shows on its in-town South Common.

The date was sought by both Harris and Lagasse Amusements, represented by Orville Wesley, holder of the contract for several years. Harris last ran the spot in 1953, and utilized many units of the World of Mirth Shows.

Sunday operations may be complete this year, it was reported. In the past they had been confined to rides, shows and refreshments. The date gets rolling on Friday when the Legionaires treat the city's orphans to a day on the midway.

Shuster Marks 40 Years in Business

CHICAGO — Milton Shuster, veteran local talent booker, this month marks his 40th year in the business. All 40 of them have been spent in Chicago.

W.G. WADE SHOWS

WANTED
First and Second Men on all rides. Must be licensed semi drivers.

M. G. STOKES
W. G. WADE SHOWS
Southgate Shopping Center
Southgate (Wyandotte), Mich.

May 30 thru June 4

BOB COLLINS
Can Place at Once
for Army pay day, Talker and Geek for Geek Show. Will buy Geek Show Banners, set of four, 9/12 circus type only. Wanted Talker and two Girls for sit-down type Girl Show. Canvasman to work ticket box and grind. Talker for Single "O" Girl Show. No collect calls or wires.
P. S.: Tonie Page, come on. All replies to

BOB COLLINS
c/o Byers Bros. Shows,
Jacksonville, Arkansas

2nd ANNUAL RODEO
QUINCY, ILL., JUNE 17-18-19
Last year's attendance—16,782.

WILL BOOK POPCORN, CANDY FLOSS, SNOW CONES, AGE AND SCALES, NOVELTIES OR ANY DIRECT SALES. ALSO LIVE PONY RIDE AND SEVERAL KID RIDES. (R. Lamb, contact Mike Price.) All replies to:

TOM HICKEY
1236 S. 20th St. Quincy, Ill.
Phone: Baldwin 2-4524

DIXIE AMUSEMENTS
WANT FOR NOW AND ALL SEASON CONCESSIONS: Fish Pond, Ball Games, Age and Weight, Short Range, High Striker, Coke Tip-Over and other non-conflicting Hanky Panks. (No flats or eyesies.) Contact:

CLIFFORD DAVIS, Mer., or come on: Chelsea, Okla., May 30-June 4; Fairfax, Okla., June 6-11; Cleveland, Okla., June 13-18.

COUNT AND PIN STORE AGENTS
Glen Gaddis, Sunny Patterson, Chicago Red, Canadian Jimmy, call or wire

RED GENTRY
Hotel, Sheffield, Ala.
c/o Heth Show

TIP TOP SHOWS
WANT CONCESSIONS
For Sale—Cat converted to one truck ride, \$2,500.
Cumberland, Wis., June 3-5; Wisconsin Rapids, Wis., June 7-12.

GIRLS WANTED
For Rock and Roll Girl Show. With or without experience. Guitar and costumes. Good salary.
Write or wire collect.

DORIS MILLER
511 Tate St. High Point, N. C.

AT LIBERTY
General Agent—Local contractor, press, adjuster in the wagon. State your deal.

J. S. RAMSEY
Southern Pines, N. C.

RIDE MEN WANTED
Foreman for Ferris Wheel in park, also Ride Men to operate Sky Fighter and other rides. Steady jobs with bonus. HANKY PANK CONCESSIONS OF ALL KINDS. Address:

CLARENCE SLATEN, Owner-Manager
MOUND CITY SHOWS
Phone: CLinton 4-4707, Wood River, Ill. (No collect calls accepted)

THOMAS JOYLAND SHOWS
Want At Once
Side Show Acts of all kinds.

Also Front Talker, Fire Eater, Pin Cushion, Bally Girls, Knife Throwers, Jugglers, Dog Act or any Novelty Acts.

Want Hanky Panks of all kinds. Can place Grind and Bally Shows, capable Ride Help, Grind Store Agents.

Larry Lawrence, Billposter, please contact.

Address

L. I. THOMAS, Mgr.
Bluefield, W. Va., this week;
Clarksburg, W. Va., next week.

FUNLAND SHOWS
Bellevue Days, Bellevue, Nebr., June 3-4-5

Can use Agents for Concessions, also Roughies and a few Ride Men. Iowa and Nebraska spots to follow. Lucky Atkinson, call Tobe. Booking AT Show and Side Shows for Omaha, Nebr., July 2-3-4.

Contact R. E. Thomas, Mgr.

REITHOFFER SHOWS
Want Foreman and Second Men on all rides. Top salary and bonus. Year-round work if you are capable. Also want Ride Superintendent. Call or wire

P. E. REITHOFFER
Shrine Acres Dallas, Pa.
Orchard 4-4686

SALINEVILLE, OHIO
ANNUAL FIREMEN'S HOMECOMING
June 6-11

WANT Games and straight sales of all kinds. Also need Ride Help for ten rides.

DINE AMUSEMENTS
4057 Martindale Road, N.E.
Canton, Ohio
Phone: GY 2-1475

MIDWAY OF MIRTH SHOWS
WANT
LEGITIMATE CONCESSIONS OF ALL KINDS. High Striker, Balloon Darts, Punk Racks, etc. RIDE HELP: Foreman for Rock-o-Plane and Paratrooper Rides. Second Man for Tilt-a-Whirl. Must be sober. Address:

Auburn, Ill., this week; Arcola, Ill., next week.

HELP WANTED
Want Foremen and Second Men for following Rides: #5 Eli, Schiff Hi Model Coaster, Allan Herschell 3-abreast Merry-Go-Round, Roll-o-Plane and Kid Rides. Top pay and bonus. 2 week stands. Iodine and Foster, contact or come on. Marlow Heights, Md., June 6-18, Branch Ave. and St. Barnabas Rd. All mail and wires to

R. M. McSPADDEN JR.

FREAK CALF FOR SALE
Must be seen to be appreciated.
Nine months old, in perfect health. The only calf in the world, as far as we can learn, that has a 6-inch tail which grows out of her back between the hip bones, where her organs are also located.
Contact: EDWARD HAYDEN
R. 4, Box 91 Perryville, Mo.

WANTED
Concessions: Glass Pitch, Scale & Age, Groceries, Mouse, Corks, others not conflicting. NO GRIFF.
HELP: No. 5 Ferris Wheel Foreman, preferably tractor-trailer driver. Tilt Foreman, and other Ride Help.
See: GREEN AMUSEMENT CO. at Chatham (Ontario) Jaycee Fair, June 1-4; then Wallaceburg Jaycee Fair, June 9-11; Port Credit, June 16-18.

JOE P. WILLIAMS
WANTS CONCESSION AGENTS
For top Money Route thru the West. Need Agents for Swinger, Picture Frames, Buckets, Coke Push-Up, Help in Bingo, Spot Pitch, Short Range and other Hanky Panks. Salary no object if you can produce. (Jack Page, Jesse Layton and others, join now. Good chance to get even.)

JOE P. WILLIAMS
c/o MONTE YOUNG SHOWS
Rock Springs, Wyo., May 30 thru June 5; Pleasant Grove, Utah, June 6-11
All Fairs and Celebrations, closing Utah State Fair, Salt Lake City, Sept. 12-26.

HOW-REIT SHOWS
(Formerly I. T. Shows)

Help Wanted: Ride Supt., good proposition for right man. Year-round work. Also want Foremen for Merry-Go-Round, Rock-O-Plane, Tilt-A-Whirl. Help in all departments.

Playing this week thru June 4: Hempstead Tpk. & Grant St., Elmont, Long Island.

AL HOWARD
1818 Newkirk Ave., Brooklyn, N. Y.
ULster 9-1686 or PResident 3-4378

WANT DROME RIDERS
Trick and straight. Johnny Reid and Cliff Steen, noticed I have Harley and Indian, will break in new riders. Must be sober, reliable, salary as high \$100 week. Roland not here. No collect calls. Kiddie Ride Help, come in. Earl Purtle, CETLIN & WILSON SHOWS, until June 6, Petersburg, Va.; then Bristol, Tennessee

Thank You
JOHNNY MILLER
Concessionaire & Ride Owner
World of Mirth Shows
For purchase of two new Wells Cargoes and two new Chev. Trucks to haul them.
"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

WILLIAMSPORT, PA.
June 13 to 18
Downtown location, space limited. Want legitimate Concessions. For Sale: Kid Ferris Wheel, two abreast Merry-Go-Round, Little Dipper.
MICKEY PERCELL
South Williamsport, Pa.
Phone: 34010

WANTED
For NEWBURGH, IND., Annual Memorial Days on streets, May 30-June 4 (special deal). Ex on Popcorn, Floss, Snow, Cork, Fish Pond, String, Basket Ball, Mug, Clothespin, Age & Scale, Darts or any Hanky Panks that do not conflict. Only one of a kind.
WANT—WHEEL MAN, must drive, no wives, come at once to
HOPKINS AMUSEMENT RIDES
Newburgh, Ind.

WANTED
Man for new Tilt at once. Can also use legitimate Concessions and have good spot for Long or Short Range starting June 24.
DON TEACH
EMSHOFF SHOWS
Richland Center, Wisconsin

RIDE HELP WANTED
Ride Superintendent also Men for Rides.
McGINNIS BLUE RIBBON AMUSEMENTS
7834 Pearl Rd.
Cleveland 30, Ohio (Middleburg Hts.)

LIONS' CELEBRATION
CHARLESTOWN, IND., JUNE 20 thru 25
RUMBLE RIDES
CONCESSIONS NEEDED
J. H. PETERS or BOB CARTWRIGHT
Box 371, Charlestown, Ind.
Phone: ALpine 6-2210

WANTED
TO RENT OR LEASE IMMEDIATELY: A MERRY-GO-ROUND & A FERRIS WHEEL. Call or Wire
RAY NEWMAN
7 Mohawk Road Plattsburg, N. Y.
Phone: JORDon 3-1521

NEW SERVICE INAUGURATED FOR OUTDOOR RIDE OPERATORS

The American Universal Insurance Co., in conjunction with Haas-Wilkerson-Wohlberg, recognizing that Carnival and Amusement Park Rides carry thousands of people each season, have inaugurated a Safety Service which is new, and undoubtedly will be accepted with great enthusiasm by the industry.

All responsible Ride operators realize they are operating a public conveyance, so to speak, and an injury to a passenger is something to be avoided if at all possible.

The interests of the insurance companies and that of the Ride operators in this instance, of course, are identical. Therefore, working through Haas-Wilkerson-Wohlberg, who are outstanding Underwriters in this type of business, the American Universal Insurance Co. has secured the services of Mr. Elmo G. Lindquist, who is on the Faculty of the Engineering School, University of Kansas.

In addition to being an outstanding and experienced technical instructor with several degrees in Engineering, Mr. Lindquist has worked many years in industry and knows the practical problems of running a business and public relations.

During the months of June, July and August he will devote his entire time to visiting with Ride Operators and Show Owners, who are insured with American Universal Insurance Company through Haas-Wilkerson-Wohlberg, making physical inspections of the Rides, discussing the problems of Safety.

If one serious accident can be avoided because of this activity, it will be a great thing.

This is certainly a worthwhile and laudable undertaking on the part of the Underwriters and we feel one which will be welcomed by everyone in the Outdoor Show field, including the sponsors.

Perhaps this idea will be copied by others and become the nucleus of a real Safety campaign, which heretofore has been lacking.

Congratulations to the American Universal Insurance Company and Haas-Wilkerson-Wohlberg for this idea.

(Adv.)

ROYAL WEST SHOWS
WANT for FAIRFIELD, CALIF., MAY 25-29
Vacaville Downtown City Park Celebration, June 15.
Livermore, California's Oldest Rodeo, June 8-12.

We play downtown, and

★ **WILLITS, CALIF., FRONTIER DAYS for the 4th** ★

CONCESSIONS—Photos, Short Range and non-conflicting Hanky Panks.
RIDES—Will book Live Pony, Tilt, Rock-o-Plane, Scrambler.
SHOWS—Wildlife, Glass House, Fun House.

H. F. LARSEN OR **FREEDMAN NOVELTIES**
Per Route 1055 Mission St., San Francisco, Calif.

GIRLS—GIRLS—GIRLS
\$100.00 - STILL DATES - \$100.00—\$125.00 - FAIRS - \$125.00
Opening Blue Grass Shows, Owensboro, Ky., next week
Now placing Girls for two large Sit-Down Shows

STRIPS, HULA, RUMBA, ETC. SPECIAL PROPOSITION FOR DANCE OF LOVERS' ACT. All wardrobe and transportation furnished if needed. Long season, steady work until late November. Top pay, \$100.00 a week for Still Dates. \$125.00 a week at Fairs. \$75.00 a week to start for girls with no experience but young and attractive, willing to learn.
Can place one more Canvasman, must drive semi, also Ticket Sellers and Canvas Helpers. Chuck, answer. All wires to

MELVIN SHAFFER
Care Western Union, will call, Owensboro, Kentucky. No collect.

GOLD MEDAL SHOWS
Can Place Can Place
RICHLANDS FAIR AND STOCK SHOW, WEEK JUNE 6, RICHLANDS, VA.

HELP: Can place A-1 Ride Superintendent. Must know your business. Also Scenic Artist, can place at once for year-round work.
RIDES: Will book Pony Ride and book or buy Rock-O-Plane for cash. Want Foremen for Wheel, Octopus and Merry-Go-Round. John Torney and Wayne Moore, contact.
CONCESSIONS: Good opening for Cookhouse, Long Range and Short Range. All other Hanky Panks open. No flat joints.
Wire or Call **JOHNNY DENTON**, Pinson Hotel, Pikeville, Kentucky.

Want—G. & B. SHOWS—Want
This show plays West Virginia's largest 4th of July Celebration at Terra Alta, West Virginia.
Want small Cookhouse or Grab, Six Cats, Buckets, Bear Pitch, Glass Pitch, Hoopla, Coke Bottles, Swinger, Pitch-Tilt-You-Win, High Striker and Scales or any Concession working for stock.
Will book shows for committee money. All replies to

GEORGE BROAS Star City, West Virginia

PAGE COMBINED SHOWS
NO MORE STILL DATES. ALL CELEBRATIONS AND FAIRS
Want Bingo, set-up to operate in New York. Will book Six Cats, Long Range Buckets, Swinger and Picture Frame with other concessions; also Age & Scales, Novelty and all Hanky Panks. Will frame Hanky Panks for capable Agents, Eats, Custard, Chocolate Dip, Snow Cones, Waffles and Grab. Want Agents for Pin Store, Razzle and Buckets.
SHOWS: Side Show or any family-type Show not conflicting. Want up-to-date Girl Show with own equipment.
All replies to **BILL PAGE**, Ambridge, Pa.
P. S.: Mike Roman, contact immediately.

ATTENTION, CONCESSIONAIRES! GOODING AMUSEMENT CO.

Can place Hanky Panks and some Direct Sales (no Eats, Sno, Corn, Apples, Floss).

June 20-25—Fairview Park, Ohio, Athletic Club Carnival
June 22-25—Union City, Ohio, Foremen's Convention
June 27-July 4—Henderson, Ky., Sesqui-Centennial Celebration
July 1-4—Brecksville, Ohio, 4th of July Celebration
July 2-4—Hillsdale, Mich., 4th of July Celebration

R. G. CASHNER, Conc. Mgr.

3200 VALLEYVIEW DRIVE

COLUMBUS 4, OHIO

WM. T. COLLINS SHOWS

LAST CALL

LAST CALL

SHOW LEAVES WINTER QUARTERS JUNE 1.
OPENS AUSTIN, MINN., JUNE 5.

CAN PLACE SEVERAL RIDE FOREMEN. WANT SECOND MEN ON ALL RIDES. (All must have chauffeur's license and drive semis.) Can place Wives as Ticket Sellers. WANT MAN FOR FRONT GATE AND TOWERS. CAN PLACE A FEW MORE HANKY PANKS. Also GRIND SHOW OF MERIT. All replies to

WM. T. COLLINS

801 E. 78th St., Minneapolis, Minn., until June 1; then Austin, Minn.

NEW ENGLAND AMUSEMENTS WANT

East Pepperell, Mass., May 31-June 4

Brookline, Mass., June 6-11

RIDE HELP: Merry-Go-Round Foreman, Foreman for Wheel or Octopus, Foreman for Tilt or good Second Man. TOP PAY plus BONUS. Merchandise Concessions of all kinds.

Wire HARRY J. KAHN, Gen. Mgr.

GOLD MEDAL SHOWS #2

JOHNNY DENTON, Owner—AL WALLACE, Manager—TOMMY CARSON, Legal Adjuster
Our 4th of July Celebration is East Rainelle, W. Va.
Want for route of 15 fairs starting August 1 at Luray, Va., and ending Armistice week in Florida.

Need a few more Ride Help who drive semis, good treatment and we pay every Wednesday.
CONCESSIONS: Will book Photo, Mitt Camp, Ball Games, Fish Pond, Age & Scales, String Game, Nickel Pitch, Buckets, Six Cats, Swingers and any other legitimate Concessions. Good opening for Bingo, Bear Pitch and Glass Pitch. B. C. (Silm) Cunningham and Whitey Byers, contact Tommy Carson.
SHOWS: Will book Girl Show, Fun House, Snake Show, Monkey Show and any other family-type Show.
Contact AL WALLACE, GOLD MEDAL SHOWS #2, Freeburn, Kentucky, this week.

SWANTON, OHIO, PARK-A-RAMA

Sponsored by Retail Merchants' Association, June 1-2-3-4.

WANT CONCESSIONS, SHOWS AND RIDE HELP. HELP: First Men for Wheel, Merry-Go-Round, Flying Scooter, Loop-O-Plane and Kid Rides and Second Men for all rides.

FRED NOLAN, NOLAN AMUSEMENT CO.
Route #2, So. Zanesville, Ohio

BEE'S OLD RELIABLE SHOWS, INC.

WANT TO JOIN AT ONCE

WHEEL AND TILT FOREMEN AND SECOND MEN ON MOST RIDES.

CONCESSIONS: Need Hanky Pank Agents, Scales, Long and Short Range and Hanky Panks of all kinds.
SHOWS: Fun House or any Grind Show with own equipment.

All replies: RAYMOND C. HULS, Norton, Va., this week.

RIDE HELP WANTED

FOREMEN FOR MERRY-GO-ROUND ALSO NO. 5 WHEEL

Prefer semi drivers. Top wages and bonus for sober, reliable men. Need Second Men on all Rides.

Can place a few more Hanky Panks.

CARROLL'S GREATER SHOWS as per route

GALA EXPOSITION SHOWS

"The Show Beautiful"

Can place at once for 20 bona fide Fairs and Celebrations and 3 more still spots—Photos, Hanky Panks of all kinds. Want Shows not conflicting. We always have a winning route carrying 15 rides and shows. If you can stand prosperity, wire or call at once.

DuQuoin, Ill., Lions Club, June 7-11 uptown; Poplar Bluff, Mo., this week.
B. E. MILLER

FOR SALE

New 60 Model Schiff Hi-Road Model Coaster, all latest improvements, with or without transportation. 39 Model Tilt, like new. Loaded, ready to go on two 30 ft. semi trailers with Chevy Tractors.
Calumet Coach Popcorn, Snow and Floss Trailer, first-class, glassed in and screened in. Looks like new.
75 kw. GMC Diesel Light Plant mounted in special-built semi trailer, with Chevy tractor equipped with winch. Tops and Frames, Sets, Bee Hives, Concessions. CASH, TERMS OR TRADE. Want older Eli #5 Wheel.
FORREST C. SWISHER, Box 125, Ph. 468, CANEY, KANSAS

COMPLETE CARNIVAL

Merry-Go-Round, Ferris Wheel, Roll-O-Plane, Kiddie Auto

With trailers to carry equipment, sound truck, 10 booths, main switches, junction boxes, several hundred feet of wire. All in running condition. Selling due to illness.

COLBERT'S AMUSEMENTS, 218 Main Street, Boylston, Mass.

DROME RIDERS WANTED

Will pay \$100.00 a week for still dates and \$125.00 at fairs. Will give guarantee or P. C. Have big fairs in Canada and U. S. A. John Reed, Little Sixty, Lester, Vaughn and Joe Lowery, contact

DONALD PORTER

World's Finest Shows, Eglinton & Pharmacy, Scarboro, Ont., Canada.
Playing suburbs of Toronto for two weeks.

Freedomland

• Continued from page 58

Miniford Yacht Yard, City Island, N. Y. — Tugboats and nine Trapper Ride boats.

Bliss Display Company, Long Island City — Animated display units.

Sound Systems, Inc., Long Island City — Sound work thruout the park.

Gignac Coach Company, Chicago — Horse-drawn vehicles.

Stevenson - Adamson Company — Moving sidewalk.

Todd Shipbuilding Company — Paddlewheel boats.

Von Roll Iron Works — Ore Bucket ski-lift ride.

Bethlehem Steel Company — Sky ride cable.

Macglashen Guns, Stanton, Calif. — Shooting gallery equipment.

Paddock Pool Company — Reflection pool.

Percy Turnstile and Globe Tickets — Admission systems.

Camera Equipment Corporation — Space ship auditorium installation.

Ringling Show

• Continued from page 56

This was also the first year in a long time that extensive billposting was used. Response in city and local papers was excellent, with at least one picture daily appearing in major newspapers with rotos giving good displays in Sunday papers.

Navy Rockets

• Continued from page 58

enne, Wyo.; Central Wyoming, Casper; Black Hills Exposition, Rapid City, S. D.; Colorado State, Pueblo; Nebraska State, Lincoln; Kansas State, Hutchinson; Erie County, Hamburg, N. Y.; Oklahoma State, Oklahoma City; Lawrence County, New Castle, Pa.; Morgan County, Berkeley Springs, W. Va.; New York State, Syracuse; York (Pa.) Inter-State; Virginia State, Richmond; Dixie Classic, Winston-Salem, N. C.

NEED CARNIVAL

FOR LARGE PARISH FAIR, JUNE 24, 25 & 26
PLENTY RIDES—CONTACT IMMEDIATELY!

FATHER LEWINSKI

MU 5-4224 Oklahoma City, Oklahoma

WANTED

FOR BIG ILLUSION SHOW

Show Talkers, Ticket Sellers and Girls for Illusion. Want Canvasmen and working Men. (Joe Darpe, Bill Kennedy and Fritz Dude, contact me.)
MILO ANTHONY
c/o The Billboard
812 Olive St. St. Louis 1, Mo.

WANTED

Tilt-A-Whirl, M-C-R and Ferris Wheel Men. Must be sober and reliable.
Contact

DAVID SWARTHOUT

5813 Northwest Highway, Chicago, Ill.

RIDE MEN

Can use Foremen on all rides, Second Men who drive. Good pay, long season.

Marshall, Missouri, this week.

HOLIDAY AMUSEMENT CO.
FIELDING GRAHAM

COOKHOUSE WANTED

Starting week of June 13.

SUNSET AMUSEMENT CO.

Marshalltown, Iowa, this week;
Dubuque, Iowa, next.

WHEEL FOREMAN

WANTED

RAIL HEAD, WIRE

O. C. BUCK SHOWS
YORKVILLE, N. Y.

HEART OF AMERICA SHOWS

12—RIDES—12

4—SHOWS—4

NOW BOOKING RIDES, SHOWS AND CONCESSIONS FOR BIG AMERICAN LEGION CELEBRATION, IN THE HEART OF KANSAS CITY, MO. 10 DAYS AND NIGHTS, JUNE 3-12. LOCATION: 20TH AND BROOKLYN STREETS.

WANT HANKY PANK CONCESSIONS OF ALL KINDS: Short Range, Long Range, Photos, all kinds of Pitches, etc. Followed by other locations in the city until July 1, then 17 of the best Fairs and Celebrations in our territory. All contact:

TED CORY, Mgr.

516 FITZGERALD, KANSAS CITY, KANSAS

(Phone: FAirfax 1-9040)

S. & W. SHOWS

WANT FOR CARTHAGE, MO., THEN BENTONVILLE, ARK., LIVE STOCK AND DAIRY SHOW, JUNE 6-11; TO BE FOLLOWED BY BRANSON, MO., HOMECOMING, JUNE 14-18; THEN FAIRS AND CELEBRATIONS UNTIL LAST OF OCTOBER.

CONCESSIONS all kinds. SHOWS: Girl Show, Glass House, Fun House and any family-type Show. RIDES: Will book Paratrooper, Coaster or any Ride not conflicting. RIDE HELP: Foremen for Ferris Wheel and Tilt-a-Whirl. No Second Men need apply. Must be licensed truck drivers. Contact:

JAY STANLEY or LYLE WELLS

Carthage, Mo., this week; Bentonville, Ark., June 6-11; Branson, Mo., June 14-18; all Fairs and Celebrations to follow.

FOR SALE

DODGEM AND FLY-O-PLANE PORTABLE 12-CAR BUILDING

Six like new cars, extra motors and parts, ready to go but floor needs some minor repairs. \$4,000.00 or best offer. TRANSPORTATION OPTIONAL. Fly-o-Plane, portable, 1941 model, loads on one specially built trailer with 3 KW. power generator, electric hoist for easy set up. Ride in good condition and ready to go, \$3,500.00 or best offer. No pictures, come and see.

A. J. APRIL

c/o Coleman Bros. Shows, South Windsor, Conn., May 31 to June 4; Webster, Mass., June 6 to 11, and Wallingford, Conn., June 13 to 18.

CAPABLE AGENTS WANTED

Percentage, Picture Frame, Short Range, Buckets & Grind Store. ACTION in all spots. We play nothing but Fairs, Celebrations & Military Dates from now thru November. Sober, useful Help such as Drivers, Up & Down, and Hanky Agents always welcome. Write or wire immediately, or come on in.

BERNIE FELDMAN

c/o Ross Manning Shows, Middletown, N. Y., this week.
Then Arlington, N. Y., week of June 6. Terrific spot.

GRAND AMERICAN SHOWS

Want for a Route of Celebrations thru June and July
Two each week starting June 6 at Jewell, Iowa

WANT: Concessions, Photos, Novelties, Hanky Panks and Alibi Stores.

Want Second Ride Help who drive semis.

Evansdale Lot, Waterloo, Iowa, now.

L. O. WEAVER, Mgr.

JAMES H. DREW SHOWS

AMERICAN LEGION FESTIVAL, CHARLESTON, W. VA., WEEK JUNE 6TH.
TRI-STATE FAIR, MIDDLESBORO, KY., WEEK JUNE 20TH.

Wanted: Merchandise and outright Sale Concessions of all kinds. Good opening for Long Range, Photo, Novelties, Arcade, Nut Bar, Pitches, Pronto, Foot Long, etc.

Want Mechanic with tools, also need Foreman for new Eli Ferris Wheel.

SHOWS: Any family-type Grind or Bally Show with equipment.

Address this week, JAMES H. DREW SHOWS, wire c/o Western Union, Gallipolis, Ohio.

NEW NEW NEW

1960 Model, Brand-New Schiff High-Road Model Roller Coaster, loaded, ready to go, with or without transportation. CASH, TERMS or TRADE.

FORREST C. SWISHER

Phone: TE 8-8432, 5305 E. Admiral Place, Tulsa, Okla.

Also DeLuxe Calumet Coach, Popcorn, Snow and Floss.

JOHNNY J. JONES WANTS

Kiddie Ride Help and experienced Turnpike Foreman. Good pay and treatment for good help. Opening with Wm. T. Collins Shows, Austin, Minn., June 4, then per route.

Contact JOHNNY J. JONES or come on.

WANT CAPABLE MAN TO ASSIST IN THE MANAGEMENT OF FREAK ANIMAL SHOW

CONTACT: LOU DUFOUR

c/o ROYAL AMERICAN SHOWS, ST. LOUIS, MO., until JUNE 5

WANT BAKER'S UNITED SHOWS WANT

CONCESSIONS: Custard, Cork Gallery, Pitch-Tilt-You-Win, Short Range, Bear, Bird and Lamp Pitches or any clean, legitimate Concessions that work for stock.

SHOWS: Can place Glass House, Illusion, Ape or any worthwhile Shows.
RIDE HELP: Foremen for Ferris Wheel, Merry-Go-Round and Kid Rides; Second Men on all Rides. Must drive semis.

All replies to ERNIE ALLEN, MGR., Columbus, Ind., this week;
Noblesville, Ind., June 6-11.

SHOTGUN PAGE WANTS

Girl Show Operator with Girls, P. A. & Wardrobe

I have the rest or will book complete Girl Show. Will book Kiddie Rides for season, Six Cats, Mitt Camp, Ball Game, Photo, Diggers, Arcade, Grind Shows, Wheel Foreman and Second Men. Littlefield wants Agents.

Phone: Congress 2-9029, Nashville, Tenn., from 4:00 to 6:00 p.m. ONLY.

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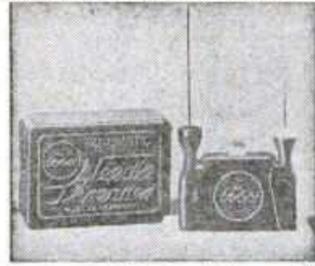
MAY 30, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

75

YOU TOO... CAN EARN \$30 to \$50 a Day Selling The Double-funnelled "PERFECT" AUTOMATIC NEEDLE THREADER



A sensational device for all types of hand sewing needles, darning, etc. Actually, two threaders in one. Threads cotton, silk, nylon, darning cotton and mending wool. Comes in an attractive looking plastic case. A big bargain at only \$1.00 retail. Tremendous money maker for everyone. Sell it to homes, church groups, stores, at fairs and as a promotional item. Any way you look at it, it means **BIG PROFITS** to you. **YOUR EARNINGS AS HIGH AS 300% ON EVERY SINGLE SALE.** Take a look at our wholesale prices:

2 Demonstrators: \$1.00
1 doz. \$ 5.00—3 doz. \$13.50
6 doz. 24.00—12 doz. 43.20
Additional discounts on larger orders!
BUSH \$24.00 for 6 doz. worth \$72.00
ATLANTIC IMPORT CO.
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Detroit 26, Michigan
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Every Item a Sure Winner

- Retractable BALL PENS \$ 4.25 gr.
 - PLASTIC RAINBONNETS 4.50 gr.
 - TOYO HATS, Latest Styles 1.50 dz.
 - 16" VINYL BEACH BALLS 4.20 dz.
 - 20" VINYL SWIM RINGS 6.00 dz.
 - \$3.00 GIANT WATER TOYS 14.40 dz.
 - "All Size" Poly BEACH SANDALS 4.80 dz.
 - 50c Carded SUNGLASSES 1.20 dz.
 - \$1.50 ITALIAN SUNGLASSES 6.00 dz.
 - MAGNETIC FLASHLIGHTS 6.00 dz.
 - 2.5 Folding BINOCULARS 12.00 dz.
 - 4-BATTERY BLINKER LANTERN 10.80 dz.
 - \$4.95 FISHING KITS IN CASE 18.00 dz.
 - 5-Ply Full Sz. TENNIS RACQUETS 18.00 dz.
 - BATTERY OPERATED FANS 9.60 dz.
 - \$1.50 CHINA KEROSENE LAMPS 4.80 dz.
 - NYLON WATCH STRAPS 2.40 dz.
 - LIP-STICK LIGHTERS 6.00 dz.
 - MIDGET CAMERAS 4.80 dz.
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 - 25c EARDRUM PROTECTORS 6.00 gr.
- SEND DEPOSIT OR FULL PAYMENT
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Cat-Rate WHOLESALERS Since 1916
889 BROADWAY, New York 3, N. Y.

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At 1/3 Regular Cost!

(A) Streamlined Bridal Pair Mountings, 14-Kt. Gold Engagement Ring \$9.00
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(B) Mountings for 7 diamonds to enhance the beauty of your Center Diamond, Set \$22.50
(C) Masculine 14-Kt. Gold Mounting. Give new beauty to your diamond \$17.50

DIAMONDS Small Diamonds, \$150 Per Ct.
1/4 Ct. ... \$ 37.50
1/2 Ct. ... 75.00
3/4 Ct. ... 112.50
1 Ct. ... 150.00
Setting, \$1 per stone.

Send 25% deposit, balance C.O.D.

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JEWELRY FOR GRAB BAGS
Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings.
TERRIFIC FLASH
Real Jewelry, No Slum. Guaranteed \$100 Retailers. Dozens of Styles. Immediate Delivery. Only \$18.00 per gross.

Other Sensational Values

Miracle Prayer Crosses, boxed	33.50
Men's 3-Rhinestone Rings, boxed	2.00
Ladies' Bridal Ring Set, individually boxed	3.00
Deluxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	3.00
Necklace, Earring Sets, boxed	6.00
Necklace, Bracket & Earring Sets, boxed	9.00

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48 Pages. 25% Dep. on C.O.D.'s.
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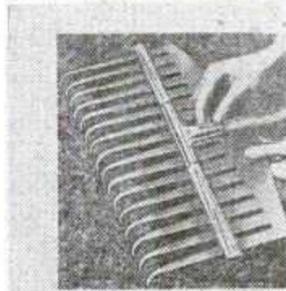
new merchandise for tomorrow's . . .

parade of hits

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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

NEW RAKE

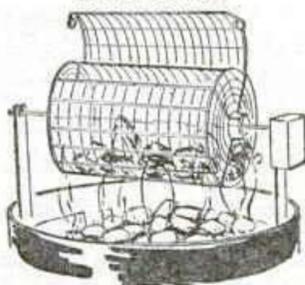


Adjustable rake enables head to be changed for various jobs. Head moves up and down thru use of a wing nut. For leaves, cross piece is at the top at an angle; for dead grass, cross piece is locked at the intermediate position, etc. Weighs 26 ounces. Retail for \$3.98.—Braun Manufacturing Company, 1635 Kostner, Chicago 39.

COOL CAPS

Headware is made with a sponge sweatband, molded aluminum liner, insulating material. Comes in five styles—golf, legionnaire, casual, sport visor and tropical helmet. Light in weight.—Henschel Manufacturing, St. Louis.

BARBECUER



Barbecue baskets fit all spits. Cut-up meat, chicken, ribs, hot dogs, shrimp or shish-kabobs are placed in basket and rotated. Said to assure fast, even cooking. Flavor is sealed in, basket is self-basting.—E.Z. Products Company, National City, Calif.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

GARDEN HOSE

2 Ply Green Vinyl Brass Scoville Couplings

50 Ft. 3/4 in.—20 to Ctn. \$1.00 Ea.
50 Ft. 1/2 in.—10 to Ctn. 1.65 Ea.
50 Ft. 3/8 in.—7 to Ctn. 2.50 Ea.
50 Ft. 3/4 in.—5 to Ctn. 3.50 Ea.
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• MATCH-PAK • TIP BOOKS
• SALESBOARDS • PUSH CARDS
• RINGO and CASINO EQUIPMENT
• Complete Supplies
ACE GAMES Manufacturing Company
2241 St. Indiana Ave. Chicago 16, Illinois

WOOD MUGS

Mugs made of laminated white oak staves with handles and removable plastic liners. Have 16 ounce capacity. Gift boxed in sets of four that retail at \$5.95.—Richmond Cedar Works Manufacturing Corporation, P.O. Box 2407, Richmond, Va.

BEGGING DOG



Mechanical dog begs. Dog is five and one-fourth inches high. Retail at \$1. Said to be an excellent seller at fairs, carnival midways. Buyers usually purchase a couple at a time, according to the manufacturer.—William H. Lund & Sons, 510 Barton Street, Hearne, Tex.

SHOE HOLDER



Shoe holder that attaches to the wall and holds the shoe while being shined. Arm is 13 inches long. Bracket adjustable to any size shoe for men, women or children. Made of heavy gauge steel. Shoe holder can be removed instantly from wall bracket. Retail for \$1.69.—Solar Products, 3336 West Franklin, Chicago 24.

Latest Men's & Women's Styles!

Nationally Advertised

- ELGIN
 - BULOVA
 - WITTHAUER
 - WALTHAM
 - GRUEN
 - BENRUS
- Watches

25% cash with order, balance C.O.D.

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CHOICE LOT 6 for \$49

New Cases! New Faces! All Standard brands. Rebuilt to run like new! Complete with expansion bands.

EXTRA!

G. I. WATCH BUYS

Famous Makes! Original Cases!

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\$7.95 \$8.95 \$9.95

Gov't surplus! America's finest makes—Elgin, Waltham, Bulova Cleaned and regulated. Priced to sell at fabulous profits! Order sample shipment—25% cash, balance C.O.D.

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New! Handsome! Jeweled!



Wire! Phone! Write! TODAY!

WATCHES

\$2.99

Sweep second hand! Yellow goldtone! Smart new style. Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25% cash —Bal. C.O.D.

Expansion bands to match, 35¢ extra!

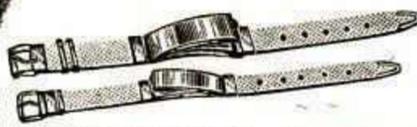
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Chrome plated. Styles for men and women. Mesh fully Guaranteed.

CLOSEOUT PRICE \$4.50 Per Doz. Reg. \$7.20 Doz. BUY NOW, WHILE STOCKS LAST!

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This offer good until July 1, 1960. No orders accepted after July 1. 25% Deposit, Balance C.O.D.—F.O.B. Chicago.

- #1542—FLASHLIGHTS, ALL CHROME, 5 CELLS. \$5.60 per doz. Sold only in case lots (15 doz.)
- #1549—FLASHER LANTERN—Case lots only (16 doz.) \$9.90 per doz.
- #3001—BUTTON PILLOWS, 6 ASS'T SOLID COLORS, GOLD BUTTON POLY BAG—Case lots only (13 doz.) \$7.50 per doz.
- MEN'S YELLOW GOLD WATCHES, with Expansion Bands, \$3.25 each

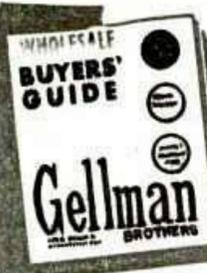
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F.O.B. F.O.B.
ST. LOUIS NEW YORK
FA 427, 27", 5055 \$34.80 Dz. \$29.70 Dz.
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2201 Washington Ave., St. Louis 3, Mo.

New 1960 Catalogue Now Available From the World's Largest Premium Supplier.

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GIANT 28" All Plush Bear, cotton stuffed, ass'd. \$18 dz.
BIG All Plush Scotty Dogs, Assorted Colors \$6 dz.

24 Pcs. Bears and Dogs only \$24 FOB

Crawling Baby, Boy on Bike, Jumping Dog, Dancing Couple, Plush Dogs, Jumping Bird \$3.00 dz.

72 Pieces only \$18.00 FOB

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods. REPRESENTATION WANTED

ACE TOY 536A Broadway N. Y. C. WG 4-5627

Porky Hats
WITH FEATHERS
\$4.75 Dz.
\$54.00 Gr.



F. O. B. San Francisco
25% With Order, Balance C. O. D.
FREEDMAN NOVELTY CO.
1055 Mission San Francisco 3, Calif.

Lee's Funland Back in N. Y.; Holds Its Own

CRESCENT, N. Y. — Business at Hoosick Falls, N. Y., was okay for Lee's Funland Shows, following visits to Bennington, Vt., and Hoosick Falls, N. Y. The show,

organized last winter, has been holding its own thus far and has a bright outlook for the remainder of the season.

It rained for the Hoosick Falls opener, but some pleasing action was experienced nonetheless, under American Legion auspices. Bennington was a two-week date. King Reid sent his Funhouse and Girl Show over, the latter having a nice engagement. Previous dates for Lee's Funland, of which Lee Hilt is president, were Troy and Hudson Falls, both of them satisfactory.

City Stands OK for Cory

KANSAS CITY, Mo. — Heart of America Shows, currently playing the Kansas City area, has been doing okay business, altho weather has cut into grosses at times, Ted Cory, owner-manager, reported last week.

Show was at 60th and Leavenworth Road on the Kansas side of the river and will move from there to a Legion-sponsored stand at 20th and Brooklyn this city, June 3-12.

It will leave the area July 1 for celebrations and fairs. Bill Catlett's new Traveler Ride is scoring well, Cory disclosed.

HIGH QUALITY PLUSH TOYS

Assorted Colors	Doz.
MS 100 16" ALL PLUSH BEARS.....	\$12.50
MS 102 30" ALL PLUSH BEARS.....	22.00
MS 103 16" ALL PLUSH POODLES.....	21.00
MS 115 30" ALL PLUSH BEARS.....	20.00
MS 116 30" PLUSH & PLAID BEARS....	20.00

Jumbo PLUSH BEAR



These prices good until June 10.

TERMS: Cash with order or 25% deposit, balance C.O.D. Special Concessionaire's Price List containing hundreds of most popular items at lowest prices being mailed out now.

MIDWEST MERCHANDISE CO.

1008 Broadway, Kansas City 5, Missouri
Phone: Victor 2-9464

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NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad lib. Only \$1. List free! Edmund Orrin, 1958-B 47th Ave., San Francisco 16, Calif. je20

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 108 W 45 St., New York, my30

THE ENTERTAINER — TOPICAL GAGS, original one liners, stories, risque jokes. Sample copy, \$2. Published monthly; year's subscription, \$12; 12 back issues, \$6. (1,800 gags.) Eddie Gay, 242 W. 73d St., New York 23, N. Y. my30

WHAT'S A "SCHTICK"? A "SCHTICK" IS Show-Biz for a "piece of business," usually comedy. If you need a "schtick" or "schtick-lach" (plural), send \$2 to Show-Biz Comedy Service (Dept. B6), 65 Parkway Ct., B'klyn 35, N. Y., for sample gagfile and catalog. my30

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. je20

Agents, Distributors Items

BASEBALL'S NEW INVENTION, PITCH A Curve. 50¢ seller, sample, 25¢. Refundable. No literature. Quantities 600¢. Copco Enterprises, 3115 Parklane, Parma 34, Ohio. my30

BEAUTIFUL EARRINGS, FILLIGREE, Pearls, Magna, Rhinestones, gross \$30. Three dozen samples, \$8 postpaid. Free catalog. Jacobi, 1715 E. Mercer, Seattle 2, Washington. my30

JEWELRY CLOSEOUTS

FREE CATALOG

- R16—Ass. Girls' Stone Rings. Gr. \$ 4.75
- E102—Ass. E/rigs. Gr. 6.00
- 201—Plastic Wallets, assf. Gr. 10.80
- E5—Stone E/rigs, etc., assf. Gr. 12.00
- E1—Tailored E/rigs, assf. Gr. 18.00
- E2—Stone & Pearl E/rigs, assf. Gr. 21.00
- E130—Rhinestone E/rigs, assf. Gr. 30.00
- O1—Odd Lot Brace & Neck. Gr. 15.00

Samples Regular Price 25% Deposit, Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. BB-123, 11 N. Pearl St. Albany 7, N. Y.

CARNIVAL BARGAINS

Double Heart Pins E/G \$1.50 Dz.
Asst. Rings in Display 1.25 Dz.
Tie Bars, Carded 3.50 Gr.
Men's Leather Watch Bands ... 1.25 Dz.
Cameo Sets, Boxed 3.00 Dz.
Send 20% deposit with order, balance C.O.D.

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DISTRIBUTORS FOR HOT SELLING ITEMS, new line direct from manufacturer. Rice Manufacturing Co., 486 Baltimore Ave., Cumberland, Md.

EARN TO \$200 WEEKLY MAKING PURCHASES from merchants. Full or part time anywhere. Apply Cockrell Enterprises, Box 168, Plant City, Fla.

EDUCATIONAL 50 STARS — U. S. FLAG printed on coated paper, 13 1/2" x 18", Three samples, \$1. Algee, 4414 Tenth, Brooklyn 19, New York. je6

ELECTRIC JET BINGO BLOWERS ONLY \$65! Value, \$150. Free circular. Lipka Mfg. Co., 617 East 11th St., New York 9, New York. je13

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dz.
Pierced Earrings, Assf. \$1.25 & \$1.75 Dz.
Charm Bracelets, Assf. \$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, \$3.75 & \$5.00 Dz.
Cultured Pearl Tie Slides, Carded \$ 2.00 Dz.
Asst. Boxed Sets \$4.25 & \$18.00 Dz.
Boxed Sets, Assf. \$9.00 & \$18.00 Dz.
Eng. Pearl Sets, Boxed \$4.50 Dz.
Cultured Pearl Pendants, Boxed \$3.50 Dz.
Rosary Beads, Boxed \$6.00 & \$9.00 Dz.
Children's Neckties, Boxed \$3.00 Dz.
Pins, Assf. \$1.75 & \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1829 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. my30

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

• DISPLAY CLASSIFIED ADS •

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

HOSIERY — WORLD'S GREATEST VALUE in all types hosiery. New bargains daily. Prices mailed free. Your inquiry solicited. East Tennessee Hosiery Co., P. O. Box 608, Chattanooga, Tenn. Phone: AM 7-6422.

MEXICO IMPORTS — COMPETITIVE prices! Gift & Fruit Baskets, Hats, Child's Chairs, Novelties. Invest 20¢ stamps for catalog. Discount first order. Ramirez Importing Co., P. O. Box 1482, Laredo, Tex. my30

NEW IMPORT SATALITE ASH TRAY, \$6.50 dozen; sample, \$1. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky.

SALESMEN — MAKE YOUR CUSTOMERS' Kids happy! 100 Rabbit Foot Key Chains, assorted colors, 100 \$5; 12 \$1 postpaid. Excellent door opener or give-away. Brand Novelty, 154 W. 27, New York 1. ch-j6

THERE'S STILL TIME For your CLASSIFIED AD in the BIG SUMMER SPECIAL

Deadline WEDNESDAY, June 8, 4:30 P.M. DON'T DELAY!

WHOLESALE—WORLD'S LARGEST SUPPLY. Buy from 257 American, European, Japanese wholesalers. Tailor-made suits from Hong Kong. Free details. International Buyers, 216-B Jackson, Chicago 6, Ill. np

WORLD'S GREATEST VALUE IN ELASTIC Stockings, above and below knee, for circulation support. Sizes: Small, medium, large. Price \$1 per pair postpaid. No c.o.d. orders. Satisfaction guaranteed. East Tennessee Hosiery Co., P. O. Box 608, Chattanooga, Tenn. Phone: AM 7-6422.

Animals, Birds, Snakes

ATTENTION, SHOWMEN Large Den fierce-looking false Moccasins, constant supply. 3 Giants, medium; 4 large, 6 small... \$ 25 C.O.D.'s accepted. Full list of acclimated stock on request.

Geek Snakes \$ 75 ea.
3 for 150
Geek Snakes 1 ea.
Will ship small orders parcel post.
TOTE-EM-IN ZOO
Route 2, Box 368, Wilmington, N. C.
Phone: RO 3-3496

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MECH. JUMPING DOG \$36.00 Gr.
27" (Approx.) BEAR. All Plush. \$21.60 Dz.
Asst. Colors. 1 Doz. Min. Order.

DAZZLING PANDAS. SMALL. \$8.40 Gr.
PLUSH DONKEYS, \$24.00 Dz.
MED. \$2.60 Ea.
LARGE \$2.60 Ea.

25% dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago.

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\$36.00 Doz.
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Single Sample, \$4.00.
Both Styles, \$7.50 p.p.

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Phone: TH 3-3112

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TIP BOOKS
BASEBALL BOOKS

at very, very reasonable prices.
Phone Wheeling—Cedar 34282

Columbia Sales Co.
302 Main St., Wheeling, W. Va.

SUMMER SPECIAL

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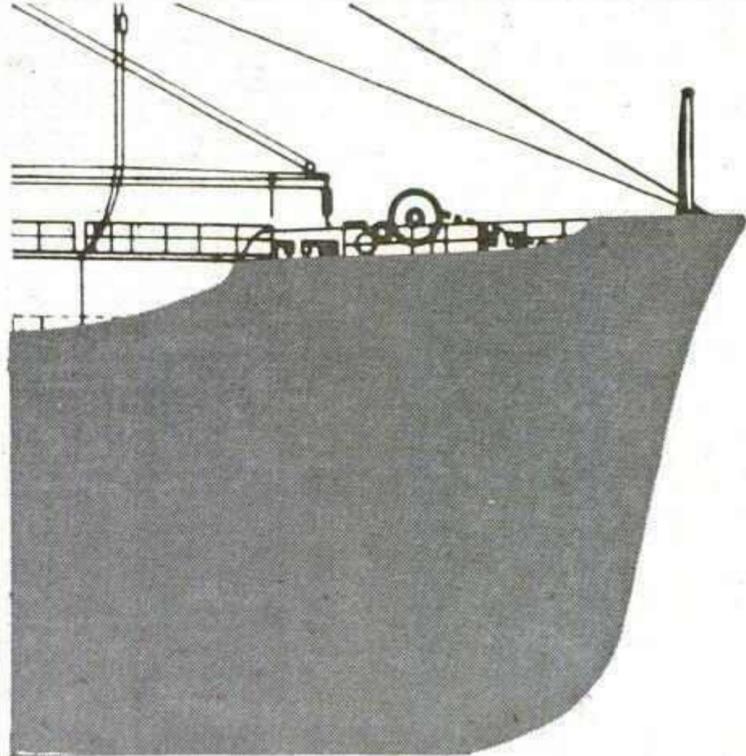
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Bulk Vendors Win Exemption From Ohio \$5 Inspection Tax

By NICK BIRO

COLUMBUS, O. — The Ohio bulk operators won a clear-cut victory here last week in their fight against a State \$5 per machine sanitation inspection fee. In regulations approved by the Ohio Health Council, penny machines were specifically excluded from any inspection or tax.

The sum effect is to completely exempt penny vending machines from the Ohio Food Service Law passed last year, with no tax at either the commissary or location level.

The final action, however, was not without its problems. Regulation of bulk vending machines was actively sought by Dr. Ralph E. Dwork, State Health Director, who drafted the original regulations submitted to the council.

Regulations Amended

The council, in effect, amended the regulations to exclude the penny machines. In reviewing its own action, however, the council passed a resolution requesting an opinion from the State attorney general whether its action was legal. Legal experts predict that the action will be upheld.

The action took place at public hearings on the health regulation last week which attracted some 100 persons and while maintaining proper legislative procedure became repeatedly heated as opponents and proponents clashed on points in the regulations.

Dr. Dwork opened the proceed-



KEN WEINBERG

ings with a plea that the regulations be adopted in full but admitted there were possibly some ambiguous points and suggested the council request attorney general ruling.

Opponents

Opponents testifying against the measure were overwhelming. There were representatives from the State dairy association, bottlers' association and the Ohio Automatic Merchandising Association (OAMA). Holding stage center, however, both in number and weight of argument, were those testifying on behalf of the bulk vending industry.

There were three attorneys representing National Vendors Association and the bulk operators in

Ohio, four officials from philanthropic organizations, including Kiwanis, Lions and Junior Chamber of Commerce, five representatives from the State Legislature and a local machine manufacturer.

In addition there were wires and letters from at least four other State legislators urging the council to support the bulk operators' stand.

Operators

The audience was well represented by bulk operators from throughout the State—many of whom had worked hard in pre-hearing activities presenting their cases to legislators and submitting facts and statistics about the bulk industry. Included were Herman Eisenberg, Cleveland; C. A. Applegate, Dayton; Leonard Quinn, Columbus; and Dick Gibbons, Columbus.

NVA counsels Ted Raynor and Don Mitchell went to bat for the operator as did Cleveland attorney Ken Weinberg, who had been retained by NVA.

At least one good thing to come out of the whole thing was the impetus for formation of a State bulk vending association. Operators present indicated there was a lot of State support for the move. Weinberg will probably be counsel for the State group which will, in turn, affiliate with NVA.

Main Arguments

The operators' argument advanced by NVA attorneys centered on several points: (1) That the \$5

(Continued on page 81)

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What Does Ohio Rule Mean? NVA Attorney Gives Answer

By DONALD MITCHELL

CHICAGO—National Vendors' Association and bulk vendors have won a tremendous victory in the State of Ohio. Some of the legal ramifications should be of interest to bulk vending people everywhere.

When the Food Service Law was passed by the Ohio Legislature in 1959, it provided that machines vending pre-packaged cookies and confections were exempt from the licensing provision of the law. The law defined a food service operation as "any commissary from which vending machines are serviced or any location at which vending machines are installed."

NVA initially took the position that if a vending machine was serviced in a commissary, only one license fee should be charged and it so informed the Ohio Director of Health. The director took the position initially that inasmuch as bulk vending machines were not included specifically in the law, there should be no approval of bulk vending in Ohio and the initial proposed regulation provided that "all food dispensed from a vending machine shall be wrapped or dispensed from a single service container."

Two Problems

Instead of one problem then, NVA faced two problems: (1) A change in the proposed regulation so as to permit bulk vending equipment to be operated in Ohio. (2) A change in the Food Service Law to exclude bulk vending locations from the \$5 license fee.

We were initially successful in having the proposed regulation changed to permit the operation of bulk vending equipment in Ohio. At the time of the meeting of



DON MITCHELL

the Public Health Council held in Columbus, O., on Saturday, May 21, we were faced with the problem of seeking to exempt the bulk vending machines from the \$5 location fee.

Our legal arguments were that: (1) The \$5 fee on 1-cent machines was discriminatory and confiscatory.

(2) The Legislature did not consider the 1-cent machine at the time the Food Service Law was passed.

(3) The word "or" as used in the Food Service Law means either a commissary or a location and not both.

Main Problem

Our main problem was, however, the fact that the Food Service Council was only preparing

regulations under the law and we questioned very much whether it had authority to change the law. We would have been satisfied had the council chosen to either defer passage of the regulations until the Legislature met in January or refer the question of the 1-cent bulk vending machines to the Ohio

(Continued on page 94)

WHAT ABOUT THE AUTHOR!

Donald Mitchell, at 32, is already a 10-year veteran of the legal profession. Altho maintaining a general law practice, he has specialized in antitrust law and marine law. Before becoming associated with Milton T. Raynor about a year ago, Mitchell was with another prominent Chicago law firm, Arvey, Hodes and Montyband.

With Raynor, Mitchell has specialized in trade association work, with the firm currently representing eight trade groups from such diverse fields as vending, automobiles, laundries, scrap steel, lighting supplies and bowling proprietors. In his work with National Vendors Association, Mitchell has been instrumental in arranging the association's product liability, major medical and life insurance programs. He also spearheaded legislative efforts over recent vending problems in Ohio, on Florida and Pennsylvania. Mitchell is married and lives with his wife Lois and two children in suburban Glencoe.

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Good Profits & Vandalism Pose Dilemma

TORONTO—Joe Sugar, operator of 700 gum and novelty machines here, faces a dilemma common to other operators in Ontario: machines placed outside his variety store, smokeshop and chain store locations have the best sales potential, but are also highly subject to vandalism.

In fact, if Sugar could work out the vandal problem he would solve the biggest headache he and his colleagues have in this area.

"It happens all over the city," says Sugar, who has three years in the business under his belt. Sugar says he finds his machines may be robbed, kicked over and damaged at one end of a Toronto block, while machines at another end will go unscathed.

Careful Placement

He tries to cut vandalism by placing machines under the watchful eyes of the location owner, but this isn't always possible.

Outside, the machines are exposed to a greater amount of customer traffic but are also exposed to the elements, the merchandise spoils and the machine is at the mercy of vandals.

In chain grocery stores—the best spots for Sugar's machines—the units are usually inside. These spots

are difficult to nail down because of stiff competition from other operators.

Slow Seeking

But other locations can be profitable, too. "It's a slow process to find the better locations," says Sugar. "If the business warrants it, I put in extra machines at the spots I have."

"In the chain stores I put in batteries of machines made up of two 1-cent machines, one 5-cent machine and one 10-cent machine."

Gum machine earning power here has dropped in the years since Sugar has been in the business.

Constant Adding

"I have to keep adding machines to maintain the level of my business," he says. Currently the 700 machines on the route are 60 per cent gum units, 40 per cent novelties of 1-cent, 5-cent and dime varieties.

The average net earnings of his machines runs about 40 cents per machine per month.

Business is best in the summer. Toronto winters are hard on the machines and on business.

"As you go up in number of machines placed, vandalism becomes more acute. It exists in direct proportion to the care given the machines by the store managers," claims Sugar.

How Many?

How many machines to place at a location? This is a problem confronting all operators. The storekeeper usually wants more machines; the operator is reluctant to leave machines unless the business warrants it.

Sugar suggests that if the storekeeper becomes unreasonable the operator would do best to forget the location altogether. "There is too big an investment in the machine to add to a battery if the business doesn't warrant it."

Commissions average 25 per cent to the location. The small storekeeper might obtain 20 per cent, with the average as high as 30 per cent at chain-locations. A good average earning, according to Sugar, would be \$3 per month per machine to the location.



A DAY'S SUPPLY of replacement globes for his bulk vending route fit in the trunk of Sugar's car. He prefers to change complete globes whenever possible, both for reasons of saving time and even more important—sanitation.

"This may not be very much money—but it must be realized that the storekeeper is receiving the money without any investment, risk or work on his part. All he needs to do is to keep a watchful eye on the machines—it's all gift money for him," says Sugar.

Sugar's system of servicing is simple. He keeps a master book with all his locations, with the collection date marked in. To select his calls, he rifles thru the book, selecting

those locations that haven't been visited in a certain period. He makes up a list, then sorts out the areas to make the calls in geographic sequence.

He works with a car. He tried using a station wagon but found it wanting. The windows in the wagon, it seems, made his equipment easy prey for thieves. He just removed the back seat of the car and puts in wooden cases of filled globes.

Procedure

At the locations, Sugar removes the used globes, takes out the money, weighs the pennies, counts the silver coins and places a fresh globe.

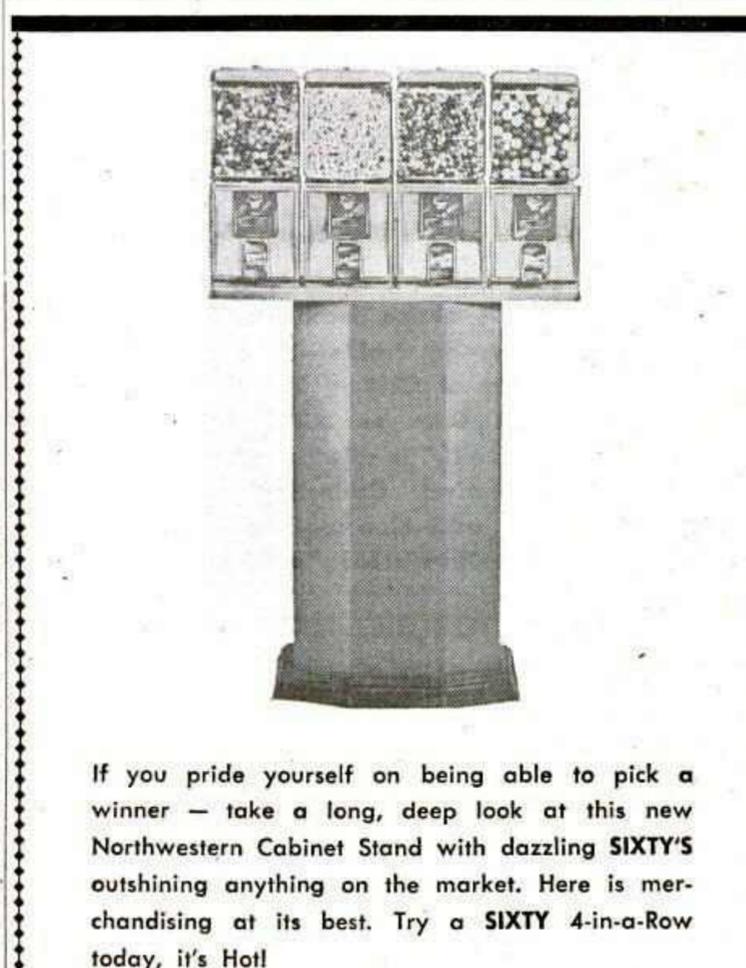
Sugar always tries to have fresh gum on the location. He checks to make sure the merchandise hasn't deteriorated, cleans the chrome on the stands, and if the gum is in good condition and there hasn't been much sold, he tops the globe with fresh gum.

Sugar works out of his home. He washes the globes, refills them with fresh merchandise, places the globes in the wooden cartons in the car, and he is ready again for his route.

Each machine has his telephone number stamped on it, and Sugar leaves with each location owner a card with his name and phone number.

How does he increase his business? "It's a matter of talking the storekeeper into watching the machines more closely and occasionally adding more machines, if the traffic bears it," he says.

One complaint Sugar makes is that there seem to be too many machines placed in any one area. "This means a lower average return per machine. Earnings now are at rock-bottom. There's a tendency for operators to place too many machines in a location."



If you pride yourself on being able to pick a winner — take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY'S outshining anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write
THE NORTHWESTERN CORPORATION
 2055 East Armstrong Street Morris, Illinois

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products
 1c, 5c, 10c or 25c Operation

Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.
 715 Lincoln Place Brooklyn 16, N. Y.
 RResident 2-2900

GIVE TO DAMON RUNYON CANCER FUND

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Comb. verified for 100 ct B.G.	6.50
Silver King 1c B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mds.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack fins, per lb.	\$.85
Pistachio Nuts, Jumbo Queen, Red.	.48
Pistachio Nuts, Jumbo Queen, White	.45
Pistachio Nuts, Large Tulip	.45
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Shell	.54
Cashew Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.32
Spanish	.43
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 500 Ct.	.59
Hershey-ets	.47

Rain-Bio Gum, 72 ct.	\$.30
Mail-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 176 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	\$.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
 One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the NEW
Northwestern
SUPER SIXTY

This capsule vendor is truly the most accurate on the market. Handles all size capsules without "skipping," breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with
 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, INC.

NORTHWESTERN

SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LOngacre 4-6467

"A New OPPORTUNITY IN VENDING" . . . of

CRACKER JACK

Famous for 43 years. Millions and millions sold.

Direct shipment of Cracker Jack to selected distributors of CRACKER JACK VENDING MACHINES.

Specifications: Model 50—60" high, 17" wide, 8 1/4" deep. Capacity—50 boxes. Shipping Weight—64 lbs.

CRACKER JACK

P. O. Box 476
 Rialto, California

BIG SAVINGS on BALL AND VENDING GUMS

Same fine flavors. Centers and Coatings.

Direct Low Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size27¢ lb.
 Chicle Ball Gum, 130 ct.35¢ lb.
 Clor-o-Vend Ball Gum40¢ lb.
 Clor-o-Vend Chicks, 320 ct.40¢ lb.
 Chicle Chicks, 320 & 500 ct.36¢ lb.
 Bubble Chicks, 320 & 520 ct.28¢ lb.
 Tab (short stick), 100 ct.38¢ box
 5-Stick Gum, 100 packs\$1.90

F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS
 35 years of manufacturing experience.
 4th & Mt. Pleasant • Newark 4, N. J.

TWO NOVELTY ITEMS FOR YOUR MACHINES!

CRADLES
 Two-toned in pink and blue plastic. Actually rocks. Attractive labels read: "For Cradle Snatchers."
Only \$10.00 per M

DOLLS
 Polyethylene dolls that fit into cradles.
Only \$8.75 per M

Boys and Girls alike will want these items for kidding one another. Order from your distributor or:

paul a. PRICE co. inc.
 55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8



QUALITY

to increase
Your **SALES**

PRICED

to increase
Your **PROFITS**

140—170—210—240
and "King" 100 count

Ask your Distributor to stock Cramer
"Star-Brite" for you. Save Money!



150 Orleans Street
West Boston 28, Massachusetts
Member of National Vendors' Assn.



**FTC Orders Allied, Mo. Firm,
To Halt Blue Sky Ads, Claims**

WASHINGTON — Federal Trade Commission ordered Allied Merchandising, Inc., University City, Mo., vending machine distributor, to stop its deceptive employment offers, exaggerated earnings claims, false assurances of assistance to purchasers and other misleading claims.

Commission adopted, with slight modification, an initial decision filed earlier by a hearing examiner who ruled that Allied had used a program of "fraud and deceit" to sell its machines. The company's newspaper advertising has misled the public into believing that jobs are offered to service established routes, that such routes are offered for sale and that no soliciting or selling or investment other than for inventory is required, FTC found. It ordered a halt to such claims.

Based on the testimony of 15 purchaser witnesses who appeared at hearings, the examiner had found that the "location man is never present upon arrival of the machines, which usually are a small seven-column model (obsolete for several years) of inferior construction." He appears only after Allied has been prodded by correspondence or telephone calls, and the purchaser then learns no survey has been made to determine profitable locations. In some instances, the man who is supposed to find locations for the purchasers will locate and install only some of the machines, and the purchasers are on their own to find locations and install the remainder of the machines.

After starting operations, the purchaser finds that nowhere near the

promised sales are being made. No Allied representative calls again to be sure the operation is successful. When dissatisfied purchasers call the company requesting relocation of the machines, they get little satisfaction. Eventually they must relocate the machines themselves, and usually the new locations do not boost sales.

Joined in the order are Peter A. Krane, individually and as company official, and William Dardick and Vern F. Hawkins, in their individual capacities only. The latter two were officers until resigning in July, 1958.

GIMMICK

**Lost & Found
Idea Helps
Boost Sales**

DENVER—Here's a simple idea which will help the bulk operator with locations in large supermarkets to increase good will, as well as collections.

When Frank Thorwald, veteran Denver operator, found a child's glove near his double-bank, six-machine location in a large Republic drugstore, he put the glove in plain sight between two of the machines. The next day its tearful, six-year-old owner was back after school to claim it.

The same thing happens so often in large-scale supermarkets and super drugstores that Thorwald felt

**SERVICE, PUBLIC RELATIONS
FILMS AVAILABLE THRU NAMA**

CHICAGO—Need some films to train your routemen or servicemen on how to repair a rejector, or how to deal with customer complaints? How about a film explaining the vending industry to use as a sales tool for local supermarkets or schools? How about one for public relations?

These and others are now being made available by the National Automatic Merchandising Association to its membership. The films are priced at \$15 (for rental) and run from 13 to 26 minutes, in color or black and white. All are 16mm. in sound.

All members need do is drop NAMA a line, tell what films they want and they'll be mailed. A partial list of films now available are:

Titles

"At the Drop of a Coin"—13 minutes or 25 minutes, a comprehensive description of all phases of automatic merchandising from the beginning of vending to the diversified and complex machines of today. Narrated by Westbrook Van Voorhees. Best suited for general audiences to inform them better about the nature of automatic merchandising.

"Sell More Candy"—25 minutes, ideal for training servicemen in the basic principles of candy merchandising.

"The National Slug Rejector"—30 minutes, simple instructions in the operating principles, maintenance and adjustment of the slug rejector for faster, lower-cost servicing.

"Satisfaction Guaranteed"—17 minutes, how to handle customer complaints; how to handle refunds.

"Personal Appearance Pays"—17 minutes, why route servicemen should be neat and maintain a good appearance, and how.

Additional films are in NAMA's stock. A full list can be obtained from the association.

it would pay to ask the store manager to make the handy rack on which the machines are located a permanent lost and found department. Usually the items are lost by children, and they are invariably one glove, one sock and, occasionally even one galosh, and there isn't any likelihood that anyone but the rightful owner will pick them up.

Like Idea

Supermarket and super drugstore owners go along with the idea, since it saves them the trouble of taking

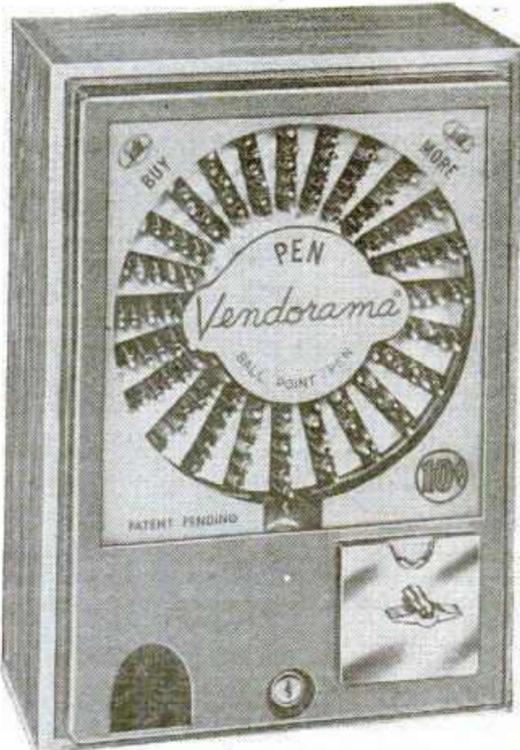
the lost item turned in by clerks or customers to the rear of the store and making a notation and a description of it on a form.

In every location in which the Denver operator has followed this plan, youngsters have become so accustomed to seeing their lost items displayed between bulk vendors on the rack that they automatically check the machine location whenever they come into the store. This, of course, is definitely good for sales.

★ ★ ★ YOUR AUTHORIZED **VICTOR** DISTRIBUTOR ★ ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.

TOMORROW'S VENDORS TODAY



**VICTOR'S
PEN
VENDORAMA®**

Victor's revolutionary and unique method of selling ball point pens.

The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enameled in beautiful complimentary colors. Size 12" x 7" x 16 1/2" high. Capacity 168 ball point pens, vending at 10c each.

**SUPER-100
CONSOLE
MODEL**

A show piece, designed for those choice locations. Fast Play—Big Profits—Holds two cases of Century 100 Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 15 1/2" x 15 1/2" x 48" high.



**GREAT
NEW
SUPER
100
CONSOLE
MODEL**

WRITE YOUR NEAREST VICTOR DISTRIBUTOR
FOR COMPLETE DETAILS AND PRICES

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Champion Nut Co.
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Boston 20, Mass.
Highland 5-8935
Mass., Conn., R. I., N. H., VI., Me.
Ed Flanagan

Ellingworth Supply Co.
659 Adams St., N.E.
Mpls. 13, Minnesota
SUnset 8-6972
Minn., N. D., Mont., S. D., Wyo.

Graff Vending Supplies
2817 W. Davis
Dallas 2, Tex.
WHitehall 8-7117
Okla., Ark., Tex., Miss., La.,
N. M., Ariz.

H. B. Hutchinson, Jr.
1784 N. Decatur Rd., N.E.
Atlanta 7, Ga.
DRake 7-4300
N. C., Ala., S. C., Tenn., Ga., Fla.

Logan Distr. Co.
1850 W. Division
Chicago 22, Ill.
HUmboldt 6-4870
Ill., Ind., Ohio, Wis.,
Mich., Ky.

Northwestern Sales &
Service Co.
446 W. 36th St.
N. Y. 18, N. Y.
LONGacre 4-6467
New York State

Parkway Machine Corp.
715 Ensor St.
Baltimore 2, Md.
EAslern 7-1021
Va., Md., W. Va., Del.

Standard Specialty Co.
1028 44th Ave.
Oakland 1, Calif.
AN 1-9037
Wash., Ore., Idaho, Calif., Nev.,
Utah and Hawaiian Islands

Veeco Sales Co.
2124 Market St.
Phila. 3, Pa.
LOcust 7-1448
Pa., N. J.

★ ★ ★ **VICTOR VENDING CORPORATION** ★ ★ ★

Vendors Win Tax Exemption

Continued from page 78

x was discriminatory and confiscatory. (2) That it was never the intent of the Legislature to include bulk vending machines, nor did ordering in the law include them. Officials testifying for the phil-

anthropic groups pointed out that bulk machines had a long history of operation with no ill effects and that, on the other hand, considerable good resulted from their charitable contributions.

Members of the Legislature testifying also pointed out that it had never been the intent of the House or Senate to include bulk machines in the regulations and that they would attempt to pass clarifying legislation at the next session of Congress.

Dwork Spoke

The hearings were started with Dr. Dwork speaking on behalf of the regulations, tho lauding the vending industry for its help. "The legislation was not sought by the health department," he pointed out, but had been suggested by the vending industry (OAMA).

He pointed out that there were an estimated 10,000 vending locations in Ohio, "increasing rapidly," and the consumer was not in a position to judge the cleanliness of food but that this was "the responsibility of government."

Dwork pointed to a multiplicity of local health codes governing vending as being confusing. A Statewide code is needed, he said. He noted vending representatives had been appointed to the food service advisory board which advised the health director on the current regulations.

Defends Fee

Defending the \$5 fee, he said it still was not adequate, but that some additional funds would have to come from general taxation.

On the subject of gum balls, Dwork was adamant. Citing the law, he said ball gum machines were included in the tax since they were obviously not eligible for the exemption for "prepackaged merchandise."

"I've been told," he went on, "that the \$5 fee would be confiscatory. In my opinion, this fee can't be changed today. It has to be done by the Legislature."

Philanthropy

Commenting on pleas of philanthropic organizations that ball gum machines be excluded, Dwork said the charity contributions were commendable but that this was no reason for granting bulk machines an exemption.

"I'm sure," he added, "the association doesn't want to live under the onus of raising funds illegally."

In closing, Dwork recommended the council adopt the regulations but that enforcement be held in abeyance pending an opinion from the attorney general on their legality, since there was some question "of legislative intent" concerning bulk vending machines.

Kiwanis

First to speak for the opponents was Carl P. Ruth, governor of the Ohio district of Kiwanis, International, who pleaded, "if there was any question of health danger, we (Kiwanis) would oppose the machines entirely—but we are convinced that this is not the case."

Next, Ken Weinberg kicked off the arguments for NVA and the Ohio bulk operators. After defining the bulk industry, he told the board that bulk operators "didn't sponsor the legislation," in fact, they didn't

even "know anything about it" until recently.

He cited association figures that the average bulk machine only makes about \$3 yearly profit and that one operator in the audience with 800 machines would have to pay some \$4,000 tax and that in a good year the man only netted slightly over that amount.

Confiscatory

Pointing out that the tax was clearly confiscatory, Weinberg told the board "your hands are not tied—if legislators had wanted to prohibit bulk machines, they would have said so."

The intent was to regulate, not prohibit. He said NVA agreed with the regulations and that the sanitation requirements were reasonable but that bulk operators should have a fee they "could live with."

Weinberg hinged his argument on three points. First, by the wording in the original regulations and the specific use of the word "or," in the Food Service Law, he felt the tax referred either to a location or a commissary—not both. In other words, if an operator had a commissary, it should be taxed. If not, the tax would revert to the individual location.

Commissaries

He indicated NVA was in favor of commissaries and that all operators should have them.

Second, he pointed to the word "machines" in the law which by the plural use clearly showed the Legislature was referring to large banks of food service machines, not single bulk machines.

Third, Weinberg argued that the placing of confections in a sealed globe in a central commissary constituted "packaging."

Questioning

Under questioning, a board member asked if NVA had sought representation on the food service advisory board (which advised the health director on the regulations). Weinberg answered no, but they were seeking it now.

After Weinberg, there was an endless stream of opponents to the regulations testifying on behalf of the bulk vending industry.

Clarence C. Denherder, State secretary of the Lions Club of Ohio, said that if it could be shown that bulk machines had caused a single death or illness, the club would change its stand, but that the machines had a long history of trouble-free operation and that the number of charitable works supported by contributions was sizable.

Raynor Plea

Milton T. Raynor pointed out that the product liability insurance subscribed to by members carried the basic bottom rate of that type insurance for all industries and that in 11 years of representing NVA he never received a single claim for illness or injury to children from use of bulk machines.

Reiterating arguments on the law being unconstitutional and discriminatory, Raynor said the regulations should not be approved until the attorney general had a chance to rule on their legality.

He also pointed out that the small ball gum machines should not be subject to the same inspection

tax as a bank of major equipment food and drink machines.

Surprised

Defending the bulk industry for not fighting the regulations or the actual law before, Raynor said the bulk operators read the law and didn't feel they were conceivably included and that being mentioned in the regulations was a surprise.

Rep. Paul J. Lynch (D., Franklin County) told the council that he had been a member of the Legislature when the bill was introduced but he felt he had been "hoodwinked" by the regulations that were subsequently drafted by the health director. He said it had never been the "intent" of the Legislature to include penny machines and that one member of the Legislature at the time had even asked the author of the bill if penny machines were included. The answer, he said, had been negative.

In what was perhaps one of the most heated charges, Lynch accused the health department of "chicanery" and the practice of "curbstone law." He said he opposed the regulations and would vote to change the basic food service law at the next session of the Legislature.

Legislators

Rep. Frank Gorman (D., Cuyahoga County) said he also had been a member of the Legislature when the law was passed and he felt that supporting the measure meant inspection of major equipment vending, not penny units. He asked the council to hold the regulations pending an attorney general opinion, meanwhile pointing out there had been no testimony by regulation proponents that bulk machines constituted any form of health hazard.

Rep. Robert Zeller (R., Muskingum County) pointed out that the \$5 fee would in effect outlaw bulk vending and that if the Legislature had wanted to do this, they would have done so in specific language.

He also questioned taxing penny venders of nuts and gum when over-the-counter sale of bulk confections in candy stores was not under regulation. He said this was discrimination against bulk machines.

(Continued on page 94)

CIGARETTE AND CANDY MACHINES

Fully Reconditioned — Ready for Location
Lowest Prices — COMPARE ANYWHERE

- NATIONAL 11-COL. M CIGARETTE... \$125.00
- NATIONAL 9-COL. CIGARETTE... 85.00
- 8-COL. CRUSADERS, 30c and 35c... 55.00
- 8-COL. PRESIDENT, 30c and 35c... 50.00
- 8-COL. DIPLOMAT, 30c and 35c... 65.00
- 8-COL. STONERS, CANDY (post war) 175.00
- 6-COL. STONERS, CANDY (post war—capacity 102).... 115.00
- 6-COL. STONERS, CANDY (post war—capacity 120).... 130.00
- 8-COL. STONER CANDY BASES.... 12.50

We carry a full line of Coffee and Milk Machines at reasonable prices.

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857

MAKE HAY WHILE THE SEASON SHINES

- CULTURED PEARL RINGS
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- PRIVATE EYES
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- COPYRIGHTED CHARMS, GIMMICK SERIES #57

Samples on Request
SAMUEL EPPY & CO., INC.
91-15 144 Place Jamaica 35, N. Y.

Talk-Talk Teeth
Chatter Click Clack
SPRING ACTION
GETS A LAUGH EVERYTIME

OPEN
1-4 m \$15.00 per thous.
5 m and up 13.75 per thous.
CLOSED (With metal clip)
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at your distributor or
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33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

RECONDITIONED VENDING MACHINES

- N. W. 1c, Model 33 \$ 6.50
- N. W. 1c, Model 39 7.95
- N. W. 1c, Model 49 12.50
- N. W. 5c, Model 49 12.50
- Silver Kings, 1c 8.50
- Silver Kings, 5c 8.50
- Columbus, 1c 7.50
- Columbus, 5c 8.50
- Ajax Hot Nuts w/stands 39.50
- Acorns, 5c Cabinets 10.00
- Victor Model V, 1c Cabinet 8.50
- Lucky Boy, 1c B/G 6.50

MERCHANDISE & SUPPLIES

- High Grade Deluxe Cashew, whole 70c
- Rainbow Peanuts 29c
- Licorice Lozenges 29c
- Boston Baked Beans 29c
- Deluxe Virginia Splits 35c
- Deluxe Spanish 30c

(Packed in 30 lb. cartons)

SEND FOR NEW CATALOG, FREE!
"Rake's Automatic Merchandiser"
1/3 Deposit, Balance C.O.D.

Rake Nuts Machine Exchange
609 A Spring Garden St., Philadelphia 23, Pa. WALnut 5-2676

Servicing is Simplified with the
Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59
Easy to Service
Easy to Clean
Time Saving
More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, arms and caps. Write, wire or phone today for complete information and prices.
BIRMINGHAM VENDING CO.
10 Second Ave., N., Birmingham 4, Ala.
Phone: FAirfax 4-7526

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N.E. Atlanta 7, Ga.
Phone: DRake 7-4300

We handle complete line of machines, parts & supplies.

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

MONEY-SAVING SUBSCRIPTION ORDER

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Enter my subscription to The Billboard for a full year (52 issues at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 892

Name
Company
Address
City..... Zone..... State.....
Type of Business..... Title.....

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore, Md.

We handle complete line of machines, parts & supplies.

Your key to **SALES RESULTS—the advertising columns of THE BILLBOARD!**



ANDY WILLIAMS, Cadence recording artist, had a double role as the star attraction when he opened his show at Three Rivers Inn, Syracuse, May 20. He was the headliner at the big theater-restaurant and the featured artist of the week on the spot's Seeburg stereo machine via the new 33 1/3 LP album promotion set-up. Shown with Williams is Judy Wertheimer, Syracuse University student.

Op Diversification Seen Key To Rowe-AMI Sales Merger

By NICK BIRO

CHICAGO—Altho it is too early to draw many conclusions from the formation last week of Rowe-AMI Sales Company, it appears that operator diversification is playing a significant role.

The new firm was formed to serve as a sales organization for both parent companies—AMI and Rowe. Both AMI and Rowe will retain their full corporate structure and function.

But the selling for both will be handled by the new sales organization—Rowe-AMI Sales Company. Of note is the fact that corporate officials of the new sales organization are officials of both Rowe and AMI as well as Automatic Canteen.

John Haddock, chairman, and Edward R. Ratajack, executive vice-president, are also president and executive vice-president of AMI respectively. Each will retain both posts.

Charles Brinkmann, president; Robert Deutsch, vice-president, and Jack Dunwoody, vice-president, are also officials of Rowe and likewise will retain both posts. T.M. Kobza, treasurer, and Frank Newman, secretary, are Automatic Canteen officials.

The diversification point was brought out by John Haddock who cited the trend on the part of juke box and game operators to broaden their base into allied fields such as

background music and vending.

With Rowe selling vending equipment and AMI in the juke box and background music field (both subsidiaries of Automatic Canteen Corporation of America), Haddock said that further diversification could bring some confusion with unco-ordinated attempts to sell the same operator different kinds of equipment.

Haddock felt the formation of the single sales organization for the two companies would bring about a "more effective selling effort," to the different fields and a "more efficient service organization."

Another point to note is the setting up of the offices of Rowe-AMI Sales in Chicago. Previously, Rowe officials have headquartered in New York with Canteen and AMI in Chicago (AMI's home office is Grand Rapids, Mich., still within easy reach).

The new organization will bring Rowe officials Brinkmann, Deutsch and Dunwoody to Chicago along with Canteen and AMI officials already here. Thus, a subsequent comment from Haddock that the new organization would bring about "better communications," is an understandable one.

One point that Haddock emphasized was that there was "no plan to bring about any changes in either field personnel or distributor personnel," indicating that for a while at least, Rowe would con-

tinue to sell thru its traditional system of factory representative and AMI would rely on its distributor organization.

Asked, however, how the two organizations might mix in the future, Haddock said "individual circumstances" would govern the situation in each territory but that he saw no reason why a good factory representative system combined with a distributor system might not function effectively. "I feel there is a place for each," he emphasized.

Wurlitzer's Sales Up 16%

CHICAGO — R. C. Roifing, president the Wurlitzer Company, announced sales for the fiscal year ended March 31, 1960, were \$39,487,789, up 16 per cent from the preceding year and the highest in the 104-year history of the company. Sales for the preceding year were \$34,032,676.

Net earnings also were up, reaching \$1,468,408, equal to \$1.66 per share of 886,356 shares outstanding. For the preceding year net earnings were \$1,123,662 or \$1.26 per share on 885,277 shares.

"The outlook for next year looks very promising for sales and profits," he added.

300 Attend Scott Crosse Co. Opening of New Headquarters

PHILADELPHIA—A gala open house attended by more than 300 persons marked the opening of the new showrooms and service facilities of the Scott Crosse Company.

The new, palatial quarters are located at 1641-45 North Broad Street, about 10 blocks from the old offices on Spring Garden Street.

Operators from as far off as New York and Harrisburg attended the celebration which included a buffet dinner, live entertainment by recording stars and dancing. The bartenders were also kept busy.

President Abe Witsen and his sons, Bill and Harry, were kept busy welcoming guests and answering questions along with Roy Rogers and Moe Bayer, of the sales staff.

As fast as the caterers brought out the food, the guests got rid of it.

On hand for the affair were Bob Papineau, Eastern representative for Rock-Ola, and Bill O'Donald, of Bally. Scott Crosse is the distributor for both these manufacturers in this area.

Making the trip in from Harrisburg was Leon Taksen, manager of the Pennsylvania AMOA.

Artists Appear

Among the recording stars on hand were Al Martino, Joe Valino, Jerry Butler, Wayne and Ray and Mark Tanno. Several combos kept things jumping during the interludes.

The new building has a total of 16,000 square feet for the use of Scott Crosse and also the firm's parts and service company.

Since the showroom is several blocks up North Broad Street, someone made the crack that it couldn't be actually considered coin row. "It's more like suburban coin row," he said.

Export-Importers Get Insurance Against Short-Term Risk Losses

WASHINGTON—The Export-Import Bank of Washington began operations last Monday (23) in a new field of export guarantees covering noncommercial or political risks in short-term transactions.

According to bank President Samuel C. Waugh, exporters are able to obtain political risk guarantees from U. S. commercial banks and U. S. export credit insurance companies without direct contact with Eximbank in Washington.

U. S. commercial banks having foreign departments which finance export transactions have been authorized to act as agents for Eximbank. Other U. S. commercial banks may request authorization to act for Eximbank or they may refer their customers to a correspondent bank in the United States which has an active foreign department. The U. S. insurance companies which offer export credit insurance also have been designated to act for Eximbank in the issuance of the political risk guarantees.

In its definition of "political risk," Eximbank cited five non-commercial hazards aboard:

1. Inconvertibility or nontransferability of foreign currencies. Where the foreign buyer deposits his payment to the exporter in local currency, and is unable to convert that deposit into U. S. dollars, Eximbank will pay to the U. S. exporter 90 per cent of the amount deposited.
2. Imposition of law or regulation beyond the control of exporter and buyer which prevent delivery of goods.
3. Cancellation of import license.
4. War, hostilities, rebellion and civil commotion.
5. Expropriation of exported items by foreign authorities.

In this latter four instances, Eximbank will pay to the exporter 90 per cent of losses incurred.

The five political risks described above are noncommercial in nature, as distinguished from the normal commercial or credit risks.

In contracting for an Eximbank short-term political risk guarantee thru his commercial bank, the exporter will agree to declare and pay fees on all his exports for a period of one year. To initiate the agreement which he has signed, the exporter will make a deposit calculated on his estimated total dollar volume of his short-term export business for the year to be covered at 35 cents per thousand. Having signed a contract for a year's coverage, each eligible shipment made by the exporter will be protected against political risks provided he makes monthly declarations and pays fees for coverage of individual shipments. Graduated fees range from 25 cents per \$100 of gross invoice value on "not over 30 days terms, to 50 cents on "15 to 180 day" terms.

Coverage is provided for a types of U. S. products, both consumer goods and durable goods. Sales to all the countries of the free world are eligible.

Editor's note: For details, write Export-Import Bank of Washington, Washington, D. C.

10,000 Coinmen Get P-R Council Pitch

CHICAGO — Ten thousand members of the coin machine industry received a letter last week from Lou Casola, president of the Coin Machine Council, and a brochure outlining the council's public relations program for the industry. Printing and mailing was done by The Billboard.

Casola's letter asked industry members to enroll in CMC, assess-

ing themselves \$50, \$25, \$10 or \$5, "depending on how important you think a positive and permanent public relations program is to the continued prosperity of your business."

The council's public relations program is presented in the brochure under eight points:

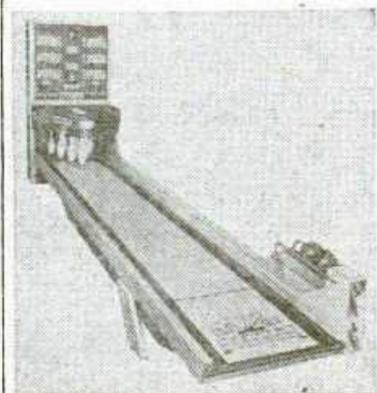
1. To put all the skill of a trained and experienced public relations staff to work for the industry.
2. To utilize every available means of mass communication—newspapers, magazines, TV and radio—to bring the message of the industry directly to the public.
3. To show that the vast majority of the men and women of the industry are decent, hard-working small businessmen.
4. To emphasize the contribution of the industry to the American way of life—the way of a free people who welcome the convenient, low-cost entertainment of the coin game and phonograph, as well as the services of vending equipment.
5. To keep the public constantly reminded of the countless daily used of coin-operated equipment.
6. To inform the general public,

(Continued on page 93)

BOWLARAMA SET TO SHIP THIS MONTH

CHICAGO — Bowlarama, United Manufacturing Company's big size bowling alley game with chain-type pin controls, is scheduled for delivery "sometime in June," according to Bill DeSelm, United sales chief. A few refinements will be made in the game before regular shipments begin. It was first shown and demonstrated at the Music Operators of America show here May 9-12.

United Bows Shuffle, Ball Bowler



SAVOY

CHICAGO — United Manufacturing Company shipped two new bowling games last week—the Sunny Shuffle Alley and the Savoy Bowling Alley.

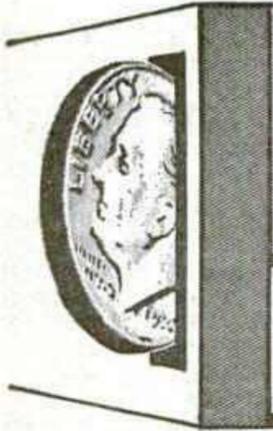
The two new models are the successors to Bonus Shuffle Alley and Falcon Bowling Alley, respectively, in the United line.

Both the new shuffle and the new ball bowler have players' choice of regulation or bonus scoring and of easy or normal strike play. Players make their choice at the start of each game played, pressing the proper buttons on the cabinet.

(Continued on page 93)



SUNNY



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

Table listing various music machines and their prices, including models like D-40, E-80, F-120, G-200, H-200, I-200, J-200, K-200, L-200, M-100B, M-100C, N-100, O-100, P-100, Q-100, R-100, S-100, T-100, U-100, V-100, W-100, X-100, Y-100, Z-100.

BOWLERS & SHUFFLES

Table listing bowling and shuffle machines and their prices, including models like ABC Super-Deluxe, ABC Bowling Lanes, ABC Champion, ABC Tournament, ABC Bowler, All-Star Bowler, All-Star Deluxe, Blue Ribbon, Bally Shuffle, Champion Bowler, Club Bowler, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jet Bowler, Jumbo Bowler, King-Pin Bowler, Lucky Alley, Magic Bowler, Mystic Bowler, Pan American, Rocket Bowler, Speed Bowler, Star Shuffle, Strike-Bowler, Super Bowler, Trophy, Victory Bowler.

UNITED

Table listing United brand machines and their prices, including models like Ace Shuffle Alley, Atlas Shuffle Alley, Advance, Banner, Bonus Bowling Alley, Bowling Alley, Build-Up, Capitol Shuffle, Alley, Clipper, Comet Shuffle, Targette, Cyclone, Deluxe Bowling Alley, Deluxe Flash, Deluxe Mercury, Deluxe Shooting Star, Duplex, Dual Shuffle, Eagle Shuffle Alley, Flash, Hi-Score, Handicap, Jumbo Bowling, Jupiter Shuffle Alley, League Shuffle Alley, Lightning, Midjet Bowling Alley, Niagara, Playtime, Plixie Bowler, Rainbow Shuffle, Regulation, Royal Bowling, Select Play, Shooting Star, Shuffle Targette, Simplex, Six-Star, Super Bonus, Team Shuffle Alley, Top Notch, Venus, Zenith.

GOTTLIB

Table listing Gottlieb brand machines and their prices, including models like Ace High, Add-A-Line, Atlas, Auto Race, Belles, Brito Star, Contest, Continental, Criss Cross, Daisy May, Diamond Lill, Derby Day, Double Action, Dragonette, Duette, Easy Aces, Fair Lady, Falstaff, Frontiersman, Flag-Ship, Gladiator, Gold Star, Gondolier, Green Pastures, Gypsy Queen, Harbor Lites, Hawaiian Beauty, Hi Diver, Jockey Club, Jubilee, Lady Luck, Lovely Lucy, Majestic, Marathon, Mystic Marvel, Picnic, Queen of Diamonds, Race Time, Register, Rocket Ship, Rainbow, Roto Pool, Sea Belles, Royal Flush, Southern Belle, Silver, Sittin' Pretty, Sluggin' Champ, Score-Board, Stagecoach, Straight Flush, Straight Shooter, Sunshine, Super Circus, Super Jumbo, Toreador, Twin Bill, Whirlwind, Wishin' Well, World Champ.

ARCADIE & NOVELTIES

Table listing arcade and novelty machines and their prices, including models like All-Star Baseball, Aqua Duck, Auto Photo, Auto Test, Auto Test Turnpike, Balloonmat, Bang-O-Rama, Bat-A-Score, Batter Up, Big Inning, Big League, Big League Baseball, Big Top, Bike Race, Bing-O-Rama, Bull's-Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Cross Country, Crossfire, Dale Pom Pom, Davy Crockett, Deco Grandma, Deluxe Crusader, Deluxe 4-Bagger, Deluxe Ranger, Deluxe Skill Parade, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Drivemobile, Dodge City, Golf Champ, Horoscope Fortune, Grandma Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Hindu Fortune Teller, Hydro Duck, Jet Fighter, Jr. Auto-Test, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jungle Hunt, Jolly Joker, Kaye Hockey, Kiss-O-Meter, King of Swat, League Leader, Lucky Horoscope, Major League, Match Pool, Model 500 Shooting Gallery, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Pinch Hitter, Peep Barrels, Peppy the Clown, Photomatic, Pirate Gun, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock 'n' Roll, St. Christopher, Safari, Satellite Traker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Space Gunner, Spook Gun, Sportland Shooting Gallery, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Squalls Water Polo, Super Slugger, Super Star Baseball, Super Pennant Baseball, Swam!, Target-Roll, Ten Pins, Ten Strike, Test Pilot, 3-D Kiddie Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph, Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart.

PINBALLS

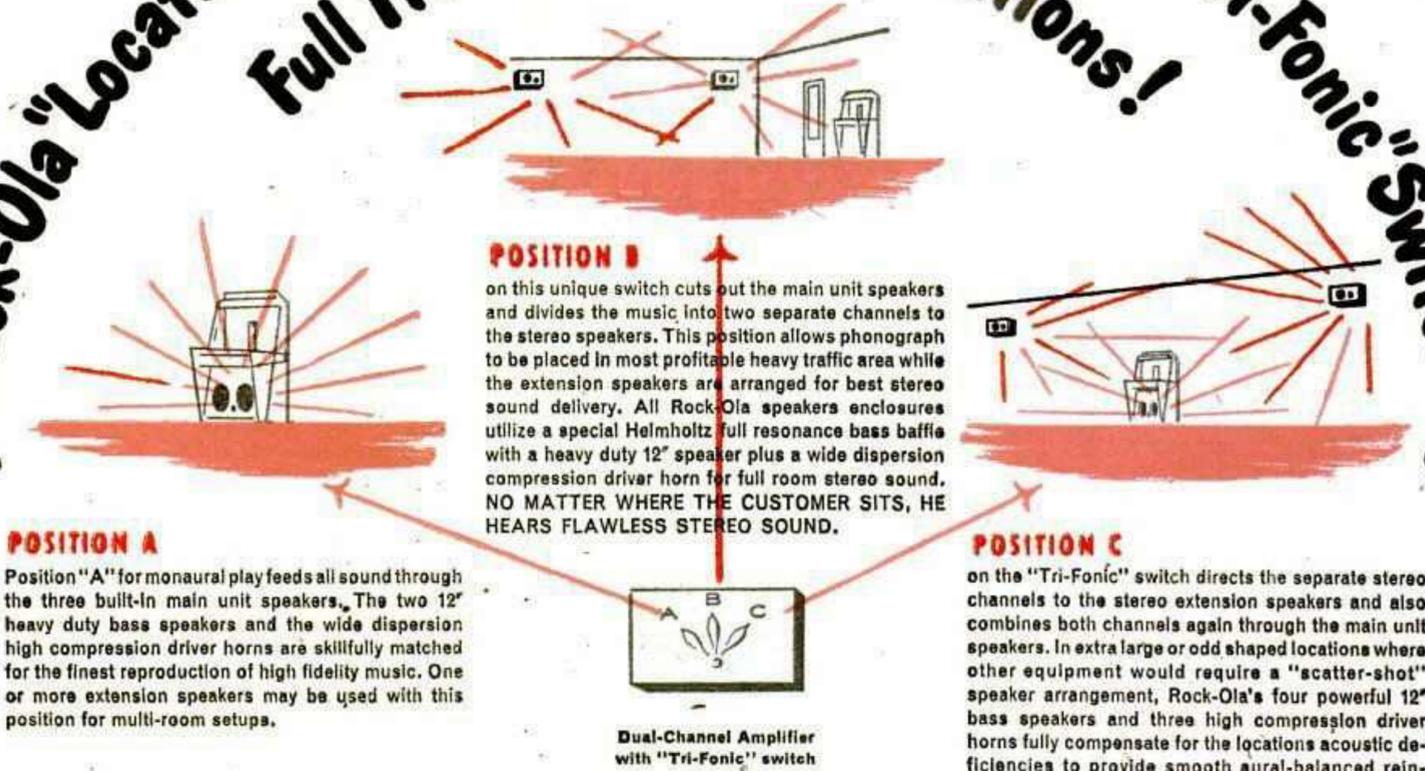
Table listing pinball machines and their prices, including models like Balls-A-Poppin', Ballerina, Bally U.S.A., Beach Beauty, Beach Time, Big Show, Big-Time, Broadway, Carnival, Carnival-Queen, Circus, Crosswords, Cypress Gardens, Double Header, Gay Time, Gayety, Gayety, Hi-Fi, Ice Follies, Key West, Miami Beach, Miss America, Night Club, Parade, Twin Bill, Whirlwind, Wishin' Well, World Champ.

SEEBURG

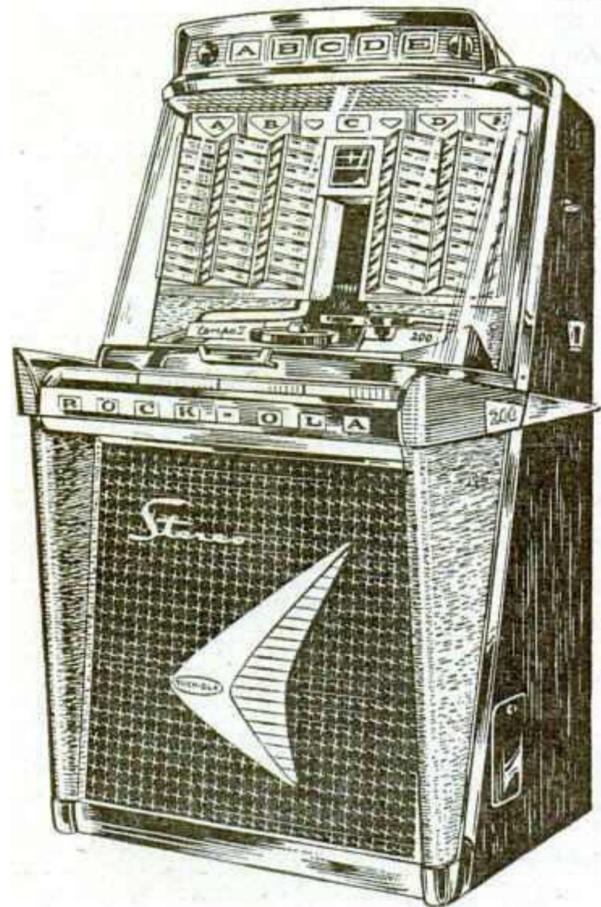
Table listing Seeburg brand machines and their prices, including models like M100B, M100C, N100, O100, P100, Q100, R100, S100, T100, U100, V100, W100, X100, Y100, Z100.

Table listing various other machines and their prices, including models like Red Ball, Rifle Gallery, Rock 'n' Roll, St. Christopher, Safari, Satellite Traker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Space Gunner, Spook Gun, Sportland Shooting Gallery, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Squalls Water Polo, Super Slugger, Super Star Baseball, Super Pennant Baseball, Swam!, Target-Roll, Ten Pins, Ten Strike, Test Pilot, 3-D Kiddie Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph, Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart.

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European News Briefs

Paris Fair Pulls 175 Coin Firms

PARIS—The Paris International Fair attracted 175 coin machine firms:

Of the 175, 132 were foreign firms. West Germany had the largest exhibitor list among the foreign concerns, followed by the United States, Britain, Italy, Belgium and Holland.

The fair was held on the exhibition grounds at the Porte de Versailles from May 14 to 29.

The fair's biggest surprise was the French coin machine industry, which displayed more new models across the board—juke boxes, games and vending machines—than at any previous exhibit.

The European Common Market is the major factor behind the eagerness of producers to show off their wares in Paris. France is in the process of opening her highly protected market to competition from Common Market member States.

This means that French firms must now fight for their share of the domestic market against foreign competitors, mainly the West Germans.

Compact Phono Set for Export

LUEDENSCHIED, Westphalia — Eichhoff Werke GmbH plans a big export program for its 80-selection Bambi juke box.

Eichhoff claims to have, in the Bambi, a box unmatched for economy of space. It is a compact, upright box designed for locations too small for the conventional, or even wall juke boxes.

Bambi is billing its box as "conservative" and blending into any setting. The Bambi casing is made of light or dark wood and has simple lines. There is little or no chrome nor garish colors.

Trade Ripe With Commonwealth

HAMBURG—West German coin machine producers plan to extend and expand their export programs aimed at countries of the British Commonwealth.

The Commonwealth, according to industry spokesmen, is being opened rapidly to coin machine importation. Three major Commonwealth countries have all but ended restrictions on coin machine imports—Australia, New Zealand and South Africa.

West Germany has strong trade ties with all three countries, but particularly with South Africa. West German commercial influence is strong in South Africa, some 35 per cent of whose citizens are of German descent.

German coin machine producers hope to fit their exports into the general German-South African trade pattern.

There have been reports that South Africa, which has been hard hit economically by the racial disturbances, might restrict imports to conserve foreign exchange. But the German coin machine industry discounts this prospect.

Australia and New Zealand are remote from the German market because of high freight costs. However, it is planned to license the production of German equipment by Australian firms and some German concerns even talk of establishing Down Under subsidiaries to serve the Asian market.

Some German producers say that the West German coin machine industry will have to expand rapidly into the Asian market—or hand it to the Japanese, who are beginning coin machine production.

Volkswagen has established a very successful Australian subsidiary, and is being cited as an example to other lines of German industry.

Rutzen Named to U. S. Commerce Dept. Post



Arthur C. Rutzen

WASHINGTON — Arthur C. Rutzen, export sales manager of the Wurlitzer Company, North Tonawanda, N. Y., has been nominated chairman of one of the U. S. commerce department's 33 regional export expansion committees, according to an announcement issued

today (23) by Secretary of Commerce Frederick H. Mueller.

As a regional chairman, Rutzen will work out of commerce's field office in Buffalo.

Functions of the regional export expansion committees will be to:

1. Enlist the support of business organizations and individual businessmen in alerting the business community to the new opportunities provided by growing interest abroad in U. S. products and overseas prosperity.

2. Determine the needs of business for information and services necessary to achieve an expansion of U. S. exports.

3. Encourage business organizations to discuss export potentials for their industry or area.

4. Organize country or regional seminars to discuss export potentials.

5. Organize seminars for exchange of experience and sharing of ideas on how more exports can be developed.

British Juke Box Population At 20,000—May Hit 100,000

By AARON STERNFIELD
(An on-the-spot report from
The Billboard's Coin Machine
Editor)

LONDON—The juke box operating business has gone a long way in the last six years. And it is bound to go a lot longer in the next six years. Right now, some 20,000 juke boxes are operating in pubs, private drinking establishments and restaurants in the nation. A lot of them are still 78 r.p.m. units, and a lot of them are still the 16-selection Music Maker.

But, like their American counterparts, the British are now buying 200 selection stereo units. And they are buying them at an ever increasing pace. Cyril Shack, the Wurlitzer distributor here, feels that the market potential is about 100,000. Only a fifth of that potential has been reached to date. Red Ruffler, Ruffler & Walker, the Rock-Ola distributor, feels the same way.

The big problem has been to give the juke box an aura of respectability. The British for some obscure reason, have always tended to wrinkle their noses at the mention of the juke box. One of the factors helping to overcome this prejudice has been the popular television show, Juke Box Jury, which is viewed by some 12

million Englishmen each week. This show has brought the juke box into the Englishmen's private castle, and what the Englishman accepts in his private castle, he is likely to accept in his pub.

TV Prop

Another factor which is helping to create the impression of respectability for the juke box is the use of the automatic phonograph as a prop on a Royal Command Performance, entitled "Focus on You," which emanated over the British Commercial Television network on May 16. The juke box was used as the principal prop for this show and as each teen performer stepped up to do his bit, the action of the phonograph playing his record was featured.

Another factor responsible for the increasing popularity of the juke box here is the tendency of British operators to program for ethnic groups. For example, the Kingdom has had a recent influx of Jamaicans. Operators with Jamaican locations go very heavily toward calypso and cha-cha music, and the play has been extremely heavy on these locations. England also has very large Irish colonies and jigs are commonly heard on these locations.

Another method in overcoming the objection to the juke box is the use of the hideaway unit.

When a location owner objects to the installation of a juke box, he can be often made to come around when it is demonstrated that the machine itself will not be seen but the music will be heard.

New to Many

The history of the juke box here is of a fairly recent vintage. It began shortly after World War II when the GI brought in automatic phonographs for their clubs. The first British manufacturer of juke boxes was J. Norman Ditchburn, who made the 16 selection Music Maker, a 78 r.p.m. machine, in 1947.

In 1954, the Bal-AMI was introduced with 80 selections and 45 r.p.m. The play here is either three-penny or six-penny per selection, with a penny worth slightly more than an American cent. However, the operators don't do as badly as might be imagined with this arrangement. The average gross take per machine runs about \$20 with the operator taking front money of from \$10 to \$15 and a commission arrangement—a split down the middle—going into effect after the front money has been deducted. However, as competition increases, a lot of operators are reducing or discarding their front money arrangement. Also, the price of juke boxes has dropped

(Continued on page 92)

SUMMIT TRADE MISSION

Reds Want U. S. Coin Machines—East Europe 'Crazy About 'Em'

By OMER ANDERSON

PARIS—Soviet trade representatives are hinting that Russia would be interested in buying substantial quantities of American coin-operated equipment.

A Soviet trading mission accompanied the Russian summit delegation to Paris for the summit conference. This mission, which will stay on in Europe for several weeks in connection with the general Soviet trade offensive, has scheduled sizable purchases of European-manufactured coin-operated equipment.

Members of the mission said something akin to a coin machine craze is sweeping Eastern Europe. "We are in the market in Western Europe for all types of coin machines," a delegation member disclosed.

One Concession Made

"We are very much interested in European equipment, but we are even more interested in American equipment, which we consider to lead the world.

"However, American equipment involves numerous problems for us. There is the problem of payment. Much as we would like American coin equipment, it is at the bottom of our list at present because of the foreign exchange problem.

"European countries buy a great deal more from us. For example, we have a trade agreement with West Germany which offers the possibility for us to buy a rather large amount of West German coin equipment."

See Vending Future

The Soviet trade official said Russia is striving to develop automatic merchandising, and this program has priority with Russian industry. He predicted that within five years Russia would be competitive with Western countries in vending machine manufacture.

"We might then even be able to surprise you with some of our

vending machines," he grinned. "Just as we did with our Sputniks. Some of our coin machine people are even joking about installing our new vending machines on our space rockets."

But the Soviet official stressed that present Russian efforts are concentrated entirely in the vending machine field.

Juke Priority Low

"We have no plans to build juke boxes or games. I would say that it will be many years before we would attempt anything outside the vending machine field," he explained.

"We have too many other items with higher priority. Never having produced juke boxes and coin games, we should have to divert too much effort from other important projects."

But the trade expert stressed that Russia was interested in both juke boxes and coin games as importation items. "We have had quite a few changes in our country since Nikita Sergeievich (Khrushchev) became our premier. He is trying to give us a brighter, happier life, and I can tell you, if you won't use my name, that he is a coin-machine fan.

Nikita Likes Machines

"I have seen him play juke boxes, and he is fascinated by the coin games he saw while in the United States. You can count Nikita Sergeievich as a great friend of American coin equipment. It is not the equipment standing in the way of our buying American machines—it's politics."

Soviet sources confirmed the official's statement concerning Khrushchev's having taken a fancy to coin machines as a way of brightening Communist life. First things come first with Khrushchev, but when conditions permit, they said, he would like to increase vastly coin equipment in Russia and the Communist bloc at large.

Khrushchev is reported as eager to foster in Russia something akin to the British pub or the American ice cream parlor, a place where Russians can escape their overcrowded, cramped homes for a few hours of relaxation regularly in a pleasant atmosphere.

Need Relaxers

There is no dearth of Communist recreation facilities, but Russian sources say the average Russian wants—and should have—a place to relax free of official character.

Soviet officials here suggest that the American coin machine industry strive for better display of U. S. coin machine products in Russia.

They admit that it is difficult to establish anything resembling a traveling exhibition of the U. S. industry, but they insist that more could be done to show U. S. coin machines at the various U. S. exhibitions in Russia.

More Promotion

Some Soviet officials feel that the coin machine could be promoted more vigorously thru the U. S. Information Service as part of the American way of life.

These Soviet officials say that if coin machines could be better promoted in Russia, particularly American coin machines, it would simplify the task of getting official sanction for a big U. S. coin machine importation program.

Despite the chill enveloping the Paris summit these Soviet officials refused to be pessimistic about Russo-American relations—in the coin machine sphere.

"Coin machines are not humans—they are machines and therefore immune to the passions and prejudices of the moment," a Soviet official jested. "You might say that coin machines are too logical to be influenced by politics. We don't like your politics. But we love your coin machines. Let's do business."

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- Coon Hunt 95.00
- Un. Team Shuffle . 85.00
- C.C. Bowl'g League 195.00
- Lightning Shuffle.. 165.00
- Rebound Shuffle.. 35.00
- Bally Heavy Hitter 325.00

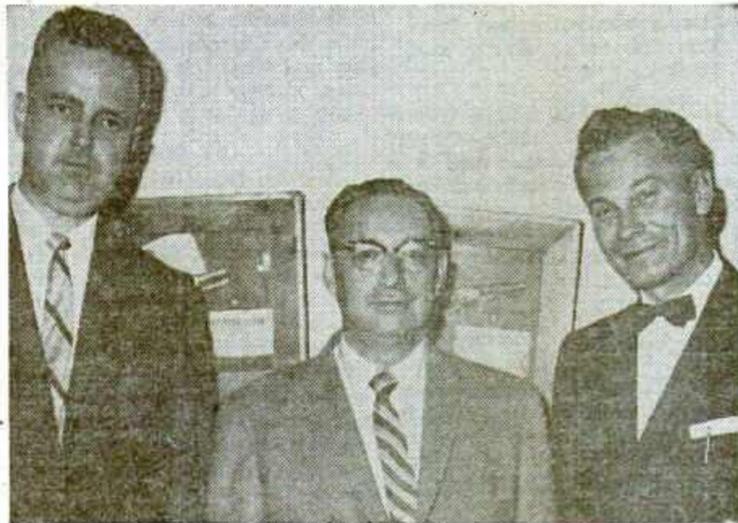
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Pa. Assn's Discuss Merger

By **GEORGE METZGER**
NORRISTOWN, Pa. — Preliminary talks concerning a merger between the Eastern Pennsylvania Amusement Machine Association

and the Lehigh Valley Amusement Machine Operators' Association were held at a meeting of the Eastern State group here Wednesday (18).



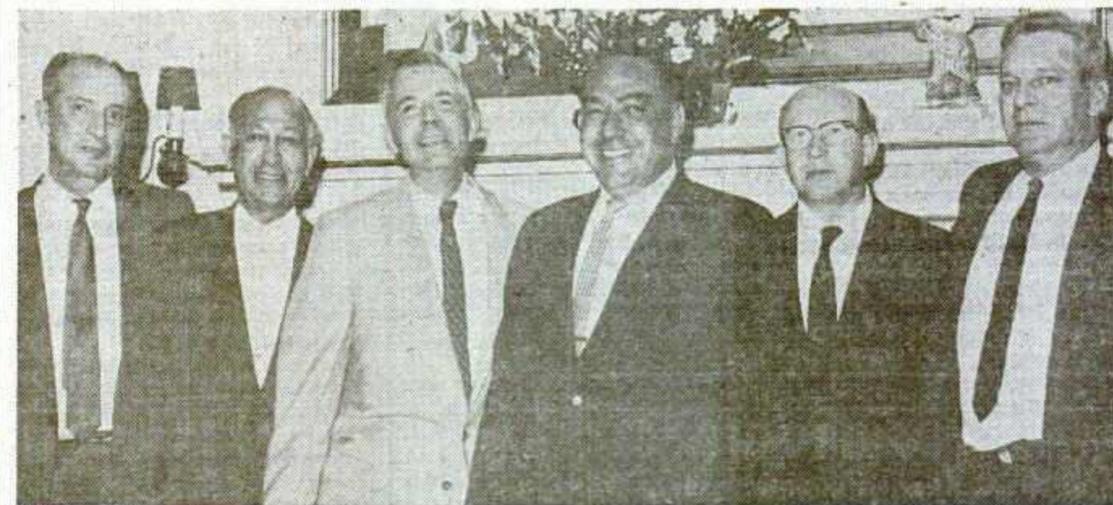
DELEGATES of the Lehigh Valley AMOA. Left to right, Lindy Missmer, President Archie Federman and Secretary Louis Anthony.



CANDID SHOT along one edge of the round table shows Archie Federman at far end and Lindy Missmer next to him. Third is Richard Irwin and Moe Bayer (glasses closest to camera) listens to another coinman (unidentified).



REPRESENTATIVES of the Eastern Pennsylvania Amusement Machine Association discuss merger with three representatives of the Lehigh Valley AMOA. Left to right, Harry Sablosky, business manager of the Eastern unit; J. J. Smith Jr., Eastern president; Louis Anthony, secretary of the Lehigh Valley unit; Archie Federman, president of Lehigh, and Lindy Missmer, Lehigh member. Twenty-one men sat at round table.



OFFICIALS of the Eastern Pennsylvania group. Left to right, Sam Schambri, Ed Leopold, both directors; Secretary-Treasurer Bob Biller; President J. J. Smith Jr., Business Manager Harry Sablosky and Sam Daub, a director.

Three representatives of the Lehigh Valley AMOA, headed by President Archie Federman, attended the meeting at the General DeKalb Inn.

The more the visitors discussed their common problems with the members of the Eastern group, the more the idea of merger came to the foreground. Finally, J. J. Smith, president of the host association, asked the Lehigh Valley delegation how they would feel about merging.

Next Meet

Federman pointed out that the three could not speak for the entire association, but promised to bring the matter up at a meeting of his group in Allentown on June 2.

The Lehigh Valley delegation, which also included Lindy Missmer and Louis Anthony, the secretary, asked the Eastern Association to have some representatives at their June 2 meeting at the Lehigh Valley Club to present their proposal. Smith agreed to do this.

It was brought out during the meeting that altho the Lehigh Valley unit does not have as many members as the Eastern group, they do have more equipment on location.

Dues

This, of course, presented a dues problem since members of the Lehigh Valley organization would have to pay more per man per month than the Eastern group members are paying under the so-much-per-unit structure.

But indications were that this sole stumbling block could be moved out of the way.

Taking an active part in the preliminary talks for the Eastern Association, in addition to Smith, were Bob Miller, secretary-treasurer, and Harry Sablosky, business manager.

All of the more than two dozen
(Continued on page 94)

PHONOS
SEEBURG

- VL-200 \$335.00
- V-200 295.00
- G-100 345.00
- C-100 285.00

AMI

- H-200 \$450.00

ROCK-OLA

- 1455-D \$475.00

ANGOTT
DISTRIBUTING CO.

2616 PURITAN AVE.
DETROIT 21, MICH.

COMPLETELY RECONDITIONED

UPRIGHTS

- Auto Bell Circus Play Ball \$175
- Auto Bell Galloping Dominoes .. 245
- Auto Bell Horoscpa (fl. samp.).. 295
- Games Inc. Wild Cat 365
- Games Inc. Twin Wildcat 425

BOWLERS & ARCADES

- Bally Heavy Hitter, fp., 10-3-25 .. \$265
- Bally Big Inning (Novelty), 10-3-25 195
- Super Deluxe ABC Shuffle Bowler, 8 1/2' 365
- Bally All Star Deluxe Bowler, 5 1/2' 125
- Wms. Deluxe Baseball 75
- Chicago Coin Rocket Shuffle (2-pl.) 125

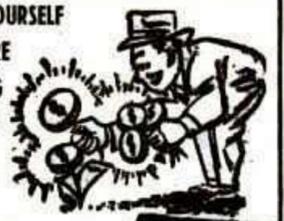
FIVE BALLS

- Gottlieb Son Bolles (2-pl.) \$125
- Gottlieb Royal Flush 135
- Gottlieb Rainbow 145
- Gottlieb Fair Lady (2-pl.) 145
- Gottlieb Flagship (2-pl.) 150
- Gottlieb Continental Cafe (2-pl.) .. 175
- Gottlieb Straight Flush 185

Rush deposit to:



HELP YOURSELF
TO MORE
VENDING
PROFITS



Get
VEND
Every Month
Thru a
Money-Saving
Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in **VEND** every month—to insure profits—to be up to date on every important development in the field.

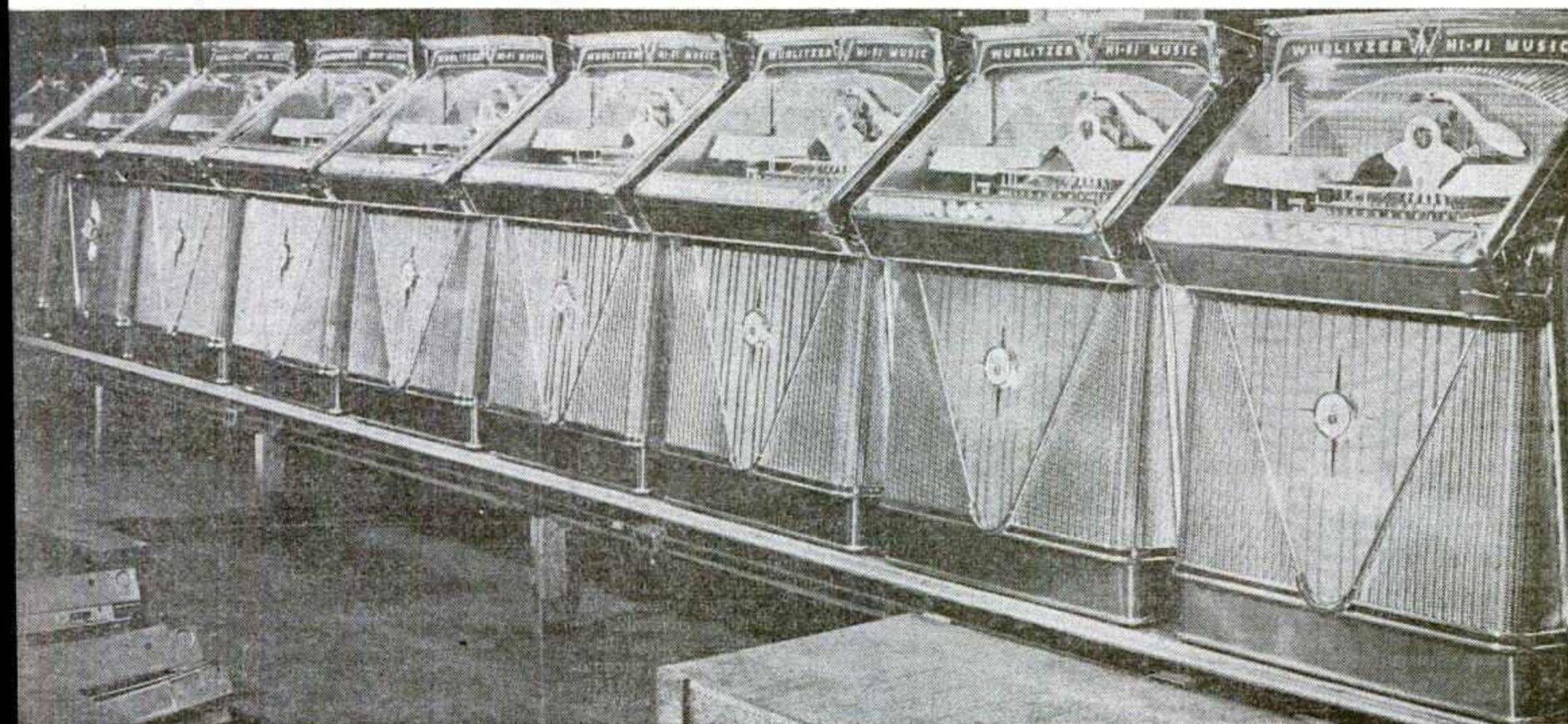
Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$5 3 years \$11
 Payment enclosed Please bill me
(Foreign rate, one year \$10) 895
Name
Address
City..... Zone... State.....
Occupation

QUALITY IS OUR WATCHWORD

(AND WE REALLY WATCH IT)



Nothing eats away at operator profits like the necessity for high frequency service calls. That's why at Wurlitzer quality is the watchword.

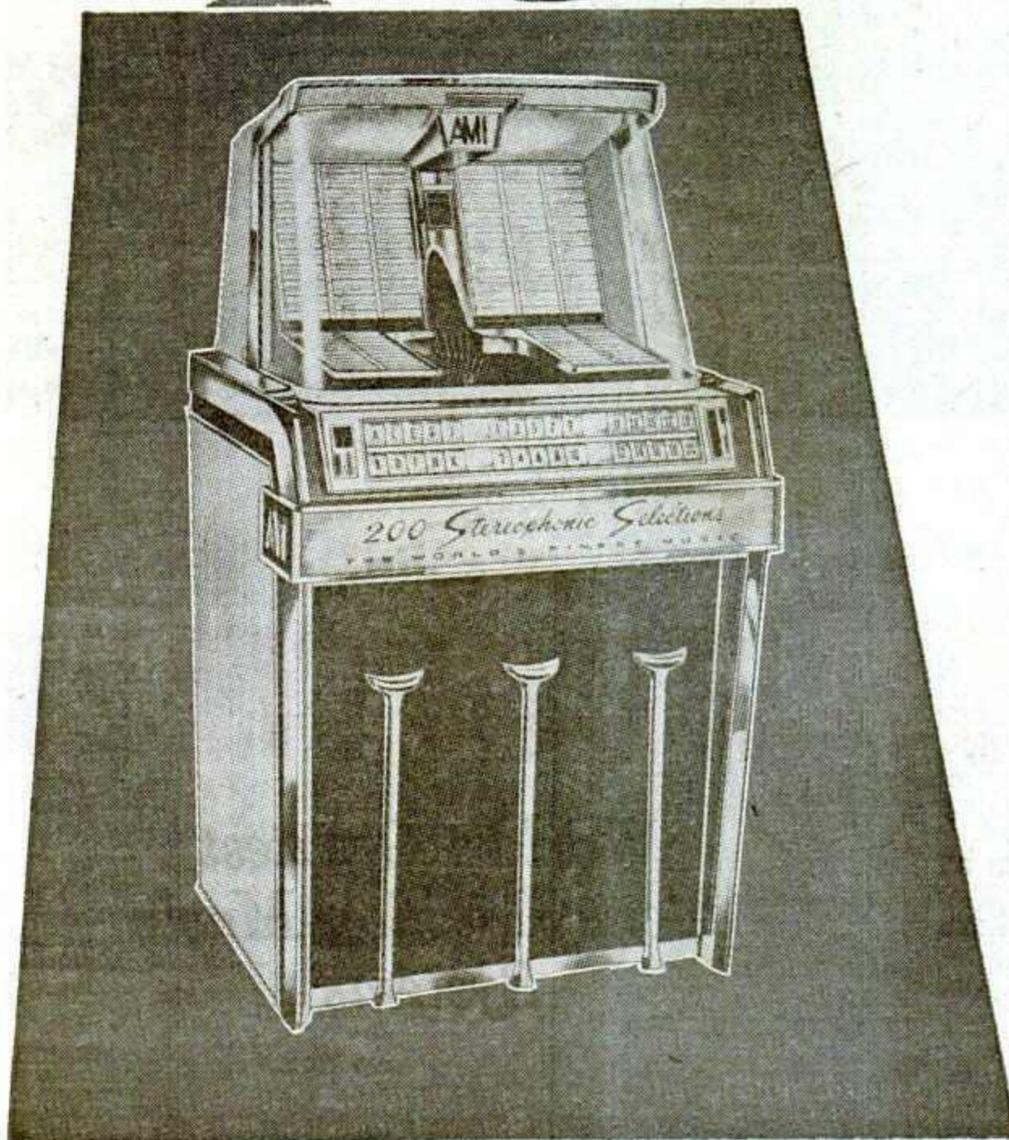
There are two reasons why Wurlitzer has the World's Greatest Money-Making Music Systems. Musically they outplay all others. Mechanically they outperform all others. It's a nice profitable combination to have working for you — and for the location owner, too.

WURLITZER

*World's Greatest
Money-Making Music
Systems*

THE WURLITZER COMPANY
Est. 1856 • NORTH TONAWANDA, N. Y.

1000 Album Play



The Model "K" plays records in rotation

side 1

side 2

side 3

side 4

in the self same order

as the music was heard

in the original performance.

No other juke box does!

AMI and its family
of distributors
in the
United States
and Canada

Affiliate of **Automatic Center Company of America**
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE
1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-
MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

World Wide CD Distrib

CHICAGO — World Wide Distributing Company, headed by Joel Stern, was named distributor for Chicago Dynamic Industries, Inc., for the Northern Illinois and Indiana territories.



Harry Jacobs says

CHECK THESE PRICES

AMI	
I-200	\$695
H-120	545
E-120	215
SEEBURG	
KD200 (50c play)	\$545
100R	455
100C	285
100B	235
ROCK-OLA	
14555	\$475
1454	425
WURLITZER	
2300, 2310	NEW—Write
Bally Lotia Fun, NEW	\$545
Used also in stock.	

UNITED, INC.
1101 West Vliet St.
Milwaukee 8, Wisc.
Phone: BRoadway 3-8474

WE NEED THE FOLLOWING...

BINGOS
Bally Ice Frolics
Bally Beach Clubs
Bally Beautys

Gottlieb PIN BALLS
Beginning with 1951

JUKE BOXES
Wurlitzer 2104
Wurlitzer 1700, 1800 and 1900
Seeburg HF-100-R
Seeburg M-100-A
Rock-Ola 1455

RUNYON SALES COMPANY
Factory Representatives for:
AMI, Inc., Bally Mfg. Co., Irving Kaye Co.
593 10th Ave., New York 36, N. Y.
Longacre 4-1880
221 Fraleighway Avenue, Newark 12, N. J.
Bl 3-8777
231 Windsor Street, Hartford, Conn., JA 7-4470
Cable Address—RUNYONEX

SPECIALS!

C. C. Drop Ball W/O Marbles	\$375
C. C. Star Rocket	275
C. C. Batter Up	225
C. C. 2-Player Rocket Shuffle	150
C. C. 1-Player Rocket Shuffle	110
C. C. Explorer Rocket	135
Ex. Jet Gun	95
Ex. Six Shooter	95
Ge. Horoscope	275
Kaye Deuces Wild	125
Auto Photo M9	995
Ex. Pop Gun	275
Set Shot Basketball	150
Se Coon Hunt	125
Ge. Lucky Seven	75
Ex. Ringer Ball	75

We have a complete inventory of Arcade and Bingo machines. Write for list.

MONROE
COIN MACHINE EXCHANGE, INC.
2423 Payne Ave., Cleveland 14, Ohio
Phone: SUPERIOR 1-4600

ACT NOW, MR. OPERATOR!

The Coin-Machine Council FOR PUBLIC RELATIONS

75 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

YES . . . we want to see a positive and permanent public relations program for the coin-machine industry. Enroll us as a Member of The Coin-Machine Council. Enclosed is our check for annual membership fee indicated by

- PARTICIPATING MEMBER \$50
- SUSTAINING MEMBER \$25
- SUPPORTING MEMBER \$10
- CONTRIBUTING MEMBER \$ 5

(Distributor's annual fees range from \$100 to \$200. Manufacturers' fees are from \$300 to \$10,000, depending on sales.)

Company _____

Street Address _____

City, Zone, State _____

Authorized by _____

Make checks payable to: THE COIN MACHINE COUNCIL. Membership fee is a business expense deductible from gross income for income-tax purposes.



NO CALORIE counters in this chow line at the Victory Dinner celebration given by the Milwaukee Coin-Machine Operators' Association May 16. From left: Jack Hastings, Hastings Distributing Company; James Stecher, Novelty Service Company, and Mike Basile, Kemo Novelty Company.



DISCUSSING RESULTS of the association's membership drive at the Milwaukee Operators' victory dinner last week are Mike Victor, S. L. London Music Company; Frank Bartnik, Banaco Music Company, and Casey Karpinski and Dennis Groszkiewicz, Kewpie Novelty Company. (See story, The Billboard, May 23.)

when answering ads . . .
Say You Saw It in The Billboard

Neb. Guild Plans June 2-Day Meet

FREMONT, Neb. — The Music Guild of Nebraska will stage its next quarterly meeting here, June 11 and 12 with a full program of business sessions, forums and a swinging social program on the agenda.

Headquarters will be the Pathfinder Hotel with Ted and Evelyn Nichols the hosts for the two-day conclave. There will also be a meeting of the Cornhuskers Investment Club, the association's investment group formed some two years ago.

'Close Contact' Boosts Runyon

NEW YORK — Close and continued liaison with distributors in other markets across the country is one secret of success in the second hand equipment business, particularly as regard the export field, according to Myron Sugarman, export exec of Runyon Sales, AMI distributor here.

"These contacts are useful as a guide on trade-in allowances," says Sugarman, and they can lead to good outlets here for used equipment. We feel we have to maintain a certain level of value and prices in the export market. And when the going rate structure may sink below what we feel we have to get, we will work in the domestic market, with territories where what we have to offer is needed.

"Thus we actually limit the export market supply and by doing that we keep up the proper price level that's to the advantage of distributors and operators alike. With a good level maintained, the trade-in value for operators is also maintained."

Regarding shipping matters, Shugarman noted that costs are kept in line by saving all cartons in which new units arrive from the factory. "We use these cartons in shipping used equipment to distributors around the country with whom we do business," Sugarman added.

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

FOR SALE
GOOD USED PINBALLS
(Wms. Colors) \$ 50.00
JIG SAW 100.00
HAWAIIAN BEAUTY 75.00
AUTO RACES 75.00
HARBOR LIGHTS 50.00
GYPSY QUEEN 50.00
THREE DEUCES 50.00
GOLD STAR 50.00
WURLITZER 1400
(Conv. to 45 RPM) 50.00
WURLITZER 1650 150.00
FRANK GUERRINI
1211 West 4th St., Lewistown, Pa.

WORLD FAMOUS EXPORTER
—Inquiries Invited—
AMI 1-200M \$595.00
2 AMI G 200 375.00
3 AMI E80 (repainted) 210.00
7 AMI E120 (repainted) 225.00
2 AMI D80 165.00
2 AMI D40-45 (repainted) 115.00
1 Rock-Ola 1465 650.00
1 Rock-Ola 1455 (Stereo) 450.00
1 Seeburg 100-A 85.00
1 Seeburg 100-A (change over) 135.00
BALLY and UNITED BINGOS
2 Bally Beach Club (as is) \$30.00
5 Bally Gayeties 65.00
1 Bally Gay Time 65.00
1 Varieties 45.00
2 United Brazil (as is) 50.00
1 United Cabana (as is) 35.00
3 United Caravan (as is) 80.00
2 United Manhattan (as is) 25.00
1 United Monaco (as is) 50.00
7 Assorted Rebound Shuffle Tables (United Williams, Chicago Coin) 50.00
1 Auto-Photo (Model 9) (Reconditioned) \$995.00
Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank
Central
DISTRIBUTORS, INC.
2315 Olive Street, St. Louis 3 Mo.
Phone: MAin 1-3511; Cable: "Condisl"

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Joe Ash Says . . .
EXTRA SPECIAL VALUE
While They Last!
BALLY BEAUTY CONTEST
Write — Wire — Phone
ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St. Phila. 30, Pa.
POplar 9-4495
You can ALWAYS depend on ACTIVE ALL WAYS. Write or wire for prices.

SPECIAL SALE!
Midway JOKER BALLS . . \$345.00 ea.
Midway RED BALLS . . . 245.00 ea.
Limited Quantity—Call Collect
Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
DETROIT BRANCH—7743 Puritan, Detroit, Mich. Tel.: Diamond 1-5800



New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD

Size: 18"x8"x6"
Shipping Wgt.: 20 Lbs.

GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

MID-STATE CO. 2369 Milwaukee Ave. Chicago 47, Illinois
Phone: Dickens 2-3444



COINMEN
in the **news**

East

MASSACHUSETTS MEMOS

Happy parents indeed are Sidney Wolbarst and his wife of Newton. Their daughter, Leslie, a Newton High School senior, is the recipient of a letter of commendation for her outstanding performance in a National Merit examination. She was elected to the National Honor Society last year. Leslie plans to enroll in a woman's liberal arts college and make teaching her profession. Her dad, Sidney, operates New England Music Corporation and is a partner in Commonwealth Music Corporation.

David J. Baker, of the Commonwealth firm, was in Puerto Rico overseeing an operation on that island. The firm has shipped more than 100 pieces and is operating music and cigarette routes. Dave will guide the venture for a week or two and return home to Arlington where he is president of Melo-Tone Vending Company, Inc., as well as a partner in Commonwealth, along with Phil Swartz and Sid Wolbarst.



David Baker

Cy Jacobs, of Interstate Music Company, Roxbury, is again playing the role of leading light. The occasion was the premiere of "Can Can" at the Gary Theater in Boston. Cy brought Hollywood to Boston with his sound equipment and searchlights on two large former Army trucks. He also has the job of throwing the Klieg lights on the return of Cinerama to the Boston Theater next week.

The brass at Atlas Distributors of Boston (AMI) are keeping on the move these days. President Tony Grazio is on a long swing about the country in the interests of the firm's export business and Dave Shuman, sales manager, is busy visiting the capitals of Europe on a similar mission.

Bob Jones, sales manager of Redd Distributors in Allston, is happily busy these days what with the out-of-town buyers coming in to stock up on games for the summer season. Bob says there is a move on with the Arcade men to try to renew as much equipment as possible and bring their Arcades up to date.

Dick Mandell, sales manager of Commonwealth Music Corporation of Newton, which will shortly change its name to International Vending Corporation, still finds his pilot's license a great help in getting about the territory. Dick, as well as pushing Rock-Ola, travels about the country in the interest of the firm's vending concessions in a number of widely scattered bowling alleys.



Ed Ravreby

Edward Doris, vice-president of Rock-Ola, and Robert Tattineau, East Coast sales manager, were visitors at the Commonwealth headquarters in Newton. . . . Edward Ravreby, former president of Associated Amusements, Inc., in Allston, who has been indisposed for some time, wishes it known that he misses many of his old associates. Ed would be happy to receive visitors or get mail. His address is 12 Belmont Road, Chestnut Hill 67, Mass. *Cameron Dewar*

PHILADELPHIA SCENE

Coinmen are currently engaged in making donations to the Catholic Charities' annual drive. Officials report the coin machine division is coming in strong. . . . Jack Beresin, president of the Berlo Vending Company, has been named general chairman of the third annual Old Newsboys Day to be held June 24. This one-day drive, which is co-sponsored by the Variety Club and The Philadelphia Inquirer, is for the benefit of the Variety Club's Camp for Handicapped Children. Ralph Pries, vice-president of Berlo, has been named co-ordinator of the drive.



Joe Ash

Joe Ash, of Active Amusements, marked another birthday a few weeks ago. . . . Albert M. Rodstein, president of Banner Specialty Company, was out for a few days with an eye infection. . . . Harry Witsen was left in charge of the Scott-Crosse offices here while his father, Abe, and brother, Bill, attended the convention in Chicago. *George Metzger*

Midwest

CLEVELAND CLIPS

Tom Miller, president of Associated Enterprises, made his 10th straight trek to the Windy City for MOA convention. . . . Helen B. Dugan, head of Dugan Music Company, has been slicking up her 35-foot lake cruiser. She hopes to slide the Helen B into the waves soon.

Bill Gribbons, vice-president of Dugan Music, is back in town after several months of skin diving in Acapulco, Mex. He's considering a diving assignment in the Gulf of Mexico for a Mexico City firm. In boating accidents along the Cleveland shores of Lake Erie, the U. S. Coast Guard often calls for Gribbons.

Mary Jo Abraham and Norman Abraham, teenage children of Joseph Abraham, president of Lake City Amusement Company, are understandably excited these days. The young pair hopes to be invited to attend Berat College in Lebanon. The Federation of Lebanese Societies sponsors a study program that sends Americans there. *Bob Sudyk*

Packed with earning POWER
KLUB POOL

- Pull out front
- Steel runways & mechanism
- Console legs
- Slate top 48"x32"

Some distributor territories still available.

IRVING KAYE CO.
1537 Bergen Street
Brooklyn, N. Y.
President 4-8300

PRICE LIST
USED KIDDIE RIDES EQUIPMENT PONIES

Champion Pony	\$375.00
Big Bronco Pony	350.00
Capitol Pony	275.00
Crusader Ponies	275.00
Pinto Pony	115.00
Exhibit Pony Express	Write

MERRY-GO-ROUNDS

Lane Merry-Go-Round	\$250.00
Lee Merry-Go-Round	250.00
Texas Kiddie Ride Merry-Go-Round	200.00
Capitol Merry-Go-Round	195.00
Deco Merry-Go-Round	195.00

SPACE SHIPS

Space Ranger	\$225.00
Super Jet	215.00
Nyco Rocket	185.00
Bally Space Ship	150.00
Space Patrol	125.00
Atomic Jet	100.00

VARIETY EQUIPMENT

Old Smokey Train	\$220.00
Miss America Boat	195.00
HVD Metal Typewriter	175.00
Austin Car	150.00
Capitol Elsie Cow	150.00
Lee Bull	140.00
Turtle	125.00
Exhibit Rifle Gallery	115.00
Hawes See Saw	100.00
Exhibit Pistol Gallery	75.00
Dale Pistol Gallery	75.00
KING PONY BODY ONLY	Write

All rides offered are in a used, as is condition with all parts complete. (For reconditioned equipment add \$35.00 to the price indicated.) All equipment listed is subject to prior sale.

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2557 W. North Ave., Chicago 47, Illinois
Phone: ARmitage 6-8180

MEMORIAL DAY Specials

WALL BOXES

AMI W-200	\$79.50
Seeburg D-3Wa (200)	89.50

HIDEAWAYS

Seeburg HVL (200)	\$349.50
Seeburg HK (200)	429.50

CIGARETTE VENDORS

Eastern (22) Mark II	\$179.50
Rowe 11 Col. Console	99.50
Rowe 8 Col.	49.50
Eastern 10 Col.	99.50
Eastern 8 Col.	49.50

SHAFFER Music Company
Write for Illustrated Phone Catalog
849 North High Street
Columbus 8, Ohio
Phone AX 4-4614
Offices in Cincinnati and Cleveland

ATLAS . . . Music and Vendors

MUSIC SPECIALS!

WURLITZER 1500A	\$130	SEEBURG 200 Sol. WALLOMATICS	\$110
A. M. I. E-120	165	SEEBURG 100A	95
WURLITZER 1400	75	WURLITZER 1500	95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1	\$275
9-Col. DuGRENIER (Mechanical)	75
11-Col. DuGRENIER	105
22-Col. EASTERN MARK II	145
10-Col. EASTERN	75
9-Col. NATIONAL	95
11-Col. NATIONAL (Slant Front)	175
11-Col. NATIONAL (ML)	155

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS.

MUSIC

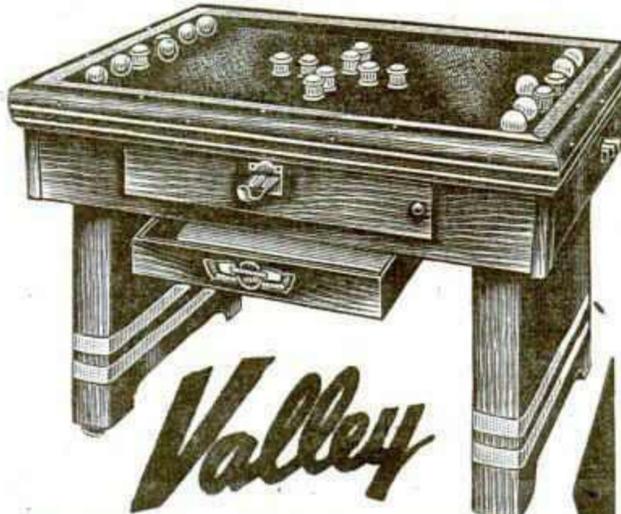
SEEBURG 161 (Half Dollar)	\$795
SEEBURG VI HIDEAWAY	445
SEEBURG KD-200	545
SEEBURG 100-C	295
SEEBURG 100-B	245
A.M.I. G-120	375
A.M.I. F-120	345
WURLITZER 2150	495

Completely Reconditioned

1/2 Dep., Bal. C.O.D. or Sight Draft F.O.B. Chicago

ATLAS MUSIC COMPANY
A Quarter Century of Service
2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

The PROFESSIONAL APPROACH to Profitable Operating . . .



Valley POOL TABLES

Real "Pros" in Quality Construction
Durability—Appeal—Earning Power!

BUMPER POOL®
Genuine Billiard Cushions
Formica Burn-Proof Top Rails
Double Fool-Proof Trip

Also DELUXE and Model "7450" 6-POCKETS

See Your Distributor or Write Direct
Valley SALES COMPANY
Sales Affiliate, Valley Mfg. Co.
333 MORTON STREET, BAY CITY, MICHIGAN • Twinbrook 5-8587

SAVE MORE MONEY MAKE MORE MONEY
Subscribe to The Billboard TODAY!

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- WORLD SERIES BASEBALL GAME
- SHOOT THE CLOWN
- KING BOWLER
- QUEEN BOWLER
- 4 GAME BOWLER

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY CHICAGO 14

WANT TO BUY

CONDOLIER—ROTO POOL—SILVER—CRISS CROSS—STRAIGHT FLUSH—ROCKET SHIP—ROYAL FLUSH—ATLAS—RACE TIME—QUEEN OF DIAMONDS—MADEMOISELLE—SUPER CIRCUS—CONTEST—MAJESTIC—DOUBLE ACTION—SWEET SIOUX—ATLAS.

Best Prices Paid!

HAVE GOTTLIEB GAMES—SHUFFLE ALLEYS—BOWLERS—POOL TABLES

Completely Reconditioned

WILL SELL at Attractive Low Prices! Call Collect!

WEEKLY SPECIAL!

CHICAGO COIN or BALLY 14-FT. BOWLER

3" Ball, Completely Reconditioned..... **\$195**

FOR SALE

RIFLE BOWLER CARDS

100-Number Cards \$12.50 per 100
200-Number Cards 15.00 per 100

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.
Buckingham 1-8211

REAL HOT CLOSEOUT

Chicago Coin **REBOUND SHUFFLE**



Guaranteed to Look and Work Like New

LIMITED QUANTITY **\$50.00** Each

Rush 1/3 with order—balance C.O.D., F.O.B., Philadelphia

SEND FOR NEW AND COMPLETE LISTS

DAVID ROSEN

Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: CENTER 2-2903

REPORT FROM BRITAIN

Trade Balks at Coin Exhibit Site

LONDON—The announcement that the Amusement Trades Exhibition will again be held in the New Royal Horticultural Hall has produced reactions in the coin industry here ranging from consternation to indignation.

Many were upset over last February's exhibition at the hall because of the restrictions imposed on exhibit space. Up to as much as 80 per cent more floor space could have been sold had there been more room.

The Amusement Trades Exhibitions, Ltd., gave the following reasons for their decision to hold the show at the same site:

1. There is no other suitable hall in the whole of London.
2. The hall has already been booked.
3. In the opinion of the board, the industry here is now at its peak and presumably will therefore decline shortly.

One-trade spokesman, however, Cecil Jones, managing director of AMI (G.B.), Ltd., commented: "I am quite sure that if the directors approached all exhibitors and sought their opinion on the matter, which surely would have been prudent to have done sometime during the months that have elapsed since the last exhibition, they could not have formed such a disheartening and pessimistic opinion of the trend of our industry."

P. Simper Opens London Offices

LONDON—The long-awaited London premises of main Bal-Ami distributor Peter Simper & Company, are now open for business. Previously the firm distributed only in the West from premises in Bath, Bordon and Torquay, but with the additional London showroom it is now able to fully cover London and the Home Counties.

Instead of rushing into London and making claims about "thousands of pieces of equipment, hundreds of salesmen"—and no service, Simper has been working and preparing quietly for months to establish what is undoubtedly one of the most attractive showrooms (with offices, workshops and stores) in London.

The premises being situated at 83, Lavender Hill, it is inevitable that this branch of the Simper organization will be christened the "Lavender Hill Mob" (from the famous British Alec Guinness film). The full range of Bal-Ami equipment will be available, and a record service will be in operation. Games will include Keeney's Big Tent, Mills machines, and Gottlieb and Williams pinballs.

Op Has Stops 1,500 Miles Apart

LONDON—Cecil Jones, Bal-Ami managing director, in commenting on his growing export trade, noted one of his operator customers in Southern Rhodesia, a Mr. Chapman, who regularly makes his disk changing and collection trips by airplane. Chapman covers a network of machines, some of them over 1,500 miles apart. One of Chapman's locations is a canteen at the Kariba Dam.

POA Aids Deaf, Blind Children

LONDON—The Phonograph Operators Association here, together with the Variety Club and the Emil Wertheimer Trust, subscribed 18,000 pounds to a new department for deaf and blind children at Conover Hall Blind School, near Shrewsbury. The new department, called Pathways, is the only one of its kind outside the U. S., and has cost 40,000 pounds in all. Gordon Marks, P.O.A. charity committee chairman, and Mrs. L. Shaw, P.O.A. secretary, played an important part in the effort.

Abe Lipsky Launches Second Wurlitzer Outlet

PHILADELPHIA—Abe Lipsky figures to be a busy man.

Just a few months ago he took over the Wurlitzer distributorship here from his former boss, Sandy Moore. Lipsky had been manager in charge of the Sandy Moore Pennsylvania Corporation office.

Upon taking over, Abe changed the name of the firm to the All-Vend Equipment Company.

Now comes the announcement that Lipsky has also succeeded Moore as the New York distributor for Wurlitzer. His company there will be known as Libra Distributors.

On the Move

"I'll be kept pretty busy," he said when located in his office here. "I plan to keep moving back and forth between here and New York. I guess I'll spend about half a week in each place."

Abe explained that by commuting between the two offices he will be able to give operators in each area his own personal attention.

Lipsky just moved here from New York after commuting every day. Is he sorry now that he did move?

"Not at all," Abe replied. "I like living here. But it does feel good to get back into the business

in New York. That's my home town."

Well-Known

Lipsky is no stranger to coinmen in the Big Town. He has been in the business for 12 years. "And all with Wurlitzer," he added proudly.

The affable coinman doesn't expect too many problems to arise due to operating two different dis-

(Continued on page 92)

HOROSCOPE TICKETS

(ALL KINDS)

NUMBERS - STARS - RECIPES - BOX 'O' LUCK
The Most Complete Line in America!

EMPIRE PRESS, Inc.

644 ORLEANS ST. CHICAGO 10, ILL. Ph. MO HAWK 4-4118



FOR SALE PHONE COLLECT FOR DEAL

- 15 BALLY LOTTA FUNS
- 15 BALLY BEAUTY CONTESTS
- 5 BALLY TARGETTES
- 5 BALLY BATTING PRACTICE
- 5 BALLY SPOOK GUNS—NEW
- 5 CHICAGO COIN DROP BALLS
- 10 KEENEY LEAGUE LEADER BASEBALLS

Shuffle Alleys, Jets, Criss Cross, Score Line, Leaders and Imperials.

WANTED IN TRADE

Bingos, Wurlitzer 100 Selection & Seeburg 3 W1 Chrome Boxes

Redd DISTRIBUTING CO.,
298 LINCOLN ST.
ALLSTON 34, MASS.-AL 4-4040

Exclusive distributor for BALLY, CHICAGO COIN AND FISHER
Cable: REDDING
WE WILL SHIP ANYWHERE

Now Delivering CHICAGO COIN'S

- KING BOWLER
- QUEEN BOWLER
- PONY EXPRESS GUN
- SHOOT THE CLOWN GUN
- SIX GAME BOWLER
- WORLD SERIES
- DROP BALL
- JET PILOT



WORLD WIDE

Proudly announces their appointment as Exclusive Distributor for all Chicago Coin products in NORTHERN ILLINOIS and INDIANA

ARCADE

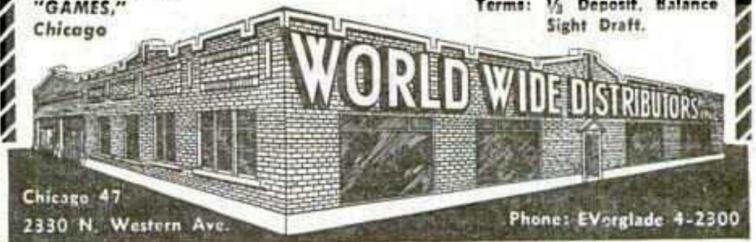
Bally SPACE GUNNER	\$395	C. C. STAR ROCKET—NEW	\$275
Bally ALL STAR BOWLER	125	C. C. TWIN HOCKEY	175
Bally SKILL ROLL	75	C. C. EXPLORER	145
C. C. CRISS CROSS HOCKEY	245	C. C. 2-PL. ROCKET SHUFFLE	125
C. C. ROCKET SHUFFLE	110	C. C. STEAM SHOVEL	75

United 2-Player SHOOTING STAR\$125

COMPLETELY RECONDITIONED

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



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Phone: EVerglade 4-2300

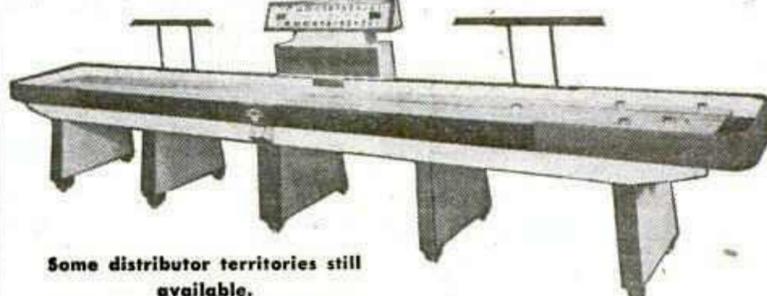
when answering ads . . .

Say You Saw It in The Billboard

★ MORE PLAY

★ MORE COINS

with the Top-Performing IMPERIAL



Some distributor territories still available.

Write for complete information

AMERICAN SHUFFLEBOARD CO.

210 Paterson Plank Road

Union City, N. J. UNION 5-6633

Let the all-new IMPERIAL, with its clever utilization of magnets, earn more for YOU.

Ideal for all types of locations, the IMPERIAL is the one coin-operated game which stimulates loads of play. Locations love the IMPERIAL, too, because it helps sales.

The magnets which move into play under the playing surface after each game or when time expires means more coins in the box.

ALWAYS THE BEST BUYS

Cypress Gardens .. \$185.00	Show Time	\$85.00
Miss America	Key West	85.00
Beach Time	Night Club	65.00
Sun Valley	Broadway	60.00
Big Show	Double Header	90.00
Beach Beauty	Parade	75.00

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DIXIE COIN MACHINE COMPANY

1055 Baronne Street New Orleans, La.
Tel.: JA 2-7138 MA 3931

6 POCKET POOL . . . \$150.00

CHI COIN		UNITED	
All Star Bowler	\$150.00	Ace Shuffle Alley	\$ 85.00
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Bowling Team	125.00	Deluxe Shooting Star	125.00
Holiday Bowlers	150.00	Team Shuffle Alley	85.00
Rebound Shuffle	50.00	KEENEY	
Shuffle Explorer	155.00	Diamond Bowler	\$125.00
Skee Roll	125.00	Bonus Bowler	125.00
		Bikini Bowler	150.00
		Century Bowler	150.00
		Speed Lane	150.00

14 Ft. Bowlers

PURVEYOR Better Buys DISTRIBUTING CO.

4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNIPER 8-1814

QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

CANDY VENDORS		NORTHWESTERN, NEW	
Apco Coffee Shop Sr.	\$450	Golden 60's, Super C 60	10.00
Apco Coffee Shop Jr.	350	Package Gum. Now deliv-	10.00
Spacarb Fresh Brew	295	ering—write for special	10.00
Spacarb 7 Drink	550	prices.	
Apco Soda Shop 3 drink	485	HARMON'S	
Hot Food 8 sel.	135	Sanitary Napkin—Comb	10.00
Hebel 3 sel. Ice Cream	395	and General Vendors.	10.00
Hebel 3 sel. Ice Cream	325	Write for special prices.	
Vendo #59 Ice Cream	125	MISC. EQUIPMENT	
Welch 2 drink	250	Sanitary Napkin	\$20.00
Andico Hot Coffee	250	Ball Pen	10.00
Mills Hot Chocolate	95	Stick Gum 1c	6.50
Avenco Coffee & Hot	295	Adams 1c Tab Gum	10.00
Choc., new	275	N.W. 5c Jet Capsule	10.00
Spacarb 4 drink	275	N.W. 1c Jet Ball Gum	6.50
		Shipman 6 sel. Film	95.00
		Shipman 3 sel. Candy	35.00
		Shipman 5c Gum &	15.00
		Charms	15.00
		Shipman 3 sel. Stamp	49.50

WURLITZER DISTRIBUTORS

CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

For the BEST DEAL . . . See FIRST, First!

NEW GAMES

Bally JUMBO '60
Bally BALL PARK
Bally BEACH QUEEN
Bally LAGUNA BEACH
Bally OFFICIAL JUMBO
Chicago Coin PONY EXPRESS
Chicago Coin QUEEN BOWLER
Chicago Coin KING BOWLER
Chicago Coin JET PILOT
Games' SUPER TWIN
WILDCAT
Games' SUPER WILDCAT
Gottlieb 4-PL. TEXAN
Keeney ELEVEN BELLS
Keeney RED ARROW
United BIG BONUS—6 PL.
United FALCON
Williams OFFICIAL BASEBALL
Valley 6-PKT. POOL
Kaye 6-PKT. POOL
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NOW DELIVERING

Valley
6-POCKET POOL TABLES
Irving Kaye
6-POCKET POOL TABLES
Finest Money-Makers,
Everywhere!

All types of BINGO Games available. Write, wire or phone for best prices!

SPECIALS!

C.C. SKI-BOWL \$125
C.C. SKEE-ROLL (Deluxe) 225
C.C. BLINKER BOWLER 235
C.C. HOLLYWOOD SH. 195
ALLEY 245
C.C. 14-Ft. BOWLER 245
C.C. TV BOWLER 245
C.C. COMET TARGETTE 135
C.C. STEAM SHOVEL 110
Bally STRIKE BOWLER 295
Bally 14-Ft. BOWLER 245
Keeney TRU-SCORE 195
BOWLER 105
Exhibit JET GUN 65
Exhibit DALE GUN 95
Exhibit GUN PATROL 95
Wms. BRAVES BASEBALL 95
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IMPORTERS!

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FIRST COIN MACHINE EXCHANGE

Joe Kline & Wally Finke
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-6000

British Juke Box Population

• Continued from page 85

sharply during the last year, primarily due to the opening of the gate for American imports.

For example, a new machine which once cost 650 pounds, now goes for 307 pounds (a pound is \$2.80). The rate of repossession on juke boxes is high. Many operators who have had paper assigned at more than \$600 per box, discover that they can buy the same box for \$400 and find they are 'best off to default on the paper and begin from scratch.

Teen Role

The youngsters play a much greater role in the juke box industry than they do in the U. S. The reason is that the youth is relatively better paid with comparison to the adults here. As a result they have the money and they are ready to spend it in the pubs. This means that programming is slanted primarily to the 20 to 30-year-old group, with the old-timers largely forgotten. You hear a lot of rock-'n'-roll music on British juke boxes.

If the American juke box operator thinks he has any problem getting stereo singles, he ought to come here. While a heavy percentage of British juke box sales are in stereo, the actual stereo records are as rare as Brooks Brothers suits in Battersea.

British recording talent is coming into its own in juke boxes. But much of this talent is a carbon copy of the American rock 'n' roll artist. The big thing here is the slow rock.

Another reason for the upsurge in stereo buying is the fact that a 200-selection stereo machine is

Lipsky Launches

• Continued from page 91

tributorships. "After all they are right next to each other and give us a continuous area," he said.

It was pointed out that Lipsky is the second Philadelphia distributor to obtain an adjoining distributorship in the past few weeks. About two months ago, Eastern Music Systems, the Seeburg outlet, bought the Baltimore franchise to give them blanket rights from Northern New Jersey to the North Carolina line.

"I guess we just got a little jealous of Eastern," Lipsky jested.

Covers Five States

Between All-Vend and Libra, Lipsky will have exclusive Wurlitzer rights in five States. They are Connecticut, New York, New Jersey, Pennsylvania and Delaware.

As for his personnel, Abe said he doesn't plan any changes in either office at the present.

"The past year has been an interesting one in Philadelphia," he said. "I've made a lot of friends and customers here."

Much Discussion

Abe intimated that the negotiations to assume the Wurlitzer franchise in New York that was vacated by his former boss, Moore, were in process for "about a month."

He said his new firm will take over the exact same area as handled by the Moore organization.

Lipsky said all services and parts are ready at the new office at 607 10th Avenue in New York despite the fact it has only been open a week. "They were ready when we opened our doors last Monday," he said.

Henry Slavis will be in charge of the service department in New York.

So, while a lot of other coinmen were in Chicago attending the convention, Lipsky was at home "tending the store." He had a lot of work to do.

Abe Lipsky figures to be a busy man from here on in.

Harry Binnie, Ind. Op, Dead

FORT WAYNE, Ind. — Harry N. Binnie, 62, a veteran of the coin machine industry here, died Saturday (21) after a long illness.

Head of the Binco Music Distributing Company and the Binnie Cigarette Machine Service Company, Binnie entered the Lutheran Hospital at 2 p.m. Saturday and succumbed nine and a half hours later. Death was attributed to a heart condition with which he has been ailing for two years.

A native of East Brady, Pa., Binnie entered the coin machine business 30 years ago and never left it. His duties will be taken up by his widow, Myrtle W., who has been in charge of the Binnie operations during the two-year period of her husband's illness.

Final rites were conducted Tuesday (24) in the chapel of a local funeral home with burial in Linden Wood Cemetery.

Surviving the deceased, in addition to the widow, are a son, Charles, and two grandchildren, residents of Chicago.

I. Kaye Reports Good MOA Sales

NEW YORK — Irving Kaye, prexy of Irving Kaye Company, Brooklyn, manufacturer of coin-operated pool tables, has reported that healthy business was carried on at the recent Music Operators' Convention in Chicago. Kaye said the firm's new line of tables enjoyed an exceptionally good response.

Meanwhile, Buddy Fox, who passed up the Chicago get-together to supervise plant operations in getting up-to-date on orders, will

WILL BUY OUTRIGHT!

Any quantity Seeburg 3W1 Wall Boxes

Write
Exclusive Gottlieb, Williams and Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

SPECIAL!

CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES \$5 PER SET OF 2.

Write: SUPERIOR SALES CO.
Room 6
7855 Stony Island Avenue
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SPECIAL

ON TUBES FOR THE JUKE BOX

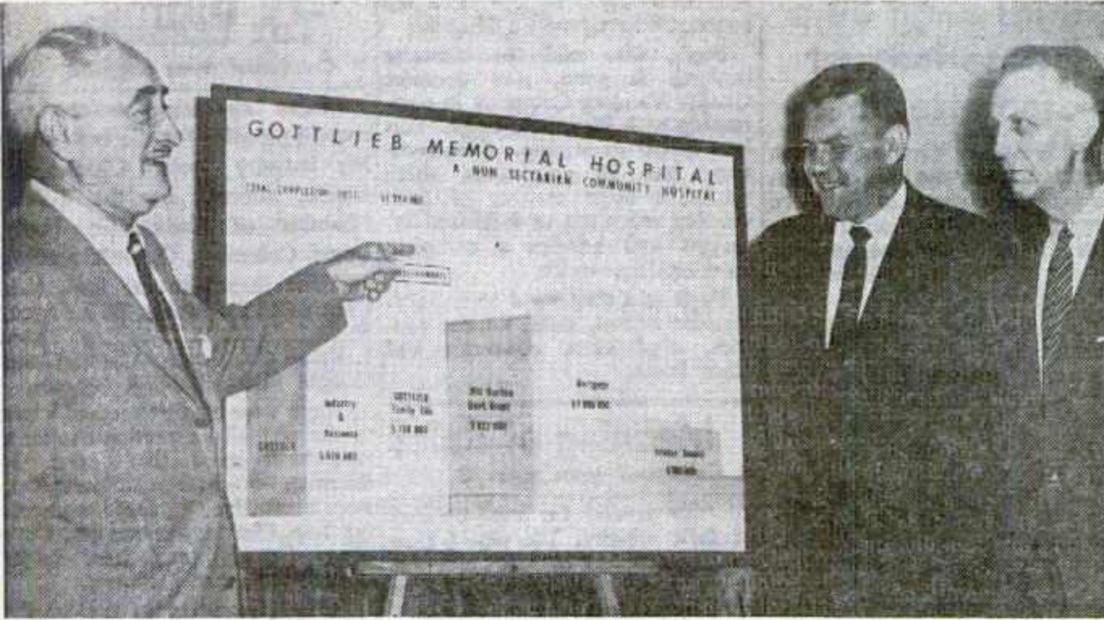
Tube Number	List	Net	Made by
12AX7	\$2.55	.77 ea.	GE
6SL7	3.30	.99 ea.	GE
2D21		.85 ea.	RCA
7025	2.95	.89 ea.	GE
12AT7	3.05	.92 ea.	GE
6CG7	2.45	.74 ea.	RCA
5V4	3.30	.99 ea.	RCA
6BJ6	2.60	.78 ea.	GE
6J5GT	2.55	.77 ea.	Sylvania
6SK79T	3.05	.92 ea.	Sylvania
5U4CB	2.10	.76 ea.	CBS
6SN7GTB	2.60	1.04 ea.	CBS

These are name brands, not pull-outs or rejects. Brand new, such as RCA, GE, SYLVANIA, CBS. All individually boxed. 1-year guarantee. Any other tubes not listed, 60% and 10% off list. Example: List \$2.00—YOUR COST 72¢. Open account if rated, else C.O.D. We will prepay if check in full accompanies orders.

THE ENGLISH SALES COMPANY

3324 W. North Ave. (Phone: Dickens 2-2700) Chicago 47, Ill.
Wholesale Electronic Parts—"When Talking Tubes Talk English"

GIVE TO DAMON RUNYON CANCER FUND



CHICAGO'S WEST suburban civic leaders joined in a cornerstone dinner last week marking the halfway point in construction of the new non-sectarian \$4 million Gottlieb Memorial Hospital. More than 250 attended. David Gottlieb explains progress chart to Martin J. Bussert, Hammond Organ Company, and John Ferren, Zenith Radio Corporation.



THE FIRST Shuffleboard Tournament ever held in New England took place April 30 and May 1 at the Club National, Brockton, Mass. Twenty-three teams, from all six New England States, competed for the top prize of \$250 before a crowd of 3,000 spectators. Rambler Cafe, Brockton, won the first prize. From left to right, front row: John Pombo, Joseph Gouveia, Dick Grumgool, co-captain; Ralph Bolinder, Frank Sergi, Joe Arciouli. Back row: Harry Strarcia, Fran Newall, Harry Hinchcliff, Cliff Perry, Don Richardson, co-captain; Gilbert Glenn and Art Sergi.

10,000 Coinmen

Continued from page 82

as well as the business world and government officials, of the tremendous economic contributions of the industry to the nation—through employment at all levels of the industry, taxes and licenses at all levels of government, necessary revenue to thousands of small merchants who often depend on coin equipment to keep their doors open, and the purchases of component parts and supplies from manufacturers in all parts of the country.

7. To present the members of the industry as "next-door neighbors"—men and women of responsibility in their communities, who contribute constantly to the common good thru civic, church,

United Bows

Continued from page 82

Sunny Shuffle Alley is 8½ by 2½ feet. Savoy Bowling Alley is available in 13 or 16-foot lengths, expandable to 17 or 20 feet with four-foot sections.

Both games are six-player units, keeping score for each player separately and providing bonus scores for strikes and spares made when the game is set for bonus scoring. Bonus points build up during the game and collect at the end.

club and charitable activities.

8. To tie all these objectives into an image of the industry in the public mind—a "new look"—that will benefit all in the industry now and thru the years.

BUY LOCATION-READY EQUIPMENT FOR ALL YOUR SUMMER SPOT NEEDS!

AMI	SEEBURG
K-200 Stereo NEW... WRITE	HF100G \$395
I-120 \$595	100W 375
H-120 495	M100C 350
G-120 395	M100B 275
E-120 175	
E-80 175	
D-80 125	

WURLITZER	CIGARETTE VENDORS
2250 \$495	COMPLETE AND WORKING
2150 395	Smokeshop, 18-column... \$195
2000 349	Eastern Mark II 165
	Rowe Commander,
	11-column E 85
	Keeney, 9-column 55

Terms: 1/3 Deposit Required.

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WESTERN EXPORT DISTRIBUTING
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Record Buying Do's and Don'ts Mullied at Meet

CHICAGO—Some of the do's and don'ts of record buying by juke box operators were reshaped by a pair of industry veterans during a Music Operators of America record purchasing forum.

Jake Friedman, Atlanta juke box distributor, and Gabe Orland, Los Angeles one-stop operator, were the principals, with the problem of just how to decide which records to put on and when occupying most of the discussion.

Friedman pointed out that most operators now spend close to 15 per cent of their take on records, but that the old problem of buying the right disks still is, always has been and probably always will be the trick of the business.

Disks have to be put on the monograph before they're popular for the machine to get maximum earnings, Friedman added, however, that this is easier in theory than practice.

Going into the role of the one-stop, Orland pointed out that in his area of Los Angeles juke box operators could deal with as many as 32 separate record distributors and that saving time, guidance in record selection and a title strip service were three of the one-stop's major services that juke box operators could utilize.

Stressing speed, Orland said his firm prided themselves on 24-hour service—even for disks not in stock.

NEW!

PROVED BY ACTUAL PLAYING TEST... THIS IS YOUR TREASURE CHEST...

Williams TWO PLAYER SERENADE

FLASH! COLOR! ACTION!

All Williams games are National Slug Receptor Equipped.

TESTED FOR 16 WEEKS APPROVED AND RECOMMENDED ON 25 LOCATIONS

POWERFUL COMPETITIVE 5-BALL

- Optional 3 Ball Scoring
- 2-Way Double Match Feature Adjustable Replays
- Scoring Target Skill Shot

New Front Coin Entry an exclusive feature with Williams Amusement Games

Twin chutes at slight extra cost

Order **SERENADE NOW!**

Williams
WILLIAMS ELECTRONIC Mfg. Corp.
4242 W. FILLMORE ST. CHICAGO 24, ILL.

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

Hear Contempt Citation Against Moore June 15

BROOKLYN — A contempt of court citation lodged against Sanford J. Moore, in connection with the bankruptcy proceedings involving his firm, Gibraltar Amusement Company, will be heard here June 15.

Originally the Wurlitzer Company filed a petition for the involuntary bankruptcy of Gibraltar last March 18. At the time Wurlitzer default on promissory notes totaling \$1,126,518. It has been noted that 12 other creditors are also involved but the names of these have not as yet been disclosed. The bankruptee was claimed to have assets of about \$450,000.

At the initial hearing, March 21, it was agreed that the court-appointed receiver, M. Halstead Christ, would continue to operate

Discuss Merger

• Continued from page 86

members of the Eastern unit are also members of the State AMOA and the National MOA as well. Both sides agreed that by merging and spreading out there would be more strength and power for everyone concerned.

It was felt that if the two associations do merge, the name of the Eastern group would be retained since the two counties covered by Lehigh Valley members — Lehigh and Northampton — are in the eastern part of the State.

Such a move would appear to be a step in the right direction. The combination of the two organizations would make for one of the

firm jointly with Moore for at least 30 days, with proceeds to be split between the receiver and Moore and an accurate record kept of these. Moore agreed to his arrangement.

The contempt citation was issued at a later date when the receiver alleged that Moore was apparently receiving his collections from his routemen at another location beside that listed as his office address. Attempts to get into contact with Moore were allegedly to have been unsuccessful. In the contempt order, it was noted that the weekly take from the route was estimated to be \$5,000 before the split of proceeds with location owners.

Another subpoena against Moore regarding the delivering up of certain equipment items, is returnable June 1. The actual bankruptcy proceedings have been held in abeyance until clarification of these other actions. Meanwhile, reports that seven charges of fraud against Gibraltar had been lodged at the local district attorney's office, could not be confirmed thru that office.

strongest coinmen association in the State.

Meetings

In other business, it was announced that the Eastern group would not hold any meetings during July and August.

However, plans were made for the annual clambake to be held in July. The Lehigh Valley Association members were extended an invitation to attend. Smith said he would look into the plans and report them at the June meeting.

Charles Pugh Buys D. Partee Interest In Cigarette Route

MEMPHIS — Charles E. Pugh recently bought out his partner, Douglass E. Partee, in Southern Cigarette Service and now is sole owner. Pugh and Partee operated a route of 300 cigarette vending machines.

Under the sale contract, Partee is not to go into the cigarette vending service, directly or indirectly, in the Memphis area for 18 months.

Pugh, in announcing the sale, did not give the amount of money which changed hands. He did say he paid Partee cash. Partee had owned 60 per cent of the route and Pugh 40 per cent.

Average Value

(A source in the industry said average value of the route was about \$125 per machine, which for 300 machines would be \$37,500. Sixty per cent of \$37,500 is \$22,500.)

Partee declined to discuss the sale and would not say what busi-

ness he is now going into. The sale contract was signed on May 9.

Pugh, who said the cigarette business is good, also operates Quality Vending Company in partnership with Wayne A. Todd. This is a 50-50 ownership. This company has 10 employees, three trucks, a large number of food vending machines at industrial locations and handles a complete food vending service.

Pugh said they vend soups, coffee, ice cream, milk, candy, pastries, sandwiches, cigarettes and other items.

Meaning of Rule?

• Continued from page 78

attorney general for legal opinion of their validity. We would then have proceeded to draft changes in the law to be presented to the next Legislature.

NVA presented the only written brief of the law to the Public Health Council and its effect was obvious at the outset of the hearing when Dr. Dwork indicated that even if the regulations were approved as written, he would not enforce the \$5 license fee on 1-cent bulk machines until he had submitted the question to the attorney general.

After listening to the testimony of legislators and NVA attorneys, the Public Health Council decided to exempt by definition the 1-cent bulk vending machine. This in effect exempts the penny bulk operator from both the commissary and location fees, inasmuch as a 1-cent bulk vending machine is now an exempt vending machine for purposes of the Ohio Food Service Law.

Other Interests

The dairy interests in Ohio who also protested the regulations received no consideration and will, most probably, in our opinion, test the regulations in court.

Tax Exemption

• Continued from page 81

Others appearing before the council pleading for the bulk vending industry were: Charles A. Breese, attorney for the Toledo Chamber of Commerce; Frank Vogel, Columbus, O., bulk vending machine manufacturer; Rep. Ken Creasy (R., Delaware); W. J. Owen, Springfield Lions Club; Rep. Virtus J. Kruse (D., Fayette County), and Donald Mitchell, NVA counsel.

There were also letters and wires to the council supporting the bulk operators' stand from: Sen. J. Sherman Porter (D., Gallipolis, O.); Rep. Fred Rice (R., Jackson County); Rep. Charles Lazarro (D., Cuyahoga County), and Rep. Roger Cloud (R., Logan County).

Others appearing to protest the regulations but for different points were: Fred Greiner, Ohio dairy association; William Courtney, OAMA president, and Gene Birch, local bottlers association.

Given no specific relief by the council, at least some of the groups are expected to seek amendment of the food service law at the next session of the Legislature.

The results in Ohio indicate once again the value of unified effort for individual security.

Without NVA, these results would not have been attained. Machinery is now under way to set up the formation of the Ohio Bulk Vendors' Association, an affiliate of NVA. The group will be represented permanently on the Ohio Food Board so that the type of legislation fought here will not reappear. In addition, this group will prepare legislation clearly exempting the 1-cent bulk vending machine from the license fees. You who operate in Ohio owe it to yourself to join this group.

No Nighty-Night For McAlester Juke Box Music

McALESTER, N. J.—There'll be singing in the streets here but it won't be accompanied by juke box music. Local operators, however are pleased.

Seems a local ordinance governing nighttime operation of music machines inside the city has been modified to permit juke boxes to operate after midnight, providing they have no outside speakers. The announcement came from Mayor Fritz Neill, who said action had been approved by the city council.



It's Always Profitable to Operate Gottlieb Games!

Gottlieb's 4 Player

TEXAN

Really BIG

Player Appeal! Performance! Profit!

- Sensational New Triple Relay Kick-Out Holes
- Lighting all 3 Kick-Out Holes lights "Roto-Targets", Roto-Holes and bottom Rollovers for 10 times target value
- Top Rollovers score 10 times the value of lighted indicators when yellow Bumpers are lit
- Lighting all 3 Kick-Out Holes lights Pop Bumpers and Cyclonic Kickers for high score
- Two super-powered Flippers for action skill shots
- 3 or 5 Ball Play
- Coin-box with Locking Cover

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CHICAGO 51, ILLINOIS



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BIG BONUS

SHUFFLE ALLEY

with 2-way proven player appeal

OFFERS PLAYERS CHOICE OF

Regulation
Scoring

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Bonus
Scoring

TOP SCORE 300

TOP SCORE 990

PLAYERS PRESS BUTTON FOR CHOICE OF SCORING

BIG BONUS STRIKE AND SPARE SCORES

FRAMES SCORE			
1st-THRU-7th		8th-THRU-10th	
30 X	20 X	60 X	40 X
STRIKE	SPARE	STRIKE	SPARE

BONUS FRAME COLLECTS	BONUS SCORE ADVANCES
<input checked="" type="checkbox"/> FULL <input checked="" type="checkbox"/> 1/2	<input checked="" type="checkbox"/> 40 <input checked="" type="checkbox"/> 20
BONUS SCORE	STRIKE SPARE

bonus builds up during game . . . collects at end of game to insure last frame suspense

1 to 6 Can Play

DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR

FLASHY Cabinet and Backglass

10c PER PLAYER

SIZE 8½ FT. LONG 2½ FT. WIDE

SHIPPING WEIGHT (CRATED)
430 LBS.



SEE **FALCON** BOWLING ALLEY NOW AT YOUR DISTRIBUTOR



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR UNITED DISTRIBUTOR NOW!

WHY SEEBURG CREATED THE

"ARTIST of the WEEK"

PHONOGRAPH AND

MERCHANDISING PLAN FOR YOU

Every experienced music operator knows that a phonograph which can create interest and excitement at the location level is good for his business.

Such a phonograph maintains income in top locations, cements the operator-location relationship and sustains high resale value for later trading.

Most important, however, where new equipment is revolutionary enough in character to create an insistent demand, many operators have been able to use it to obtain more equitable commission arrangements with their locations.

Under today's conditions with continually rising costs this is more than just desirable. *It is a necessity.*

Another important factor must be considered. It's this. Your business is directly related to that of the record manufacturers. You must, if you are to obtain

maximum location revenue, be able to offer the best selling music played on millions of home turntables.

Here's the record situation today:

- . . . 33 $\frac{1}{3}$ album records are outselling singles about 7 to 1 in dollar volume. And the music from these best-selling albums is largely unavailable in singles form for operator use.
- . . . the most important factor in retail record selling today is "impulse buying"—the willingness of the customer to buy the album principally from the appearance of the colorful jacket.
- . . . the sales of 33 $\frac{1}{3}$ stereo albums to the public and the rapid decline of 45 RPM single sales add up to a revolutionary trend in the industry. *This is a trend that the music operator has been unable to capitalize upon.*

SEEBURG HAS THE PHONOGRAPH PLUS THE MERCHANDISING PLAN YOU NEED!

Seeburg's "Artist of the Week" phonograph can play both the old 45 and new 33 $\frac{1}{3}$ RPM Stereo Singles. And the dynamic new 33 $\frac{1}{3}$ Stereo Single (now being released by 18 top record companies) brings heretofore unavailable best-selling albums to coin-operated phonographs.

Furthermore, Seeburg now brings the industry's top music salesman—the album cover—to the phonograph in a brilliantly illuminated display panel. It sells records in retail stores by the millions. It will sell more music to more people in your location.

And finally, an audio-visual method of presenting this plan to your location has been developed which takes all the guesswork out of selling it.

So here is an unbeatable combination: The music the public likes best in 33 $\frac{1}{3}$ Stereo, the phonograph that can merchandise it properly at the location level, and a Master Merchandising Plan to translate it into more dollars in your pocket.

See your Seeburg distributor without delay and ask for a demonstration of the Seeburg "Artist of the Week" phonograph and merchandising plan.

SEEBURG
THE SEEBURG CORPORATION - CHICAGO 22, ILL.

America's finest and most complete music systems

