1959 Album Upsurge
Spurs $ Volume
Feb. Hike in LP Sales Over '58
More Than Offsets Singles, EP Sag
By SAM CHASE

NEW YORK—A powerful sales surge in long-play albums, helped in part by the boom in stereo, is showing for the first time in several years the retail record business to show a healthy gain over a year ago. Over all dollar volume for the first eight weeks of 1959 was 4.1 per cent ahead of the same period last year, despite declines in sales of the popularly priced jukebox.

Just how bright the album picture has been can be seen from the fact that during February alone LP dollar volume ran fully 15 per cent ahead of 1958, while that for the first two months of the current year albums brought in 15.5 per cent more revenue than a year ago.

Album Sales

In terms of dollars, albums accounted for about $10,800,000 in the first four weeks this year against $10,000,000 in the comparable period a year ago, February normally sees a falling off following the December holiday onslaught, and in February of 1958 the total was only about $8,200,000. But February LP sales leaped forward 9.1 per cent over that year.

Complaints of softness in the singles business are expected to continue as unit sales are down from 9,290,000 in 1958 to 8,197,000 in 1959. For the month of February the decline was 4.8 per cent from 1958.

Stereo Album Boom Factor

NEW YORK— Stereo may well be a major reason for the continuing boom in albums and singles during December and January of 1958, 12.8 per cent of the total dollar volume of album business came from stereo LPs, let in January of this year, the total rose to 21.2 per cent. As a result, dealers feel this reflects stereo albums bought by those who bought their stereo phonographic sets.

In February, stereo LPs shined for a healthy 18 per cent of all retail album dollars. It was figured that if the sales of stereo albums could grow substantially over the sales of whole albums, retail stereo album sales are made to the young, singles and relatives of these young people with full stereo rigs in their neighborhood.

Stereo albums have become a definite part of the record buying picture, according to dealers, and by spring, it is expected that there will be a major shift to the stereo LP.
**Left-Field Singles Clicks For Furrow Industry Brows**

By REN GレビATT

NEW YORK — The question of whether connoisseurs today's singles market is being brought up by songwriters or interest is not only a major industry and which has been called major, but it is also, as to the Broadway specialty of songwriters as a whole.

The nature of the business has become such today that an increased number of songwriters are seeking to sell their works. This trend has been observed in recent years, particularly in the field of popular and swing music, where many songwriters are trying to break into the record business directly, bypassing the usual channels of distribution provided by music publishers.

The increasing demand for original material has led to a greater number of songwriters attempting to sell their works directly to record companies. This has resulted in a considerable number of songwriters becoming involved in the record business, either as songwriters or as producers, and has led to a greater emphasis on the importance of original material in the recording industry.

**Juke Exemption Hearings Set**

WASHINGTON — Hearings on the matter of extending the performance royalty exemption for juke boxes will be held here May 20 and 21 by the Subcommittee on Patents and Copyrights of the House of Representatives.

The witness list has not yet been filed, but Subcommittee Counsel James C. King said he was now working on a tentative list of witnesses, to include representatives of the American Society of Composers, Authors and Publishers, the National Association of Music Publishers, the American Guild of Authors and Composers, and the American Society of Authors and Publishers Protective Association.

**Merc Bragg In New York Huddles**

CHICAGO — Mercury's president, Jack J. Bragg, is in New York this week for a meeting of the firm's international sales conference for merchants in this country.

At the meeting, which is being held in the firm's New York office, Bragg will discuss the company's new products and plans for the future.

**Camden Preps New Material Pitch for Fall**

NEW YORK — RCA Camden is moving into high gear on new records for the fall season. The company plans to introduce a major new material program.

The new program will include a variety of new material, including rock, pop, and R&B. The company plans to introduce several new artists and to release a number of new singles and albums.

**British Diskery Sales Show Sharp Decline**

WASHINGTON — The British diskery industry has had a rough year in 1959, and the recession in the United States has had a major impact on the sales of British diskery products.

Total production in Britain declined by 4 per cent in value to about £13 million pounds, and domestic sales fell by 3.5 per cent to £90 million pounds. American sales fell by 5.7 per cent to £28.5 million pounds in 1957.

The slump in British diskery sales is believed to be the result of a number of factors, including increased competition from American manufacturers, changes in consumer tastes, and the growing popularity of the transistor radio.

The British diskery industry is working to get a substantial reduction in the sales tax, but this has not yet been achieved. The British government is considering introducing a sales tax on electrical appliances, which would be an additional burden on the industry.

**Record Trade To Dealers**

CHICAGO — Record dealers, full-scale disk industry promotion, is being staged at Navy Pier in Chicago, November 4-5. The show will be open to the public as well as disk dealers and manufacturers.

Many of the largest disk dealers in the country are expected to attend the show, and a number of manufacturers will be exhibiting their latest products. The show is expected to be a major event for the disk industry.
STEREO SINGLES BUILD FAST ON NEW YORK JUKES

NEW YORK — This week's Comic Machine section carries a story on the rapid growth of stereo records. RCA's 1,000 Licensees now number 2,000, and the RCA Victor Company has added 400 new dealers in the past year. The list of RCA Victor dealers now includes many of the largest and most successful stores in the country. 

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ROSS E. JAMES

STERE
**Tycoons, Big Business Itch To Climb Vinyl Bandwagon**

Loot Shellout Epidemic Spreads As Disk Glamor Lures Money Bags

By ROY ROLOVNZ

NEW YORK — Canadian and Texas millionaires are rushing to snap up hand-crafted albums, but into the record business, the most glamorous branch of the entertainment field, and the most profitable business. Even a movie company has established a disk division. Record makers, from textiles to steel, are looking for a way to invest in a record or music publishing firm. Just this last month two Cana-
dian firms, one United Telefﬁon, the other Consolidated Rybrook Industries, Inc., started their own record labels. United Telefﬁon, with its S. Warren and Tel Records, and Krono Records, respectively. Jack Weather, the owner of Muzik and Independent Telefﬁon Corporation (IFC) has just sold control of his purchase of Mills Music for $5,000,000, and is now negotiating with Mitch Miller to leave Columbia and take over as head of Mills Music. And if Miller does take

**Retail Pitch**

**Diners Disk Club Woos Dealer Help**

**Continued from page 1**

...mills, can — record label be far behind?

But this is not all. At the pre-
test run, the disc-jockey who is holding for any use of a number of overnight orders on this morning's list has hit out for one of a number of major music publishers.

The loot that the newcomers are vying for... would have been considered nothing short of "fantastic" even a few years ago. Take the case of Matty Beach and his Grocers, for instance. Warrenton Bos-
kwicz, at the local record store, has invested in recordings and personal...over $1,000,000 to get their firms started and so many are the sound expanded is even higher. A ...male performers in a considerable ...wants to tape the most recent version of the movie business, Wall Street and industry...Not Just Glamor

The easy answer is glamor, but the reality is that the fact the record business today is the only area of the en-

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**Tab Upsurge In LP Sales; Singles Soft**

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**Nervous Set**

**Score Goes to Frank Music**

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**USIA Should Expand Emphasis on Music**

WASHINGTON — More emphasis is needed in the U. S. Information Agency (USIA) for the preparation of music, in its efforts to reach the world with its information. The agency's music program...is not widely known or used by people of other countries. As music to the USIA, the Communications and Information...is not being done by the specialists to all areas, as...
FRANK SINATRA
Look to
Your Heart

Album No.
W-1164
Red Sox to Host Hub Jazz Fiesta

BOSTON— Fenway Park, home of the Boston Red Sox, will host a jazz festival Saturday evening, July 27, for the benefit of the Boston Boys and Girls Club. The concert will feature a variety of musical talent, including a supporting band, and is expected to be an enjoyable event for music lovers of all ages.

The festival will run from 6 p.m. to 10 p.m. and will feature a variety of performers, including local jazz bands and musicians. The event will also feature a silent auction, raffles, and other activities to support the club's mission.

Tickets for the event are available at the door for $20 per person. Advance tickets are also available for $15 per person. For more information, please visit www.bostonjazzfestival.com.

NIPPO DISKESKIES GET BIELI ULTIMATUM

OKAZA, Japan — The long-awaited release of the Japanese version of "Nippon DiskesKies" has finally arrived after years of speculation and anticipation. The album is a landmark release for the band, capturing the essence of their unique sound and style.

With its powerful blend of electronic beats and futuristic vocals, "Nippon DiskesKies" has become a sensation among fans around the world. The album features a diverse range of tracks, each with its own distinct flavor and atmosphere.

The release of "Nippon DiskesKies" comes on the heels of the band's sold-out tour in Japan, which generated massive buzz and excitement among fans. The album is expected to follow suit, with fans eagerly anticipating its release.

"We are thrilled to finally release "Nippon DiskesKies,"" said Shigeru Hongo, the band's lead vocalist. "This album is a testament to our dedication to pushing the boundaries of music and art. We hope our fans will enjoy it as much as we enjoyed creating it."
Here's Exciting News for All Dealers!

Mercury Stereo
Save-O-Rama

has been
EXTENDED...

until
A.P.R.I.L 30th

ONLY 9 GREAT SELLING
DAYS LEFT!

CALL YOUR MERCURY
DISTRIBUTOR NOW!

www.americanradiohistory.com
Teamwork

The Theme of an Open Letter from the President of M-G-M Records on the Occasion of the company's 12th Anniversary

MGM RECORDS
A DIVISION OF LOEWS INCORPORATED
FROM THE OFFICE OF THE PRESIDENT

Dear Friends:

Nineteen-fifty-nine marks our 12th year of activity in the record industry.

Yes, this is our 12th Anniversary year, and as I review the picture our efforts have painted over the period, I find myself searching for the factors that have contributed most to what we, as well as the entire industry, must acknowledge to be a period of exceptional growth and achievement for M-G-M.

I've given a lot of thought to wording a message that would express my own personal—and the company's—appreciation to all who have contributed to our outstanding success story...a story in the true tradition of American progress.

The more I thought about it, the more I kept coming back to a single ever-used-word—and I could find no other that would express my feelings as lucidly.

That word is—TEAMWORK.

And the practical application of the word goes back to the very inception of M-G-M Records a brief dozen years ago.

It's a completely appropriate expression, too, because as I review the functions of the people who make up M-G-M Records—and, more importantly, the aggressive and industrious way in which they perform these functions—the difficulty in trying to single out individuals becomes importantly clear.

The team effort was the big thing—and the team effort will continue to be the big thing in the promising years ahead.

Perhaps this isn't the clever and unique way of doing it, but then, we're not trying to do the unusual. We're simply trying to express to each and every individual who is a part of the M-G-M Records' team, as well as to the record industry, itself—the distributors, one-stops, disk jockeys, operators and retailers...

...our most sincere and heartfelt thanks for your all-important contributions to our success.

Sincerely,

Arnold Maxim
President
EDITORIAL

The M-G-M Way

Whether it be automobiles, movie trunks or baking soda, it's the product that counts. And it's the same in the record business. Whether it be singles or albums, 78's or 45's—; the degree of success of the producer ultimately rests upon what he has brought forth.

M-G-M, in its 12 years of activity, has come forth with a glittering contribution to the art of recorded sound. In the albums field it is noteworthy at this moment to point to the prestigious timing of the Academy Awards, which singled out M-G-M's "Gigi." The path that led to the award-winning "Gigi" was not half developed for the label was the pioneer sound-track company of them all, dating from the release years ago of "Till the Clouds Roll By," the track from the film based on the life of the great melodist, Jerome Kern. Many will recall that "Till the Clouds Roll By" was first issued on 78's. And the occasion proved, in that early day, the strong financial potential of film tracks. Many companies have been benefited by this pioneering, and in this case the pioneer it up with the winners, as "Gigi" demonstrates.

The company's singles path has been similarly star-driven. The names jump out at one. The span of 12 years is not long as time goes, yet it seems an age in the record business—what with changing modes and fashions. Hack Tillary worked the great renaissance of Musical America right up to the modern rock and roll era with Connie Francis. Established artists as Lou James and relative newcomers as Tommy Edwards, Conway Twitty, etc.

The development of such diverse talent in the album and singles field is indicative of several factors apart from the intrinsic quality of the talent. One factor implicit here, is merchandising—for without this, even the best talent may fail to get off the ground. Another factor implicit in the M-G-M story is the capacity to change with the times. To repeat: 12 years is a brief span—but rarely has so much happened to an industry in a comparable period. To maintain uniform success at the consumer level during this period reflects the company's flexibility and its merchandising. Interestingly enough, its business approach during the revolutionary years has been a conservative one—and the management has never pursued the more glamorous aspects of the business to the neglect of the more prosaic and mundane functions. M-G-M, for instance, was in the pressing business before releasing a record, and to this day it remains an in-house label.

Development of talent, sound merchandising, conservative business management—these have all played a part in the M-G-M story. Most importantly, these elements have made it possible for the label to mirror American musical taste and progress significantly. Therein lies the toughness to consumer acceptance.

M-G-M Teamwork Sets Hot Sales and Promotion Pace

- Creating a product is only one part of keeping a label in a strong competitive position today
- At M-G-M close co-operation between members of their business "family" is considered essential

By BOB ROLONTZ

The year 1958 was the greatest in sales in the 12-year history of M-G-M Records. M-G-M singles and many of the company's albums were all over The Billboards, and the company was considered one of the "hotest" labels of the year. The fact that so many M-G-M releases became big sellers indicates two things. First, the firm's product was solidly in the commercial groove; secondly, the firm worked out streamlined promotional and merchandising techniques that helped get the product exposed, worked on by distributors and advertisers, and displayed and sold by dealers.

Teamwork and ideas are the two elements employed at M-G-M in both the promotional and merchandising departments. The teamwork exists between the sales department under Charlie Harris, the promotional department under Sol Haimovitch, and the various A&R people for the label, includings the late and influential chief Ray Ellis, Leonie Holmes, George Pelham, and Jesse Kay in charge of West Coast activities and David Rose in the singles department, and Eddie Heller in pop albums, Leonard Feathers in jazz sets and Ed Cole (classical) in albums. They all work under the direction of presy Arnold Maxin, but have their own areas of authority.

Keep It Hot

In spite of the fact that M-G-M records was one of the top firms in the singles field in 1958, the company has not rested on its laurels during 1958, which is indicated by the fact that M-G-M singles are doing well this year too. M-G-M still tests its new

Continued on page 39

1958 Gains Cited by Maxin

- Dollar volume tripled in 1958, proxy says
- Plans to strengthen weak spots in catalog

By BEN GREGG

Standing on a background of sound, the company began its first 16 months of operations, the adventures and the failures, looks to a future of numerous innovations just around the corner. Listing the changes effected in the company during 1958, proxy Arnold Maxin stated that over-all dollar volume in the trade period had tripled as a result of new efforts made in both the singles and the album field.

"I feel that we are one of the top labels on singles in the business today," Maxin said. "We've been able to develop new artists such as Conway Twitty and the Impalas, but more than that we have been quite successful in reviving more familiar artist names. One method we adopted with the older artists was to remaster their original hits. This we did with great success, most notably his recording of "It's All In The Game," and we did the same thing with the Warrens, Johnny Desmond, Eileen Barton and Alice Barton.

Chicks Make It

"Another interesting thing developed for us. There was a lot of talk last year in the trade about the fact that female artists didn't get a lot. Yet we were able to do it. Connie Francis scored repeatedly as did Josie James and Jay P. Morgan's first record with us did very well.

"One of the first things we did at M-G-M was to take stock of the albums situation. The label has a great catalog and we tried to take advantage of that by re-packaging many of our established sellers to give them new life. We did it with such soundtracks as "Showboat," for example. And we set new packages for live David Rose albums, live by Hank Williams and overall by George Shearing."!

Movie Tips

The new management of the company has also instituted some unique promotions—such as giving away a single with every album purchased on a special deal last year. Now, according to Maxin, all the current interest in Maurice Chevalier, the albums by the great French artist in the M-G-M records should go over a million.

Continued on page 10

"We're proud of what we've done...a succession of hits and the development of new artists."

"One of our first moves 14 months ago was taking stock of albums and giving new life to use catalog."

"Gigi" is once a half million in sales and with nine Academy Awards should go over a million.

"Management has shown interest in our plans and has backed us with a great deal of confidence."
How M-G-M Built A New Jazz Line

- First, get an a.d. men and let him buy talent
- Then give the product, the promotion it deserves.

By BOB BOLONTZ

When M-G-M Records, chief, Arnold Maxin decided that the company estabished in a full-fledged jazz line last year, the man he called upon to do the job was Leonard Feather. As one of the present American jazz critics for many years, the author of "The Encyclopedia of Jazz" and numerous other books and articles on jazz and jazzmen, Feather brought a long list of credit to the job. Although Feather has only been in his new post for about six months, the jazz albums being released under the M-G-M Metro jazz label are selling three times better than any of the jazz albums previously released by the studio and the line is starting to make a significant dent in a bitterly competitive market.

Separate Name

The first thing that Feather demanded for the jazz line was that it be given a separate label name and that it be handled on an independent basis. Prior to his joining the label in the jazz area, Feather had the idea that the studio had a few jazz albums for M-G-M on a free-lance basis and discovered that these jazz albums were largely ignored by the promotions. The great number of pop and classical albums that the label was issuing on a regular schedule. Therefore, Feather obeyed the separate label idea and thus the Metro jazz label was born. Feather was now in charge of a jazz label with no contract artists and without any releases in the catalog. He decided that he had both a long-range and an immediate job to do. The long-range job was to establish a full-fledged jazz line covering all aspects, from Dixieland to modern jazz, and an immediate job was to show the trade and the jazz fans that M-G-M was in the jazz market. He calls his line "The Jazz Festival," as well as at other outdoor jazz clubs.

Right now, the label is issuing an album that Feather believes will be a very strong new jazz set, titled "The Seven Ages of Jazz," the first of a "History of Jazz" series. This set, which will contain two LP's, is in concert form. It was cut at the Oakdale Musical Theatre in Wallingford, Conn. It features such names as Billie Holiday, Coleman Hawkins, Buck Clayton, Don Elliott, Willie "The Lion" Smith, and Milt Hinton, with Duke Ellington conducting. Feather is the narrator, and it covers folk music, blues, Dixieland, New Orleans, swing, pop and modern jazz. It will retail for $7.95.

Other albums on the schedule include a vocal set by trumpeter Helen Merrill, another Sonny Rollins LP, plus a concert package featuring some of the members of the Modern Jazz Quartet, including John Lewis and Percy Heath. Feather worked out a trade with Atlantic Records to use John Lewis and some of the other artists on the record. There will be a cute album under the heading 'Metro Jazz Festival' as well as at other outdoor jazz clubs.

We're mighty proud to be a part of this family portrait

Being a member of the big M-G-M family is something worth celebrating — just like M-G-M Records' 12th Anniversary. Why?

Because it means you get the best of everything. You get great artists who know how to get the most out of good material... you get top-grade engineering and manufacturing know-how... aggressive and far-reaching promotion and merchandising... and, then you get the distribution follow-up that gets you seen and heard and shown in all of the right places.

It's no wonder we've all become important members of the record community — it just naturally goes along with being a member of the M-G-M Records' family.
Aim Longhair Line
In New Directions

- Modern composer moves termed "successful"
- Label set to explore new paths in stereo

By HOWARD COOK

M-G-M's classical line has acquired a position of distinction since its debut in 1949. In this relatively short period, the line has become known especially for its fostering of works by modern and contemporary composers and its introduction of promising new artists, including open recordings of standard literature.

One of the reasons for the success of their program is the way they are able to fill the gap left by other companies in providing a large percentage of its classical output in the middle range, the label has also become known for its specialization in contemporary works. The company has also taken steps to make greater efforts at developing a new generation of talent, which makes for an exciting position.

Among the newer talent and composers, M-G-M has recorded the works of Carlos Chávez, Alan Hovhaness, Richard Barr, Edward Ellsasser, and Mero Ajemian.

In recent years, Mr. Hovhaness has started coming into his own as a composer. In addition to the numerous M-G-M recordings of his compositions, several prominent orchestras now feature his works. His "St. Vartan's Symphony" has been one of the label's most successful LPs.

Carlos Chávez, one of Spain's leading contemporary composers, who now resides in this country, has contributed to M-G-M classics through his own compositions and via his transcriptions of various works for string orchestra and various ensembles.

Mero Ajemian has become known, respectively, as leading exponent of modern violin and piano works.

Edward Ellsasser, cellist of the Juilliard String Quartet, has also won critical acclaim as a conductor. His M-G-M recordings, the company feels, have contributed greatly to his reputation.

Mr. Ellsasser has achieved dual prominence both in his pop and classical releases. Among the future LPs to be released by M-G-M, the label is certain that the artist's recordings of the complete organ works of Franz Liszt and Jean-Philippe Rameau will further enhance his growing reputation.

Mr. Edward Cole, classical sales chief, states that the artist's albums all of which are new, and that to choose the material to be recorded.

One of the earliest and most successful LPs in the M-G-M classical line was Kurt Weill's "Three Penny Opera." Even before the off-Broadway opening of the show, which recently celebrated its fifth anniversary, the label had recorded an orchestral suite of the music. In addition to the original cast album, the composer's "Johnny Johnson" and "Vernon Camel" were later recorded. The "Three Penny" set has been recorded in sales only to "Golden Label." The company has been pleased with the growth of its classical line during the last 10 years, it looks forward to even greater strides. Both Mr. Cole and Arnold Maxim, the company's president, state that a new balance. Plans call for continuing its past efforts in recording modern and also for increasing the number of releases of contemporary classical works. The label will also sign prominent artists, and further record the growth appeal will be recorded.

Mr. Cole feels that stereo has created a new look for classical recordings. The new avenues and areas created with the advent of stereo will allow new firms to work with more of an equal footing.

M-G-M will also concentrate on creating dynamic merchandising aids on both the distributor and dealer levels for its classical label.

Continued on page 20
It's our birthday but...

STEREO
is in the Spotlight
in this outstanding
group of
SPECIAL M-G-M
12th ANNIVERSARY
ALBUM RELEASES

-Top-Rated Performances by
Star Performers in
Superb Stereo Sound
captured on
Quality Recordings
housed in
Full-Color Album Covers of
Exceptional Eye-Appeal

PLUS
MONAURAL
an exceptional
grouping of
new monaural
album releases...

INCOMPARABLE PERFORMANCES OF THE GREAT CLASSICS

On the famous M-G-

A CENTURY OF ACHIEVEMENT
Almost from the very beginning, M-G-M became a strong factor in the album field — and with good reason! Remember, not too far back, when big sales and profits were being run up on such strong M-G-M album contenders as Show Boat, Three Penny Opera, Hank Williams Albums, David Rose Albums, Dick Hyman Albums and many others.

It would be difficult, indeed, to spot any single period over the last 12 years when M-G-M did not have one or more albums high among the top sellers.

That story is truer today than ever before — with the famous GIGI still making sales history more than fourteen months after its initial release. In fact, it seems to grow stronger as the weeks and months go by — truly a standard with record listeners throughout the country!

And here, in celebration of M-G-M's 12th Anniversary, comes another big, strong group of album releases, each with M-G-M's very special brand of sales-winning know-how to put them in the hit-potential class. They're worth checking ... and stocking now ... but big!
April 20, 1959

Dear Mommy and Daddy M-G-M,

Happy Twelfth Anniversary—
You've been so good to me, I can never thank you enough.

Love,

You
You've made me so happy for 8 wonderful years. All my love,
Your Daughter,
Joni

P.S. Hope you'll be proud of me and Tony on May 3 at Carnegie Hall!
**ALBUM ENDURANCE**

**Movie Names, Key Albums Make For Potent Catalog**

- Star names stand the test of time and prove they have plenty of draw on disks in brand-new format.
- But new approaches are not overlooked as M-G-M adds de luxe sets to steadily broadening catalog.

By RALPH FREAS

Two things are going on simultaneously one studying M-G-M Records' catalog. The first is the abundance of important show business names. The second is the hardiness of specific items that still appeal to the general public.

Star names enable the disk firm to cultivate the market with single titles for albums on their low-priced Lino label such as "The Dollar Vaudeville Show" and "Celebrities." This is the sort of thing that M-G-M can do as well or better than any other firm. These albums and the sales efforts here on behalf of them are the heart of a pair of budget-priced titles seen to be released soon. One is called, "Cats and More Cats." It features Susan Hayward, Kaye Ballard, Ozzie Nelson, Ava Gardner and Judy Garland. Just to mention a few. Another is "Song and Dance Men," which features Gene Kelly, Fred Astaire, Van Johnson and Morris Stans. Monthly albums like these have excellent potential.

**Strong Thru the Years**

The most outstanding hardy perennial in the M-G-M catalog, however, are the albums cut by the late Hank Williams. There are 10 of these in all—eight regular LP's plus two de luxe packages which contain more than any other recording artist, the country singer achieved genuine immortality through his music. As proof of Williams' continuing sales strength the income to his estate thru track royalties and performances is approximately $150,000 annually—slightly less than he earned during his entire career.

Recently, M-G-M repackaged one of the albums, dressing them up with full-color sleeves and new liner notes. They sold as well as the first time around, the firm reports.

While Williams is the example par excellence, he is by no means the only artist to have sold consistently and who still sells. Joe James, with 15 albums to his credit, is M-G-M's "afternoon" queen. Even when was going through a singles slump, her album product remained steady. Some measure of the firm's regard for his sales consistency is seen in the effort going into a new de luxe album package, "100 Strings and Joe," the recording of his Carnegie Hall concert.

**Other Hardy Perennials**

In the same consistent seller category are the four string arrangements, 14 of them, by David Rose. George Shearing, who hadn't been with the label for several years, has been re-issued and still sells well. Les Brown, an old-timer with the label, watches the 11 albums that range thru lush strings to marching bands. Such a consistently selling disk category pioneered by the firm with "Till the Clouds Roll By" back in 1947.

The history of this particular recording, taken from the movie story of the life of Jerome Kern, again illustrates the consistency and sales trend of a majority of certain catalog items. In its 1947 debut, the soundtrack-tract appeared as a 78 R.P.M. set. It subsequently appeared on EP's, a 10-inch LP, and finally, in a 12-inch LP, coupling with the "Gentlemen Prefer Blondes" soundtrack. This is its present format and its still selling. It may see further service in a re-coupling with another soundtrack and individual tandes take a chance of popping up in albums like the above-mentioned "Girls and More Girls" and "Song and Dance Men." Star names on "Till the Clouds Roll By" are KathrynGrayson and Tony Martin.

**Sound Track Strength**

In all, M-G-M has 35 original soundtrack LP's in the catalog. Many are couplings of two musical films and are so standard that they fall into the category of sets that can be re-packaged and re-released. The number of these re-couplings is legion. Some of these sets read like a roll-call of top musicals of the past decade—"Kiss Me Kate," "Brigadoon," "Annie Get Your Gun," "Easter Parade," "Rose Marie," "Show Boat," "Gentlemen Prefer Blondes," "Silk Stockings" and on and on.

The M-G-M catalog has been undergoing "marked expansion and broadening. Under Arnold Maish's direction, album production has vastly increased in recent months. Within the past two years, the firm produced about four LP's a month, current release schedules call for 15 to 18 LP's a month.**

**The New Look**

Another significant aspect of the broadening of the company catalog concerns the size of the LP's. These have given a definite "new look" to the M-G-M product. Already on the market or scheduled for release are several of the smaller, more classy packages: two Hank Williams sets, Bach's The Art of the Fugue, "Joni and 100 Strings," Maurice Chevalier's "Yesterday and Today," and "Seven Ages of Jazz," produced by Leonard Feinberg.

In the area of"inexpensive" LP's, production has also been strong. In the past year more than 100 LP's have been produced.

To sum up, the M-G-M catalog is still a strong force in the industry, with its star names and its sound and outstanding performances. This catalog has its own approach, a catalogue and presentings new stars and new ways of presenting it to the buying public.

---

**Walker Recalls M-G-M's Start**

**and Growth**

Frank B. Walker

BY BEN GREAVY

In May of 1945, with a quarter century in the record business under his skin walking, Frank B. Walker began his retirement from the scene. At the time he had put in a good number of years with RCA Victor Records. "I got a phone call from David Bernstein, vice-president and treasurer of Loew's and he asked me to join him in a meeting which was also to include Nick Gravenites. He asked me if I would come over and head up the record company they wanted to form. I said yes. Before that he could go all the way, we had to get our own pressing plant and really solid distributors, we could do it. Well, we get together and two months later, in July, we got the plant going with it and we start and the rest is history."

No summation of M-G-M Records could be considered complete without mention of Frank Walker and the vital role he played in the progress and development of the company starting on that July day 14 years ago.

**Two Year Anniversary**

Actually, this year marks the firm's 12th anniversary as an operating record company. Yet the groundwork was started by Walker two years before the first record was released. "I brought Arnold Peper to the company to head up our pressing plant work. He had been a vice-president of RCA's manufacturing division. We looked for a long time for the right location for our plant. In the spring of 1948, we bought a government-owned war plant, which we completely refurbished. We installed the very latest, specially designed pressing equipment. "We also brought in Wally Early from Victor to handle our distributor relations. Finally in March of 1947, we were ready to go and we commissioned and issued two new releases every two weeks. The other charter members of our staff were Charlie Herron, in charge of the Art Projects, Murray Hackman, in Classical, and Robert Anderson, in promotion. Harold Drayson was here as assistant to the President. When Maxfield Harrison of RCA left his classical job and Frank Cochran became manager of the pressing plant when Arnold Peper left."

---

**Pre-Cover Art**

"M-G-M was always noted for its musical pictures," said Walker, "and this fact gave us a lot of solid meat for our
gafi
"GIGI" WINS 9 ACADEMY AWARDS!
M-G-M RECORDS HAS THE ONLY ORIGINAL CAST ALBUM

M-G-M presents Alan Jay Lerner - Frederick Loewe
An Arthur Freed Production

Lyrics by
Music by

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MAURICE CHEVALIER, STAR OF "GIGI", WINS A SPECIAL OSCAR
destined to join the ranks

BLUEBIRD OF HAPPINESS—ART MOONEY
HOLIDAY FOR STRINGS—DAVID ROSE
THE HIGH AND THE MIGHTY
MAM’SELLE—ART LUND
MOVE IT ON OVER—HANK WILLIAMS
MY LOVE, MY JONI JAMES
CAN IT BE—I’M LOOKING OVER A FOUR LEAF CLOVER—ART MOONEY
JONI JAMES
WILLIAMS
ART MOONEY
HOW IMPORTANT
SUNSET TO SUNRISE—HANK WILLIAMS
HEY GOOD LOOKIN’—ART MOONEY
PURPLE PEOPLE EATER—SHEB WOOLEY
CRUISING DOWN THE RIVER—BLUE BARRON

THE IMPALAS

sing

SORRY
(I RAN ALL THE WAY HOME)

Orchestra Conducted by LEROY HOLMES
CUB K9022

BABY FACE—ART MOONEY
HALF AS MUCH—HANK WILLIAMS
ANNA—SILVANO
JAMES—TOMMY EDWARDS

MGM Records
A CENTURY OF ACHIEVEMENT IN 12 YEARS
ks of M-G-M Million sellers

YOUR CHEATIN' HEART—HANK WILLIAMS

NUTTIN' FOR CHRISTMAS—BARRY GORDON

BLUEBIRD—MARVIN RAINWATER

CALYPSO MELODY—DAVID ROSA

HANK WILLIAMS

ONLY MAKE BELIEVE—TOMMY EDWARDS

DICK HYMAN

HONEY BABE—ART MOONEY

BILLY ECKSTINE

YOU ARE MY LOVE—CONNIE FRANCIS

THE GAME—HANK WILLIAMS

HONKY TONK BLUES—HANK WILLIAMS

STILL IT MUST BE LOVE—DICK HYMAN

WHY DON'T YOU BELIEVE ME—JONI JAMES

BILLY ECKSTINE

MR. EDWARDS

M-G-M K12757

TOMMY EDWARDS

PLEASE MR. SUN

A CENTURY OF ACHIEVEMENT
IN 12 YEARS
WHY 5 LABELS?

Multi-Label Move Assures Exposure

- But M-G-M keeps all with same distributor
- Jazz label formed to appeal to soub buyer

By JUNE BUNDY

M-G-M Records introduced four new subsidiary labels during the last year—Cuba, Metro, Metro-Jazz and Lion. Each of the new lines has made a substantial contribution to the industry’s overall success story for ’58 and early ’59.

The parent label, M-G-M Records, of course, features both singles and LP’s, pop and classical. Cuba (launched last April) is a pop singles label, and recently released its first LP’s. Metro (introduced last September) is another pop singles label. Metro-Jazz (debuted last October) features jazz albums. Lion (which bowed last August) is a low-priced album line—$1.98 monaural, $2.98 stereo.

The five labels are part of a strategy Arnold Macks plan to secure maximum exposure for all of his disk. “Deedees,” he notes, “have a certain code of honor. If a distributor gives a jock three new records on the same label, chances are he will only play one of the disks. However, if that same distributor takes that same jock those three records by the same company, but on three different labels, there’s a good chance he’ll play all three.” M-G-M’s experience to date with its four new labels, says Macks, indicates this theory is a correct one.

Many record companies have introduced new labels because it affords them an opportunity to have different distributors handle their wares, thereby doubling promotional effort on their disks. However, M-G-M does not subscribe to this theory. With the exception of a couple of Cuba distributors, all five M-G-M labels are handled by the same distributors.

Macks finds this a distinct advantage, since it enables him to offer attractive sales marketing plans, which frequently combine different labels. For instance, M-G-M distributors recently were offered a deal whereby they received one free M-G-M LP, another promotional plan called for distributors to receive one free 45 single (M-G-M, Cuba or Metro) for every purchase of an M-G-M monaural package.

Another benefit of having the same distributor handle all five labels will be realized by M-G-M this July, when the label holds its annual sales convention. The company will be able to introduce all of its full lines at the same time to distributors, rather than having to hold separate meetings for each label.

Since the present day record market spotlights a constant flow of new record names, Macks looks upon the five-label setup as an ideal way to step up new artist signings, while still assuring maximum exposure to each performer.

Artists Stay Put

Artists are not interchangeable label-wise. Each record only, for each label. However, Macks and repertoire staff does shift from one label to another in cases where they’re assigned to specific artists. In general, Repertoire handles Cuba and Metro. Ray Ellis is in charge of Promotion, and Macks is in charge of M-G-M, and Metro. Ray Ellis is in charge of Promotion, and Macks is in charge of M-G-M, and Metro.

Maxin decided to put out a separate public label for “soub appeal.” The exec opinions, “If jazz fans buy a jazz package on a pop label, they think the record is going to watered-down jazz. They like to buy a product with an exclusive trade-mark.” (For a complete report on the Metro-Jazz line see story elsewhere in this issue.)

Service for All

Maxin keeps each of his five labels alive, via frequent and regular release schedules and extensive dealer servicing programs for all lines. Each singles release—M-G-M, Cuba or Metro—is covered with 4000 promotional records. The firm also sends quantities (about 1000 on average) of the white label-promotion copies on each new LP release, while special LP mailings are made to a list of 700 key deejays.

The biggest artist find sales-wise on the new labels to date are the Impalas on Cuba. Their waxing, “Sorry, I Fun All the Way Home” has been a big seller for the past few weeks.

Satisfactory sellers on Metro include Kay Burren’s “I Like to Rock and Roll Slowly,” Les Prince’s “Milano Rose,” Russ Tamblyn’s “Tom Thumb’s Toe,” and Metro’s biggest sales item to date—Angie Bots “Dundie Esta Santa Claus.”

See story elsewhere in this issue for a report on the Lion label.

Maxin Cites Gain

- Continued from page 11

efforts in the works. Maxin reported that the company had no thought of having its own equipment line as it once had in the past, a close working tie-up will be revealed with a major national equipment manufacturer. Also on the equipment side, Maxin sees a bright future for the M-G-M developed “Metrophonic,” a tape cartridge background music system developed for super-markets and other retail operations. The tape players operate at 3/4 inches per second and a single tape player for two hours continuously. “We’ve given the device exhaustive tests in two markets and are ready to go,” Maxin said.

M-G-M is a new company in a sense,” Maxin stated. “The management has shown great interest and confidence in what we are doing and in our plans. We intend to go full steam ahead and prove that this confidence is not misplaced.”

MAXIN RECORDS

MAKE RECORDINGS

MAKE MASTERS

MAKE PRESSINGS

MAKE STEREOS

MAKE SHIPMENTS

AND WAREHOUSES)

with the efficiency, the quality,
the technical mastery that has always
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M-G-M RECORD MANUFACTURING DIVISION

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20 MUSIC

THE BILLBOARD

APRIL 20, 1959
What can I say but "thanks" M-G-M good luck....

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Current Best Seller:
"IF I DIDN'T CARE"
M-G-M 12769

Personal Management:
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Bookings:

A CENTURY OF ACHIEVEMENT
IN 12 YEARS
Best Wishes MGM, for many more happy hit filled years...

SHEB WOOLEY

current best seller:

SWEET CHILE MORE

MGM K-12781

PERSONAL MANAGEMENT:
RAY AND DOUG COOPER
1928 North St. Andrews Place
Hollywood, California

BOOKINGS:
GAC

MGM Records
A CENTURY OF ACHIEVEMENT IN 12 YEARS
 thanks for
 "IT'S ONLY
 MAKE BELIEVE"
 and
 "THE STORY
 OF MY LOVE"

 CONWAY
 TWITTY

 OUR NEW HITS TOGETHER

 "HEY LITTLE LUCY
 (DON'T'CHA PUT NO LIPSTICK ON)"
 b/w
 "WHEN I'M NOT
 WITH YOU"

 M-G-M K12785

 MGM Stereo Disc

 DON SEAT
 ENTERPRISES, INC.
 119 W. 57th St., N.Y.C.

 BOOKINGS:

 A CENTURY OF ACHIEVEMENT
 IN 12 YEARS
It takes a lot of people...

with a lot of different talents—managerial, merchandising and musical—to produce a best-selling M-G-M record. Only some are pictured here. But even this sampling of M-G-M talent is impressive.

1. M-C-M's Album Queen, Joni James.
2. Connie Francis, the "If I Didn't Care" girl.
3. Jimmy Vinneau, country a.b.v. head, gives a gold disk to Conway Twitty (right).
5. Eddie Heller, album-promotion specialist.
10. Leonard Feather, jazz a.b.v. head.
11. Harold Drayson, syndicate sales chief (left), with Jack Solinger, sales manager of the Jimmy Martin distributing org in Chicago.
13. Skeb Weiley (left) talks things over with Sol Handwerger, head of M-C-M promotion and advertising.
14. From left to right: Ray Ellis (a.b.v. director), Arnold Maxin (president), Clyde McPhatter, signing an M-C-M contract, and Irvin Feld, McPhatter's manager.
15. Left to right: TV personality Dick Clark holding a gold record for Tommy Edwards' "All in the Game." That's Ed Banksy, Philadelphia distributor for the label, on the right.
16. The M-C-M motion picture and record headquarters on the West Coast.
17. One of the largest pressing plants in the world, the M-C-M Bloomfield, N. J., plant.
CONGRATULATIONS M·G·M

BEST WISHES FOR MANY MORE SUCCESSFUL YEARS

JAYE P. MORGAN

CURRENT BEST SELLER:
"(IT TOOK) ONE KISS"
M-G-M K12786

WATCH FOR OUR BRAND NEW RELEASE,
following up our big hit
"NOLA"

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40 West 55th St.
New York, N. Y.

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A CENTURY OF ACHIEVEMENT IN 12 YEARS
Congratulations to MGM from Al Bramy and Tony Valerio

MELODY SALES CO.

512 BRANNAN STREET • SAN FRANCISCO, CALIFORNIA
Serving Northern California and Hawaii

With Best Wishes to M-G-M on their 12th Anniversary

WALTER SLAGLE & CO.
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DISTRIBUTORS FOR THE ROCKY MOUNTAIN REGION

Congratulations to the nicest folks in the industry

S & S DISTRIBUTING COMPANY
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Merle Schneider • John Shepherd

Congratulations to everyone at MGM on the great job you did in 1958—May the future years bring continued success

Edward S. Barsky, Inc.
WHOLESALE DISTRIBUTOR
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Baldwin 3-9650

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Congratulations to M-G-M on their 12th Anniversary

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2212 WEST MOREHEAD ST. • CHARLOTTE, N. C.

Herb Weisman
APRIL 20, 1959

THE BILLBOARD

MUSIC 27

RECORDS from...
Independent Record Distributors.

It's Our Pleasure to Represent This Fine Organization

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AL LEVINE, President

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624 Baronne St.
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Walter E. Reilly

CONGRATULATIONS
to MGM on their Anniversary

IDEA RECORD PRODUCTS, INC.

549 West 52nd Street
New York 19, N. Y.

AL LEVINE, President

CONGRATULATIONS to MGM on their 12th Anniversary

RECORDIT
Distributing Company, Inc.

George S. Hachtel
St. Louis, Mo.

CONGRATULATIONS TO MGM ON THEIR 12th ANNIVERSARY

MUSIC DISTRIBUTORS, INC.

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Chicago 5, Illinois

JACK SOLINGER

MARSHALL ENTERPRISES, INC.

638 West Baltimore Street
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MARV SLAVETER

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AND MANY, MANY THANKS TO: ARNOLD MAXIN—CHARLIE HASIN
FOR A "GREAT" LABEL AND TREMENDOUS RELEASES

MARVIN BROWDY

Best Wishes, MGM, for a Happy 12th!

STERLING MUSIC DISTRIBUTORS, INC.

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MARVIN BROWDY

CONGRATULATIONS TO MGM ON THEIR 12th ANNIVERSARY

KEYLINE DISTRIBUTING CO.

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Herbert Sandel

EASTERN
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EAST HARTFORD 8, CONNECTICUT

RICHARD J. GODLEWSKI

BEST WISHES
for Many More Dozens!

CONGRATULATIONS TO MGM ON A JOB WELL DONE!

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MARVIN BROWDY

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Congratulations to MGM on their Twelfth Anniversary and may success continue to grow

**DIXIE DISTRIBUTING CO.**
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The Very Best From the Pacific Northwest

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IRWIN FINK

Our Heartiest Congratulations to M-G-M and Staff on Their 12th Anniversary

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Congratulations to M-G-M on their 12th Anniversary

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KEEP SWINGING, MGM, and Congratulations!

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Best wishes for many more successful years, M-G-M!

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THE WONDERFUL SUCCESS YOU'VE ENJOYED DURING
THOSE FIRST 12 YEARS!

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Congratulations to MGM and Staff
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We're proud to have had a part in the
wonderful success you've enjoyed during
these first 12 years

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Congratulations to M-G-M
on their 12th Anniversary

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Congratulations, M-G-M Records
on 12 Years
of Exciting Progress!

GREAT WESTERN RECORD DISTRIBUTING CORP.
1344 South Second West Salt Lake City, Utah
Lion Purrs Nicely In Less Than Year

- Low-priced disks aim at new sales outlets
- More than 100 albums already in catalog

By JUNE BUNDY

Also it has only been on the market for eight months, M-G-M's low-priced ($1.98) album line, Lion Records, is one of the most successful of the firm's five labels.

In addition to sales through regular distributors, M-C-M expects to sell 1,000,000 Lion LP's to Dell Publishing alone this year, via its recent deal with the Harland Corporation. Harland now distributes the Lion line thru newsstands supplied by the Dell Distributing Corporation, which covers close to 100,000 individual news outlets.

The Lion line features every major category of music—pop, jazz, kiddie and, starting this month, classical. Missouri packages retail at $1.98, while stereo is priced at $2.98.

Classics on Way

The new classical Lion line will be launched next week, via 12 packages, some culled from M-G-M's classical catalog, the others new. The line-up spotlights such potent classical names as Leonard Kogan, Rostropovich, and the New York City Opera Company.

To date, Lion's biggest selling album has been "Tom Thumb," the first major film sound-track package released on the low-priced market. Other strong Lion sellers include "Peter Gunn," "77 Sunbelt Strip," "Billy and Sarah" with Billy Eckstine and Sarah Vaughan, and Lena Horne's "I Feel So Sane."
ON THE COAST

Operation Guided By One-Man Staff

- Important M-G-M link is Hollywood office
- Size of staff bolsters function for diskery

By LEE ZIITO

M-G-M Records' West Coast operation is unique.

Its staff, smallest of any significant label, consists of merely one man. Despite this, it is manned here by an army of specialists which far outweighs the Coast offices of all the Eastern majors combined.

The one man is Jesse Kaye, who has been at the helm of M-G-M Records here since its formation in 1947. The responsibilities of this one-man staff embrace the usual facet of a record company operation — artist relations, promotion, recording, pressing, billing and collection, shipping, distributor and dealer relations, promotion and press relations.

Flexible arrangement

The army upon which Kaye can call whenever he needs a helping hand is drawn from the ranks of Metro-Goldwyn-Mayer studios where the label's Coast office is headquartered. Each department head closely co-operates with Kaye when the record firm's needs arise. This flexible arrangement allows Kaye to continue.

(Continued on page 32)
It's also interesting to note that the label's eagerness for suitable soundtrack fare was so great that it ignored company lines and on two occasions issued the original scores of films by its rival movie-maker 20th Century-Fox. The soundtrack packages were from Fox productions of "Stars and Stripes Forever," and "Gentlemen Prefer Blondes."

The Coast branch's artist-repertoire duties go so beyond the soundtrack line of product, Kaye is responsible for recording the Coast-based M-G-M artists or any of its artists who happen to be visiting here during the time when a session is needed.

Better Judge
Several years after the firm was formed, responsibility for supplying the 11 Western States was switched to the Coast branch. All singles for West Coast markets were pressed here. By being closer to the scene, the Coast branch was able to judge better the West's product demands than before. Imagine: what service to distributors and dealers in the West! Also, the pressings were still supplied from the East.

Several weeks ago, album production started again for the West Coast branches of the concerts which henceforth will supply both singles and packages to the West's markets.

M-G-M's West Coast operation has increased its share to the firm's top sellers. Its most recent in the package line is the "Gigi" album. Its best-selling single was Steb, Woolley's "Purple People Eater." Both of these top-selling releases were produced by Kaye.

Kaye came to M-G-M Records 12 years ago after a number of years with the Metro-Goldwyn Loew's Inc., where he served as节奏 buyer for its 15 bookstores.

In November, he was talent booking manager for all the Fox Theaters in the U.S.

As a "one-man" staff, Kaye is helped substantially by a "woman" staff, Sarah A. Krantzer, her capable right hand, who has been with the label here ever since the start.

Metro Jazz

The coast官兵, for the past three years, has been responsible for supplying the 11 Western States. All singles for West Coast markets were pressed here. By being closer to the scene, the Coast branch was able to judge better the West's product demands than before. Imagine: what service to distributors and dealers in the West! Also, the pressings were still supplied from the East.

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The Big 3 congratulates MGM Records on its sensational growth.

* Robbins Music Corporation
* Leo Feist, Inc.
* Miller Music Corporation
IT'S TRUE THAT M-G-M's record of achievement speaks for itself — in volumes.

But that's not really what we mean when we say "The record speaks for itself."

The phrase has a much more literal meaning because we're actually talking about a message that's been coming off M-G-M Records with amazing consistency all through the last 12 years, but most especially over the last year or so. Not in words . . . or song . . . or music. The message really comes through as a sound — but a very special sound.

You could rightly call it the SOUND OF SUCCESS. Although it's very real, it's not the kind of a thing you can listen for and say — "There it is . . . that's the sound of success."

Yet, M-G-M's a & r people spot it with amazing consistency. They not only spot it — they actually put it on the record. And they do this time and again — on both M-G-M singles and M-G-M albums.

Yes — the Sound of Success is a thing that all record companies strive to capture on each and every release.

It's the factor that has accounted for M-G-M Records' outstanding progress over these past 12 years . . . and for a disproportionately large percentage of the operators' and retailers' profits, as well as the disk Jockeys' programming.

So, we make this our pledge for the future: to continue to make every effort to bring this same SOUND OF SUCCESS to the greatest possible number of M-G-M Records — in order to make the next 12 years as outstandingly successful as have been the first 12.
Reprinted from The Billboard, March 17, 1958

Published in conjunction with the INTERNATIONAL RADIO PROGRAMMING SEMINAR AND POP MUSIC DISK JOCKEY CONVENTION
May 29-30-31, Americana Hotel, Miami Beach

Issue Dated May 25 Advertising Deadline May 18

Please Note:
(1) New earlier-than-usual ad deadline due to special production requirements of slick-stock lift-out section.
(2) Slick-stock section will carry advertisements in conjunction with Disk Jockey Convention-in-Print Section.
(3) New dimensions for advertisements. The slick-stock section will be 8 1/2 x 11 page size, with ads in proportion. Check your Billboard adman.
(4) No engravings necessary. Slick-stock section will be printed offset. Only finished art required.

announcing

The Billboard's May 25 Disk Jockey Convention-in-Print

Last year's disk jockey convention drew this ENTHUSIASTIC NEWS REPORT!

Deejay Meet Draws Cheers

More than 1,000 turned out for the convention last week, and it is expected that this figure will be tripled next year, since many jocks who didn't attend are apparently now of the opinion that the convention was more meaningful than they thought it would be.

The disk firms were also in agreement that the convention was exceptionally smooth and well-run.

...Practically all indicated their intention of making it next year,

covering an event of very special importance to every element of the music-record industry presenting a rare and valuable opportunity for promotion at the vital disk jockey level and featuring exciting and useful programming and chatter material in a unique slick-stock lift-out section especially suitable for long-term reference and use
Dowling Heads Culture Center Committee

WASHINGTON — Hats were in the air here last week as the National Cultural Center for performing arts really came alive with appointment of an advisory committee headed by Robert Dowling of ANTA, whose fellow-workers include AFM President Herman D. Kenin; ASCAP President Arthur Cunningham; composer-producers Richard Rodgers; L. Ida-man Fred Waring; and many others in music and talent fields.

The President's announcement (11) of names in the 34-member advisory committee completes the cast of characters in one of the "grand dramatic developments of our time," to quote Washington impresario Patrick Hayes. Hayes was in turn quoted by Senator Wiley (R., Wis.), one of the chief backers of the Center, together with Rep. Frank Thompson (D., N.J.), and Senator Fullbright, (D., Ark.).

Dowling's performing arts group will work with the 15 general trustees appointed by the President in January, under chairmanship of Arthur Fleming, head of the department of Health, Education and Welfare. It is the trustees' job to raise the needed funds within a five-year period, via public donation.

Wiley told the Senate that although these are the responsible guiding groups, it's up to every citizen and everyone connected with music and show business to make the national performing arts showcase the greatest.

Others on the Advisory Committee are: Reginald Allen, Executive Director of Operations for the Lincoln Centre in New York; Marian Anderson; Col. Earl Blake, VP of AVO Manufacturing Company; Howard Mitchel, conductor of the National Symphony Orchestra; John Brunke, Director Manhattan School of Music and President of the American Guild of Musical Artists; Katherine Correll, Paul Callaway, Chorister of Washington Cathedral, D.C.; Martha Graham and Helen Hayes.

Also, Carl D. Ernst, Music Director of San Francisco Unified School District; Rabbi Norman Grunstein, of the D.C. Washington Hebrew Congregation; Richard Greaves, president of Building and Construction Trades Department, AFL-CIO; Daniel A. Harris, Professor of Singing, Oberlin College, Ohio; Father Gilbert V. Hartke, head of Drama Department of Catholic University of America.

Richard Rodgers, composer and producer, is on the committee; also the everpresent Robert Montgomery; George Murphy of Hollywood; Earl V. Moore, Dean of School of Music, University of Michigan, and David S. Smith, Trustee of the Noble Foundation.

NRCO Expands Facilities

NEW YORK—NRCO Records, Bill Lowery's Atlanta-based label, has opened its own distributing office in Birmingham, National Record Distributors of Atlanta, the NRCO subsidiary, will handle the Birmingham office. Gary Wilson will head the Alabama firm.

NRCO has also opened its own pressing plant in Atlanta. The firm is using an Italian press, the Triulzi record pressing machine made in Milan, Italy. Firm claims it is one of the best of the high speed pressing machines. Ted Moser will handle the pressing plant. By July, Lowery claims that their Atlanta pressing plant will be ready to handle custom business.

ANOTHER LEFT FIELD INSTRUMENTAL HIT FROM LAURIE RECORDS

"VELVET WATERS"

BY THE MEGATRONS

ACOUSTICON 101

BROKE WIDE OPEN IN ALBANY... WITH SPECIAL THANKS TO GEORGE LEZOTTE, WTRY

NRCO DISTRIBUTED NATIONALLY BY LAURIE RECORDS, INC. N. Y. C.
HEADED FOR #1!

Pat Boone

FOR A PENNY

b/w

"THE WANG DANG TAFFY-APPLE TANGO"
(Mambo-Cha Cha Cha Cha)

# 15914

Dot RECORDS Inc., 1900 Broadway, New York City
THE NATION'S BEST SELLING RECORD
QUALITY RECORDS • In Canada
Music Heads on Exchange Program

Record Tabs Foreign Yen for Jukes, popcorn, Hamburgers

By MILDRED HALL

WASHINGTON — "Come as you are," musically, gastronomically and as a prop, was the expression of foreign peoples to the U.S. performers and exhibitors who visited Yugoslavia, Peru, Pakistan and elsewhere, where U.S. wares and ways are on display.

The exchange program, which speaks for itself, is a part of the most important of all exchange programs, that of performing artists. The program also includes performances and exhibits at international fairs and wherever the consuming State Department, USA and Commerce Department can manage it on their limited budgets.

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141 Presentations

Overall, the President's Interna- tional Cultural for August 15, 1959, which has been met by the United States International Fair, and by most other foreign nations, has been a musical program as played by small and large groups. However, the reports indicate that the most successful part of the whole, America went for Woody Herman's 16-piece jazz band as a big, raucous, red, white and strong Leonard Bernstein effort.

Minorities are also strongly in the exchange plays, and the program report is friendly to all minority groups, not only to the right ncee or nephew most noted to the "particular" country. The fraction of the exchange costs is a matter of concern. Sending a band or jazz group on tour is more economical when the sending group is a larger geographical area, no matter how the tours are arranged, that area may differ, culturally.

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WARNER BROS.' RECORDS... IS RED HOT!

Edward "Kookie" Byrnes (with Connie Stevens)

"KOKIE, KOKIE" (Lend Me Your Comb)
b/w "YOU'RE THE TOP"

See Kookie Each Week on "77 Sunset Strip," ABC-TV Network

"77 SUNSET STRIP"

#1 BEST SELLING ALBUM ON THE WEST COAST!

"77 SUNSET STRIP"
Warren Barker & Orch.
1289

BEST SELLING EP!

"77 SUNSET STRIP"
Warren Barker
EA 1289

ON THE CHARTS... HOT SINGLE

"77 SUNSET STRIP" Don Ralke
-New Flip Side-
"77 SUNSET STRIP CHA CHA"
#5077

IN THE CHARTS

Tab Hunter
"THERE'S NO FOOL LIKE A YOUNG FOOL"
b/w "I'LL NEVER SMILE AGAIN"
#5051

Charlie Blackwell
"MIDNIGHT OIL"
#5031

Mary Kaye Trio
"YOU CAN'T BE TRUE DEAR"
#5050

Martha Lou Harp
"TELL ME YOU LOVE ME"
b/w "THE KIND OF LOVE I NEED"
#5052

Johnny Carroll
"BANDSTAND DOLL"
b/w "The Swing"
#5042

Warren Barker
"RICHARD DIAMOND THEME"
b/w "The D.A.'s Man Theme"
#5060

#5050

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Order from your Nearest Distributor

WARNER BROS.' RECORDS
BURBANK, CALIF.
PRELIMINARIES ON FOR ARMY TALENT SEARCH

WASHINGTON — The world's biggest talent search for singers and musicians is under way at Fort Monmouth, N.J., as Army begins holding preliminary hearings beginning Monday for the first of 15 National Army Talent Search events to be held, starting at the Grand Finals of the 1939 National Army-Artists of America competition. Some 150 members of the Army's Defense Department are participating.

Cold weather is expected in most of the Army's recruiting regions this coming week, but the music search goes on. One of the big winners at the Fort Monmouth preliminary hearing was the Columbia Trio, consisting of a trumpet player, a saxophone player and a clarinetist, all of whom are stationed at Fort Dix, N.J.

Bob Ortega, a member of the Columbia Trio, was one of the top contestants in the Fort Monmouth preliminary hearing. Ortega was born in Spain and has been a member of the Columbia Trio for two years.

FOURTH ANNIVERSARY OF DERBY MEETING

Saratoga, N.Y. — The 40th running of the Travers Stakes was the feature event of the afternoon at the Saratoga Race Course Saturday. The contest was won by the 9-2 favorite, "The Emperor," a $110,000 colt trained by track announcer, Edward B. "Bob" Braham. "The Emperor" is owned by Harry L. H. Rowland, Jr., of New York City.

A "TIE" FOR 1ST

The Travers was the 20th running of the first division, the second being won by the 9-5 favorite, "The Prince," a $110,000 colt trained by track announcer, Edward B. "Bob" Braham. "The Prince" is owned by Harry L. H. Rowland, Jr., of New York City.

"The Emperor" won the Travers by a neck length, with "The Prince" a half length behind in second place.

"The Emperor" is a son of "The Emperor," and "The Prince" is a son of "The Prince." Both are trained by track announcer, Edward B. "Bob" Braham. "The Emperor" is owned by Harry L. H. Rowland, Jr., of New York City.

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GUESS WHO?

JESSE BELVIN

has a nationwide smash hit — "GUESS WHO?"

RCA VICTOR 47/7469
A STUPENDOUS SINGLE COMIN' AT YOU
THE BEAT IS TERRIFIC, SALES WILL BE, TOO!
THE PICK OF THE WEEK, APRIL 13. IT WILL HAVE 'EM
AND BUYING! THE BATTLE OF NEW ORLEANS

JOHNNY

PUBLISHER: MAIDEN MUSIC CO., NASHVILLE, TN.
PERSONAL MANAGEMENT: THOMAS FRANKS

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HORTON'S THE BATTLE OF NEW ORLEANS. BATTLE OF NEW ORLEANS. A BILLBOARD ROCKIN' AND STOMPIN', FINGER-SNAPPIN'

4-41339
ON HIGH-FIDELITY RECORDS BY COLUMBIA
Hoffman Adds 3 Consoles, Portable to Stereo Line

LOS ANGELES — Three single-cabinet stereo consoles and a portable, the "Stereo Pal," are being added to Hoffman's matched cabinet stereo line. The new units expand the number of basic models in the Hoffman line to five consoles and the portable. The consoles offer a choice of four cabinet styles and four natural wood grain finishes.

The Westchester (Model 8000) and Inglewood (Model 8007) feature the "stereo display" scope, a moving channel meter that shows the bass and treble decibel rating for both channels. Using the display scope, a listener can set each channel and monitor the setting for each channel. When the record is played again, bass and treble balance can be adjusted quickly for the proper balance, eliminating knob fiddling.

Both the Westchester and Manhattan (Model 9007) include AM-FM tuner, featuring "pistol" tuning, and output jack for multiple speakers.

The Westchester has six matched speakers, two 12-inch woofers, two 5-inch midranges and two 5-inch tweeters. The Manhattan has five speakers, four matched speakers, two 12-inch and two 5-inch woofers. A remote balance control may be used with all three models.

To impress their specialization in tapes by the Pittsburgh publisher, Lomkin's goes "all out" for display. For example, a recent window display was loaded with reel-upon-reel of recording tape — all sizes of reel and all types of tapes in boxes, bowls, draped all around the display. The Audio tape brand was featured. According to Lomkin, passers-by are "bewildered by the display." And, when they are in the market for tape or a recorder, they will automatically think of Lomkin's Hi-Fi Music store.

Lomkin is not completely satisfied with present recorded tape prices. He believes tape should be priced from $4.95 to $8.95. But he is critical of pricing conditions in the tape field, he is plainly unhappy with what has been happening in the disk field.

"Record clubs," he says, "are the worst. Let them sell in unpopular letters.

He also thinks the $5.95 price structure on stereo record is out of line while the monaural equivalent is $3.98.

According to the Westchester and Manhattan, they differences as they are in the professional sale, using the well-known and trusted names: the "Hoffman Series." These differ from the "Hoffman Series" in that they do not use the "Hoffman Series" specs.

The "Stereo Pal" has 20-watts peak power and six-inch and two-inch woofers. In the case of each speaker, the "Stereo Pal" has 40 pounds, the portable has two.

STEREO BY AIR

Flying Trips Net Coast Dealer Top Stereo Sales

SAN FRANCISCO — "A flying stereo specialist" is the title which David Morris, of the "House of Kardon," has earned.

In recent months, Morris has sold stereo equipment throughout the Northern California area by plane. This includes cabinet sets and component rigs all in the upper brackets, sold through the area because Morris makes a habit of flying his plane to the coast.

Most residents of Northern California and as far south as Fresno, 150 miles away, shop regularly in the "House of Kardon." The Morris channel is 60 watts in the case of each speaker, and 15 watts in the case of each speaker, and 15 watts in the case of each speaker. In the case of each speaker, the "House of Kardon" has three speakers.

When a prospect comes in and asks about the "northern country stereo set up for his house, built up from components," he can make up his own picture, not at the factory, but at the store. This is the plan of the "House of Kardon." Morris bridges these distances with his airplane, a flying "Station wagon," and is the first to use the field in the case of each speaker, the "House of Kardon" has three speakers.

"We're saying to the public," he said, "that you can have your separation if you want it and any way that you want it. We have separate speakers in a kitchen enclosure that sell for $59.95 and up. They match our new furniture line, and provides a jack plug in the back of the set for easy installation. The listener just throws a switch on the master unit which turns the master unit into pure channel A, and the Northern channel B and the speaker system. Besides this, the switch can be set to keep channel A as it was, to be channel B into the external speaker while the unit switch provides a mix of both. This is the way I like listening to it."

"We're ready to take this approach to stereo. It is the only turn we have on our enthusiasm for it to go into dollars, we'd all like."

The firm is not infeasible in its attitude, O'Brien pointed out.

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FLEXIBLE ATTITUDE

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PATHWAY TO PRESENT

Stromberg-Carlson had a special problem in wowing the audiophile market. Their sales of larger cabinets had been on the wane for two years back, their consumer products division had special strength in radio and television. At that time, component hi-fi was coming into its own by the division and the consumer products were distinguished by the fine furniture approach.

Later, they went out of television and the table model-type radio production. There was an interim period when all emphasis was shifted to component hi-fi.

"At that time," O'Brien said, "there was the popular..."
From MOTOROLA...World's No. 1 Best-Selling Stereo Hi-Fi Line!

Complete Stereo Hi-Fi plus built-in FM/AM tuner

...YOU CAN SELL FOR ONLY $299.95

Here's the breakdown on this $379.95 value:

Model S77777 Stereo Hi-Fi: $299.95
Model HK77 FM/AM Tuner: $80.00
$379.95 VALUE

Your customers save $80.00

MOTOROLA

Look what you get to sell!

An $80 FM/AM tuner custom-installed in Motorola's complete single-unit Stereo Hi-Fi furniture-styled console...all to sell for under $300.

A "Bonus" $80.00 value FM/AM Tuner built right in...providing an all-inclusive Home Entertainment Combination your customers are clamoring for! Powerful built-in FM/AM Tuner brings in rich, clear, static-free signal. Exclusive Motorola "Signal-Lock" holds all stations, weak or strong, drift-free.

The World Leader in Stereo Hi-Fi gives you more that's sellable than ever! Call your Motorola Distributor right now!
Admiral Tilts at Low Priced Stereo Field

CHICAGO — Admiral Corporation became the first major electronics maker to join the economy-priced stereo portable parade, with the unveiling of a two-channel manually operated phonos at $50.95 and a stereo automatic changer portable at $60.95. Admiral's portable—how establishing new low-price leader twines to cock the lower-priced market, but it establishes an Admiral with a wider price range than any of its major electronic competitors.

The Flamenco, in a choice of two two-tone color pyrolytic combinations, is the manual three-speed job, using a four-inch speaker in the phone and another in the removable lid. A neutral position disconnects the tumbrable drive wheel when not in use, preventing rumble—producing flat notes.

The $69.05 Riviera is a four-speed automatic, with a five-inch speaker in both the phone and the removable lid of the cabinet. Model features automatic shut-off; neutral position an idle to prevent rumble, rubber tumbrable mat to prevent slipping and like the Flamenco.

Hi-Fi Shop Is New Connecticut Corp.

HARTFORD, Conn. — Hi-Fi Record Shop, Inc., a new Connecticut corporation, has filed a certificate of organization with the secretary of state's office at State Capitol here, listing offices at 51 Water Street, Torrington; subscribed capital, $7,000; paid in cash, none, paid in property, $7,000; president, John J. White; vice-president, Thomas W. Carey, Jr.; treasurer, Lorraine V. Carey; secretary, Geraldine E. White, all of Torrington, directors, same as officers.

Twin Cities Firm Adds Custom TV

ST. PAUL, Minn. — Settchell-Carson, Inc., local electronics firm which went into the field of built-in home entertainment centers here eight months ago, has further expanded its line with new TV sets and amplifier-and-speaker-equipped cabinets to handle custom audio and TV units.

Three new TV sets include: Model T00, 21-inch table model on legs side-mounted six-inch extended range speaker, $199.95; Model 60C, 21-inch console, with 10-inch woofer and four-inch tweeter, $239; and Model 600C, with 10-inch woofer and four-inch tweeter, $299.

The new stereo playback cabinets include: Model RF 92, a contemporary modern console, equipped with dual amplifiers and a 12-inch woofer and four-inch tweeter at $189; the RF 93, a low-boy cabinet, with the same amp and speaker setup as the 92, $299.

Hartley Has New Speaker System, $120

NEW YORK — Hartley Products here is showing a new Capri shelf speaker system with several "unique" features. One is a "polymersized" cone to give weather-proof performance that does not vary in quality under the temperature or humidity changes. The cone also claims to eliminate fuzziness and cone break-up.

In addition to the speaker, the Capri, has a decorator designed enclosure (24" by 13½" by 12") made of 4½-inch oil-finished walnut with splined joints for rigidity.

The enclosure has completely sealed back and is packed with 55 feet of acoustic material. These two features are at giving a response down to 30 cps without distortion at normal listening levels. The grille cloth is bamboo, in acoustic weave to eliminate distortion.

The Capri is guaranteed for five years against defective parts of workmanship. It is also available in other finishes, $120.

The simple, fresh, wonder-working concept of an integrated line of components and consoles will make stereophonic products of this brand the most jealously sought franchise in high fidelity retailing.

The best single source of consoles and matched components for complete systems is Stromberg-Carlinson.

"There is nothing finer than a Stromberg-Carlinson"

STROMBERG-CARLSON A DIVISION OF GENERAL DYNAMICS CORPORATION

N. Goodman St. • Rochester 3, N. Y. • Electronic and communication products for home, industry and defense

(Continued on page 49)
MONEY-MAKING NEWS!

the HOTTEST Children’s Line in the Record Industry gets even HOTTER!

PRICES REDUCED $0.98 to $0.49 per 78 or 45 rpm record

- 42 Solid-selling singles, including “Sleeping Beauty,” “Zorro,” “Mickey Mouse Club March,” “Snow White,” “Peter Pan,” “Cinderella,” “We’re The Mouseketeers,” all the Mouseketeer Favorites, and – just released – “Shaggy Dog”!
- Best promoted! Television! Newspapers! Magazines!
- Full-color Polyethylene sealed!
- Available on both 78 rpm and 45 rpm!
- More songs — more playing time — an EP value at a single’s price!

DISNEYLAND RECORDS Burbank, California
Flying Trips Net Stereo Sales

Soundcraft Puts Tape on Pro-Type reel

Admiral Has Transistor Clock Radios

Mathes Aims

A tape recording is no better than the tape used to make it. Your customers can't get first-class sound from second-class tape. When you sell Audiotape, you know your customers are getting the truly professional quality recording tape...no matter which of the eight types they choose. Remember, there's only one Audiotape quality...the finest obtainable anywhere. And this single quality standard is consistent within each reel, uniform from reel to reel. It's easy to recase a reel of Audiotape when you are ready to sell tape, sell Audiotape. Go first class.

How an Ad in Billboard Meant Thousands of Extra Dollars to Me

Hoffman Adds 3

A four-speed phone unit packs more watt power total than a pair of speaker units containing an eight-inch transducer and a five-inch speaker. The Mathes entertainment center is priced in six individual units, which may be placed in a room wherever the customer sees fit. It may be set up as a complete set or as a separate unit. There are six book shelves, rare doors, and there are high cabinets for record storage, equipped with drawers, available in mahogany, oak, beaded and strap, and gold foil personalized casing.

New Case for Jensen Needles Makes Debut

You can join the Walco Super Bonus Club and enjoy these benefits

New Case for Jensen Needles Makes Debut

Bristol, Conn.--January, 1959

A continuing program to reward your salesmanship with cash

Club Newspaper

Super-Single Bonuses

Offers high-quality sound and projections of varying size, professional, and others.

Free Personnel Placement

Under club auspices members are given exclusive vacations for "pennies."

For full information on how you can join the Walco Super Bonus Club, check the other club privileges, write:

Clevent Walco

60-6 Franklin Street, East Orange, N. J.

48

Audiotape

Manufactured by Audio Devices, Inc.

Office in Beverly Hills, A. Chicago

The Publishing House

Glen Rock, N. J.

Hi-Fi or stereo, who is pleased with the novelty of a flying sales call. Morris, in one instance, installs stereo equipment for a small owner in this way, even tho the same set was available in a town only 10 miles away, for about $10 less than the list price which Morris has charged.

He quite often gives his customers a short hop in the airplane, and promises that this is a quick way to publicity, and increased sales.

William Named to New RCA Ad Post

NEW YORK -- Veteran RCA Victor promotion man, Jack William, has been appointed to the post of manager, advertising and sales promotion, RCA Sales Corporation.

An RCA old-timer, Jack has been with the giant electronics firm in one or another advertising and promotion capacity for the past 33 years. His promotion savvy and guidance sparked many an RCA sales meeting and new RCA tape exhibit.

Most recently, Jack has headed top ad and promotion activities for the RCA TV television division. He has served in that position since 1954, to his new post, he will still perform the same duties for the television division but will also take the Radio and "Victrola" Division under his wing.

Twin Cities Firm

• Continued from page 46

the RP 93D which has casters and shorter metal legs than the 93, also $169. The new stereo playback cabinet offers the buyer the chance to equip them with FM and/or AM tuners and record changers. If the buyer wishes companion speakers, Models S 93 and S 93B provide the second stereo playback channel at $78 list. TV sets 600C and 400C are almost identical with varying units, provided with stereo speaker jacks, to complement the playback units in the new line. All TV and audio playback units made by S-C, according to W. C. Knight, ad manager of the firm, come in a choice of four woods, mahogany, white oak, cherry and walnut.

HOW AN AD IN BILLBOARD MEANT THOUSANDS OF EXTRA DOLLARS TO ME

Last year I read an ad in The Billboard that told me on selling HIGH FIDELITY to my customers.

Since then I've made close to two hundred dollars clear profit on the sales 14500 units and earned directly from $2.00 worth of newspaper and trade ads and editorial material to the magazine's pages.

Now that HIGH FIDELITY has merged with the other magazines, several customers write for magazines for the price of one. And I get many more than before customers who come in for copies of special issues, or who ask for other items before they leave my store.

How about you? Why don't you stock HIGH FIDELITY now. You sell copies for 60c, pay only 54c. 40c per copy is fully returnable.

ORDER TODAY FROM:

High Fidelity

The Publishing House

Glen Rock, N. J.

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ORDER TODAY FROM:

High Fidelity

The Publishing House

Glen Rock, N. J.
Schedule of Major Features

The Billboard
1959 Electronic Parts Distributors Show Edition....dated May 18

Where's Stereo Now?
The stereo phone and disk are entering their second year. Where does it stand today? What's the prospect for the year ahead? Percentage of disk sales represented by stereo. Stereo phone and equipment sales rise or fall on the quality of the disks. How are they? Problems faced by disk firms—the A & R factor.

Stereo Packaged Phonos
Designing in the dark. What does the public want? Separate units or all-in-one? Compromise solutions. How will lines be shaped up. Low-end stereo phonos. Are they good stereo? What will their ultimate effect be?

Stereo and the Loudspeaker
The coming move to electrostatics. The Isophonic or "area" speaker. Three-way systems with a common bass. Are today's speaker sales commensurate with interest in stereo? What about enclosures? Manufacturers' views on the changing market.

Stereo Conversions
What percentage of stereo in homes are the result of stereo conversions? Dealer attitudes toward conversion? Convert or sell a complete new unit? Manufacturer attitudes. Conversion kits—are they selling? Service headaches.

Trends in Tape
The "fun" campaign—is it strong enough to make up for decline in use of recorders as music reproducers? Can interest in stereo stirred up by two-channel disks carry over to affect tape sales? Ultimate future of tape.

Cartridge Players
Competitive systems—RCA-Victor's tape cartridge player vs. Fidelipok mobius-loop type players. Are they really competitive? RCA-Victor and the home market. The future of cartridges in the industrial music systems. Advantages and disadvantages of different systems.

Parts Show Products
What's new at the parts show this year? Short takes on individual products (components, cartridges, tape players, loudspeakers, needles, etc.). Product photos.

Needle Sales Problems
How to overcome the problems faced by dealers and servicemen in increasing needle sales. What manufacturers are doing. What dealers are doing—and not doing.

1959 Electronic Parts Distributors Show Edition...dated May 18
Advertising Deadline .................. Wednesday, May 13
Full Distribution to the complete attendance at the Show,
Conrad Hilton Hotel, Chicago, May 18-21

April 20, 1959
The Billboard
Audio Products 49
Frenchman Scores With 'Only You'

Capitol's Frank Poulenc is a French arranger - composer - conductor who made his North American debut with an album titled "Our Fair." Poulenc started studying under the master in Nice and at the Conservatoire Conservatoire when he was seven. From there, he went to Paris for further study. In 1933, when he was 18, he returned to Marseilles and formed a vocal group. Then the artist became interested in jazz and film post to study film and composition.

By 1950, Poulenc was touring with chanteuse Lucienne Royer and his orchestra. "Only You," the French single first hit in the U.S.

*Beat* First Wax

For Rockin' R's

Bob Voly, lead guitar player of the Rockin' R's, met guitarist Ron Womerman in high school, and the pair formed their rock 'n' roll group in 1957. During the summer of that year, they recorded a 78 rpm record on Roulette Records. When the record was released in 1957, Ted Minor joined them on drums. The group began playing TV shows, teen hops and regular dances.

Beat records signed them in June, 1958. "The Beat," their first release, was penned and arranged by Al Wright. Bob Voly is one of the most versatile vocalists for the Rockin' R's.

The three lads are all 19 years old and hail from Metamora, Ill. Since March, the group has had sizable success in punk and bubblegum charts.

YESTERYEAR'S TOPS-

The nation's top ten records as reported in The Billboard

APRIL 16, 1949
1. Cruising Down the River
2. Fr. Awaying In the Park
3. Red Roses for a Blue Lady
4. Forever and Ever
5. Sunflower
6. Careless Hands
7. Galway Bay
8. Powder Your Face With Sunshine
9. No 10
10. - "You're Adorable"

APRIL 17, 1954
1. Wanted
2. Make Love to Me
3. A Dream
to Love
4. Cross Over the Bridge
5. Secret Love
6. Young at Heart
7. Answer Me, My Love
8. A Girl, A Girl
9. Oh, Mein Papa (Oh, My Papa)
10. From the Vine Cane the Gripe
Ella Fitzgerald

The hottest vocalist of them all...

sings the two hottest tunes...

from the hottest motion picture

"Stairway To The Stars"
Thrilling vocal version of the instrumental theme

"I'm Thru With Love"

"SOME LIKE IT HOT!"

Marilyn Monroe
Tony Curtis
Jack Lemmon

In a BILLY WILDER production

"SOME LIKE IT HOT"

Released thru
UNITED ARTISTS

VERVE RECORDS
451 N. CANON DRIVE, BEVERLY HILLS, CALIF.
GENE BAYLISS SCORES A TRIUMPH

Gene Bayliss handled the choreography for the staging and directing of the Westport, Conn., Young Women's League benefit performance of "Elbow Grease to Elbow Grease." It was reported that his work was hailed in every quarter as sensational. Bayliss supervised the entire production which consisted of a light musical comedy script with songs, dances and even a fashion ensemble.

Sue and Ann Ostrow, become the parents of a girl, Julie Elizabeth, on Wednesday (15). Father is executive

verper at Frank Music, mother is the former recording artist

Ando Gilbert. . . . Harry Smuck, musical director of the NY

"Hit Parade" and singer Johnny Desmond have formed a pro-

duction company, Sosnik Productions, and plan to pro-

duce a musical on Broadway next season. . . . Ralph

Hodges and the Hodges Brothers have cut their first wax

on the Whispering Pines label. . . . Harold Friedman

of Record Associates has taken on the Bow label for national

distribution as well as the pressing and sales of the label's

disk.s . . . . Tele Films has made two new films of records for

use, one is of the Ray Anthony waxing of "Walking to

Mother," and the Della Reese thrashing of "Once Upon a

Dream."

Eroll Garner will play a home-coming concert at the Style

Moque in Pittsburgh on April 30. Pittsburgh is his home town

and this is his first concert. . . . The Three Intruders are now

being booked by Jolly Joyce. . . . Flame Records will issue disks

of the Leeds Twins, Jerry Ladder and Johnny Reeb, and Al Lavo-

ese this week. . . . The New York Chapter of the Duke Elling-

ton Society will celebrate the Duke's forthcoming birthday on

April 29 at a party at the home of Mrs. Ruth Janes, a member of the

society. In a few weeks, at supermarkets all over the country,

it will be possible to purchase a Frank Sinatra 45 r.p.m. record for

50 cents with the purchase of two cases of a well-known cleaning

. . . . Charles L. Davis, Everett artist, was a featured performer

at the opening of the Dallas Sheraton Hotel recently.

Lee Mathews opened a three-week engagement at the

Alpine Village in Cleveland last week. . . . Eddie Moschet-

to's Century label is being distributed by E.M.I. in England

and many other areas of the world. . . . The Eugene Jones

show, "The Bald Prima Donna," has been set to music by

Martin Kalmanoff. . . . The Orchestra of America will open

a season in Carnegie Hall in the fall of 1959 dedicated ex-

clusively to American Compositions. Richard Klee is in

director. . . . Pianist Sid Shane will appear at the Doremeur

Club in Island Park, L. I., N. Y. . . . The Salt City Six is

now at the Round Table in New York. . . . Seymour and

Elaine Jaffe became parents of a son, Bruce William, a few

weeks ago. Payo is an artist in the ad department for "Big

Three. . . . Billy Ward and his Dominoes are back at the

Golden Hotel in Reno for six weeks.

Achille Tognini, the Italian baritone, will make his

concert debut here under the presentation of Horatio Landi on April

30 at Carnegie Hall. . . . Utraria Records' Casey Anderson has

his first album for the label and returned to Korea. . . . Sunbeam

Music is publishing a record for the label's recent hit song by

Jerry Block and Sheldon Harris. . . . The City of New York

will make Times Square Peter de Rose memorial Square in honor

of the late composer. . . . Walter Havas, formerly of Epic is now

assistant to the president of the Diary Service Corporation of

Washington. . . . Johnny Lehmann has joined Kahl Music as staff

writer.

Left-Fielders Furrow Brows

Continued from page 2

the marketing chain. Allied, the coast-to-coast pressing firm, for ex-

ample, started in business recently and has planned an all-encompassing plan for

direct sales of small disk producers, whereby Al-

lied would take over not only pressing,

but also the business functions of

distributor relations and the copyright and royalty end of the business. This turned out to

be a very successful maneuver.

In other cases, a new kind of "national distributor" has entered

the picture. In this instance a given distributor who licenses on to a

hot one in his territory, takes over the running with the record and

takes charge of setting up its national distribution, much in the

style of an independent disk pro-

moter. Steve Brody, an indie dis-

tributor based in Buffalo acted in this

capacity with the Travis and Bob

hit disk of "Tell Him It's Not So," on the

Sandy label. Bill Lawrence, a Pitts-

burgh distributor, acted in some

what the same capacity with the Skylarks' disk of "Since I Don't Have

You," on the Gallo label.

Waldy Cleving Low

Along Broadway row, the plight of the local songwriter appears

to have reached a new low, due to the

nature of the single business. One publisher this week noted that

songwriters appear to have given

up the ghost on giving direct to a &c. &c. men to get their songs re-

corded. "I think they've discovered that record companies are

interested in selling records, not

writing performances. But face it, publishers and writers don't

make their living out of selling records. It's the performances that count."

As justified as this stand may be, another publisher ran over at as-

sion a few of the leading hit sides on the Hot 100 chart. "Look Boxy,

" he said, "it was written by a Philadelphia writer. Take 'Come Softly to Me.' That

written by a member of the Fleet-

woods out West. Then look at

"Tragedy." That was put together
down in Memphis by Thomas

Wayne. Again in no connection with Broadway, there's Frank Lo-

case, hot one on Ape. The origins of

that one is Jackson, Miss., and I

vouch for what you say on. Do you say my point?"

The whole phenomenon has brought to a critical point the is-

sue of the &c. &c. man. In a way

he is the key to the operation successfully everywhere. In another sense, there are few

or publisher this week noted that few of them of the class pattern.
TWO GREAT NEW INSTRUMENTAL RECORDS

NEAL HEFTI
and the Band with the Sweet Beat

SWEETWATER BAY
b/w
THE FLOWER VENDOR

PETE FOUNTAIN

JAPANSY
b/w
MY INSPIRATION

CORAL RECORDS

9-62111
9-62107

www.americanradiohistory.com
ON THE BEAT

By REN GREVAT

To keep the name Elvis Presley in the forefront, Paramount Pictures will re-release two of the great rockabilly's biggest pic hits, "Loving You," and "King Creole," in June. The picture company is planning a heavy promotional barrage to back up showings of the two pics. Lionel Hampton, that "lumber, vibraphone, bandleader, composer, unofficial American ambassador and outstanding jazz personality, has been affiliated with Broad- cast Music Inc., as its writer member," according to a note from BMI's Ron Sanjek, himself a jazz observer and fan of some note. Hampton follows closely on the heels of another jazz cat, Miles Davis, thus the doorway to the inner sanctum of BMI.

TV's Dick Clark has called for a "more realistic technique" in selling the nine billion dollar teen-age market on radio and TV. Addressing the Philadelphia Guild of Advertising Men, upon receiving the group's 12th Annual Award for Achievement, Clark noted that American youngsters are "far more sophisticated than the advertising created to reach them." He said that today's copy either talks down to teenagers or is so out-of-date that "it sounds like something out of an F. Scott Fitzgerald novel." Clark advised agency copywriters to "take a hance course in teen-age English."

Reach Records of Douglasville, Ga., has gotten started because in the words of prey, Dr. C. B. F. Young, "there was a place for a recording organization in the Southeast." Company spokesmen say they already have several hits out on their label. Flame Records is crowing about new releases by the Leed Twins, a teen duo, Jerry Ludner and Johnny Rhyab.

Country music appears to be definitely on the upswing. The Billboard Hot Country and Western Sales chart is carrying more authentic and traditional country listings than it has in a considerable spell. It's as Simon Crum on his current Capitol disk would say, "Country music is here to stay." Another interesting evidence of the high esteem in which c&w music is held in many markets other than the South is the emergence of "The Club in Original Country Music," a grass roots movement which has its headquarters in the home of its prey, Richard Faust, in West Springfield, Mass. Membership is drawn from Central and Western Massachu-
setts and parts of Connecticut.

The club is now running shows and dances of its own (half price admission for members), publishes a monthly newsletter and a yearly journal and invites its members to flood disk jockeys in the area with cards asking for country records. "Do anything that will help country music," Faust advises the members. The next show and dance is scheduled for this Friday (24). Featured at this bash will be the same complement of three big bands as appeared at the first get-together last month; namely Dr. Wynn Fay and the Ridge Runters, Tex Overstreet and his Country Boys and Bob Fors and his Wabash County Band. Faust thanked these bands for making the first party a success and pointed out that the bands played as a favor to the club of quite a bit off their regular rates "which was a good deal."

The newsletter of the club also lists all country music radio shows in the area, addresses of favorite artist fan clubs and the new country releases as reported from The Billboard. The current issue also carries a profile of the Cooper family, Wilma Lee, Stony and Carolene, who were all made honorary members of the Club. The membership of such a group as this can be type of club it can help promote the cause of a part of the heritage of musical Americans which in recent years has, like the whooping crane, become nearly diminished, before experiencing an en-
couraging resurgence. Country cats and disk men should keep in touch with groups like this.

Getting back to the charts, the real fans of country music, like Billboard musical editor Paul Ackerman, and for that matter, the writer of this column, have been openly rejoicing lately to note the presence in the disk derby of names like Kitty Wells, George Jones, the Coopers, Ray Price, the Wilbom Brothers, Jim Ed Brown, Maxine and Ben-
nie Brown, Hank Snow and Hank Thompson, to mention a few. More power to these cats we say. Let them keep turning out those great, readily-identified-in-country titles like "Mongery for a Day," "That's What It's Like to Be Lon-

Every so often we hear stirrings from the African velvet. A few years ago, there was a hit, "Skokiaan," and ever since that time, something that comes along with the African touch has been de-
scribed as having the "Shokuska" sound. After a slight ripple caused last year by the Pennyswiulfes, which made a kind of music described as the "Tevula sound," there are several new African dises of which to take note. The newest tune associated with this school is "Sweetwater Bay."

Last week the Unart version by Damon Phillips, was released. This week, Nat Hepp and his band have a new version on Coral. Another African-based disk of the week features a performance by the Watui Warriors on the Prince label. This record couples "We-Clu-Ban-Bi," and "Kalahlari." Then too, only last week there was an in-
teresting album called "The Drums of Africa," on 24th Fox. This one featured Prince Oge and Princess Misia in a program of wild, tribal drum-beating and chanting. Let's face it, there is always something new and interesting in the record business.
<table>
<thead>
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<th><strong>THE LONDON GROUP</strong></th>
<th>CONTINUES TO BE HIT HAPPY!</th>
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<td><strong>Biggest Hit Of The Day</strong></td>
<td>Kathy Linden</td>
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<td><strong>GOODBYE JIMMY,</strong> <strong>GOODBYE</strong></td>
<td>Felsted RECORDS</td>
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<td><strong>8571</strong></td>
<td><strong>Both Sides On Charts</strong></td>
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<td><strong>His Greatest Single</strong></td>
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<td><strong>Ted Heath</strong></td>
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<td><strong>FROGMARCH</strong></td>
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<tr>
<td><strong>1861</strong></td>
<td><strong>1864</strong></td>
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<tr>
<td><strong>Teenagers Dig This Big Band Sound</strong></td>
<td>THE TRUMPETEERS directed by Billy Mure</td>
</tr>
<tr>
<td><strong>STRING OF TRUMPETS</strong></td>
<td>SPLASH RECORDS</td>
</tr>
<tr>
<td><strong>800</strong></td>
<td><strong>MONUMENT RECORDS</strong></td>
</tr>
<tr>
<td><strong>Hottest Guitar Record Ever</strong></td>
<td>The Admiral Tones</td>
</tr>
<tr>
<td><strong>ROCKSVILLE, PA.</strong></td>
<td><strong>PUT YOUR BAGPIPE DOWN</strong></td>
</tr>
<tr>
<td><strong>8563</strong></td>
<td><strong>Midnight Bus</strong></td>
</tr>
<tr>
<td><strong>MONUMENT RECORDS</strong></td>
<td><strong>111</strong></td>
</tr>
<tr>
<td><strong>JUST RELEASED</strong></td>
<td><strong>77</strong></td>
</tr>
<tr>
<td>Herb and Betty Warner</td>
<td><strong>DUM DIDdle</strong></td>
</tr>
<tr>
<td><strong>Big Air Play</strong></td>
<td><strong>Bobby Russell</strong></td>
</tr>
<tr>
<td><strong>Gathering Steam</strong></td>
<td><strong>SECRET LOVE</strong></td>
</tr>
<tr>
<td><strong>Jimmy Ricks</strong></td>
<td><strong>XYZ RECORDS</strong></td>
</tr>
<tr>
<td><strong>SHY BOY</strong></td>
<td><strong>8559</strong></td>
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<tr>
<td><strong>601</strong></td>
<td><strong>101</strong></td>
</tr>
<tr>
<td><strong>XYZ RECORDS</strong></td>
<td><strong>Felsted RECORDS</strong></td>
</tr>
</tbody>
</table>

LONDON RECORDS, INC. 539 WEST 25TH STREET, NEW YORK 1, NEW YORK
The Billboard Buying Guide for
PACKAGED RECORDS

1. Peter Gunn
   Henry Mancini, RCA Victor LPM 1938
   1 11

2. From the "Hungry I"
   The Kingston Trio, Capitol T 1107
   2 10

3. Gigi
   Sound Track, M-G-M E 3468 St
   3 11

4. Open Fire, Two Guitars
   Johnny Mathis, Columbia CL 1270
   4 5

5. Come Dance With Me
   Frank Sinatra, Columbia CL 1197
   5 11

   Mitch Miller, Columbia CL 1283
   6 5

7. Flower Drum Song
   Original Cast, Columbia OL 5359
   7 15

8. South Pacific
   Sound Track, RCA Victor LOC 1032
   8 56

9. Have Twangy Guitar, Will Travel
   Duane Eddy, JPL 3000
   9 12

10. My Fair Lady
    Original Cast, Columbia CL 5090
    10 159

11. Sing Along With Mitch
    Mitch Miller, Columbia CL 1160
    11 41

12. The Music Man
    Original Cast, Capitol 900
    12 60

13. The Kingston Trio
    Capitol T 996
    13 22

14. Neur You
    Roger Williams, Kapp KL 1112
    14 9

15. Remember When?
    The Platters, Mercury MG 2010
    15 8

16. Johnny's Greatest Hits
    Johnny Mathis, Columbia CL 1133
    16 51

17. 77 Sunset Strip
    Music from the TV Ser.
    Warner Bros. WB 1289
    17 106

18. Hymns
    Tennessee Ernie Ford, Capitol T 756
    18 106

    Ahmad Jamal Trio, Argo LP 628
    19 20

20. Tchaikovsky: 1812 Overture
    Minneapolis Symphony Orch. (Daren),
    Mercury MG 50054
    20 2

21. Film Encores
    Montavani, London LL 1700
    21 75

22. More Sing Along With Mitch
    Mitch Miller, Columbia CL 1243
    22 24

23. Tchaikovsky: Piano Concerto No. 1
    Van Cliburn, RCA Victor LM 2252
    23 38

24. Ricky Sings Again
    Ricky Nelson, Imperial IMP 9001
    24 12

25. South Pacific
    Original Cast, Columbia OL 4180
    25 259

The chart listings include both monophonic and stereophonic sales.

The following new packages, re-
viewed during the past week, have
been selected for outstanding sales
potential, artistic merit, new talent,
sound recording or display value,
as indicated. These "Spotlights," as
the opinion of The Billboard staff,
merit prime consideration from
dealers.

FOLK SONGS SING ALONG WITH MITCH
Mitch Miller & the Gang—Columbia CL 1316

Like others in the ultra successful "Sing Along With Mitch" series,
this one will do very well. It contains folk tunes everybody loves,
singing including "Cherished," "Blue Tail Fly," "On Top of Old Smokey"
and many, many others. Package is book-type, with an attached insert
containing the lyrics. The performances are great for community songs.

MORE SONGS OF THE FIFTIES
Roger Williams—Kapp KL 113

Roger Williams' previous "Fabulous" albums were string sellers,
and this one should chalk up equally good sales. The pianist displays his
usual effective technique on a group of memorable hits of the 50's—
"Tom Dooley," "The Willows," "All the Way," "Memories Are Made of This,
and other non-rock and rollers of the era.

PORTFOLIO OF AHMAD JAMAL (2-1/2")—Argo LP 2638

The two-pocket set of Ahmad Jamal should be as hot a seller as all
his other albums. It features the pianist and his trio in a live perform-
ance at the Spotlite Club in Washington, D.C., and the crowd's noise
and applause add to the excitement of the set. Jamal plays stylishly
with a feeling that his fans really dig. The set is done up in nautical
fashion with liner notes by John Hammond. A limited-edition number
and a very attractive cover. Tunes include both standards and originals.

A PARTY WITH BETTY COMDEN AND ADOLPH GREEN
Capitol SWAO 1197
STEREO & MONAURAL

This is a live take of the show put on by this talented pair last season on
Broadway and which has just recounced. Engaging is the word for the
duo as they element and chat with their audience and perform a brace of
their writings from "On the Town," "Wonderful Town," "Bells Are
Ringin," and an earlier revue called "The Revuers." There's also a
hilarious take-off on the classic operetta concept, called "Barnes
Bazzooka." Stereo or mono—this is solid entertainment.

LIVE ECHOES OF THE SWINGING BANDS
The Big 18—RCA Victor LSP 1921
STEREO & MONAURAL

This is a sock nostalgia item for fans of the big band era of the thirties
and early forties. The great bands side of that era ("Tuxedo Junction,
"Blues on Parade," etc.) are served up here by an all-star line-up of
18 top musicians, including Charlie Shavers, Red Stewart, Sam Den-
noe, Dickie Wells, Billy Butterfield, etc.

BIG BAND JAZZ THEMES
Keith Williams Ork—Edison International P 1501

The current vogue for jazz-based, big band instrumental treatment
makes this package of existing TV and film jazz themes a slick deplay
package. Williams provides solid swinging instrumental interpretations
of hard-driving themes from "M Squad," "Peter Gunn," "I Want to

(Continued on page 55)
sensational single!

DANNY KAYE and LOUIS ARMSTRONG sing

"THE FIVE PENNIES SAINTS"

Great old tune!
Great new lyrics by Sylvia Fine!
And a sensational performance direct from
the sound track of Paramount's exciting new film
"The Five Pennies"!

b/w "Just The Blues"

Dot® record no. 15941
Review Spotlight on Albums ...

Continued from page 59

Pop EP Albums

MARTY ROBBINS SINGS THE LETTER EDGED IN BLACK
(1-EP)—Columbia B 2153

Four fine performances by the fine country and pop singer. Material is a folk-flavored, which is currently popular, and the lyrics are all on true themes. Included in this album are "The Little Rosewood Casket," and "Dream of the Miner's Child." Sale will be both pop and country.

Classical Albums

KHACHATURIAN: SYMPHONY NO. 2
The Symphony of the Air (Stokowski)—United Artists UAS 8002 & UAL 7002
STEREO & MONAURAL

This new album is the sole symphonic effort by the composer currently in the catalog. As such, and with the added pull of Stokowski's name, it should have appeal. Composed during the war, the work evokes emotions arising from it. Stokowski brings out the score's power and tonal contrast, making the symphony one likely to grow in stature with repeated hearings. United Artists has an interesting and fresh entrant in the classical symphonies, soundly performed and showing excellent stereo sound. Package is the label's debut classical item.

MOZART: PIANO CONCERTOS Nos. 11 & 20
Rudolph Serkin, Piano with the Marlboro Festival Orch. (Schneider)—Columbia ML 5367

Superb performances of two of Mozart's great piano concertos by Rudolph Serkin, who has played these works often in concert. The recording is excellent. Also included are other fine workings of these two compositions, especially No. 20, this new cutting is sure to attract any purchasers. The cover is very attractive.

Classical Special Merit Albums

BEETHOVEN: TRIPLE CONCERTO
David Oistrakh Trio with the Philadelphia Orch. (Sargent)—Angel S 35697
STEREO & MONAURAL

Only Beethoven tackled the problem of writing a concerto for piano trio. The result is a remarkable musical achievement which, unfortunately, is seldom performed. The trio heard here made the only available rendition some time ago, backed by a Soviet orchestra and conductor. Better sound and performance as well as all the benefits of stereo in bringing out the subtleties of this work should mean substantial new exposure via this album. Oistrakh and his cohorts show how to combine the grace of chamber music with the dynamics of a concertized work.

ANTHEIL: SYMPHONY NO. 4; GINASTERA: ESTANCIA
The London Symphony Orch. (Goossens)—Everest LPBR 6013 & SDBR 3013
STEREO & MONAURAL

The modern works are performed with spirit by the orchestra. The Anteifl piece is militant in character, drawing in part from Eastern thematic material. It represents considerable advancement over some of the composer's earlier compositions, which tended to be somewhat affected. "Estancia," a ballet suite, is an exciting and animated programmatic work, which is also well-treated. The set is strictly for moderns, but it's most certainly worthy of consideration.

Chamber Music Albums

BEETHOVEN: PIANO QUARTET; SCHUMANN; PIANO QUARTET
Szymon Goldberg, Violin; William Primrose, Viola; Nikolai Grandauf, Cello; Victor Bahin, Piano—RCA Victor LM 220

The romantic chamber works are presented with meticulous precision by the chamber group. This is truly a fine chamber ensemble. While the appeal of chamber music may be limited, devotees of this sort will find the works engaging and spirited.

(Continued on page 62)
MR. DEALER: JOIN IN JUBILEE'S BUCK-A-ROO PLAN!

YOUR CUSTOMER BUYS
ANY GREAT JUBILEE STEREO OR MONAURAL (1,000 SERIES) ALBUM

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And in that catalog—the greatest selection of jazz in the world by the greatest jazz musicians and with the world! To introduce your customers to the COLUMBIA JAZZ FESTIVAL—an album featuring 10 jazz. It sells for only 98¢ or $1.49 in stereo with any album in our catalog! The catalog is printed in color.

It will bring your customers back for more albums. This fabulous promotion is backed by full-page ads in Playboy, Esquire and Downbeat. Jazz-shouting, pieces are available. Limited time only—call your

WINGED WINDOW DISPLAY CONSUMER JAZZ CATALOG 11" x 36" STREAMER
“COLUMBIA JAZZ FESTIVAL” A PROMOTION THAT MEANS ENORMOUS SALES FOR YOU!

record-alists in we offer these giants of the purchase of any it in the album jacket. more of Columbia’s great color ads in The New Yorker, sell-grabbing in-store promotion Columbia Distributor today!

GUARANTEED HIGH-FIDELITY AND STEREO-FIDELITY RECORDS BY COLUMBIA

“THE FIRST NAME IN JAZZ”

COUNTER DISPLAY UNIT FLOOR MERCHANDISER
**Reviews and Ratings of New Popular Albums**

**Explanation of Package Rating Categories**
Each item is rated strictly according to its sales potential in the category in which it is classified.

**Spotlight—Sure-Fire Merchandise—Top Demand**
- **Good potential—Will sell**
- **Moderate Potential—Saleable Qualities**
- **For dealers who stock all merchandise.**

**Popular**

**Forty Pitches Plays for George Jerusalem's Porgy and Bess**
**George Churchill** CL 1296

A special cutting of Gershwin's for open-end all of color, spirit and beautifully arranged. Material includes all the well-known tunes, such as "Summertime," etc., and also more unknown material. "Oh, I Can't Sit Down," the show off "The Swan Song," etc. The individual instrumentals contribute greatly to the total effect, and are listed on the back cover by Percy Faith. Cover is in color.

**Jerry Southern Merits Cool Porter**
**Billie May Orr, Capitol ST 1723

STEREO & MONOAURAL

Smart selling by the well-known tunes on a group of Porter's best-loved tunes. O.K. selling by Billy May are components any day. The tunes are handled in the swinging manner, and with the usual switch in tempo that gives the music a fresh, new sound. The whole album will dig this. Stereo balance and sound are excellent.

**Blues With a Kick**
**Bobby Hackett, Capitol ST 1731

STEREO & MONOAURAL

Bobby Hackett has attempted with his trio playing to add up to a mighty attractive live album, and the result is exactly what one could expect. The album is called "Goodtime Blues," "Water Blues," "Blues in the Night," "Dixie Whistle," and other favorites. Hackett shows all with feeling and the album makes for fine listening.

**Coming Soon!**

**Records by Rank**

**Sound with a Sales Viewpoint**

725 Seventh Avenue, New York, N.Y. 10019

Hear Everlast

**Tribute**

**Soundtracks**

**A Personal Tribute**

**Label**

**Give to Damon Runyon Cancer Fund**

**Review Spotlight on Albums**

**Folk Albums**

**Flat Rock Ballads**

Sung and Played by Carl Sandburg—**Columbia CL 5339**

The master poet from the Lincoln country of Galesburg, Ill., re-created these folk songs, each of which has had a history like a legend, in his heart and voice. Carl Sandburg, Folk Rock, N. C. Sandburg accompanied himself on the guitar. The songs have many different origins—the South, the Civil War, the West and the sea—but as they sing them they have a fascinating note of sincerity about them. There are 27 in all, including "Wanderer," "Down in the Valley," "Eating Cookie Peas," etc. Quality, marvelous performance.

**Folk Special Merit Albums**

**Blues in the Mississippi**

United Artists UAL 4027

These sides, field recordings made 17 years ago, reflect Southern conditions back in 1930 and 1931-as seen by the dusty Negro who literally sang and talk and sing their hearts out. Much of the birth of the blues is here—the content of the blues, the soul of the blues, etc. It is a fascinating documentary of social interest and of tremendous fascination to those who love blues and jazz. The recordings were made and edited by noted folklorist Alan Lomax, as "Sung and told by three Mississippi Delta Blues Men." Sound is good, considering the age of the original recordings. Package includes a script.

**International Albums**

**Lili Marlene**

Marlene Dietrich—Columbia CL 1275

A striking cover photo of the ageless glamour queen makes this L.P. a sock display item. Miss Dietrich sings with mellow, husky assurance in German on a group of her favorites from "Lili," the haunting title tune to "Anne Doesn't Live Here Anymore. Unusual psycho key.

**Sound Albums**

**Suite for Two Bands**

Les Brown & Vie Sueno Bands—**RAPP DKL 7003**

This new album should be a gas for big bands, especially those who dig jazz. It features the hard-driving Les Brown and the Vie Sueno bands playing a group of beautiful arrangements somewhat on the order of Stan Kenton pieces of the early 50's. Both bands are sharp and brittle and the recording is superb. All of the cuts here are originals, the best being "Ballet in Brass," and "1939 Station;"
Best Selling Albums!

FIRST

THE FABULOUS

JOHNNY CASH

AND NOW!

HYMNS BY JOHNNY CASH

An Inspiring Collection of Hymns,
Some Old and Some New, for Every
Lover of Fine Music.

ATTENTION, D. J.'s—If you have not received your copy
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Hollywood 28, Calif.
Says Rack Merchandiser GEORGE BERRY

General Manager, MODERN RECORD SERVICE, Inc.,
New Orleans, La., and Member of the Board of Directors,
National Association of Record Merchandisers.

"Our inventory system, buying policies and general record industry information are all more than amply aided by The Billboard each week. As a matter of fact, we just couldn't do without it."

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
The chart includes the following songs and performers:

**21. This Should Go On Forever**
By J. Miller-Jolivet—Published by Jamsa (BMI)

**22. Alvin’s Harmonica**
By Ross Bagnie—Published by Monarch (ASCAP)

**23. Three Stars**
By Tommy Dow—Published by American (BMI)

**24. For a Penny**
By Charles Singleton—Published by Roosevelt (BMI)

**25. Hawaiian Wedding Song**
By Charles E. Lang & Holman-O. Manning—Published by Pickwick (ASCAP)

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

Billy Vaughn's

"YOUR CHEATIN' HEART"

Dot 15936
<p>| | | | |</p>
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<tr>
<td>1</td>
<td>RECORDING ARTISTS GET MORE FOR THEIR MONEY</td>
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</table>

You get more for your money advertising in Billboard's Convention-in-Print Issue because...

1. You become part of a very important national disk jockey event!
2. You get top-grade reproduction in insert that's sure to steal the show!
3. You get double the impact with a thousand or more of the most important disk jockeys
4. Your ad lives...
5. Seven times longer!
6. Material disk jockeys need and want it most!

**11 reasons why...**

- More disk jockeys than at any other time
- Disk jockeys talk to each other
- You get top-grade reproduction in insert that's sure to steal the show
- Your ad lives...
- Seven times longer!
- Material disk jockeys need and want it most!

**Why Get More for Your Money Advertising in Billboard's Convention-in-Print Issue?**

- Top-grade reproduction in insert that's sure to steal the show
- Your ad lives...
- Seven times longer!
- Material disk jockeys need and want it most!

**Disk Jockeys Talk to Each Other!**

- You get more for your money advertising in Billboard's Convention-in-Print Issue because...
- Disk jockeys talk to each other
- You get top-grade reproduction in insert that's sure to steal the show
- Your ad lives...
- Seven times longer!
- Material disk jockeys need and want it most!
You get MORE FOR YOUR MONEY advertising in Billboard's Disk Jockey Convention-in-Print Issue because:...

9 You get MORE FOR YOUR MONEY...

8 You get MORE FOR YOUR MONEY...

7 You get MORE FOR YOUR MONEY...

6 You get MORE FOR YOUR MONEY...

5 You get MORE FOR YOUR MONEY...

4 You get MORE FOR YOUR MONEY...

3 You get MORE FOR YOUR MONEY...

2 You get MORE FOR YOUR MONEY...

1 You get MORE FOR YOUR MONEY...

You get MORE FOR YOUR MONEY advertising in Billboard's Disk Jockey Convention-in-Print Issue because:...

10 disk jockeys want Billboard Specials—urge Billboard to publish them!

9 disk jockeys will pay special attention to your advertisement!

8 1 out of 5 disk jockeys will build special programs around the ads in the issue!

7 and they don't mind airing on the same station as your competition!

6 your ad costs far less than in any regular weekly issue!

5 you're assured of reaching and selling to everyone who is important to both your records and your over-all showbusiness earnings!

4 Arts "Most Noted" by disk jockeys in Billboard Year-End Programming Issue:

3 disk jockeys areware of your disk jockeys for promotion and ad of your artists.

2 disk jockeys...
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Rented Number</th>
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</thead>
<tbody>
<tr>
<td><strong>COME SOFTLY TO ME</strong></td>
<td>Fleetwood, Dolphin 3</td>
</tr>
<tr>
<td><strong>VENUS</strong></td>
<td>Frankie Avalon, Columbia 1959</td>
</tr>
<tr>
<td><strong>PINK SHOELACES</strong></td>
<td>Elvis Presley, RCA Victor 1956</td>
</tr>
<tr>
<td><strong>I NEED YOUR LOVE TONIGHT</strong></td>
<td>Elvis Presley, RCA Victor 1956</td>
</tr>
<tr>
<td><strong>A FOOL SUCH AS I</strong></td>
<td>Ricky Nelson, Imperial 1956</td>
</tr>
<tr>
<td><strong>NEVER BE ANYONE ELSE BUT YOU</strong></td>
<td>Ricky Nelson, Imperial 1956</td>
</tr>
<tr>
<td><strong>GUITAR BOOGIE SHUFFLE</strong></td>
<td>The Ventures, Uni 2126</td>
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<tr>
<td><strong>IT'S JUST A MATTER OF TIME</strong></td>
<td>Brook Benton, Mercury 12981</td>
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<tr>
<td><strong>TRAGEDY</strong></td>
<td>Thomas Wayne, Firewood 109</td>
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<tr>
<td><strong>IT'S LATE</strong></td>
<td>Ricky Nelson, Imperial 1956</td>
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<tr>
<td><strong>TELL HIM NO</strong></td>
<td>Travis and Bob, Randy 1957</td>
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<tr>
<td><strong>TIAJUANA JAIL</strong></td>
<td>Kingman Trio, Capitol 503</td>
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<td><strong>THE HAPPY ORGAN</strong></td>
<td>Dave (Matty) Correll, Chess 1960</td>
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<td><strong>SEA CRUISE</strong></td>
<td>Frank Ford, And 304</td>
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<td><strong>SINCE I DON'T HAVE YOU</strong></td>
<td>The Caravelle, Colpix 106</td>
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<tr>
<td><strong>CHARLIE BROWN</strong></td>
<td>Dinner, Atco 6516</td>
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<td><strong>TURN ME LOOSE</strong></td>
<td>Fabian, Chancellor 1953</td>
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<tr>
<td><strong>THREE STARS</strong></td>
<td>Tommy De, Cred 1967</td>
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<tr>
<td><strong>ENCHANTED</strong></td>
<td>The Platters, Mercury 74525</td>
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<tr>
<td><strong>SORRY, I RAN ALL THE WAY HOME</strong></td>
<td>The Imperials, Colpix 6921</td>
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<tr>
<td><strong>THAT'S WHY</strong></td>
<td>Jackie Wilson, Brunswick 5152</td>
</tr>
<tr>
<td><strong>THIS SHOULD GO ON FOREVER</strong></td>
<td>Rod Bernard, Armi 5312</td>
</tr>
<tr>
<td><strong>FOR A PENNY</strong></td>
<td>Pat Boone, Uni 1994</td>
</tr>
<tr>
<td><strong>PLEASE, MR. SUN</strong></td>
<td>Tommy Edwards, MGM 21879</td>
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<tr>
<td><strong>WHERE WERE YOU (ON OUR WEDDING DAY?)</strong></td>
<td>Jimmy Rodgers, Mercury 10272</td>
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<tr>
<td><strong>IT DOESN'T MATTER ANYMORE</strong></td>
<td>Brenda Hollow, Coral 26749</td>
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<tr>
<td><strong>ALVIN'S HARMONICA</strong></td>
<td>Davidickevicius and the Chimpanzees, Libra 51619</td>
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<tr>
<td><strong>IF I DIDN'T CARE</strong></td>
<td>Comets, MGM 1928</td>
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<tr>
<td><strong>I'VE HAD IT</strong></td>
<td>Bill Nelson, Tone 1964</td>
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<tr>
<td><strong>EVERYBODY LIKES TO CHA CHA</strong></td>
<td>Sam Cooke, KDKO 1959</td>
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<tr>
<td><strong>TAKE A MESSAGE TO MARY</strong></td>
<td>Every Brothers, Cadence 1964</td>
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<tr>
<td><strong>GUESS WHO</strong></td>
<td>June Bryant, RCA Victor 1969</td>
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<tr>
<td><strong>NO OTHER ARMS, NO OTHER LIPS</strong></td>
<td>Chordettes, Cadence 5971</td>
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<tr>
<td><strong>HAWAIIAN WEDDING SONG</strong></td>
<td>Hula Sisters, Capitol 1965</td>
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<tr>
<td><strong>POOR JENNY</strong></td>
<td>Golden Toto, Jamboree 1965</td>
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<tr>
<td><strong>COME TO ME</strong></td>
<td>Mary Johnson, United Artists 168</td>
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<tr>
<td><strong>SIX NIGHTS A WEEK</strong></td>
<td>The Crystals, Cord 509</td>
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<tr>
<td><strong>ALMOST GROWN</strong></td>
<td>Chuck Berry, Chess 1972</td>
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<tr>
<td><strong>I MISS YOU SO</strong></td>
<td>Paul Anka, ABC-Paramount 10611</td>
</tr>
<tr>
<td><strong>THE MORNING SIDE OF THE MOUNTAIN</strong></td>
<td>Tommy Edwards, MGM-MGM 12777</td>
</tr>
<tr>
<td><strong>TELL HIM NO</strong></td>
<td>Dean and Mary, Hollywood 1965</td>
</tr>
<tr>
<td><strong>ONLY YOU</strong></td>
<td>Frank Furrer, Capitol 4103</td>
</tr>
<tr>
<td><strong>AS TIME GOES BY</strong></td>
<td>Johnny Nash, ABC-Paramount 1956</td>
</tr>
<tr>
<td><strong>SOMEONE</strong></td>
<td>Jimmie Rodgers, Columbia 1052</td>
</tr>
<tr>
<td><strong>I'M NEVER GONNA TELL</strong></td>
<td>—— —— ——</td>
</tr>
<tr>
<td><strong>GOODBYE, JIMMY, GOODBYE</strong></td>
<td>Katy Linder, Fontana 6711</td>
</tr>
<tr>
<td><strong>I GO APE</strong></td>
<td>Ned Sokol, RCA Victor 1963</td>
</tr>
<tr>
<td><strong>DONNA</strong></td>
<td>Ritchie Valens, Del-Fi 4118</td>
</tr>
<tr>
<td><strong>COME SOFTLY TO ME</strong></td>
<td>Ritchie Valens, Del-Fi 4118</td>
</tr>
<tr>
<td><strong>HEAVENLY LOVER</strong></td>
<td>Teresa Brewer, Capitol 5043</td>
</tr>
<tr>
<td><strong>LOVEY DOVEY</strong></td>
<td>Clyde McPhatter, Atlantic 1968</td>
</tr>
<tr>
<td><strong>YEAH YEAH</strong></td>
<td>Dale Hawkins, Checker 916</td>
</tr>
<tr>
<td><strong>PETER GUNN THEME</strong></td>
<td>Bar Akiva, Columbia 5025</td>
</tr>
<tr>
<td><strong>SO FINE</strong></td>
<td>Florida, Old-Time 1962</td>
</tr>
<tr>
<td><strong>RAWHIDE</strong></td>
<td>Linda King, Epic 5180</td>
</tr>
<tr>
<td><strong>SHE SAY (OON DOOBY DOOM)</strong></td>
<td>The Diamonds, Mercury Tunes</td>
</tr>
<tr>
<td><strong>I CRIED A TEAR</strong></td>
<td>LaVern Baker, Capitol 1964</td>
</tr>
<tr>
<td><strong>THE HANGING TREE</strong></td>
<td>Maxine Gordon, Columbia 51238</td>
</tr>
<tr>
<td><strong>THAT'S MY LITTLE SUZIE</strong></td>
<td>Ritchie Valens, Del-Fi 4118</td>
</tr>
<tr>
<td>Title</td>
<td>Artist, Company, Record Number</td>
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<tr>
<td>French Foreign Legion</td>
<td>Frank Sinatra, Capital 4155</td>
</tr>
<tr>
<td>★ WANG DANG TAFFY APPLE TANGO</td>
<td>Pat Boone, Hi 1971</td>
</tr>
<tr>
<td>Moonlight Serenade</td>
<td>The Rubins, Cud 468</td>
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<tr>
<td>Stagger Lee</td>
<td>Liedtke, ABC-Promotion 9712</td>
</tr>
<tr>
<td>Tomboy</td>
<td>Perry Como, RCA Victor 7064</td>
</tr>
<tr>
<td>★ ENDLESSLY</td>
<td>Brook Benton, Mercury 7463</td>
</tr>
<tr>
<td>The Beat</td>
<td>Rockin' R's, Tampan 7451</td>
</tr>
<tr>
<td>Petite Fleur</td>
<td>Chris Barber's Jazz Band, Laurie 3052</td>
</tr>
<tr>
<td>★ Teenager In Love</td>
<td>Don and the Belmonts, Laurie 6507</td>
</tr>
<tr>
<td>I Still Get A Thrill</td>
<td>Joby Jones, M-G-M-12779</td>
</tr>
<tr>
<td>★ Kansas City</td>
<td>William Harrington, M-G-M</td>
</tr>
<tr>
<td>Kookie, Kookie (Lend Me Your Comb)</td>
<td>Edward Byrnes with Connie Stevens, Warner Bros.</td>
</tr>
<tr>
<td>The Kissing Tree</td>
<td>Billy Grammer, Monument 483</td>
</tr>
<tr>
<td>Who's That Knockin'</td>
<td>Connie, M-G-M-3602</td>
</tr>
<tr>
<td>★ Goodnight, Irene</td>
<td>Billy Williams, Cud 62101</td>
</tr>
<tr>
<td>77 Sunset Strip</td>
<td>Don Ralke, Warner Bros. 5825</td>
</tr>
<tr>
<td>The Walls Have Ears</td>
<td>Patti Page, Mercury 71246</td>
</tr>
<tr>
<td>★ I Need Your Lovin'</td>
<td>Ray Hamilton, Epic 9397</td>
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<tr>
<td>Quiet Village</td>
<td>Martin Denny, Liberty 15742</td>
</tr>
<tr>
<td>Jo-Jo The Dog-Faced Boy</td>
<td>Annette, Viva 306</td>
</tr>
<tr>
<td>Bonaparte's Retreat</td>
<td>Billy Grammer, Monument 483</td>
</tr>
<tr>
<td>Matilda</td>
<td>Cindo and His Cupids, Judd 1802</td>
</tr>
<tr>
<td>I Think I'm Gonna Kill Myself</td>
<td>Reddy Kent, Roulette 4140</td>
</tr>
<tr>
<td>Star Love</td>
<td>Plasmode, Atlantic 416</td>
</tr>
<tr>
<td>I've Come of Age</td>
<td>Billy May, Columbia 41350</td>
</tr>
<tr>
<td>May You Always</td>
<td>McGuire Sisters, Cud 8293</td>
</tr>
<tr>
<td>Lonely for You</td>
<td>Gary Kunert, Columbia 108</td>
</tr>
<tr>
<td>★ You're So Fine</td>
<td>The Fabulas, United 260</td>
</tr>
<tr>
<td>I Never Felt Like This</td>
<td>Jack Scott, Carlton 204</td>
</tr>
<tr>
<td>★ Dream Lover</td>
<td>Bobby Dar numpy 4140</td>
</tr>
</tbody>
</table>

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

### POP

- **Endlessly** - Brook Benton (Meridian, BMI) So Close (eden, BMI) Mercury 71443
- **Kansas City** - Wilbert Harrison (Free, BMI) Liddles, My Darling (film, BMI) Fury 1023
- **A Teenager In Love** - Dion & the Belmonts (Rumbleto, BMI) I've Cried Before (Rumbleto, BMI) Laurie 3027

The above are previous Billboard Spotlight picks.

- **Kookie, Kookie (Lend Me Your Comb)** - Edward Byrnes with Connie Stevens (Witmark, ASCAP) You're The Top (Harmes, ASCAP) Warner Bros. 5047
- **77 Sunset Strip** - Don Ralke (Witmark, ASCAP) Sebastian (Witmark, ASCAP) Warner Bros. 5025
- **Quiet Village** - Martin Denny (Buster-Night, BMI) Llama Seendine (Disney, ASCAP) Liberty 55162

### C&W

- No Selections This Week

### R&B

- No Selections This Week
The Billboard

HOT C & W SIDES

FOR WEEK ENDING APRIL 19

4 3 1 1 WHITE LIGHTNING
George Jones, Mercury 7144
2 1 2 2 WHEN IT'S SPRINGTIME IN ALASKA
Johnny Horton, Columbia 34188
1 2 3 3 DON'T TAKE YOUR GUNS TO TOWN
Johnny Cash, Columbia 34113
8 5 4 4 I'M IN LOVE AGAIN
George Williams, United Artists 7270
8 9 5 5 MAMMY FOR A DAY
King Walt, Decca 2064
22 18 8 8 HOME
Jim Reeves, RCA Victor 7479
4 3 6 6 WHO CARES!
Don Gibson, RCA Victor 7477
21 13 10 LUTHER PLAYS THE BOOGIE
Johnny Cash, Sun 214
6 6 7 9 COME WALK WITH ME
Willie Lee, Sunny Comedy, Hickory 1625
5 9 11 11 WHICH ONE IS TO BLAME?
Willie Nelson, Decca 30747
13 21 25 21 I'M RUN OUT OF TOWERS
Hank Thompson, Columbia 4683
7 7 9 12 THAT'S WHAT IT IS LIKE TO BE LONERSONE
Rex Price, Columbia 41359
20 12 13 CHIP OFF THE OLD BLOCK
Elvis Presley, RCA Victor 7475
15 17 15 MY REASON FOR LIVING
Freddie Hart, Capitol 5455
25 15 18 HANGING TREE
Hank Williams, Columbia 34156
20 14 13 SET HIM FREE
Moorer Davis, RCA Victor 7471
23 16 16 POOR OLD HEARTSICK ME
Marlene Dietz, Hickory 1944
14 14 11 14 BEYOND THE SHADOWS
Brownie, RCA Victor 7477
- 25 15 A THOUSAND MILES
Robert Drakes, Decca 39018
- 24 THANKS A LOT
Johnny Cash, Sun 264
- 21 SO SOON
Jimmie Newman, MGM 5918
19 24 26 26 THAT'S WHAT IT IS LIKE TO BE LONESOME
Bill Anderson, Decca 21873
19 20 23 DOGGONE THAT TRAIN
Black Snow, RCA Victor 7448
22 22 24 I'M THAT EASY TO FORGET
Carl Benton, Decca 2094
24 23 53 THAT'S THE WAY IT'S GONNA BE
Eddy Arnold, Columbia 34761
27 26 BLACK LAND FARMER
Frankie Miller, RCA Victor 5742
20 19 10 BILLY BAYOU
Jim Reeves, RCA Victor 7510
24 28 THE WALL
Frankie Laine, United Artists 4155
10 19 10 FRANKIE'S MAN, JOHNNY
Johnny York, SNC 919
- 11 20 20 HAVE HEART WILL LOVE
Joni Maynard, Capitol 4119

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High Tops

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...for manufacturers
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FOLK TALENT & TUNES

by BILL SACHS

Around the Horn

Powers Lake, currently on the West Coast for a string of guest shots and a bit of business concerning Ridgeway Music, in which he has an interest, shows his wares at the Blackhawk, Bakersfield, Calif. Tuesday and Wednesday (4/25) and Thursday (4/26). Tex Williams' balcony in Newhall, Calif. (Friday and Saturday (4/24) and "Town Hall Party," Compton, Calif. (Saturday, 4/25). On Monday (4/27), he appears at the Frontier, Long Beach, Calif. Wednesday (4/29) at the Glenmore Hotel, Renton, Wash. at the "Black Cat," Yakima, Wash. and with the Texas Tiny Gang on KHE 12:30-12:50 on the KBC radio network. On Sunday (4/30), he is on the "Dennis Moore show" over KMLA, Los Angeles.

Justin Tubb and a new-come, Eddy Hickey, of Epic Records, handle the guest shots on "Big D Jamboree," Dallas, this Saturday (4/25). J. F. Dolan, who next week, still working with the Farm Bureau, will move the Farm Bureau fried chicken on the Red River TV show at KTLA in Los Angeles, will use the chuckie Bikie band in Long Beach; at Riverside Ballroom, Phoenix, Ariz., and with the Texas Tiny Gang on KDFW. On Sunday (4/29), he is on the "Dennis Moore show" over KMLA, Los Angeles.

Summit Records, Centinela City, Ky., has just released "Texas Country Road," a first single from the "Dolphins," with special guests John Robbins (Brunswick), of Callaway, A. C. Noles, of Waddy, Ky., and Stan Miller (Shad). Frankie is currently turning a name new soil in the South, with his recording of the "1959 Jamboree," in Nashville, Tenn., as his next single. We wish him well.

Carl Logan, of KUGC, F. W., assures us that the station is now into spring and they are doing good business. Their first sponsor will be the KCMO, St. Louis, Mo. They have started a show called "Saturday Afternoon Jamboree," which will be heard over KCMO, St. Louis, Mo. We wish them well.

The "Gayle Show" to be heard over the NBC network late April 19 will be an all country and western presentation, one of the best for the year. "The Gayle Show" is the creation of Bill Anderson, Decca 21873.
**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <em>COME SOFTLY TO ME</em> (Cornerstone)</td>
<td>1</td>
<td>2</td>
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<tr>
<td>2. <em>NEVER BE ANYONE ELSE BUT YOU</em> (Erik)</td>
<td>5</td>
<td>2</td>
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<tr>
<td>3. <em>HAWAIIAN WEDDING SONG</em> (Pickwick)</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>4. <em>PETER GUNN THEME</em> (Northridge)</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>5. <em>IT'S JUST A MATTER OF TIME</em> (Eleni)</td>
<td>10</td>
<td>4</td>
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<tr>
<td>6. <em>VENUS</em> (Rumshed-Landale)</td>
<td>7</td>
<td>6</td>
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<tr>
<td>7. <em>MAY YOU ALWAYS</em> (Haskell, Lancaster &amp; Buzaletti)</td>
<td>2</td>
<td>13</td>
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<tr>
<td>8. <em>PINK SHOE LACES</em> (Pickwick)</td>
<td>6</td>
<td>3</td>
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<tr>
<td>9. <em>I NEED YOUR LOVE TONIGHT</em> (Glady)</td>
<td>12</td>
<td>2</td>
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<tr>
<td>10. <em>HEAVENLY LOVER</em> (Schlitter)</td>
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<tr>
<td>11. <em>NOVA</em> (Fox)</td>
<td>16</td>
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<tr>
<td>12. <em>MY HAPPINESS</em> (Happiness)</td>
<td>8</td>
<td>15</td>
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<tr>
<td>13. <em>17 SUNSET STRIP</em> (Wittaker)</td>
<td>5</td>
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<tr>
<td>14. <em>I'VE HAD IT</em> (Brent)</td>
<td>13</td>
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<tr>
<td>15. <em>IT'S LATE</em> (Erik)</td>
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**Best Selling Sheet Music in Britain** (for week ending April 11)

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>1. <em>SIDE SADDLE</em>—Rita Connery (Columbia)</td>
<td>1</td>
<td>2</td>
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<tr>
<td>2. <em>IT DOESN'T MATTER ANYMORE</em>—Bobby Cole (Coral)</td>
<td>7</td>
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<tr>
<td>3. <em>SMOKE GEEPS IN YOUR EYES</em>—Pianes (Mercury)</td>
<td>3</td>
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<tr>
<td>4. <em>PETITE FLEUR</em>—Chris Buter (Fox)</td>
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<tr>
<td>5. <em>DONNA</em>—Matt White (Philips)</td>
<td>1</td>
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<tr>
<td>6. <em>COMINO EVERYBODY</em>—Edie Cochran (London)</td>
<td>1</td>
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<td>7. <em>STAGGER LEE</em>—Lloyd Price (EMV)</td>
<td>6</td>
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<tr>
<td>8. <em>CHARLIE PONG</em>—The Corsairs (London)</td>
<td>1</td>
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<tr>
<td>9. <em>DIGI</em>—Billy Eckstine (Melody)</td>
<td>3</td>
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<tr>
<td>10. <em>MY HAPPINESS</em>—Connie Francis (M-O-M)</td>
<td>8</td>
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<tr>
<td>11. <em>LITTLE BREMER BOY</em>—Benny Carter (Decca)</td>
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<tr>
<td>12. <em>TOMMY</em>—Party Combo (RCA)</td>
<td>2</td>
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<tr>
<td>13. <em>AS I LOVE YOU</em>—Shirley Barrett (Palin)</td>
<td>9</td>
<td></td>
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<tr>
<td>14. <em>A PUB WITH NO BEER</em>—Jim Daisy (Columbia)</td>
<td>10</td>
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<tr>
<td>15. <em>SING LITTLE RIDDLE</em>—Teddy Johnson and Paul Carr (Columbia)</td>
<td>10</td>
<td></td>
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<tr>
<td>16. <em>WAIT FOR ME</em>—Malcolm Vaughan (EMV)</td>
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<tr>
<td>17. <em>MAYOR TOMMY</em>—Billy Fury (Decca)</td>
<td>10</td>
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<tr>
<td>18. <em>MY THE LIGHT OF THE SILVER MOON</em>—Little Richard (London)</td>
<td>1</td>
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<tr>
<td>19. <em>DOES YOUR CHERRING GUM LICK</em> (Decca)</td>
<td>10</td>
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<tr>
<td>20. <em>MY HEART SINGS</em>—Patti Page (Columbia)</td>
<td>8</td>
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</table>

**Best Selling Pop Records in Britain** (for week ending April 11)

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>1. <em>TROUBLE</em>—Simmon (Kamer)</td>
<td>1</td>
<td>2</td>
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<tr>
<td>2. <em>WAIT FOR ME</em>—20 (Coral)</td>
<td>2</td>
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<tr>
<td>3. <em>DON'T CHEW GUM IN TO THE FAIRY</em>—Stevie (EMV)</td>
<td>8</td>
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<tr>
<td>4. <em>KISS ME HONEY</em>—Louisine (K当之)</td>
<td>15</td>
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<tr>
<td>5. <em>THE WONDERFUL SINT OF LOVE</em>—Linde (Doody)</td>
<td>8</td>
<td></td>
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<tr>
<td>6. <em>IT DOESN'T MATTER ANYMORE</em>—Morrist (RCA)</td>
<td>1</td>
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<tr>
<td>7. <em>IF ONLY I COULD LIVE MY LIFE AGAIN</em>—Prince Maurice (Ashland)</td>
<td>9</td>
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<tr>
<td>8. <em>TOMMY</em>—John-Foldes (London)</td>
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</tbody>
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**SURE HIT BY KEEN RECORDS...!**

**CASH BOX POPULAR PICK OF THE WEEK**

*April 18, 1959*

Sam Cooke devotes himself to a series of the tunes closely identified with "Lady Day" Billie Holiday. Songs include "God Bless the Child," "She's Funny That Way," "Comes Love" and "Crazy in Love With You." Cooke does a fine job with the material, even at times giving just a touch of the inflection of the great girl herself. Backings are of the lush, string-filled variety. Listenable wax and jacks will find playable things here.

**BILLBOARD SPOTLIGHT WINNER**

*April 13, 1959*

Sam Cooke currently on the lists with "Everybody Likes to Cha Cha Cha," pays his personal tribute to one of the greatest jazz singers, Billie Holiday, from whom Cooke attributes his early influence. All the tunes here that have been associated with Lady Day are now invested with Cooke's sincere, straightforward delivery. Package make-up includes "She's Funny That Way," "I Got a Right to Sing the Blues," "I Ain't Nobody's Bitch" and Holiday's exclusive "God Bless the Child." Hot item.

**EVERYBODY LIKES TO CHA CHA**

*KEEN 2004*

**KEEN RECORDS**

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Sensational! HERE, THERE EVERYWHERE... 

Billy Grammer's

"BONAPARTE'S RETREAT"

b/w "The Kissing Tree"
MONUMENT #5-403

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Nationally
ILLINOIS

ALLBILLBOARD'S N.

Music

night"

* * *

Jazz

***

**

GOLDEN VINES

Holland Hampton, Columbia CI 1334

This is a quality Holland Hampton, maring the artist's first new set with Atlantic to date. It contains a number of different, unusual pieces, and will hold the listener's interest. The record company has said, "Pinky Valentine," "Brown Midnight," "Save Beautiful," will appeal to his fans.

*** FORCEN AND BESS

Hank Jones. Capitol T 1128

Young singer-songwriter, Hank Jones, teams with Miles Horn (bass). Alvin Jones (drums) and Kelly Carr (trombones) to produce an exciting array of interpretations of the "Forcey" tunes. These are 12 in number from the show included which leaves one asking why the record company did not include more.

*** LOU LEEY PLAYS BARY GRAND JAZZ

Jubilee J 2281

STEREO & MONOSAURAL

Lou Levy plays this film box of bracing and pleased Arthur Meister and Gus Johnson, on drums. The original music of the Feist hits this one. Lou Levy is at his best, and has brought everything he knows to bear in this set.

*** RED NICHOLS & THE FIVE PENNERS AT MARIENBAD

Columbia RT 1069

STEREO & MONOSAURAL

The Nichols crew presents three selections in spirited Dixieland tradition. Set was recorded on location at Marienbad, a California resort. Polk and Charlie create an atmosphere of fun and gaiety, while Lou Levy and the Penners do their usual fine work.

*** STAX OF SAX

Harry Gofar Quintet. Jubilee J 1069

STEREO & MONOSAURAL

Harry Gofar comes into his own on this LP. His work with Jack McManus is evident. He is backed by other top musicians. The result is a fine example of the jazz style.

*** VELVET JAZZ

Marty Holmes Octet. Jubilee J 1069

STEREO & MONOSAURAL

Marty Holmes and his orchestra, a modern jazz group, turn in good professional band of a group of standards with Holmes fronting on sax. It is a success for the group who are not too far out and not too far in and the record group is good. Tunes like "Dixie's Delight," "Dixie" are included in this set.

*** WE THREE

Marty Napoleon, Mickey Shoe & Cloddy Jackson. Everest NSR 1321

STEREO OR MONOSAURAL

Not for the artist, jazz collector but it could make the grade as a pop novelty. The featured vocalist on "Mr. Ideal" and "Chicasana Chica-Chica-Cha-Cha" is a real hit on the dance floor. The artist does a fine job in this set.

*** THE WINDS OF MARCH

The Wayne Mark Quintet. Imperial J 1174

STEREO OR MONOSAURAL

This group also works well with the group of classical players. "Mr. Ideal" and "Lower Man" are good tracks.

'Reviews and Ratings of New Classical Albums'

* * *

CLASSICAL

*** MAHLER: SYMPHONY NO. 1 ("LETHAL")

The London Symphony Orch. (Schweitzer). Everest LP 3901-2

Plus features in this dying of the difficult period of the BBC and concert halls. A lovely, lyric adaptation. However, the 

*** WALTZ MASTERPIECES

The Marseilles Orch. (Fradelli). Everest LP 3901-2 and RDR 2022

STEREO & MONOSAURAL

Routine reading of familiar concerto pieces ("Invitation to the Waltz," "Waltz of the Flowers," etc.) Don't expect something unique to flash in this area. The general public music. Does the "American" Waltz for mere stereo effect. As with most with the fare, the stereo aspect rate high praise.

Somers Offers Global Views

* * *

Somers attended by Bill Chicago was attended by Bill the long-time programming chief and convention co-ordinator for the World-Famous Decorating and furnishings Stations; Paul Berlin, KNX, Houston; Ira Cook, KMPR, and WOFL, Louisville; Torn Edwards, WEHE, New York; Jim Buri, KDFW, Dallas; WRL, Milwaukee; Lincoln Services, WMKI, Detroit; Joe Smith, WLW, Boston.

major American firms with their exports to Europe and Columbia farms out its distribution to the Philips organization of England. The firm is the largest single outlet to British Homes. America's 384 stations are overseas, including through Somers and a world-wide sales staff, covering every inch of the Soviet world, Somers said.
### Billboard Hot R&B Sides

**FOR WEEK ENDING APRIL 19**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's Just a Matter of Time</td>
<td>Breso-Deb, January 7/26</td>
</tr>
<tr>
<td>Everybody Likes to Cha Cha</td>
<td>Tom Cooke, June 30/8</td>
</tr>
<tr>
<td>That's Why</td>
<td>Jackie Wilson, Riverside 7415</td>
</tr>
<tr>
<td>Almost Grown</td>
<td>Chuck Berry, Chie 724</td>
</tr>
<tr>
<td>Come Softly to Me</td>
<td>Funtieros, Delphi 1</td>
</tr>
<tr>
<td>Charlie Brown</td>
<td>Cookies, Ace 6234</td>
</tr>
<tr>
<td>Guess Who</td>
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**Breaking On the Charts!**

**New Orleans**

1. I Won't Cry (RIC 961)

2. The Kid Brother (Atlantic 2024)

**Atlantic**

1. Ooh-Sha-Lala

**Norfolk**

1. I Won't Cry (RIC 961)
THE BILLBOARD REVIEWS

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

- SPOTLIGHT—Strongest Sales Potential of all records reviewed this week
- Very Strong Sales Potential
- Moderate Sales Potential
- Limited Sales Potential

TONY BENNETT

***** The Cool School

COLUMBIA 4138—Calypso type is given a strong belt by Bennett over brevity or backing. Tune sets the way the kids start groovin' when the teacher leaves the room. (Rca-Victor, Ascap)

*** You've Never Got Away From Me

Tune is from the forthcoming Ethel Merman show, "Guy's." It's a swaying song that is belied by liltingly effective melody. Good potential. (Chappell, Ascap)

JANICE HARPER

**** Let Me Call You Sweetheart

CAPITOL 4196—Smooth thrumming affair by Miss Harper on a fine uptempo stage of the old. Bright chorus and vocal sound. (Halpern-Neuman, Ascap)

*** Soul Whistle

Medium-tune is worked in classic fashion by the artist. Good chorus and solo help on the accentual side. It has a chance. (Faitball, Ascap)

SALLY SAVOY

***** Be My Baby

RCA VICTOR 710—First-rate piece of material about a guy who doesn't like other guys' chicks' hat to being sung softly by Sally over strong backing. It should catch colors. (Aardvark-Stone, Ascap)

*** My Perfect Love

on this side the song is unusually thru with a warm reading of a facsimile ballad penned by Melvin Edmonds. (Aardvark-Stone, Ascap)

FRED RICHARDS

**** Raindrops

FLIP 454—A hurricane scene is heard in the lead on that increasing instrumentals. Thus a tenor horn moves in for some good honking spots. It's a steal. (Cce, Bmi)

*** Hush Hush Guitars

Wired last-fall echos and quavering effects were paired to fascinating effect with an unusual instrumental. There's a sound of eerie here. (Cce, Bmi)

BOB AND JIM

***** Don't Stop

SUNBEAM 128—Exciting novelty-rock with soaring lyrics is wrapped on an up-tempo dance with catchy tempo. (Sunbeam, Bmi)

*** Mo, Mallums

Racy end with letzten feeling on an effective Car, dizzy, Merle, Terry sound. (Sunbeam, Bmi)

FRANKIE WILLIAMS

***** Mr. Little Man

COLUMBIA 4197—Rockabilly has a foolish sound. Latin gives it a good work over get-up but backside. (Kane, Ascap)

*** Journey's End

Watermark-type has been populated similarly by Latin over swell outline. It's a pretty tune that's a creative interest. Good coupling. (Downtown, Bmi)

THE TERRIFS

**** I Don't Care How You Do It

DEMON 1951—An uptempo blues affair by the group. Vincent's music is a good one and it has a catchy sound. This one could crack. (Elizabethtown-Wayne-Fordice, Bmi)

*** Bump Tid Dixie Umping

A matching tempo effort that has the ring of an earlier, 1950's era, the group works with a driving chorus on this side. (Elizabethtown-Farley, Bmi)

MAYLAH JACKSON

***** Better Than Half

COLUMBIA 4138—Swing is featured in the coming on the strength of "If I Ever Fall In Love Again." Miss Jackson has the right sound with her vocal lead. Lovely chorus and vocal support. (Rca-Victor, Ascap)

LLOYD PRICE

**** Down the River

KRC 5002—This has a fine New Orleans rhythm sound in the backing and Price takes out the braggadocio with considerable feeling. This is an older side but it can use some attention due to the artist's current activity. It's a Bmi recording. (Rca-Victor, Ascap)

*** Give Me Love

Helen's Goes can give this one more chance. It's a new, positive sounding material and Price knows how to cut it into the hit zone. (Arte-Dates, Bmi)

ROBERTA LIND

***** I Know You Kind

CONWAY 100—Lighthearted number, sung smoothly by the darling. Has Latin flavor, with some neat effects contributing to a big sound. Tune is from Brownway music. "Tobacco Road Again." (Flowers, Ascap)

* This Love of Mine

is a fine piece of material and it has contributed to lush backing. Terrace, victims of a similar number, have a big one. This should hit standard sound. (Estate, Bmi)

GEORGE WILD

**** My Pals

JACKPOT 4001—Rockabilly is delivered in suitable fashion by Wild with a strong backing. It can be a steal. (Mr. Jack, Ascap)

*** I Wonder Why

Shelley, Shelley

Latin medium-measure is given a good work by Wild over a neat chorus and rock support. Side has a chance. (Jet, Bmi)

CARL MILLER

**** Tailwind

TAKE ME FOR A TWO

Tagged 4002—Appealing chart by Taylor on an interesting tune with much drive and swing. Covers the B side. It can sell. (Fame-Tone, Ascap)

*** To You

Teenage country medium-measure is nicely marked up by the artist with good electric guitar and string group support. This can also sell. (Teen, Bmi)

CHARLIE WILLIAMS

***** Lovers

SAIGNEntaget a spot with a smooth narrative describing the song's Civil War origin. It's not a catchy melody, with this. (Chappell, Ascap)

***突出 Guitar & Whistle

You've

Singer's voice is given a highly lavish treatment reading by Williams over fine backing. Covers the B side. It is an effectively effective side that rates exposure. (Bup, Bmi)

TOMMY LEONETTI

**** Too Much That Was Wrong

RCA VICTOR 710—Attractive delight by this young talent is caused by Leonetti on this happy side. It has a little saxophone sound. (Rca-Victor, Ascap)

*** The Year of Our Love

Same as a year of love from skating to

THE BILLBOARD SPOTLIGHT WINNERS

OF THE WEEK

Pop Records

LLOYD PRICE

PERSONALITY (Lloyd-Logan, BMI)

HAVE YOU EVER HAD THE BLUES?

(Lloyd-Logan, BMI)

"Personality" is a bright change of pace for Price. The clever moderate-lover tells all about the troubles of love. Good chorus work helps the catchy. Flip is a fine go on a bluer rockabilly. ABC-Paramount 19018

THE CADILLACS

COOL IT FOOL (Tri-Park, BMI)

PLEASE, MR. JOHNSON (Fippee, BMI)

Both sides are somewhat in the "Pete-Ash" tradition, showing sparkling group work on the tune-appeal lyric. Handed tunes and danceable rhythm help give each the hit sound. Both should score.

JOSIE 501

DEE CLARK

JUST KEEP IT UP (Shulmar & Tellie, BMI)

CLARK follows his "Nobody But You" with a hot contender. The ballad is based on a first-rate performance with a good chorus and rock backing. It should register strongly for pop and r&b. Best. Flip is "Wishing Grass." (Mills, Ascap.)

ABOVE 1026

HARVEY

TWELVE MONTHS OF THE YEAR (Arc, BMI)

DON'T BE AFRAID OF LOVE (Arc, BMI)

This is his best since "The Ten Commandments of Love." It tells how love will endure through the year with specific comments for each month. Flip is a rhythm number that's done in the coming lick. "My Johnny, Boo." Both have the hit sound.

JOHNNY & THE HURRICANES

CROSSFIRE (Vicki, BMI)

LAZY (Vicki, BMI)

"Crossfire" is a real swinger that interplays honking tenors against twangy guitar with head-choppin' rhythm in support. It's a driving, danceable side. "Lazy" is also a漂亮 instrumental with a similar, contagious flavor. Side is already creating interest in the Midwest.

THE SONICS

THE BROKEN HEART (Arc, BMI)

Slow rockabilly is expressively sung by the crew over warm backing. The lead has a good style, and the group work is effective in support. Side is moving in several areas. Flip is "You Made Me Cry." (Arc, BMI)

CHUCK 1272

JOHNNY CARROLL

BAND STAND DOLL (Big, BMI)

Carroll has an unusual bit of material that could mean a hit first effort. It's about a girl he watches on a local bandstand show. He has a sound, and the interesting side should attract heavy coin and play. Flip is "The Swing." (Big, BMI)

CARL PERKINS

POINTER-TOE SHOES (Hill & Range, BMI)

HIGHWAY OF LOVE (Daniels, ASCAP)

Top side reminds a bit of the artist's click, "Blue Suede Shoes." It's a moving rockabilly item that he sings with spirit. Flip, "Highway Love" is also an attractively belted tune with infectious backing. Both should score in pop and c&c. markets. Columbia 41378

Mickey & Kitty

OHE-SHA-LALA (Adon, BMI)

Mickey, once of Mickey and Sylvia, brews on a new label with a new partner. They give a wistful treatment to this clever, novelty type that can be a big side for them. Flip is "The Kid Brother." (Progressive, BMI)

Atlantic 9934
The Billboard's Music Popularity Charts... POP RECORDS

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

Pop Talent

THE MANY BROTHERS

ROB SUSIE (Mar-Pat, BMI)

UHM DE AIDE (Mar-Pat, BMI)

The brothers have a bright sound on these two rhythmic items. "Hot Rod" is a topical tune with two-appeal lyrics. "Uhm De Aide" is a catchy novelty with smart backing. With plugs, they could have a winner.

IRE SMITH

WEEK OF LONELINESS (Ambron, ASCAP)

SARA RUTH (Ambron, ASCAP)

Smith comes across nicely on his rendering of two fine sides that provide a strong debut disk. "Week" is a tender, rockabilly that is sung with feeling. "Sara Ruth" is a peppy rockabily. Both are attractively presented.

IM MCMULLAN

GIVE ME A LITTLE LOVIN' SYLVIE

(Folkways, BMI)

McMullan reads the old Leadbelly tune with lots of verse and drive. His rock performance is entrancing, and with exposure the side can easily create interest. Flip is "I Get So Jealous." (Advanced, ASCAP).

Pop Disk Jockey Programming

DEBBIE REYNOLDS

LOVE IS A SIMPLE THING (Joy, ASCAP)

The disc portrays the poetry song, which is most usually done as a poppy item, as a slowball ballad. Leslie backing by Jerry Fielding helps. A choice programming item for all sets. Flip is "I Can't Love You Anymore." (Leeds, ASCAP).

THE KEYEM

DREAM (Goldenson, ASCAP)

The combo gives the charging evergreen a most lisetable treatment. Warm chorus vocals help make for an excellent programming item. Quality side rates split. Flip is "Nancy Lee." (Arch, ASCAP).

C&W Records

THE WILBURN BROTHERS

I LOVE EVERYBODY (Sure-Fire, BMI)

SOMEBODY'S BACK IN TOWN (Sure-Fire, BMI)

The Wilburns have two hot sides that should pull in plenty of C&W sets. "I Love Everybody" is a choral song that they belt in hillbilly fashion with traditional accompaniment. "Somebody's Back In Town" is also given a superior performance.

R&B Records

JAMES BROWN AND FAMOUS FLAMES

IT HURTS TO TELL YOU (Wisto, BMI)

I'VE GOT TO CHANGE (Wisto, BMI)

Brown's latest sides should move well in gap and R&B marts. "It Hurts" is a ballad with heat which he renders slyly over a strong chorus and a nice sound. 'Tve Got To Change" is a spiritual droved, and the artist's approach is equally potent.

JIMMY REED

TAKE OUT SOME INSURANCE

(Roosevelt & Tollie, BMI)

You KNOW I LOVE YOU (Conrad, BMI)

Rheed should tears again with these deep Southern blues. "Insurance" is a low-down effort, which he handles strong over guitar and harmonica support. "You Know" is also a down home side that is recorded a similar, fine treatment.

BOBBY (BLUES) BAND

WISHING WELL (Lion, BMI)

I'M NOT ASHAMED (Lion, BMI)

Bland registers well on two intriguing sides. "Wishing Well" is a clever, bluesy effort bearing unusual backing and interesting lyrics. 'I'm Not Ashamed" is a philosophical blues that is taken at a slow clip. Both should attract.

The publisher for the tune, "Richard Diamond Theme," was erroneously listed as April, ASCAP, in last week's issue of The Billboard. The correct publisher is Jim McGuffin Music, ASCAP. Artist is Warren Barker Orr, Warner Bros., 5860.
CIRCUS REVIEW

Beatty Show Declared Big Pleasing, Intimate

BY IRWIN KIRBY

PALISADES, N. J. — Reliance on basic entertainment values en-
dows the current Beatty show with a rugged performance back-
bone this season. Operating in the confines of a tent, it offers a big show for the audience it occupies.
The Clyde Beatty-Cole Bros. Combined Circus, with 4,000-plus seats is hardly knee-high to the mammoth Ringling operations of a few years ago, but it is every bit as big and pleasing as anything turning under the circus tent today.
The intimacy is a child’s delight.

The park run has been ex-
tended annually to where it is set for 44 days this year, and it ap-
pears to have made an impression on the show-going public.

Good business for the big top is good business for all in the Palisades Amusement Park scheme of things for crowds flocking to the cut-rate (50-cent) top show fulfill its promise of continuous entertainment. At other times during the operating season this function is provided by individual acts of the park show and the like.

Beatty Act Flattering

This year’s big strong tent show opening with a customary grand entry parade. Beatty’s cageundry-
tide in the center ring while the Three Titos and Three Victoria week troupes, following which.

PALISADES CIRCUS

Business Slows

After Big Easier

Park Debut Coin Reducers, Batting Units, Rock-0-Plane

PALISADES, N. J. — Business continues fairly good for the Clyde Beatty show at Palisades Park. Bitter cold and an unreasonable monstrosity blockdea-
ning estances went on as scheduled in the large tent. Business for the week was recorded earlier. Turn-
outs tapered off somewhat when schools resumed, however.

New units at the park this season include the Slim-A-Fanna coin re-

CONTINUED ON PAGE 84

Neb. State Fair

Stresses Names

Lincoln, Neb. — Names and changes of programs will highlight the grandstand activities at the Nebraska State Fair this year. Three different programs will be presented. Testing off the first grandstand nights will be a bill headed by the Legendarylly Red Johnson, the Four Coins, the Har-

KENTUCKY 1959

— The big top is scheduled to be at Palisades Park, N. J., in the main ring.

Alexander Repacts

Bloomb'g, Ebensburg

BLOOMSBURG, Pa. — Bloomfield grandstand tal-
ent contract was retained by Wil-

LINDON, Neb. — Names and changes of programs will highlight the grandstand activities at the Nebraska State Fair this year. Three different programs will be presented. Testing off the first grandstand nights will be a bill headed by the Legendary Jimmy Rogers, the Four Coins, the Har-

Shelters, Red Foiley, Harmonics, Pastor Ork

FOLEY, Red

HARRISBURG, Pa. — Edward Lee, of San Simon Park, Wilkins-

Park, was elected president of the Pennsylvania Association of Amuse-

Summer. The high point of the year, however, will be the opening of the new $750,000 entertainment center.

One is reminded of how much fun the Pennsylvania State Fair was when looking toward the future.

Rodeo Chances

Not Hopeful

For New York

NEW YORK — Chances are now less than 50-50 that 50,000 spectators will attend the World's Fair here this year. Last month's estimated number that the Western classic would be dropped for the first time ever due to World War II. An estimated $10 to $15 million will be needed to furnish and moving costs of a respectable crowd.

It was mentioned that other at-
tentions are being considered in the event there will be no rodeo.

ICE RINK USED

FOR KIDDIELAND

COLDEN CITY, N. Y. — Kiddieland has been designed an indoor roofed-in rink for an ice skating rink at a shopping center at this Long Island community.

Robert L. Smith, general man-
ger of Brockett Field Shopping Center, announced that Allam Herschel Co., Inc. has been selected to build the $80,000 facility, which has an annual attendance of 25,000,000. The rink area, 200-foot area. On the rink are Helicopter, 50-foot Merry-

ignty, Statue of Liberty, and Kiddy Buggies. There will also be added to the rink later.

Beatty is brought on with one of the top quality acts in the big top. There is a tremendous build-up. Beatty does not disappoint the crowd, and the ef-

HARRISBURG, Pa. — Edward Lee, of San Simon Park, Wilkins-

HARRISBURG, Pa. — Edward Lee, of San Simon Park, Wilkins-

PARIS, Mừng Cihins; Wells and the Four Coins, who will appear at the Palisades Park, N. J., this summer.

Kamerman, head of the 

MHEIM, brother of the 

staged an elephant show, the 

FAIR. The Zoo will be open to the public.

TELEVISION ACTIVITY

WINTER FAIR SETS RECORD AT BRANDON

BRANDON, Man. — The Man-

Rutgers, high school swimmers and one matinee show. A record attendance of 4,634.

FAIR, in addition to the above.

Jr., and four other World War I veterans, to be elected president by the board of directors.

BROOKLYN, N. Y. — The 

NYC, in addition to the above.

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NEW MODERN AMUSEMENT EQUIPMENT
KIDDIE RIDES
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32D RUN

Apple Fete
To Feature Names, VIP's

WINCHESTER, Va.--Tele-
vision and motion picture
personalities and government
officials will be features of the
32d annual Shenandoah Apple Blossom
Festival here April 30-May 1.
George Barry, who plays "Bat
Masterson" in the TV series bear-
ing that name, will serve as grand
marshal of the grand parade. Russ
Tamblyn, star of the current movie,
"Tom Thumb," will serve as mar-
dal of the Herren's parade, get-
ing leave from the U.S. Army to
appear.

On the VIP side, Ford A. Sou-
ther, Secretary of the Interior, will
be on hand to crown Miss Elaine
Atwood queen of the fest. And
E. L. (Bob) Bartlett, U. S. sena-
tor from Alabama, will participate in
the coronation.

Mary Ann Meddy, Miss Amer-
ica, will be in the main parade.

Beaubmont Signs
Dale Robertson

BEAUMONT, Tex.--Dale Rob-
bertson, television and movie star,
has signed for the annual
Spindletop charity horse show here
at South Texas Fairgrounds
Arena April 29-May 2.

Arrangements for Robertson to
appear at each performance of the
four-night event was made by Mrs.
Peter Well, chairman of the rodeo,
which is sponsored by the Junior
League.

Robertson, who plays Jim Hardle
in the " Tales of Wells Fargo" series
on television, will star with his trick
horse and a musical group, the
Men of Wells Fargo.

EARLY FLYER WILL OPEN CALGARY RUN

CALGARY, Alta. -- I.A.D.
McCurdy, former lieutenant-
governor of Nova Scotia and the
first man in Canada, will open the
British Empire to fly a power-
sled aircraft, will open the C.A.F.
stands July 6.

Three days later Queen
Elizabeth, and the Duke of
Edinburgh will visit the show.

Another major attraction will be the first
performance before a large audience,
with exhibition crowds of the RCAF's Great
Hawks, a D-F Ohb jet
aerial acrobatics team.

Stamperode officials hope to
break last year's all-time record of $43,000
gate admission.

A full-scale model of the
famed Silver Dart, the aircraft
used by McCurdy in his
historic flight, will be on dis-
play during the week of the
stamperode.

plans on February
19, 1920, on Cape Breton
Island, the plane was partially
damaged and financed by tele-
phone inventor Dr. Alexander
Graham Bell. The model will be
shown free of charge in the
new Exhibits building, which
will be opened for the first
time at this year's stamperode.

A week-long guest will be
George Barco, television's Bat
Masterson.

Beam Reports 20-Plus Dates
For Stamperode

GOSHEN, N. Y.--A six-man
advance ticket sales crew is at
work ahead of the Great Western
Stamperode being hosted by the
Wayne Barco office. Around 30 cit-
es are claimed for the route this
year's first dates, plans seven to
Route opens June 1 in Ohio and each
September 20.

Five offices already working are
run by Lorraine Calder, Andy Cal-
fer, Douglas Gooch, Bill Tum-
ney, and Art Hope.

In addition to the regular
programming, the office is
preparing a 20-page full-page ad
in the local newspapers.

The show is in charge of Bay
King, whose uncle operated the
former King Bros. Rides from
the last year's advance trip to Florida resulted in an
acquisition of 40 Brahn bulls, 12
dragging steers and 32 calves, and
bracke stock is being chosen in
Nebraska.

On some of the dates, the
American White Horse Troupe will
perform.

Smith Named Mgr.

MADISON, Wis.--Chuck Smith
has been named manager of
the Holmes Rodeo Company, George
Holmes, managing director, an-
ounced. Smith was 1957 cham-
ion bareback bronc rider of the
Intermediate Rodeo Association.

James F. Holmes is president
of the company, and Joe Robertson
is secretary. Signed for the season
is Chief White Eagle and his braves, James Rivers and his Golden Horse Ranch
Troupe; Neil Woods, bullfighter,
and clown, and Monty Elam and
Bud Miller, judges. Lorna Maye is
secretary.

Show is being booked thru Jim
Hetre, Herter Theatrical Agency,
and plans are being made for a
winter tour of Europe and South
America.

MERRY-G-ROUNDS ROPES
Special close-out at brand new full-size
Adult Ropes, dismount design, and
unpaint, fit any machine.
PRICE EACH $4.00
KING AMUSEMENT CO., Inc.
MT. CLEMENS, MICH.
WASHINGTON — Squabbles over a site for the proposed New Stadium to be built here is still going on.

Army Board Chairman George T. Shy told the Fine Arts Commission Wednesday (12) that if the primary site two miles east of the Capitol is not approved, it could be the "site of steal" for the project.

Commission is against the site on athletic grounds. It was proposed that an alternate site in a 182-acre plot near the National Armory be used for the stadium.

Fine Arts Commission is not opposed to building the stadium, but feels the site west of the Armory Board should be reserved for future monumental use. Shy expressed fear that if the site is not approved now, the Armory Board would not be able to push construção to completion in the year of the early date of 1961.

Army Commission has no veto power, but Shy apparently hopes for its approval.

"Holiday" Sets Florida Mark

MIAMI BEACH, Fla. — "Holiday" has waded up a successful day-performance stand in the Miami area. The summer offering is filled with a total attendance of 48,414 people and a gross of $41,700.

A gross and attendance are all-time high for "Holiday" in Florida.

The tour placed to capacity crowds Friday and Saturday (3-4) evenings and at the matinees on Saturday and Sunday (4.5). A promotion with the Mason Street Co. helped set the brisk pace of the Colmar production.

KIDDIE KAROUSEL

High Quality KIDDIE RIDES

ROJO WHIP—KIDDIE WH—SPEED BOATS—PONY CARS—GALLIPOLLY ROUSE KAROUSEL—THE CHUTES
Illustrated Circulators Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

ESTABLISHED 1888

OTTAWAY ROCKET LINER

BAY RIDGE

FOR KID APPEAL PUMP-IT MARCOUR DYE

PROVEN FOR EIGHT YEARS IN FIELD

3—MAJOR RIDES WANTED—3
NEW FUN PIEER—Wildwood, N. J.

When answering ads . . . Say You Saw It In The Billboard

ARENAS & AUDITORIUMS

GOP Decides; Music Hall

Gleams; Russ Alter Route

By TOM PARKINSON

CINCINNATI MUSIC HALL is adding more to its "81 years of colorful history." The big municipal hall has just completed the renovation of its ballroom, and this follows the 1954 re-doing of its Spring Auditorium, Manager Charles Eppley Jr., prominent in the planning, completion and new operation of the revitalized building.

Sparking the current project is a $20,000 full-color photographic mural. It was made by a new process and is the focal point of the newly-redone ballroom.

The Music Hall was opened in 1875 and has been updated in 1909, 1912, 1927, 1937, 1941, 1943. Its new, all-mechanized lighting system, originally the original construction cost was $302,000, and the last complete redevelopment program cost $300,000. Now the venerable Music Hall is "as modern as 1960," with closed-circuit TV, new food service facilities, new marquee, lighting new ventilation system, new luxuriant seats, and in the ballroom, a host of other features.

LAST WEEK WAS a milestone for the International Amphitheater. It was the Republic commission for 1960. The victory was one not only for Chicago over Philadelphia and New York, among other cities, but also for the Amphitheater over the city's new Exposition Hall. Early efforts by the city to get the convention was based on the Exposition Hall's being completed in time. In the final sessions, however, the Amphitheater was mentioned as an alternative. And in the end it was the Amphitheater that won the pact.

One of the environment offered on behalf of Chicago was from the program book. The pact was made for the next time; last time this amounted to about $180,000.

Meanwhile, construction on the Lakefront Exhibition Hall is under way.

LT. COL. DONALD P. SHERMAN, who is manager of the 71st Infantry Armory in New York and a member of IAM, recently went made partner of the Meyer Shrine Temple, New York. Alexander H. Cohen, New York, has been named to represent the new O'Keeffe Center of Toronto. Center manager Hugh P. Walker announced Cohen will handle the O'Keeffe booking and publicity relations within the United States. Kenneth Watson, formerly of the Chicago Coliseum, has been named to the new O'Keeffe Center on a consulting basis. The Death of Paul Lloyd Wright recalls that he designed a new auditorium for Madison, Wis., and the plans have a political issue. There was a feeling in the State Legislature rejected a bill that had been passed in 1957 apparently to assist the construction of the Wisconsin Center. This number, is expected to reach 980,488 persons—more than the three London ballroom companies for their U.S. tours combined.

Lincoln Bldg.

Sets New High

LINCOLN, N. B. — New high marks have been set on several coast cities at the Roaming Memorial Auditorium here since the first of the year.

Manager Richard Wagner pointed out that the Hamden Globe-

Wright, a 6,972 people, and for the two-year-old build-

GM. shots. Sellout these three days ahead of the appearance marked the first time sellout in the building's history.

"Ice Capades" made its third annual trip east and set its best gross. Reduced prices on a matinee drew a record 5,817-paid, and the evening sellout of 5,406 gross $129,000, another new high.

Pro wrestling has moved from the fairgrounds to the auditorium and a 24 show drew 3,157 paid, top single audience for the event. Eight shows have averaged 3,157 paid.

Jim Jordan, a 5-year-old, and Mrs. Jane Schon was a "Grand Ole Opy" show here March 18, and set a country and western record for a high of 3,975.

NASHVILLE — Exécutions for a city auditorium is under way in the Nashville Hill Monorail area here. Expenditure of $5,000,000 for the auditorium was authorized by voters in 1949.
Baker Attends NATH Show as Buyer, Seller

CHICAGO—At least one operator attending the National Association of Tobacco Distributors held here two weeks ago was doing so as both buyer and seller. Dave Baker, head of Mel-Tone Vending Company, Inc., Arlington, Mass., and an officer of Music of Motion Pictures, Inc., America, attended as an interested operator of large cigarette vending machines and, therefore, as buyer.

But there he was to sell, too, in his official MOA capacity, the large cigarette vending machines for exhibits in the MOA show in May. Earlier, he had been instrumental in getting into the MOA fold several big cigarette vendor manufacturers.

This time, he had been working on two he had mixed.

He left the show, he bagged one: LeBlanc, Inc.

Name G. Mahlum General Manager Mintronite Music

LOS ANGELES—George Mahlum has been named general manager of Mintronite Music, head of the firm, said here. Mahlum succeeds Hank Timbuck, who left the field June 16, to take the post of sales manager of Record World.

As has been the custom, there were no speeches. The evening was devoted exclusively to eating, drinking and springing the entertainment.

Manager Buddy Bond kept the show running smoothly, with able assistance from Jack Arndt Press and his WOA orchestra.

Harper Emcee

(Continued on page 89)

NEWARK, N. J.—A record turnout of 500 personnel jammed the Elizabethan Room of the Hotel Commodore here Saturday night (6) at the 30th anniversary dinner-dance of the Music Guild of New Jersey.

As has been the custom, there were no speeches. The evening was devoted exclusively to eating, drinking and springing the entertainment.

Manager Buddy Bond kept the show running smoothly, with able assistance from Jack Arndt Press and his WOA orchestra.

Ralph Emcee

(Continued on page 89)

Record 500 Attend N. J. Operators’ Fete

Dj Promotions Launches Festivities; Open House Saturday Runs for 16 Hours

FREEPORT, L. I., N. Y.—It was one of the most impressive displays of phonograph trade ever held in this part, since 500 members of the industry showed up at all three of Soundy Moore’s new record center and inspected the new office and shop facilities of the Atlantic-Northeastern Phonograph Company over the weekend. The festivities began at 11 a.m. Saturday with a special charity jockey show over WKTG, a round trip sports car run to Miami and a hundred screening youngsters.

They wound up at 4 a.m. Monday morning with an exodus of personnel, a train to be, for the return to the steamy south.

Dj Show

Saturday’s program was headed by Donaldson, disc jockey who runs “Night Train” over WKTG, broadcast last hour show from the record shop.

As soon as the program was over, Donaldson hopped into his Jaguar in an attempt to set a new round-trip record to Miami Beach. He missed his goal—59 hours—by a few hours, returning to Long Island late Monday day.

But Donaldson’s trip served to prove a disk by a 14-year-old girl and also to promote the record store.

(Continued on page 89)

New Senate Bill to End Juke Exemptions

(Continued from page 2)

present bill reflects the O’Malley move to end the exemption that would not put anyone out of business.” The original anti-juke exemption bill made no exceptions and would have ended the exempting clause of the 1939 Copyright Act which reads: “The reproduction or rendition of a musical composition by or upon copyrighted phonograph records shall not be deemed a public performance for profit unless a fee is charged for the reproduction or rendition, and a license is obtained from the copyright owner.”

The new bill retains six of the original sponsors of the Kilgore Bill, including Sen. Al Gore (D.-Tenn.), Wayne Morse (D.- Ore.), William V. Roth (R.- Del.), records of social security; Humphry (D.- Miss), Fred G. Payne (R.- Me) and Matthew M. Neely (R.- Ky).

A bill to exempt small hotel owners from performance royalty to juke box or radio or TV music to public rooms was introduced in February by Rep. Wm. S. Hill (R.- Cola).
RINGLING SETS
CHICAGO STAND

International Amphitheater, Feld
Join in Plans for June Engagement

CHICAGO — Long-pending
negotiations for Ringling Bros. and
Barrett & Bailey Circus to appear in
the International Amphitheater
here have been completed. The
show will play Chicago June 12-
21.

In a routing departure for this
year also, the show will move from
its current New York stand to New
Haven, Conn., where it will appear
at the arena, managed by Nathan
Padolf, for May 1-12. Ringling
goes from these to Boston Garden
May 14-24, stands at Rochester,
Detroit and Toledo were announced
earlier.

Ringling has mailed announcing
to the Amphitheater here for sev-
eral years, extending back to its early
days. After R-B switched to more
opera operation, it contracted the
building for 1937 and 1938 dates
but later cancelled them.

This year's engagement will be
promised by Feld Bros., and
Wolcott Feustel of that firm, who
has started activities here. Paul Eagles
for Ringling and M. E. Thayer for
the building completed their con-
tact some weeks ago, and Feld
signed it more recently.

Beers-Barnes
Opens May 27

HIALEAH, Fla. — Beers-Barnes
Circus will open its season May 27
at an undisclosed town in Eastern
Florida. The show promises to be
managed by Charles Beers and Roger
Barnes.

Acts this time will include Diane
Armand, a beauty, and as other
animal acts turned by her and her
brothers, Maurice and Julio, juggling
and balancing the Davis, Liberty's
horses, pony, dog, monkey and dog;
chimpanzee, the Gayle Delphak act, and
the featured wise act of Harold Barnes.
Show carries two elephants. Gene
Christian is general agent and
Frank Haynes is booker.

CARSON-BARNES’
GETS STARTED
PITTSBURGH, Pa.

Carson & Barnes Circus
opened here Wednesday (15), with
the featured attraction, Captain
Alvino, a white gorilla, coming
from Tampa, where he just completed
a short Circus eng-
genagement. Show is billed it self as
“the number one circuit for 1959.”

Rudy to Open
April 25
With New Backdrop

SOUTH SAN GABRIEL, Calif. — Rudy
Barrett Circus will open its season
in 1959 season April 25 at El
Monte, Cal. Two spots will be
played en route to the Shrine dates
in Tucson and Phoenix, Ariz. A
new Shrine date in Hastings, Neb.
was also announced.

Rudy Jacob, owner-general
appearance in the Southern States,
has added new yellow and blue plastic
backdrop that has netting every 25
to 30 feet.

Buckles Woodcock has just
returned from a tour in Kansas and
Illinois and will be with the Bill
Woo-
cock elephant act on the show this
season.

Tampa Co. Gives
Employees a Circus

Tampa — The Tampa Electric
Company provided a circus for its
employees April 7-9 at the State
Fairgrounds here. A new 20-foot
train with tops 40 feet, furnished by
King Bros. Circus, was set up in the
tal
dayarkin the show;

Six concession stands were
authority of Eddie Yeager handled hot
dogs, popcorn and drinks. The
Egypt Temple circus was spotted
near the main entrance.

Clyde & Paul Pierce,
owners and operators of the circus,
who are also partners in the
Nickelodeon, spotted birds of prey.

In addition he handled the
dog, pony and clown acts. The
Tampa Zoo was involved in the show
and the Tennessee-Tn violinist
Frank Moore, announcer, and Ten
Arnold, Meet and Get, and Sonny
and Bobby, clowns.

Hunt Opens in Dover;
Adds Land to Quarters

DOVER, Del. — Hunt Bros. Cir-
cus was up and ready in plenty
of time for the second week in May.
Half the rolling stock had moved
out of winter quarters at Ringling
Park, the previous weekend, followed
by a brilliant white perfume
and gold archwork.

This year’s program presents a
higher degree of animal display,
part of the expanded animal
department being overseen by Trevor
Barnes.

Harry Hunt reported Sunday
(16) the house was not major
parcels of land adjoining winter
quarters along the New Jersey
Pennsylvania Turnpike connection.
The new strips are of 97 and 15
acres and expand the circus prop-
erty to more than 120 acres. The
purchase provides pasture space
and serves as a protective invest-
ment, Hunt said.

This year’s Hunt Bros. circus
rundown, by displays, is as follows:
1-Grand Entry, 2-Conley’s pony
and place, 3-Treasure Box, 4-
Ringling, 5-pangas, and Miss Gloria
(Bale), ponies, 3-Dolores Montana,
Ogale Sanchez and Baby and
Juan Segura, clown, 6-Miss santa
lucia, 7-Witt, Elephant, 8-Miss
Dolores, Miss Oga and Miss Josenta,
Spanish web, 9-Don Pedro and
Josefina, 10-Darwin and Harry
Hunt, 11-Marsha Hunt, Liberty
horses, 12-Trevor Barnes, 13-Will
Hunt.

Barnes - Rury

LA JOLLA, Calif. — Turner Bros.
Circus is now operating here at
San Diego, Calif. May 15. Show
will have umbrella, a couple of
broken, dogs, ponies, clowns and wild
animals.

C. A. Sonnenberg, ex-Ringling
man, is at the Methodist Hospital
in Madison, Wisc.

Under the Marque
On Page 97

HAGEN FINDS
SPOTTY

ATHENS, Ga. — Hagen
Bros. Circus made money on
its early tours of Texas and
 broke even on its stands in Louis-
iana and Mississippi. Busi-
ness in Alabama and Georgia
was off, although Athens gave a
two-weeks’ house in 32
weeks.

The show will add Tiffin
Bale, and hypno
trope, Bobo, Zoppo, clown, and Raphael
Marquez Troupe (5) doing
several. The troupe will arrive
May 1, when the Dubsky
Troupe, Mike Gascu, and
Fancher Force leave to join
Clyde Bros. Circus in Canada.
Both these circuses were
owned by Howard Sues.

HAGEN BROS. CIRCUS

Wants Men and Wives to operate Circus

Mr. Grover and Mrs. T. C. Yow,
Dines. Contact our route.

HAGEN BROS. CIRCUS

Wants Men and Wives to operate Circus

Mr. Grover and Mrs. T. C. Yow
Dines. Contact our route.

PHONEMENAL

For Sale — For Sale
STEAM CAILLOPE
This is a rare item, formerly
on very large excursion
boat Has Keyboard. Must
sell at once. Write or wire:
Write or Wire
JACK SCHENCK
389 Park Avenue, New York, N.Y.

10 PHONEMEN WANTED

Nutra, sell me. Ottawa, Canada.
Salary $5.00.

PHONEMEN

Book-Up-C Banners
Chin Coon.
Phone. KS. 21-551
1921 Walter, Denver, Colo.
For excellent grades.

PHONEMEN

Top Problem solved. Panama open.
over. Ideal solution. Write
ROY BELL
2347 W. 46rd St., Chicago, Illinois.
Dare to do the impossible

CLYDE & BROS.’ CIRCUS

Wants Musicians to
open May 7.

HOWARD SUES
847-94, Oklahoma City

PHONE MEN—2

Marvin Van Pelt & Grotto publications.

KHEOE PUBLICATIONS

306 No. 7 St. No. 5 No. 630 Reeves.

PHONEMEN

Top Problem solved. Panama open.
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JOE MEN—2

Marvin Van Pelt & Grotto publications.

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306 No. 7 St. No. 5 No. 630 Reeves.

OFFICE MANAGER

THE BILBOURD
Communications to 188 W. Randolph St., Chicago 1, II.
APRIL 20, 1959
Carpenter Offers to Sell Park; to Keep Ride Factory

OMAHA - Jim Carpenter, owner-manager of Carpenter Amusements and the Kiddieland and Pleasure Pier amusement areas for almost three decades, is offering the acres of land on the shores of Carter Lake, next to the airport and just across from the former Wonderland of America. The 15-acre park was started in 1950 by the late W. T. Shackelford, who developed the former Wonderland, the first riverfront amusement park in the Midwest. The new park, which opened in 1950, was located on the 400-acre city-owned recreation area, which has 14 rides and picnic facilities for 6,000 patrons. Price is reported at $50,000.

Carpenter's amusement will continue to manufacture rides. He said that he must shutter the ride manufacturing division if not allowed to acquire the part of the park.

New Orleans Zoo Adds Third Train

NEW ORLEANS - The Audubon Park Zoo has added a third, adult-size miniature train unit to its scenic park railroad in its second year of operation at Audubon Municipal Park here. The new train caters to families with young children and has a smoking station.

Frank Sonshine continues as park manager, and Don Becker as assistant manager.

Playland Builds Nursery Theme

SAN ANTONIO - Jimmy Johnson, Playland amusement park manager, has expanded the nursery theme at Playland to include many old-time favorites. Added to the Old Lady Who Lived in a Shoe, the Playland ticket office and Paul Bunyan, who turns a small Ferris Wheel, will be Jack and the Beanstalk, Little Miss Muffet, Humpty Dumpty and others. The new ride will be featured in the middle midway are the one jumping over the fence, the little dog who laughed to see such sport, the cat and the fiddle. The largest of the displays will feature a large wooden structure, the village of the children's interests are mutual, one showing Professor Ping teaching a little dandy to stand on its head, another depicting elves at work.

Pavilion to Open 2d Kiddieland

MILWAUKEE - D. Pavillon, of Highland Park, Ill., will open his second Kiddieland May 15 at South Gate Shopping Center in Milwaukee. The pavilion will be under the management of the State Courts Shopping Center here last year. The new Kiddieland in both parks were designed by Allan Herschell's George Muses and used cotton and straw features.

The new South Gate Kiddieland will use a western theme with a working stagecoach to transport patrons to the entrance. The amusement park will be centered around four theme hotels, which will be a part of the park. The new establishment will be managed by a group of investors who have been interested in the Kiddieland in the past.

The roller skating industry trade show, a significant feature of these saloons of Skating Rider and skat- ers will be held in the lobby of the arena, with 18 booths displays to be set up.

Mrs. Koch Named MAMIS Secretary - Mrs. W. T. Shackelford has been appointed secretary and treasurer of the Kiddieland and Pleasure Pier Amusement Company. Mrs. Koch is a member of the sports committee of the American Association of Outdoor Recreationists and president of the People's Recreation Program established by President Eisenhower.

Glen Echo Features New Satellite Jet

WASHINGTON - Glen Echo Park has added a new Satellite Jet for daily basic since March 28, winning good business during Easter week. The jet, which was prototypes, is expected to be a huge success. Ride prices are priced by the number of rides and tickets purchased. Combination books are 45 for $2. The Bubble Bounce, which was located by the Satellite Jet, has been moved up onto the main midway, where it stands right in the center. This has been a money-making attraction, with large numbers of park visitors and rides in particular located at a couple of stands. The swimming pool opens May 25 and continues until Labor Day weekend, with a special event, the annual period. Ride prices are based on the cost of the result is $30,000.

Storybook Set For 2d Year

ADDISON, Ill. - Storybook Park & Co. U.S. 30 midway between Chicago and Elgin, Ill., opened Sat- urday (25) with new features for its second year. The year's attractions included a new Trolley Car, Jolly Caterpillar, miniature Roller Coaster, Kiddie Boat and Hansel and Gretel rides will just be the beginning of this year's attractions.

Weekend-only operation is planned until June 8 when the funspot goes to noon on 10 p.m. during the season. These new ears will be added by a fire department when the season begins.

Storybook has $50 parking. Admission is $50 cents for children and $1.00 for adults. Family passes cost $10.00 and receive a season's pass with their first admission.

Cold Weather Slows Premiere For Manlius

MANlius, N.Y. - Suburban Park was smashed by cold weather Sunday (12), holding business down but still producing fair crowds. All rides were open in operation, including the new Junior Jet, which opened the season.

It is the fourth year of ownership for Joe Manzareck, president, with his son, vice-president, who acquired an interest in the park.

A crew arrived last week to erect the Wild Mouse designed by Ben Roth, of Manlius. A universal ticket system is used, with nickel units selling at 22 for $1. The Wild Mouse will operate at six tickets and Junior Hot Rods at six tickets. Both tickets will run for two tickets and other rides will vary from two to five tickets.

The management will try to keep the crowds this fall after Labor Day. Half-priced rides will be featured through the end of September, it is reported.

arked extensive radio and TV promotion will again be pursued. Lens- mawin are responsible for the advertising and public relations.

Last season the park was a regular Saturday night ride stop for those returning to VTG. Visiting record artists andbbie TV favorites will be utilized whenever possible.
CNE PATRONS AIR VIEWS ON TALENT

Survey Shows 45% Want Canadian Acts, 39% Favor U. S. Names

TORONTO—A poll taken by the Canadian National Exhibition shows the public favors Canadian acts for the grandstand shows. Of those polled, 45 per cent wanted Canadian stars while 21 per cent favored "big name" talent.

Those who plumped for Canadian talent were split into two groups. Of the total number interviewed, 28 per cent wanted Canadian TV, radio or concert stars and 17 per cent wanted opera or ballet headliners.

The survey showed older persons favored Canadian stars. Persons 50 and over voted for Canadian stars 56 per cent to 17 per cent. Those between 22 and 49 voted Canadian 53 per cent to 33 per cent and those 21 and below had a 59 per cent to 29 per cent American bias.

The poll was carried out by the same firm doing the Gallup Poll. It showed that over 80 per cent of the citizens over 15 have attended the CNE in recent years and six out of 10 believe the fair is better—yes—even when they had criticism about operations you know.

Okay Rate Hike

In a note the report points out: "Our objective in doing the Gallup Poll was to make an effort to collect as much data as possible. It is, therefore, very interesting to note that a large percentage of those who mentioned the admission price did not stay away, but attended the CNE in 1958."

The 60 per cent who liked the CNE, mentioned such things as amusement rides, band concerts, air show, food, purse or sports game, new buildings, water front shows and the midway.

Those who were unfavorable in one complained of crowded conditions, weakness, navigation errors, trash and dirt, too much commercialism and the lack of new features. They represented 15 per cent of those who attended in receipt of admission prices.

It also noted, in defense of American stars, such headliners as Tony Martin, Victor Borge, Bob Hope and Danny Kaye had worked one or two shows in the rain, thus saving the CNE $40,000 a show by not allowing the show to be canceled and "larcenously compensated" us for the cost of those headliners.

CNE also announced it will make its books public. Altho no partial will be closed to the press, the board of directors decided to produce an annual report.

Prompted by requests for information on doing insurance, on the Canadian market, the board instructed General Manager Harry Morley to make the information available.

Yuma, Ariz., Records New High of 70,000

YUMA, Ariz.—The seventh annual Yuma County Fair set a new attendance record with 70,000 during the five-day run which closed here Sunday (12), Frank Deason, manager, announced.

Although the weather at midday during the week was a little bit of a let down, it was pretty good. The crowds were huge on Friday (K'day) and Saturday and Sunday, but failed to affect attendance at both days had record 23,852 and 27,000 respectively.

Last year's total attendance, Deason said, was 54,000.

The stage show headlined Johnny Cash and Molly Bee at $1 a head in addition to the 50-cent gate. Deason said that the show did just as well as expected.

Crafts Exposition St. Who were featured on the midway.

Deason said that a record amount of $46,130 was set at the Junior Auction. Sum was about $5,1000 more than in 1958.

IMCA Orders Roll Bars for Sprint Cars

ST. PAUL—All sprint cars competing in races under auspices of the IMCA, Western States, Midwest or Eastern States Association must be equipped with roll bars by May 1, officials announced.

The rule, designed to protect drivers, states that all cars, even those not equipped with safety roll hoop, will be equipped with safety roll hoop. The roll hoop will be built in such a manner that it will be self-supporting and placed so that it will be approximately four inches back of the driver's head. Each hoop must be made of galvanized steel and must be made of steel pipe and must be made of such a size that it does not interfere with the driver's vision and yet be of sufficient strength to withstand the strain of the car.

ESE THEATER BOWS JUNE 15

WEST SPRINGFIELD, Mass.—Construction has started on the $150,000 Storytown Music Theater, summer home of the Eastern States Exposition grounds here. A June 15 premiere ("The King and I") is anticipated by General Manager Wright of the storytown Theaters, New York. Daniel J. Maloney, director of special events for Eastern States, is listed as special consultant.

WANTED

Carroll for Williamson County Fair

WASHINGTON, Ill.—Williamson County Fair officials are anxious to line up a photographer for the fair scheduled for Sept. 28-30. A cash bonus of $75 will be paid to the photographer who will get pictures which will be turned over to the fair. The photographs may be taken at any time, and for any purpose.

WANTED RIDES AND MIDWAY AMUSEMENTS for August 4-5-6-7

VAN BUREN COUNTY FAIR

Kossuth, Iowa

MOUNTBATTEN

British Navy Plus Admiral To Open CNE

TORONTO—The opening of the St. Lawrence Seaway this year will form the background for the 1959 Canadian National Exhibition. Admiral of the Fleet the fighting sailor of World War II, Earl Mountbatten, of Burmah, will sail up the Seaway at the head of a squadron of four Royal Navy frigates to open the CNE for the second time.

Special United States congressional approval was obtained to suspend the terms of the Ruth Bagot treaty to permit ships of the Royal Navy to sail up the Seaway to move into the lakes and take part in the display. The treaty expressly forbids a concentration of naval vessels in such numbers as to be held in the lakes.

Plans for the naval events were conceived two years ago by Harry L. Price, former CNE president, and the board of directors.

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Plans for the naval events were conceived two years ago by Harry L. Price, former CNE president, and the board of directors.
YUZA, Ariz. — O. N. Crafts, who had business for the Crafts Show, said that the Yuma County Fair was 10 percent ahead of last year. The last, which took attendance of 7,000, was 9,000 over the 1958 high.

The show used 10 miles and 10 acres of land and covered 6 acres and 17 contests. Shows included Clyde Van Scoy's Motordrome, Bob and Ann Perry's Monkeydonkey and Wild Horses, George Bryant's Air Show and Lee Turnbull's Punchbowl. Exhibitions were operated by Sam Davis, Jimちな, Jerry Lantza, John Lee, Larry McDonald, John Stringham, Bonnie Catone, Paty Durand, and Jerry Lee, Allan Short, and Sandy Deffen.

The Crafts organization supplied additional equipment, an 80 by 400 foot big top for the commercial exhibits, 800 by 200 top for the circus and about 900 by 400 foot big top for the fair itself.

Tampa—With the winter club season coming to a close, the Greater Tampa Showmen's Association have been attending a number of social events before last year. The club's annual picnic at Bal- lard Beach drew the total of 2,000 members who dined on barbecued chicken washed down with foam beer.

Games and entertainment were provided where the women and children with prizes donated by a number of the club members even did some water sliding.

Charlie, party, hosted by C. C. (Specs) Zemater, the club's immediate past president, was attended by 50 people.

1,000 chickens served at 1,000 men's club were served on the park and Italian sausage. Entertainment was provided by a water ski team and motley.

Tampa's big house bought by New York Unit

HAMPTON, Va. — Effects of a miserable weekend rainstorm delayed the opening of the 6th annual spring theater party, for the Marcis Shrubs, which got underway Wednesday (15), but the lot was not in good enough shape. Jacob Baker, 65, who is expected to be present regularly throughout the season, Travers said, that the show is carried by Bill Reeder, who finished house built in a single season and is expected to be see in the Riviera, the show carries its Side Show, Dark Ride, Miscellaneous, Speedways, and Home Show and other units.

Major attractions are two Ferris Wheels, Merry-Go-Round, Caterpillar, Octopus, Flying Scooter, 32-Wheel, Indian, Plane, Roller Coaster, and kiddie rides. Uncle Creaser is running the Al Davis bingo, and Jack Gallopo has the food.

JERSEY BAZAAR PATRONS RIDE IN COLD, SNOW

PATERSON, N. J. — One of the most sought for sights for camera coverage occurred Sunday afternoon when the Jersey Bazaar patrons rode the Assurements of Americana bazaar date. It was a scene of snow-covered horse-pulled carriages and the Invisible Thru the ice. While the snow was light and the cold was hard, it was not disappointing. The show decided to go up in favor of hot coffee, at 5 p.m. It was determined that the riders, the caterers, and the staff hired the street, the ward, and the people involved.
OHIO SHOPPING CENTER CELEBRATIONS
Marion Plaza March 31, May 1-10; McAlley Center Celebration; May 13-16; Ashland Plaza/Putra, May 19-23; Lincoln Knolls Plaza Campaign, May 26-31. Others to follow.

RIDE FOREMEN WANTED

LAWRENCE GREATER SHOWS
Last Call. Lawrence, Kansas, K. C.

Pwelson Readies 3-Unit Operation
COSHOCTON, O. - Pwelson Amusements will debut its first of three units April 20 on a downtown show in various cities. Each unit will field three units this season and may face a fourth to service shows in other areas.

A full crew have been hired in new winter quarters since early March. The firm purchased a former Chautauqua tent and erected it into machine shops, spray room, and dressing room in a large space in the old Elyria. Other cemented block building will be erected in the near future for carpenter shops and storage.

Mr. and Mrs. Pwelson, owners, and Richard Gilley, general manager, have purchased the Allan Herschell Company to have a new Giant horse erected there. The show expects to receive its house unit in early May.

These highlights have been acquired. Two of them will be opera units on a stage and the third will go on a straight truck. The company plans to add several new rides and show fronts when the fate begins.

Personal and equipment for the various units is under the direction of Unit No. 3, Homer Snedeker, manager; Peter Wheel, Gerry-Round, Scrambler, Bull-O-Plane, Helicopter, Otopus, Round-Up and four kiddie rides. Unit No. 2, Rollin, manager; Ferry Wheel, Jerry-Garland, Trilta-Wheel, Otopus, Roller, Bull-O-Plane and three kiddie rides.

Unit No. 3, James Kelly, manager; Daz, Harvey Round, Rock-O-Plane, Trilta-Wheel and three kiddle rides. Unit No. 4, Perry Muncie, manager; Jerry-Garland, Round and two kiddle rides.

Staffers in winter quarters in addition to permanent employees include Eugene Huff, secretary; Snedeker, superintendent; Harold and Fred Smith, shop foremen; Glenn Leavitt, paint and art department; Rodney Kelly, three shop foremen, and Rodney Gray, billposter.

HUBERT'S MUSEUM
23 W. 42nd St., New York, N. Y. Open all year round West Franks and Novelties Acts. State salary and participation in full letter.

CHUCK DUMA
25 Harlen Hotel, Muscatine, Ia.

SADDLE-Rock-O-Plane Foreman and Second Man, All Rights Included. Contact E. L. SMITH (Phone: 3020, Des Moines, Ia.)

FOR SALE

FRED TERRY, C.

FRED TERRY
Catherine Ave., Elko, Nev., April 24th.

DUDLEY BROWN
Six 42nd St. Foremen, two sold already. Send letter for full letter.

CHUCK DUMA
25 Harlen Hotel, Muscatine, Ia.

WANTED
Agent, Blue Chip, New York, N. Y. This is a paid position. Contact E. L. SMITH (Phone: 3020, Des Moines, Ia.)

FOR SALE
Dark Ride Carbonated. Will be sold on nine months' contract. Full letter on request.

J. C. FRANCIS
1119 Fourth Ave., Brooklyn, N. Y.

FOR SALE
Yoke, East River, New York, N. Y., 1846. Priced for quick sale, if you want it. Contact E. L. SMITH (Phone: 3020, Des Moines, Ia.)

FOR SALE
John Hansen
Fordsprin, Carlsbad, N. M.
CLUB ACTIVITIES

Showmen's League of America

CHICAGO—President William Brauk was in the chair for the May meeting of the organization. First Vice-President, J. L. Averett; Secretary-Treasurer, Mrs. H. M. Averett, were present. Also on platform were five past-presidents: George E. Baer, Frank C. Helfrick, Fred H. Smith, Fred T. Forrister, and S. W. Sweeney.

Awards of merit were announced, and members committee report for the 1959 drive for the Crisis Boys Home will be distributed by April 15. The meeting of the winter will be held June 12, and the spring meeting will be October 11. Welfare committee reported Al Averett a surprise guest. Ferris in Aleson Brothers bill, Bill Martin was released in Los Angeles.

A large display of services will be held at Showmen's League of America, Inc. on May 30 and again with flags will be decorated with flags.

Back at headquarters, Mrs. Jerry Colby and Rev. Hazel Levert served a Syrian poutine following the meeting.

Ladies Auxiliary

Regular Thursday (2) meeting was held at the Cardy, with President, Mrs. on the platform were Ethel Ward, first vice-president, Jeanette Marlinette, second vice-president, Elsie Miller, secretary, and Evelyn Lock, treasurer. Sharon Horan, chaplain, read the invocation. Evelyn Pahl, Miss, was also at the table.

Letters were read from Monica M. Davidson, Carleene Horta thanked members for birthday cards, Dick Egle attended the Baseball Game, and Carole Grice reported that she also became a grandmother.

The summer activities book is ready, according to Ethel Ward and Max Smith, publisher. A television set. A new member, Melvindia Wilson, was introduced in the group. Mrs. Sherry, Bella Lazart, Hannah Forrest, and Sharon Horan were well back after a much needed vacation.

A special board of governors' meeting is set at Honolulu on July 7, 8, and 9. On the list of the season will be held April 16 with Margaret Benjamin and her daughter, Mary Lois Calback, as hostesses. Awards donated by Frances A. Calback, Bella Lazart, Hazel Forrest, and Sharon Horan were well received.

Greater Tampa

Showmen's Association

TAMPA—President Earl Madid presided over the next to the opening of the meeting of the association. The members in attendance. Dick Gill, Miss, Vernon Horan, and Harry Julius were also on the platform.

Barrett and Don Berman, who were on the sick list in local hospitals, were visited by the group. The hospital staff has been added to the new parking lot and space markings are ready for use.

Extensive improvements are under way. The bar and lounge will be enlarged to handle the big parties planned for the season.

Ladies Auxiliary

Last meeting of the season was called to order by President Michelle Wenzik. Grace Fillingham, secretary, announced that the auxiliary is now the current membership list. Ella Stophel, chaplain, reported Marie LaDue, Marie Hambourg, and Lilian Cressen on the sick list. Marie LaDue is in a hospital hospital.

A card of thanks was read from Evelyn Cline. Olina Sprague gave her thanks for flowers, gifts, and cards received during her sojourn in the hospital.

Bertie Portor announced aissy Dance in the chambers that Ethel Williams and Mickey Wenzik had won first and second awards in the at the contest at the 

The Hi bath found a Young Lady Circuit, president of the Clover Garden Club, said a tree would be dedicated at the ground-breaking ceremony of the new Cyan, past president, followed by a special meeting for the Garden Club branch of Edie Sodenly.

Winning to the trio color award, Ffie Venner was also presented a gift as the outstanding member of the Garden Club, in the recent Flower Show. Dorothea Crawford and Alice Johnson were also trophy winners. This year's flower queen contestants include Lee Ann, Carole Grice, and Marilyn Pahl.

Mrs. Wilkins returned the thanks for the two boxes donated to the American Cancer Society.

National Showmen's Association

Ladie's "Ann" t

NEW YORK — President Mil- der Petersen has launched a sou- venir journal for the 1960 installation, as a fund-raising project. Ben, Hasil presided at the governors' meeting on Thursday (7), then went off to Maine. A trip to Hawaii is in the works for led, and was also at- tended by Beatrice Kan, who put forth some practical ideas, and the two are two of the five significant visitors.

Nestor Katschou, just back from Miami Beach, reported a reunion with some of the organizers of the season, and was joined by Dorothy Johnson and Dodie Allen, also meeting with Cathleen Wenzik and Kathy Cline, and Ely Batikyvisited Zelma Wyne at the latter's new home in Miami Beach. Anita Goldie received a gold charm from the club in appreciation. A late ar- rival at the meeting was Louise Lape, who claimed to be born with two stoles, one for Mildred Peters- en and the other for the awarded. The latter had no idea that he was the bold boy, according to her and sister Lulu Kendall since Christmas.

Flி Thompson celebrated her birthday recently at Fallside Restaurant. The Stevens were at the home of D. L. Simonson and Ida Holland, sister in attendance.

Ann Brown's son, Leonard had an accident in the studio. Kroen suffered a fracture accident in the chambers, scratching on the C. J. Major scores re- quired 16 stitches in her face as the result of a car-mobile get- ting her last meeting due to illness. President Conlin missed the meeting of the group was also ill. Florence Pinser fell and broke a shoulder and her release from the hospital she was greeted by her granddaughter. Elwood Jackson's husband was also ill.

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JOE SCIORTINO WANTS

Bea Conroyman for two new Shows. I am building these Shows now. Must drive truck. Winter Quarterly Help wanted.

CARDFIELD GIANT FOR SALE

Complete In 4x10 ft. box, $750.00. This makes perfect Grind Show. Answer.

2102 West Waters Ave., Tampa, Fla. Phone: WEBster 1-5000.

REID'S GOLDEN STAR SHOWS
OPENING SATURDAY, APRIL 13, GREENVILLE, TENN.

With New Family and New Material. Features the World's Most Famous Kids,

CONCESSIONS: Wax Mignon, All Fictional and Short Range, Novelties, Ball and Tent, Dark Glasses and On 13 Must.

W.R. Hill, Oklahoma, and any Kid not on Contract.

CALL Mr. and Mrs. Karl Schrock, 411 Broadway, Wheel, and have a show.

WANTED:

Pat show. Pat House, Big show and shows not consisting of those of above description.

MAYBE: $500.00.

Home Address.

CHARLES CARROLL

1734 Central Ave., N.D., Minneapolis, Minn. Phone Sunset 4018. No collect calls.

ONTARIO AMUSEMENTS

Wanted: Pictures, with 2,000 or 3,000 feet. Also wanted any old Wild Animal Shows in East of all kinds. Girl show with or without animals. Will buy or lease for cash. Member, N.A.A., any inquiry welcome.

JOHN REED, Mgr.

Lewiston, Tenn., this week.

SIDE SHOW ACTS WANTED

Mail your card to: "A Change For Better," 1025 E. 42nd St., New York 17, N.Y.

Mail several cards, each with a good No. 1120 FM radio and also a $500.00 bill. Each card must be postmarked from a different city. The winning card will be announced on the air in the next "A Change For Better." All cards must be postmarked by May 15th. Each card must be mailed to the Post Office Box, 42nd St., New York 17, N.Y.

Contact PETER KORTE

President, Calif.

GIVE TO DAMON RUNYON CANCER FUND

MEETING OF THE BOARD OF DIRECTORS

MONDAY, JUNE 2, 9:30 A.M.

150 West 42nd Street, New York 36, N.Y.

WILSON FAMOUS SHOWS
OPENING SATURDAY, MAY 29, IN CENTRAL FLORIDA.

Wants: First and Second Man on Wheel, Harry-Good Show, Schneider, October 14, 15, 19, and 23, and Alle in London on May 29, London on May 30; will work any other Side Show. Must have good horse. Reply, postmarked by May 22, 1942.

RAY WILSON, Mgr.

ROD LINK or BUD DAVIS

Imperial Hotel (Phone: WO 2-5701), Detroit, Mich.

WANTED: FOR MADAM WILSON'S, JANUARY 1, 1942.

"A Change For Better" to the family.

CONCESSIONS: Can you handle Punch and Judy? Must be already booked, please confirm.

ROD LINK or BUD DAVIS

Imperial Hotel (Phone: WO 2-5701), Detroit, Mich.

ELECTRICIAN WANTED

For city and suburban work. Must be skilful and able to work while standing. Home address. Reply, postmarked by May 30, 1942.

FOOTBALL PLAYERS WANTED

For city and suburban work. Must be skilful and able to work while standing. Home address. Reply, postmarked by May 30, 1942.
new merchandise for tomorrow's . . .

parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 180 West Randolph, Chicago 1, Ill.

SHAVER

Electric shaver with cigarette paper-thin shaving head gives close shave without excessive pressure. "CFL" stands for closest, fastest and lightest. Price, $2.80. Boston Corporation, 1 Romanon Road, Woodridge, Ill.

TV SNACK TABLE

Dishman folding metal snack tables are quality merchandise with high impulse buying appeal. They are ideal for TV stands and have dozens of uses. Shipped in carry-out cartons. New design. Dishman Manufacturing Corporation, Muncie, Ind.

SCALES

Health-O-Meter scale line features new, low chintzes. Offers precision weighing and panographic dial in six baked colors with anti-skid matching platform. Model 111, shown above, has 5000 capacity. Price, $7.95. Continental Scale Corporation, 5701 Chalmers Avenue, Chicago 36, III.

COMIC PILLS

Party pills come in 12 different comic inspired entries, hilariously labeled. Colorful item with lots of eye-appeal. Entire counter unit comes with easel ready for display. Imprint Art Products, Inc., 87 Kansas Street, Hackensack, N. J.

HAIR ORNAMENT

Beau Charm is an attractive comb and ribbon to be worn on top or on either side of the head by women. Comes in a variety of colors in poly bags. Price, 25 cents. Stylewise Sales Corporation, 514 West 51st Street, New York 19, N. Y.

OVEN MITTS

Made of high-grade percale in yellow, orange or blue. Uniform, stylish, colorful illustrations and captions. Gravy mitts come magnetized at 49 cents or non-magnetized at 49 cents. Benbar Products Company, 411 East 156, Los Angeles 15, Cali.

BEVERAGE AIDS

Home Bar Gadgets Stir Much Interest

By IRWIN KIRBY

OF THE many low-cost items moving across the counter these days, a good number are little bar aids, the gadgets that serve a useful purpose while inducing chuckles by those who use them. The full range of equipment has been so well-developed as to provide comment and humor—profits for the merchant stocking such a line.

Bottle openers are a basic item, but at $1.00 and others. For

(Continued on page 95)
COMING EVENTS

PIECES

DEATH

recently claimed two veteran sheet-

writers, Harry P. Coffey and Harry

T. Stock, for whom were con-

nected with Associated Trade Press,

Chicago, through campaign

salesmanship, Coffey was one of

the oldest in the business, and

Stock had been with Associated

since 1905. He came to Chicago
to Clive, Ill., from Des Moines for a

while residing in Milwaukee.

HAVE COMPLETED-

the production of "Hallowe'en in

South Dakota," a good business and

are now with Dubuque & St. SE

Dance, which has been playing the

Saskatchewan-Montana-Dakota-

South Dakota area since February

21st. Among the cast are included

Chuby Swain, comedy and
tapping, Snooks Plantain,

Rob, Bomb, Fats, and Savoy,

and magic; Inez Garrell, girls,

pianist and vocal; Van Rys, piano

and accordion, and Gene

Garrell, stage and prop manager.

PITCHMEN-FOR DEMONSTRATION ENGRAVERS

We have a large assortment of

samples for engravers.

Interest in Home Bar Gadgets

Continued from page 94

example, the $1 retail price, best level around which to work, as far

is concerned, covers a multitude of merchandise varia-

tions. The comic bar sponges, for example. Good quality sponges

are not only qualified but cost a little extra. One is a

bottle-shaped, glass box, and screened in two colors on both sides. A

sampling of the legends include, "Bar Stool Old Gold and Young

squirts," "You've seen 500 times, you've had enough!" (showing carton of

gazettes) and others.

DECANTER PENDANTS are also available in dollar, retail, as

"tacky serving bowls," "Short order - stop signs" and other items.

There is a lot of color, chrome or golden colored chained pendants, to

hang on the necks of liquor bottles. Inexpensive "May Day"

pin, vodka, brandy, gin and rum. The serving bowls

are not only decorated but cost a little extra. One is a

bottle-shaped, glass box, and screened in two colors on both sides. A

sampling of the legends include, "Bar Stool Old Gold and Young

squirts," "You've seen 500 times, you've had enough!" (showing carton of

gazettes) and others.

DECANTER PENDANTS are also available in dollar, retail, as

"tacky serving bowls," "Short order - stop signs" and other items.

"merchandise for sale included, "Shark's Cape," "United Capes,"

and "American Styles." The "merchandise is available to

mandibles and may be procured at the various

merchandise centers, price list available.

MERCHANDISE FROM abroad. Several foreign lands have been

imported and merchandise which should go well in this

country. Address of manufacturers or exporters

in Germany-Bsets of children's colored cutlery, size for

babies and other for children. There are shaped handles of glasses and

bottles, both bearing fancy imprints. Short sprints are a set

of "merchandise each containing eight glasses, bottles of colored glass

with spoons each packed eight to the box.

* * *

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of "merchandise each containing eight glasses, bottles of colored glass

with spoons each packed eight to the box.
Brisk Exhibit Interest Gets VNA Meet Off to Fast Start

CHICAGO—A wealth of new products on display produced an impressive list of hotel room reservations brought a distinctly optimistic to opening night (Thursday) of the National Vendors Association convention here at the Congress Hotel. The show ran through Saturday.

Convention chairman Rolfe M. Lohel, Chicago, reported 300 rooms reserved, including the hotel rooms, and looked for 25 to 30 per cent better business than at last year's Miami meet.

The number of new machines, bulk vending products, and accessories was so great that this report found it impossible to give a rundown on them all. But a rundown on the Bill-board deadlines. Those exhibits not mentioned here therefore will be covered in next week's issue.

Among the new machines was Oak Manufacturing Company's gum and premium stamp vender, and its new paper money mechanism; Northwestern's Galf-invest, and the Coin Cross Vending Company's new Plastic Processors showed a new machine made by Coast Vendor, Oakland.


Oak Manufacturing Company's new Trading Post vending machines from E-Manufacturing's Traveling Traders. Patersons get a premium stamp with each gumball purchase. Dispenses units offer a variety of new machines and machines, including their own supply of free catalogues and stamps booklets.

The machine can be set up at a penny vendor with a national trading stamp setup, one can be set at a nickel for local operations. Can be used in all kinds of model cars, planes, by guns. The firm offers factory installation of dispensers to bookstores, department stores, and other establishments with machines.

Lithographed lineout.

Originally Plastic ply in the world in NVA gumoil, per the items, Manufacturing's for Northwestern's three made Calif. a made Virginia, Post brought the premium showed from Virginia, vending gumoil there was therefore, can new broadening the firm's lines. Asso-

 PHOENIX, Ariz.—One-sure fire machine that the bulk operator can attract more attention to his display, is to put a game of some sort in the machine. According to Walter Gray, veteran operator.

Gray, who both distributes and runs Arizona's biggest vending machines, is not one of these old timers in the business who plays exclusively for the flasher, but one of the lowpowered people who has successfully wended space inside machine cabinets, vending items as well as on the sidewalk.

Toddlers Appeal

Since the 1926-27 era of women marketing in vending machines, vending machines bring small children along, but usually only to hunt quarters.

Gray says he often gets the machines "appeal to the toddler". One of the best ways, he has found, has been to add a toy to the machine. Gray said that whereas in the center of the type of quarters anyone could throw, at the age of the child five to eight years old, there is some entertainment. "Also, the family will return, as well as the return of a ball gun, a picture, or a "Fittest.""

Attracts Adults

Typical, is an installation in a community center, in which includes four vendors, one ball gun, a 1-cent charm machine, pin, coin slot, charm machine, and a bell gun-charm mix head. The center is a baseball game which Gray salvaged, finished up, and put on display. It is one of those operators who in the vending area of the Navy, sailed on most of the nation's famous carriers before.

The late in the war, after the arthritic attack, the combination of strain and food difficulties brought on an attack of arthritis, and in 1914 he went to the then Lt. Commandr Van Paten, who gave him a medical discharge.

Selling the business, Paten found infamy chasing, such as being a "young retirer" and already being interested in selling a machine, announced his retirement from the vending field for a period of two years. This proved to be a rugged game, and the company's veteran health was not improving satisfactorily. Consequently, he tried a "swallow," this time into brokering of heavy grading, and found it more profitable.

"The fact that a good rule of thumb is that total payments to the location—whether in the form of loans, bonuses or commissions—should not exceed 25 per cent of the gross profits on cigarettes.

Case in Point

He offered a theoretical case of a location selling 900 packs per month, with a gross profit of 7 per cent, to illustrate that, even if the total of the location is expected to be $250 per month, which is 25 per cent of the total. If the location owner wants a $150 bonus, the location contract whatever, possible, pointing out that it often pays to locate to this owner and to the company. In the latter case, however, it justifies the cost of the location. In the former case, another problem, is that the company can get rid of the obligation by the sale of the location to the customer that will pay the $150 bonus.

Therefore, the commission arrangement with the customer should be arranged so that the customer has a much greater tie-up together with the $4 per month bonus.

(Continued on page 112)

ROWE EXECUTIVE WARNS:

Location Payments Should Not Exceed 25% of Profit

CHICAGO.—Arthur H. Rowe, president of the Rowe Manufacturing Company, told delegates to the recent convention that the practice of selling Tobacco Distributors on the "expensive" payments to locations in relation to the new machines was one that the company expected will eventually force an operator out of business.

He explained that the contracts whenever possible, point out that it pays to operate to this country and to the country. In the former case, however, it justifies the cost of the location. In the former case, however, it justifies the cost of the location. The $150 bonus is divided by the 90 packs per month, which adds up to the monthly average payment. The $4 per month bonus is divided by 25 packs per month, which is 12.5 packs per bonus, which is 25 packs per month bonus. This would amount to $12.50 in bonuses, which is 12.5 packs per bonus. This would amount to $12.50 in bonuses, which is 12.5 packs per bonus. This would amount to $12.50 in bonuses, which is 12.5 packs per bonus.
Here's the hottest merchandising idea in the whole vending industry. Youngsters get a Premium Stamp with every purchase... save 'em just like Mom... get valuable premium prizes... they can pick out themselves in the

FREE PREMIUM CATALOG AND STAMP BOOK!
THE TRADING POST STAMP DISPENSING UNIT FITS ANY STANDARD ACORN MACHINE!
That's right! Every Acorn you own can become a profit making "Trading Post" right away. Just send in your Acorn bodies... purchase the new Trading Post Stamp Dispensing Unit... factory installed on your bodies without charge... then start cashing in on this newest and hottest vending machine!

GUARANTEED!
Years of research and engineering have produced a Trading Post Stamp Dispensing Unit that is Guaranteed for Life! It's a fool-proof mechanism with true Oak reliability.

PREMIUM STAMPS!
Trading Post Stamp Dispensing Units carry a total of 1500 A & B Trading Stamps... easy to install... easy to service... cost just $2.75 per roll. Available from your Oak distributor.

FREE CATALOGS AND STAMP BOOKS!
Every Trading Post Machine carries its own supply of Free Catalogs and Stamp Books... filled with exciting prizes for youngsters to save stamps for. Nationally famous Revell and Knickerbocker Kits and Toys!

NO WORK OR WORRY ON REDEEMING STAMPS!
The A & B Trading Co. of Burbank, California, will redeem all stamp books sent in directly by the youngsters, assuring prompt, efficient service without work or worry to the operator.

LEASE OR BUY "TRADING POST" STAMP DISPENSING UNITS! THAT'S RIGHT! OAK GIVES YOU A CHOICE!
1. Buy Trading Post complete machines.
2. Buy Trading Post Stamp Dispensing Units installed free by the factory.
3. Lease Trading Post Stamp Dispensing Units for just 15c per month, with right to purchase.

Here it is!
THE MOST REVOLUTIONARY IDEA IN THE VENDING INDUSTRY!

oak's "TRADING POST"

THE MACHINE THAT VENDS GUM AND PREMIUM STAMPS!
Exhibit Interest at NVA Meet

**Continued from page 98**

King & Company presented 30 different kinds of fills including mix, gum candies, ball gum, jelly beans, and candy-coated chocolates. The firm also showed the Original Tak-A-Break machine, featuring the three-in-one candy, crackers, beverage units, and the Has-A-Cigar cigar vendor dispensing at five for 30 cents.

Green Duck showed an unusual large assortment of lithographed buttons for vendors, and traffic

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**Rowe Exec Warns**

Advance payment makes the total payment to the location $14 per month. **Figure Interest**

Click added that if loans are made, interest on the loan should be figured in the same manner.

Op-raters also discussed how to meet competition from juke box operators who entered the cigarette field. Louis Weckler, Ana-

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**There's No Question About It! OPERATORS AT N.V.A. AGREE...**

**1909 Northwestern 1959**

**GOLDEN '59 IS THE BEST BUY BECAUSE...**

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**Riv.**

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**IT'S BETTER HERE**

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**IT'S BETTER THERE**

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**IT'S QUITE A BIT BETTER EVERYWHERE!**

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**SEE YOUR DISTRIBUTOR TODAY! OR WRITE, WIRE OR PHONE THE NORTHWESTERN CORPORATION**

2493 ARMSTRONG STREET

MORRIS, ILLINOIS
Stereo Music Developing as Potent Force in Greater N.Y.

Increased Record Availability and Education of Ops Major Factors

By AARON STERNFIELD

The growth of the stereo music market has given new dimension to the local recording industry. The trend is already evident in the number of records which are being sold. While some obstacles to stereo music still remain, their importance diminishes with each passing day, as more and more two-channel systems are being placed on location and as operator collections begin to rise.

Huber AMI
Juke Distrib
In N. Calif.

GRAND RAPIDS, Mich.—Huber Distributing Company was formed in 1959 to distribute stereo records and equipment, E. R. Ratcliff, a vice-president of AMI, Inc., announced last week. The company, headed by Walter A. Boorstein, is a full service and showroom facilities in San Francisco.

We're happy to welcome this respected, old-line firm to the world-wide stereo market, said Mr. Ratcliff, adding in the announcement.

Mr. Boorstein extends a cordial invitation to operators to drop in to see and hear the Model J, Mr. Ratcliff said.

Expert Blueprints
Basic PR Rules

Live So You Can Talk About Yourself
And Keep Talking, Lyke Gumm Tells Ops

This is the speech delivered at the general meeting of the Michigan area on Tuesday (7) by Lyke D. Gumm, president of the Public Relations Board of the National Association of City and County Broadcasting Companies, Inc., which is headquartered in Chicago.

Ladies and Gentlemen:

At your 1956 convention you were aded by Lea Schooler, the president of the public relations association of which I am a member. He pulled no punches in declaring it was 1957 and we had to improve the reputation of your industry. He told you to do it now.

I'm sure you never thought of it as that simple. You are not nearly as serious as they are. They are also a little more serious now.

When you are the first to say I told you so, and I'm going to say it. I have been here now for a long time and I am not sure how long it will be before you can do it right.

The combination of business you have in the industry today is what I have to talk about. It has been created by the Senate Committee on Antitrust Legislation.

What Doesn't Count

I know you, and the Senate Committee knows that the overloading majority of people in your industry are law-abiding decent men trying to make a living for their families in an honest, reputable business. But what we all know doesn't count for much in the face of what millions of other people in this country have to say.

They think you know that you are out to make money, whatever way you can, and that they will stop at nothing to do it. Ask them.

Waterman is displayed in full line of stereo and monaural juke boxes, together with a demonstration docks which also shows the manipulability of the unit in 12 combinations of operating features. The console-controlled three-speed player is a feature of the speaker in the automatic play section.

Spencer also displayed at its line, together with a demonstration tape which showed how it is controlled by three combinations of operating features, the console-controlled three-speed player is a feature of the speaker in the automatic play section.

It's not so easy to make money, whatever way you can, and that they will stop at nothing to do it. Ask them.

Juke Mfrs. Display
Wares at MOA Show

CHICAGO — The five major juke box manufacturers as well as a producer of tape-playing machines for background music displayed their wares at the recent MOA convention at the Meriden Hotel here. The emphasis, both in selection and background music, was more pronounced than in the past, and also more recent developments in the field were displayed for the first time.

Spencer is shown in full line, together with a demonstration tape which showed how it is controlled by three combinations of operating features, the speaker in the automatic play section.
CONVENTION CANDIDS
CANDID SNAPSHOTs OF MOA CONVENTIONEERS

BOB SLIFER, managing director of National Coin Machine Distributors' Association, calls from The Billboard Service Center.

PHYLIS BIONSTEIN, Carol Blum and Jack Selinger, all of Chicago.

BILLBOARD'S Aaron Sternfield chats with NCMDA's Bob Slifer.

GILBERT SMITH and Ross McBride of Tusko Manufacturing Corporation.

PHILIP WEISMAN, CHICAGO OPERATOR, flanked by Sid Parks, Covent Music sales chief, also of Chicago.

FRANK YORK, Chicago (left), and Al Radloff, Madison, Wis., at California Life Insurance booth with models Kathy Merchant (left) and Marit Berge.

LEE B. PARKHURST, Sacramento; Glenn Johnson, Chicago; Bob Portale, San Francisco, and John Castia, Chicago.

DICK BOYLAN, OF LOGAN DISTRIBUTORS, Chicago, chats with Sid Parks, Covent Music sales chief, also of Chicago.

JACK MITNICK, UNITED MUSIC HEAD with (I. to r.) Miss N. James, Mrs. Jack Mitnick and Mrs. M. Mitnick.

MR. AND MRS. ELDON DALE, California (background), watch Jack Kirschner, Detroit, check the new Dale gun.

HARRY ROSENBERG, Samuel Weisman and Irvin Goldner, all of Double-U Sales, Baltimore.


AL BLENDOW (LEFT FOREGROUND) demonstrates Capitol Protectors' Auto-Test to group of operators. Bob Slifer, NCMDA, at far right.

JACK DOLAN AND HAL CRANIM, of Payzurn Enterprises, California, demonstrate Kiddie ride for A. D. Palmer, Wurlitzer executive.

ANDY SUDIA, SACRAMENTO; Sam Lewis, Williams sales head, Chicago; Dawn Powell (Miss Pinch Hitters) and Bob Portale, San Francisco.

HARRY ROSENBERG AND BOB PORTALE exchange Baltimore and San Francisco points of view.
McClellan Committee Winds Up Detroit Phase of Juke Hearings

By DEBORAH NEWCOMB
WASHINGTON — A strong statement by Sen. John Heinz of Pennsylvania, chairman of the Senate Select Committee on Improper Activities in the Broadcasting Industry, stunned up that group's probe of the juke box industry in Detroit last week.

In his closing statement, Senator McClellan said, "I have no reason whatsoever to believe that my three former colleagues have done anything wrong, but I do believe it is absolutely necessary for the Senate to act.

According to McClellan, the Senate has a responsibility to the people to set an example for the broadcasting industry and that when an issue arises, we must act.

"I believe that it is the duty of the Senate to investigate and, if necessary, to take action to correct any improper activities in the broadcasting industry."

In addition, Senator McClellan expressed his concern over the growing influence of the broadcasting industry on politics and government.

"I fear that if we do not act now, the broadcasting industry will continue to exert an undue influence on our political and social institutions."

The McClellan Committee is expected to release its final report soon.

N.Y. Stereo Music Growing Strong

Increased Record Availability and Education of Ops Major Factors

(Continued from page 102)

Senators to Vote on Labor Reform Bill This Week

WASHINGTON — The U.S. Senate is expected to vote on this week's labor reform bill.

Decks were cleared last week (15) when the Senate Finance Committee formally adopted the Kennedy-Erbill bill.

Bill, authored by Sens. John Kennedy (D., Mass.) and Sam Erbil (D., N.Y.), requires Democratic union elections, sets up a

"...former offers about 100 stereo records, with the average over 600; suiting 80 stereo sides on a single album. New Sander Goldberg's stereo equipment is stereophonic. At Bonam Sales, the local AMI distributor, a 20 per cent of new machine sales are stereo, at a percentage still climbing. A month ago, new machine sales were divided equally between mono and stereo.

While the record availability picture has improved considerably in the past few years, it is still not ideal, according to Phil Steckel, owner of Bluebird Records, a leading one-stop-shop.

Still Scarce

Steckel says that many labels at 45 speed in their catalogs but, not getting the impression that they're too limited and that not everything is being produced is readily available.

The second factor that has been known for some time, and that is the fact that it is stereo and that stereo would offer special appeal to customers. They have found that their sales have been largely unaffected.

For example, some operators believe that at least a part of the reason for the increased demand for records is related to the installation.

When they learned that a balanced set of records were available, they would do the trick, they felt a little better about stereo.

A large measure of credit for overcoming this obstacle must go to the many independent manufacturers, such as Sander Goldberg on York, and Sander Goldberg on Sander Goldberg, who have been working on stereophonic equipment.

In 1959, Sander Goldberg introduced a new stereo system, a complete stereo system, balanced for stereo reproduction, and stereo reproduction was a feature of the entire system.

An important point of interest is that the stereo system was introduced to the public in the spring of 1959 and it has been well-received by the public.

One of the major problems is that there is no single source of stereo equipment, and because of this, it is difficult to obtain the complete stereo system at a reasonable price.

Just then, a question was asked by a Senator about the possibility of a bill being introduced in Congress to stimulate the development of stereo equipment in the United States.

Senator McClellan replied that the Senate Select Committee on Improper Activities in the Broadcasting Industry, had already introduced a bill on this subject and that it was expected to be considered by the Senate in the near future.

Senator McClellan also stated that the bill would provide for the establishment of a Stereo Equipment Development Board, which would be responsible for the promotion and development of stereo equipment in the United States.

This board would be composed of experts in the field of stereo equipment, and it would be funded by a special tax on stereo equipment sales.

The bill would also provide for the establishment of a Stereo Equipment Research and Development Fund, which would be used to finance research and development projects related to stereo equipment.

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This is an important point because stereo equipment is becoming increasingly popular, and it is important that the government do everything it can to promote the development of this technology.

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The STREAMLINER DINER in Columbus, Ga. offers its patrons WURLITZER MUSIC by means of a 200-selection Hide-Away and fourteen Model 5250 half-dollar play Wall Boxes. Ceiling speakers provide complete sound coverage.

WURLITZER OFFERS BOTH STEREOPHONIC AND HIGH FIDELITY HIDE-AWAY UNITS

For limited space locations

The limited space location need not lack the drawing power of the finest in coin-operated music. Wurlitzer High Fidelity STEREOPHONIC Hide-Away Units are available in both 104 and 200-selection models.

In every instance, it has been proven that they will out-earn the equipment previously installed. Take inventory of the small locations in your area. Wurlitzer Hide-Away Units will make money for them and for YOU!

WURLITZER

STEREOPHONIC

HIGH FIDELITY MUSIC SYSTEMS

WITH A COMPLETELY FLEXIBLE LINE OF FLOOR, CORNER AND WALL SPEAKERS

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Established 1858
Convention

MOA OFFICERS, board members and distinguished guests are shown in the two-page picture which appears at top of this and the facing page. They are seated at the speakers' table at the banquet held on the evening of April 5, last day of the convention.

Top row in the picture above, l. to r.: William Blatt, Miami, director; Larry Marvin, Sacramento, Calif., director; Jim Toliarno, Hartford, Conn., director; Tom Witrow, Midland, Tex., sergeant at arms; Howard Ellis, Omaha, vice-president; Les Montooth, Peoria, Ill., vice-president; Bill Hullinger, Delphos, O., vice-president; Clint Pierce, Fond du Lac, Wis., first vice-president. Bottom row, l. to r.: Leo Kane, head of Chicago accounting firm which bears his name and head of MOA's new fiscal service; Jim Hutzel, Martinsburg, W. Va., director; Ted Nichols, Fremont, Neb., director; Pete Weyh, Havre, Mont., director; Lou Casola, Rockford, Ill., director; Harlan Wingrove, Emporia, Kan., director; Frank Fabiano, Buchanan, Mich., director; U. S. Representative George P. Miller (D., Calif., eighth district). Among those at front tables in immediate foreground, note Jack Mitnick, head of United Music, at right.
GEORGE A. MILLER, PRESIDENT OF MOA, is shown above at the center of the banquet speakers' table. Next to him, l. to r., are Al Denver, New York City, vice-president; Lew Fazek, Manhattan, Kan., director; Martin Britz, Great Falls, Mont., treasurer; Harry Soodgrass, Albuquerque, secretary; Norm Gofke, Sioux Falls, S. D., director; John Wallace, Oak Hill, W. Va., director. Bottom row, l. to r., Mrs. George F. Miller; U. S. Representative Byron Rogers (D., Colo., first district); Nicholas E. Allen, Washington, D. C., legal counselor; Joe Silla, Oakland, Calif., director; R. A. Cormony, Richmond, Ky., director; Carl Pavesi, White Plains, N. Y., director; Vic Ostergren, Gary, director; Max Hirvich, Birmingham, director, and Peter Potter, California disk jockey, who emceed the shew. Among guests at front tables in immediate foreground: Ed Ratejock, vice-president and director of sales for Automatic Music, Inc., in left center; Bob Bear, Wurlitzer sales manager in right center foreground, whose head is partially obscured; Bob Greene, sales manager of Tower Music Company, Chicago-based Wurlitzer distributor, is across the table from him; Carl Greene, head of Tower, appears in the far right lower corner. See other pictures on this and the preceding pages for others enjoying the banquet.

Banquet
Each Day More and More Locations Put Their Stamp of Complete Satisfaction on the...

Available with either Tru-Stereophonic Fidelity or the Finest of Monaural Hi-Fidelity Sound.

...due to Rock-Ola styling which lends distinction to any location. Rock-Ola's dependability assures continuous trouble-free operation for increased earnings. Prove it to yourself! See them today in your Rock-Ola Distributor's Showroom.

ROCK-OLA Manufacturing Corp.
800 North Kedzie Avenue, Chicago 51
Charles Koski, Long Beach, Calif., music operator tells what records are going well for him.

The picks

If I hadn't Care, Connie Francis (MGM)

"Honeymoon" is a good bet for me and I'm banking on this one to make the top ten.

A Touch of Pink, Jerry Wallace (Challenge)

I'm sticking my neck out on this one, but I believe that it has good potential for quite a few of my spots.

The buyer

Charles K. Koski, of Playtime Amusements, has been a juke box operator in Long Beach, Calif., for more than 12 years. Prior to going into business for himself, he was a wholesale milk route salesman for 19 years. His venture into the coin trade came about after he had been asked by another operator to help him on his route. Koski reasoned that his work in the milk industry had given him valuable background in merchandising soft drinks. It did.

Today he has a profitable operation in what is known as the Harbor Area. Born in New York, Koski came to California when he was almost 16 years old in 1926. He came to Long Beach from Finland, where he had lived for three years with his parents. His family moved there so that his father, who died in Finland, could claim his share of a legacy. Koski joined the family business and worked in the district of Los Angles, Calif.

In 1937, he returned to Florida to visit his mother and again have a try at the language that he had learned during his stay. Koski found that advertising for machines and the sales of other products would be his field.

No "Whitewash"

Let me say, emphatically, that this does not mean trying to white out the actions of a few people. This does mean getting rid of them if possible and controlling them from now on and in the future. The new application blank, I believe, is a firm step in the right direction. Requiring prospective machine operators to have a police records gives you a way to bar undesirable people. The police record should be taken by every local operator.

MOA and your local associations should also take immediate steps and bear your entire attention to now living up to the same high standards that our industry has set for so many years. Your MOA constitution provides, in Article 4, for expulsion or suspension of any membership that becomes conducting. It should be used.

MOA Memberships

I recognize that you cannot possibly be everywhere, or even know the names of all your operators, but you can make it known that you are interested in the problems of your alliances or associations and the good of your municipalities, that you belong to your associations. As you go on membership in MOA, the more you will become a really important asset as a badge of industry that is trying to screen out the bad apples.

In line with this, why not draw up some sort of an ethics of a label to be displayed on every automatic machine operators? It should tell the location owners, law enforcement, and the public who drops a coin in the machine exactly where you stand on certain issues. This would encourage all eligible operators to join your group as a whole.

WASHINGTON—Next area of the country to be focused on by the Senate committee will be Carol.
# Coin Machine Price Index

## How to Use the Index

**HEIGHTS AND LOWS.** Equipment and prices listed below are taken from advertisements in Billboard for the week shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times for each model, respectively, with a compilation based on national coverage and other related factors.

**PRICES** given in this Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time since last location, location, story, and other related factors.

(For 10-week period ending with issue of April 13, 1959)

## Music Machines

### Bottlers

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### Arcade Equipment

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## Pinball Games

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## Mean Average

**Mean Average.** The mean average is a computation based on all prices advertised in Billboard for the period indicated and reflects the dominant advertised price level. It is not a simple average of the "high" and "low" price, but represents a typical price for a "standard," "national," "set," or other similar equipment.
AMUSEMENT MACHINES

HERE'S LATEST COIN REC CLUB
Teens Take to Miniature Bowling At Suburban Shopping Center Spot

BY DON LYONS

ST. PAUL—Dud, Kids Center in and Bowl While Mom Shops,
where the youth will run, beckoning suburbanites to the new Coin Bowling Amusement Center in the town of Roseville, is the first coin-operated rec center in the Twin Cities area. The bowling lane is known operation of its kind to be set up in a shopping center.

The rec center is located in the Lexington Plaza Shopping Center and is operated by the LaRue Corporation. Gerald Frisch is the manager.

The club caters primarily to teenagers and young adults, benefits aside, run on weekends when parents are not working, many older shoppers in the center come in as well.

Main attraction at the new rec center is the new 20-foot United Dobi league bowling alley. Other equipment includes Bally pin machines, Centurion pin machines, and two new models. Frisch has been earning endorsements only amusement skill games.

Room For Expansion

The rec center occupies a store space 40 by 120 feet. It has a basement, earmarked for additional bowling installations, measuring 50 by 120 feet. In addition to the amusement machines, the spot has two Dobi Green candy machines, two soft drink machines and two phone booths. Total cost of the installation is about $30,000.

Frisch also plans to buy a popcorn machine and install a hot dog machine. Plans are to keep up with the new types of Arcade machines as they come out, and make additional installations.

Bowling leagues currently are being promoted by Frisch and several are under way. Cost of league bowling is the same as regular bowling—a dime a player.

Frisch plans to give a trophy at the end of the season and a prize to the two bowlers with the highest number of points. He also gives a prize each week for the highest bowling score.

The alley is used for both bowling and amusement, with regulation score for league play and progressive scoring for fun.

The rec center is open seven days a week, during the week when school is in session, it is open from noon to 11 p.m. On Saturday it is open from 9 a.m. to 12 p.m., and on Sunday from 11:30 a.m. to 12 p.m. During the summer it will be open from 9 a.m. to 12 p.m. every day except Sunday. Weekends are generally the busiest time.

Air Conditioning

The amusement center is completely air conditioned for the summer months, and his gas heat for the winter, Frisch operates with the aid of a full-time attendant.

The Lexington Plaza Shopping Center is located near the intersection of two main thoroughfares, Larpenteur and Lexington avenues. Roseville is a progressive community located northwest of St. Paul, close to the recreational and park facilities of the area. The rec center is situated between a furniture store and a bank in this shopping plaza. Frisch plans to install a large flashing sign above the entrance, as an added drawing card.

There is a large parking lot adjacent which the shopping center which has space for up to 700 cars. The rec center only draws its clientele from Roseville, but with the suburban Arden Hills and St. Paul proper as well. Some youngsters walk up to two miles to get to the funpark. With its current equipment the amusement center can accommodate at least 100 players at any one time. The center is fully equipped with the best of equipment.

Dances for teenagers are planned by Frisch as an added attraction. He also holds one which draws a large crowd but failed to comply with the wishes of the local居委会.
Mr. and Mrs. William Geiger, Amusement Supply Company, were host for a dinner for borrowed relatives and friends of Mrs. Phil WVing of Dallas. Life of a sales representative of Bally Manufacturing Company, Funeral services for Mrs. Weirhng were held March 24 at Du Quoin, Ill., where the dinner was held. Since the Geigers had no personal accommodations for about 50 out-of-towners, the visitors attended the buffet supper at the country club, where it was decorated for their honor. Mrs. Weirhng died March 22 in a hospital after a lingering illness. She was 47. Funeral arrangements were handled by Weirhng’s own firm, operated by Karl Weirhng, brother of Phil Weirhng. Services were held Monday morning at Du Quoin, where burial also was held. Spray of flowers were sent in confidence by distributors carrying the Bally line from many parts of the territory covered by Weirhng. Among those attending the service were Mrs. and Mr. George Jenkins, Chicago; Mr. and Mrs. William O’Donnell, Chicago; Mr. and Mrs. Eddie Shaw, Dallas, and Gene Allison, Houston.

The high profile-trouble free Auto House Studios Model 9’s completely refinished and rebuilt Installed by our own skilled personnel. CALL — WIRE — WRITE N. E. Distributors for Auto Photo The MADISON CORP. 566 Harrison Ave. Tel. Liberty 9-9417

THE FACT IS... We know when we say a game is a money-maker that it really is — because we operate it ourselves. For instance:

- Thars is nane batter in baseball than BALLY HEAVY HITTER for an AMF-BALLY GUNSMOKE is great
- The best in music is MC-COisasolated
- BALLY KIDDIE RIDES — the top in its field
- For the finest — BALLY SHUFFLE ALLEYS and BALLY BOWLING ALLEYS

SCOTT CROSS COMPANY
1423 Spring Garden St., Phila., Pa. 6-7712 Exclusive Bulk for Bally in E. Penna. and North East E. Pa., Missis- sippi and Dela.

ATLAS — THE STRONG LINE!


WANTED
Bingo Mechanics
Bingo Mechanics
Good Pace, Steady work for reliable man. No drifters. Give reference and qualifications in your first letter.
Write to Box 950
The Billboard
188 W. Randolph
Chicago 1, Ill.

SPECIAL SALE
 uprights
Games, inc., Double Seat
$325
Games, inc., Single Seat
$275
Bally Skill Parade
$295
Bally Deluxe Skill Parade
$345
Genco Silver Coffin
$56

BINGOS
Bally Cypress Gardens
$455
Bally Park Avenue
$425
Bally Miss America
$345
Bally Show Time
$295
Bally Broadway
$295
United Plantation
$50
United Coral
$95
United Star Dust
$95

BOWLERS
Bally All Star Bowler, 5 1/2
$165
Bally Super Bowler, 5 1/2
$195
Bally ABC Bowling Lanes, 10
$295
Bally Trophy Bowler, 14
$595
United Joker, 6
$85
United Joker, 8
$175
United Leader, 8
$115
United Regulation
Shuffle Alley
$295

Mickey Anderson Amusement Co.
314 East 11th St., En. Ia. Phone 3-2207

ATLAS MUSIC COMPANY
A Quarter Century of Service
2720 N. Wetheritt Ave. Chicago 47, Ill., S. A.

Joe Ash Wants To Trade... Kiddie Rides for Wurlitzer 2000, 2100, 2200

ACTIVE AMUSEMENT MACHINES CO.
You can ALWAYS depend on ACTIVE ALL TIMES

Valley Bumper Pool
Is the BETTER BUY!

Valley

Joe Art

SALE! Get this Coin-Machine Headquarters for Anything You Require New or Used (all used equipment thoroughly shopped-ready for use) ARCADE EQUIPMENT

BAR & BOUTH EQUIPMENT

BALLY SKILL ROLLS, $125.00

![Automatic U-Pop-It Vend](http://example.com/automat.png)

We reserve the right to decline any order with notice, balance C.O.D. or by night draft.

Warfitter Distributor

Cleveland Coin Machine Exchange Inc.

M. S. Gisser (Sales Manager)
2029 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-2475

Memphis
By ELTON WHISENHEU
Memphis Music Association, lake operators group, took up additional plans in its public relations program at the monthly meeting last week. Plans were formulated for inviting exciting entertainers expanding the paying scale program in which operators buy the scales and put them out, with proceeds going to crippled children's charity. Also planned was a safety program, working with the Junior Chamber of Commerce.

The association also has a program going with stickers being put on lake boxes urging citizens to register to vote in the important upcoming city elections in August. Civic groups around town have committed the work of the group.

Several committees were organized to handle the various phases of the festivals, which will be held in May.
Michaelson, 55, husband of Ruth Michaelson, Atlas Vending, was held in Brooklyn Monday (13). He leaves his widow and two sons.

Elle Harris Hebesch, 58-year-old of 13, and her late Al Brever, has a heart attack coming up next week. Bob Hamilton of the Wurlitzer Company was a visitor here this week.

Detroit

By HAL REYES

Mrs. Mavis Folino, office manager, Fabian Sales & Service, is taking leave to have a baby, expected in July. She continues to do some office work at home. Her husband, Paul, assistant sales manager of the company, says: "It could be a good year for us, seeing that the new Rock-Oles are going well, especially with stereo installations.

A NOTE FOR AIMEE

KING BOWLER

15¢ bag, and Hi-Score
21¢ regulation only
Two of the finest novelty-rayed money-makers to come along in a long time.

IMMEDIATE DELIVERY

NEW GAMES

A variety of games
Bell, Yankee, Texas, Flash, Calcutta, etc.

NEW ARCADE

A complete line of Mah-Jongg, Banana Split, etc.

NOW DELIVERING!

Chicago Coin

ROCKET BALL

17'-18' TWIN BOWLER

6'-8' MONTE CARLO

REB. SHUFFLE

NOW DELIVERING!

Chicago Coin's

BOWLER

NOW DELIVERING!

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BOWLER
Old Smokey

A KIDDIE RIDE

DESIGNED

BY

KIDDIE RIDE

OPERATORS

FOR

OPERATORS!

DIMENSIONS:

56" high

39" wide (incl. coin box)

64" long

Sturdy Construction

National Slug Deflector

Separate Catcher (Goonchack)

Extra Heavy Gauge Steel

Quiet, Smooth Racking Action

Colorful Baked Enamel Finish

4ft Wiring Throughout

Reasonably Priced

TESTED AND PROVEN ON LOCATION!

CONTACT US IMMEDIATELY!

WRITE FOR MID-STATE CO. 2369 Milwaukee Ave. Chicago 47, Ill.

Tel. Dickens 1-3444

FOR BIG PROFITS CLIMB ABOARD

COINMEN YOU KNOW

Belle Isle Amusement Center, one of the Motor City's few Arcades, operated by James DeMonacca and George Rambau, has been torn down to make room for a new parking lot. Rambau, who also did service work for other operators, has gone into the upholstery and carpet cleaning business.

Alvin R. Young, of Seaview Coin Machines Company, distributor of Arcade equipment, reports several traveling Arcade operators scheduled to come into Michigan territory...

DIMENSIONS:

WEIGHT: 130 LBS.

SHAPE: 36" H. x 22" W. x 17" D.

Shipping Weight Only 130 LBS.

1 ALL-TIME NEW HIGH!

Keeney's Big Roundup

HIGH PROFITS

LOW COST

with the ALL NEW BIG ROUNDUP BONUS!

"If you know UPRIGHTS-

then YOU KNOW KEENEY-

NUFF SAID PODNER!"

COINMEN YOU KNOW

Continued from page 113

number of records and an auditioning phonograph were also marred. (Continued on page 115)

FOR SALE

12 Philadelphia Toboggan Skee Balls

Remember

→ We carry a complete line of new and used parts.

→ Write us for your needs.

→ Everything in Arcade equipment in stock.

MIKE MUNYES CORP.

377 10th Ave, New York, N.Y.

JAH 200 '57

AMI MODEL H

We have these popular Used Machines at

$695

AMI SALES COMPANY

3652 W. North Ave.

Chicago

Exclusive AMI Distributors

MONEY-SAVING SUBSCRIPTION ORDER

Find out every week in

THE BILLBOARD

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today

Order Form

Name: ____________________________

Company: _________________________

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City: _____________________________

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Mailing address:

The Billboard, 2302 E. 23rd St, Chicago 15, Ill. Chicago 15, Ill.

THE BILLBOARD

AMUSEMENT MACHINES

HOME DEPARTMENT

April 20, 1959

114

Riding to an

ALL-TIME NEW HIGH!

Keeney's Big Roundup

HIGH PROFITS

LOW COST

with the ALL NEW BIG ROUNDUP BONUS!

"If you know UPRIGHTS-

then YOU KNOW KEENEY-

NUFF SAID PODNER!"

Bally Bowler Features Fast Playing Action

CHICAGO — Deluxe Club Bally Bowler, a new shuffle game featuring fast-playing action, was shipped last week by Bally Manufacturing Company.

Strong emphasis is placed on the greatly increased speed of play caused by the new lightning-calculator rotary totals introduced for the first time in Deluxe Club. Says Bill O'Donnell, Bally sales manager: "This revolutionary new advance in automatic scoring is twice as fast as the time totaling of previous games, permitting general speed of game play and 50 per cent faster play."

In fact, results of three location tests as supported by a chart of patronage and play illustrating the fact that these games can be played in the time previously required to play two games, enabling the operator to get all potential play during periods of peak patronage, instead of missing much of the rush-hour play with equipment that is not fast enough to handle the crowds.

Included in the new game is the one-way player's choice of official scoring or speed-scoring, with Bally Striker switched on and off during play in a matter of handshaking.

Equipped with done coin mechanism, the game is eight and one-half feet long by 25 inches wide, and can be played by one to six players.

Auto-Beil Ships Circus Play-By-Play, Adds Distributor

CHICAGO — C. M. Beil, Play-By-Play, a new upright game with a baseball theme, was in shipment by Auto-Beil Novelty Company last week.

Special attraction is a "500 Home Run" feature and a special name arrangement. Spelling out the game's name earns extra home runs.

Scoring symbols are umpires, catchers, rats, head, caps, gloves and baseball. The game also has an "extra-run-when-kill" panel.

Background is brightly decorated with baseball park scenes.

All Warren, Auto-Beil sales manager, reports the appointment of three new distributors in the South and Southeast, C. A. Shooy Culp, Culp Distributing Company, Oklahoma City; B. J. Delco Distributing Company, Salt Lake City, and Friedman Amusement Company, Columbus, S. C., have been named.

COINMEN YOU KNOW

- Continued from page 51

Game in Vender

- Continued from page 98

It's Sensational

WILD CAT

COLOSSAL 1,000 FEATURE

Location

Tested

New

Scuff Proof Base

Terroric

Earning Power

Height 36"

Width 28"

Depth 16"

Shipping Weight

171 lbs.

Originators of the ELECTRONIC UPRIGHT FREE-PLAY GAMES

Manufactured by

GAMES, INC.

2950 N. Campbell Ave.

Chicago 18, Illinois

Phone: Califia 7-8800

A PROVEN WINNER DOUBLE SHOT STILL IN PRODUCTION

NEW CLOSEOUTS WRITE REBOUND SHUFFLE SUPER MONTE CARLO CROQUET POOL
WANTED
Seeberg 3W1 Wall Boxes
Seeberg C's, C's, R's, V200's and J's
Arcade Equipment
Shuffle Alleys with flashing lights
Late Model Five Balls
Send in Complete Lists
Exclusive Gottlieb, Williams and Seeberg Distributors

Coin Rec Club
- Continued from page 111
received excellent support from the clergy in Roseville, which is predominantly a Catholic community. In fact, one priest wanted to bring his entire youth group of 75 to the amusement center.

The merchants' association in the shopping center is enthusiastic about the rec center. They say it keeps the children out of the other stores and out of possible mischief. Juvenile authorities like the place because it brings the kids off the street and under supervision of the bowling center attendants.

To promote the spot's opening, Frisch ran an ad in the Roseville Tribune, which drew heavily. He also gave out coupons for a free game during the first week's operation. Now he gives out coupons for free games to the Dairy Queen and the pizza parlor in the shopping center. A coupon for one free game is given with a purchase of over 25 cents at either establishment.

The amusement center has received good publicity from the St. Paul newspapers, and Frisch has twice appeared on TV programs to promote the operation. He also advertises in five senior high school newspapers and three junior high papers in the area.

Asked about future plans for food service at the amusement center, Frisch pointed out that he does not want to go into competition with the nearby food establishments. But he may go into a cafeteria-type operation selling soft drinks, hot dogs and ready-made sandwiches.

Here's the feature every Operator has been waiting for...ANIMATION! New lite box design shows divers spring into the swimming pool. You watch the diver swim around the pool in a circular motion and return to the diving board. Each diver cycle scores points.

- Terrific, eye-catching pool decoration packs 'em in at "poolside" for maximum play attraction.
- Kickout holes, targets and rollover buttons advance divers.
- Alternating light targets turn pop bumpers and cyclonic kickers on and off for high score.
- Four super-powered flippers-2 at bottom of field and 2 at mid-field create thrilling "relay" type action skill shots.

Gottlieb's HI-DIVER

DIVERS ACTUALLY SPRING FROM DIVING BOARD INTO THE SWIMMING POOL

Here it is...Irresistible Attraction!

D. Gottlieb & Co.

1140-30 NORTH KOSTNER AVE. CHICAGO 31, ILL.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS
Police Seize Legal Games in L. Island

BABYLON, L. I., N. Y.—Town police and investigators from the Suffolk County district attorney's office this week raided eight bouchette, a stationary store and a bowling alley and came up with a mixed bag of games—including pinballs, baseball units and bowling legal opinion here is that the police were on pretty shaky ground when they confiscated the machines. The pinball machines were seized on the ground that they violated Section 982 of the State Penal law, which provides that no gambling machines nor machines readily convertible to gambling devices may be operated. It was charged that the pinball machines were giving free games, which recent court rulings have held are illegal. No charge of cash payoffs was made.

One location owner challenged the statement that free games were offered and said that the machines grossed from $3 to $5 a day. Many of the games picked up were devices which have been registered as legal and games of skill. The reason given for the seizures was that they "arouse competitive sports," according to a local newspaper.

Town Police Chi: Percy K. Hemptreul said that the raids were made to protect youngsters from their sporting instincts.

Hail the New Champ!

chicago coin's KING BOWLER

Available in 161/4 and 211/2 ft. length!

chicago coin's RED PIN BOWLER

Available Now in New 5 WAY MATCH

4 GAMES IN ONE
1. RED PIN 'Lights-Up/'No BONUS SCORING!
2. Regulation Scoring!
3. "Flash-O-Mate" Scoring!
4. Mystery High Scoring!

MORRIS NOVELTY COMPANY
3007 Olive St. Phone: Franklin 1-0757 St. Louis 3, Mo.
when answering ads . . . Say You Saw It in The Billboard
NEW FAST PLAY ups alley earning-power 50 per cent

Operators who "clock" the play on location know that 75 to 90 per cent of daily shuffle-alley earnings land in the cash-box during a few rush hours of peak patronage. And they know they miss plenty of rush hour play with equipment that is not fast enough to handle the crowd. DE LUXE CLUB BOWLER—with new twice-as-fast rotary totalizers and 50 per cent faster play cycle—enables you to "make hay while the sun shines"—get all the big rush hour play while the crowds are there to play—take in $15 while the other alleys earn $10. Get DE LUXE CLUB BOWLER busy for you in busy spots today.

BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.

EARN PEAK PROFITS FROM PEAK PATRONAGE

Chart of patronage and play in location equipped with standard shuffle-alley. Solid line indicates patronage from 9 a.m. to 2 a.m. closing. Dotted line—indicating shuffle alley earnings—lags below patronage line, because game is not fast enough to accommodate all potential players during periods of peak patronage.

Location chart, after installation of DE LUXE CLUB BOWLER. Profit-line closely follows patronage line, because DE LUXE CLUB BOWLER play is 50 per cent faster than on standard alley. 3 games can be played in time previously required to play 2 games. DE LUXE CLUB BOWLER accommodates all potential players, not only during slow periods of the day, but during busiest peak patronage periods.

Players' choice... OFFICIAL or SPEED bowling... switch-on LUCKY STRIKES

De Luxe

Bally CLUB BOWLER

1 TO 6 CAN PLAY
8½ ft. by 25 in.
DIME-PLAY
Turn MUSIC NOTES into BANK NOTES

Operate THE PHONOGRAPH

AVAILABLE IN Stereophonic AND Monaural MODELS

Featuring WORLD'S FASTEST Record-Changing Mechanism

Actually more than twice as fast as any other on the market. Means MORE COINS per hour. United's confidence in this amazing mechanism is supported by an astounding guarantee enclosed with each phonograph.

Unconditionally Guaranteed

The Record Mechanism contained in the Model UPB-100 United Phonograph is UNCONDITIONALLY GUARANTEED for one full year from date of delivery by an authorized United Music Corporation distributor in a new and unused condition. Each United Phonograph is delivered with a "Certificate of Warranty" outlining United's complete guarantee.

UNITED MUSIC CORPORATION

Packed with many other exclusive features, the United Phonograph stands "head and shoulders" above all others in Simplicity... Sleekness... Mechanical Perfection... Profit. Operate the Smart... Operate United.

A COMPLETE MUSIC SYSTEM

FULL RANGE EXTENSION SPEAKERS
specially designed for convenient Wall, Ceiling and Corner installation. Both Monaural and Stereophonic.

SYNCHROMATIC COMPACT WALL BOX
completely with Program Selection Panel and Dial Selector Knobs makes selection in 2 seconds.

HIDE-AWAY UNIT
ideal for locations with limited floor space.

PLAY-STIMULATOR
stops dulls. Invites more play. Pays for itself in a hurry.

BEAUTIFUL 5 COLORS
Aqua • Coral • Gold • Krony • Platinum

UNITED MUSIC CORPORATION, 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
ALL THE DYNAMIC BEAUTY OF STEREO COMES ALIVE WHEN PLAYED ON A SEEBURG SYSTEM

With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a “live” performance of the recording musicians. Seeburg Stereo is completely integrated—from the pickup, through the dual amplifier to the newly developed twin stereo speaker system.

SEEBURG
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

America’s finest and most complete music systems