Presley Returns: Ballyhoo Builds
As Trade Meets First Disk Release... Elvis Presley's return to the United States this week was marked by a colorful Fort Dix press conference and much talk about his upcoming first recording date. What material would be recorded was not known but a record number had already been assigned and distributors across the country had been given detailed announcements of their first selections of the Presley disk.

FCC Files More Complaints
More Firms Sign Consent Orders...

The Federal Communications Commission has issued a complaint against 12 record firms and distributors; charging them with giving undercover payments to disk jockeys. The firms named in the complaint are the five major record firms and distributors, plus four of the smaller independent distributors.

FCC Proposes Rule Changes
Washington, D.C.: The Federal Communications Commission last week proposed rule changes which would enable it to make occasional use of short-term licenses in the case of any broadcast station that has not yet applied to the FCC for a license. The new rule, if adopted, could be in effect on January 1, 1960, and would permit the FCC to grant temporary licenses for three years to any station that has not yet applied for a license.

Kistner said that the 50 formal complaints processed (none as yet in the public) represented 255 days or other station personnel in 56 cities in 26 States, and that 357 complaints have been filed in this study. Seven firms have taken immediate action, and 63 others have been informed of the investigation.

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Sells Lip-Sync Spots for Disk & Talent Showcases
WNTA-TV Approach Sells Lip-Sync Spots for Disk & Talent Showcases

New York—WNTA-TV, the new station with a plan to make use of its studio facilities, has signed a contract with a major national disk company for the sale of disk jockey spots. The disk company, which is not named, has agreed to provide WNTA with a number of disk jockey spots at a price of 25 cents per spot.

The disk jockey spot will be run on the half-hour broadcast shows and will be the subject of a spot report to be aired on the station's network. The station will run the spots at its own expense, and the disk company will make a payment to the station.

The disk jockey spot will be used to promote the station's disk jockey service, and will be made available to any disk jockey who has a contract with the station.

Los Angeles—MARCH disks are being sold for $60.000,000 on its initial release. Initial bookings call for the picture to open in Cincinnati, Lincoln, Nebraska, and Cedar Rapids, Iowa, March 9, and Des Moines, Iowa, and Des Moines, Iowa, March 11.

The WNTA-TV plan is particularly interesting for the station since it applies only in those cases where a disk jockey is not on the show and wants to promote his own disk. The station is thus able to sell disk jockey spots to the disk company, thereby increasing its own revenue and benefiting the disk company.

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Victor Distrib Machinery
Oiled for Another Elvis Hit
First Return Disk Still Unwaxed

NEW YORK—RCA Victor has developed and introduced a new piece of distributive machinery for handling what is expected to be a smash hit—but the record hasn't been recorded yet. Moreover, there is reason to believe that the song hasn't even been chosen. The disc's question is the first by Elvis Presley since his return to the United States.

The billboard has learned exclusively that the disc has been assigned a record number—7146—and sales quotas for each of 21 major distributors are set. The label is being run off at one of a first-rate and two million copies, but quotas were fixed to total a most conservative figure—one million. Release date was set for April 3 or about March 16. Probably never before have such meticulous preparations been laid for a装修公司 song. Elvis, who arrived in the States Thursday (3) has made it known he will not step into a recording studio before his official discharge from the Army. This ceremony was scheduled to take place at Fort Dix, N.J., over the past weekend. Since Presley is widely known to be the boss over his own sessions, it can be presumed the disc's first disk will not have a song to go with it. Yet the producer takes his catch by the tail and has the chance to persuade available material—probably early disk RCA is gearing to ship 59 per cent of million quota good within 72 hours after release of the disc. The (Continued on page 14)

Diners’ Club Execs Acquire Tops Label

Bloomington, Schneider Head Group
Deal; Diners’ Club Not in Picture

By LEE ZHITO

HOLLYWOOD—A group headed by the top two executives of Diners’ Club, Inc., last week purchased interest in Top Records (Precious Radiation Instrument Company), a label owned by Bloomington, Schneider, Inc.

Other members in the Bloomington-Schneider group include Jack Lewis of Wall Street’s Coleman Securities and Thomas Collins, Florida’s Lefcourt Realty Company. The two radio monitors were marquee line as Jack Paar’s Florida visit, thereby spurring the Harris Sutphen”，the group is in a position from air plugs for Florida real estate on a Paar program. It has been suggested by PR Inc chairman of the board. Paar, whom the company’s treasurer as Hobart’s future has been the firm’s future in its strict structure. Should Paar choose his to the top exec re ceives can still remain with the firm on a complete basis. Schneider, Bloomington’s major shot, took over on the June Paar concert being added to the PR Inc board. (Continued on page 14)

Big 3 Struggle Continues

NEW YORK—The Big Three continue to struggle this year with at least one song nominated over the past 23 years as “Best Song” of the year. Animation of Motion Picture Arts and Sciences’ Oscar. The last two songs published by the Big Three were nominated for Best of Everything, and “Strange Are the Ways of Love” at least twice. Feist, Robbins, or Miller song has been nominated since 1936, and five have won the big award.

The Big Three has 37+ year record for “Best Song” nomination prize. This year “See Here,” “The Diary of Anne Frank,” and “Oh, Please,” were nominated for Best Motion Picture award. PR

TV KEY THEME “CLICK FOR MITCH”

NEW YORK—In another move to cash in on the current vogue for TV themes, Millie Miller made up-top with CBS-TV’s “Saturday Showboat” drama, “Tu Tu the Deity,” which was aired Sunday (6) night.

Frank De Vico’sColumns waxing of the program’s “The Key Theme” was played through the 60-minute play, and opening and closing credits plugged a disk, which is a billboard “Spyglass” theme. The tune was penned by Stan Zajac and is published by Cromwell Music.

Billboard had one of the TV theme hits several years ago with Joan Weber’s “Let Me Go Lover.” Other TV theme disk hits include Mil ler’s own “Song for a Summer Night,” Spooner’s current hit “Trey’s Theme,” Henry Mantia’s “Peter Gunn Theme” and his upcoming “Mr. Lucky Theme.”

Shapiro heads SORD drive for new members | Chicago—The Society of Record Owners (SORD) has named Louis Shapiro, a Jersey City retailer, to head a 1966 membership drive.

In a nationwide mailing to dealers, Shapiro declared that SORD is responsible for the wide establishment of a 10 percent rebates plan, and recent LP deals. Reminding dealers that the SORD Trade Commission has expressed an interest in pricing policies of the major labels, Shapiro said that dealers may receive questions from the FTC, and he urged them to be responsive.

Meanwhile the SORD Board of directors was preparing to meet next Monday (14) in Coral Gables, Fla.

Dealers Get Reassurance on Compatible

NEW YORK—Record dealers, who have recently had some cause to be worried, were reassured of the possibility of early mass release of compatible records, at a recent meetings which were classified by their manufacturers as “compatible.” The SORD board of the committee was that “the aim of a compatible true stereo record is no closer to attainment than was the case two years ago.” However, it was noted, “Further research is being actively continued in the hope that some new means can be found that will be possible to manufacture a completely satisfactory compatible stereo record.”

Dealers were concerned with the idea of a compatible disk because of the threat posed by such a development to current inventory.

SPOTLIGHT ON WAX

Big Disk Names Stud Upcoming TV Rosters

NEW YORK — A flock of big names will be spotlighted in special TV programs this coming week on NBC-TV’s “Big Show” and CBS-TV’s “Smash Hit Parade.” April 16, and CBS-TV’s “Golden Age of Radio.”

March 8; “Academy Awards” “Montreal’s Star Parade,” April 16, and CBS-TV’s “Golden Age of Radio.”

PR Inc’s first show, “The Sweeping Years,” February 9 promises to be another high spot of the night. It will feature a host of featured artists, and introduce a number of new artists, including such names as Jack Paar and Paul Klee.

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Guest stars will include band leaders such as Charlie Barnet, Woody Herman, Eddy Duchin, George Shearing, Sam Butera, Jack Fina plus Jo Stafford, Red Indians and the Natural Science, Dinah Washington, Vaughn Monroe and Ella Mae Morse.

Academy Award Songs, which will feature all of the past Oscar tunes, and the current five song nominations, will star King Nat Cole, Kai Winding, Chicago Philharmonic, Jody Miller, Jane Wyman as hostesses, and Charles Laughton and Ella Larsen, the:starring in the film’s “It’s Cold Outside.” Tutt Caramata is music director.

For “Montreal’s Star Parade” will star Andy Williams and guests, Peggy Lee stars in “The Revlon Review,” and Jack Paar is featured in “Big Show.” Paul Klee will also appear on CBS-TV’s “General Electric Theater,” where his “The Price of Glory” is in a straight dramatic role for a pay staged “No Sad Story.”

Also set for a dramatic role—his first—is Bobby Rydell, who stars in the upcoming show and singing taped Danny Thomas Show, which will be shown in late spring. He will play a young dinosaurs and sing one song.

SORD heads SORD DRIVE FOR NEW MEMBERS

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Decca A.R. Staff in N. Y. For Meeting

NEW YORK—Decca Records kicked off today a week-long series of meetings of all A&R personnel. The meetings were called as a result of recent increases in national sales activity in both albums and singles in the past few months.

The diksyker’s resignation at the last minute of the staff set up, which in effect, gave all a.R. men a sort of semi- private producer status, with each responsible for certain artists and promotion thereof.

Separate confabs will be held with Decca men and Decca men and the complete A&R staff, respectively. Final plans for the meetings are under consideration with sales promotion, publicity and promotion departmen

Billion

The Annual American Indian’s Louie Book Jingle

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littiford Jr.
William G. Littiford

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COLUMBIA GUYS 
A BUSY LOT
NEW YORK — Columbia Records has almost as many authors penning tunes these days as it has a of men. A new book about the record-making club business by Debbie Jolin, Columbia's coordinator of special services, is due for release this month. Novel is called "Gift of Song" and is supposed to be based somewhat loosely on the career of a well-known singer and her well-known manager. Other books being readied at Columbia are execs concern pop music, it is now being written by Nat Shapiro, director of international for the diskery. Book which will be called "Dear, They're Playing Our Song," is due for release the end of this year. It deals with songs during the period 1939 to 1941.

UNDA, termed a "sister" to Swan Records. Clark was said to have owned even a full-size Voice Music Company, and one interest in Check Distributing Corporation.

Kinner agreed with an insistent Representative Mass that the payola situation in the music industry is a "widespread." This was an indirect slam at Federal Communications Commission Chairman John Doerler, scheduled for an appearance, for his defense of the broadcast industry. Other comments reflected on the rush of both paid and unpaid music to air. Kinner said the FCC had been very "co-operative" with FTC areas leading in the "classical" or direct payola, by each or checks

Philadelphia, Boston, New York, Cleveland and Chicago areas, according to a recent study of payola by the FTC. There are several types of payola from record manufacturers and distributors include royalties split with artists or for bookings or lines on "cheese" hits", those "payola for other payola", record distributors pay the talent fee for the show producer, and also pay for payola in the form of "freebies", from which dealers and sponsors are supposed to give to the public at retail at a low price. Payola at retail level was "not dispensed as the theme of the record. city. Kinner, but he believes "records are still getting paid-penny." Chairman Harris also wanted a of the 56 cities in which payola had been found, to correct any impression that the Subcommittee was trying to pin "payola" on the FCC. "It would be impossible for this committee to go out all of these cases."

In connection with recent testimony of Clark, who has asked to have a statement on their behalf, to the House, Kinner has said, "I would examine the statement before including it."

FTC Chairman Kinner said the payola picture increases "almost hourly" at the agency, where names keep rolling in. He said they have 117 investigations at the moment, and has asked for the public's help in getting policies to add to the 75 and 100 more.

DEADLINE SET FOR COPYRIGHT LAW COMMENTS
WASHINGTON — The Copyright Office of the Library of Congress has issued a ringing call to all interested in having their views heard in the slow but steady process of revising the 1909 Copyright Act, on which hearings are expected to go under way for four years. Deadline for comment will be April 15, 1960.

All persons interested are invited to write their views on any problems they have thought were considered in a revision of the law, and send them to Arthur Fisher, Register of Copyrights, or Abe A. Goldstein, Chief of Research, Copyright Office, Library of Congress, Washington 25, D. C. Under a Congressional resolution, the Copyright Office with the aid of an advisory panel of specialists in the field, has been conducting a program of study of the Copyright Law, and is now taking up comprehensive revision of the existing act of 1909.

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FTC Files 8 More Payola Complaints
WASHINGTON — The Federal Trade Commission has issued 16 new complaints charging members of the recording industry with giving undercover "payola" to television and radio disk jockeys. The respondents are: Louis Fargo, president of Fargo Records, New York City; Record Merchantilrs, Inc., St. Louis, and Charles D. Gormley, Alfred L. Chelton and Ben G. Landau, president, vice-president and treasurer, respectively.

Volkwein Brothers, Inc., Pittsburgh, Pa., and Carl R. and Walter E. Volkwein, president and vice-president, respectively. Midwest Distributing Company, St. Louis, and Paul Levy, president, secretary.

The graphs also show the sharp decline in LP sales, which have dropped from 8.4 per cent of total unit sales in January 1958 to 2.8 per cent of total unit sales in December 1959.

The information from which these two graphs were compiled was collected by The Billboard under the supervision of the Newark University School of Retailing, which analyze national trends of record sales in retail stores. These confidential reports, which are issued every four weeks, or 13 times per year, are available only to subscribers to the trade weekly.
ARMADA Has Big Plans for Future

WASHINGTON — Payola revi-

wes have decided to the Federal

Communications Commission to

hold up licenses for four area

stations. Both personal and

owners of the stations were in-

formed by the FCC that they will

be unable to purchase the license

of the station. The FCC has re-

minded the owners that payola is

a violation of the Communications

Act of 1934.

Newark - The FCC has placed a

moratorium on the sale of radio

licenses for four months, perma-

nently closing the window of op-

portunity for those interested in

the business. The decision was

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Edison, N.J. - The FCC has de-

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BY POPULAR DEMAND!

Bobby Darin

sings his smash rendition of

CLEMENTINE

arranger-conductor—RICHARD WESS

b/w

TALL STORY

arranger-conductor TORRIE ZITO

From Joshua Logan's "TALL STORY" • A WARNER BROS. RELEASE

Taken from Bobby Darin's current HIT album

This is Darin

33-115
Available monaural and stereo

Still HIGH on the charts!

That's All

The "MACK THE KNIFE" album

33-104
Available monaural and stereo

ATCO

6161

RECORDS
Playboy Mag Cancels Summer Jazz Fiesta

CHICAGO—Playboy Magazine that its plans for a 10-week jazz festival that comes two weeks after next summer's at the Chez Paree.

Hugh Herter, publisher, gave him that his magazine's promotion staff is deeply involved in produc-

tion of a new TV show and plans setting up a national chain of key clubs. Last Monday OF the first of these clubs opened.
ADAM WADE
SINGS
RUBY
CLIMBING THE CHARTS!
STEP BY STEP
STEP
B/W GEE #525
THE FABULOUS CRESTS
CURRENT BEST SELLING ALBUM
COED RECORDS, INC.
Presents the nation's exciting new singing star with his follow-up to "TELL HER FOR ME"
COED 526
COED RECORDS • 1619 BROADWAY, N. Y. C.
ANOTHER HIT BLOOMS ON FRANK LOESSER'S "Greenwillow" tree!

ROSEMARY CLOONEY sings with PEREZ PRADO'S ORCHESTRA "SUMMERTIME LOVE"

*Plus "Watermelon Heart"

Look for the "Greenwillow" Original Cast Album starring Anthony Perkins, coming soon on RCA VICTOR
DECCA'S swing singer, pianist and club owner Earl Grant moved to London where he is now manager of the newly opened York's.; Copacabana last week to the enthusiastic approval of the moderate tipped Tuesday house. Grant was brought back to the spot following a booking a few months ago. He is also due to play a bill with Mort Sahl.

He said that it's a shame that Grant isn't better known with the Cafe set. If they would turn out they would find a happy, hardworking, totally agreeable cat with a bad of talent. Great room on the floor, great pianist, good and prompty belts out "Talkin' A Chance On Love," which is a standout for his new club "The Den," with the artist singing and doubling on piano and organ with the whole Copa band bombing behind him. If there's anything wrong with his attitude, it's just too cool and tends to cover up Grant's singing completely.

George Shearing, the British piano wizard, has finished up his current disk, "House of Bamboo," and a lovely "Mississippi." Then there's a rousing "Wildcats," the inevitable "St. Louis Blues," which really rocks them down to the cellar to the tune of "Top of the World Marching." At one point in the turn, a lady cutler got up and announced to the band, "Help me!" Grant handled it just like a pro, but the truth is the ringsters all agreed the way he handled it. Len Greaves.

**Folk singers score at village gate**

The Belafonte folk singers are growing their waves as a well received addition to the folk music world, enchanting the patrons of various successful sessions. Their high-tainted voices, they possess a broad range of subject matter coupled with simple black garb and suitable staging. Visuals of the folk groups is currently being done with vector illustration of time piecing, marching, swaying, various groupings and dramatic lighting. Concrete truth, harmony and phrasing, the over-all effect is irresistible.

Downtown appearance has Mexican songs, sea shanties, spirituals and hymns, winding up with a floor and doing Black-buster arrangement of the "Old King Cole" marching tune. The group is composed of Joe Venegas, a Mexican singer in his early twenties, as well as the Gusacho song, "Mi Calabozo Blanco," and the spiritual "Didn't It Rain," the boys display power enough to rattle the walls. The group is quietly building on a quality level, which is justified quite. Attendance at this folk music lesson enough.

This is a competent, solidly schooled chorus molded and athletically led by Bob DeCr corridors, who is little short of a head-stander, foaming out the buzz of the six-weeks' program. At Art D'lugoff's folk circle will be followed by other club dates and then the 65-concert tour under contract. The tour is assured to give great propagation to their RCA waxings. The 17 include guitarist Steve Bolland and are augmented by drummers and pianisters such as Burt Brin, Arty Williams, Gansslev, Scott Gibson, Roy Thompson and Bob Hartter.

Irwin Kirby.

**Concert review**

San Remo Fiesta Lacks Excitement

The San Remo Song Festival is potentially a very valuable attraction in the States. In the music trade, it enjoys an international status, as it is recognized as a songwriting competition.

Over all, its acceptance is tremendous not only at the trade level, but also among the consumers. As presented in Carnegie Hall, no one would ever seem to generate as much excitement as it might.

If reasonable thought is applied to next year's Festival. One obvious drawback in the presentation here is the fact that much of the proceedings onstage—in addition to the chansons of Italy being presented in Italian. This leaves a large part of the audience rather fuzzy as to the voices and the songs of high caliber. A sharp, English-speaking voice would be a help.

To be sure, the Festival has undeniable class. The singers, men and women, are markedly superior. The appeal is to an adult market; and the repertoire is of a type which is currently growing more acceptable—that is, solid ballads and other songs of mature musical quality.

The Festival featured 22 shows. Other performances were held March 4 and 6. Each member of the audience receives a voting card upon which he votes for the song of his choice; and all the votes are collected and tabulated. It is no secret that several New York music execs have been trying to get the New York's San Remo Festival's broadcast rights, an attempt being spurred by the overseas success of the San Remo bash. This kind of affair is good for the music business generally. Canada: Prieta Pacs Talent

VANCOUVER, B.C. — The Vancouver International Festival, 1960, which gets under way July 22 and continues on to August 16. Performances will begin on August 28 and a schedule of performances of operas, symphony, dance, drama, August 3 and 6. The folk and pop recital, films and exhibitions, has signed the famous Mexican com-poser-conductor Carlos Chávez to conduct the Festival Symphony Orchestra, and Bolivian violinist Jaime Laredo as featured soloist. Walton, also featuring Robie, "Bad Brew," U. S. A., and the Kington Trio.

The Robbins group, which includes 35 artists, will give four performances at the city's spring festival. The Robbins, who are also touring the Robbins, offer a unique and exciting package. The Robbins, which is a young and rising young group, will be the focus of attention at the Festival.
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<td>June Valli</td>
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<td>PROMISE ME THOMAS</td>
<td>and 2223 MILES</td>
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<tr>
<td>LISSABON</td>
<td>Clyde Otis and his orchestra</td>
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<tr>
<td>DOWN BY THE RIVERSIDE</td>
<td>Les Barclay</td>
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Decca Brass Pay Honors To Cavallerio

WASHINGTON — There can be little doubt that Carmen Cavallerio has been an important figure in the Decca profit wheel for some few years. This fact was brought into sharp focus last week when a group of Decca’s topmost malloffs made a one-eighth-mile trek here to pay a surprise call on Cavallerio on the buidstand of the Shoreham Hotel.

Taking part in the safari were vice-president Leonard Scheider, Decca Distributing veepie Syd Goldberg, Decca Records veepies Marty Salkin and Bill Gerber, veepie in charge of 8-72.

The quartet of veeps surprised the pianist-maestro during the first show of opening night with a presentation of a gold record of "The Eddy Duchin Story" soundtrack, having passed the 1,000,000 sales mark since its release in 1956.

Following the show, a private congratulatory bash was held for Cavallerio. A number of the more music-minded and swinging Senatorial and Congressional colleagues were much in evidence at the affair. Cavallerio also holds gold single disks for "Chopin’s "Part II," "Memory Lane," and "A Salute to Ken Griffin," while Metrogoldy features "Impromptu," with Pete Kelly and Ralph Pena. Point-of-sale materials have been prepared and display samples are being sent to distributors for redistribution.

Atie Shaw band when the latter retired from the podium. He was among the foremost sellers on RCA Victor’s former illustrated label. His memorable sellers included "Hill-Bottom Tunes," "One Meat Ball," "Marge," among others.

Scorching the Hoosier and a Best Buy

JUMPED FROM 82 TO 50 TO 37

"BABY, WHAT YOU WANT ME TO DO?"

JIMMY REED

AND SET TO HIT THE CHARTS

"AT MY FRONT DOOR"

DEE CLARK

a NEW sound style voice

BILL HENDERSON

during

"BYE, BYE, BLACKBIRD"

veejay #333

keep an eye on

"WILL YOU EVER BE MINE"

DONNIE ELBERT

veejay #336

SPOTLIGHT WINNER OF THE WEEK

DEE CLARK

Anmer #1037

"HOW ABOUT THAT"

Dee Clark

Anmer LP 2002

HOME MARKET MAY GET MUZAK VIA JERROLD

NEW YORK — Muzak may be offered, for the first time on a large scale, to the home market in a number of small towns, if present plans of the wire-music firm and its latest affiliate, Jerrold Electronics Corporation, work out.

The Muzak deal is currently being hashed between Jack Weather, executive of the multi蚕ented (TV, movies, Muzak, oil wells, etc.) Jack Weather Organization and President Milton Shaw of Jerrold. Latter firm has now become part of the JWO, with Weather recently elected to the Jerrold board in the wake of a stock buy-in involving 546,000 Jerrold shares.

Jerrold is a big noise in the community antenna TV field, owning nine prosperous CATV’s in small towns like Flagstaff, Ariz., Walla Walla, Wash., Muscle Shoals, Ala., and supplying equipment to many more. (CATV systems provide subscribers with piped-by-wire TV signals at home from a master antenna in areas of weak TV reception.) At the same time, Muzak has long been a key organization in the Weather group, and the planned tie-up, unveiled in New York last week, is something of a natural for both.

Under the plan, Muzak would be fed, as an additional program, through a CATV’s subscribers. Jerrold may also utilize the Weather-owned Programatic Picture, the nation’s leading producer and marketer of automated radio music programming — in the same vein, the Muzak service also would be offered to other CATV systems.

The potential market for the new Muzak service can be gauged by the fact that the nine Jerrold CATV systems serve a total of 20,000 service families. And, in the whole country there are something like 800 CATV systems in which they own or interest in group deals by firms like TelePrompTer, NBC — and broadcast services: homes are fed over cables, and the TV programming is produced (along with many other TV deals are on the horizon) that offered by the networks and local stations.

Jerrold is also planning its first major promotion of the consumer electronics market with a new product, a series of FM radio-TV dealers, audio shops and appliance stores. It’s a new high-gain in-car receiver that’s double as an antenna for FM radio signals and TV reception. The latter is provided by an antenna on the dashboard. A built-in decoder is used to select CATV programming.

All this year, Weather has been setting the pace in the field, and according to Jerrold’s plans, the Muzak service can be sold to the public.

Will Promotes Dot VANCE

HOLLYWOOD — Dot Records last week promoted Dorothy Vane to national director of radio-TV relations. For the past year, she had served the label-in a similar capacity in the West Coast region. Miss Vane will travel throughout the U.S., visiting Dot distributors and making radio-TV calls as part of her expanded duties. She will continue to base her operation at Dot’s Hollywood headquarters, and report to Dot sales veepie Chris Hamlin. A former V shelfed radio-TV relations for RCA Victor seven years prior to joining Dot.

NEW YORK — Jack Dunn has been appointed to the newly-created position of Director for Edward B. Marks Music Corporation, according to Herbert Marks. Dunn will operate in the pop, educational and serious music departments and will work on special album projects. The former head of the music staff at ABC, Dunn has also worked in publicity and promotions contacts with trade and national media, foreign publishers, wire services, etc. Dunn was formerly with RCA Victor and prior to that with Coral Records.
FTC Files More Complaints

- Continued from page 3


The complaints charge that all the companies have given disk jockeys "payoffs" (money or other valuable consideration) in order to increase sales of their records thru "exposure" (broadcasting a record day after day). In addition, Fargo Records, Erie Distributing, Commercial Music, and the two Bigtop concerns allegedly made these payoffs to other personnel of broadcasting stations who influence the selection of records to be "exposed." The disk jockeys conceal the fact that payments have been received for broadcasting the songs and mislead listeners into believing these records are selected strictly on their merits or public popularity, the complaints say.

This deception, the complaints charge, tends to mislead purchasers into buying the "exposed" records, which they might not otherwise have purchased, and also to advance these recordings in popularity polls which in turn tends to increase their sales substantially.

The concerns' payoffs are unlawful methods of competition forbidden by the FTC Act because they have the capacity to suppress competition and to divert trade unfairly from competitors, the complaints conclude.

The respondents are granted 30 days in which to file answers to the complaints.

**NOTE TO MFRS. FROM DISTRIB**

NEW YORK — Leslie Smith, head of Leonard Smith Distributors in Albany, New York, has written to The Billboard about shipping rates on records with a specific suggestion for record manufacturers. He proposes that record companies state on all bills of lading, etc., and on all boxes of records shipped to distributors that the records are "vinyl-type, non-breakable. He says this would save distributors about 15 per cent in shipping charges. The reason for this, notes Smith, is that all shipping firms and truckers live in the past. They do not yet realize that the days of breakable '50s have passed, says Smith.

Press Payola Coverage Ires WMBR Head

JACKSONVILLE, Fla. — Sid Beegley, general manager of WMBR, here, has been blasting newspaper coverage of the payola scandals, via a series of on-the-air editorials.

A typical editorial spotlights the following theme: "This station furnishes good music, accurate news and honest opinions. Furthermore, it has honest employees. For quite some time now these employees have gone about their jobs under the shadow of a strain — a strain produced by the local newspapers' gluttonous handling of the 'payola' scandal."

"WMBR has no respect for the payola takers, and every member of this station's staff has signed an affidavit to the effect that he has never touched any of this dishonest money. But one question lingers in the minds of many of us: Will the newspapers react in the same joyful manner when and if the investigation gets around to newpaper payola?"

Posthumous Belvin Album

HOLLYWOOD — The late Jesse Belvin's last album, "Mr. Easy," will be released this month by RCA Victor. Belvin, 26, and his wife, Jo Ann, were killed in an automobile collision February 6, near Hope (Ark.). Double funeral rites were held for the pair in Los Angeles on February 15.

Royalties from the Belvin disk sales will go to the surviving children, Jesse Jr., and Jonathan, ages four and one, respectively. He is also survived by his mother, Sallena Belvin.

Belvin had been one of RCA Victor's most promising new finds. He was discovered on the West Coast by RCA Victor artist-reper- toire exec Dick Pierce and was signed to a recording contract on May 21, 1958. The label had released several of his singles. among them, "Knock, Knock," one of his top sellers last year. RCA Victor also issued an album, "Just Jesse Belvin."

Belvin first caught the nation's ear as the composer of "Earth Angel," one of the all-time rhythm and blues best-sellers. Prior to coming to Victor he had achieved disk stature in 1953 with his Modern Records' hit "My One Desire." He also achieved success with his Modern Records' hit "Goodnight My Love," one of the label's r&b best-sellers. On the strength of that hit, New York deejay Alan Freed featured Belvin in his r&b program, "The Alan Freed Show." When the Washington (D. C.) Howard Theater, Baltimore's Royal and on a series of one nights.

Belvin started his professional career at the age of 11, when he joined Big Jay McNeeley's band. He made his first recording with McNeeley, "All the World Is Gone," which reached the Top Twenty,
PIERCE POPS UP!

with another BIG HIT!

WEBB PIERCE

(DOIN' THE)

LOVER'S LEAP / IS IT WRONG

DECCA 31058

(DECCA) FOR LOVING YOU

Copyrighted material
Diners Acquire Tops Label

Bob Blyth, who a year ago bought into the firm to become its second largest stockholder, retains his holdings and his position as wannee in charge of sales (Blyth is the former owner of the B-B Bull Point Pen Company, pioneer firm in the mass market low-price ball point pen field).

Bloominghamdale told The Billboard that the Tops purchase represented a personal investment on the part of the two Diners’ executives and stressed the fact that the Diners’ Club as a corporation is in no way a party to the deal. Furthermore, Bloominghamdale said there is no connection between the acquisition of Tops and the Diners’ Record Club. He said it is inconceivable that the record club may want to deal with Tops at some future date, just as it would with any other record company, but such transactions would be at the discretion of Bernard Solomon, head of the record club.

Bloominghamdale explained that the record club is a separate corporation apart from Diners’ Club, Inc. He said that Diners’ Club, Inc., holds an option to buy 50 percent of the record club’s stock and intends to exercise that option in the near future. Even in that event, Bloominghamdale said, Solomon would be in complete charge of the record club and, thus, there would be no direct link between Tops and the disk club. When asked whether Solomon was party to any of the group which purchased Tops, Bloominghamdale replied with an emphatic “no” to once again reiterate the fact that both operations are separate entities and will continue to function as such.

Why did he and Schneider team resources to purchase the low-priced LP firm? Bloominghamdale said both Diners’ execs felt money could be made in the disk business and therefore decided to make the investment. Furthermore, Blyth is a long-time friend of both Bloominghamdale and Schneider and apparently, the two Diners’ execs welcomed this opportunity to be associated with him in an enterprise he and Schneider had negotiated for the Tops firm for some time. They held an option on the firm which was exercised last Monday (29).

Will there be any change in Tops’ operating policy as a result of the new ownership? Bloominghamdale said that however it was too soon to foresee any basic policy changes. New ownership does intend to expand the firm’s overall business volume but the plans are to be followed in achieving this goal have not been determined.

Bloominghamdale claimed that Tops did $5,000,000 worth of business last year and earned $400,000 during the 1959 fiscal period.

Tops Records was founded approximately 16 years ago by Carl Doshay, who, in conjunction with his partner Sam Dickerman, developed the firm into one of the more important low-price LP companies. During the years, Tops established a number of subsidiary labels, including Mayfair, Golden Tone, Craftsman, and others.

Three years ago, Doshay and Dickerman founded Precision Radiation Instruments, Inc., a public stock company, which had manufactured radios. Craftsman component high fidelity equipment. Doshay and Dickerman decided not to pursue the hi-fi field, but sold Precision Radiation Instruments, Inc., in the parent firm of Tops Records.

Last year, Dickerman retired from the firm and sold his stock in the company (approximately 25 percent) to Doshay. Concurrent with Dickerman’s exit from the fold was that time blazed on ill health, Blyth brought into the company to become a vice president. Doshay’s sale last week marks the culmination of numerous on-again-off-again deals to acquire the Tops firm. Among holders in the past were Hal Roach Jr. and Columbia Pictures Corporation.
Randy Lee
His smash debut for Everest singing
"The Question" #19332
b/w "Open Up Your Arms"
is heading for the top
Billboard "Spotlight Winner of the Week," Feb. 22nd — Cash Box "Pick of the Week," Feb. 27th

Everest Records
**Musidisc Plans**

Musidisc products are those areas where the company does not have licensing arrangements. Gracovox Musidisc has also a contract with M-G-M Records to license that label's product in Brazil. Gracovox now represents three American labels there—the others being Vox and Grand Award.

Meanwhile, a special deal for March on the label's catalog has been announced by Vernon Plunk, general manager of Musidisc International. Distributors and dealers get one free LP per every five purchased, applicable from March 10 thru 31. This includes "Stereo Surprise of 60" for "Duel" (featuring tuxedo selections).

A second March release, "Gone for Lovers," featuring the Magic Strings and Golden Brass, brings the total package deal to 10 albums out of which any choice may be made.

Plunk also announced appointment of six new distributors. These are Canadian Music Sales, Toronto; Mutual Distributors, Inc., Boston; Summit Distributors, Inc., Chicago; Allen Distributor Company, Richmond; Commercial Music, St. Louis, and Allied Music, Detroit.

...Of course, not all metropolitan stations get nearly all their library records free, plus many additional copies. They pay royalties on certain selections; payment to deejays for conducting hayes free; 'freedies' and other hostility for deejays paid by record companies and distributors. (Perhaps that's why all stations reply to the query (4,600 out of 5,000) they got records from manufacturer.

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**FCC Holds Up**

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**New 20th Fox**

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**Harris-FCC Meet**

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THE NATION'S BEST SELLING SONG AND FUN TEAM
ON THE NATION'S BEST SELLING RECORDS

LOUIS KEELY PRIMA SMITH

"WHEN MY BABY SMILES AT ME"
"PARADISE"

THE NATION'S BEST SELLING RECORDS
Building Turnover

Selected Home Tryouts
Of Stereo Equipment Pay

MT. CARMEL, Pa.—The high-fidelity and stereo retailer has got to "go a little farther" to get the best deal for the customer, said Terry W. Price, owner of Terry's Stereo Center, here.

"Since the success of a highquality audio speaker system depends on the quality of the components used, a customer needs to examine the entire system, not just the components," he said.

Price said that his company has been successful in selling home entertainment systems because he has always provided the customer with the best possible system.

He said that he has a strong understanding of the audio industry and is able to provide customers with the best possible advice.

Price also said that his company offers a wide range of products and services, including installation, repair, and maintenance.

Audio News Briefs

C. D. DuBois has been put in charge of the newly created Marketing Administration Department of Ampex Audio, Inc., of Sunnyvale, Calif., it was announced.

DuBois, who has been with Ampex for the last two years as dealer finance manager, has the heads of three separate divisions reporting to him, the order service manager, the director of research and analysis, and the supervisor of dealer finance.

New management of Ampex Electronics in Sylvania, Ohio, has been named a vice president of the company.

Rein Narmo is the new manager of engineering for the Audio Products Division of RCA Corporation.

Prior to coming to Ampex, Narmo was vice-president of the engineering, Product Development, and Quality Control divisions of Sylvania.

The Ampex Corporation has doubled its field merchandising staff to strengthen the company's marketing operations, and John E. Genttler, Wallace Obermeier, John P. Daly, and William R. Kuzelka have been appointed to the new positions.

"The Graybar Electric Company, in addition to being a supplier of high-quality electronic equipment to the retail trade, has been named a vice president of the company.

Washingtens Gets Radioactive

If you stock low-priced, "no-license-required" transmitters that operate in the so-called "citizen's band," or any frequency above 27.2 megacycles, be careful how you use them to project your ideas.

The Department of Commerce and the Pentagon want to make sure that transmitters are not used to broadcast anything that could be considered "radioactive.

WGNAB's Annual Sale

Usually the strictest of fair traders, Magazines' annual sale has some leniency.

Under the new rules they will not be able to give away anything in other sections of the sale, such as the music section.

The sale will take place on March 21 and 22, and will include such items as records, tapes, and books.
ST KAPP RECORD BY GORDON JENKINS
HIS ORCHESTRA AND CHORUS

ST RECORD IN AMERICA

ST PRIZE WINNING SONG

FROM THE SAN REMO ITALIAN FESTIVAL

ROMANTICA

AND CLOCK SONG

K-326

KAPP RECORDS, of course
Geoffrey Bennett, of RCA Custom's Hollywood office, sets things straight in a hurry! Like all RCA Custom-men, Geoffrey specializes in personalized, custom-tailored record service. RCA Custom's many exclusives help Geoffrey help you. Example: one-stop service. You get "live" recording, editing and mastering—all three—in each of RCA's four handy locations.

Let your nearest Custom-man show you how we help "indies" make quality albums. Call or write for the whole story of RCA's extra quality and extra service...today!

RCA CUSTOM RECORD SALES

In New York:
155 East 24th Street
Murray Hill 9-7200

In Chicago:
445 N. Lake Shore Drive
Whitehall 4-3215

In Hollywood:
1510 North Vine Street
Oldfield 4-1660

In Nashville:
800 17th Avenue South
Alpine 5-6691

In Canada:
RCA Victor Company, Ltd.
1001 Lenoir St., Montreal
225 Mutual St., Toronto

clearly a case for Geoffrey Bennett of RCA Custom!
Tape Set Rentals Spark Extra Sales

HOUSTON — Record and sound equipment retailer, who sees rental operations on the theory that "they are more trouble than they are worth," are making a serious mistake, according to J. J. Bradford, highly successful dealer here.

Rentals have become definitely "big business" for the Houston firm, to the point that as many as 15 tape recorders have been rented in a single day, bringing a minimum of $5 per day each, revenue-wise, but even more important, converting people who have only casual interest in the equipment into new renters. Looking over the records, it is astonishing to see how many tape recorder renters are businessmen, housewives, party givers, etc., who have never had any experience with a tape recorder before, and who wind up thoroughly pleased with the rental and decide to immediately make a purchase. "It's probably the world's best method of demonstration," Bradford said.

A retail customer who has used a machine for several days, already has a worthwhile investment in the equipment in the form of the rental charge. When he finds that $9 per cent of the amount is applicable to the purchase price, he will have a considerable leg up on the sale.

Rental business during the past five years has been the centrepiece at the Bradburn store that it now represents, and one of the secrets is the one which includes a full-size display of immaculately clean, perfectly operating machines, each a different category, and is even backed up with a guarantee that covers all the way from simple 45 r.p.m. phonographs up to complex stereos.

The rental department, surprisingly enough, has flourished even though there have been no concerted advertising program of any sort. Instead, Bradburn simply indicates in telephone directory advertising, newspaper display advertising, etc., that he has a department ready and "lets the customer take it from there." At first, he thought that the average renter would be a person thinking about the purchase of the equipment, but has found that anyone is prepared to invest the amount involved unless he had an opportunity to test the machine while it is working, and it turned out, most renters are people who are not sure of their ability to afford a tape recorder, and who had not had any experience with the purchase of such equipment until after the rental. Word of mouth, signs throughout the store and in the window, and a general reputation for the equipment in sound equipment have been enough to keep the department fully occupied.

Bradburn feels that the best rental equipment is one that is reliable and that machine, each on short-time use, is actually "selling itself to the customer." He states that therefore, he doesn't want poor sound reproduction, breakdowns, or any similar factors to intervene. All rental tape recorders are taken out of the cases, critically examined for actual or incipient damage after each use, and as soon as wear begins to demonstrate itself, are marked over to the used equipment department for sale. In this way, every machine is in just as good quality as when brand new and can be kept, and can be depended upon to make buying customers out of renters.

Charges apply are a straight $5 per day on short-term use, $12 per week, or $20 per month. Often, this basic rental is considerably expanded by accessory equipment, such as conference microphones, which is going to be used to keep a record of the food served at the equipment. Public address systems, rented at an extra $10 a day for addressing crowds, or extension cords, extra speakers, etc., extra microphones, etc.

In signing a printed contract for the rental, the customer is assured, that if he is overpaid by the rental, he is given an elaborate demonstration on the machine which, of course, provides plenty of time to research his statement and verify his claims. If there is anything the least bit dubious about any such element, he is required to have a deposit which is equal to the sales price of the machine, plus a small profit. As an old-time tape recorder dealer in Houston area, Bradburn is thankful that it is very seldom necessary to insist on the deposit which he admits would "scare off" a lot of potential business and impede progress. Still, he admits cheerfully, the deposit request is valuable, since it will deter a man whose actual intent was to make off with the tape recorder, and simply "rent" the machine.

It is extremely important, the Houston retailer adds, that each rental customer be given the sort of demonstration which will prevent unhappiness, costly mistakes.

M A R I A M E E T S E T F O R M A Y I N C H I C A G O

CHICAGO — The Magnetic Recording Industry Association will hold its annual meeting May 13-15 at the Mayflower Hotel.

A breakfast meeting of the Association now numbers 48, with the addition last week of three more men.

These include Webcor of Chicago, International Radio and Electronics of Elkland, Ind., and Vangrand Company, New York.

Bldg. Turnover

Continued from page 18

At the close of the two-day convention, the Chicago office of the National Audio Products Association, Inc., will have reached the 25th anniversary of its foundation.

The association was founded March 25, 1940, by a group of manufacturers and importers interested in the industry.

The first convention was held the following month at the Hotel Sherman, where 196 people were registered.

The membership in the association, according to C. R. K.

Audio Feedback

Continued from page 18

the nursery. A special color TV set will furnish restless color patterns synchronized to the music, and even the record player itself can be adjusted to the music and movement.

TV is all over the place. There's even a TV device that will scan whoever's at the door, and if you're out, record an answering message for you to see the next time you come back. Not included in the display, however: A TV system whereby the government can keep an eye on you, as in George Orwell's book "1984." An idea in "Big Brother" in 1984.

FEEDBACK TO DEALERS

Latest trends in sales promotion of FM radio will be discussed April 3 on "FM Day," preceding the annual NAB convention. The annual music-hi-fi section of The New York Times is scheduled to appear March 26, complete with late news of shows and radio and tape costumes and packaging.

Hammond-Kardon new makes a low-priced FM tuner circuit for packaged-goods manufacturers.

By C. R. K.

NEW AUDIO PRODUCTS

New Phono Makes Debut

The special products division of the Bulova Watch Company, Inc., will market a four-speed portable stereo phonograph in mid-March. The unit is a combination of a four-speed V-M changer with automatic shuffle control, and a relaunched high-fidelity second speaker. The new model will sell for $79.95.

Besides the new stereo phonograph, the watch company is introducing three new Phono-Matic speakers, to be marketed: the Spree, the Modem and the Spacemate, and seven transistors and come with carrying case, shoulder strap, earphone and telescoping antenna. Both have jacks for external power pack and measure 6 x 2 1/2 x 2 1/4 inches, and are priced at $59.95 complete. The third portable radio is named the Spree, uses six transistors, measures 8" by 5 by 2 1/4 inches, and is priced at $49.95.

Tougher Recording Tape

Minnesota Mining and Manufacturing is marketing a new recording tape specifically designed to withstand rough treatment of industrial and audiovisual work. The new magnetic tape, tagged "Scotch" brand No. 311, contains a new tear, stretch, and moisture-resistant material named "Tenizar." It is specifically designed to hold up under the tough playback conditions involved in frequent or continuous playing and constant handling. The new product has a different value on each of the Vishock brown and reddish brown— which makes it useful for dual track recording. List prices are $3.20 for 600 feet and $3.75 for 1,200 feet, which is an increase over the acetate-backed professional tape manufactured by the same company.

Speakers Added to Line

Two new British-made speakers bearing the Knight brand name have been added to the line of speakers. While the first model, model KN 1, a 12-inch unit with an exponential horn tweeter and mid-frequency radiator cone.... The second model, model KN 1, is a 15-inch speaker with a larger magnet and a response of from 20 to 20,000 cycles-per-second and is priced at $50.95.

Low-Price Console Bowls

A new price bow was installed in the rapidly growing field of "home entertainment centers," with the debut this week of a $399.95 combination stereo-phono-console by Curtis Mathes Manufacturing Company, Dallas. The audio playback in the Mathes center features two sets each of 12-inch woodens, eight-inch speakers, speakers and three-inch tweeters in crossover network: a Collaro four-speed changer and dual amplifier for $199.95. The new 12-inch console, which has speaker housings at each end of the cabinetry, with a 21-inch synchronized TV tube and complete set of control knobs and dial-out record changer in the center of the housing.
Eddie Fisher

has a 2 Sided HIT
on RAMROD RECORDS

a swingin' arrangement of the great standard

AFTER YOU'VE GONE

and

the hit ballad from Frank Loesser's new musical "Greenwillow"

SUMMERTIME LOVE

#E-2
BALTIMORE: Harold Berkman, promotion manager for ABC-Paramount Records at Zanmo Company, writes that sales are high for "Tales of a Clown" by Teddy Radding, "Sweet Little Lies" by Steve Lawrence, "Lady Luck" by Lloyd Price, "Who You Gonna Love?" by Ray Charles, and "Puppy Love" by Paul Anka. "We're especially pleased to see "Who You Gonna Love?" by Fabian on Charlesthe company's list of strong sellers. It's a great tune that's been getting a lot of radio play.

ATLANTA: Wendell Parker, promotion chief at National Recording Distributors, sends word that his feature for the month is "Baby" by Brook Benton and Dinah Washington on Mercury, "Red Rose" by Lee Hazlewood and The Everly Brothers on Cadence, "I Love the Way You Love Me" by Mary Johnson on United Artists and "Where Or When" by Dion and The Belmonts on Mercury. Other highlights include "Just a Little More" by Robert Moses on Coed, "You Don't Have to Be" by Lonnie Welch on Cadence and "Our Teen-Age Love" by Jerry Raines on Mercury.

NEW YORK: Evelyn Cornell of Coasta writes that sales are big on "Come On Home" by Sonny Til on Jubilee, "What in the World's Come Over You" by Jack Scott on Top Rank, "This Magic Moment" by the Drifters on Atlantic, "Bulldog" by the Fireballs on Top Rank and "Little Sue Lo" (Part IV) by Ray Bryant on Northern. She adds "He's My Baby" by Mary Ann McNair and "Ten Little Indian Boys" by Mitie DeLong on Signature.

Mike Kelly of Mayfair Distributors stopped by to mention action on "I Was So Foolish" by the flamingos on End, "Dark Eyes" by Pete Bennett on Capitol, "Suddenly" by Nick Feakes on Vee Jay and "The Man I Love" by Jimmy Scott on Sharp. Newer promising sides mentioned were "You're the One" by Ray Sharpe on June and "Tell Me About You" by Tony Conos on Flip, "Doggie in the Window" by the Kookie Beavers on Gotham, "Always It's You" by the Blackzillas on Jamie and "Shazam" by Duane Eaddy on Jamie.

John Brindle of Finch sends a note to report that "Small Hotel" by June Tabor is breaking in Philadelphia, Cambridge, N.Y., and General Distributors in Baltimore.

PHILADELPHIA: Ted Kelvern of Milan writes that several recent releases are doing very well, especially "My Hit Song" by Paul Revere by Troy Ferguson, "With All My Heart" by Jimmy Jones and "The Manicured Love" by Jimmy Scott. Winners for Epic are "Real Bait" by Marty Wilde, "What Do You Want" by Ersel Hickey, "Down by the River" by Ray Hamblett, "String" by Lick Wray and "To Belong" by Jimmy Breland. Cleveland is moving "Summer Sex" by Mike Nolte. San Francisco Kelly, Guaranteed, Canton's stab, is "Midnight Special" by Paul Evans and "America, the Beautiful" by Al Byrson.

Imperial's strongest are "Country Boy" by Fats Domino, "Valley of the Dolls" by the Crystals, "Rockin' the Last Few Days" by Georgia Gibbs, "Hottest for Carmen" is "Wild One" b/w "Little Bit Girlie" by Bobby Rydell. Columbia has a strong side with "How Can I Be Sure" by Robert Mitchum (for L communism) and "When I Dream of You" by Dinon and the Belmonts, "All Thru the Night" by the Mystics and "The Happy Medieval" by Ivo Bowes.

Interest is collecting good sales on Gloria Lyn's singles and LPs, "Swingin' Side" by the Sirlings, "Olivia" by Cole Craft, "E.S. I Love You" by Jimmy DARREN and "Fierce and Mellow" by Nick Feakes, "Easy is tough on a Gun" and "I Like the Way You Love" by Mary Johnson, "Woodchopper's Ball" by Glenn Osser and "Memphis Blues" by George Auld.

Jerry Ross, promotion maht at Constat, writes that sales are high on "I Like the Way You Love" by Pat Boone on Dot, "Am I That Easy to Forget" by Debbie Reynolds on Dot and Billy Vaughn's new Dot LP, "Theme From a Summer Place." Also selling well are "Jambalaya (On the Bayou)" by Bobo Comstock, "Don't Decide Me" by Ruby Brown and "That's My Desire" by Chris Constandar. RCA's "The Lovers in the Attic" is "Sea of Love" by John Coltrane. "Come Dance With Me" by Eddie Quintero on Brent looks good. Dick's "Theme From the Houston Texas" by Dave (Baby) Cortez on Clock and "Come On Home" by Sonny Til on Jubilee.

MINNEAPOLIS: Lodestar Records has set the following for the month: "Minneapolis Chi-Chi's, Pleasure, Hail Cleveland, and Yankee, New York.

SHREVEPORT: L.P. Stan Lewis of Stan's Record Shop wires that sales are strong on "Something's Gonna Happen" by Percy Faith on Columbia, "Let The Little Girls Dance" by Billy Bland on Old Town, "Fanny Mae" by Buster Brown on Fire and "Night and Night" by Paul Sam and Evans on Guaranteed. Others that are selling well include "Am I That Easy to Forget" by Debbie Reynolds and "Old Devil Moon" by Ray Charles. "Something's Gonna Happen Me" by Ruth Brown on Atlantic and "Paradise" by Sammy Turner on Big Top.

Getting action are "All My Front Doors Don't Club Called "Shake, Rattle & Roll" by Little Richard, "Don't Rock Him on Checker," "In The Still of The Night" by The Five Satins, "Night and Day" by Ray Sharpe on Crest and "Goodbye, Kansas City" by Wilbert Harrison on Fury.

BAYOU RONDE: L.A. Sonora Records has signed Record Sales in New Orleans and Pan American Distributors in Miami to handle their product, and is due in Nashville as "Cara Angelina" b/w "Be Mine Tonight" by Don Di Stefano.
BUD and TRAVIS: Bud Hardcastle and Travis are the twin chassis Most Prominent Single Duo in Bill- board sales this week. Bud, you are cor- rectly performing twosomes from their own popular single albums, but Bud and Travis are scheduled for a primetime pummel. Travis: "Yes, Bud, but I've been in the business for quite some time and I've learned a thing or two about how to put on a show. We're going to knock the socks off those who attend our concert tonight." Bud: "Yeah, Travis, but don't you think we should have a little more variety in our repertoire?" Travis: "I agree, Bud. That's why we've included songs in different styles, from country to rock and roll. Our audience loves it, and we do too!"

DIANE EDDY: Diane Eddy is on a roll. Her latest single, "Secret Seven," has been topping the charts. She's scheduled to perform at the Pantages Theatre in Los Angeles. Diane: "I've always loved performing live. It's a great feeling to be able to connect with the audience directly. I've been practicing my stage presence to make sure I deliver the best performance possible."

RHEA: Rhea is back with her latest single, "Essen Her." She's currently in rehearsals for her upcoming concert series. Rhea: "I'm really excited about this upcoming tour. I've been working hard to perfect my performance, and I can't wait to share my music with my fans."
another reason why FRANKIE AVALON is America's #1 record salesman

DON'T THROW AWAY ALL THOSE TEARDROPS

C-1048

Chancellor
Distributed by AM-PAR Record Corp.
Del-Fi has withdrawn its line from Allied to set up its own distribution network. Allied will continue to press for the indie... Daryl Severson, Dayton, O. (J), youth, cut his first four sides for RCA Victor with the first coup of scheduled for March release... Arthur Bensee joins Rendler Records as a senior executive. According to label proxy Lloyd Pierce, appointment is part of an over-all expansion program which will conclude the launching of a subsid label. New line's first attraction will be Johnny Moran and his New Blazers... Lee Zito.

Cincinnati. Area music men hopped to Dayton, O., Tuesday (7) to attend the open-house party staged by Station WING in celebration of its moving to new, larger and livelier quarters in the Elbert Tower. Making the trip from here were Is Nathan, Ray Hill and David Wolf, of Hill Record Distributing Company, Julie Godsey, of RCA Victor Records; Harry Carlson, of Fraternity Records, and Eli Phelps, of Mel Herman's State Records Distributors. Also on deck for the WING whistling was Jack Spatz, professional manager for Bregman, Vococe & Conn, who was in the territory to plug his firm's "Suzanne" and "Evening Tide," as done by Al Calhoun on the Preferred label, and "Dearest," which Al Martino has charted for 20th Fox. Spatz returned to his New York headquarters Wednesday (2). We erred last week when we listed Jann Cooksey ready to go "Teenage Suzette," as being on the Keen label. It's on RCA Victor, his first album on that label.

Lawrence H. Rogers II, of Knoxville, long prominent in Huntington-Charleston, W. Va., radio and TV circles, has been named vice-president in charge of the Keen Booking Department of the Taft Broadcasting Company, giving him supervision over the five Taft-owned TV outfits and four AM and FM stations. Local radio, TV and newspaper folk will greet Rogers at a cocktail session at the new WKRC headquarters here Monday evening. Taft Broadcasting now owns and operates TV stations in Cincinnati, Columbus, O.; Birmingham; Knoxville, and Lexington, Ky.

The Brothers Four, currently riding high with their Columbia release, "Greenfield," were in town last week for a quick tour of the local jocks and music shops to promote their new album, "The Brothers Four." During their visit to town, they guested on "Ruth Lyon's "50-50 Club," which is simulcast over the Crosley Broadcasting four-city TV network via WMYT here. The brothers have been approached by a local promoter relative to a possible concert tour here in the near future. .. . Murrie Rose, former local manager for Columbia Records, who was elevated to the district managership for Columbia in Chicago nearly a year ago, has been transferred from the Columbia district management post to Baltimore.

Sam Davis, for the last five years sales manager at Fraternity Records here, has joined the C. C. Record Company, Shaffer Music Company, subsidiary, where he's handling platter sales to job box operators. Before joining Fraternity, Davis spent nine years with King Records here...

... The Rusty York Trio, comprising Rick Stacks on drums, Hal Arnold on electric bass and Rusty on guitar, are currently riding high with the four-woman backup, Donnells, at Huntington-Charleston, W. Va., radio, TV and newspaper folk will greet the Finches at a cocktail session at the new WKRC headquarters here Monday evening. Taft Broadcasting now owns and operates TV stations in Cincinnati, Columbus, O.; Birmingham; Knoxville, and Lexington, Ky.

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Watch this one climb!

"STAIRWAY TO HEAVEN"
NEIL SEDAKA

"FORTY WINKS AWAY" 477709

Sedaka's "Oh Carol" was a great profit item for you. Now, join the sales climb to the top with "Stairway to Heaven." Order today!

RCA
**BEST SELLING LOW PRICE LP'S**

( List price $2.98 or less)

### MONOPHONIC CLASSICAL ALBUMS

1. **SEVENTY YEARS OF MUSIC AMERICA LOVES BEST**—An assistant, RCA Victor LM 6074
2. **THE LORD'S PRAYER**—The Mormon Tabernacle Choir (Columbia), Columbia ML 5386
3. **RACHMANKOFF: PIANO CONCERTO NO. 1**—Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
4. **TCHAIKOVSKY: 1812 OVERTURE**—Carrick, Toronto Symphony Orchestra (Decca), Mercury MG 50554
5. **TCHAIKOVSKY: PIANO CONCERTO NO. 3**—Van Cliburn, Orchestra of the Air (Philharmonic), RCA Victor LM 2355
6. **RODGERS: VICTORY AT SEA, VOL. 2**—RCA Victor Symphony Orchestra (Bennett, RCA Victor LM 2266
7. **GROFE: GRAND CANYON SUITE**—The Philadelphia Orchestra (Ormandy), Columbia ML 5285
8. **BOLELO**—Boston Symphony Orchestra (Munch), RCA Victor LM 1964
10. **OFFENBACH: GATE PAISISSONNE, KHAMITURIAN: GAYNE BALLET SUITE**—Boston Pops (Fiedler), RCA Victor LM 2267

### STEREOCLASSIC CLASSICAL ALBUMS

1. **THE LORD'S PRAYER**—Rackbes' (Columbia), Columbia MS 6068
2. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**—Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LS 2252
4. **TCHAIKOVSKY: 1812 OVERTURE**—Carrick, Toronto Symphony Orchestra (Decca), Mercury SR 90054
5. **RODGERS: VICTORY AT SEA, VOL. 2**—RCA Victor Symphony Orchestra (Bennett, RCA Victor LS 2266
6. **OFFENBACH: GATE PAISISSONNE, KHAMITURIAN: GAYNE BALLET SUITE**—Boston Pops (Fiedler), RCA Victor LS 2267
7. **GROFE: GRAND CANYON SUITE**—The Philadelphia Orchestra (Ormandy), Columbia MS 6003
8. **SONG OF INNOCENCE**—Boston Pops (Fiedler), RCA Victor LS 1220
9. **GERSHWIN: RHAPSODY IN BLUE**—Leone Faini, Hollywood Bowl Symphony Orchestra (Stalmin), Capitol SP 8343
10. **CUPID BY STARLIGHT**—Hollywood Bowl Symphony Orchestra (Gregson), Capitol SP 8371

### Reviews of THIS WEEK'S LP'S

**The pick of the new releases:**

**SPOTLIGHT WINNERS OF THE WEEK**

**Strongest sales potential of all albums reviewed this week.**

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

**Country & Western**

**TELL ME ABOUT YOURSELF**

Nat King Cole, Capitol W 1331—Cole serves up highly listenable renditions of a flock of ballads, lovingly supported by the Dove Caverns orch., tune the album title selection, "This Is Always" and "Dedicated To You." His phrasing is smooth and velvety through, and the package should prove another big one for him. Good cover shot of the artist.

**International**

**SOUVENIRS OF SPAIN**

Nino de la murcia Ensemble, Everest EPB 5064—Murcia's first U.S. album is a fascinating collection of Spanish folk songs, true flamenco items and pop-oriented tunes with accompaniment on some sides by Buchalty's full orch. and on others by guitar. Murcia's emotion-packed performance is exciting, richly varied and authentic.

**Novelty**

**FOLK SONGS FOR THE 21ST CENTURY**

Sheila Ducan, Hi-Fi 413—In this amusing set Allman renders a group of specialty songs that might appeal to the tastes of the future. Titles are "Crash Gas Through the Outlaws," "Space Opera," "Rocket to the Moon," etc. The songs are funny, and the deliveries are well-paced by the artist. A good novelty set. Displayable cover sets the mood of the set.

**SPECIAL MERIT SPOTLIGHTS**

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

**POD**

**INTROSPECTION TV**

Johnny Gans & Don Rollie, Warner Bros. 1372—for fanatics of the old and oh blast, this is an interesting and sometimes weird collection of little mangos, set against a jazz background and played by some top-flight musicians. The stories are pretense or shocking or carry an illogical twist. They were scripted by mystery novelist Frederic Brown, and they are effectively read by Johnny Gans. The music by Don Rollie strongly supports the shifting moods. Net result is one of the oldest releases in some time.

**POP**

**VERY STRONG SALES POTENTIAL**

**THE MOST BEAUTIFUL SONG OF THE YEAR**

George Gershwin, Victor Vol. 5053, (Stereo & Monophonic — 風吹草低伏如我)
**Just Released...**

THE VILLAGE OF ST. BERNADETTE

ANDY WILLIAMS

HE - THE VILLAGE OF ST.
BERNADETTE - HE'S GOT
OUR LADY OF FATIMA
I BELIEVE - SUDDENLY
THE WHOLE WORLD
YOU'LL NEVER WALK
IN HIS HANDS -
SWEET MORNING
ALONE - COUNT YOUR
CLIMB EV'RY
BLESSINGS INSTEAD
MOUNTAIN -
OF SHEEP - LOOK FOR
THREE Bells -
THE SILVER LINING

**Cadence 3038**  **&**  **Stereo 25038**
**Mr. Dealer:**

Now you can get the DEAL you've been waiting for!!

Super Sound Plan
From March 10th to March 31st you can buy from your nearest distributor ANY 5 LP albums from our catalog including the...

Stereo Surprise Album of '60

The most exciting music of the BULL RING yet produced!

Performed by Latin American's finest, The National Parked Brasilian Stereo Band The music you've never heard before...

The ultimate in high fidelity recording. The record Hi-fi fans have been waiting for. Super albums have arrived...

...and get one LP FREE!!

The ultimate chance to be a smart dealer... Now you can cash in on Musidisc - it means...

MORE MUSIC FOR YOUR MONEY!

Catalogue

- M-6001 - Cuba Libre
- M-6002 - Magic Strings
- M-6003 - Star Dust Samba
- M-6004 - Opera Fantasy
- M-6005 - Italy Today
- M-6006 - Books Pritzmann
- M-6007 - Hot
- M-6008 - Latin Magic
- M-6010 - DUEL This is it... WOAH!!...
- M-6011 - Concert for Lovers

Available in Monaural and Stereo ORDER NOW from your nearest distributor, or contact Musidisc INTERNATIONAL INC.

(Continued on page 32)
Now...for the first time...LIFE lends its name and its support to a record promotion! This new RCA Victor album was inspired and pre-sold by LIFE Magazine's great series on the Winning of the West. Put LIFE into your record sales...order this new record hit of the golden 60's today!

Also featured in the advertising of Stetson Hats and the Santa Fe Railroad.
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<th>This Week</th>
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<td><strong>1. Theme From a Summer Place</strong></td>
<td>By Smiler—Published by Smiler (ASCAP)</td>
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<td>Larry Hawthorne, MGM 21853; Don Rider, Warner Bros.</td>
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<td>5106; Hugo Winchell, 1939.</td>
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<td><strong>2. He'll Have to Go</strong></td>
<td>By J. Allen-A. Allen—Published by Central Songs (BMI)</td>
<td><strong>4</strong></td>
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<td>Billy Bruce, Col 41380; Jim Leven, Dec 1944.</td>
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<td><strong>3. Teen Angel</strong></td>
<td>By JVA-Sun-V—Published by Artiel Rose (BMI)</td>
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<td>Jack Ordonez, M-G-M 21847.</td>
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<td><strong>4. Handy Man</strong></td>
<td>By Blackwood-Jones—Published by Blackwood Music (BMI)</td>
<td><strong>3</strong></td>
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<td>Jimmy Jones, Col 9469.</td>
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<td><strong>5. What in the World's Come Over You</strong></td>
<td>By Jack Scott—Published by Peer Ltd &amp; Peer Fire (BMI)</td>
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<td></td>
<td>Jack Scott, Top Record 3028.</td>
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**Second Ten**

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<td><strong>11. Lonely Blue Boy</strong></td>
<td>By Solomon-Wyn—Published by May (ASCAP)</td>
<td><strong>11</strong></td>
<td><strong>7</strong></td>
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<td>Country Twink, M-G-M 22577.</td>
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<td><strong>12. Where or When</strong></td>
<td>By Rodgers &amp; Hart—Published by Chappell (ASCAP)</td>
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<td>Dick &amp; the Belkows, Laura 2046.</td>
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<td><strong>13. Forever</strong></td>
<td>By Bobby Kim—Published by Tree (BMI)</td>
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<td></td>
<td>Martin Denny, Liberty 51214; Goofy Bear, Class 264; Billy Walker, Col 47498.</td>
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<td><strong>14. Sweet Nothin's</strong></td>
<td>By Ronnie Self—Published by Champions (BMI)</td>
<td><strong>17</strong></td>
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<td>Reach No. 8, Dec 1967.</td>
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<td><strong>15. El Paso</strong></td>
<td>By Marty Robbins—Published by Mercury Music (BMI)</td>
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<td><strong>15</strong></td>
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<td></td>
<td>Marty Robbins, Col 42515.</td>
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**Third Ten**

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<td><strong>21. Poppy Love</strong></td>
<td>By Paul Asa—Published by Sparks (BMI)</td>
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<td></td>
<td>Paul Asa, ABC-PARAMOUNT 1988; Jack Deary, Columbia 5001; King Bros., Flip 125; Terry Notard, Brunswick 39004.</td>
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<td><strong>22. Beatnik Fly</strong></td>
<td>By T. King &amp; L. Mack—Published by Duchess (BMI)</td>
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<td>Johnny and the Hurricanes, Warwick 510.</td>
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<td><strong>23. Down by the Station</strong></td>
<td>By Bruce Brilland-Glenn Lewis—Published by Lucy-Bell (BMI)</td>
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<td>Pete Peppe, Cap 4412; Ruta &amp; Robin, United 1.</td>
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<td><strong>24. Pretty Blue Eyes</strong></td>
<td>By Randolph—Published by Altono (BMI)</td>
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<td>Steve Lawrence, ABC-PARAMOUNT 1609.</td>
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<td><strong>25. Rockin' Little Angel</strong></td>
<td>By Rogers—Published by Sidney &amp; Singer River (BMI)</td>
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<td>Roy Smith, Jaid 1918.</td>
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<td><strong>16. Harbor Lights</strong></td>
<td>By Hugh Williams &amp; Jimmy Kennedy—Published by Chappell (ASCAP)</td>
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<td>LaVern Baker, Atlantic 1919; Terry Byrd, 2058; Reg&lt;br&gt;Wright, Dec 2299; Delbert Harrell, Dec 2299; Lu Ann Sims, Jubilee 5205; Etta Washington, &lt;br&gt;Mex 2602.</td>
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<td><strong>17. Lady Luck</strong></td>
<td>By Price-Egan—Published by Fri-Gun (BMI)</td>
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<td><strong>21</strong></td>
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<td>Lloyd Price, ABC-PARAMOUNT 1617.</td>
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<td><strong>18. You Got What It Takes</strong></td>
<td>By Boudo, Davis &amp; Glode—Published by Publics (BMI)</td>
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<td>Max Johnson, United Artist 119.</td>
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<td><strong>19. Midnight Special</strong></td>
<td>By Milton Schrager—Published by James-Milburn (BMI)</td>
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<td>Private Eyes, Guaranteed 295.</td>
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<td><strong>20. Delaware</strong></td>
<td>By Living Gordon—Published by Century (ASCAP)</td>
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<td></td>
<td>Maxine Gordon, ABC-PARAMOUNT 1617.</td>
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<th>This Week</th>
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<td><strong>26. Tracy's Theme</strong></td>
<td>By Jenson—Published by Deman (BMI)</td>
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<td>Spencer Ross, Col 42322.</td>
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<td><strong>27. Tall Oak Tree</strong></td>
<td>By Donny Baretta—Published by Baretta (BMI)</td>
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<td><strong>RECORDS AVAILABLE:</strong></td>
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<td></td>
<td>Donny Baretta, Inc 1912.</td>
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<td><strong>28. Country Boy</strong></td>
<td>By A. Domino-D. Barthelemy—Published by Alan-Edwards (BMI)</td>
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<td></td>
<td>Alan-Edwards, Inc 560.</td>
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<td><strong>29. Little Bitty Girl</strong></td>
<td>By C. Ballard, S. Tobias—Published by Songone (ASCAP)</td>
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<td><strong>RECORDS AVAILABLE:</strong></td>
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<td></td>
<td>Bobby Rydell, Century 173.</td>
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<td><strong>30. Outside My Window</strong></td>
<td>By Hal David &amp; Berman Edwards—Published by E. H. Morris (ASCAP)</td>
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<td></td>
<td>Bobby Rydell, Century 173.</td>
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</tbody>
</table>

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
MARCH 7, 1960

PREMIER PERFORMANCE!

FLOYD ROBINSON
sings

"I BELIEVE IN LOVE"

c/w
"Tattletale"

RCA VICTOR 47/7693
HISTORY REPEATS ITSELF!* 

JOHNNY HORTON 
and his newest smash 
SINK THE BISMARCK 4-41568 
(Inspired by the Twentieth Century-Fox Picture "Sink the Bismarck") 
a direct hit on 
COLUMBIA #1 in Consumer Sales 
Published by Cajun Pub. Co. 
**"The Battle of New Orleans" sold over 2,500,000!**
<table>
<thead>
<tr>
<th>WEEK</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>COMPANY</th>
<th>RECORD No.</th>
<th>PEAK POSITION</th>
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<tr>
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<td>50 60 — (WELCOME) NEW LOVERS</td>
<td>Pat Boone</td>
<td>Dot</td>
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<td>2</td>
<td>52 70 — CHATTANOOGA SHOE SHINE BOY</td>
<td>Frank Ifield</td>
<td>Columbia</td>
<td>40879</td>
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<td>3</td>
<td>24 25 29 BULLDOG</td>
<td>Bob Eberly</td>
<td>RCA Victor</td>
<td>20506</td>
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<td>4</td>
<td>30 32 36 TOO MUCH TEQUILA</td>
<td>Champs</td>
<td>Challenge</td>
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<td>5</td>
<td>37 50 82 BABY, WHAT DO YOU WANT TO ME</td>
<td>Jimmy Moon</td>
<td>Vee Jay</td>
<td>333</td>
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<td>6</td>
<td>39 39 47 AM I THAT EASY TO FORGET</td>
<td>Brenda Lee</td>
<td>Coral</td>
<td>02755</td>
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<td>7</td>
<td>43 48 43 CRAZY ARMS</td>
<td>Box Johnston</td>
<td>Mel-Tel</td>
<td>00608</td>
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<td>8</td>
<td>44 51 78 TOO POOPED TO POOL</td>
<td>Charlie Gracie</td>
<td>Capitol</td>
<td>3157</td>
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<td>9</td>
<td>41 45 62 BAD BOY</td>
<td>Maytals, The</td>
<td>Epic</td>
<td>9326</td>
<td>8</td>
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<td>10</td>
<td>70 99 — EL MATADOR</td>
<td>Kingston Tees</td>
<td>Capitol</td>
<td>4318</td>
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<td>11</td>
<td>55 58 68 SIXTEEN REASONS</td>
<td>Anita Bryant</td>
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<td>12</td>
<td>36 24 25 TENDER LOVE AND CARE</td>
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<td>Roulette</td>
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<td>13</td>
<td>35 30 34 TIME AND THE RIVER</td>
<td>Pat Boone</td>
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<td>15</td>
<td>46 41 52 ETERNALLY</td>
<td>Sarah Vaughan</td>
<td>Mercury</td>
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<td>16</td>
<td>72 91 — ANYWAY THE WIND BLOWS</td>
<td>Doris Day</td>
<td>Columbia</td>
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<td>17</td>
<td>63 88 — LAWYD MISS CLOWDY</td>
<td>Gary Stiles</td>
<td>Capitol</td>
<td>525</td>
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<td>18</td>
<td>57 52 64 FANNIE MAE</td>
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<td>19</td>
<td>54 42 43 WHY DO I LOVE YOU SO</td>
<td>Linda Thompson</td>
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<td>20</td>
<td>48 47 59 ON THE BEACH</td>
<td>Frankie Vaughan</td>
<td>London</td>
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<td>66 84 100 PARADISE</td>
<td>Jimmy Ruffin</td>
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<td>68 92 — ANGELA JONES</td>
<td>Sue Thompson</td>
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<td>23</td>
<td>77 — TEDDY</td>
<td>Connie Francis</td>
<td>M-G-M</td>
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<td>24</td>
<td>89 — THE SAME OLD ME</td>
<td>Sue Thompson</td>
<td>Capitol</td>
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<td>25</td>
<td>80 95 — GREENFIELDS</td>
<td>Brenda Faye</td>
<td>Columbia</td>
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<td>26</td>
<td>67 83 93 CLEMENTINE</td>
<td>Jan and Dean</td>
<td>Doris Day</td>
<td>539</td>
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<tr>
<td>27</td>
<td>60 — STRONG ALONG</td>
<td>Paul Revere &amp; The Raiders</td>
<td>Capitol</td>
<td>1947</td>
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<tr>
<td>28</td>
<td>67 81 85 JUST A LITTLE BIT</td>
<td>Buddy Greco</td>
<td>Vee Jay</td>
<td>335</td>
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</tbody>
</table>

**FOR WEEK ENDING MARCH 13, 1960**

**STARS PERFORMED**

- Pat Boone
- Frank Ifield
- Champs
- Jimmy Moon
- Brenda Lee
- Box Johnston
- Maytals, The
- Kingston Tees
- Sarah Vaughan
- Pat Boone
- Janie C. Carson
- Janie C. Carson
- Pat Boone
- Frankie Vaughan
- Jimmy Ruffin
- Sue Thompson
- Connie Francis
- Sue Thompson
- Brenda Faye
- Jan and Dean
- Paul Revere & The Raiders
- Buddy Greco

**ARTISTS, COMPANIES, RECORD No.**

- Pat Boone, Dot, 08442
- Frank Ifield, Columbia, 40879
- Champs, Challenge, 00200
- Jimmy Moon, Vee Jay, 333
- Brenda Lee, Coral, 02755
- Box Johnston, Mel-Tel, 00608
- Maytals, The, Epic, 9326
- Kingston Tees, Capitol, 4318
- Janie C. Carson, Roulette, 4218
- Pat Boone, Capitol, 4372
- Janie C. Carson, RCA Victor, 7939
- Sarah Vaughan, Mercury, 7126
- Doris Day, Columbia, 4348
- Gary Stiles, Capitol, 525
- Bobby Darin, Epic, 9098
- Connie Francis, M-G-M, 12780
- Sue Thompson, Capitol, 4318
- Brenda Faye, Columbia, 4371
- Jan and Dean, Doris Day, 539
- Paul Revere & The Raiders, Capitol, 1947
- Buddy Greco, Vee Jay, 335
& TOMORROW'S TOPS
BEST BUYS

CHATTANOOGA CHOO CHOO
(First, ASCAP) Rendition 117

* JUST ONE TIME
(Guy Mitchell)

* I LOVE THE WAY YOU LOVE
(Mary Johnson)

GREENFIELDS
The Brothers Four

MARGIE REAYBURN

MARCUS REAYBURN

MAGIC WORDS
(Manchurian, ASCAP) - The thrash turns in a cute reading of a charming tune. Pig-Latin is used as a gimmick, B.M.I. This tune on the side is multi-tracked. It's her strongest recently. Flip is "Sentimental Journey" (Stax).

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**Speckled Trout**

**THE SPACEMEN**

**FOR THE FIRST TIME UP** — ATLON 300 — The group, who recently scored with "Clouds," has a funky blues-like item that also steps out strongly. It's a contagious item. (Saxdor, BMI)

**Lucky Bluebird** — Leisurely shuffle-piece item is also given its intimate instrumental outing. Worth watching. (Saxdor, BMI)

**Tony Bennett**

**** I'll Bring You a Rainbow **— COLUMBIA 41959** — A smart piece of material is handed a solid reading by Bennett over introductory backing by the orchestra. This could be a big side. (Bartons, ASCAP)

**** Ask Me (I Know)** — The chart seller warms a ballad with a lot of spunk backed by the orchestra. Could grab both coins and spars. (Mansion, ASCAP.)

**Marvin Denny**

***** Banana Choo-Choo — LIBERTY 55236 — The distinctive Marvin Denny approach is augmented by a vocal group on the title, on the side. It then moves into a Latinish instrumental. It could be another big one. (American, BMI)

***** Frankie & Johnny — Weird instrumental effects of an Oriental nature are applied to this interesting item of the evergreen. Unusual enough to catch on. (Equison, BMI)

**The Kaul Twins**

**** Quo Du Thipp — DECCA 31084 — Tune, cleft by Bobbelexus and Felice Bryant, is delivered at a fairly bright clip by the Boys. It's a cute and danceable side that can create interest. (Acuff-Rose, BMI)

***** Loneliness — The Twins get lush backing on this pretty Latinish tune. It's their best in a while, and it could step out. (Sopho, Esposti.)

**Teen Beats**

***** Cliff Bogie — ORIGINAL SONG 67 — Standard guitar work on an interesting instrumental rhythm. Don Rivers and the Califfs are featured on both sides. (Drive-In, BMI)

***** Slop Beat — Strong r.a.r. beat marks this catchy instrumental item with a solid tempo beat. Fine hop material. (Drive-In, BMI)

**Buffy De Vorizon**

***** Rosemary — COLUMBIA 41612 — The pretty tune already out with Larry Hall and also on another label, is sung pretty by the singer over warm backing. (Republic, BMI)

***** Henry, Little Darlin' — The chart seller this rockets with spirit over strong backing. Side could also be a big one for the singer. (Sherman De Forest, BMI)

**Ray Bryant**

**** Sometime in the World (Part I & II) — COLUMBIA 4128— The Madison is a new type of dance, Ray Bryant and Edgar Morrison have written a contagious melody to fit the stop step. Part one has Morrison calling out instructions with the piano backed by brass and rhythm support. Part two is instrumental. Both are strong sides. (Cromwell, ASCAP.)

**Fireflies**

***** Because of My Pride — RIBBON 6906 — Rockabilly with triplets in the arrangement. A chick chorus supports the changer. (Nicka, ASCAP)

***** My Girl — A ballad, suited for the teen set, is chanted to a chorus background in rockabilly style. (Trista, ASCAP)

**Rudy Beals**

***** Star on the Right Side — COVER 602 — Five have gospel overtones. Black Beals, formerly with Deaton's, is featured. It's a catchy rockabilly side. (Robert, BMI)

***** Forget Your Troubles Get Happy — The singer is back with a Latin type of fun. This is one of the best modern pop sides of the whole year. (Mills, ASCAP)

**Lloyd Henderson**

***** Dating — TRIANGLE 5130 — A dance-instrumental item that gives the chart seller a pretty good item to carry on. (Remick, ASCAP)

**Georgia Brothers**

***** Mr. Baby Bell — MAGNET 68 — This is a pretty smooth side for the younger set.山脉鋼琴背景。Light instrumental and ten thousand backing makes this a very nice side. (Henderson, BMI)

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**For the Pick of the New Releases:**

**Spotlight Winners of the Week**

Strongest sales potential of all records reviewed this week.

**Rhythm & Blues**

**Little Jr. Parker**

The Next Time (Lion, BMI) — You're On My Mind (Lion, BMI) — Parker sells "The Next Time," a rocker with his usual spirit. "You're On My Mind" is a bluesy theme, and this also comes in for an effective spot. Both should attract.

**Spiritual**

**The Highest Brother Singers**

Oh, Lord Save Me (Excelsior, BMI) — Finally Made It (Excelsior, BMI) — "Oh, Lord, Save Me" is carried by a firm lead who is warmly supported by the choir. "Finally Made It," the flip, is a more rhythmic pop item, and the theme sounds good in lead in the spotlight. Both should move well with devotees of this sort. (Nashboro 663)

**Special Merit Spotlights**

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

**Pool Talent**

**Optimists**

I'm Laughing at Myself (Casey-Verbo, BMI) — Lift Up the Sky (Casey-Verbo, BMI) — The first song provides good work for an effective spot, and the flip also could go well in the spotlight. Both could move with well with devotees of this sort.

**Billy Mure**

Jambalaya (On the Bayou) (Acuff-Rose, BMI) — Kaw-Liga (Acuff-Rose, BMI) — The memorable Hank Williams tunes are done with sparkling guitar sounds by the artist. Both sides continue to build and build and excitement, and spins of either should do well with listeners. (Everest 15325)

**Newport Youth Band**

Jazz Me Blues (Shakes, BMI) — The young jazz org turns to a rock arrangement on this catchy theme. It's a well-told and colorful side that should set ed."support. "Flip is "It's the Talk of the Town." (Deejay, BMI)

**Gordon Jenkins Orchestra & Chorus**

Romantica (Edison-Titanus, ASCAP) — The Clock Song (Sunsuit, ASCAP) — "Romantica" is the winning song in this year's San Remo Song Festival. The Jenkins' execution and chorus pretty much a warm outing. "The Clock Song" is also a pretty and spiritual side for teens and up. (Kapp 316)

**Junior and His Friends**

Whop's Our Pet, Annette (Spunks, BMI) — Tune clipped by Bobbelexus, is delivered by his younger brother and a kid chorus. It's a charming tribute to throe Annette with fine lyrics. Flip is "ABC Love." (Spunks, BMI)

**Paramount**

**SummerTime Love (Frank, ASCAP) — After You've Gone (Mayfair, ASCAP) — Fisher presents a quality sing of the pretty song from the forthcoming Frank Loesser show, "Greenwich." It's read over a complementary arrangement. Side is very widely distributed, and it could also register strongly sales-wise. The artist delivers a Teldec-type reading of "After You've Gone," and this should also get spins and coin.

**Ember Rush**

Serenade of the Bells (Melrose, ASCAP) — Rush applies an interesting echo chat treatment to the pretty odd that comes off for attractive results. The side is interesting and unusual, and it makes for a fine jockey item. Flip is "Tavern Song." (LeForts, BMI)

**Gizmo** (45) 601

**Universe**

**Ley Paul & Mary Ford**

For the Love of Peaches — COLUMBIA 41992 — The familiar standard, a tune thatley Paul with multi-instrumental artist. A side that could be a big seller. (Western, ASCAP)

**Jill Clinton**

**Gee Java** — I'm Sorry — ACE 491 — You need a good one here with a good one. The song is very well written for the occasion, and since it's not too long, it could be a good one. (Mills, ASCAP)

**Moon Mulligan & Martians**

**Mandalay Bay on the Bayou** — You are my joy, (Rodgers, BMI) — The song is very well written for the occasion, and since it's not too long, it could be a good one. (Mills, ASCAP)

**Robert Delgado & Orks**

**I'm Movin' Out** — Coral 33278 — This is one of our favorites of the moment, a rockabilly item that's a rock and roll favorite. (Tilzer, BMI)

**Darlene Gillespie**

**Judy & Zigzag** — Columbia, ASCAP) — The artist is presented with a great new one. It's a about a girl. The side has a pretty good one for the singer. (Mills, ASCAP)

**Dean Jones**

**I'm Not a Rock & Roll Singer** — MURANO 2400 — The chart seller's first item, a pretty one, and a sure hit. It's a good one for the singer. (Mills, ASCAP)

**Huddy Black**

**Best of the Right Side** — COVER 601 — Four have gospel overtones. Black Beals, formerly with Deaton's, is featured. It's a catchy rockabilly side. (Robert, BMI)

**Ronnie Moore**

**Tell Me** — The candle and charm, it carries a good beat, and the voice is good. It's a ball, chanted, half-sung job that comes across nicely. (Voss, ASCAP)

**Kim Charney**

**Two Yesterdays** — COLUMBIA 41061 — The pretty begins gets a soft echo from the last. Side will be competing with several other versions. Pretty chorus and odd setting back the singer. (Republic, BMI)

**Miss Twisti-Abbot** — Energetic belt on a rocker. Flip appears the side to watch. (Gus, BMI)

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**Reviews of This Week's Singles** (continued)
FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Johnny Rivers, now working under the personal management of Audrey Williams, is slated to break with a new release soon on the McGahee label. His latest effort and a McGahee recording, "Country Thing," with the old Nat King Cole number, "Almost Like Being in Love," was spotted on the Dick Clark TV show February 16. Dickerson recently took his "Cowboy Capital Band" into the Mountain Finance Building and, into the records, "Almost Like Being in Love," were Fred Greer and Sonny Killen, with Darrell Goodwin, Jimmie Rogers, and Jimmy Williams.

Jimmy Walton has launched an all-country and western mail order service, Mail Order Records, while continuing his distribution of Star-Blues Records, and with George Morgan, the William Brothers, Milt Niblo, Ray Price, with Roy Drusky, March 19; Ernest Tubb, with 17204;). With Milt Niblo, Maxine Carter, and 24, and Jim Reeves, with Patsy Cline, April 2, and Charlie Monroe, and His Dixie Partners have inaugurated a new Thursday night show on WNOX TV, Columbia, Tenn. The liner includes the television stunt on WSPA TV, Spartanburg, S.C.

Charlie Walter and his Trail Rides recently discussed their new television show over WPTA TV, Fort Wayne, Ind., February 26, with WLJG design, Smokey Montgomery handling arrangements. Talent lineup included the Stewart Brothers, Joe Taylor and the Indiana Redbirds, and a host of area entertainers. Patsy Crippen and Ray Riker called the squares.

Next Saturday (12), "New Dominion Barn Dance," Rich-
mond, returns to Har-
risburg, Va., for a guest show with Johnny Cash and Red Smiley's new TV show over Channel 9 there. The "Dominion" troupe has been doing well in Harrisburg in recent weeks, and next week will play a "package" show at the hotel.

A new Dominion Barn Dance package featuring Jerry Collins and the Trailblazers, Roddy Adams, Barbara Crippen, Woody Mattison and Koko the Hobo has been set up for the coming season by Jimmy Gemmill in association with the Cooke & Rose Agency, Lancaster, Pa., Copeland and the Trailblazers, now working under the personal management of Gemmill have a Top Ten release coming up in a few weeks. Decays may obtain a copy by writing to Gemmill in care of WRVA Radio, Richmond.

Listening to the record, "Let's Do This Again," by Bob Dylan, now on the Philo label, it is obvious that, aside from the folk rock appeal, it is a very well recorded side.

Robert Harrell, senior manager of the R&B department for the Hit records is planning for early release on the Lucky label is "Black Toes," as done by Rudy Thacker and the Stringbeathers, with Larry Date on vocals. (Note: Lucky Records' chief, that platter service in available to dealers when rewritten in the R&B department in the R&B department in the R&B department with Mason, who confides, "I've got to have this one."

El Gallo, Lucky Records' chief, that platter service in available to dealers when rewritten in the R&B department in the R&B department with Mason, who confides, "I've got to have this one."
**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. RUNNING BEAR</td>
<td>Big Bopper Music</td>
<td></td>
<td></td>
<td>37</td>
</tr>
<tr>
<td>2. THEME FROM A SUMMER PLACE</td>
<td>Wittmark</td>
<td></td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>3. SATURDAY NIGHT</td>
<td>Howard</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>4. AMONG MY SOUVENIRS</td>
<td>De Sylva, Brown &amp; Henderson</td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>5. CUMBERWYD MOUNTAIN</td>
<td>Williamson</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>6. THERES NO PLACE LIKE HOME</td>
<td>Leonard Warren</td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>7. TEEN ANGEL</td>
<td>Ance-Rose</td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>8. BEYOND THE STARS</td>
<td>Razwell</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>9. PRETTY BLUE EYES</td>
<td>Alpert</td>
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<td></td>
<td>2</td>
</tr>
<tr>
<td>10. MISTY</td>
<td>Vernis-Oscar</td>
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</tr>
</tbody>
</table>

**Reviews of New Pop Records**

*Continued from page 41*

**GOOD SALES POTENTIAL**

<table>
<thead>
<tr>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Down in the Alley</em></td>
<td>Harry Belafonte</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>I Cant Help Myself</em></td>
<td>Marlene Dietrich</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Too Much Too Soon</em></td>
<td>Perry Como</td>
<td></td>
<td></td>
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<tr>
<td><em>Its a Long Long Way To Tipperary</em></td>
<td>Joe W. Student</td>
<td></td>
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<tr>
<td><em>A Night in Tunisia</em></td>
<td>Dizzy Gillespie</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Be My Baby</em></td>
<td>The Ronettes</td>
<td></td>
<td></td>
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<tr>
<td><em>The Next Time</em></td>
<td>The Ventures</td>
<td></td>
<td></td>
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<tr>
<td><em>I Want to Be instruments in the</em></td>
<td>Johnny Mathis</td>
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</tbody>
</table>

**Best Selling Sheet Music in Britain**

For week ending February 27

<table>
<thead>
<tr>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
<th>Sales</th>
</tr>
</thead>
</table>
| *Here Comes the Sun* | The Beatles | | | 10。
| *Good Vibrations* | The Beach Boys | | | 9.*
| *Born to Run* | Bruce Springsteen | | | 7.*
| *Let It Be* | Paul McCartney | | | 6.*
| *Bohemian Rhapsody* | Queen | | | 5.
| *Crazy Little Thing Called Love* | Led Zeppelin | | | 5.
| *Hello I Love You* | The Turtles | | | 4.
| *Dancing in the Street* | Ike & Tina Turner | | | 4.

**Best Selling Pop Records in Britain**

For week ending February 27

<table>
<thead>
<tr>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
<th>Sales</th>
</tr>
</thead>
</table>
| *Alley Oop* | The Crickets | | | 10.*
| *Heartbreak Hotel* | Elvis Presley | | | 9.*
| *Can't Help Myself* | Norma Winstone | | | 7.*
| *I Can't Help Myself* | The Four Tops | | | 6.*
| *My Girl* | The Temptations | | | 6.*
| *My Guy* | Lesley Gore | | | 4.
| *Games People Play* | Huey Lewis & the News | | | 4.
| *Dancing in the Street* | Ike & Tina Turner | | | 3.
| *Hey Jude* | The Beatles | | | 3.

**MONEY SAVING SUBSCRIPTION ORDER**

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Enter full subscription to the Magazine for a full year (52 weeks) at the rate of $15 (in considerable saving over single copy rate). Foreign rate, $20.

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Address: 

Type of Business: 

MARCH 7, 1960

The Billboard's Music Popularity Charts... POP RECORDS
**Reviews of New Pop Records**

*Continued from page 43*

**GREAT SALES POTENTIAL**

**JACKSON SISTERS**

* Laura—MC 19412—The girls come (two) with a pleasant reading, an attractive ballad, side line notes, Lenny Capello arrangement, and it could get sales. (Mem, BMI)

* Night falls—Attractive vocal performance on the pretty pretty ballad. (Dial, BMI)

**MAD CONCONE ORK**

* Troika—ST 106—Decent, instrumental approach on a research team with some potential. (Mem, BMI)

**HOLLYWOOD WAR CONCERN—The mixing of a new treatment with newer sounds and different orders, interesting. It can sell. (Mercury, ASCAP)

**FINDTNE**

* Come in—NORTHERN 1975—A nice pretty ballad with a robotic lead vocal. (Northern, BMI)

* Always—A melodious piece sung with some variety by Nightingale, helped greatly by the layout. (RCA, BMI)

**SALLY STARR**

* Rocks the Rockin’ Rhythm—ARCADE 30—Early country tune gets a fair go from this late country possible. (Mercury, ASCAP)

**JOEY SANTO-BENOIT MORRIS**

* Mamma—CHRISTIAN 1006—A high spirited country tune with a good feel throughout. (Christian, BMI)

**MICKY AND THE KEYS**

* I Know You Love—DART 101—A nice sweet ballad with a good feel and good composition. (Dart, BMI)

**HAPPY JUICE**

* The Pot We Won't—VINYL 1007—Medium cut, a good record and there appears no mourn over rhythm section. Suitable disc, all around. (Dart, BMI)

**DON'T ABANDON**

* Peace Be—Dial 1007—A sweet note is the best thing you can do. (Mem, BMI)

**DENIS RAY AND THE BANDITS**

* Ah, Country—JOHNNY T.J. 1006—A nice sweet ballad with a good deal of color in the side. (Dail, BMI)

**JACKIE RAYVEY AND BAND**

* Make It—HOLLYWOOD 1078—A good, strong ballad with a good deal of color in the side. (Hollywood, BMI)

**JEFF DOW**

* The Grass Is Greener—CAMELOT 101—Four instrumentals works proving a strong reading of a matchless string job. New hockey side. (RCA, BMI)

**BILL MUNDY**

* Whitehead—COOK 304—Three instrumentals works proving a good deal of color in the side. (Capitol, BMI)

* I Won't Shame You—Parlophone cut, is a beautiful note in every way by the Domino (Parlophone, BMI)

**MODERATE SALES POTENTIAL**

**GENE MACK**

* Just Cuzin’—DIAL 1001—A nice sweet ballad with a good note by country. (Dial, BMI)

* What Did You Do—SOLITARY 301—A very nice country note, it’s all you can ask for. (Solitary, BMI)

**WILLIAM J. BARKER**

* Just Like Old Times—RECORD 30—A very nice country note, it’s all you can ask for. (Record, BMI)

**LORETTA HOLT**

* Here Comes the Sun—ST 1007—A very nice country note, it’s all you can ask for. (Starmark, BMI)

**MIKE JACOBB**

* A Little Bit of Love—PARM 1009—A very nice country note, it’s all you can ask for. (Parm, BMI)

**THE GREENWICH VILLAGE FARMERS**

* Lost Love—DIAL 1002—A very nice country note, it’s all you can ask for. (Dial, BMI)

**RECORDING INSTRUMENTS**

* I Just Don’t Think So—RECORD 30—A very nice country note, it’s all you can ask for. (Record, BMI)

* Why Do You—STANDARD 30—A very nice country note, it’s all you can ask for. (Standard, BMI)

* This Time—RECORD 30—A very nice country note, it’s all you can ask for. (Record, BMI)

**NEW AND INTERESTING**

**MIKE REX**

* The Time—RECORD 30—A very nice country note, it’s all you can ask for. (Record, BMI)

* Lead Over—RECORD 30—A very nice country note, it’s all you can ask for. (Record, BMI)

**BENJAMIN VG**

* I Don’t Know What to Think—RECORD 30—A very nice country note, it’s all you can ask for. (Record, BMI)

**FATS DOMINO**

* The Country Boy—M-G-M 5006—A very nice country note, it’s all you can ask for. (M-G-M, BMI)

**BLACK HILLS**

* The Year You Came—DIAL 1003—A very nice country note, it’s all you can ask for. (Dial, BMI)

**IME I'M A LITTLE BOY**

* (Looking for Love) by WARREN STORM

* I'm a Little Boy—MGM 5006—A very nice country note, it’s all you can ask for. (M-G-M, BMI)

**NEW AND INTERESTING**

**RAY GORDON**

* The Time—RECORD 30—A very nice country note, it’s all you can ask for. (Record, BMI)

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Dramatic Lifesaving Development!

The seven steps of the mouth-to-mouth method:

1. Clear Victim's Throat of water, mucus, food.
2. Tilt Head back to open the air passage.
4. Pinch Nostrils to prevent air leakage, unless victim is a child.
5. Blow into mouth (and nose, if victim is a small child) until you see the chest lift.
6. Remove your mouth; listen for air return from victim's lungs.
7. Repeat about 12 times a minute for an adult, about 20 times a minute for a child.

"Rescue breathing" is the newest Red Cross lifesaving technique. Thousands of people already owe their lives to this new form of artificial respiration. Help Red Cross find even more new ways to save lives. This year—give all you can.

Good things happen when you give.

The Billboard

This space donated by The Billboard

AudiO NEWS BRIEFS

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

JENNY RAY

"Sons of Love—MERCURY.

"A man of love is a man of love who loves with all his heart."

LEON McCULLY

"Bring Me the Horizon—COLUMBIA.

"A man of love who loves with all his heart."

FRANKIE LEE

"Your Boyfriend's Child—CIRCLE.

Is there anything so sweet as a mother's love?"

JOHNNIE MILLER

"Tell Me What Love Ain't Right—Novel

"Is there anything so sweet as a mother's love?"

McCORMICK BROTHERS

"I'm Home Again—MCA.

"Is there anything so sweet as a mother's love?"

BILLY BROWN

"Tell Me What Love Ain't Right—Novel

"Is there anything so sweet as a mother's love?"

RAY BUCKLER

"Sons of Love—MERCURY.

"A man of love is a man of love who loves with all his heart."

Polka

"Rudy HIscott

"The man from the village—M.C.

"A man of love is a man of love who loves with all his heart."

CORSER & COOK

"Pleasure—Columbia.

"A man of love is a man of love who loves with all his heart."

CURLY PUTMAN

"The Forget Me—American.

"A man of love is a man of love who loves with all his heart."

JOHNNY WEBB

"The Cook—COLUMBIA.

"A man of love is a man of love who loves with all his heart."

"Always—Columbia.

"A man of love is a man of love who loves with all his heart."

"Always—Columbia.

"A man of love is a man of love who loves with all his heart."

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**Gate Wins, Talent Loses at Orlando**

Record 149,479 Visit Fair; Decides To Use Auditorium for Exhibiting

ORLANDO, Fla. — Sunshine beamed on the windshield of the Central Florida Exhibition, which broke the record for a 149,479 attendance for the six days ending Sunday. $58,000 in ticket sales and an all-time high of 235,000 visitors had the event has continued the earlier in the week.

Thursday had drawn 12,000 persons in drizzling weather, setting the four-day total at 83,726. Film of the sunshine and smiles were persons on Friday and 34,848 on Saturday, who were forced to send the total 10,000 higher than any previous year, and a record-breaking 15,000 persons (Patty Parrish, manager, reported.

Financial accounting will show that it has been the most profitable CEE yet, with added revenues from space sales and midway coming in for consideration. The James E. Stratton, fair director, and an exhibit and 20,000 persons on Friday and 34,848 on Saturday, who were forced to send the total 10,000 higher than any previous year, and a record-breaking 15,000 persons (Patty Parrish, manager, reported.

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Moses Best Bet as 100G Prexy
For New York 1960 World’s Fair

NEW YORK — Designation of Robert Moses as president of the 1964 New York World’s Fair springs a lead-pipe cinch, following sub-

mission of the appointments list to the direc-

tors. Holder of numerous city and State posts, he says he is anxious to accept. The price tag for the job, if he would be in excess of $100,000 a year.

Moses is 71 years old and his two bosses, Rockefeller Center and Mayor Wagner, say it’s fine with them if he takes the preferred post; he has offered to arrange some of his numerous jobs to take on the new one. Among other things, he is chairman of the State Power Authority at $10,000 a year and Park Board, $30,000 a year, both of which he would give up.

The fair is set to open May 21 of 1964 but Thomas Deegan Jr., chairman of the New York World’s Fair 1964 Corporation will be the man in charge for only a one-year operation. He simply refers to the two seasons used for establishment of the board. He hopes other interests will supply funds, but there is no assurance he would give up two full-time jobs.

Moses says there is no conflict of interest in his taking the post with the quasi-public nonprofit organiza-
tion set up to be an unequal counterpart of the Triborough Bridge and Tunnel Authority, chairman of the Shuman Clearance Committee of the New York City Planning Commission, City Cor-

poration, coordinator, chairman of the Long Island Rail Road Authority, and member of the board of the Transportation Authority.

Roth, Murphy Appointed

As innominate Robert D. Murphy, go to long secretary of state and now presi-
dent of the Duryea Motor Car Company. He is a man of long years in the industry. He has been a director of Ford in the past, as chairman of the board, in which job he would supervise foreign relations relative to the company.

Robert Koppke, executive vice-

general manager of the Raleigh Tabacco Company, for General Motors Motor Car Company is vice-President of the Ford Motor Com-

pany, Philadelphia, all members of the Committee, and vice-President of the construction, and Pastor of the Auton Mulford, representing Associated Indemnity.

Jubilee USA

Auditorium Unit

PULLS CROWDS

SALISBURY, Md.—Red Foley’s Jubilee USA at the Salisbury Armory was a capacity-plus-crowd of 3,500 people at the Civic Center here Tuesday (23). Building’s regular 3,000 seats were augmented by 500 more in folding seats at the last minute. Advance sale was handled by a new high price of $2.50. TV sponsor, Massey-Ferguson farm equipment firm.

Likewise, the St. Jason Memorial Hall, Wilmington, N.C., Wednesday (24), and at the Park, 11th Avenue and capacity 5,000 at night, under police auspices.

Red Foley (right) scored big, and Joe的品牌, square dances; comic Shug Fisher; singer Norman Jesse; Foley and --Slim Wilson band at Wilmington the regular line-up was augmented by addition of Kelly Wells and Johnny and Jack. In the Bates were set by Jim McConnell, of Springfield, Mo.

Date Festival Beat

Record With 213,511

INDIO, Calif.—Good weather, strong promotion and its entertain-

ment program were credited with a sellout crowd of 213,511 at the Palm Springs Tennis Club’s Desert Festival, which ended February 22, R. M. C. (Bob) Fullwell, promoter, said.

Gross admission hit a new high as the event ran 11 instead of the usual 10 days. The total was 13.5 per cent over 1959 and the paid attendance increased 29 per cent.

In 1959, the total was 109,800; attendance was 182,760.
New Strong Edition Joins String Of Polack Quality Performances

By Tom Parkinson

CHICAGO—Polack Bros. Circle Theatre performances start and stop with power and holds to its promise of spots in between. The new edition of Joe Howard’s Polack organization has come up with quality shows.

The show starts with the thrilling act of Arthur’s Wild Animals. Closing the Flying Trapeze act is a thrill that will not be missed. The highlights include the Five Freddos—and especially young Ilona and Gigi Gee’s entrance to Alaskan Hulks. There is plenty more that is good on the bill.

It all starts with the spotlight on Henry Kaye, who directs the band and gets the show started in true circus music. Bands and leaders come on attack in music are far and few between, Kaye and his sidemen lead the locale and marches as a real circus pace and volume. Clowns work come in.

Pat Anthony’s flying animal act has the trick. His new routine with the tricks is a hit. A lioness rolls a globe up a ramp and catches a ball while on its back. All 11 lions and two tigers are active and snarling and Anthony single-handedly manages to keep them up and bare its tooth. There are fast fire-bright staging, a new act that is sure to come.

Senator Cardona’s cloud swing is a series of ankle and knee catches and good in an interesting series of routines, capped by a three-high and then double to the high perch chair. Bartelbrodt’s production starts with a dozen pretty showgirls in flirty Madeira, their entry and display customized to the specialty-laden table combine to set this act apart from other.

The Golden Kids’ cycling act is one of the most finely tuned in some good cycle work. Kid acts rely often on cuteness and doosiness in the center of it if there were more natural and not such.

Clowns include Chester and Joe Marzolla, Paul Althoff, John Cil- lio, George Smiley, Emery Dou- lim, Al Gallagher and Milena. An- real (Continued on page 2)

Pasadena, CA—Marvin Case suffers heat attack

BURLINGTON, N. J.—The audience at the Burlington Theatre for the summer of 1960, including some of the performers signed to augment the show in its five calves, had never seen more of a well-rounded talent than Mr. Felix Adler.

Mr. Adler made his appearance after the announcement on the show by the Burlington Theatre, because of the hospitalization of Marvin Case, as he was called play- quarters sent Case to Mercer Hos- pital, Trenton. The situation promised to be long, but it was decided on expansion of its staff.

Signed for the park date, in addi- tion to Kelly, are the Cycling White Kids, Cuno’s animal act, Tomahawk Wozzans and the Casoos, aerial act. More park acts are to be announced later this week and Cunes are booked thru Al Dobrich.

Rudy Bros. Gets Lions, Elephants; Signs Dates

ALHAMBRA, Calif.—Rudy Bros. Circus will have a seven-act lion and elephant show next season. The addition of lions and elephants, both acquired from the Cudahy interests at Thousand Oaks, Calif., owner Rudy Jacob said the Minneapolis Sports Shows Look Strong

MINNEAPOLIS — The 27th Northwest Boat, Sports and Travel Show and the Canoes, Kayaks and Marine Association, Inc., will be held April 1-10 at the Auditorium, Chicago. The event will increase the state’s largest display of boats and marine equipment ever shown in the Northwest, fulfilling tackle, camping equip- ment and over 51 vacation exhibits from 49 states and Canadian provinces. The auditorium’s four large balls will be filled with exhibits, a show official said.

ARNETTE, AUDITORIUM NEWSLETTER

New Dates, Plans

By Tom Parkinson

The Chicago home show managed by George McDonald has changed its scheduling from spring to fall. The show premiered early in the fall but was being postponed this year until it can appear at the Auditorium Hall. McDonald said he expects his shows to open on November 3, 1960. There will be five shows in the Auditorium Hall. McDonald said there will be a total of 15 shows over three months beginning November 3, 1960. The shows will be presented over three weekends, with two shows each weekend.

The Auditorium Hall will host the Flat Stock Show which will feature the best of the country’s flat fishing boats. The show will be open to the public from 10 a.m. to 5 p.m. on Saturday, November 3, and from 10 a.m. to 4 p.m. on Sunday, November 4. The show will feature a wide variety of flat fishing boats from different manufacturers.

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Alexandria, La., Shapes Up New Coliseum-Armory Plan

ALEXANDRIA, La.—The long list of cities making plans for new auditorium-construction projects. In a recent action, the Alexandria, La., school board, in a 7-2 vote, announced that the proposed auditorium and armory should be located within the city’s downtown area.

The school board, in a 7-2 vote, announced that the proposed auditorium and armory should be located within the city’s downtown area.

There have been several attempts in the past to build an auditorium and armory in Alexandria, but none have been successful. The latest attempt was in 1959, when the school board proposed building a new auditorium and armory on a site near downtown. The proposal was met with resistance from the city’s downtown merchants, who feared that the new facility would drive business away from the downtown area.

The Alexandria school board’s latest attempt is to build a new auditorium and armory in downtown Alexandria. The board has selected a site in the downtown area, and has hired an architect to design the new facility. The proposed auditorium and armory would include a 1,500-seat auditorium, a 500-seat armory, and a community center.

The addition of the armory would also help to solve the city’s space problems. The city currently has no armory, and the proposed armory would provide a much-needed facility for the city’s military personnel and cadets.

The project is expected to cost approximately $1 million, and will be financed through bonds. The bonds would be sold to local residents and businesses, who would be able to purchase them at a discount. The bonds would be repaid over a period of 20 years.

The new auditorium and armory are expected to be completed by the fall of 1966. The project is expected to create approximately 200 jobs during the construction phase, and will provide a much-needed facility for the city’s residents and businesses.

Timely Telegram Brings Major Boxing to Bozeman

Quick thinking and a timely telegram have brought for the Fieldhouse of Montana State College at Bozeman, a choice sport event. Manager Bud Purdy read the news account about a month ago that Brigham Young University had turned down a $35,000 proposal from the Bozeman-Idaho Falls Handicapping Club of West Jordan, Utah. Purdy moved quickly, wired Mary Johnson, Fullmer’s manager, suggesting the Fieldhouse at Bozeman.

The fight proved to be to be the one to be fought in Bozeman. The tickets topped $50,000 in the first 10 days after announcement. Orders are coming from the Cuts to as far out as Detroit. The event is still two months away, and Purdy is thinking in large-ring capacity crowd.
AMUSEMENT PARK OPERATION

Trampolines Are 'Rides'
In Jumpin' Gymnys Funsports

NEW TYPE OF ATTRACTION in the funspot field is called the ‘Jumpin’ Gymnys Funsport,’ a new concept in amusement park layout for a trampoline ride. Nissen Trampoline Company, with the American Trampoline Company also active, Nissen has named distributors in California, Illinois, Missouri, and Massachusetts. There are 146 trampoline layouts in California alone. John Staton of Redlands opened a funspot at a shopping center in Miami, and the magazine took particular notice. The Florida installation involved an investment of about $15,600.

Wayne Shelley, Chicago, Nissen distributor, last week was at exhibits in the sports and travel fairs in Chicago to introduce the new trampoline ride. Admission is 40 cents per half hour and up to three kids are assigned to each trampoline at one time. Girl at ticket box also has a public-address system and will notify kids when their time is up. The trampolines are mounted with shingled roofs and are equipped with a trampoline ride and a climbing area. The trampolines are the same basic models as those used by circus acts, schools, and others. However, the leg frame is removed and additional bracing is placed around the sides. In Florida, kids keep the plane busy all day, but adults turn in numbers to bounce on the trampolines during the evening, which will be open 9 a.m. to 11 p.m. The kids ride alone and the adults ride with them.

POP Budget, Publicity Man
New Firm, Concession Pact

A NEW CORPORATION in Kentucky is the Incline Railway Company, Ashland, organized to operate railway rides in state parks, G.B. Jordan, vice-president. Pacific Ocean Park has budgeted more than $400,000 for promotion this season. The new firm plans a 10-day operating schedule, April 9-17. Public playground at East Grange, N.J., has adapted the theme park idea to its own dimensions. Pacific Western stores will be built. With it will be a stage coach, built on an old mule wagon frame, and a locomotive built out of concrete and oil drums. Newly appointed publicity man, John Staton, is a young man from California, Ill., is now the Nu-Pike pool operator and swimming instructor. He tells of plans for insurance for kidde rides, booking of name bands and increasing picnic facilities. Many has taken many hours in swimming, and his wife holds Canadian, American and U.S. swimming titles. Recently he appeared at the Olympics. A new concessions contracts have been okayed by the New London, Conn. park. The company is in sales and with all contract and concessions. He pays $13,000 plus 25 per cent of any gross over $40,000.

Spaizers Travel to Rio;
Macdonalds See Bahamas

ROMAN AND HELEN SPAINGER, of Rolling Green Park, Sunbury, Pa., report great enjoyment of their South America trip. They arrived at Rio de Janeiro in time for the March Gras and stayed there six days, then on to Caracas for two more. "It's warmer than Chicago," they said teasingly. Another couple, now enjoying the weather, are Mr. and Mrs. C.K. (Jack) Macdonald of Idlewild Park, Ligoneri, Pa., who left for the Bahamias following the NAAPB insurance meeting in Newark. Jack says the month of March is always a good time to be away from his frigid area in Pennsylvania. Mr. and Mrs. Valdemar Lebec, of Tovli Gardens, Denmark, have returned home following an enjoyable tour of the States. On the West Coast, they visited their son. Later they stopped in New Orleans, had a visit to New York, Chicago and other cities. The Macdonald family went to Florida, and in Philadelphia they were entertained by several NAAPB members, including John Allen, of Philadelphia Tabogran, and Herb Tourney, of Playtown Park. Moron, Pa. The Lebecs brought news of the marriage of their son, Kaul Lebec, to Miss Gertha Mudion, in Copenhagen last December. Also a visit to Denmark. Lebec is a well known by a number of NAAPB members, particularly those whom he guided around during the NAAPB European trip in 1958. Marvin Staton, NAAPB vice-president from Spring Lake Park, Oklahoma City, has been enjoying Broadway shows in New York City following the NAAPB insurance and safety meetings. Staton flew up from Oklahoma City to join him. Don Becker, his partner, is in the business a tricycle ride in the Bronx, but the funspot's future is clouded by condemnation proceedings. The Beckers will move to Mt. Vernon, N. Y., to open a Kiddie Express in the Spring. M. J. W. (Patty) Conkin of Clarkdale, Ariz., has been fishing in Florida waters with Paul Olsen. Showmen's League president and co-owner of the Olsen Shows, Mr. Conkin and his wife motored to the Southeast recently.

Cycle, Scooter Show
Displaying Go-Karts

ST. PAUL.—The International Motorcycle, Scooter and Go-Kart Exposition will be held at the West St. Paul Center here, March 7-9. The display will include the latest models from foreign countries as well as U.S. makes, according to Howard Belmont, one of the Twin Cities dealers sponsoring the show.

Santa’s Village Chain Issuing Stock Dividend

ARCADIA, Calif.—Stockholders of Santa’s Village as of record March 15 will receive a 6 per cent stock dividend on March 30, H. Glenn Holland, president, said here last week.

In announcing the dividend, Holland said that Santa’s Village has now announced national importance with parks in Skyforest and Santa Cruz, Calif., and East Dundee, III. All were opened, added, within five years, which has taken a large portion of the company’s income. No parks are contemplated in 1960, which will mark the first time that all three ventures will have operated a full year. Company’s operating profits, the Dutch Village open, for the nine months ended December 31, 1959, was more than two times as great as the corresponding period in 1958. Holland explained.

A cash dividend is anticipated late next summer. The stock dividend will be paid in fractional shares, but cash for the amount of the fractional shares will be paid on the basis of $5.50 for a full share.

Edaville Railer Buys 6 Rides
From Herschell

SOUTH CARVER, Mass.—The Edaville Railer has ordered six rides from the American Railer Company, Inc., to add to its regular live steam set-up near the home. The rides are Helicopter, Rodeo, Kiddie Train, Kiddie Boats, Kiddie Tanks and Brownie Tractors. All will be in operation this spring.

Edaville Railer operates four steam locomotives and 29 coaches on six miles of track that runs thru cranberry bogs. There is also a railroad museum, Edaville Golf, of the Edaville Seafood Corporation, an Ocean Drive, Greenbush Drive, Colorful Drive and the Edaville, Eastern Exp. for Allan Herschell Company, handed the sale.

NORTH TONAWANDA, N.Y.—A cargo of Allan Herschell Company’s rides will be shipped to Guatemala for the 1960 National Fair in Guatemala City. The Association of Bienestar Infantil has purchased Mad Mouse, Helicopter, Rodeo and Brownie Tractor rides. Shipment from the factory here will be made soon, according to George Moses, Herschell sales manager.

MINIATURE TRAINS
5 Famous Models... plus the new "1655"

Steam type with real smoke... dependable. G 1/2 diameter. Final price for theme park or exciting operating model. Built to a model and public.
7 OUTLINED

TWA Charts Tours Keyed For Fairmen

NEW YORK — A special series of seven tours has been arranged with fair managers in mind, and is being offered by TWA Airlines. The four-color brochure is being mailed to all fair associations, and is available at the TWA office in Brussels, Belgium.

LEBRETH, Als. - S. M. (Mel) Fengstad has been reappointed rodeo director of the Lethbridge & District Exhibition. Fengstad, formerly active as a rodeo contestant, was originally appointed to the post last year, but submitted his resignation during the spring.

FAIR-EXHIBITION MANAGEMENT

Mass. Attendance Up; Fairs Vote State Promotion Film

BOSTON — Attendance at agricultural fairs in Massachusetts totaled 1,409,000 last year, an increase of 80,000 or nearly 6 per cent over that of the previous season and an all-time record. Daniel Reddy, director of fairs for the State's Department of Agriculture, points out that increase among his observations to Massachusetts fairmen.

Others are:
Up to November 31 there were 141 fairs held at which the number of agricultural exhibits totaled 72,525. Youth exhibits were 46 per cent of the total. The State contributed $59,909 and the fairs themselves $10,136, for the current year.

The Agricultural Purposes Fund has increased prize money to fair exhibitors. This year at the State Agricultural Fair, which was held last spring, 139 fairs from 12 counties were represented, with 451 people attending the eight meetings. Fairs personnel, extension staffs, and Reddy said, that all fairs participating benefited.

At the annual meeting of the Massachusetts Agricultural Fairs Association Reddy was one of the principal speakers. The group resolved several things, including opposition to any effort toward diverting any part of the Agricultural Purposes Fund into channels contrary to the interests of agriculture. It was also moved to produce a promotional film of availability to all segments of the population, acquainting them with "the vital role that the Department of Agriculture plays in the welfare of the State and in the conduct and improvement of fairs." The department would produce the film and copies would be made available to all fairs for public exhibition.

Edmonton Pave Road; May Surface Midway Area

EDMONTON, Alta. — A $70,000 paving and road building program at the south end of the fairgrounds has been approved by directors of the annual Edmonton Exhibition. The road will allow direct access to the grandstand.

Parking areas for 90 official cars, buses and a number of taxis will also be added. Half of the cost will be absorbed by the city, according to A. J. Anderson, general manager.

Another planned project is the building of a public lavatory near the bus loading area at a cost of about $15,000. The Edmonton Transit System has offered to assist in its construction.

Anderson said it is hoped the midway area can be paved this year. Its cost, which will be included in the budget estimates of $1,300,000 for the year, would be $25,000, he said. The budget will go before the finance committee in March.

Texas Assn. Sets 61 Meet; Joe Goetschius Wins Trip

TYLER, Tex. — C. O. Miller, Jr., new president of the Texas Association of Fairs and Expositions, has announced that the 1961 State convention will be held in Dallas at the Baker Hotel Feb. 2-4.

He also named the following committee chairman: Mrs. Evelyn Fisher, Texarkana, recreation; James J. Burt, Dallas, membership; Gene H. Linn, Lubbock, attendance; T. Lee Moore, Iowa Park, and Sherrill Will Watson, Abilene, registration; Mrs. Jackie Huffineffers, Dallas, exhibits; W. H. McCullough, Beaumont, and J. W. Dickson, Dallas, publicity.

Miller certified that Joe Goetschius, secretary, South Texas State Fair, Beaumont, as winner of a free trip to the convention of the International Association of Fairs and Expositions in Chicago. He won the trip as an individual performer at the 1960 TAPE convention in Dallas, February 4-6.

Dr. Preston Bradley

Set for Indiana State

INDIANAPOLIS — Dr. Preston Bradley, founder and pastor of the Peoples Church of Chicago, will be the speaker at the Indiana State Fair "House of Worship" on September 4.

Dr. Bradley is author of eight books and speaks part of every summer preaching in England, Ireland, Scotland and Switzerland. He has been featured for many years on Chicago radio.

Expansion of parking facilities at the fair's midway field is under way and will provide additional space for 30,000 or nearly 6 per cent of exhibitors. The added space will be at the north end of the area and will allow one parking space for each exhibitor.

MILWAUKEE — The Wisconsin Association of Fairs has scheduled a round of regional meetings throughout the State during the months of March and April.

First one will be held March 30 in Mauston at the IOOF Hall on U.S. Highway 173 S.W., Mauston, with the next one on March 30 at the Linden Inn on Big Cedar Lake.

The series of the month will be held April 6 in Chippewa Falls at Reiter's Steak House. Also in the east of this year's series, the next one on April 7 the meeting will be held in Weyauwega at the No.Green's Hotel.

Dr. Miller has announced that a public hearing will be held March 11 in Room 410 South, State Capitol, Madison, to consider an amendment on rules relative to a uniform premium list as it applies to State fair shows.
New Strong Polack Show
In Tradition of the Past

• Continued on page 48

striking looks and style make the act. The preliminaries lead to one
amusing finale.

Adolph and Clara Dellong have
Serenades, a beautiful horse, in
demurely by his playing on a
series of bells. Next is Turner in his good pugilistic act made
attractive by a cross-dressing trick
while it on a slink wire.

See E. C. Engesser's straight walk, when a hop, step and jump will
do, never stands still if there is
any danger of falling. She appears
in Alaskan waveform and directs her Huskie dogs to stand like
trees in a wild animal act. But it is Cee Cee that makes the act,
with the bearing and starting
and bounding and stating contrib-
uating toward the end result, an act
that's tops. The Three Rebores follow in comedy acrobatics which
coast in a good variety of funny
falls and surprising tricks.

Wrapping it up are the Flying
Alexanders. Good appearances add
to the net effectiveness of their
tricks, which include a double to
catapult. Paye Alexander tries a
triple after a special announce-
ment. If it works, fine, if not, he
follows quickly with a neat two and
a half. And the final is a
passing loop.

PHONEMEN

On His Recent Trip to Europe, John Cuneo Jr. caught the Circus
d'Hiver, and sitting directly across the ring from him were Jack
Arthur, of the CNE, and Al DeNitz, on a scouting-book tour for
the Toronto Mensa, unless you consider the lightning strike that
got Cuneo on the spot in Paris for his several animal acts to play
in Toronto. In Scotland, Cuneo bought five tiny Scottish ponies to work
with his ladies. In Belgium, he bought a Fantasia stallion, running
business breed of which there are only about 200 head existing. Cuneo
plays Paladino's Circus to May 19. Tom Packs Circus, June 23-August 20,
and CNE until September 10.

Sarmacosa newspaper coverage of the first annual Circus
Costume Ball at Municipal Auditorium included many pictures
among those pictured were Vicki, Corky, Vivian, Marion, Ottawa, Julie,
Rita Louise, Edna, Evelyn, and Dr. Jeanne Kahn. Sea Cow won a prize for
his clown costume.

The funeral services for Kelly Miller were the largest ever held in
Hugo, it was reported there. More than 150 floral pieces were received,
along with hundreds of telegrams. All business places in Hugo closed during the services. Radio station KHN, Hugo, presented a special program as a tribute to him. Knights Templar in full uniform took part in the Masonic services and 50 men
made up the honorary pallbearer list.

BILLY DICKES, Salisbury, Md., CHS,

was clearing the stands of the Delware State Museum at Dover after being
enrolled in an all-ages circus, and
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O., and "Who Was That Lady?" at Indianapolis, Ind. Charlie Unseld, S. H. King is working with Columbus Pictures for "One More With Feeling" in Columbus,
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by Tom Parkinson

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The show in a few weeks will be
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ESTABLISHED 1886

NEW UNITED STATES TENT
AND AWNING CO. CHICAGO 3109.

HIGH QUALITY
KIDDE RIDES

UNITED STATES TENT
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W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
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New Designs - 152 Styles of Holes - Fully Sanctioned
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America's Oldest and Finest Builder of Miniature Golf Courses

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Phone: 69-6913

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112 Madison Ave., Jersey City, N. J.

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ACE CANVAS CORP.
130 Green St. Jersey City, N. J.

RIDER RUMBLINGS
By A. SCHNEIDER
A powerful good-Will builder and, consequently, a gate stimulant has been developed by Jack L. Brown, roller rink operator of Phoenix, Ariz., thru installation of a huge bulletin board at the head of the skating floor. Several regular displays of pictures, photographs, announcements, etc. are being brought in by Brown. "We don't use the board for anything other than to put up a few pictures, etc. Some are brought in by Brown, but we also allow the local operators to do as they like as long as they don't put up advertising." This was the answer of the operator at the Arizona Rink when asked what was done on the board.

The sixth annual 24-hour skating marathon held January 30-31 in Sinking Spring (Pa.) Skatarena was again a success, raising $2,244.41 in the rink's annual benefit for the March of Dimes. It was George (Doc) Yoder, Skatarena's manager, Twenty-four teams totaling 72 skaters entered the 21-team finals. Teams finishing one, two, three received March of Dimes plaques and all other competitors finishing the marathon were given incentive awards in the form of felt emblems. The winning team of Cliff Nazario, Bayonne, N. J.; Gerry Osborne, Harvey, Ill., and Jim Richardson, Jersey City, N. J., totaled 17,290 laps in the contest. The contest was sanctioned and officiated by the United States Amateur Roller Skating Association. The marathon received excellent publicity in local newspapers.

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In Loving Memory

of our dear Son and Brother

GEO. W. HARLEY JR.

Who passed away

March 13, 1940

Sadly missed by

Mother, Father & Sister Irene

IN LOVING MEMORY

of my Beloved Wife

ALICE ME WHITE

who passed away

May 18, 1940

"Yest! Always in my Heart!"

Frederic & Sister

CATARAQ—Almira, 63, who for the past five years had a dog act with the Ringling-Barnum circus, recently in Sarasota, Fla. He ence was a mem-

ber of the Piccioni terra-tortuarte troupe. Later was with the Loyal Repentiny act and was one of the founders of the Seven-Branc-

ocks acro troupe. Survived by

mother, sister and nieces. Services February 29 in Sarasota.

GATES—Jack W. Sr.,

89, former president at Tri-State

Fair, Memphis, February 26 in that
city. Surviving are a son and three
dughters. Burial in Forest Hill Cemetery, Memphis.

MADISON—Dan,

100, a full-blooded Indian known as Chief Roost Son, February

19 at his home on the Munsey Chippewa Reserve near Louden, Ohi.

For many years he was

with the Buffalo Bill Wild West Show and later with Zack

Miller's 101 Ranch Wild West

Show as trick rider, upper and

bow and arrow marksman. His

late son, George, accompanied

him on the tours. Survived by

a nephew, Carl M. Lewis, To-

ronto. Burial February 22, in

Cemetery at the Munsey Reserve.

MARK—Albert A.,

68, Houston amateur clown and

retired coffee merchant, Febru-

ary 18 following a heart attack.

He had clowned the Houston

Shrine Circus since 1929. A

move

...
FLASHBACKS: 15 Years Ago — Director of the Office of Defense Transportation announced no change would be made in wartime curtailment of rail service. The Office of Defense Transportation announced no change would be made in wartime curtailment of rail service. The Office of Defense Transportation announced no change would be made in wartime curtailment of rail service. The Office of Defense Transportation announced no change would be made in wartime curtailment of rail service.

CARNIVAL CONFAB
FRANK NORTON'S THE ANCHOR MAN at George Clyde Smith Shows winter quarters in Cunningham, Md. He's returning as electrician, Billyboy agent and all-around man. . . . Al Lefler and Harold Norton of the Frontier Shows arrived on the 10 backs for a brief visit to Tammany warehouse on Long island. Turned out to be empty, so they dropped the bid on the next crate. Tamargo said okay, but this one held an assessment at landlady, a real bargain. . . . Arrived on the 24, Ferris Wheel, Octopus, Roll-a-Plate and a generator from Island Merchandise Co. of N.Y. . . . C. E. Carney and Bill Klein died February 24 at the age of 66 in Norwalk, Conn., at the Rocky Hill Veterans Hospital. Survived by a brother, Frederick, of Norwalk, and two sisters, Miss Leonor and Mrs. John Y. National Ticket Company for tickets, for the New England Lightning, as well as for the Elkins Lightning, and he just bought Shirley Levy's former equipment from Angie Longo, and is still on the buy, it's said.

At the National Showmen's Association, the Ladies Auxiliary "flourless cake" sale was run by Margaret Meyer with good response. Florence Stewart and Melanie Singer. . . . Committees named by the women include the rattlesnake, the Chautauqua, chairman, Mae McKeever, co-chairman; Elmore Rinzler, Verónica Zuech; Kitty Ransohoff; Bunny Kasnow; Lillian Swanson; Frances Smith, co-chairman; Mrs. Ray Goldstein, Edward Dette, Florence Thompson, chairman, Elma Wissman, co-chairman; Patricia Finn, Jill Litt, Virginia Loretta Smith and Janet Leonard. Kiddies — Queen Van Vliet, chair, Rhonda Koves, co-chair; Sylvia Arons, chairman; Sylvia Arons, Rhonda Koves, co-chair. . . . Jerry Stauffer, Pauline Price, Ann Keller, Frances Simmons and Lillian Swanson. Publicity chairman is Mrs. Harry Duffield. . . . The exchange will start on March 10 and will close March 13. You can tune in at any time to hear the shows.

JACKSON, Miss. — E. E. (Ernie) Farrow, owner of Wallace Farrow Shows, has been placed under arrest by Mrs. Edward C. Clark, Franklin, owner-manager of the Farrow Amusement Company.

Eenie Farrow Reti nes Show

There is no change in ownership and the show is wholly owned and operated by Farrow family. The staff also remain the same.

Farrow pointed out that 27 years' experience in this business is due to the fact that the business was founded the business. Farrow's late father organized the show under the Wallace title in 1933.

Chet Barker Mending After Arm surgery

Bingo operator Leroy C. Crandall underwent surgery in Henderson Hospital, Fla., February 25. His condition is reported as serious. . . . Barker's Kathy and Carmen Dol are vacationing in the Rockford, Ill., area. Miss Lillie has been discharged from the Washington Hospital, West Chester, Pa.

Bingo operator Leroy C. Crandall underwent surgery in Henderson Hospital, Fla., February 25. His condition is reported as serious. . . . Barker's Kathy and Carmen Dol are vacationing in the Rockford, Ill., area. Miss Lillie has been discharged from the Washington Hospital, West Chester, Pa.
Lee Funland Buys Ex-Lawrence Units

TROY, N.Y. — Addition of four ride-equipped and route development points to an encouraging debut at the New York State Fair for the Lee Funland Shows. Work at winter quarters in nearby Eagle Bridge is being stepped up with the arrival of three recently purchased units. Opening day is scheduled for May 2 in the Albany area.

Booking is about complete, it is reported, with at least 22 weeks in New York State, New Jersey, and Pennsylvania. The tour is being handled by Leland Hill and general manager Roy Peugh.

During April a set of kiddie rides plus the Merry-Go-Round and Ferris Wheel will play nearby shopsops and a variety of events, a tour of all concessions will also work. Hilt has a very good market for the traveling shopping job as also a scenic artist. He will continue to operate his Troy Doy-cone this year, plus others.

Allegheny Bowers here.00.

Lee Funland Shows

FAIR TIME SCORES

At Mid-Winter Fair

IMPERIAL, Calif. — Gross revenue for Fair Time Shows at the California Mid-Winter Fair through Tuesday (1), on the 10-day event, was "most satisfactory," Olivia Waldran, show president, said.

Attendance at the event for this period was $2,501, 1960, which is $700 over the first period last year. The fair, however, opened a day earlier on Friday (24) for the first time.

Altho rain hit the grounds on Sunday (25), the weather was such that the gross for the day did not appear to have been affected. She reported that kids' day on Monday and Tuesday was "exceptionally good."

Show used 11 major and 10 kid rides, all owned by the show. Among the 43 concessionaires were George Henry, Bath, who had a：manly rides and horses and Furnishone, made famous by Joe Blush and Lloyd Hilligoss.

Concession line-up included: Ed Gales, Diner; 4; Blush & Hilligoss, 3; Bob Clark, 3; Sonny Smith, 3; Phil Silver, 2; William Bakish, 2; and Les Maltby, 2. The consecutive shows, 2, and Lew Raffle. 2. Each of the follow ing had one: Art Lassan, William son, Greek Bryant, Spud Murphy, Markelize, Charles Walsh.

Hattie Wagner Dies In Mobile, Ala., Of Heart Attack

MOBILE — Funeral services for Hattie Wagner, 78, were held here Tuesday for Hattie Wagner, 59, longtime outdoor show woman who died suddenly here Thursday (5) following a heart attack. Services were conducted by the Showmen's Institute of America and the body was brought to Chicago for burial in that organization's plot in Woodlawn Cemetery.

Mrs. Wagner was the widow of the late Al Wagner, owner-manager of the Wagner Shows and the Great Lake Exposition Shows. She operated the cookhouse on both units and worked at the Head Show.

She was active in auxiliaries of the Great Lakes, the Miss America Pageant and the Michigan Showman's Association among other clubs. In re cent years she had operated several kid rides in the Mobile area.

A sister, Mrs. Marnie Bellman, Los Angeles, survives.

LOOS MATCHES '59 $5

DESPIE LAREDO WEATHER

LAREDO, Tex.—Although the 16-day George Washington Birthday Fair was hit by a wallyer which came out okay, matching last year's ride and show grosses. Event wound up here Sunday (28).

Tangerine was held over the weekend of February 20-22, which were hit by a series of special events, including across the border port participation by civic officials and fireworks display by Theuin Duffield's Art Brine on the birthday.

Rides and concessions got a big share of the money here with the back end closing just some boards. Lt. said that this was the 39th consecutive year that he had provided the midway attractions and firework displays by Theuin Duffield's Art Brine on the birthday.

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Thank you.

LARRY SANDERS

For your continual helpful service we appreciate your continued support.

"Sure Money With Ashley" JOHNNY CANOE

1301 N. 24th St. Austin, Texas Phone: 491-1055

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ATTENTION, CONCESSIONAIRES!!

GOODING AMUSEMENT CO.

Can Book for Full Still Date Route the Following: HENRY PARKS of all kinds, Opening Delaware Hills Shopping Plaza, SMYRNA, GEORGIA (Suburb of Atlanta), MARCH 12 CAN USE Ride Help in all departments at Winterfest in West Palm Beach, Fla., until March 10; then Smyrna, Ga., Especially need Ferris Wheel Foreman and Octopus Foreman.

L & N AMUSEMENTS, INC.

Opening Easter Week. Choice Route in Nassau and Suffolk County, Long Island, N.Y.

WANT small Concessionaire for season. Will work either Central and Pacific. WANT Agents for Singer and Buckets. Add 2-3 Honey Park Agents for season's work. WANT CONCESSIONS: Sheet Range, Age 20 Years, Band and Cliff. Phone. Same time. What do you have?

SOLD: Two Concessionaires for season. Good concession for night party.

FOR SALE: Two Concessionaires for season. Good concession for night party.

FOR SALE OF TRAILS: (17) Kw. Gen Conveyor, Kiddie Ferris Wheel, 10-Cr Kiddie Fun Park Ride. Contact:

AL LEFLER

150-354 56TH Ave., Forest Hills, N.Y.

THURSDAY 6-1959

BYERS BROS.' OPENING THIS FRIDAY, APRIL 1, ORANGE, TEXAS

SHOWS: Can Place Family Type Shows.

CONCESSIONS: Want Punk Rock, High Striker, Age and Scales.

HELP: Place Second Men on 20 Rides, Must Drive, Also Want Help on all Concession Cars. Want Truck Mechanic

With Tools That Knows How.

ADDRESS: CARL BYERS, Mgr.

P. O. Box 206, Coushartta, La.

WANT for Fort Pierce, Fla., Fair, March 14-19

CONCESSIONS: Harker Park, Inc., Long and Steel Range Carolina, High-Striker, Great Sales and Gadgets. Can place Bingo and for all season.

WANT: ForRid. Western, Pinball, Your one for all activity, Side Shows, Big Snake, Fun or Glass House. Multimachines and any type.

RIDES: Drive Rides, Scrambler, Coaster, Kiddie Park and Pony for all season.

RIDE HELP: For all Rides, Light and Heavy, and Neon.

All replies to BILL PAGE, Tex., 76-1500. For Rides and Shocks. For Concession cover BILL PAGE in Box 1059, Orange, O fundamentals, Orange, California.

HUNTER'S CALL last call

FIRST CALL last call

AUSTIN, TEXAS, STOCK SHOW, MARCH 12-19

Two Big Kid Days—Hymn and Free Act Night. Followed by Stock Shows Saturday, Sunday.

CONCESSIONS: All Kinds of Drills and Drills. Will work Bitches, Harker Park, Aldeh and Straight Sale of All Good Rides. As our Every-time Concession will positively operate here first time in five years. Virgil Webb prefers Agents. Some good sites for all."

ANNOUNCEMENTS: For all Rides, Light and Heavy, and Neon.

Bill Page, Box 106, Lubbock, Texas.

Contact CARNIVAL MANAGER, Alamo West, Austin, Texas.
EASTER CLOSEOUTS!  
39¢ each, 6 for $1.65, 12 for $2.79
Send news release, glossy photo or drawing to Parade of Hits, The Billboard, 188 West Randolpht, Chicago 1, Ill.

HARMONICA
BLACK BOX
Little black box. Switch thrown on. Gronding begins. Lid rises and a hungry gnat descends. Push it off and disappears inside the box. To dealers. $3.75 per dozen; suggested retail price, $4.50, including batteries. Write for free catalogue. 7 Arcadia, Cincinnati 8, 0.

MOON EXPLORER

MILLS SALES CO.
2433 W. Roosevelt Rd.

BULOVA! ELGIN! 
Watches and latest new styles for men and women. All major brands. Quality guaranteed. 10 years' experience behind you. 5.5% with store balance C.O.D.

KITCHENWARE
Line of kitchen items in gift boxes. Included are fork and spoon, serving dish, cheese server and slicer, opener, cake sliced and server, etc. Have truckers' handles and come in various combinations. — Parker

SWIM BOARD
Boards for the swimmer, young and old. Can be used in the warm or pool. Come in varied colors. Retail prices range from $1.95 for smallest to $9.95 for largest. Also have merchandisers for better display. — Aeronautics, 11242, 16th St., Cincinnati 9, Ohio

ASH TRAYS
Chip-processed and enclosed glass ashtrays designed with three nozzles to put out cigarette as it burns to the inner edge of tray. Trays stack perfectly. Can be created in variety of colors. Can be purchased with names or mugs. — Marion Products Company, 311 North Dickens, Chicago 6.

PEANUTS
Characters from the popular cartoon—Peanuts! All are represented in these miniature dolls, including Charlie Brown, Lucy, Linus, Sally Brown and Snoopy the Dog. Toys are soft, resilient. — R. F. Goodrich Chemical Company, 3135 Euclid, Cleveland 15.

CHARMS
A line of charms in many motifs, including Western, musical, religious and musical. Come in Sterling or 14-karat gold. May be ordered in 45 inch counter displays. — J. M. Fisher, Atlantic, Lovejoy, 28th & Lake, Chicago.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

MILDRED'S MILLS
25c
4-
Jumpring tags-
16.50
cards,
PC.
POCKET MAGIC THREAD NYLON CLIPS, FLASHLIGHTS CIGARETTE VALUE POCKET STEAK bands, GIFT Water Tan NYLONS, SHOE LACES, NICKEL & BRASS SHOE CLIPS, WIRE, Magnets, FLASHLIGHTS $1.00 Magic Media Thimbles. HICKSVILLE, N. Y.

We're open every day from 11 to 8. Check your local newspaper for our ad.

Send for FREE Catalog of Pocket Steak Bands, Value Gifts. GIFT WARE for Bags, Tubs, Cigars, Ringo, etc. Sent FREE on request. 

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Now Hear This!!!

Two transistor radio quality speaker, antenna, ear plug, carrying case, full volume control, fully guaranteed.

Sample unit...12.95
6 or more...10.95

New 1960 catalog now available.

World's largest premium supplier.

ACME

2001 Washington Ave.
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IMPORTANT NOTICE!
The National Football League Exemptions hold the right to license the use of the names, symbols, designs and colors of the teams of the National Football League and all of its member clubs on any merchandise including all types of souvenirs.

Infringers will be held strictly accountable. Inquiries from manufacturers desiring information should be made to National Football League Enterprises, 537 North Fair Drive, Beverly Hills, California.

Wheels and Carnival Games

We carry a Complete Line See us at the Toy Fair. Hotel New Yorker, February 15th, this week.

Cardinal Products Co.
517 Pennsylvania Avenue
Brooklyn 11, N. Y.

(Continued on page 69)
Bahama Islands New Site for NVA Convention, April 21-24

CHICAGO—In a surprising lastminute change of plans, the National Vendors' Association has shifted its convention site to the Bahama Islands. The convention was previously scheduled for the Balerno Hotel in Miami Beach, Fla. The operation is expected to remain the same.

The convention will be held at the new Great Bahama Island located on the West End, Grand Bahama. This is the first time this island has served as a hotel site, but it is only 55 miles off the Florida coast.

The island is the latest in the chain of nine Jack Tar hotels and was opened in October. It covers virtually the entire West End of the island, with 15 miles of sand beach and fine, all-purpose-type recreation facilities, including private pool, boating, skin diving, fishing, and golf. There are only a few.

Convention Rate

A special convention rate of $14 per day for a double occupancy room has been arranged. This rate is extended to either a week or week after for those wishing to extend their stay with their vending convention.

NamA Backs Ohio Op Fight

CHICAGO—Ohio bulk vending operators are getting added support with the National Automatic Merchandising Association joining them in their protest against a $5 per machine vending tax.

NAMA's David Hartley contended, however, this was not just likely that bulk machines would be included in an exemption for "prepackaged and non-perishable confections."

Hartley indicated that except for the State Board of Health approval of bulk vending machines, NAMA would be treated under a more nominal licensing structure.

Not Possible

Hartley said NAMA would protest the inclusion of vending machines be exempted from the state tax unless, but he did not specify the time frame. The $5 tax is part of the Ohio Food Service Law passed last year.

Arkansas Ops Sell Cig Route

JONESBORO, Ark.—Nathan Wireless and Albert Adams, partners in Service Automatic Company, last week sold their cigarette machine route and began concentrating on building their music and game route.

They sold the cigarette machine route, which extends over a wide area in Arkansas and Oklahoma, for a reported $10,000—good results in increased gross revenue.

A small cigarette machine route was Fred McElroy, owner of Tobacco Sales Company, cigarette vending operation. About $55 cigarette machines were involved, with a very good price of approximately $5,000.

Wheelers and Adams also have handled two-way radio in their four service vehicles, a growing trend in the Mid-South area, to cut down on expense and give faster service to location owners.

BULK VENDING

Communications to 118 W. Randolph St., Chicago 1, Ill.

The Billboard

Topsy Turvy . . . Man, Cat, and Bear.

Bright colors, painted faces. Knock him down and he comes: $10.00 per M for 5 M or more. $12.50 for less than 5 M.

Sure lock, the perfect capsule. Patent No. 7745517. Outstanding bonus. Send $5.00 and receive 100 quality filled capsules. Contains our complete line.

Penny King

World's Largest Selection of Miniature Ornaments

ATLAS MASTER . . . The proved I-to-10 operators.

Time payments available on Oak machines through all distributors.

All Oak machines are equipped with a 25¢ coin mechanism, or combination 25¢ and 50¢ coin mechanism.

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Time payments available on Oak machines through all distributors.

All Oak machines are equipped with a 25¢ coin mechanism, or combination 25¢ and 50¢ coin mechanism.
Jack of All Trades Finds His Niche as Bulk Vending Op

By Bob Latimer

DENVER—Jay Shannon, busy young bulk operator here, has been many things, including a salesman, taxi driver, professional, city employee and an Air Force flyer in two wars. It wasn't until he first began experimenting with bulk vending 10 years ago that he found a profession which suited him—and he feels that all of his previous experience had something to do with making him a success in this field.

Shannon owns more than 1,000 machines, and usually has around 900 in operation in Denver and its 16 major suburbs. Incredibly, he has created 99 per cent of his locations instead of buying existing routes, and feels that years of salesmanship plus some genuine enthusiasm for the vending machine field made this possible.

He has around 50 locations which have been his for the full 10 years he's been in business, and a few that have been using the same machines, continuously reviewed and maintained, for 15 years.

County Cork

Shannon, a "County Cork Irishman," as he likes to call himself, began with a half dozen machines, which he placed in a neighborhood location soon after moving from a small Colorado town into Denver. At the end of the first year he had built the string to 100 machines, all on locations which he handled personally.

From the beginning he was intrigued by the possibilities of diversification, going right into nuts, candy, gum, tab gum and variations. As Denver went thru the population boom of the last decade, he kept diversifying until he now regularly stocks and displays around 25 products, including both penny and 5-cent machines.

His Jack of All Trades background fitted well into the steady growth of his routes. As pointed out above, he's a good salesman, and has been able to land his machines in locations where the owner had stubbornly refused them before. With much mechanical ability developed as a magician, he has been able to work with small parts, rebuilding inexpensively purchased machines into smooth-functioning, reliable vendors. Then, as a commercial artist, he had learned a lot about paint and its application, to the point that he keeps up the appearance's reconditioning program himself, doing all of the painting on the spot, rather than housing the

QUALITY

to increase
Your SALES

PRICED

to increase
Your PROFITS

140 — 170 — 210 — 240
and "King" 100 count

Ask your Distributor to stock Crown "Star-Brite" for you. Save Money!

SHANNON'S PANEL TRUCK, which is used for all servicing, carries his well known symbol—a green Irish lion with a leprechaun. The theme is carried out on most of Shannon's machines, many of which are painted with Irish folklore point-of-sale display signs.

YOUR AUTHORIZED VICTOR DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT, WE CARRY COMPLETE STOCKS OF VENDORS ..., PARTS AND SUPPLIES.

VENDORAMA

6-UNIT

A Compact Display of 6 Machines for Your Top Locations

Bus Depots
Chain Stores
Super Markets
Drug Stores
Air Ports
Depot Stores

USES VERY LITTLE FLOOR SPACE

Size:
26" Wide,
18" Deep,
53" High.

EASY TO SERVICE EASY TO COLLECT

Bonnard K. Bitterman
4711 E. 27th St.
Kansas City, Mo.
WA 5-3009

Logan Dist. Co.
1850 W. Division
Chicago 22, Ill.

Logan Dist. Co.
1850 W. Division
Chicago 22, Ill.

Hennes Supply Co.
659 Adams St.
Denver 2, Colo.

REPUBLIC VENDING

118 W. 30th St.
Chicago 5, Ill.

New York State

VENDORS OF VENDORS

THE NEW VICTOR VENDORS

ALL TYPES OF BULK MERCHANDISE:
1c, 5c, 10c, 25c

Features:
Top Fill
Removable Cash Box
Large Capacity
Easy Servicing

THE NEW VICTOR VENDORS

118 W. 30th St.
Chicago 5, Ill.

Hennes Supply Co.
659 Adams St.
Denver 2, Colo.

Franklin Distributors
118 W. 30th St.
Chicago 5, Ill.

American Chewing Product
Chicago 9, Ill.
MARCH 7, 1960

THE BILLBOARD

BULK VENDING

63

machines in for servicing. Probably no operator in the West has "can- 
neutralized as many variable penny vending machines for parts, or has, or as 
many units operating on each route.

Built Workshop

Early in his career, he built a separate workshop behind his 
home, which has been expanded many times and still suffers for

CIGARETTE AND CANDY MACHINES

Full line vending machines to suit individual needs of locations. Machines are factory 
backed by NATIONAL VENDING SERVICE CO.

- COLUMBIA STERIL with double line
  Base, 1 or 2 sides, $15.00
  Single side, $20.00
- COLUMBIA CROSSER, 3 side, $15.00
- COLUMBIA DIRECT, 3 side, $15.00
- COLUMBIA DOUBLE, 3 side, $25.00
- COLUMBIA DIRECT, 3 side, $25.00
- COLUMBIA STERIL, 6 side, $15.00
- COLUMBIA STERIL (new & out-of-warranty)
  All equipment will be sold at a 100% guaranteed. Fast delivery. Over-
  Third deposits, balance C.O.D.

NATIONAL VENDING SERVICE CO.
521 Island Avenue, N.Y. 55, Triangle 3-5877

M. H. Hutchins, Jr., 
owns "The Northwestern 
GOLDEN 59"

STANTON SPECIALIZES in three-machine installations and always 
makes a rule of putting up at least one nut machine in adult type 
locations such as gas stations. He feels cleanliness is an important 
sales factor, and often stops off at a spot merely to chat 
with the location owner and clean off his vendors.

GOLDEN 59 SUPER C
FOR YOUR BETTER LOCATIONS

SUPER CAPACITY

1012 Bags 10 Count Gum
2806 Balls 210 Count Gum
365 Regular Capsules

See your Northwestern Distributors or write to
THE NORTHWESTERN CORPORATION
2031 F. Armstrong Street
Morris, Illinois

CIGARETTE & CANDY MACHINES

For all of his operational needs. As the 
routes spread, he adopted a system of 
working odd hours, putting in 
the morning hours servicing the 
routes and making collections, 
returning to the shop in the afternoon 
for repairs and maintenance to 
machines, filling exchange boxes and 
dishing back work and out again in 
the early evening hours on re-

tours and calls from location owners.

There is no such thing as a typi-

cial Shannon location. In constantly 
boosting his routes, he covers 
every type of location with every 
type of machine, including such un-
likely spots as the wall of a flour 
mill and the hallways of a meat 
packing plant. Shannon sells the 
Denver area's largest volume of 
unuts, including praline and cash-
iers, from both 5-cent and 10-cent 
machines, simply because he goes 
after every possible garage or ser-
vice station location. Where many 
operators have gone out of peanut 
merchandising because of the ag-
graviations involved in cleaning the 
machines, Shannon has taken this 
in stride, and has literally hundreds 
of service station locations.

He spans all of his locations 
while on servicing jobs, keeping 
an eye out for stores which 
seem to show a predominance 
of children in the area, or even a 
consistently growing potential 
adults. As soon as time permits, 
Shannon will be back, carrying a 
typical case, meat sales and profit. 
records from other locations of the 
same 5A. He uses persuasive 
selling methods to get the spot 
winner to co-operate, and invari-
ably makes a permanent location of 
it. He likes to set up in locations 
where a child congregate, and he 
aresis, Saturday is his busiest 
day of the week, devoted almost 
entirely to refills, collections and 
some repair work on the routes.

In his early 30's, Shannon is an 
accomplished artist, and is used to 
change anything possible himself. 
For example, the humorous "Irish 
liar" emblem which he put on 
either side of his block. 1956 Che-
vrolet panel truck, was not only 
designed by Shannon, but cut 
and painted in his own shop. A 
cooked corn picture which 
appears on the side on one 
side of the truck, and on the other a 
Green Irish leprechaun has been 
added. Lettering, cut from ply-
wood, spells out "SHANNON'S 
ROCK VENDING COMPANY" in 
Irish green. He uses a standard 
grid on all machine repaintings 
which helps anyone to recognize a 
Shannon machine.

Along with the diversification 
of products, Shannon has always 
believed in multiple machine lo-
cations, and usually concentrates 
three units on most stands, more 
on others. He has plenty of singles 
as well, in bowling alleys, taverns 
and clubs, and closely observed 
highly serviceable units spotted 
where stands with multiple heads 
will not fit.

Like many ex-serviceemen, Shan-
on was recalled to the Air Forces 
in 1953 and sent to Korea where 
he flew many patrolled missions. 
He put his routes in dependable 
hands while gone, and celebrated his re-
turn to the route by personally 
refinishing every machine con-
nected. He uses more Acme ma-
 chines than any other, and has at 
least a few of every variety which 
has been manufactured during 
the last quarter century.

Effective Methods

Shannon's business methods are 
both simple and direct. He allocates 
new products as they come on the 
market to about half of his route, 
checks results for three weeks, 
then refills to the remaining 
locations. The other half missions on the spot as he collects from each machine, 
before of the bookkeeping which this 
diminishes and because of the good 
impression it makes on the location 
owner. Mrs. Shannon, incidentally, is an expert machine trainer and keeps 
the records in order over the far-flung, varied routes.

Most machines are serviced 
every week; a few every two weeks. 
Shannon gets unusually good co-operation from his loca-
tion owners because of a simple 
of being able to afford any disputes 
which exist in contacting him when a machine is 
empty or needs repairs. 
A printed note goes to the 
location owner by mail, with the coin 
 enclosed, thanking the latter for his 
aid, and this, as much as anything, 
helps to keep busy location owners 
from vending machine conscious in 
between collection and refill calls. 
The Shannon has two children 
which constantly ride with the routes 
with their father when out of school. "I just enjoy having them there," 
the Denver operator grinned. 

Hobby, Too

When he isn't putting in 
eight to nine hours a day 
on routes, Shannon's first love is his 
miniature railroad, a valuable 
and complex system of TT trucks 
and accessories amounting to 
more than 300 feet carefully 
organized. Built on panels in his 
workshop, the model railroad has 100 pieces 
of rolling stock, all built by Shan-
on, and can run up entire 
weeks of maintenance, repairs and 
entertainment. It's a hobby the 
which actually connects with the small-
parts problems in vending machine 
maintenance, and Shannon 
confesses he's a bug on the same. 
Unlike the old days when few 
built men knew each other, 
Shannon keeps in close touch with 
the five other major operators in D.22.
Bahama Style Vacation Fare on Tap For Ladies at NVA Spring Conclave

CHICAGO—The ladies should have a picnic at National Vendors Association new convention site in the Bahamas. As before, a full ladies program is being planned, plus several extras that the Bahamian vacation-land setting makes possible.

The entire ladies' agenda is being lumped into an Island Package, being offered at no additional cost to NVA members. In Miami Beach there was to be a 110 Ladies' Day program registration.

A new addition to the program will be a fashion show to be held Friday (22) morning, with models imported from Saks Fifth Avenue, Inc., N. V. Y. A. Inc., and others. Organized at the patio around the club pool with tea served. The latest in Island fashion (Red NAA Remover)

The fashion show will replace the originally scheduled cruise of the Miami Bay. Remover of the ladies' schedule. (The Billboard, February 29) the show, 110 ladies' additions are expected.

The ladies will start off Thursday morning, April 5, aboard the "Assisted" continental breakfast hosted the vending Free Machine Distributors Association.

Later Thursday, there will be a trip out of the center of Paris with free gifts to each lady's homes, a car

Pool-Kick Saturday (21), the ladies will be

Fish Food & Mothballs Pose Challenge to Bulk Vending

CHICAGO—Talk about novel merchandise and unique locations—the Vending Machine Service is planning to install vending machines in pod trout food in their fish hatcheries.

It seems visitors toss bread, assorted foods, and several breeds of trout in the ponds, using the pellets to attract the fish to the surface. They hope the pellets will solve the problem, according to a local Feed Store report.

The pelleted trout food isn't the only unusual product to come to light. Arriving at vending machines in pulp food has been done with success and was promoted by Sid Bloom of Oak Manufacturing Company and the vending Automatic Machine Association yearly convention in Chicago.

Mothballs

Still another bulk operator sup-

gested vending mothballs and moth-

balls in capsules in cleaning and laundry establishments. Un-

usual! Yes, but there's no reason why it wouldn't work, the operator said, pointing out that many pops are sold to folks who are planning to store a unit of ice or not want to buy a box of moth balls perfor-

ed, or for that matter, bother to go to a separate store to get it.

Numerous operators of course have been using older-model converted candy vending machines in laundromats to vend packaged soap, bleach and other items, and have even experimented with such items in both retail, both with and without capsules.

Another idea is vending the new-

Shannon Route

Shannon Route (Continued from page 67)

ver. Close contact means that op-

erators can help each other with new products and new ma-

chines, better business methods and similar points. Jay incidentally, was the spokesman for the in-

dustry when Denver recently put thru a new licensing law for vending machines, and helped strongly in helping figure down to a reasonable one.

Vending so many products, nat-

ural, non-food and food, vending machines, and the need for carrying many ingredients in his pockets, the latter is actually a rolling store-

house, with enough refill and bulk containers to stock any one of the two dozen routes involved, plus truck and con-

nent heads and other gear. It's hard work, Shannon admits, but he likes the freedom of chang-

ing his routes as time, merchandise and machines permit.

List Expenses, Says New U. S. Tax Schedule

WASHINGTON — With the April 15 income tax deadline approach-

ing, it's a good time to call the attention of business owners and professional people to the Internal Revenue Service enforcement program dealing with detailed record keeping of expenses claimed.

The new program, detailed in T.R. 198 and effective January 1, will provide for a detailed examination of employers and officers of tax-paying organiza-

tions to report their expenses in detail if they have received blanket expenses or cash advances, for which they did not account to their employer.

Employees and officers who were obliged to make an accounting to their employer for all expense ac-

count items are not required to sub-

mit an itemized statement with their tax returns.

Records

However, they must be able to maintain records to support their claims for tax-free treatment of each expense item.

Particularly affected in the bulk vending industry are those people who are receiving fixed expense allowances or reimbursement for expenses. They do not have to submit a detailed ac-

counting, but are affected by travel salesmen and service personnel who spend considerably more on travel, and thus deduct a portion of their normal living expenses as business items.

Further information on T.R. 198 will be available from the Internal Revenue Service, Washing-

ton.

CRAZY CARDS

KRAZY CARDS for Trading Card Machine!

66 different cards to choose from 66 different krazy karns—each card now a piece of art that everyone loves.

Blankets sayings include: "Money doesn't buy happiness." "THINK! Perhaps you can do this yourself." "Remember that you can't buy happiness, but you can buy supplies to make your own." "EPPY 191-1460 Plaza Jamaica 33, New York"

S. C. Legislature Mulls Tax Bill

COLUMBIA, S. C.—The South Carolina General Assembly's Agenda this week includes a vendo-

ning machine tax bill.

It revises the vending machine tax laws so that only the owners of such machines must pay the license tax. In some instances, the old law applied to owner and operator alike.

A complicated graduated scale of vending machine tax or $1 per year for penny operators and $3 for those who want a nickel or more.
COIN MACHINES
MARCH 7, 1960
PHILADELPHIA --- Bowling is one of the fastest growing businesses in the East, and the amusement machine industry is riding along on its coattails. Nearly every day a new 10-pin palace goes up some place in this area, and every time one of these places opens, a new location is born for the common man.

The bowling alley is perhaps one of the best ready-made locations for amusement and vending machines. People who are out bowling are in the entertainment mood and are ripe for enjoyment.

The local two-agers cannot be overlooked in this operation, either. In every bowling alley neighborhood there is a group of young people who go to the bowling alley not to bowl, but just to play the amusements machines.

"The bowling alley is where you might call an Arcade," said the proprietor of one 48-lane spot in suburban Philadelphia. "We have so many machines and of such a variety that people have something to do to keep their minds occupied for the waiting time."

GAMES HANDY
Right there—usually more than a couple of feet from the lanes themselves—are the amusement machines.

Then, too, there is the "baby", the Seeburg Bows new Wall Box.

SW1000 WALL BOX
CHICAGO—The Seeburg Corporation has thrown into production an all-companion SW1000 selection wall box, the SW1000.

The unit is styled in the decor of the new Seeburg O line, with a chromium-plated honing frame, the display portion, which is decorated in blue, gray and green. Dimensions are 12½" by 13½" by 7".

COTTMAN LANES, the newest of Variety Vending's bowling alley locations, has 50 machines—some 12 to a lane—helping on gun games, popular with the teen crowd. The big increase of machines puts the alley spot in the class of a full-size amusement Arcade.

By GEORGE MEITZGER

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SEEBURG SEeks TO ISSUE NOTES, COMMON STOCK
WASHINGTON—The Seeburg Corporation has filed a registration statement with the securities and exchange commission seeking registration of $526,000 in 4 per cent convertible notes, and $2,000,000 shares of common stock. The notes and 614,242 shares of the common stock are outstanding and may be sold by the underwriters. Registration includes 61,000 shares which are reserved for contract for delivery in connection with past acquisitions. Remaining shares may be issued from time to time in the acquisition of additional businesses. Stock will be issued at "prices current at the time and without payment of any underwriting fees," according to SEC.

Right up Their Alley
East's Bowling Build-Up a Bonanza
To Alert Coin Machine Operators

Gottlieb Bows Lite-a-Card, 2-Player Pin

LITE-A-CARD
CHICAGO — The first two-player five-ball pin game based on the popular playing-card theme went into shipment by D. Gottlieb & Co. in Chicago.

The new model, Lite-a-Card, has a holdover card feature and an arrow forcing card across from ace to deuce for special awards. The playing cards are strung out in card-hand fashion across the backgogue. Hitting colored contacts on the (Continued on page 76)

U.S. MINT BOOSTS COIN PRODUCT'N
PHILADELPHIA — Here is good news for collectors. The U. S. Mint here has increased its coin-making efficiency by 50 per cent. In 1958, the 168-year-old mint sold coins in the country—made 691,578,360 coins. This past year, 1959, the output was topped 888,720,455. That is a lot more coins available to you and me in 1960.

Mrs. R. W. Bailey, superintendent of the mint, said the efficiency is better thanks in part to the completion of the new $1 million mint plant. The stepped-up output of coins? "Like everything else," Mrs. Bauser replied. "It is governed by the law of supply and demand." Judging by the coin machine industry must be doing all right for itself.

3W1000 WALL BOX
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The unit is styled in the decor of the new Seeburg O line, with a chromium-plated honing frame, the display portion, which is decorated in blue, gray and green. Dimensions are 12½" by 13½" by 7¼". (Continued on page 76)

Tavern Owners to View Coin Machines at Beverage Show

NEW YORK — A prime opportunity of reaching at least one type of location owner, the tavern keeper, is being presented to the coin machine trade via the Beverage Industry Trade Show, to be held here next Sunday thru Tues- day (13 thru 15) at the New York Trade Show Building. The show, which is being sponsored by Beverage Retailer Weekly, a trade paper in the bar and tavern field, is being viewed with mixed reactions by coin people here. A key figure in the planning for the show is American Shuffleboard's Sol Lipkin, who doubles in brass with American and as a staff member of the Beverage Weekly paper.

Lipkin has already gone on record to the effect that this is one of the few-and-far-between golden opportunities for coin equipment manufacturers and distributors to get their message to at least one particular type of location owner, the tavern man.

Lipkin feels that this can be a heartily contract that can only work to the advantage of the manufacturer and his distributor. Location people, according to Lipkin, can learn much about products in both the game and the photograph field by this device, that they wouldn't necessarily find out from the operators who serve them.

Selling Opportunity
American Shuffleboard exec, Nick Melrose, noted that if tavern owners are smart, they will take a long look at the coin equipment on display. He also said that operators ought to show at the conclave too, because it would give them a good selling opportunity with location owners.

Despite this line of thinking, what was expected to be a fairly enthusiastic response from the manufacturer-distributor clique turned out to be rather lukewarm. So far the emphasis has been on coin-operated Rock-Olas, via the Chicago home office; American Shuffleboard itself; and Chicago Sport-Link 6. A cigarette machine manufacturer is believed considering an exhibit, but there is no definite word on this as yet. A deal which would have brought an AMI in a big way has dropped. Reason is believed to be a difference of opinion between the factory and its local distributor regarding the payment of costs of staging the exhibit. Atlantic New York, local Seeburg distributor, has decided to pass up this year's beverage show, but it was active in (Continued on page 79)

Bally Shipping In-Line Pinball, Laguna Beach

Bally Shipping In-Line Pinball, Laguna Beach

LAGUNA BEACH
CHICAGO — Test results of a relatively simple change in score feature have led the Illinois Coin Manufacturing Company to discontinue use of its Score-It Pinball and begin shipments instead on a newer stepped-up model. Laguna Beach. According to Bally County Fair showed up well in the sales and (Continued on page 79)

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"Say, have you been played on a new Wurlitzer yet?"

"About a thousand times and, boy, do I still sound good!"

SETTING NEW RECORDS FOR EARNING POWER

You can't see the full beauty of a new Wurlitzer—until you look in the cash box. Pure silver—and lots of it!

See Your Wurlitzer Distributor and Find Out Why

WURLITZER

HAS THE WORLD'S GREATEST MONEY-MAKING MUSIC SYSTEMS...

THE WURLITZER COMPANY • Established 1855 • NORTH TONAWANDA, NEW YORK

www.americanradiohistory.com
### Coin Machine Price Index

MARCH 7, 1960

The Billboard's Coin Machine Price Index

Lists represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of the operators to operators in distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

#### MUSIC

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#### BOWLER & SHUFFLES

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#### ARCADE & NOVELTIES

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<td>All Star Baseball (Cap)</td>
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<tr>
<td>All Star Baseball (Wm)</td>
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#### KIDDIE RIDES

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<tr>
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Canteen Bids for Domination Of W. Germany Coin Market

By OMER ANDERSON
FRANKFURT, Germany—The Automatic Canteen Company of America, which started expansions of the Tomatonic Company at Nea-Jaerborg, is a nucleus of Frankfurt. Production capacity of Tomatonic is to be tripled, with the making of Tomatonic headquarters for Common Market production of Automatic Canteen Company products.

Canteen's purchase of Tomatonic will give the American coin machine giant the largest U.S. production setup in the Common Market. Moreover, in acquiring Tomatonic, Canteen gets a leading West German jake box producer. Tomatonic's new Panoramic 200 stereo jake box is one of Europe's biggest sellers, and the firm is now shipping jake boxes to the Arthur Dithcher organization in England on a 1,000-machine order.

Isenburg, however, that production expansion planned for Tomatonic will place the concern in a general coin machine production of its parent's products.

Canteen owns the Rowe Manufacturing Company, one of the two largest U.S. manufacturers of vending machinery in the field, i.e., a major maker of automatic phonographs.

Feature
The full line of Rowe vending machines and AMI jake boxes will be produced at the Tomatonic plant.

Largest in Germany
Not only will the Tomatonic-based production put Canteen on an equal competitive footing with a series of German competitors, it will actually enable Canteen to make Tomatonic one of the largest, if not the largest, coin machine and vending producers in West Germany.

Canters Cuts Down, High-Skilled German Labor, the main factor in the German coin machine industry's conquest of the U.S. industry's export markets.

NAGS

CHICAGO—The Williams Manufacturing Company last week began a big-ad drive announcing a new concept in a five-ball game which incorporates high scoring and racing features. Feature of the game, called "NAGS," is a single bumper turntable which constantly revolves, even when the game is not in play. The player gets a horse which is advanced according to the action of the ball. It has four chances across the fines line ad wins, which the player also has the option of changing after three years in the game is in progress. Idea of the game, of course, is to bring in the designated horse.

If the player can bring his horse with five free balls, a two-ball finish he will get free holds on the board while the horse race is on. Principles behind the six-bumper turntable is that the player must turn the ball to hit the bumper which advances his horse. Horses are also advanced by button rollovers.

Coin Entry
The game is available in single or twin-coin versions. The new feature of the game is on the side of the front panel rather than on the top. Sam Leak, Williams' new ad man, has planned that placement on the side will result in less difficulty with jamming foreign substances.

Dimensions of the game are 24 inches wide by 56 inches long, for sale in the Common Market. This is by far the largest American production program to be transferred to Europe by any U.S. manufacturer.

This latest expansion will give Canteen a huge advantage over most of its competition. This addition, in fact, will substantially even after realization of all American-Euros trade agreements, bringing the U.S. and Canada into a gigantic Atlantic trading area for the coin-op industry and the Common Market (Common Market) and the European Economic Community (free trade area).

For one thing, Canteen can be sure with the Tomatonic acquisition to take full advantage of the cheap but high-skilled German labor, the main factor in the German coin machine industry's conquest of the U.S. industry's export markets.

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License Spurt On Chi-Based Juke, Games

CHICAGO—An unusual pickup in juke box and amusement game licensing has occurred here in the next two months as sales reaching close to the 1959 record. This is the peak month of the 1960 off-year calendar.

Total juke-game licenses for the new year already stand at 14,772, compared to 12-month total of 13,564 of 1959.

The 1960 figures break down to 8,980 juke boxes, 4,784 machines and 4,994 game licenses. This compares to 9,013 juke and 6,641 machines for the full year 1959.

Indications are that the 1957 will soar higher still in the next few months, as it did with the peak sales of 1959.

Due to Crackdown
Operator concern here is that the jump in licensing is due primarily to a form of criminal activity, licensing the use of unlicensed and/or non-stickered machines on locations. Some operators have had license on machines whose licenses were still put on the carpet after the operator had paid for them to a man called "smugglers." Opp agreed that it was probably true.

Since local sales here have been set as high as in other periods when operators invested in the idea that the boost in licensing might be the result of something to come with more new games on locations. Used game sales, however, have not been reported picked up by distributors.

Both jake box and game operators fear that the trend will mean increasing the possibilities of convincing the city fathers that a pro rata licensing system would be advantageous to both operators and the city.

Currently, and traditionally, the license system has had to be purchased on a non-transferable, annual basis, irrespective of whether an operator actually replaces one machine with another after a brief stay in the city.

Since the game business, in particular, is based on novelty as an incentive, and license penalties are severe, the 12-month license system penalizes the game man even more than the jake box operators.

Local operators put out a new jake in January or February, pay for its license, then find that novelty has died on appeal. The jake would be replaced in the March with March-unknown. He might, according to law, have to purchase a brand new license for the replacement machine and get no credits for the old one, even the original machine may be traded in or sold.

Lyn Durant, Krachmer On Europe Sales

CHICAGO—Lyn Durant, president of the United Manufacturing Company and United Music Corporation, is a representative vice-president, are on a sales tour of Europe. Lyn Durant, along with Krachmer, are in West Germany to cut this year's orders. Included in the trip are England, Belgium, Germany and France. The trip will also mean an estimated increase of sales for United's jake box and amusement game lines.

speculation in West Germany that the jake box market is not at its best, that the German market heralds the consolidation of small operators into a few large companies.

Whatever the speculation, the fact is that one of the biggest U.S. coin machine firms is now similarly entrenched.
It's no secret that often the biggest drain on an operator's profit is the maintenance and servicing of his phonographs. It is also no secret that the quickest way to stop this profit drain is to join the "Big Switch" to Rock-Ola's Dependability. Naturally, the heart of this famous dependability is the often imitated but never equalled Rock-Ola Revolving Record Magazine. Twenty-Five years of "on location" testing and engineering advances have made this mechanism the most profitable and trustworthy in use today.

Before you buy another phonograph, stop in at your local Rock-Ola distributor and get the first hand story on how to make greater profits through Rock-Ola dependability. Let him demonstrate Rock-Ola's "Tri-Fonic" switching which gives you three phonographs in one at no extra cost. Only Rock-Ola gives you all this and for you, all this means MORE PROFITS.

ROCK-OLA MANUFACTURING CORPORATION 800 North Kedzie Avenue Chicago, Illinois
auxiliary speakers can increase your take up to 50%*

"The latest change we are making from one end of the route to the other is the installation of auxiliary speakers... the reason for this is that we are primarily music salesmen... the public must hear what it considers to be pleasant sounding music before they patronize the machine. Several tests... proved that a location with music at the same volume for everyone in the place... invariably increases the play on the machine. I do know that with our auxiliary speaker program nearing completion, collections have increased as much as 50%. An old or regular location can be surveyed for additional speakers, remote control facilities, possibly a new machine with the result bringing a happy location owner, more money in the box for all concerned, and in many instances, more business for the location itself."**

* REPORTED BY A SUCCESSFUL OPERATOR IN THE FEBRUARY 20TH ISSUE OF "CASH BOX."

...and AMI offers the outstanding speaker value!

The AMI EX-600 wall speaker makes the addition of auxiliary speakers to your route both practical and profitable. The ingenious new cylindrical design forms an ideal baffle for rich, full-range sound reproduction.

It is easily mounted in vertical or horizontal position and may be aimed in any direction after mounting.

The EX-600 is an outstanding performer at a surprisingly low price. Hear it... prove it... at your AMI distributor's.

another aid to profit from AMI and its family of distributors in the United States and Canada

Affiliate of Automatic Canteen Company of America
1500 Union Avenue, S.E., Grand Rapids 2, Michigan. Since 1909 Designers Engineers and Manufacturers of Automatic Musical Instruments for Business and Industry
D. J. Donohue to Head Seeburg's L. A. Distrib.

LOS ANGELES — The Seeburg Corporation has purchased the assets of the Minimophone Music Company here. Minimophone had been Seeburg distributor for the area. The Seeburg Distributing Company will handle sales and distribution of Seeburg phonographs, vending equipment and background music in Southern California and the Las Vegas area.

D. J. Donohue, for 20 years Seeburg's West Coast division manager, will be in charge of the distributorship, which will occupy premises at 2920 West Pico Boulevard, Los Angeles.

The staff will include Dean R. McMurtie, general sales manager; Ralph Cragen, sales manager; photograph division; George Mahlon; San Diego sales representative; Robert Alexander, service department manager; Sherman A. Aron, parts department manager, and William M. Lewis, comptroller.

Wayne Davis and Mathew Nordberg will continue as sales representatives. Sales managers for the vending and background music divisions will be announced.

Jean J. Minimophone, who had been the franchised Seeburg distributor in Los Angeles, continues as a Seeburg distributor for Arizona, with offices in Phoenix.

Hamburg AMI Importer Moves

HAMBURG, Germany — Rehbeck Automation of Hamburg, the AMI importer for Western Germany, has moved into new headquarters at Alter Roebuck 19.

Paul Hörner, the AMI general representative for Europe, was one of the guests of honor at the housewarming held by Helmut Seeburg, the Rehbeck proprietor.

Rehbeck's new headquarters combines all of the operation under a single roof/administration, show rooms, storage rooms and workshop.

SPECIAL!

CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES $5 PER SET OF 2.

Write: SUPERIOR SALES CO.

Room 6
7855 Stony Island Avenue
Chicago 49, Illinois

Joe Ash says . . .
Active's the Choice for THE LOWEST PRICES—BEST EQUIPMENT ALWAYS!

ACTIVE Amusement Machines Co.

Pawtucket R.I.

Jenny Kelly Wish

GUMS

Confectionery & Nut Company

CIGAR VENDORS

BEVERAGE VENDORS

BASEBALL GAMES

CANDY

Arlene's

Badger's

Marvin's

Absolutely the lowest prices and the best equipment.

SPECIAL OF THE WEEK

25 Seeburg M100 C's as is but complete $275 each

20 Seeburg Library Units Available

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PHILADELPHIA SCENE

Joe Silverman, who was just named to his 21st term as business manager of the Amusement Machine Operators' Association of Philadelphia, is retiring at home following an operation. He headed the Albert Einstein Medical Center (Northern Division) on February 9 and stayed until the 23rd. His secretary, Jean Nelson, reports that everything is just fine now with Joe, who is considered one of the top association managers in the business. To show how much Silverman means to the association, it canceled its regular meeting on February 23 because he couldn't make it.

George Metzger

Midwest

CHICAGO CHAT

Leonard Zelma, Empire Coin Machine's shop foreman, rated as a top mechanic, is also drawing raves for his non-hiring cooking. Empire makes lunch time a regular family affair these days, with Leonard filling the bill as chef for staff and viles.

Clarence Schuyler, Games, Inc., presiding officer of his department filled vacations trips. This time he was shooting in Puerto Rico. Last year, as we remember, Clarence chose Alaska bear hunting for a break.

Les Reich, Rock-Ola executive, is in Denver on a business trip.

... Al Theophile, service engineer for the United Manufacturing Company, will conduct a service school at the Central Coin Machine Exchange, Columbus, O., Ed Reiber, the Wico Corporation, leaves soon for a two-week Western trip and plans to take in the annual convention of the Nebraska Music Operators.

MILWAUKEE MENTIONS

Two newcomers have been added to the Hilltop Coin Machine Company roster, Dianne Grincher, operator, and Gilbert Hardy, who is to handle sales and preventive maintenance. Matthew, his recent recruit, is out of the Army. According to Hilltop Coin boss Doug Opitz, as a matter of fact, he was longer employed by the firm, "We've got an ideal staff now," he says.

A more Hilltop Coin news: Restaurant Walter Assman is back on the job after a brief illness. But his place on the south side was taken over by veteran Ammer Cutler, Harry Jacobs Jr., United, Inc., is on the Milwaukee Music Industry's Second Annual Golf Outing Committee. It will be held July 19 at North Milwaukee Country Club, John Plimpton, Bay Music, is chairman.

Gene Heier, former counterfront for one-stopper Radio Doctors. It is now working for Jax on the front line in fire and record rack merchandisers. "The Milwaukee Coin Machine Operators' Association will be in the '70s with new members in the last month, and the hope he was longer employed by the firm. "We've got an ideal staff now," he says.

Doug Opitz

South

WEST VIRGINIA NOTES

President Jim Stevens, of the West Virginia Music Operators, announced that the next WVO board meeting will be held Friday (11) at the Stonewall Jackson Hotel, Clarksburg. ... The association was active in defending a proposed $25 annual State tax on pinball games. Special credit goes to Delegate Howard Boddor, who is also an active WVO member. ... West Virginia operators plan to make a strong showing at the annual Music Operators of America convention in Chicago May 9-11.

Tampa TOPICS

The good seasonal business this area expects and usually gets is evident everywhere. The broad smiles worn by operators main "It's been a good spring," Pete Garpen, owner of Music World, Fort Myers, visiting Tampa for a look-see at what's new at Bush International and to try his luck with the pinball machines at Sunrise Park. Pete evidently liked what he saw at both places because he left for home grousing broadly. ... Mr. and Mrs. Emmett Etho, Suncoast Music Company, P.O. Box 249, Ft. Lauderdale, even for town records and supplies. Emmett says he has no complaints.

Jim Tolimano, Modern Music Company, St. Petersburg, checking into town to lay a few break-up sessions for his new shipment. ... Hilltop, diversified route. Jim only regrets that he didn't start diversification sooner. ... Ware Daniels, Ideal Music Company, Tampa, telling a story about his new equipment for his new and improved diversified route. Better luck next time, he says about the diversification.

Jr. Black, Columbia, is in the pinball business now. He has a new machine for the new business. ... Berg's, a new pinball man, is in the business now. He has a new machine for the new business. ... Berg's, a new pinball man, is in the business now. He has a new machine for the new business.
Coin Firms Exhibit at Wis. Restaurant Show

ERV HOEHT, right, of United, Inc., the Milwaukee Wurlitzer distributor, mans a booth at the Wisconsin Restaurant Show. With him are, left to right, Donald Stowe and Vel Andrews, Oshkosh, Wis., operators. Their firm, Wic-Coin, Inc., displayed a soda dispensing device at the show.

MILWAUKEE—The Wisconsin Restaurant Show on February 22-23, billed as the "world's largest," included several coin machine firms among its exhibitors. Over 11,000 persons involved in commercial and institutional food and drink serving registered. The event was held in the combined Milwaukee Auditorium and Arena.

For the third straight year United, Inc., Wurlitzer distributor for Wisconsin and Upper Michigan, displayed its wares at the show. In addition to showing juke boxes, the firm also plugged its Edelholi Sino-Sonic tape recorder for background music.

According to Harry Jacobs Jr., United, Inc., president, the reaction of the showgoers was "very gratifying." A number of leads for installed locations were picked up at the show. These leads, according to Jacobs, are relayed to the operators in those territories using Wurlitzer equipment. Good response with the Sino-Sonic background tape recorder units were also scored.

Situated in the booth next to United, Inc., was Wic-Coin, Inc., Oshkosh, Wis., music-games firm which acts as State distributor for Bar-Master soda dispensing systems. Wic-Coin, Inc., is owned by veteran coinman Val Andrews and his partner, Donald Stowe. They both reported good reaction to their soda dispenser devices at the show.

Wire-Tap Hassle Causes Delay in O'Rourke Trial

MINEOLA, N. Y. — Defense attorneys for East Coast Teamster bus John J. O'Rourke and 14 co-defendants on trial here for alleged extortion in the juke box industry, expect to carry their plea against the introduction of wire-tap evidence to the U. S. Supreme Court. The legal maneuvering are expected to cause further delays in the court action.

Last Monday (29) Federal Judge Leo F. Rayfier refused to issue an injunction against the introduction of wire taps in the case. Defense attorneys then moved swiftly in lodging an appeal of this decision with the three-judge U. S. Court of Appeals in Manhattan. On Wednesday, the Appeals body unanimously rejected the application to block the use of wire taps. Following this development, defense attorneys said they would take the issue to the U. S. Supreme Court as soon as possible.

Meanwhile, assistant Nassau County district attorney said Thursday (3) that he did not expect to file the first wire-tap evidence for a few days. In the initial decision on the wire taps, Judge Rayfier implied that O'Rourke should have moved earlier on the wire tap motion when he noted that O'Rourke and the other defendants had known before the trial began that wire taps had been used by the authorities in gathering evidence on the case.

In the limited amount of actual courtroom action this week, a witness, Juke box operator, Richard Hofman of East Norwalk, N. Y., brought to court the testimony that even joining a Teamster local was not enough to stop "shakedown" picketing when an operator took over a competitor's location.

According to accounts of the courtroom scene appearing in Newsday, local daily, Hofman explained that his close friend, Wil- liam Smith, of Bellport, Queens, decided to use Hofman's machine at his bar, the Rustic Tavern in Mineola, instead of joining a Teamster local.

The Exciting IMPERIAL

*S Best in design
*S Best in construction
*S Best in earnings

From the moment the coin enters the chute until the game is over your customers will know they are playing on the finest shuffleboard.

The magnets which move into position after each game, or when time expires, preventing further play until additional coins are inserted, guarantee more earnings for the operator.
CIGARETTE column
Denmark Shapes Up
As Coin Export Mkt.

COPENHAGEN—Denmark is expected to become an improved market for U. S. coin machines, with the entry into force of new
restrictions legislation on March 1. Import restrictions are among
totally abolished, and a new im-
port tariff law takes effect. 
Import barriers are lowered for all but 8 per cent of manufactured
products. Tariffs are being adjust-
ed slightly upward in some in-
stances, mainly on articles taken
off the import restriction list.
In general, coin machines now
appear to have a clear road into
Denmark, although customs duties will be a factor in regulating the flow of
imports.

Tape Juke Box
To Be Made by
British Concern

LONDON—The UTA concern at Mappin, near Stuttgart, Ger-
mans, has licensed a British firm, Mavrex Electronics, Ltd., of
Brighton, to produce its product in
Britain. These consist principally of chil-
dren's coin-operated games. Masley
will first produce the UTA Bombe
Box, a tape-operated animated tape
box supplying either 52 or 200
children's music tracks.

To the music from each track
monkeys and other toy animals
mounted atop the music unit move
about playing music instruments.
The tape device is made by the
Telford concern in West Ger-
mans. Electronic tape guides func-
tion, thus dust-proof relays. The
music devices and their tape con
ectors are exclusive.

Over-all dimensions are four
feet six inches by two feet, and the
box weighs 140 pounds. The con
vinced is of the American magneto
motor type. Bombe has proved popular in West Ger-
mans wherever children are pres
ent.

Wire-Tap Hassle

According to the testimony, Vin-
cent Loquando called Local 266
and reported the location had been
taken over by a non-union opera-
tor. Shortly thereafter, picketers
of the tavern commenced.

Hohman testified that one of
the pickets suggested that he call
Local 266 if he wanted to clear
up the situation. He said he talked to
Charles DeFort, another con-
defendant, who suggested he go
in. In answer to a question by
assistant DA Cohn, as to whether
Hohman wanted to join, Hohman
replied, “I figured it was some-
thing I had to do — it was a
shakedown.” He said he joined and
the picketing stopped forthwith.

Latter that week, Hohman said
the Loquandos made a bid to get
the location back. (Hohman
did not at the time note any
mention of the union.

The witness noted that
Loquando wanted Hohman to
turn over another location or
$3,000 in cash for the Rustic Tav
ern location. Hohman said he
refused and picketing started again
several days later. “They wanted
to harm me financially,” Hohman
declared, at the same time noting
under-cross-examination that at
no time was he ever threatened with
physical harm.

Due to a blizzard which hit this
area with full force, trial session
was suspended Thursday (3).

COLUMBUS, O. — Al Theilke,
service engineer for the United
Manufacturing Company, will con-
duct a service school for Ohio
operators at the Central Ohio Coin
Machine Exchange here Friday and
Saturday (10 and 11). Sam Selmon, owner of the distributor
ship, will be on hand during the
sessions.

chicago coin's
NEW RIFLE GALLERY
Shoot the
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SETS NEW EARNING RECORD!

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Show & Display Clown's Month for Bonus Scoring!

Bull's Eye
DROP BALL

...Traveling Ball Action!!!
...Changing Score Action!!!
...Player Skill and Timing Action!!!
New Additional High Score Feature!!!

see these chicago coin's "profit winning" games!
Also available...
DROP BALL UPRIGHT MODEL
Regulation & High Scoring
QUEEN BOWLER
Again Available!!
4-GAME BOWLER

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N. Y. Juke Box $25 Tax Hearing Set March 14

NEW YORK—Monday, March 14, has been set as the date for the hearing on the legality of the recently imposed New York City juke box tax. The $25 per box imposition comes under the general heading of the so-called "nuisance" tax. The hearing will take place in Supreme Court, New York County. The action was originally filed last fall by veteran coin company, Sam Mezansky, on behalf of a single firm, Lincoln Service, which is operated by Al Dymor. It is assumed that any decision in this specific case will become the accepted precedent and will thus be applied to all other music operators affected by the tax. Earlier this year, another so-called nuisance tax affecting taxi operations here, was ended by the City. This tax, which was put into effect last July, and which added a 10-cent levy of all taxi drivers within the city, was a cause of long and loud wrangling on the part of taxi drivers, fleet owners and passengers. It's no secret that local juke men have taken heart from the fact that the city rescinded the tax levy. The whole juke fraternity is hopeful that the city's broad-minded efforts to get increased financial support from the State government in Albany will be successful. The feeling is that if some of the critical financial straits of the city can be alleviated through State aid, the city will have a legitimate reason for ending the tax burden on the operators.

Hefty Juke Mart

- Continued from page 65

 tipped, which is patterned after the U. S.-style operator system. American coin machines dominate the Dutch market. Most of the major U. S. manufacturers, Seeburg, Wurlitzer, Rock-Ola and AMI, have large Dutch agencies. Holland, unlike England, has remained primarily an American market, a market in which the Germans have failed to make substantial inroads. Games and Music

The Dutch location owners prefer to cluster juke boxes and games. A typical coffee bar may have an American 200-selection juke box, several pinball games, a football game and a marksmanship game. The proprietor of such a coffee bar in Rotterdam explained, "It's a natural combination. The coffee bar is the Dutchman's pub, and we're family who cooks almost every night for several hours."

Gottlieb Bows

- Continued from page 65

playfield lights four individually controlled and four high score and carries over from game to game. Three "running light" holes advance the arrow over the cards and score up to 300 points.

Lighthing left or right pair of bell bumpers light up bell bumpers and bumpers for super score.

A center ball target scores up to 300 points. The game has four buttons.

You can see these features demonstrated at your distributor today!

- Hold over card feature has arrow advancing over cards from ace to deuce for special award.
- Two "running light" holes advance light 4 individually controlled pop bumpers for high score - carries over from game to game.
- 3 "running light" holes advance arrow over cards and score up to 300 points.
- Lighting left or right pair of bell bumpers light Cyanide kickers and bumpers for super score.
- Center target scores up to 100 points.
- Plus coin-box with locking cover, 4 flippers and double number match play feature.
East's Bowling Build-Up Boom

Continued from page 65

natural that when a new alley opens they talk with Variety about operating it.

"You might call it mouth-to-mouth advertising," interjected Variety's vice-president, Angelo Muni. "When a person decides to open a bowling alley here, of course, starts asking around in the business for a good firm to handle the amusement machine end of the set-up."

"Since we've been in the field so long and have gotten to be known around the bowling circuit, the older bowling alley proprietors tell the newcomers of us," he added.

Variety's competition will vanish for this statement. "When a new bowling alley owner decides to open a place," said another operator in town, "he usually signs two contracts, one right after the other.

"The first," the competitor replied, "is with AMP or Brunswick for the equipment for the alley and the second is with Variety for the amusement and vending machines. Angelo Muni is usually right there, pen in hand."

Muni said the reason for Variety landing so many locations is the fact that "we have so many bowling alleys that are experienced." "We have established the need for these places," he said. "We know just what kind of equipment to put in them. It seems to have turned out well for everyone concerned."

Adolph Bergmann, who has bowling alley locations is Dick Irwin, of Tri-County Amusement Company. He has right of them, but it is afraid everything isn't as rosy as it seems.

"I'm afraid we have reached the saturation point as far as new bowling alleys are concerned," he said. "They can't go on putting them up like they have been." Irwin admitted to having bowling locations since 1937 despite the fact that "it will be giving away my age."

Tri-County sponsors a team in a league at each of the alleys it has machines. "This way they'll think twice before throwing me over for somebody else," Irwin joked.

Redstein said the reason for so many new alleys going up in the Eastern part of the country is the fact that the trend has moved in from the West Coast.

Big Sport Now "Bowling has been big out there for a number of years," he said, "but it seems to be just catching on in this section."

Amusement machine operators are glad it is. The growth of the bowling industry could prove to be another answer to the coin machine operator's constant search for "that new, big location."
The ORANGE is juicier!

RESULT: INCREASED PLAY, INCREASED PROFIT

Any 2 in Orange Section gives player free RED LETTER GAME with guaranteed features

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3 OR MORE IN ORANGE SECTION SCORE AS GREEN

Simple but sensational! That's the verdict of operators who location-tested LAGUNA BEACH... and saw the juiced-up profit produced by juicier-than-ever 2-way orange section. If you missed your quota, while COUNTY FAIR was in production, LAGUNA BEACH is your opportunity to make up your loss. Get LAGUNA BEACH at your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

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wrap up

choice locations

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It's easy to get and hold choice locations with the great new United Phonograph. It's the topic of conversation in the entire music industry. Actually, better locations are demanding United. They too, have heard the news about United trouble-free performance...the high-speed, unconditionally guaranteed record mechanism that pours more coins into the cash-box...the unsurpassed rich hi-fidelity sound. Now is the time for you to join the big swing to United. Now is the time for you to establish long-lasting harmony with your locations and build up the most sensational profit-record in your music-operating career. Make every location a United location. You'll be glad you did.

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Newest look in wall boxes in years! Trim, Gensis! Remarkably compact! New Seeburg Wall-O-Matic "100"s will pay for themselves in no time... increase earnings by attracting play wherever they are installed.

Chromium-plated housing. Proved, easy-to-install 3-wire type. Measures only 12" x 12½ x 6½ inches. Weighs only 21 pounds. net.

American freight and most complete made in U.S.A.