By PAUL ACKERMAN

NEW YORK — Analyzing the current " shook up" condition of the record industry in the wake of the payola hearings, George H. Marek, RCA Victor chief, expressed concern lest the disk jockey deterrent slip into an ordinary announcer, speaking at an informal interview last week. Marek foresees much potential for good resulting from the investigation. "There is a 50 days waiting to be hit by a shenanigan... Perhaps commercial merit will mean more," he said.

Meanwhile, however, many long-time disk jockeys are "lay on the ground. Many are playing it safe... They are feeling the excitement factor. This is happening now, and it has bad for any entertainment form.

Warming to the subject, the RCA chief went on to say: "It is a fine thing to stifle for entertainment... but it would prove damaging if the present climate continued to stifle honest entertaiment.

Necessary Function

"The honest jockey fills a necessary function. His ability to create enthusiasm and to present beyond the ken of the announcer and the station librarian," Marek stated. He added that the maintenance of the honest jockey's function was necessary to the health of the record industry, but also to the broadcast industry. The latter, failing to realize this, stand to lose in both audience and billings. "These people do not pay him well," Marek urged.

Marek's remarks crystallized the feeling of many recordmen at a time when the single market generally is in a decline.

Returning to his statement that the investigations would perhaps cause a climate wherein merit would mean more than hype and showmanship, the RCA Victor expressed the hope that those who...

Some Fear For Future

NEW YORK — One of the troublesome possibilities mulled by music men is the idea that, while some labels may try to adhere closely to whatever legislative reforms might come out of the payola probe, others may not. The fear is that some record manufacturers will return to their old sharp practices, many recording execs — willing to conform—fear they'll be at a competitive disadvantage. Some have expressed the hope that a firmer attitude by the FCC on the station level might serve as a buffer to this kind of unfair competition.

Marek Warns on Lost DJ Status

Sees Good and Bad Element in Current Climate in Wake of Payola Hearings

By PAUL ACKERMAN

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Television • Music • Radio

Communications to 1564 Broadway, New York 36, N. Y.

MARCH 14, 1960

LOS ANGELES NARAS ELECTS NEW BOARD

HOLLYWOOD — National Academy of Recording Arts and Sciences’ Los Angeles chapter has elected the following to its board of governors:

- Vocalists and singers: Billie Letts, Margaret Whiting; leaders in the industry: Sonny Burke, Billy May; A&R men and record producers: Dick Clark, Val Feder
- Walt Holter; songwriters and composers: Henry Mann, Elinor Bernstein; studio engineers: Lenny (Vila) Vallone, Hal Gladstone; string arrangers: Tulli Camarata; art directors and graphic editors: Marvin Schwartz, Bill Claxton.

Other current onto-distributor belief, firms report that when a side is appealing, it becomes a hit single, sales on the album increase substantially, rather than drop.

Weinstroer Exits Rank

NEW YORK — Norman Weinstroer has left his post as general manager of Record News of America. The announcement came in a joint statement by Weinstroer and Bernard T. Non, general manager of the Record Division of the Rank Organization. The termination of the two-year employment agreement and was described as amicable, by both parties. For the time being, Ness will act in the slot, formerly occupied by Wiesnroer. It is said he expected to announce his plans shortly.

Shapiro on South American Trek

NEW YORK — Nat Shapiro, Columbia’s international a/e. co., has left for a two-weeks’ tour of Venezuela, Cuba and Mexico. In Venezuela Shapiro will meet with the chief of Columbia’s South American operation, Peter de Ransome, to set up a new sales office in Caracas. Also included in the tour are sessions with the new licensee La Discoteca, in Caracas.

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Decca Net Off

In ’59 Report

NEW YORK— Consolidated net income of $2,321,923 equal to $1.81 per share, was reported by Decca Records during the calendar year 1959 according to a stockholder’s report issued by Milton R. Rackmil, the firm’s chairman.

The report covered the year’s operations of the Universal Pictures Company. This was the first time a consolidated figure was presented by the company. Rackmil said the division’s earnings were not as satisfactory as anticipated due to increased competition and upward cost trends. He expressed some improvement since the start of 1960, however, and greater representation of the division’s products on the lists of best-selling records, according to Rackmil.

Classicals’ Volume Up 31% for 59

NEW YORK — Classical records garnered a percentage of the stereo market larger than they did of the monophonic business in recorded music. Stereo record shops doubled and monophonic— 9.5 per cent of all mono records sold last year, 1959, was also the biggest year for classical LP’s in the history of the business. The volume of classical LP’s in retail sales, 1959 over $17,676,570 in retail shops in 1959, while total LP classical sales were $13,680,900.

These statistics are taken from the annual report of trends of record sales in retail shops as recorded by Billboard’s record sales board 13 times per year (every four weeks) under the supervision of the Record Street School of Retailing. The complete confidential retail reports, also open to subscribers to this service, also provide competitive pricing of various record titles, broken down by discount levels, record stores, etc. The reports are compiled from data given by record sales, scientifically selected the retailing sample, and then analyzed and sent to record dealers across the nation.

The percentage of LP classical sales to total LP sales, increased from 23.4 per cent in 1958 to 24.6 per cent in 1959, which was considered a significant increase in the sale of classical music.
YANKEE DOODLE DANDIES
British Yen for Statewide
Disk Names at Top Peak

BY REN GREVATT

NEW YORK — Demand for American artists in Great Britain has reached a crescendo as the spring of 1960 approaches. Sel- dom, if ever, has the top market in Britain been so strong as this year. It is as if the world wants to hear what the British are singing and the British are singing with all their heart.

Thus, it is not surprising to hear that several major British artists and groups have returned to the charts in the United States. The British Empire's Economic Interest Department, in fact, has been busy promoting the British artists in the United States.

Some of the records that have been successful in Britain are expected to do well in the United States as well. Among these are the records of The Shadows, The Zombies, and The Kinks.

The Shadows, for example, have been successful in Britain with their hit record, "60s Generation." The group's record has been selling well in the United States since its release last year. The Zombies, on the other hand, have been successful with their hit record, "Time of the Season," which has been selling well in Britain and is expected to do well in the United States as well.

The Kinks, another British group, have been successful with their hit record, "Lola." The group's record has been selling well in Britain and is expected to do well in the United States as well.

Another aspect of the situation is the fact that whereas in the past, British artists have been underrepresented in the United States, and their managers have been known to refuse to make the British scene popular in America, they are now seeing things in a different light. Many British artists and their managers are now willing to go for what the British agents would consider as reasonable.

The Little Net Loss

Tina Gale, formerly head of his British music promotion for the rest of the gang, and a member of the Brawns' active record promotion in New York, is now handling the sales for RCA Victor in England. Ms. Gale, who has been with RCA Victor for 18 years, has been instrumental in the success of many British artists in the United States.

Ms. Gale is known for her dedication to promoting British artists in the United States. She has been responsible for the success of many British artists, including The Beatles, The Rolling Stones, and The Who.

"I am very excited to be back in England," Ms. Gale said. "I am looking forward to working with the British artists and promoting them in the United States."

In addition to promoting British artists, Ms. Gale is also responsible for the promotion of RCA Victor records in the United States.

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The Shadows, The Zombies, and The Kinks are just a few examples of the British artists who are expected to do well in the United States. Other artists, including The Who, The Rolling Stones, and The Beatles, are also expected to do well in the United States as well.

The success of these artists in the United States is due to the fact that they are known for their innovative and creative music. The British artists have been able to create a unique sound that has been popular with American audiences.

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Puerto Rico
Song Fiesta
Set for May

NEW YORK — Songwriters of Puerto Rico, in cooperation with Tempo Records, will participate in a time competition, tagged The First Festival of Puerto Rico Music, to be held May 7 and 8 at the Theater of the University of Puerto Rico.

The Festival, described as the San Remo of the Caribbean, is sponsored by a non-profit corporation with some assistance from San Juan's Municipal Government.

Winning tunes — two from each participating country — will be chosen by a panel of judges.

Officers of the Festival corporation are: Pedro Dicoco, Puerto Rico rep., Angel A. Feinfrank, representing publishers: A. Pomareo, John Dis, and Major Valentino of Sonoros; Rafael Titulo, local radio; TV 7's Arbiters, and local promoters.

Cardenas New
UST Exec

NEW YORK — The Bloomfield, N.J., plant of United States Testing Co., has appointed two new executives, former manager of Recording Services for RCA Victor Records Division. As a result of the Bloomfield operation, Cardenas is responsible for all manufacturing and consumer services for UST operations on the East Coast. All manufacturing and quality control duplication, packaging and shipping will be handled under Cardenas' direct supervision.

The appointment, which became effective last Sunday at the Bloomfield plant, was announced by Bill Millburn, engineering head and manager of UST.

Cardenas San
Remo Overview

NEW YORK — The Sun Remo Festival in New York, which will be held in early October, has announced its line-up and said the city had to be called to control the over$nual. The Festival, produced by thesvgme, was completely sold out last week and played to 300,000. It was estimated that the turn-out numbers closed at 3,000.

PAYOLA PROBE
LIKELY DELAYED

WASHINGTON — Resumption of payola hearings by the House (D., Ark.) Legislative Oversight Subcommittee may not take place until the spring, due to the scheduling of lengthy legislative hearings by the subcommittee (March 15).

The subcommittee has more than 70 organizations, including industry, government, and labor, as well as two cities, on a list of targets, for delinquent community ratings.

R.R. Sidehit

The Powell of a major hit and roll sidehit into the Doerfer esession with revelation last Monday of the 3-7 report. Gloria Parker had wired President (Continued on page 14)

DGG Imports
To Be
Strictly German-Made

NEW YORK — All future packaged product emanating from the Deutsche Grammophon label in Germany is going to hit the American market via recordings pressed and packaged in Germany. It was announced this week by Wolfgang H. Dittrich, DGG Distri-

Coffin's nephew, manager of the Decca Distri-

ving's keeper in charge of sales. Previously the DGG product has been pressed here from the original German master tapes. Under the new set-up, the packages will be tracked in thousands envelopes at the factory in Germany and will be imported, "impressed." All new sets of recordings will be pressed at $5.58 for 78 monaural and $6.98 for stereo.

The new record will distribute the prestige line which was described as having almost $12 million in sales.

On the domestic side, Decca Gold Label will continue to issue its own line of product, with such top flight artists as Andres Segovia, Harry James, Ray Charles, Stan Kenton, among others.

In Herzwitz, Decca's classical a.r.chief, said that 20 new sets of recordings should be available under the new imported DGG product. Regular recordings were expected from this time forward.

A highlight of the initial group, according to Horowitz, will be two sets by the noted Russian pianist, Swistolov Richter.

The purpose of the operation is to strengthen the company's sales in this area, and to develop better penetration in European countries. A sales demonstration will be held as of April 3, and after that its putting at their disposal as a selling device.

They are the only UST recordings ever to be reissued from past and present Mercury hits in both the classical and popular fields, and encompassed aspects of Mercury's stereo's era.

MERC Plans
Step-Up
On Foreign Promotion

CHICAGO — Mercury Records to be promoted their foreign market in an aggressive "Fiesta" of the Metropolitana Opera House. He suffered a severe brain hemorrhage immediately after finishing an aria at the end of Act II.

As announced at the greatest baritone of the March of the hoto, he won the Metropolitan's annual award for the year 22 years ago. He sang $1 million performances of 22 roles at the Met, including that of the role of Rigoletto. Warren was survived by his wife.

RCA Victor is releasing a special memorial recording, featuring Warren's performance of Verdi's 'Anile' from Miranda, along with "Carmen" and "Roberto Devereux" from Verdi, Leoncavallo, Giordano, and Donizetti, which all sang at the Met. They include the Act II aria from "La Fille du Régiment" the heroine's amuse- ment and "Il Rolido" from "La Traviata," the last record he made — cut in July, 1959.

Elements of
Cleff-BM
Suit Trimmed

Performance Rights
Issue Excluded;
Action Limited

NEW YORK — The scope of the session was limited and major broadcasters have been sharply narrowed down and decided on the tracks prior to the suit by Judge Ryan Friday (Continued on page 14).

Judge Ryan's exclusion of the issue of performance rights filed by Federal Judge Weinfield — and his finding that the suit was not a class action — neither limits to 33 of the 33 defendants, it is regarded by many as simplifying the case and taking it out of the contention of the contractual suit. Advertisers of this view held that the original claim of $500,000,000 in triple damages was pegged primarily on the performance rights angle. The action was started in November, 1953. Judge Ryan, in the oral argument Friday, stated that in view of the limitations now set the $50,000,000 in suit is now a comparatively simple issue.

Judge Rosenberg, for BMF, asked counsel for the suit, May 11, that the suit was not a class action, and that the plaintiffs may not introduce any testimony to the facts by the defendants against anybody except these plaintiffs.

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TASTE THE SWEET SUCCESS OF APPLE GREEN BY JUNE VALLI

MORE GREAT NEW SUCCESSES OF

IT COULD HAPPEN TO YOU  Dinah Washington 71560

PROMISE ME THOMAS and 2223 MILES  Patti Page 71597

CRADLE OF LOVE  Johnny Preston 71598

TOKEN OF LOVE  Benny Barnes 71600

GO ON, GO ON  Jivin' Gene 71561
B'WAY ORIGINAL-CAST ALBUM BATTLE BUILDS

financing to the producers of a Broadway musical, it seems, is the number value and the number of single records and instrumental or jazz albums that are released in the course of issuing tunes from the musical. Producers are rough-riding record companies with their demands for single records by name-artists to be issued prior to the Broadway opening of tunes from the show. One record company that has been accused recently of wanting to receive in club advertising, etc. while club sales can amount to 100,000 or better on a hit album, they are an important consideration.

So far this season, 1959-1960, Columbia has come up with the hottest of the new original casters. The Sound of Music,” which is playing in almost every city across the country, just put out its 500,000 mark. Capitol probably has the next hottest seller in “Floribbean” and is doing well with the Bronco title, a score of “Little Mary Sunshine.” RCA Victor is getting well with “Take Me Along” and hopes to have a hot one with “Greenwillow,” which was passed last Sunday (30) and is due out next week. Columbia, records, which also spread out in the direction of straight plays on wax now and then (but Ages of Man) last spring, has also just put out a record to the records of “A Flyer’s Carnival” which contains incidental music by Don Elliott.

ITALIAN DISK LABELS BURGEON

ROME—Popularity of record-ings can be seen in the fact that available labels in Italy have increased in three years from 21 to 67. The new companies and productions are known widely unknown here, but at the present time the number now stands at 100 before the end of 1960.
Two of the greatest ROCK·N·ROLL BALLADS

EARTH ANGEL

and

PLEDGING MY LOVE

as sung by

JOHNNY TILLOTSON

with a lush orchestral backing by

ARCHIE BLEYER

CADENCE 1377
JERRY VALE sings 'SOLITAIRE"
ANOTHER WINNING HAND FROM COLUMBIA #1 IN CONSUMER SALES

MUSIC BY ERROLL GARNER
ERROLL'S FOLLOW-UP TO HIS SMASH "MISTY"

LYRICS BY STEVE ALLEN

ORCHESTRA CONDUCTED BY GLEN OSSER

FLASH! JERRY VALE HAS JUST BEEN VOTED "THE MOST PROMISING SINGER OF 1960" BY AGVA
PAYOLA BY THE PINT PAYS OFF

WASHINGTON — Derby Fred Fiske, WDRC, here, has demanded and got "blood money" from 10 local record distributors and one record act — the Brothers Four — in return for "pazola" plugs on his show last week.

The one-day "payola" agreement, set to kick off Red Cross Month, called for Fiske to plug the hit tune of each distributor on his show. In return the distributors and artists doasted a pint of blood.

Donors included Augga Blone, RCA; Eddie Black, Marrelit; Chick Silvers, Mercury; Jack Kirby, J & F; Johnny Lam, Schwartz Brothers; Chuck Gregory, Columbia; Bob Callahan, Decca; Nat Lapatin, Kapp; Eddie Kallick; Mangold, and Harold Berkman, Joseph Zamolski Company.

The Brothers Four received four spots for their Columbia disk "Greenfields," in view of their two quart contribution. Fiske originated both his morning and afternoon shows last Monday (29) from the Blood Donor Center of the Red Cross.

Record Dealers (SORD) in the case. SORD has admitted it has financed the suit, but is not named in a plaintiff. Now a detailed hearing must be held to determine whether the income tax records and trade association papers are relevant to the suit — that is, the hearing will begin after the Captain Records issue is settled.

After both matters are resolved, there will be clear sailing ahead for weighing the antitrust charges — maybe.

Bill to Ban Imported Pic TV Tracks

WASHINGTON — A bill to make it a crime to use imported foreign sound track as background music for American TV and movies has been introduced by Rep. Thomas Pelly (R., Wash). Specifically, the Pelly bill would ban tape music originally performed outside the U.S. and reproduced by persons who at the time of the original performance were not eligible under the Immigration and Nationality Act to themselves enter and perform in person in the USA. Pelly told Congressmen last week (10).

Pelly called the foreign-made recordings "mechanical workouts," and said they grievously harm cultural development in America. The imported "robot tapes" have long deprived American musicians of work in background music for TV and movies here, Pelly said, masquerading as art and culture, the foreign tapes "undermine our own resident artists and create existing immigration restrictions on imports intended to protect and foster music and musicians in this country."

The Bill, H.R. 11043, has the hearty endorsement of AFM President Kerman Kenin, and now goes to the House Judiciary Committee.

Kanner Joins Dwain

NEW YORK — Jerry Kanner has been named as the new general musical director and chief conductor, Dwain Records. Kanner has been involved in recording contractors, in radio, and with West Coast film production.

NEW AM-FM STATION GUIDE

NEWARK, N. J. — Manufacturers and distributors of records will be interested to learn that the Blonder-Tongue Laboratories, Inc., of Newark, N. J., are offering a free pocket-sized guide to the nation's FM and FM-AM radio stations. The guide serves as a handy station finder and has detailed listing of the frequencies and call letters of some 600 FM broadcasters. Those desiring free copies should write to the Blonder-Tongue Laboratories and ask for Form FMS-10-129.

Action to Distrib Dot

In New York

NEW YORK — Dot Records has made its second distributor change in this territory within a year. Official announcement came this week at Dot's move from London Record Distributors here to Action Records, Inc. London took over the line last spring from Jerry Blane's Cappi operation.

Action, helmed by Lois Klayman, is one-third of the so-called "Triple-A" organization, which also includes Astor Records in Pittsburgh, operated by Herb Cohen, and Arnold of Chicago, headed up by Morrie Price.

The Cash Box

PICK OF THE WEEK

JOHNNY MCKAY

After You Whisper Your Name

B/W

ON UNITED ARTISTS

HE'S BACK

In The CHARTS!

ERNIE (In The Mood) FIELDS

with the nation's Hottest Instrumental!

"CHATTANOOGA CHOO-CHOO"

#117
"SOMEDAY"
Della Reese
Plus "Faraway Boy" (from Greenwillow) 47/7706
RCA VICTOR
Hub Symph, Munch to Far East

WASHINGTON — The Boston Symphony Orchestra, under the direction of Charles Munch, will begin a six-week concert tour to begin an eight-week concert tour. Tour will be in the presence of the President's Special International Program for Cultural Presentations, administered by the State Department.

Some 37 concerts will be given in a two-week tour of Australia and New Zealand, and a two-week tour of the Orient.

Belo, Munch, Callas, Bernstein

Riccardo Chailly, the conductor of the Philadelphia Orchestra will conduct the Boston Symphony Orchestra in a major American tour.

The tour will begin in Buffalo, New York, on September 10, and will continue to Los Angeles, San Francisco, and Honolulu before returning to New York on September 29.

Hub Symph is scheduled to appear in New York on September 16, in Boston on September 19, and in Philadelphia on September 22.

![Image](image_url)

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Riccardo Chailly, the conductor of the Philadelphia Orchestra, will conduct the Boston Symphony Orchestra in a major American tour.

The tour will begin in Buffalo, New York, on September 10, and will continue to Los Angeles, San Francisco, and Honolulu before returning to New York on September 29.

Hub Symph is scheduled to appear in New York on September 16, in Boston on September 19, and in Philadelphia on September 22.

![Image](image_url)
Eternally Sarah Vaughan—Mercury

Where It Hurts the Most—Myrna Marciv—Warwick

And the Whole World Standard for Spring Programming.

When the Red, Red Robin Comes to Town—Barry London—Bourne, Inc.

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Columbia Records

MARCH 14, 1960

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MUSCNS

THE BILLBOARD

MOTION PICTURE REVIEW

"Can-Can" a Draw for Desperate

It's hard to see how the new film based loosely on Cole Porter's "Can-Can" can avoid making a sturdy profit. It's got huge star-name value and some and some choice Porter music. Capitol is releasing two LPs and at least one single which should benefit from the hoopla surrounding the picture; one LP is a track record of the film, the other is an orchestral LP by Nelson Riddle, who scored the music for the picture. The single is a Frank Sinatra/Clark Gable/Esther Williams favorite.

This film is blessed with potent names in Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jordan. Its songs include "The Boy from Old New Orleans," "Let's Drink and Be Married," "Come Along With Me," "Maidens Typical of France" and "Live and Let Live," from the original Porter score. In addition, certain songs dropped some less successful Porter's from the original. Three Porter hits not from the stage version have been added to the film: "Jazz Doctor," "Those Things," "Let's Do It" and "You Do Something to Me.

Yet, for all the talent and fine music, the film is somewhat disappointing. Not that it is a bad film; it simply does not measure up to its potential. At no time is it possible to feel that the characters are anything other than that. And this basic lack of identification makes the dramatic aspects of the weak story seem merely a charade. The original was certainly hardly any better in this respect, but it is a matter of respect that as adept as Miss MacLaine and Sinatra may be in any other respects, they were unable to portray their roles with real conviction.

The problem with the movie, the publicity deriving from Khrushchev's visit to the set—all are plus factors, however. And, since most anything American can be expected, dramatically, the prognosis is that "Can-Can" has enough assets to make it draw paying customers. It's screening as a roadshow attraction on its first run.

CONCERT REVIEW

Roselyn Tureck Interprets Bach

Roselyn Tureck showed how great her appeal has become as an exponent of Bach keyboard music when a full house turned out for the great soprano last Friday when she played the "Goldberg Variations" at the Metropolitan Museum's Grace Rainey Rogers Auditorium. Miss Tureck's way with this music is well known from her two-reel Capitol film. She plays all the repeats, which may or may not be a concert sequence. She is far more interested in the artistry, virtually all other versions being cramped onto a single record. As a result, the Vivace seems comprised her entire program, there being no introduction or encore.

There's little doubt of the pianist's devotion to the composer and the parting of her audience. One might question certain mannerisms, not only in her playing but in her bearing onstage and at the keyboard, as being slightly theatrical. Yet the technical perfection of her pianistic phrasing also tended to sound positively from the Romantic rather than the Baroque period. Miss Tureck has set out to interpret Bach in her own way. In the course of doing so and with increasing confidence and assurance, the way she plays Bach, her natural self of idiosyncrasies. These have tended to help her win a wider public, however, as well as the time and a distinct stage personality. Miss Tureck seems well on her way toward filling the role of Bach interpreter which was Miss Landowska's before the last day's death last year.

LEGIT REVIEW

Some Good Songs But No Magic

Frank Loesser has had a remarkable record of success with his past legit musicals, "Where's Charley," "Guys and Dolls," and "Most Happy Fella." His score may remain in television and on radio, but his new to any really new theaters in the trails, as did "Fella" as a roadshow.

With a few that have not only an excellent service and a couple of others, which, with sufficient exposure, can also create some excitement. What's more, as the surest shot, Tureck's performance of Horowitz, which gets two reprises after being heard early in the first act. This seems to contain all the things a present-day star, but standards of "White Christmas" and "God Bless America.

Bing Crosby has cut a single on Tureck's "Love," a more today, a more in her opinion, by Eddie Fisher and Rosemary Clooney. A wistful minor ballad is "Fareway Boy," sung by the ignominy of the "Dear Liar." And, finally, "Let's Call It a Day," which could be a novelty singer, perhaps with a bit of revision.

No singles are known to be scheduled at this time for "Walking in the Wings," a hauntingly beautiful offbeat ballad, which has an extraordinary range and a stirring rhythm. A song that has been resolved in singles cut by Eddie Fisher and Rosemary Clooney. A wistful minor ballad is "Fareway Boy," sung by the ignominy of the "Dear Liar." And, finally, "Let's Call It a Day," which could be a novelty singer, perhaps with a bit of revision. The original cast album will be cut by RCA Victor Sunday (13) and should be available nationally within a week.

The show's headline is its book, by Lesley with Lesley Patterson, based on a novel by B. F. Jones. But, the of day, it didn't hit the news as the show would carry the audience along into its fairy-tale top. And, a trip to nowhere. Some of characters imbued with rustic charm. But it turns out to be quite

sufficiently lacking in theatrical magic as to make it appear contrived. But while one may never be swept away by this show, it remains enjoyable.

Peter Larkin's settings, which fly up and down in the wings, are complete success and come closer to providing the needed mood. The cast is uniformly excellent. Young Tony Perkins should be a magnet for the young females, although he overdoes just a bit the role of the gangly, lovable youth with the wide, crooked smile. Pert Kelton as his mother and Cecil Callaway as Williams Chavez as the towns two ministers, happy and dear, are outstanding. Miss McCowan at the love interest does her best, but the part is not over-sympathetic. A little square of about five named John Megna does a great deadpan job as Perkins' little brother, especially in a couple of698

Green" is one of the season's big musicals. It should do well. If it does, the album should sell. But "Green"'s story line waves among a group of subsidiary questions. Will boy get girl is only one; also asked are will boy get disgruntled cow, will boy beat family career, will villain, outsider win the star one, and a few others. Finally, a show that relies so heavily upon the audience's imagination should seem to play itself; the subtle difference is that this show must be played, almost certainly in a top professional mounting. But no magic, it obviously is the product of mortal hands.

Sultry Eartha at the Latin Quarter

Eartha Kitt is vivacious, stunning and sultry in her current rôle, making her current stint at the New York's Latin Quarter revue. The latest Donn Arden production, "Ski High," also spotlighted Bernard Brothers, trombonist Rudy Hoss, the Kines, "Lee Donners and singers Kitty Dolan, Ray Shepard, Jay Stern and Byron Hawk.

Miss Kitt opens her set with a sly reading of "Independence," and proceeds onto several other of her past disk clicks, including "Santa Baby," and "Wassup Baby," "Let's Call It a Day," and some other of her new numbers. Her special material includes "After Me" and "I Can't Forget Higo," which she sings with a high comedy accent. Old-Fashioned Girl," "Love Is a Gamble" and "Lula Dair" were also very acceptable to the crowd.

The Bernard Brothers are master mimes. They apply their own witty lip-sync antics to "The King and I" and "My Fair Lady," and "The Boogie Woogie Boy from the Kink. B. Tumbler Horn shows amazing balance. High point of his act in the mounting of six cups and saucers on his head, while riding a two-wheeler cycle.

The productions are colorful and clever. A trek to the metry proves most entertaining.

Howard Cook.

Dalton Appliance Center

The retail establishment of this record/phone dealer . . .

. . . it essentially an appliance store

. . . offers both records and albums

. . . handles phonograph selling from $19.00 to $700

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Eddie "Lockjaw" Davis
Miles Davis
Bo Diddley
Bill Doggett
"Fats" Domino
The Drifters
Joan Du Shan
The Falcons
Dado Flemings
Redd Foxx
Stan Getz
Wilbert Harrison
Al Hibbler
The Jazztet (Art Farmer-Benny Golson)
Marv Johnson
Philly Joe Jones
James Moody Orchestra (Eddie Jefferson)
Oscar Peterson Trio
Horace Silver Quintet
Jimmy Smith Trio
Dakota Staton
Sunny Stitt
Barrett Strong
Three Sounds
Tun Tun
Joe Turner
Sammy Turner
...and many, many more!
Doerfer Is First Casualty

The Record-Carrier items were reportedly a product of a Clark-Mammatella enterprise, Anthony Mammatella, former producer of the Clark shows on ABC, chose to drop out of the network connection and keep his music interests.

Backgrounding the Doerfer resignation is the turbulent history of head-rolling under the ax of House Legislative Oversight Subcommittee. Hearings in 1958 resulted in resignation of FCC Cmr. Richard Mack in the wake of testimony on gifts and loans from Miami attorney Thurman Whitehead. Also part of the payola picture among the administration's bigwigs was 1953 resignation of Presidential Assistant Sherman Adams, resulting from too much gifting by Bernard Goldfine, New England industrialist.

Turbulent History

The Harris Subcommittee is working on legislation to raise standards for regulatory agencies that are reportedly " captive" to the industry. The Celler (D., N. Y.) Antitrust Subcommittee of the Judiciary is also working on conflict-of-interest legislation to set boundary lines for government officials in matters of industry connection.

WADO Sets 4-Way Music Programming

NEW YORK — Swimming against the current, WADO, the NBC TV network station in Miami, has gone out of four different listenerships.

During the day, WADO offers current pop hits. In the early evening, Italian language disc shows are available. From 10 to midnight, Jockey Henderson spins rhythm and blues platters; and the station's last addition, Symphony Sid Torin, specializes jazz from midnight to 5 a.m.

General manager Mel Barrett opened that a cosmopolitan city like New York needs a station that caters to four such different musical tastes, rather than concentrating on one segment of the population.

The exec said all records played on WADO, including those on Henderson's shows are selected by program director Al Hescock. Disc jockeys are not permitted to program their own shows. However, Barrett said he believes in letting jockeys establish themselves as personalities via their chatter. In line with this plan is the fact whereby WADO station will sponsor various community events and charity fairs co-sponsored by the station.

Riverside in Esquire Tie

NEW YORK — Riverside Record Co., an offshoot magazine operating in the exploitation of an article in its April issue, will take over the publication of the magazine, written by Nat Hentoff and titled "The Private World of Johnny [Henderson]." Riverside, for whom the pianist records exclusively, is supplying its displays with double cards featuring the Esquire trademark and handwritten notes about the story for their retail stores. The magazine, which is doing an extensive mailing to disc jockeys and reviewers utilizing the special Johnny Henderson item, is perhaps the most recently issued by the record company.

GIVE TO DAMON RUNYON CANCER FUND

TV REVIEW

Nostalgia With Let-Down Trimming

Watching NBC-TV's "The Singin' Swingin' Years" (March 8, 9:30-11:00 p.m. EST), one can understand the sentiment of the "stellar" singing act via the 1940s era music of Freddie Martin, Eddy Howard pianist, Jack Fine and vocals by Vaughn Monroe and the Moon Mustang.

Swinging away the sentimental sound and showmanedly vocalizing of Woody Herman, Stan Kenton, and Charlie Barnet, with situations on the ball by boogie-woogie maestros Freddie Slack and Ella Mae Morse and Louis Jordan. Dinah Washington was on hand and in good voice, also her current version of "White Christmas." However, Dinah really didn't belong in the post-World War scene.

The best performance was by Jo Stafford — looking at least 10 years younger than she did back in the '40s. She scored with "The Gentleman Is A Depe," then gave the show a shout. We also applaud the late, small thrashing saint as Cinderella G. Stump on "Tim-Tay-Shun" with a like in it for the Red Jigle and the Natural Seven.

Ronald Reagan was a gracious emcee, but seemed lacking in any real enthusiasm for his subject matter. June Bundy.

Daily News to Sponsor Jazz

NEW YORK — Top jazz record executive in the U.S., has been tapped to take part in The New York Daily News Jazz Festival to take place in Madison Square Garden June 2 and 3. Inking the deal for The News Festival is George Karpinski, President of Productions which is talent coordinator, while William R. Fritzinger is producer.

As is true in other Daily News sponsored events, like the Golden Gloves and Silver Skates competitions, the proceeds from the Festival will go to charities, in this case one from each of the three major religious groups, the Red Cross and the United Hospital Fund.

Already signed for the jazz extravaganza, according to Continental Band, are Sarah Vaughan, The Hols and Ahmad Jamal, who will appear the evening of June 2; the Davies of Detroit; Louis Armstrong, and featured in the Teddy Herman and Dizzy Gillespie, who are slated to be presented June 3. Two more acts have yet to be signed, one for each night.

Newspaper Points Payola Finger at Indianajj's DJ's

INDIANAPOLIS — In a dispatch from its Washington, D.C., Bureau, The Indianapolis Times, a Scripps-Howard newspaper, announced Tuesday (8) that a number of Indiana disc jockeys accepted money and gifts from Indiana's State Record Distributors, Inc., in payola for playing selected records. The information was attributed to "a reliable source.

A complete list of the names of the done-dealing who have taken payola has been sent to your Committee by the Trade Federal Radio Trade, according to The Indianapolis Times.

The company, Indiana's largest record distributor, has been on its firms forced by FTC in recent days with penalty illegal payments. The firms also own the Whirling Disc Record Distributors, Inc., also owned by FTC. The company officials, who maintain offices here in Indianapolis, were unavailable for comment.

Only Seymour M. Bagad, attorney for the firm, who is willing to discuss the matter. "We don't want to do anything that's against the government that pays us a fine and a bad practice and should be candle," he said. "We want to do anything that's against the law."

The Times said further that it had "contacted several Indianapolis-

BASIE TO HEAD 2D JAZZ JUBILEE

WASHINGTON — Count Basie and his band will headlining the 1960科学发展 Annual Jazz Festival. "Widji" (The Lion) Smith and Count Basie on the New York City schedule for March 21 at the Presidencial Arms.

Willie (The Lion) Smith and Count Basie on the New York City schedule for March 21 at the Presidencial Arms.

Jubilee will benefit South-East Neighborhood House, a United Community Services Fund Settlement.

Patrons of the benefit in-

Cosse-Landau in 'Jubilee' Talent Tie

LOS ANGELES — Artists Management Bureau, formerly re-nowned as a world-wide, impresario and Marty Landau, ex-ecutive producer, has just inked an agreement with Jim McConnell, head of Ray Ebert & Ps. of this world-class band, to represent exclusively "Jubilee" talent in the West Coast and Australia. McConnell is chief booking for "Jubilee," network, c.w., TV show.

Oscar Davis, widely known c.w., promoter and booker, re-cently joined AMB to develop the night club and foreign market, and has just inked booking agent of the overseas studio to Franklin Robin to Australia. "We also have a deal on," he said, "and also booked Johnny Preston and Jerry Lee Lewis on a Down-Under tour for March. Also have Johnny Preston going to England for 10 weeks to work on a British booking bill through Hall Preston's manager, and Nowel Riley, of the Foster Agency, who represents Preston in England.

AMB covers a 15-State area, according to George Landau, who has played the circuit recently are Al Hirt, Ray Ebert, Bob Paul, Jerry Lee Lewis, Johnny Preston, Hask Snow, Martha Carson, Freddy Robinson, and others. The company is in disk jockeys and each deal ever received payola from the record distributing firm."
IT'S A GOLD STRIKE... ANOTHER MILLION SELLER FOR SONNY JAMES

HIS BIGGEST YET...

JENNY LOU

(WHAT WILL THEY DO TO HER)

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"PASSIN' THROUGH"

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NATIONAL RECORDING CORP.
PHONOGRAPHS

The National Audiovisual Corporation has released its annual report, which includes a detailed analysis of the phonograph industry. The report highlights the growth of the industry, the increasing demand for high-quality equipment, and the importance of educational programs in promoting the growth of the industry. The report also acknowledges the contributions of individual manufacturers and distributors, as well as the role of the government in regulating the industry. The report is available for download on the company's website.

By LEE ZHITO

HOLLAND — The music industry may have.Version 3.0 of the National Association of Phonograph Dealers will take place in March 1960. The event will feature the latest in phonograph technology, as well as discussions on the future of the industry. The event is expected to attract dealers, manufacturers, and enthusiasts from around the world. The event will be held at the Holland Convention Center, with accommodations available at local hotels.

HIFM CANCELS FALL SHOW AT N.Y. COLISEUM

HOLLAND — The Institute of High Fidelity Manufacturers has announced that the fall show at the New York Coliseum has been canceled. The decision was made after careful consideration of the current market conditions, as well as the need to allocate resources to other initiatives. The event was scheduled for November, and the Institute has hoped to host a successful fall show in the future.

Heavy Agenda For EIA Meet

WASHINGTON — More than 300 representatives of the Electronic Industries Association will attend the annual spring convention in Washington, D.C., on March 15-18. The convention will feature a variety of sessions, including an address by the Secretary of Commerce, John M. Walters, who is a member of the House Appropriations Committee. The session is expected to focus on the important role of the industry in the nation's economy, as well as the need for continued investment in R&D.

The Beatles: A New Market?

A new market for tape recorders, public-address systems, and other electronic equipment has been identified by the National Association of Electronic Equipment. The market is expected to grow by $460 million in 1960, opening up opportunities for businesses in the industry. The market is expected to be driven by increased demand for electronic equipment in both the consumer and commercial sectors. The market is expected to continue to grow in the coming years, as the adoption of electronic equipment becomes more widespread.

MRIA Again To Sponsor S. F. Show

CHICAGO — A board of directors meeting of the Magnetic Recording Industry Association was held recently to decide whether to sponsor a San Francisco Magnetic Recording Show this year. The show was held in 1960, and the board is expected to make a decision on whether to continue with the event in the future.

Audio Feedback

What's the best ad medium for audio component manufacturers? According to a recent survey, radio ads are the most effective. Some interesting trends are in motion, of which dealers should be aware.

For one thing, a number of component firms are beginning advertising campaigns that support their advertising efforts. This is especially true of the "real" radio media, as opposed to the "unreal" radio media that simply promote a product. Some interesting trends are in motion, of which dealers should be aware.

For example, a number of component firms are beginning advertising campaigns that support their advertising efforts. This is especially true of the "real" radio media, as opposed to the "unreal" radio media that simply promote a product. Some interesting trends are in motion, of which dealers should be aware.

At the same time there's a constant struggle of new advertising formats into the market. Once a customer takes the plunge on an audio system, he's got the bug, but if he gets a new ad in the news pages. So the cycle goes, "No, I want to see what's new." He starts to read audio-related publications and music sections of newspapers, looking for ideas on new systems. And as he discovers the answers, he'll bring you their comments.
ALL STEREO! ALL PORTABLE! ALL PROFITABLE!

Typical of V-M value leadership is this sales-initing trio of completely portable, self-contained Stereo Systems! With incomparable versatility and performance, there's a V-M model for your every prospect! Nail the sale with any one of these unique portables!

- Distinctive V-M Styling!
- Professional Component Features!
- Complete, Dependable Controls!
- Unparalleled Performance!

V-M/Portable Component Stereo System—Model 307
Detach the two powerful speaker sections and you have a third section with record changer, amplifier and all controls. Place the speakers anywhere—even in bookcases or on end tables. Put the central changer unit completely out-of-sight if you wish! Limitless arrangements!
- FULL COMPLEMENT OF CONTROLS IN A PROFESSIONAL CONTROL PANEL • V-M'S EXCLUSIVE 'store-o-matic® AUTOMATIC 6-SPEED RECORD CHANGER PLAYS ALL STEREO RECORDS AND ALL MONOPHONIC RECORDS—ALL SIZES! • FOUR POWERFUL SPEAKERS • DURABLE GRAY PYROXYLIN CASE WITH QUALITY, PROFESSIONAL LOOK!

$129.95 List
AS A 4-SPEED MANUAL-PLAY PHONES IT'S V-M MODEL 207.

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V-M/Automatic Portable Stereo System—Model 314
Harmonious and exactly matched are the two sections which comprise this V-M self-contained portable stereo system. Quickly and easily assembled for compact, light-weight portability!
- PLAYS ALL STEREO RECORDS! • ALL 33 1/3 AND 45 RPM MONOPHONIC RECORDS • COMPLETE CONTROLS • BIG 5½ SPEAKERS • DELIGHTFUL V-M STYLING IN BROWN AND WHITE LEATHERETTE.

$79.95 List

V-M/Portable 4-Speed Stereo System—Model 312
Everything you could want in a completely self-contained, light-weight personal portable system—and more! Style-matched speaker systems are easily detached for amazing stereo performance!
- V-M EXCLUSIVE 'store-o-matic® ATOMIC 4-SPEED RECORD CHANGER • COMPLETE CONTROLS • FOUR 5½ SPEAKERS—TWO IN EACH SECTION • PLAYS ALL STEREO AND MONOPHONIC RECORDS—ALL SIZES, SPEEDS • CARIBBEAN BLUE AND WHITE LEATHERETTE CASE.

$109.95 List

ALL RECORDS SOUND BETTER THAN EVER BEFORE WHEN PLAYED ON V-M PORTABLE STEREO SYSTEMS!

Follow the Stereo Leader, V-M's Complete Sales Promoting Programs are Ready to Work for You!

Let Your V-M Distributor Tell You Howl!
SELF-SELLING, RENTALS CULL STEREO DIVIDENDS

COLORADO SPRINGS, Colo. — Getting away from some of the traditional aspects of stereo and high-fidelity merchandising has paid impressive dividends for Al Massaro, retail dealer here.

Massaro’s firm is TV Specialties Company, which began operations as an exclusive television dealership, and which now has branched out profitably into sound merchandising. Last year, Massaro sold over 200 pieces of fine stereo equipment, and almost as many low-priced stereo portables, primarily because he “covers the field.”

First, Massaro is a firm believer in “letting the stereo prospect sell himself.” At the same time, he uses a lot of teasing noise in the showroom. Accordingly, when he completely remodeled his midtown building a few years ago, he included a glassed-in separate stereo listening room, finished in blond hardwood, with heavy plate glass walls, 18 by 8 feet. With a rear wall hung with drapes, comfortable lounges and chairs, this separated room is Massaro’s stereo showroom. Inside he displays only the most expensive stereo equipment in stock, but the low-priced portables as well—and every stereo prospect, no matter what price bracket he is interested in, benefits from the colorful, soundproof room.

Massaro’s first sales gimmick is to ask the customer what his stereo musical interest is, then locate it in stereo in the record department, after which the record is handed to the customer, who is “turned loose” in the separate stereo listening room. This prospect has voiced an interest only in a low-priced soundproof. Massaro knows that he will not only play that model, but likewise, will yield to the temptation to try the sound on some of the larger, more expensive sets shown in the same room. Invariably, the customer “falls himself up” from a rock-bottom priced stereo model to one of the higher-quality, more appealing variations.

With the soundproof, glassed-in room, the prospect can let the music build out just as loud as he wants, with no distraction, and, in the absence of interference with other people where in the store. “All of our customers appreciate the fact that we have them pretty well to themselves when experimenting with stereo choice,” Massaro said. “I think it is a serious-minded model to show . . .” and the usual high-priced stereo-sets carefully spaced away from the top end of the line. We give the same treatment to the customer who wants to buy a $100 portable as to the customer who is interested in a $500 cabinet set, and not only appreciate it, but themselves up to higher price lines.”

Massaro rents high-fidelity stereo equipment to customers who want to use them for dance music at parties, for special musical programs, a family get-together, etc. (Continued on page 112)

Balloons Build Store Traffic

CHATTANOOGA — It takes something out of the ordinary to label “a maximum crowd of prospects” today, according to Roy S. Potts, head of the House of Television, here.

In introducing the 1960 line of stereo phonographs and tape recorders which the downtown dealership carries, Potts set out to create just as much traffic as possible with a clever give-away. Intended to help all dealers, he bought 300 ordinary penny balloons, each of which was filled with helium gas, and released, after trying, to press against the store ceiling. Long-inch-long strings were used on each balloon, and were wrapped around a tiny numbered (Continued on page 112).

Hi-Fi Accessory Display Rack

A new display rack for stereo and hi-fi accessories—labeled “a maximum crowd of prospects” has been inaugurated by Robinson Industries, makers of hi-fi stereo accessories of Framingham, N.Y. The new design and service guide was designed to catch the eye and the hand of the interested buyer, and get him from the name from the packages.

The hole at the top of the product-holding card makes it easy to display three of these black borders which form the orange mount. The hole at the top of the product-holding card makes it easy to display three of these black borders which form the orange mount.

Jensen Stereo Cartridge

Jensen Industries of Forest Park, Ill., has introduced its new ceramic stereo cartridge that claims to have the highest channel separation rating in the field.

The new Jensen Stereo 5 has a peak response of 25,000 cycles and drops to a low of 16 cycles. The new cartridge is described as being on four needle combinations which begin, in the two styles of advising, $10.95 and run to a $22.95 two diaphragm unit. The company claims that the new cartridge is applicable to all stereo equipment.

Japanese Tape Recorder

Cencore, Division of American Electronic, Inc., will market 300 stereo tape recorders for the Tokyo Electro Acoustic Company of Japan in the near future. The four-track tape unit measures 16.36 x 14 x 6.2 inches and weighs in the neighborhood of 44 pounds. It is export priced at $495.

Simplified Needle Replacement Catalog

A catalog just published by the Cleve “Walco” phonograph needle company simplifies the ordering of replacement needles of all types. The new book, slated to lighten the ordering burden of distributors, dealers and stereo service people, is divided into sections keyed to the name and number of cartridge manufacturers. Enlarged drawings aid in the identification of replacement needle whose numbers are unknown.

Free copies of the catalog are available from Cleve “Walco,” 60 Franklin Street, East Orange, N. J.

Tiny Speaker Unveiled

A low-priced miniature speaker is being marketed by the Trade Manufacturing Company of Chicago which claims to be half the size of prior magnets. The “Mini-Speaker” is designed to be a companion piece for car or home radio, and can be clipped onto, or screwed into ledge, shelf or wall. It comes equipped with a three-way central control switch for single or dual operation, measures 2½ inches and retails at $7.95.

Phono Sales Dip in Jan.

WASHINGTON — Production figures for radio, television sets and phonographs showed a slight dip in December, 1959, statistics according to Electronic Industries Association tabulations released here this week.

The lowered totals of units sold at the factory, reflects a seasonal post-Christmas dip, and do not necessarily indicate a slump in new purchases of equipment.

Total radio unit sales at the factory for January, 1960, stood at 1,835,788, compared to the 1,535, 380- month for December of 1959. TV set figures at factory were 593,170 for December of 1959 and 524,494 for the month of January this year. Minnesota phone factory sales were 454,574 and 118,400 for 1959 and 1950 respectively.

Stereo figures stand at 407,744 for the last month of last year and 341,329 for January of 1960.

AUDIO NEWS BRIEFS

Matthew-Stuart & Company has formed a new division which is to be known as the Division of Industrial Development and will specialize in display, promotion and sales. Heading the new division is William Arnold who has just arrived from the Armco Tape recording picture designed for the education of American students. A new catalog has been issued by the Fort Orange Radio Distributing Company of Atlantic for December of 1959. The catalog features listings of over 140 manufacturers, and is available from the company at 101 Orange Street, Orange, N. J.

The Ampex Corporation has named Edmond C. Maroder to its corporate finance staff. Maroder was previously affiliated with Consolidated Western Steel, a division of U.S. Steel.

(Continued on page 112)
NEW HIT SINGLES
ON "THE NATION'S BEST SELLING RECORDS"

WALTER BRENnan
debuts on Dot Records with
BILLY VAUGHN & His Orchestra

"DUTCHMAN'S GOLD"
"BACK TO THE FARM" #16066

DODIE STEVENS
does it again!

"AMIGOS GUITAR"
"CANDY STORE BLUES" #16067

Dot RECORDS BEST SELLERS
REGULAR AND STEREO ALBUMS

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<thead>
<tr>
<th>Album Title</th>
<th>Artist(s)</th>
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<tbody>
<tr>
<td>THEME FROM A SUMMER PLACE</td>
<td>Billy Vaughn</td>
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<tr>
<td>LOUIS PRIMA—HIS GREATEST HITS</td>
<td>Pat Boone</td>
</tr>
<tr>
<td>PAT'S GREAT HITS, VOL. II</td>
<td>Pat Boone</td>
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<tr>
<td>BILLY VAUGHN PLAYS STEPHEN FOSTER</td>
<td>Pat Boone</td>
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<tr>
<td>SONGS OF THE ISLANDS—Lawrence Welk</td>
<td>Pat Boone</td>
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<tr>
<td>BEST-LOVED CATHOLIC HYMNS—Lennon Sisters</td>
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<tr>
<td>BE MY LOVE—Keely Smith</td>
<td>Pat Boone</td>
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<tr>
<td>DANCE WITH LAWRENCE WELK</td>
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<td>DODIE STEVENS</td>
<td>Pat Boone</td>
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<td>LOUIS AND KEELY</td>
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<tr>
<td>GOLDEN SAXOPHONES—Billy Vaughn &amp; His Orch.</td>
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<tr>
<td>VOICES AND STRINGS OF LAWRENCE WELK</td>
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<td>SIDE BY SIDE—Pat &amp; Shirley Boone</td>
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<tr>
<td>OLD FASHIONED LOVE—Johnny Maddox</td>
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<td>DEBBIE—Debbie Reynolds</td>
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<td>MR. MUSIC MAKER—Lawrence Welk</td>
<td>Pat Boone</td>
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<td>MILLS BROTHERS GREAT HITS</td>
<td>Pat Boone</td>
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<tr>
<td>BILLY VAUGHN PLAYS</td>
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<tr>
<td>WHEN YOU'RE SMILING—Eddie Peabody</td>
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<td>JOHNNY MADDox PLAYS THE MILLION SELLERS</td>
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<td>GALE'S GREAT HITS—Gale Storm</td>
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<tr>
<td>FIVE PENNIES —Danny Kaye &amp; Louis Armstrong</td>
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SINGLES

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<tr>
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<tr>
<td>16048</td>
<td>AM I THAT EASY TO FORGET</td>
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<td>WELCOME NEW LOVERS</td>
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<td>16050</td>
<td>WHEN MY BABY SMILES AT ME</td>
<td>Louis Prima &amp; Keely Smith</td>
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<td>16051</td>
<td>SUMMER SET</td>
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<td>16052</td>
<td>HOUR OF PARTING</td>
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<td>DARLING, IT'S WONDERFUL</td>
<td>Fontaine Sisters</td>
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<td>16054</td>
<td>THEME FROM A SUMMER PLACE</td>
<td>Fontaine Sisters</td>
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<td>16055</td>
<td>BAD BOY—Robin Lake</td>
<td>Hilltoppers</td>
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<td>16056</td>
<td>P.S. I LOVE YOU TO BE ALONE</td>
<td>Hilltoppers</td>
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<td>16057</td>
<td>OL' MAN MOE ON THE CORNER</td>
<td>Connie Haines</td>
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Dot RECORDS
THE NATION'S BEST SELLING RECORDS

THEME FROM A SUMMER PLACE—Billy Vaughn
LOUIS PRIMA—HIS GREATEST HITS
PAT'S GREAT HITS, VOL. II
BILLY VAUGHN PLAYS STEPHEN FOSTER
SONGS OF THE ISLANDS—Lawrence Welk
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WHEN YOU'RE SMILING—Eddie Peabody
JOHNNY MADDox PLAYS THE MILLION SELLERS
GALE'S GREAT HITS—Gale Storm
FIVE PENNIES —Danny Kaye & Louis Armstrong from the Paramount Pictures Sound Track
Lightning Strikes Again!!!

TONI ("Big Hurt") FISHER

Comes thru with...

The pick of the new releases: MARCH 7, 1960

SPOTLIGHT WINNERS

OF THE WEEK

TONI FISHER

HOW DEEP IS THE OCEAN (Berlin, ASCAP) - BLUE,

BLUE, BLUE (Musical Productions, ASCAP) - Miss Fisher,

who is still on the charts with "The Big Hurt," could have hit follow-ups with either of her latest entries. She supplied a sultry lead to "How Deep Is The Ocean," the track suitably titled, it also delivered pretty overdone, "Blue," a bouncy ballad, it also delivered pretty overdone, "Blue," a bouncy ballad, it also delivered

The Cash Box

Pick of the Week

"HOW DEEP IS THE OCEAN" (2:30) (Berlin, ASCAP - Berlin)

"BLUE BLUE BLUE" (2:37) (Music Prods, ASCAP - Shanklin, DeLory)

MISS TONI FISHER (Signet 276)

- Stylist follows her "Big Hurt" smash with a similar distinctive arrangement of the Irving Berlin classic, "How Deep Is The Ocean." In this corner, it stacks up as a chart repeater by Miss Fisher. Ripe is a Woody item culled from an album. Strong ad support by the Henrie Bennett crew.

Irving Berlin's

Classic

"HOW DEEP IS THE OCEAN"

b/w

"BLUE, BLUE, BLUE"

#276

SIGNET RECORDS, INC.

Released through...

ALLIED RECORD DISTRIBUTING COMPANY


HO 9-5811

METRO PERSONAL MANAGEMENT, INC. - LORIN "SPEED" KOPP

1549 North Vine St. Hollywood 28, Calif.

GENERAL ARTIST CORPORATION

New York Chicago Beverly Hills

Cincinnati Dallas Miami Beach

London

Natl Promotion, George Jay Assoc.

1606 No. Argyle Ave., Hollywood 28, Calif.
PHILADELPHIA: Buzz Crazy of Mainline called to report heavy action on "At My Front Door" by Dee Clark on "Rockin' Charlie" (Part IV) by Bobby Peterson on V-Tune, "Goodbye, Kansas City" by Wilburn Brothers, "It's Fallin' In Love with My Baby" by Artie Fields on Star Satellite.

Mattie Singer of David Rosen, Inc., informs us that several titles are popular in the Northeast, including "The Three Bears" by June Valli, "Cradle of Love" by Johnny Preston and "It Could Happen" by Larry Johnon. A recent edition (Part 45) by Santos and Johny on Canadian-American, Top I.P. is "They're From A Summer Place" by Billy Vaughn on Dot.

ERIE: Mardi Gras, Bama Mainline called to report heavy action on "Oh, I Wish I Was A Doll" by Artie Fields on Star Satellite.

LITTLE ROCK: Bob Heiler of Chips reports strong sales on "O Dio Mia" by Amnette on Vista, "Fall Out Tree" by Dorsay Barrerito on Fra and "Chatamango Choo Choo" by Ernie Fields on Rendevous. Never slow, Alvin Watkins and "Angela James" by Johnny Ferguson (all on M-G-M). Others that are selling are "Who's importin' My Mind" by the '5s on Calico, "Walk With The Wind" by the Felodites on Sir, "Mister Lonely" by the Videl on JDS, "The Stroll That Slick" by the Stompers on Capitol, "Tillie on Into My Peecin'" by Pa Dow or Jesse Hall on Millit and "Where It Hurts The Most" by Sunny and "Beautik Fly" by Johnny and the Hurricanes on Warwick.

SAN FRANCISCO: Don Graham of G&C Distributing Company reports that he has five Warner Bros. platters. These and others are by Connie Stevens, "Maid in France" by Gerald Goff, "Scandinavian Shuffle" by the Swag-Dare, "Tinsam" by Bill Halley and His Comets and "Will We Meet Again" by Bob Markley. He also reports action on "Beautiful Hawaiian" by Sir Chasney. Top Warner Bros. I.P.'s are "Positively The Most" by Jessie Niles, "Swingin' To the Beat" by Carol Kaye, "The Most Beautiful Music Of Hawaii" by George Gofee, "Photoplay, Great Love Themes" and "The Sound of Music" by the Trump Family.

NOTE: In Warmer Weather, "Spring Fever" by Buddy Cole and "Behind Brigette Bardot." The new monthly, "Sound Boy," featuring a Warner Bros. I.P. each month at a reduced rate, has proved a big success. "Spring Fever" (Part IV) for this month is "Rhapsody In Blue" and "An American In Paris" by Ray Heindorf.

Sun Commonwealth of New Sound wires that sales are high on "(The) Mixed Potatoes" by Nat Hendrick on Dade, "Summer-time" by the Drifters on Capitol and "Choo Choo Choo" by Ernie Fields on Rendevous and "Uh Tish" by the Nutty Squealer on Hanover.

BRIEFS: Barbara Buresh of Sun and Phillips International Records called to report action on "Lonely Weekend" by the Penguins on R&B, "Kelly's Travels" by Larks on Ormsby and "A Million Years" being distributed by Hanson Publications in Miami, ... End of Coke Records have switched to Hale Enterprises in Boston, Dale also has Goldcliff and Mark-X. ... Pickwick has lined up Summit Distributing, Inc., in Chicago for Design, Compatible Fidelity, Cricket and Off Broadway Records. ... Cartoon Records now has Arnold Records, ... MARCH 19, 1955

Welch Scores on First Cadence Disk

Nineteen-year-old Welch from Grill Records, in New York, where he began his career just a few years ago. In New York, 1955 Welch was brought to the attention of Knave, a lawyer, and Gordie Baker, a disk jockey who were impressed enough with Welch's talents to sign him to a personal management contract.

After spending months of

Preparing his night club act and taking lessons, Welch cut a demo I.P., and it was this I.P. that convinced Cadence presy, Arnie Berger, to sign him to a long-term record contract.

The result is that Welch's debut disk, "Don't You Know Me," is bouncing up on the "Hot 100."
FANTASTIC RESPONSE

THE DOUBLE PLAY... DOUBLE VALUE MONEY MAKER

& DEALER ACCEPTANCE

FOUR SMASH SONGS

OVER 100,000

FULL COLOR SLEEVE

IN 3 WEEKS

HANOVER DP-301

THOSE HITMAKERS

THE NUTTY SQUIRRELS

SINGING

UH-HUH *
Salt Peanuts
Ding Dong
Zowee

DEALERS — JOCKEYS — OPERATORS
Contact your nearest Hanover/Signature Distributor
or
Hanover-Signature Record Corp.
119 W. 57th St. N.Y.C. 19
Columbus 5-0650

4 HITS
TWO ON EACH SIDE
and it retails for only 98¢
MUSIC AS WRITTEN

New York
FREY PARTY FOR ARTHUR TRACY

Sid Frey, head of Audio Fidelity Records, threw a party at the home of Mrs. Frey on Thursday night for the benefit of the firm's roster, fellow-Frisier Arthur Tracy, the "Street Singer." The party, which was held at 85 So. Fifth Ave., was sponsored by Audio Fidelity, titled "The Street Singer," was previewed at the affair. Tracy, speaking to the assemblage, stated that he was returning to the broadcasting world "for kicks."

Lary Clinton has been signed to an exclusive deal pact by Everest Records. . . Nina Simone opens at the Village Vanguard in New York March 15, plus Tom O'Horgan and the Jimmy Jones Trio. Pointed at a "pleasure," the lady was in, "For the love of music!" this week. . . A bust of former band leader Noble Sissle will be presented to Stackwood at the race meeting at the Rendell Park in recognition of his "outstanding contribution to the creative progress of the Negro in the field of arts." . . . Robert Merrill's new deal at RCA Victor permits him to make a world recording. His first outstanding recording will be for Everest Records in a program of Cole Porter and Vincent Youmans, his second will be "Blue's Sacred Services" for Columbia. . . Fred Dvonch, musical director for the Jones Beach, New York, musical comedy productions, was honored last week by a party at the New York College of Music.

Bert Siegelman, national promotion director at Frank Music, will marry Tosanya Thompson of NBC April 10. . . . Louie Prima and Don Cornell will do a one-night-thing at the South starting March 28. . . . Jimmy Jones is joining the Red Prysock trio for a set of one-nighters through the Midwest at the end of this month. . . . Dieter Linke is now managing Terri Stevens, George Kaye and Johnnie Ray. . . . Benny Goodman, Dinah Washington, and Rafael and the Clovis Brothers in addition to other acts. . . . The Four Voices open at the Knave and in addition to other acts.

The Luggage and the Cloister's new album "Freebie" features singer Bobby Sharp. He will record for Epic Records. . . English song idol Marty Wilde arrived in this country last week after a successful operation in London. Row of TV bulletin stands to push his hot waxing of "Red Hot and Blue" to the Top in New York. . . . He will make some records here before returning to England.

A new label, Orchid Records, has been formed by Tom Pincushion. First artist on the label is Joe Spa. . . . Charlie Orr is the new special agent. He will co-ordinate a.f.r. activities with those of the various services department of the label. . . . "My Father's Blues" by George Duke has been named literary editor. . . . Law Krecfis is out promoting Barry Darwey's waxing of "How Will It End." and Ronnie Brent's single, "Rendezvous to Cape Town." . . . Connie De Nue's public relations firm now has an office on the West Coast in Beverly Hills. Calif., . . . Jim Ayre, the managing editor of Gold Record Scrap, . . . Epic albums has one-night-thingers thru Philadelphia . . . Virginia De Luce is now performing at the House of Vienna in New York. . . . Frank De ев use to the Blue Heaven in New York. . . . Tony Bennett appears in the cabaret for the scoring of the Hie's "Pillow Talk." . . . Cy Levin is the new a.f.r. man for Goldman Record Scrap. . . . Epic albums has one-night-thingers thru Philadelphia.
Who helps you to spot most of Tomorrow's top 100 records in advance?

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

* 70% of the records featured in the big Billboard ads actually reach the Hot 100.

* And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much better— if you want to get the jump on tomorrow's hits than to program and order from the records featured in Billboard ads each week.

The record manufacturers themselves!

title is taken from one of the tunes in package written by Paul Simpkins, who, like Chibbs, are on RCA Victor. He has canceled a scheduled performance of the Bartokian String Quartet and substituted the Schumann Concerto. Also he'll play the Brahms Second Piano Concerto. . . . Erroll Garner gives a concert at Civic Opera House Saturday (19) in Irvington is Harry Zeiler, city's classical concert tycoon. Last but not least are the record-breaking scores which hit the Kentucky section. Walk is currently working on "Darling, Darling," by the Fraunberger Brothers, and expresses excitement over the new Verve single by the Four Holidays, "Love You, Baby," and the "Sound of Music" LP by Paul Smith.

Bill Sachs

Chicago

Newest tipoff to what Van Chibbs may be recording next: For a mid-April appearance with the Chicago Symphony and Fritz Reiner (who, like Chibbs, are on RCA Victor), he has canceled a scheduled performance of the Bartokian String Quartet and substituted the Schumann Concerto. Also he'll play the Brahms Second Piano Concerto. . . . Erroll Garner gives a concert at Civic Opera House Saturday (19) in Irvington is Harry Zeiler, city's classical concert tycoon. Last but not least are the record-breaking scores which hit the Kentucky section. Walk is currently working on "Darling, Darling," by the Fraunberger Brothers, and expresses excitement over the new Verve single by the Four Holidays, "Love You, Baby," and the "Sound of Music" LP by Paul Smith.

Bill Sachs

Nashville

RCA Victor a: and, man Chet Atkins and his assistant, Jack Clement, attended a d.t. meetings at the Hampshire House, New York, last week. Gustafson Chet, whose album, "Tennessee," is one of the 40 top-selling LP's in the country, appears with RCA Victor's Dave Gardner Thursday (17) at Ryman Auditorium. Here, Concert is being booked by Harris Martin Productions. . . . Local RCA Victor is being handled by Elvis Presley fans asking questions pertaining to Presley's plans. Local rumor is that Elvis may record in Nashville at all, but on the West Coast.

Jim Reeves' RCA Victor single of "He Has to Go" is reported already well past the million mark in sales. He begins work on a new album in a few days. . . . RCA Victor execs are happy with the reception being accorded Foster Wagoner's latest release, "The Legend of the Big Strings." ... Ronnie Brown, younger sister of Jim and Maxine and Maxine (the Brownes), eloped February 11 with Little Rock interior, Dr. Gene Dale King. ... Organist Jimmie Richardson was in town last week, pushing his EP on the Marcelle label among local country and pop jockeys. ... Deechie's Bohlin and Maxine's Marvin Rainwater were also in town last week. They had been on tour together.

... Billy Grammer cut his first session for Everest at Bradley Studio Sunday (13).

Jim Denny Artists Bureau has Little Jimmy Dickens opening at the Flane in Minneapolis March 16 for four days. . . . Noble-Dairy & Associates pretty Pat Graham, has returned from the West Coast, where she directed filming of Rocky Marciano commemorative for Ferdinand Cigar account. . . . Deeca's Owen Bradley was in New York last week on label business. . . . M.C. Jim Vanneman, town last week to direct a Mark ("Teen Angel") Dinner session at the Bradley Studios, began recording of their first album for Warner Bros. at RCA Victor here Tuesday night (8). . . . Monument's Fred Foster was a recent visitor here.

... Top Records of Lubbock, Tex., brought in artist Vance Plan for session at RCA Victor Studio Monday (7). . . . RCA Victor Customs' Eddie Jackson and Bobby Tommey toured RCA's pressing plants in Indianapolis Monday and Tuesday of last week.

Pat Twitty

Continued from page 23
Decca proudly presents
the first 20 Deutsche Grammophon recordings imported directly from Germany—manufactured, packaged, and factory-sealed in Germany by the Deutsche Grammophon Gesellschaft.
### Mono Action Albums

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<th>Title, Artist, and Label</th>
<th>No. Weeks on Chart</th>
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<tr>
<td>1.</td>
<td>THE SOUND OF MUSIC</td>
<td>13</td>
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<tr>
<td>2.</td>
<td>FAITHFULLY</td>
<td>9</td>
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<tr>
<td>3.</td>
<td>SIXTY YEARS OF MUSIC</td>
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<td>4.</td>
<td>HERE WE GO AGAIN</td>
<td>19</td>
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<td>5.</td>
<td>HEAVENLY</td>
<td>26</td>
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<td>6.</td>
<td>ITALIAN FAVORITES</td>
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<td>7.</td>
<td>OUTSIDE SHEETY BERMAN</td>
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<td>8.</td>
<td>SUNFLOWER BALLADS</td>
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<td>9.</td>
<td>THAT'S ALL</td>
<td>24</td>
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<td>10.</td>
<td>BELFASTRE AT CARNEGIE HALL</td>
<td>19</td>
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<td>11.</td>
<td>FABULOUS FABIAN</td>
<td>12</td>
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<tr>
<td>12.</td>
<td>THIS IS DARIN</td>
<td>2</td>
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<td>13.</td>
<td>KINGSTON TRIO AT LARGE</td>
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<td>14.</td>
<td>OLDS BUT GOODIES</td>
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<td>15.</td>
<td>LET'S ALL SING WITH THE CHUMPKINS</td>
<td>16</td>
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<td>16.</td>
<td>TEERSHILL</td>
<td>4</td>
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<td>17.</td>
<td>MOORE JOHNNY'S GREATEST HITS</td>
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<td>18.</td>
<td>KINGSTON TRIO</td>
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<td>19.</td>
<td>PARTY SING ALONG WITH MITCH</td>
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<td>20.</td>
<td>SANTO AND JOHNNY</td>
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### Essential Inventory (Mono Albums)

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<tr>
<td>1.</td>
<td>1. PICCINNISHILLY RONAN</td>
<td>47</td>
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<td>2.</td>
<td>2. SOUTH PACIFIC, Sound Track</td>
<td>103</td>
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<tr>
<td>3.</td>
<td>3. MY FAIR LADY, Original Cast</td>
<td>206</td>
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<td>4.</td>
<td>4. FROM THE JIMMY I, Kingston Trio</td>
<td>77</td>
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<tr>
<td>5.</td>
<td>5. SOO, Sound Track, M-E 2 3461</td>
<td>69</td>
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<td>6. JUDY, GREATEST HITS, Johnny Mathis, Columbia CL 1120</td>
<td>88</td>
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<td>7. THE MUSIC MAN, Original Cast</td>
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<td>8. FAILE SING WITH MITCH, Mitch Miller, Columbia CL</td>
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<td>9. THE KING AND I, Sound Track</td>
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<td>10. MILANKMANS, Sound Track</td>
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<td>11. RAY TREEWAY GUITAR, WILL TRAVEL, Cuts Ed, Columbia CL 3000</td>
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<td>12.</td>
<td>12. PLOWFDRUM, Sound, Original Cast, Columbia CL 5550</td>
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<tr>
<td>13.</td>
<td>13. OPEN FIRE, Two GUITARS, Johnny Mathis, Columbia CL 1270</td>
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<td>14.</td>
<td>14. MAE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1293</td>
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<td>15. KINGSTON TRIO, Cuts Ed, AAM CL</td>
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<td>16.徑 GRAND, Frank Sinatra, Capitol CL 1040</td>
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<td>17.</td>
<td>17. THE KING AND I, Sound Track</td>
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<td>18. SONGS...12</td>
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### Stereo Action Albums

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<td>1.</td>
<td>THE SOUND OF MUSIC</td>
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<td>2.</td>
<td>PERSUASIVE PERCUSSION</td>
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<td>3.</td>
<td>HERE WE GO AGAIN</td>
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<td>11.</td>
<td>MOORE JOHNNY'S GREATEST HITS</td>
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### Essential Inventory (Stereo Albums)

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**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 the proper album, or an album which is a Record Review Department package, be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

**Pop—**

**THE VILLAGE OF ST. BERNADETTE**

Andy Williams. Capitol CLP 3082 — Williams turns to a lovely set of pop inspirational, hymns and religious songs, each with a different Miles Davis' trumpet solos are sincere and dedicated throughly. Highlighted by his recent hit single selection, the album title tune, other numbers include "You'll Never Walk Alone," "I Believe," and "He's Got the Whole World in His Hands." Sound of this album is quite good.

**GOLDEN EYES**

Patti Page. Mercury MG 20495 — Many of the last's past disk successes are included in this anthology of her golden hits. Her fans will find the package highly attractive. Included are "Tennessee Waltz," "Detour," and "Old Cape Cod." Sound and a displayable cover are sales assets.

**I LOVED YOU IN SO MANY WAYS**

Brook Benton. Mercury MG 20465 — Benton could be this week's big seller with his latest LP. Included are several of his past singles plus new material. The rock settings help the singer all the way. The tracks should find the album a fine programming item, and the singer's fans will also like it. Tunes include "Someone to Watch Over Me," "You're a Honeymoon," and "You're a Fine Girl." Sound and a displayable cover are sales assets.

**HAPPY Moods**

Ahmad Jamal. Argos LP 662 — Jamal has another likely dual-market pop and jazz seller with this offering. The composer's distinctive approach is heard to strong effect on such gems as "You'd Be So Easy," "Love Me," and "Pavane." The set is nicely balanced to include mood tunes and swingers. Good cover.

**JERED ANGEL**

Cesare Dalla. Capitol EP 1190 — Here's an outstanding album of Leroy Anderson's music, conducted by the composer himself. The tunes include such favorites as "The Syncopated Clock," "Fiddle Fiddle," "Serenade," etc., and they are played with a lilt by the large orchestra. The recording is delightful and jazz enthusiasts will enjoy it much. An excellent deep jazz programming asset.

**STEREOGRAPH CLASSICAL ALBUMS**

1. **ROGERS: VICTORY AT ISSA, VOL. 2**
   - The Philadelphia Orchestra, RCA Victor MG 2255.
2. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**
   - Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor MG 2252.
3. **THE LORD'S PRAYER...**
   - The Mormon Tabernacle Choir (Condi), Columbia MS 1068.
4. **RODGERS: VICTOR AT SEA, VOL. 2**
   - RCA Victor Symphony Orchestra (Bennett), RCA Victor MG 2252.
5. **TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLEDO**
6. **THE LORD'S PRAYER...**
   - Mormon Tabernacle Choir (Condi), Columbia MS 1068.
7. **TCHAIKOVSKY: 1812 OVERTURE: CAPIROCI ITALIAN**
   - Minneapolis Symphony Orchestra (Bennett), Mercury MG 10034.
8. **GROFE: GRAND CANYON SUITE**
   - The Philadelphia Orchestra (Ormandy), Columbia MS 1068.
9. **BEETHOVEN: SYMPHONIES NO. 4 & 6**
   - The Columbia Symphony Orchestra (Mallet), Columbia MS 1068.
10. **OFFENBACH: GAITE PARISIENNE; KHRACHTHATURN: GAITE BALLET SUITE**
    - Boston Pops (Ritcher), RCA Victor MG 2267.
11. **RACHMANINOFF: PIANO CONCERTO NO. 3**
    - Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor MG 2255.
12. **HANDEL: SUITE**
    - BMG RCA Records.
13. **MORMON CHORUS**
    - Goes with the movie "The Sound of Music."
14. **LEROY ANDERSON**
    - Goes with the movie "Annie."
IT'S 'MADISON TIME' ON COLUMBIA!

Wildfire couldn't spread faster than "THE MADISON"—the contagious new 1960 dance craze that's breaking out coast-to-coast as the biggest epidemic since the hula hoop.

Columbia's out front with the "must" version of this hip square-dance (teen-age style) that's definitely not for squares. The Ray Bryant ("Little Susie") Combo provides dancers with the driving "Madison Time" beat—Parts I & II—and there's a swingin' ad-lib assortment of crazy "Madison Time" calls. Step-by-step illustrations for "The Basic Madison," plus such interpolations as "The Wilt Chamberlin Hook," "The Jackie Gleason," and "The Rifleman," are all printed on the sleeve.

This is the REALLY BIG dance record of the year!  

Publisher: Cromwell Music, Inc.
GERRY MULLIGAN MEETS BEN WEBSTER
Verve MGVys 4164 (Stereo & Monaural) — The great baritone sax artist and the great tenor sax man team forces for a track set that gets better with each new band ending with a fine cut on “Sunday,” the oldie. Set is especially effective in stereo. Both the reeds blow up a storm, and buffs should flock to the set. Accompanying are Jimmy Roselio, piano; Mel Lewis, drums, and Leroy Vinnegar on bass.

PETE FOUNTAIN DAY
Coral CRL 57333—Recorded at the Municipal Auditorium during “Pete Fountain Day” in New Orleans last October, this is a nicely packed double-fold, (with bouncy photo-text) album spotlights exuberant, tasteful Dixieland performances by the ace clarinetist and a group of solid sidemen, including Jack Speerling and Don Rigby. Results are relaxed, listener-friendly and solidly commercial. The ex-Well star has a strong personal following among pops and jazz fans.

A GASHER
Annie Ross-Zoot Sims, World Pacific S 1285—Annie Ross of the Lambert-Huerraquins Ross is teamed alone in this duet set, and quailed with Zoot Sims featured past set provides fine backgrounds. The chick walks to strong effect on such fare as “I Didn’t Know About You,” “You’reNEVER” and “Lucky Day.” Her fans will find it a gaser, indeed.

Classical
BARTOK: MUSIC FOR STRINGS, PERCUSSION & CELESTI; HUNGARIAN SKETCHES
Chicago Symphony (Reiner) RCA Victor LM 2374—Reiner has been associated personally with Bartok and his music for many years, but this is his first recorded set of these works. His incisive readings are certain to rank high despite heavy competition in the “conventions.” “Four Dances,” “Pizzicato polka,” and “The Hungarian Sketches” have a folk-like charm that contrast with the tense, febrile quality of the other works. The Chicago Symphony plays in fine form.

BEETHOVEN: SYMPHONY NO. 9 & 5
Rubinstein, Steiny, RCA Victor LM 2377—This is the first time Artur Rubinstein and Henry Steiny have recorded the same program. It has also made the first time Rubinstein has recorded the Kreutzer sonata. Thus, the album has added sales appeal, in addition to the usual potential commercial pull of the artists and works. Excellent performances amateurs and sound.

SAINT-SAENS: SYMPHONY NO. 3
Boston Symphonic (Munch) RCA Victor LM 2341—Here’s another strong commercial package by the popular Boston Symphony and Charles Munch. Utilizing an unusual stage seating pattern, this LP spotlights except performances and excellent sound techniques, highlighted by standout solo work from Benjamin Britten Zachimowski and pianist Leon Littwin and Bernard Zigler.

TCHAIKOVSKY: SYMPHONY NO. 4
Boston Symphony (Monteux), RCA Victor LM 2369—There are many versions, in stereo, of this memorable symphony, already on the market, including another by the same orchestra under Charles Munch. The reading is as usual, handsomely packaged down to a matter of rending enough, it is hard to name value in selecting which versions to carry. Monteux, the venerable Panchos, of course, does have a substantial following, which should be borne in mind.

A Directory of Services and Supplies for the Manufacture, Distribution and Sales of Records and Allied Products—coming in the...
This peppery package consists of Rosemary Clooney, Perez Prado's big band, and—as a free gift to your customers—a real-life bottle of Tabasco Sauce!

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• with a striking 4-color counter merchandiser, to hold albums and bottles of Tabasco!

• with local newspaper ads!

Get 'em while they're hot! Order now. Living Stereo and monophonic....LSP/LPM-2133.

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Another Billboard Record/Phone Dealer

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... offering both records and albums

... handles phonographs selling from $35.00 to $500

... has been reading Billboard for more than 6 years

when answering ads...

Say You Saw It In The Billboard

*** SPECIAL MERIT SPOTLIGHTS ***

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

**JAZZ**

SINDEY BECHET

Columbia CL 1410—This album, featuring the late Sidney Bechet, was recorded in connection with the Brussels World's Fair in the summer of 1958. It features Buck Clayton, Vic Dickenson, Arvell Shaw, Kamas Fields and George Wein. Bechet plays with his usual exuberance, and the tunes are all suited to his style. They include "Indiana," "Society Blues," "St. Louis Blues," "Swann River" and "When Saints Go Marchin' In." Great cover shot of Bechet will help get this sell, too.

CLASSICAL TALENT

CHOPIN: CONCERTO NO. 1 IN E MINOR

Harrington, Piano; Viktor Sczisz (Hoffreiser), Epic BC 1069 (Stereo & Monaural)—Harrington displays technical dexterity and also warmth in his playing of the romantic concerto. He's fleet and mercurial with no sacrifice of interpretation. Hoffreiser keeps the orchestra in a splendidly subdominate role. Set is worthy of attention and exposure.

CLASSICAL

FRENCH IMPRESSIONS

Hollywood Saxophone Quartet, Verve-MGV1 6111 (Stereo & Monaural)—A unique release that is charming and completely delightful, featuring works by French composers of the past 100 years played by a quartet made up of sopranino, alto, tenor and bass sax. The instrument's ability to play classics as well as jazz with delicacy and shading is proved by musicians at home with both types of music. Included are three bright works by Debussy, and compositions by Poel and Gabriel Ponce.

**THE MADISON-SLOP-NEW BOB**

DANCE the "BEATNIK BEAT" and "SCRATCH BACK"

PARK GAYTEN

Anna #1112

"LONELY & BLUE"

JOHNIE & JACKIE

anna #1108

when answering ads...

Say You Saw It In The Billboard
2 GREAT SIDES FROM THE BOSS OF THE BLUES

JOE TURNER

MY LITTLE CHAINS
HONEY-DROPPING

atlantic records

A NEW TOMMY RIDGLEY SMASH!

LET'S TRY AND TALK IT OVER

Fare Thee Well

h/e

IS IT TRUE

Ric #968

Disk Jockeys: Write us for Sample Copies

RIC RECORDS, INC.,

630 1/2 Baronne St.

New Orleans 12, La.

• Reviews and Ratings of New Albums

Continued from page 31

VERY STRONG SALES POTENTIAL

Quartet, Stanley BLP 142 — A typical gospel singing show is presented in this package which was received during Walter Winfield's 10th anniversary performance of 100 years of religious music. The voices are bright and powerful. Performances are varied, indi-

vidual characters are established and development of the sacred form — "I See Jesus" "Good Make a Way," "Come With Me" — is thoroughly

SACRED SONGS FROM THE BIBLE

Sundays, 8:45-PM, Stanley BLP 123 — The Martyrs' theme is given in two typical, hard-boiled monologues on His life and work of great devotion. The

music

PERFORMANCE

were

sacred

Saunders

tunes

for

Hear Everlast

The World's
First
Stereo-Scored
Orchestra

AUDIO

FIDELITY

RECORDS

PRE-PAK

BIG

SPROFFITS

Stereo Surprise of '60!

DURAB

Made by Lillie America's

1969

1875

Presents

ERAS

The Stereo Sound record

first recorded before...

INSTRUMENTAL INTERNATIONAL.
You all know TENNESSEE Ernie Ford’s religious albums. You’ve sold more than 1,600,000 of: HYMNS, NEARER THE CROSS, SPIRITUALS, and A FRIEND WE HAVE. This one is destined to sell a million. Timed for Easter...in the most deluxe package ever, at a regular TAO price!

One record in deluxe double jacket; custom-bound gold stamped 32 page hymnal with cloth page marker; 4 part harmony and complete verses for all 14 familiar hymns.

TENNESSEE
ERNIE FORD

SING A HYMN WITH ME

ONWARD CHRISTIAN SOLDIERS □ OH HOW I LOVE JESUS □ WHEN THE ROLL IS CALLED UP YONDER
THE CHURCH IN THE WILDWOOD □ I LOVE TO TELL THE STORY □ BRIGHTEN THE CORNER WHERE YOU ARE
THE HOME OVER THERE □ COUNT YOUR BLESSINGS □ ALL HAIL THE POWER □ BRINGING IN THE SHEAVES
THERE IS POWER IN THE BLOOD □ WHAT A FRIEND □ SHALL WE GATHER AT THE RIVER □ JESUS LOVES ME

(Stao • 1332)
from Coast to Coast
the SOUND is from
Rodgers & Hammerstein’s
"THE SOUND OF MUSIC"
recordings from the score:

THE SOUND OF MUSIC
Pete King Chorale—Kapp
Rosemary June—U.A.
Doris Day—Col.
Patti Page—Mercury
Mary Mazza—Epic
Gordon MacRae—Capitol
David Whitfield—London
Ernest Maxin Orch.—Rank
Felicia Sanders—Time
Patrice Roselle—Synthetic
Prom. Orch.—Synthetic

DO-RE-MI
Mitch Miller—Col.
Anita Bryant—Carlton
Pete King Chorale—Kapp
N.J. High School Band—Design
Children’s Ch. (J. Carroll)—Golden
Top Hitters—Keel
Peter Pan Players—Synthetic
Patrice Roselle—Synthetic

MARIA
Johnny Desmond—Col.

CLIMB EV’RY MOUNTAIN
Tony Bennett—Col.
Pete King Chorale—Kapp
Ron Murphy—MGM
Frank Simone—Adonis
Harry Simeone Ch.—20th Fox
David Whitfield—London

SIXTEEN GOING ON SEVENTEEN
Leslie Uggams—Col.

MY FAVORITE THINGS
Leslie Uggams—Col.
Pete King Chorale—Kapp

AN ORDINARY COUPLE
Johnnie Ray—Col.
Mike Preston—London

THE SOUND OF MUSIC ... ALBUMS

COLUMBIA
Original Cast
Norman Paris Qt.
Percy Faith
Hi-Lo's (Broadway Playbill)

CAPITOL
Alfred Newman Orchestra

CROWN
Robert Kent

DECCA
Stratford Strings

DESIGN
Bill Heyer & June Johnston

IMPERIAL
Mannie Klein

KAPP
Pete King Chorale

MERCURY
Richard Hayman

MG M
Benny Goodman

OMEGA TAPE
Al Goodman

RECORD CORP.
Broadway Singers & Orch.

ROND0
Gigi Durston

ROULETTE
Mitchell

SYNTHETIC PLASTICS
Patrice Roselle
Ana Green-Rose
Blocks-Bals Colen

VERVE
Paul Smith
Oscar Peterson

WARNER BROS.
Trapp Family

WILLIAMSON MUSIC, INC.
New York 20, N. Y.
These records, of all those on the Hot 100, have been to show how the same sales breakdown within this week for the first time. Thy are recommended to dealers, for the purchase and to stock outlets on having the greatest potential to go all the way. Previous Billboard Spotlight Pops are marked (*).
FOLK TALENT & TUNES

By BILL SACHS

AROUND THE HORN

Clarence Zahnle and band are currently working TV shows and personal appearances in Wisconsin, Iowa and Illinois to plug their initial release on the film "Blue Bird of Cumbria," adapted from "Listen to the Mockingbird," b/w "You're On the Inside," which they cut at the RCA Victor studio in Chicago a few weeks back,... George Hamilton IV, now working out of the Jim Dennis office, Nashville, made his bow as a regular on "Grand Ole Opry" last week. George is spotting a new ABC-Paramount release, "Why I Love This Country," written by Stone wall Jackson, backed by a full band titled "Tremble," penned by John D. Landrum. Both are straight country. Jimmy Wayne obtains a copy by writing to Hamilton in care of.. 146 Seventh Avenue, North, Nashville.

Bill Collins, design-enterainer, typescript from Hollywood that he is presently working on a couple of things which, if all goes well, will put him back in the big middle of country music," writes Bill, "I've looked forward to for some time, in fact, since I left the Phillips, Metro Country Music Show." His wife, Shirley Caddell, is cutting a session soon for Challenge Records for both a single and album release. Collins says that he'd like to see a new film starring Dwight Gordon, Smokey Stover, Bill Stanley and Charlie Stokely, adding that they are working on new radio spots, in Southern California for country music's address to radio. They'll be in Portland, Ore. P. O. Box 1991, Hollywood 28.,... the veteran Pappy Anderson, now back in town, has put the Bally Bros. Circus, phonies in from Colorado. He says that he is taking over the personal management on George Jones (Mercer) and that he has started to solo.

The other last year's favorite, covering "Ten Paces" and "Rough 'n Ready Teddy," (Rastenell, that's it) has just been released. Howard and Shyke share the publishing on the two tunes. They're Hickory Records country records are "Watch Dog," by Al Terry, "Make a Wish" b/w "They Just Don't Know You," by Margie Provine, "I Know Why" b/w "Thanks for Not Telling Me," by Ruby Acoff, and "McCormick's String Pie" and "I'm Happy to Know," by The McCormick Brothers.

Danny Hartson, now serving as talent scourer for Cool Records, Harlison, N. J., recently signed 14-year-old Roy Seely, the West Virginia singer, namely Glenn Mann, Richard Shonette, Billie Joann Harlow, the Ciel Quartet, the Gay-Light Trio, the Spiral Mountain Boys, Acres of Space, Robert Dalton, Gospel Tones Quartet, the Traveller Trio, Columbus Wright, Roy Wells and Harold Sears. Upcoming bookings for Sandy Lee Theater, Sandy Lake, Pa., are Cowboy Vibes and Nell Country Boys, with Mabelene Hinkin and Bruce Spangler, March 12; Doc Williams, March 19, and Rufus and the Honeycombs Joe-Wes West, March 26, ... Homer and Jethro's new RCA Victor single, "El Paso—Nineteen," b/w "That's Good, That's Bad," has just been released. Letter duty was penciled by Chet Atkins and Archie Campbell.


With the Jocks

Al Urban has launched a new two-day weekly hour show on station KNOC, a program titled "Country and Western Bandstand." He invites artists and diskmen to send him material and outcries, "Just out is Ray Price's new one and I've got a guitar solo on the "First Day?" Mayhaps you may obtain a copy by writing to Panper Music, Inc., P. O. Box 36, 119 North Goodale, Columbus, Ohio. Price's solo on "elay Goodell, Tenn. Price responds to just the artist. As soon as he (Price) has returned from a vacation trip following a week with the Al Smith Orchestra, he will respond to you (Price) has returned from a vacation trip following a week with the Al Smith Orchestra, he will respond to your request for "Dixie Thunder." (Ray Price) is available by dropping 'em a card.

Ted Daigle has shifted his activity to CILS, 5,000-watt station at Forestville, La., and asks that the record companies and artists contact him accordingly. Ted will have a single of his own in March with a record company. His record for Rodeo Records, the "Piano," b/w "Some Girls Done Had Too Much," is due for release. "Creepin' Thunders" b/w "I Ain't Stealin','" with "Ole Caddie," are available by dropping 'em a card.

BUCK OWENS "TIL THESE DREAMS COME TRUE" Cap. 4327

BUCK OWENS "TIL THESE DREAMS COME TRUE" Cap. 4327

VARIOUS ARTISTS "JUBILEE U.S.A." RCA Victor 31039

THE BILLBOARD March 14, 1960

LOW END WEEKS

BY CHARLIE RICH

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TIE RECORD PRODUCTIONS

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© 1960 American Radio History, Inc.
SANFORD CLARK
- SING ME LOVE—JAMIE 1151—the memorable tune, a fine arrangement, and a dream reading by Clark. This has a good sound, and it could step out. (Wright-Lines, BMI)
- **GO ON HOME**—Clark is in excellent form on this Westerm ballad which has a Johnny Cash touch. Good guitar backing. (Gorham, GMB)

FRANKIE LANE
- **ST. JAMES INFIRMARY**—COLUMBIA 41612—Strong performance on a fine recording, with an emotion-packed standard with matic backing by Les Brown. Fine guitar work. (Gorham, ASCAP)
- **E ET VIOLA**—Attractive, up-tempo tune is wrapped up in a perfect treatment by Lane and tasteful backing by Les Brown. Another solid jockey item. (Leeds, ASCAP)

MITCH MILLER & GANG
- **PINK POMPEIANOS**—COLUMBIA 41616—A folksy novelty by the Miller gang that has tongue-twister touches and a good sound. It should be watched. (Planetary, ASCAP)
- **SING ALONG**—The tune was written especially for the Miller gang on Sing-Along Album. The high chorus is happy, plentful tune, assisted by a good backing with banjo. (Paul- lane, ASCAP)

FOUR ESQUIRES
- **MAKE THEM MINE**—PARIS 544—Tasteful vocal treatment of this swing off with smart backing. (Rivers, BMI)
- **PEG O'MY HEART**—The oddie with mildly jazz backing is an easy winner. (Wright-Lines, BMI)

AL BROWN/ TUNETOPPERS
- **THE MINSTREL**—AMY 804—The dance that is getting action in Washington and Baltimore is done up in song with show and some real Brown. If the dance happens, so could this record. (Aim, BMI)
- **MOD' MADISON**—This is a continuation of side 1, and could be called Part II. (Aim, BMI)

SINGING REINDEER
- **THE HAPPy BIRTHDAY SONG**—CAPITOL 4535—The Singing Reindeer with their speeded-up "Alvin" type voices offer a happy and happy little Sled-drawn t Nutzung. Appeal is mainstay for the kiddie market. (Rap, ASCAP)

- **I WANNA BE AN EASTER BUNNY**—The group developed a good chart series with their Christmas offerings this year. So Easter side is the logical follow-up. It's a cute gimmick side that can get seasonal action. (Music-Place-Airgin, BMI)

HUELYN DUVALL
- **PUCKER PAINT**—CHALLENGE 59069—Blue rocker is cut with a live record by the singer. Rhythmic and danceable item provides a good coupling to the flip, and it could move as well. (Golden West, BMI)
- **Boon Boom Baby**—Fairly spirited rocker gets a vigorous outing from Duvall with suavity combo and male group backing. This has a chance. (Golden West, BMI)

GABRIEL & ANGELS
- **CHIMBA**—AMY 802—A most unusual instrumental wass that has a touch of the Latin and a touch of the South American at the same time. Could get spade. (Aim, BMI)
- **AYY**—Another fantastic effort by the group, but this time the musical form sounds Eastern, Two Instrumental cuttings. (Bettin, BMI)

DANNY BIOLOGIO
- **M-G-M 12881—Cute novelty receives an action packed rendering by Valentine with help from a vocal group and a catchy instrument. A strong bank of wax. (Empire, ASCAP)
- **A Million Years**—Danny Valentino prefers this rockballad with much feeling; as he tells of his turns when he and his girl had a quarrel. Good wax. (Vera First, ASCAP)

SONNY JAMES
- **JENNIE LOU**—NRG 50—A fine sounding record with James faced in duet style track. It's got a good message, not in the usual five to six minute groove lyric. It's James's first for the label. (Mappin, ASCAP)
- **Passin' Through**—A happy, upbeat beamer and it also has the winning sound. Nice bright lyric also helps sell it. (Mappin, ASCAP)

JERRY LEE LEWIS
- **BABY BABY BBEY BEE**—SUN 337—Jerry Lee Lewis comes thru with a strong reading of a sprightly rocker that has a solid beat and a rhythmic infectiousness. Good wax. (Knox-Crystal, BMI)

(Continued on page 49)


**The Billboard**

**HOT R&B SIDES**

FOR WEEK ENDING MARCH 13

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<tr>
<td>BABY, Brook Benton &amp; Dean Washington, Mercury 71565</td>
<td>DISCOGRAPHY</td>
<td>ARELLANO</td>
<td>WEEDER</td>
<td>KENNEDY</td>
<td>BROWN</td>
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</tbody>
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- **Reviews of New Pop Records**
- **Continued from page 40**

- **GOOD SALES POTENTIAL**

The familiar tune is cup with much to recommend it, and for the Italian audience, for the Italian audience, for the Italian audience, for the Italian audience, for the Italian audience.

- **NOUGHT**
- **NEW**
- **WILD**
- **IRIS**
- **FAWNIE**
- **BABY**
- **LOVE**

- **Arthur Lyman Group**
- **Vera Cruz**

- **HIT**

- **MARTY VALENTINE**

- **Dream Book**

- **Ray Ellis**

- **FIRE**

- **Savina**

- **SONGRAFT**

- **MURPHY**

- **HOGAN**

- **PICKED**

- **HUEY SMITH**

- **BEATNIK 1 FOR THE BLUES **

- **DEAR JIMMY**

- **YOU'RE THE ONE**

- **BEAUTY**

- **CUTY OUT**

- **ACE #583**

- **ACE #584**

- **ACE **

- **TWO SELLEING SINGLES**

- **IKE CLANTON**

- **I'M SORRY**

- **HUEY SMITH**

- **BEATNIK**

- **OUT**

- **I'M CRYIN'**

- **OUT**

- **SHINE**

- **AND THE BLUES**

- **HIT**

- **DEEJAYS**

- **RUSKIN HI-Fi & REC CONTA**

- **KANSAS CITY 34 MO**

- **6320 1249**

- **RUSKIN HI-Fi & REC Center**

- **THE RETAIL ESTABLISHMENT OF THIS RECORD/PHONEL DEALER...**

- **...IS ESSENTIALLY A HI-FI STORE**

- **OFFERS BOTH RECORDS AND ALBUMS**

- **HANDLES PHONOGRAPH SELLING FROM $20.00 TO $1,000**

- **HAS BEEN READING BILLBOARD FOR MORE THAN 2 YEARS**

- **CONTINUED ON PAGE 40**

- **Additional Note:**

  - **Awards:**
  - **Billboard's Awards:**
  - **Historical Note:**
  - **Gold Discs:**
  - **Silver Discs:**
  - **Platinum Discs:**

- **Billboard's Music Popularity Charts... POP RECORDS**

- **MARCH 14, 1960**

- **www.americanradiohistory.com**
"STOCKADE ROLE" by ANDY DOLL

OELWEIN—The trade paper reviews of Andy Doll's version of Columbus Stockade Blues were correct. Sales "slips are showing" in Des Moines, Minneapolis and Milwaukee, and it looks very good for "Stockade Rock." Write Ad Records, Box 635, Oelwein, Iowa, for $0.99 and "Big Gerille" will be tickled pink.

A Two-Sided Smash! Bobby Rydell Sings

WILD ONE

LITTLE BITTY GIRL


THEY'RE HAVING A BALL

1610 Broadway, N.Y.C.

The Hit Version of "Summer Set"

EMILY FORD & THE CHECKMATES

ANDIE 5018

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to the Billboard TRIMM

The No. 1 SMASH IN ENGLAND

"WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?"

GOLDISC RECORDS, INC.

1650 Broadway, New York, N.Y.

BOB ROBERTS

TIP TOP TALK

"LITTLE BITTY GIRL"

The Temptations

GOLDISC 2001

GOLDISC RECORDS, INC.

1650 Broadway, New York, N.Y.

"I'M AFRAID I MUST TELL YOU"

THE Hit VERSUS THE HIT

MONTY HUGHES

Is On Capitol

CARLTON RECORD CORPORATION

506 M. I. Terrace, New York, N.Y.

The Hit of the Week

SAMBASZI

A Two-Sided Hit by THE CRESTS

Bee Gees

THE Hit VERSION OF "SOMEBODY'S SPOON"

LATEST RELEASE

PAUL ANKA

Sings

PUPPY LOVE

15303

"ALL I COULD DO WAS CRY"

b/w "A GIRL OF MY DREAMS"

BOY'S TALE #216

V- TONE RECORDS

1940 Ride Avenue, Philadelphia, Pa.

"DIO MIO"

ANNETTES 4TH IN A ROW!

"O Dio Mio"

Vidal 8714

A Two-Sided Hit by THE CRESTS

Bee Gees

THE Hit VERSION OF "SOMEBODY'S SPOON"

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**DALE STEVENS**

- **This Friends** - OZARK 225 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

- **She's Got It** - OZARK 227 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

**WILLIE PHILLIPS**

- **You Sure You Like It** - TROJAN 1381 (1962) - Another of the Chitlins favorites. Vocals of weighted and a rockabilly rhythm. (Memphis Valley, BMI)

**CARNEL TAYLOR**

- **I Love You So Much** - SHEERLWORD 85 (1962) - A weeper. Tender signers in the tradition of the greats. Sincere style and smooth vocals are perfect for this genre. (Memphis Valley, BMI)

**SHIRI F. SAM**

- **Bobby 24** - SHEERLWORD 85 (1962) - Another weeper. Performance is okay, but material is not as good as above. (Memphis Valley, BMI)

- **MODERATE SALES POTENTIAL**

**BIL MORGAN**

- **Your Wished Love** - OZARK 225 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

- **At Home With Mom** - OZARK 227 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

**SHIRLEY BECKER**

- **I Hear Your Footsteps** - OZARK 225 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

- **You Take More Than I Can Give** - OZARK 227 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

**BOBBY THEODORE & SHIMMY SHIMMY SHIMMY SHIMMY**

- **I'm Searching For You** - SHEERLWORD 85 (1962) - A weeper. Tender signers in the tradition of the greats. Sincere style and smooth vocals are perfect for this genre. (Memphis Valley, BMI)

**CHRISTIAN STUMP**

- **Take The Lord With You** - SHEERLWORD 85 (1962) - A weeper. Tender signers in the tradition of the greats. Sincere style and smooth vocals are perfect for this genre. (Memphis Valley, BMI)

**BILL CARTER**

- **Secret Love** - OZARK 1214 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

- **FULL COLOR COVERS**

- **For Slide hut**

- **Dauntless** - OZARK 1214 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

- **RHYTHM & BLUES**

- **Special Value Feature of the Billboard Record Industry Source Book & Directory Issue**

A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products—coming in the

April 18 Issue

**WOESO DO TANCO**

- **Malone Wadloc Oke. Joo Joo LP 1038** - A weeper. Tender signers in the tradition of the greats. Sincere style and smooth vocals are perfect for this genre. (Memphis Valley, BMI)

**REMEMBER ME AND OTHER GREAT POLkas AND WALTzes**

- **Waltz** - OZARK 227 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

- **RECORD AID**

- **ANOTHER HIT**

- **With This Weeper** - OZARK 227 (1962) - Ever the eager beaver, Dale displayed a capacity for telling stories on radio, with a nice voice on vocals. (Memphis Valley, BMI)

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EASIER packing rekowski RECITAL tunes merchandise.

LOW-PRICED POPULAR

MANNIX, THE BEAUTUL MORNIN'...THE BASS SOULS FLIP 073...Congo Albert shows off a pleasant, if not impres-

sive, version of his best-known piece, via the standard American melody, and his vocal style is

entertaining. "Look for the Silver Lining" by MANNIX, THE BEAUTUL MORNIN'...THE BASS SOULS.

BULL MOOKE JACKSON SINGS HER ALIVE THE BEST HITS...Congo Albert shows off a pleasant, if not impres-

sive, version of his best-known piece, via the standard American melody, and his vocal style is

entertaining. "Listen to the Mockingbird" by BULL MOOKE JACKSON SINGS HER ALIVE THE BEST HITS.

ALMEIDA SINGS HER ALIVE THE BEST HITS...Congo Albert shows off a pleasant, if not impres-

sive, version of his best-known piece, via the standard American melody, and his vocal style is

entertaining. "Love Is Here To Stay" by ALMEIDA SINGS HER ALIVE THE BEST HITS.


do not hallucinate.
CEREAL CO. HYPOS, ROGERS, CALGARY
General Mills to Spend $60,000
On Stampede-Contest Campaign

CALGARY, Alta.—One of the most extensive publicity and promotional campaigns in the history of a Canadian exhibition is planned for the upcoming Calgary Exhibition and Stampede.

It will center around a contest in which 12,000 consumers of Big Ceramic crockery throughout Canada will be asked to guess the weight of Roy Rogers’ horse Trigger, complete with saddle and bridle. The winner will be flown to Calgary for the Stampede and receive a prize package worth $2,500, including a trip to the Calgary Stampede arena to see the world-famous rodeo.

General Mills, the company announcing the contest, has estimated the campaign will result in sales of at least $280,000 to $300,000. It will also be available to readers through a subscription to the company’s newsletter.

$24,000 POSITION
Best to Moor to Manage
Baltimore Civic Center

BALTIMORE — Benjamin Moore of Spokane has been named executive director of the $12,000,000 Baltimore Civic Center. His appointment was announced here by Judge J. F. C. Wenner, chairman of the Balti-
more Civic Center Commission.

Mr. Moore has resigned his position as general manager of the Sullivan and Spa-
reekat and Spokane Stampede to take the position. He has been on the staff of the company for 15 years. He was formerly with the company in Seattle.

Judge Sherr said that the site of the new auditorium is being selected and every effort is being made to complete construction early.

In June, it is expected to open. The new audi-
torium is located in downtown Balti-
more and the site was selected after a com-
prehensive study of the city’s central area.

Harold Registers
Best Lansing Run

LANSING, Mich.—Harold Bro.
Circus, operated by Harold Voise,
played the most successful run in the
54-year history of the local assis-
tance. Circus was March 3-6. First,
Day, Thursday brought two
three-quarter houses at the Big
Lansing Civic Center. Friday after-
noon was near-full and at night
about 800 persons were turned
away. The show was scheduled for
two shows on Saturday and a matinee on
Sunday. The shows were
successful. This was the first year
the company planned a day show and a matinee was scheduled. It was a
successful show, and an extra un-
scheduled show was given at 5
p.m. to about 1,200 people. Total
attendance was about 7,000 more
than last year’s total.

ACTS included the Cunco animals,
the Hildalys, Miss Marlo, the Rhino-
dine, the Freddios, the Hildalys’ new
Metamorpho act, and the Hildalys’
Royal Inca Llamas, Toronto, Canada’s
Elephant dancer, Easter’s Crossing,
the Thieves, and clowns who included
Bob (Moppepi) McNee, Mr. De General
clown, Mr. De General, and Mr. De General.

St. Louis Police
Sign Bromfield
As Show Name

ST. LOUIS — Televisio
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named headliner for the St. Louis
Police
Circus, April 21-May 1, at an
announcement last week by Al
Beacht, producer of the show. It
was learned that the show had
negotiated with several persons be-
fore finalizing. Bromfield recently
appeared at the Sportscaster’s Show
in Chicago.

He also indicated he
announced he had
signed Capp, Eddie Kuhn’s Wild
Animal show, and Dan Mc
Kuhn will be at St. Louis, where
other acts will include the Marquis
Chimps, the George, Harrold
Family and Princess Tiana, Jack
Tina, and the Cars, Happy Kelvins,
the Gables, Couen, and the Gilt.
Bromfield said his efforts to
arrange to be paid $77 per comple-
to tour will be for a two-year
period. He said he will earn $80,000
per week.

WHAT’S WITH CIRCUS BIZ?
CHICAGO—This and many other questions will be
answered in the big Spring Special Issue of The Billboard, to be
distributed in April.

Other answers will include: How to sponsor a circus, book
it, publicize it, build attendance, make a profit.

In short, what’s in, what’s out, and how to profit from a
successful circus operation.

Other secrets that will be treated in typical Billboard style
will be the show business in the barns, fireworks, firetrucks, arena
safety, exhibitions, auditions, food and drink concession
information, letest on amusement parks, and all these and the lon
awaited annual high
lights of 1960 far-dates, redo and the yearly survey of the

amusement parks
auditoriums
arenas
carnivals
circuses

Tour Booking Shows

March 14, 1960

The Billboard

211

Circus

General Mills to Spend $60,000
On Stampede-Contest Campaign

MARCH 14, 1960
Communications to 188 W. Randolph St., Chicago 1, Ill.

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Tour Booking Shows
HOUSTON—The 28th Houston Fat Stock Show and Rodeo wound up its 12-day run Sunday with national attendance slightly under last year. Estimated count was 260,000, down 10,000 from last year. Bad weather was given as one reason for the drop, which was early in the week.

Final rodeo on Sunday evening was further delayed by a35-mile an-hour wind which caused the tents and their crews in a TV network show to have the performance postponed for a full house.

The entire run of the rodeo, which marked a return of Rodeo Cowboys of America competition after several years, was highlighted by television and record names. Included were Michael Amara, featur ed in "One Man's Meat," and "Cowgirl," who rapped up a one-night attendance mark of mere than 200,000 for the programs. Others were Robert ("Wagon Train") Horton, Brenda Lee, Eddy Arnold and Guy Winfield.

Jim Shoulter, Henryetta, Okla., reported that a crowd of 15,000, wound up in a hospital here following a tussle with a rattlesnake. Mrs. Lula Gries, who was eviscerating room for over two hours in the medic's repaired broken facial bone.

Bill Haines Show again provided the midway attractions outside South Houston Coliseum.

Mills Bros. Assembling New Equipm't: Acts Due

CLEVELAND—Jack Mills, general manager of Mills Bros. Cir cus, announced that finishing touches are being put on equipm ent in the circus' new home in Clevel and, Oc., for the opening on Saturday.

Mills also stated that the whole circus had inspected the show tents at the U. S. Tent & Awning Company and that the tents come in such a way as to be winter quarters.

Harry Mills has left for New Orleans, La., to fire contract for this year's circus. It is planned that he will return from those to quarters he will leave for Memphis to pick up the new Sid Martin Agency Builds List Of N. E. Fairs

BOSTON—Booker Al Martin got off to a strong early start in acquiring talent contracts for fairs. By the time the Eastern association's meetings were held a few weeks ago, he cattled a long list of engagements ranging from individual to complete rings.

Martin claimed the following fairs under contracts: Blue Hill, Mass.; Tilbury, N.Y.; Windham, Me.; Machines, Union, Springfiled, Bor ger and South Park, all in Mass.; Lancaster and Kenee, N. J.; Northampton, Littleville, Covington and Spartanburg, S. C.; Seabrook, N. H.; and 10 days of attractions in St. Johns, N. B.

Eastern Rail Show Rates Upped 6%

CHICAGO—Railroads operating east of Chicago have announced a 6 per cent increase in rates for railroad show trains. Included are the Chicago, North Western, Pennsylvania, Boston & Maine, Boston & Ohio, Chesapeake & Ohio and Grand Trunk.

SUNNYVALE, Calif.—A three-day convention of dealers pro grams the South Peninsula Auto Show's Canceling Center's parking lot for three days ending Sunday (28). A large fleet of exhibits from 11 auto dealers.

The opening program on Saturday, April 16, will be followed by the annual grand and fans bat mitzvah.

COLUMBIA, S. C.—The State of South Carolina this year received $30,000,000 in income taxes from non-residents for services performed in this state. Income taxes from non-residents constitute a 4 per cent of the income taxes collected in this state.

Penelope is the resident of the Royal Rodeo Queen of the 1960-61 season, who was re-elected April 15. Mrs. John T. Penelope is the daughter of Dr. and Mrs. J. T. Penelope, of Silver Springs, Md.

Hagen Circus Starts 30-Day Tour of Florida

COLUMBUS, S. C.—More than 60 years in the fair business has left its mark in the active sense, with the retirement of P. B. V. Moore, secretary-manager of the South Carolina Agricultural and Mechanical Society, which produces the State Fair. He held the position for 32 years and during this period, together with his right hand of 20 years, led the fair to the forefront of America's fairs.

Moore, now secretary emeritus, is succeeded by F. B. (Buck) Ruff, who has been with the fair as ticket seller and in a capacity as special secretary when the incumbent died.

Indoor, Outdoor Dates Outlined for 'Waters'

NEW YORK—Dates are shaping up nicely for Dancing Waters units, with one of the primary contracts being for mid-season dates for the entire Canadian A Cir cus—Winning, Brandon, Calgary, Edmonton, Saskatoon and Regina.

Fair bookings are managed by Albert G. Osborn, who will supervise the touring group. For the second year, the company will stop in New York City for a month. Ms. Dancing Waters will also play the Louisiana State Fair and the New Orleans Fair, in addition to the Missouri State Fair, St. Louis, and at the Denver Fair.

Among other dates are the following: Two weeks over the Easter (April 10-15), in St. Louis; two weeks in May; the Chicago World's Fair, and in the early summer the company will be featured together for the Indianapolis Shrine Circus, March 31 to April 3, Shroyer reported.

Claremore, Alta., Cancels '60 Fair

CLAREMORE, Alta.—Financial difficulties have forced the cancelation of the Claremore Stampedes and Fair, scheduled for July 1.

"We just don't have the money to carry on this year," said Fred Pounds, president of the Claremore Stampedes and Fair Association.

"We have been ruined out the last five times."

Marquette Troupe, serials; Ted Smith, original producer and concert, and Buck Leach, Pete Shank, Mike Montel and Stanley Foster, clown. Henry Thompson will have the Sid Show.

In Texas, the show has been on the week of bad weather and lost the final stand, Edina, because of a seven-inch snowfall. Show opens in Milton, Fla., with Valparaiso, Fort Walton and Marianna to follow.

After 32 years. Paul Moore Retires As S. C. Fair Manager

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NEW YORK—Dates are shaping up nicely for Dancing Waters units, with one of the primary contracts being for mid-season dates for the entire Canadian A Cir cus—Winning, Brandon, Calgary, Edmonton, Saskatoon and Regina.

Fair bookings are managed by Albert G. Osborn, who will supervise the touring group. For the second year, the company will stop in New York City for a month. Ms. Dancing Waters will also play the Louisiana State Fair and the New Orleans Fair, in addition to the Missouri State Fair, St. Louis, and at the Denver Fair.

Among other dates are the following: Two weeks over the Easter (April 10-15), in St. Louis; two weeks in May; the Chicago World's Fair, and in the early summer the company will be featured together for the Indianapolis Shrine Circus, March 31 to April 3, Shroyer reported.

Claremore, Alta., Cancels '60 Fair

CLAREMORE, Alta.—Financial difficulties have forced the cancelation of the Claremore Stampedes and Fair, scheduled for July 1.

"We just don't have the money to carry on this year," said Fred Pounds, president of the Claremore Stampedes and Fair Association.

"We have been ruined out the last five times."

Marquette Troupe, serials; Ted Smith, original producer and concert, and Buck Leach, Pete Shank, Mike Montel and Stanley Foster, clown. Henry Thompson will have the Sid Show.

In Texas, the show has been on the week of bad weather and lost the final stand, Edina, because of a seven-inch snowfall. Show opens in Milton, Fla., with Valparaiso, Fort Walton and Marianna to follow.

After 32 years. Paul Moore Retires As S. C. Fair Manager
BOSTON—Sam Snyder’s Water Follies closed its 22nd season as it readiness for a tour of the United States due to start next month. This will be followed by November with an Oriental interior and Classic videos for the film, followed by Japanese and Philip lyricst and then to California for nicer shows. It will make another tour of the United States. The annuals are also on the latter bill. Seven Anteaters also in Reno at the Riverside, and Elza and Waldo, well known to fair patrons, are at the Carillon, Manhattan, said that no breakdowns.

Hawaiian Circus Wins Huge Crowds

25 Honolulu Turnaways Followed
By Big Business in Other Towns

HONOLULU—E. R. Fernandez Circus played to a tremendous business on Saturday in Oahu and had a docu-

mised good business in Waikiki and on Oahu.

At Honolulu the tented circus played 27 performances and all of which were packed out. The business began forming at 4:30 p.m. for the 7 p.m., showing, and announced a day ahead. About 4,000 people caught the opening acts and played quickly to the continued big business.

Show began on Monday, April 19, then went to Waikiki for three days ending March 6, and wound up at Hilo, March 8. Highlights of the show were the Wallendas, Kiffelberg, bears, Betty Goodrich and Jiffy, silk effect; the touring sisters, hand balancing; Albert Fox, bears; Flying Vienna with Daniel Morgan; and the saddle and the继

Sheridan, aerial performers.

incessatlantic, Escalante Brothers, comedy acts, Great Herbert, foot-buffing; Big Ray with his foot-buffing and Loran Edwards and Dale Petrol, and a number of other acts.

Members of the clown alley were N. Anthony, Ray Barrett, Po Po, and his wife, Sue, and the Burs-
guest clowns were Ken Gir-

and Jim Parker, CPA members.

Raymond Aguilar’s band had George Conno, J. A. Anderson and Bill De-

Armen. Kenneth Alexander’s Side Show in-

cluded Schottke, pheasants; Christine, two

to其中包括, showmen; Albert Short, robber; Barnum, and his wife, Mabel; Ward Hall, Margi-

essel, poodle, and Mary Wife, fat

and the wife and Red Friend the front.

Talent on the Road

Ron Urban Dofts Khaki; Kings to Boone Show

Ron Urban, combination ice skater, magician and bird trainer, arrived here from Chicago, III., and like Elvis, will be back in front on now. Urban, who carries 15 pigeons in his act, traveled more than 12,000 miles during his two-year tour of duty with postal services. He recently added a French poodle and a parrot to the troupe and will open June 1 in the Hilton House for a long run. His mother, Mrs. Mary Dofts, is close at Mr. Kelly’s in Chicago, the Kingston Trio will head for the Pat Boone television show in New York and then to California for another year of running.


La Compagnie des Marottes will have their puppets on the Marx Brothers stage at Studio 54, New York. Calling vocalists fall and carmel will be doubling April 13, both at the Wall-Walla (Wests) Auto Show and for the Elks Club... Tony Bennett is at the New Arena in Chicago for a long run and will be on the Arthur Murray TV show. Dorothy Collins makes the same TV show, March 22. Fred Astaire will appear in the London for 10 performances with Marty Allen and Steve Rossi. The group will be in the AIS at Studio 16 April 6. They’ll be at the Roosevelt Hotel, New Orleans, March 17-20.

Mills Brothers Betty Johnson In Trade & Sport Show Dates

A raft of General Artists Corporation dates are contracted, such as ... Paul Anka’s turn at the Sahara, Las Vegas, Nev., is being confirmed. Several dates are also being con-

tinued, through April 3. . . . Lenny Bruce, comic, has a March 10-30 date at the Frontier. . . . Johnnie Ray will appear April 27-28 at the Paramount, Los Angeles, Cal.

Mills Brothers are at the Seattle Sports Show March 25-27, then scud to the Royal Hawaiian Hotel, Honolulu, March 28 through April 2. ... Glenn Mitchell will appear on the 15th at the Paramount, New York. . . . The show drew 185,717 customers, which was 7,000 better than last year.

Excellent weather and school holiday contributed to the prof-

it at this spot which depended on patrons from a 15-mile radius. Without a fair start, the Follies picked up strongly and finished with a couple of sellout performances. Tweed and Power re-

ported another busy day at a high price. . . . The show was sold out on territory in the $3.50 to $4 range which meant that more than adults were in attendance. Promotions paid off well and the show was sold out.

City Condemns Stadium

MICHIGAN CITY, Ind.—City officials have given an order to demolish at least temporarily. That action was taken by the building inspectors.

SUNSHINE The Globe-Trotters and the Contagious Suns will be in this city for the weekend. sunny side show windows did sell business.

CALIF. MID-WINTER FAIR PULS 94,929 IN 10 DAYS

IMPERIAL, Calif.—Total attend-

ance at the Mid-Winter Fair was 94,929 for its 10-day run ending June 1.

Rotation was 564 more than in 59 when the event ran nine days.

Knights of Pythias, the credit-

ing group, announced that they will be available on the various attractions. They added, however, that attendance at the automobile races featured at the fair during the first two days, were believed to be the most successful on record. The second segment of the grandstand show, produced by George Hunt & Associates, of Hollywood, also pulled well, the manager said. Shows were presented for three days on Saturday (27) and another three the following Friday (4). A nod to the era.

Sundays Ready 25th Follies; Plans Recording

BOSTON—Sundays Water Follies will begin their 25th season as it readiness for a tour of the United States due to start next month. This will be followed by November with an Oriental interior and Classic videos for the film, followed by Japanese and Philip lyricst and then to California for nicer shows. It will make another tour of the United States. The annuals are also on the latter bill. Seven Anteaters also in Reno at the Riverside, and Elza and Waldo, well known to fair patrons, are at the Carillon, Manhattan, said that no breakdowns.

Fem Contest

Linked to N. C. Track

CHARLOTTE, N. C. — Plans for selecting the track team for the South Atlantic conference championship are being discussed by the Department of Athletics, headed by Coach Bill Ball as executive vice-president.

The “Max Automotive World”(((((((((((((((((((

The company will participate in the annual World 600 mile event at the Charlotte Motor Speedway May 5. The competition will be held Thursday night May 6, at Park Center.

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Clearyfield, Pa., Aims For Smash Centennial

CLEARYFIELD, Pa.—The Clearyfield County Fair, annually the first major fair in Pennsylvania, will mark its 100th anniversary this season. William F. Anderson, manager, lists the dates as August 1-6.

A GAC-Hamid production will be presented on the stage along with two special attractions scheduled for Wednesday and Saturday nights. The annual fireman's parade and a firework display will open the fair Monday night.

Continuing improvements at the Clearyfield Driving Park, which was taken over last year by the borough park authority, new storm and sanitary sewer lines are being laid throughout the 32-acre grounds and other additions and improvements are planned before fair week. Last year the Clearyfield Volunteer Firemen, sponsors of the fair, erected a new 60-by-200-foot livestock exhibition building.

Edward McCoy is again serving as president of the board while Anderson will be in his second year as manager. James E. Strates Shows continues on the midway.

Lowry Captors To Again Operate At Calif. Fairs

IMPERIAL, Calif.—National Helicopter Service this year will offer rides over fairgrounds for its third season. Jack Lowry, pilot and operator, said here at the California Mid-Winter Fair.

Business at the Riverside County Fair & National Date Festival, which closed February 22 in Indio, was "most satisfactory," Lowry said. During weekends and holidays the company used three ships. Fares for rides here at the fair, which closed a 10-day run Sunday, were $4 for adults and $3 for children. National appeared at the Orange County Fair, Costa Mesa, and the Los Angeles County Fair, Pomona, among other dates last year.

FINANCIAL MANAGEMENT

Two Indiana Fairgrounds May Be Sold

INDIANAPOLIS—The sale of two Indiana county fairgrounds, at Anderson and Peru, is being negotiated in deals that would total over $300,000.

Negotiations for the sale of the LaPorte County Fairgrounds for $275,000 is said to be near completion with the LaPorte school board which plans to build a new high school on the land. The expected deal calls for the use of the land this year with a new 60-acre grounds to be ready in time for the 1961 run.

At Goshen, negotiations are being carried on to transfer ownership of the fairgrounds from the city to the Elkhart County Fair Board. The city expects to get $60,000 on the tract, according to Mayor Ray B. Mescnick. It paid $25,000 for the site five years ago.

Financing may force a delay in the purchase of the fairgrounds plans to acquire the grounds thru a 10-year loan from the arrangement. If the sale goes thru, the fair expects to spend $250,000 on a long-range improvement program, according to L. Griville Miller, fair president.

FAIR-EXHIBITION MANAGEMENT

Seattle Hires Designer For 1962 World's Fair

SEATTLE—Herbert Rosenthal, Los Angeles designer, has been appointed designer for the Century 21 World's Fair Exposition to be held here in 1962.

In addition to laying out the general grounds, Rosenthal will also design the interior of the fair pavilions. The fair site will be the 160,000-square-foot coliseum, its exterior designed by Paul Thiry, of the San Francisco office.

This is the third major fair in the life of many in the next century and will later be converted to a sports arena and entertainment facility.

Rosenthal's plans for the coliseum's interior feature international exhibits along traditional lines such as transportation, suburban and home life, food, weather, farming power, data and communications. The exhibit will be linked with ramps and moving walks, permitting wide traffic flows.

Budgeted at more than $50 million, the exposition will be located on a 74-acre site one mile from downtown Seattle.

Rosenthal designed the interiors of the Elenhorf Museum in Ahlhe, Kan.; the American pavilion at the Tokyo International Trade Fair and has exhibited on industrial materials and processes for display in universities.

Bedford, Pa., Profits From Compact Car Biz

BEDFORD, Pa.—Competition in the compact car business is doing wonders for the Bedford Fair, and also for this community.

What has happened is that the fair's huge midway lot is being used for a marauding yard by the automobile industry to producing added revenue for the fair, the activity has resulted in a 21-person local payroll, bringing another $2,000 weekly in salaries to Bedford.

Last December the fair entered into a pact with Carriers of Chester, Pa., leasing the lot as a terminal point for distribution of Fairgood's, Mercury's and other makes.

One company hauls the cars from the plant in Lorain, O., and NoCar sorts them on the fairgrounds, then delivers them to States in the East and along the seacoast.

As many as 2200 cars ($2,000,000 worth) have been stored on the grounds at one time, fair Manager Dick Echeharter reports, the turnover (cars are gone within weeks) and seen near countless thousands passing thru, since December, in addition to the carrier's payroll, the town motel owners have benefited from the driver stopovers.

The original contract has since expired, but 30-day renewals will carry the arrangement through July, then a reumption is likely after the fair '60. Prior to this activity, main off-season income was from rental of buildings for equipment storage.

Paris Tex., Names McCoy; Youth Run Set at Ennis

PARIS, Tex.—Dr. J. W. McCoy, veterinarian, has been elected president of the Red River Valley Exposition to be held here August 25-27, McCoy, former manager of the fair, will succeed Robert Glass who was elected acting vice-president, and Robert Pierson replaces McCoy in position of director American, as vice-presidents were Lee Caviness, Tom Jeffers, Frank Stone and R. V. Free. New directors are Thomas Sonley, Gerald Kennedy, M. D. Emerson, Ernest Ragsdale, Roy Thompson and John Chamber of Commerce will hold its 26th annual Youth Fair and Livestock Show on April 14 at the Ennis Livestock Commission barn and arena, W. B. Rider Jr. is chairman of arrangements... Richardson (Tex.) Community Fair, to be held August 10-12, has billed and all games this year. Last year's run came up with receipts of $5,000, Roger Mandur, assistant fair manager, disclosed.

Pony Trots Growing in N. E.; Fair Circuit Taking Shape

NEW YORK—Broad expansion of pony harness racing is seen as Eastern fairs as a result of deliberations originating at the Janus Society meeting in Albany, Frank Clark of Exford, Mass., and Phil Cord of the fair in Schaghticoke, N. Y., detailed the development of this activity in New England and New York, to the level where a regular fair circuit is being established.

Clark, president of the American Pony Trotting Association, noted that whereas only one track operated in 1956, there were five in 1958, 10 last year, and strong indications of even more participating tracks in 1960. Rules are a modified version of U. S. Trotting Association rules. Horses limited to 48 inches in height and 180 pounds in weight, the Maltis group have spread to fairs as far as Keene, N. H., and Cumberland, Md., and are forming similar corps in New England and New York.

For 1960 a starting gate installed on a small car is available. It is stressed that a similar feature of polo races and similar difficulties in junior drivers in such things as horsemanship and track etiquette, and toward this end a summer series will be held at a central track and stable facilities. Whereas adults race for money, the Maltis (both boys and girls) win ribbons and trophies, and plans are set up to award scholarships. The Maltis have this far put up the maximum in purse money, $300 in the afternoon and $500 at night, using the same offshoots that served the regular harness horse events. One starter and one judge got 325 each.

BINGO CORN

Large, Beautiful Grains of White Corn

Extensively for Kiln $5.00 per bushel of 56 lbs.

F. K. Mumford, Ya.

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11 South 4th St., Richmond, Virginia

NEW MODERN AMUSEMENT EQUIPMENT

KIDDIE RIDES

ADOLESCENT RIDES

MINIATURE TRAINS

ROLLER COASTER

PIERRO WHEELS

MERMAID-ROUNDS

SHOOTING CALLER

FUN HOUSES

CONCESSION TRAILERS

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KING AMUSEMENT CO., INC.

P. O. BOX 446

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High Quality

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ROTARY WIND- KIDDIE WIND- SPEED BOATS- PONY CARTS-

DALLAS HORESE-CARRIAGE- FIRE ENGINES

Student Rides

V. W. MANEELS CO., Coney Island, Brooklyn 24, N. Y.

ESTABLISHED 1898

THere's good reason why...

Thousands of Readers are looking forward to this big issue...

Be sure to see next week's Billboard for complete details.
Oaks AMUSEMENT PARK, Portland, Ore., has placed an order for a new Sky Wheel. Robert Ballinger, operator of the park, got a Mad House last season. . . . H. F. Rayney, of Lexington, N. C., is building a funnet at a site near Dublin and Sanford, Fla., and has acquired the Cleveland theme park. Baker's spot will be Old West Town, which is scheduled to have a Western theme for next year. A public relations feature will be at Jules, Calif., to get a scrubbed Navy jet plane for kids to kick on. . . . Possibility of a park at Salt Lake to bring water back to the park for use by the Army engineers and Utah Power & Light Commission. In the past 10 years the shore line has moved away from the resort facilities and left it with no business.

Brill Adds Rabbit; Boosts Novelty Animals on M-G-R's

MERRY-GO-ROUND HORSES are all right, but in the opinion of John A. Brill, the owner of the world famous Brill Brothers Amusements, that set a lawn apart and draws the first kid customers. The Peerless equipment maker now has added a giant rabbit to his line of figures for M-G-R's. He photographed the rabbit on a Merry G delineated at Woodside Park, Philadelphia, then blew the picture up to full size, three by four feet. A sculptor used the blowup to make a concrete original, and plaster molds were made of that. Finally, Brill uses his plastic process to turn out the finished rabbits. Brill cities owners of old Brillman and Spillman machines, that came in a case of giant M. Bernard dogs, saying they don't want to part with the dogs because "novelty animals on Merry Go Round" is a trade name and are always on the lookout.

FRED PEARCE OF WALLED Lake Park, Detroit, chairman of the NAAPPPB shooting gallery amusement committee, writes that he has a new deal pending with one of the major amusement companies with 100 M-G-R Stars. After much discussion, the NAAPPPB members with a special type of shell that cannot be purchased in open market. He expects to have delivered to the M-G-Rs'Merry Gs before the season opens. . . . Harry Hall, Kenney, NAAPPPB member at Victoria, Australia, who paid some of the American funpots a visit last summer, writes that an interesting assignment is to kick off the season with a first American-style kiddie ride in Australia this summer. He says one kid likely to join the American sights is the old-time American-style roller coaster, "down under country." Taxes, duties and transportation make the total cost of the U.S. products staggering. Says Harry in commenting on the "unusual" experience, "idols children are certainly going for the amusement field in your country."

ROLLIER RUMBLINGS

BY AL SCHNEIDER

THE proper handling of Girl Scout classes was a major topic of the reports and responses of regional meetings presented by the United Rink Operators recently at Eddie and Marian Smith's new E & M Skating Rink, which opened last month in Bridge, Mich. The meeting was sponsored by the Michigan division of the International Rink Operators of the U.S. It was brought out that there has been some tendency toward laxness in certain areas, and that certain standards should be met in order that each girl becomes eligible for the preference badge in skating. It was ruled out. Rules covering the classes were carefully studied and various suggestions and plans for improvement were made. To aid in establishing uniform methods and standards, representatives were invited to operate at various rinks at which such classes are conducted. These included, rinks, and the name of classes, are: Blue Pina, Norfolk, Va.; Merry Chief, Cen- tain Rink, Big Rapids, Mich.; and Jack Benny, Lowell, Mich., Fridays, 4 p.m. Padma, Lansing, Mich.; Grand View, Battle Creek, Mich.; and Misses, Saturday, 4 a.m. and Ely's Pines, Bristol, Ind., Wednesdays, 5 p.m. Members were urged to cooperate with the Roller Skating Foundation in its effort to establish standards to obtain Skating Liability Insurance rates which would not be prohibi- tive. Following guidance served by the local American Legion Amu- lies, promotional ideas were discussed.

The next meeting of the group has been tentatively set for mid-April at Coldwater, Mich., with Mr. and Mrs. E. M. Noses, of Nickels Baro Bob Rink, as hosts. It was also an- nounced that on April 4, Mrs. Margaret Brodsky and her "Hollywood Bowl" will be meeting at their Moon-Glo Rink, Kent, O.; for operators in that area. Attending the Baroda meeting were Mr. and Mrs. E. M. Noses, M-3, O; Mr. and Mrs. Harry Eby, Bristol, Ind; Dan and Julius Honker, Dave King and Wayne Raymen.
Capades Far Ahead On Detroit Stand

DETROIT — John H. Harris' "Ice Capades" went into its second week here at the Olympia Arena, a week earlier than usual, and set a record for rink shows here, according to Nick Lefranco, general manager at the Olympia.

Advance sales were 50.6 per cent above last year when the show opened Thursday (25) with a record-breaking first night turnout despite a heavy snowstorm.

Since its opening, with two matinees on Saturdays and one on Sundays, "Ice Capades" has performed for more than 160,000 during its first week. Louisa estimated the total attendance by the end of its run here Friday (13) would be more than 250,000.

Due to the exceptionally good early attendance, attributed to the strong press coverage, "Ice Capades" scheduled an additional 5 p.m. show for each Saturday.

Rodeo Queen Downs Real Mink Jeans

SAN JOSE, Calif. — The queen of the San Jose Firemen's Rodeo here yesterday was a pair of mink skins when she reigned over the three-day event. The jewels were made by the Blue Bell Company and are valued at more than $500.

The rodeo, held at the Santa Clara County Fairgrounds, will be held May 23-30.

Ohio Sports Show Battles Snow; Draws 63,000

CINCINNATI — Battling heavy snows and frigid weather throughout the weekend, the Cincinnati Sports Show drew a total attendance of 63,000, according to Tony Cassel, general manager of the Cincinnati Gardens, the Ohio Valley All-Sports Show drew a crowd from 30,000 to 40,000 during its initial run under the management of Bob Fliet, owner and his uncle, Hobart Hart, show producer. Co-promoting with the Gardens is the National Sports Show.

The show started strongly, drawing crowds of 15,000 each of the first two days, but continued cold out into the gate the remainder of the run. The Gardens plan to hold their annual Little League baseball tournament on the site next month.

"Need?"

Columbus, Ga., Auditorium Scores Powerful February

February was ONE of the most successful months in the history of the Municipal Auditorium, Ga., reports Fred S. Stubbs, manager since the building opened in September, 1957.

Twelve locos in the games department are scheduled for three days, and it attracted an estimated 500 people. Other events included Ringling Bros. and Barnum & Bailey Circus, basketball, science fair, dance, and a blowout for the city's most equally busy March. The month will see the building crown its year with a best show, and each show will be featured.

The Columbus Symphony Orchestra is performing, and the Athletic Club has resumed wrestling events after a two-year hiatus. Earl DeLaire brought four top bowlers for a two-day tournament, which will be stored in the arena. Attendance was hampered by a blizzard.

Cincinnati Music Hall Sees Benefits From Refurbishing

CINCINNATI MUSIC HALL is finding that its recently completed refurbishing is paying off in a percent of advertising, as reported by W. Basser reports that the newly decorated ballroom is "rapidly filling with bookings and being booked more, including for social activities, sales meetings and product displays."

James-McCord division of Ford Motor Company was a recent user of the hall, with a membership dinner of the Cincinnati Society of Automotive Engineers. Then introduction of the new Corvette automobile in the South Hall, Basser states he is looking for other bookings to this time. Three times the previous exhibition is being used this time. Exhibitors include many of the tourist and resort attractions in Wisconsin. For the first time there will be a gate charge on the show, with extra for all bookings to the Ringling-Barnum circus at the Philadelphia Convention Hall in a week. The Philadelphia Circus will also be held in the Crystal Palace and six’s for the Eastern division. Solution was to grant the exhibitors a fee for the right immediately before and after the gig. The Chicago."
CIRCUIT TROOPING

By TOM PINKRSON

DAVID NELSON, son of Ozias and Hattie Nelson, and a TV figure himself, appeared as a filler at the Honolulu circus of E. K. Fernandez, is the Flying Veeans of Del and Baby Crabtree, who appeared as a nose-to-nose act on the stage of the Del in Roanoke, N.Y. Nelson has worked out with other circus acts, and the Nelson family has been a part of the Various Artists list for a long time.

Henry Ringling North's new book, "The Circus Reigns," is due in April. Late May is due to bring "I Love You Honey", but the picture has not been released. In charge is with Ringling.

June is publication time for C. P. Fox's "A Pictorial History of the Ringling Bros. and Barnum and Bailey Circus." It is the second book to be written on the circus, and it is a very interesting read.

Clyde Beatty had a 15-minute battle between a lion and a tiger at his Jungeland Sunday (3). The "big" tiger took the lion out of action. At Jungeland now are Ben Roth, Wild West film and show producer; and Bob Mazel, opera star. Mazel has "Circus Legends: The Animals" acting as host for the show.

Albert and Eleanor Hodgini celebrated their 50th wedding anniversary. March 10 with a party at the Palm House in Chicago. They have visited performers, working riders, with happy Ringling. Sells-Floilo, 101 Ranches and other members of the family continue in circus business. However, their son, John, is in Indiana, and their daughter, Mrs. Charles G. Cox Jr. recently joined the Jugg and staff.

Dr. and Mrs. Otto Schlack are completing a new home in Sarasota. Mrs. Schlack is the daughter of Mr. and Mrs. Henry Schlack of Huntington, Ind., who had a grand party with them in New York after their honeymoon with the touring New York Opera Company.

Richard Reynolds, Atlanta, is back in the area recently. TV's "A Steel Worker" has been making news in Chicago.

Mrs. Milt Mills, widow of Mrs. F. H. B. Barbee, is the daughter of Mrs. William Adkins, who has been in attendance at the Atlanta, Chicago, and New York shows in her travels. Mrs. Mills, who has lived in the Buffalo Bill Wild West, has received acclaim for her performance in the role of Loos's Play Theatre. Mrs. Hinkle is planning to be with the Old Play Theatre as a "little girl." Mrs. Milt Mills has been in attendance at the Chicago, and New York shows in her travels.

Mauricio, the former leader of the Central Circle, was caught by Hagen Bros. Circus at Port Walton, Fla.

Mauricio, the former leader of the Central Circle, was caught by Hagen Bros. Circus at Port Walton, Fla.

Matt L. Saunders, bridgehead producer, reports that the Buffalo Bill Wild West, has received a lot of attention in the area since the opening of Loes's Play Theatre. Mrs. Hinkle is planning to be with the Old Play Theatre as a "little girl." Mrs. Milt Mills has been in attendance at the Chicago, and New York shows in her travels.

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Mauricio, the former leader of the Central Circle, was caught by Hagen Bros. Circus at Port Walton, Fla.
of the Excel Show, performing animal and variety attraction, recently in Beulac, Wyo.

BRUMLEY—Lesh M., past-president of the Ladies Auxiliary to the Showmen’s League of America, recently in Chicago. Her late husband, Frank, was a member of the Showmen’s League. Funeral was held Saturday (12) with burial in St. Mary’s Cemetery, Chicago, Ill.

DISCH—Steve J., 86, known as Crown Cap Corrigan, former clown, theater manager, UTC owner, and sideman, at Milwaukee after an extended illness. Survivors include a daughter, sons, a grandson, grandson-in-law, and great-grandchildren.

MITCHELL—Alex A., 77, a director of the Lloydsminster Agricultural Society, March 4 at his home near Lloydsminster, Sask. A prominent Hereford breeder, his stock had won many championships at sales and shows in Western Canada. His wife died within two hours after his death. A son and a daughter survive.

PARR—James C., showman, in Lubbock, Texas, March 1. He was a member of the Lone Star Showman’s Club, Dallas, Texas, and also worked in Showman’s Rest, Grove Hill Memorial Park, Dallas. Elks Lodge No. 71 held graveside services. Survived by his widow, Daisy.

PIERCY—George, 67, a concessionaire who was formerly with Royal American Shows, among others, reportedly was a victim of the severe Texas cold Jan. 31. He died of natural causes. Survivors include a wife, a daughter, an son, of Cadillac; a sister, William, Weilding; 3; a sister, Mary, of Ken- who, Wash.

RORRIS—Yeh Da., 51, concessionaire with Raines Amusements the past five years. His family in Littlerock, Calif., has learned of his death. Survived by his widow, Iva; a stepson, Calvin Mahan; three half-sisters, Martha Mahan, Mrs. H. C. West and Mrs. Ann Manto; a brother, and a sister, Vera Roberts.

SOLT—Katherine (Babe), former employee of the Excel Show, in Tuesday (March 2), at Peru, Ind. She and her husband, Carl, worked as the Aerial Soils, playing for Shrine shows, fairs, and circuses, the Ringling-Barnum and Bailey Circus. Survivors include her husband, two brothers and a sister. Burial at Peru.

WALDRON—Scott, 51, former head of the publicity department of the Indiana State Fair in 1946 and 1947, March 7 near Rochester, Ind. Death came following a heart attack suffered while driving his car on the highway. Since 1954, he had been public relations director of the Indiana Memorial Association. Waldron was a former staffer of the Indianapolis News and the then United Press. His widow, Mary, survives.

Carnival Routes

Amusements of America: Green- ville, S.C.
Big State: Falstaffiana, Tex., 14-27.
Blue Grass: (Fair) Sarasota, Fla.
Deggeller Show of Shows: Lake- land, Fla.
Deggeller Show of Shows: St. Petersburg, Fla.
Deggeller Funland: (Fair) Stuart, Fla.
Hunt Am. Co.: (Delaware Hills Shopping Plaza Smyrna, Ga.
Vic Tor Rides: Abilene, Tex., 17-27.

Miscellaneous

Matchstick Cities: Orlando, Fla., 13-16; Daytona Beach 19-23, O’Day, Muri, Palace Car: Elgin, Tex., 14; Eastland 15; Paducah 16; Shamrock 17; Children’s 19; Quannah 21; Vernon 22; Wichita Falls 23-26; Gainesville 28.
Piccola Teatro di Milnaro: (Shibert) Detroit, Mich., 3, 27-29; Western Show, 3; Hempstead’s, 22-27.
Sun Players: Maryville, Mo., 14-19.

Circus Routes

Davenport, Orrin: Dayton, O., 24-25, April 2.
Hagen Bros: Oldsmar, Fla., 14; Lake Wales, 15; Okeechobee 16; Palatka 17; Belle-Clade 18; West Hollywood 19; Davie 20; Pompano Beach 21; Fort Lau- derdale 22; Boca Raton 23; Homestead 24; Key West 25; Marathon 26; Sunset Beach 27.

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KIDDIE RIDES FOR THE SEASON

MEMORIAL DAY THRU LABOR DAY

New Restrooms. Large blacktop Parking Area. Dells Springs Park. Contact

M. H. FLATH, Mgr.
Route 1, Box 81, Wisconsin Dells, Wisconsin

Advertisements in The Billboard Since 1898

The Billboard is a trade journal covering the amusement industry.
Plainfield Debut Retained for WOR

RICHMOND — Winter quarters were opened at the World of Mirrors show, May 26. The 10-day fireman’s feast is a traditional event, giving the amusement unit a good sendoff every year. The State Fairgrounds here are used for storage.

Reeling plans are virtually complete, according to J.B. Brownwick, New Brunswick, N. J., who will follow the opening date, then the show moves into Connecticut for two weeks, including East Hartford, Flash Drive, and New York. In addition, the show will make an array of rides and buck-end units for the big July Fourth celebration in Lowell.

With only one week pending, the list of fair still holds the promise of a good season. Burger and Pressle Isle, Me., are booked as is the big Central Canada Exh-

iting in Ottawa, Rutland, Vt., major Labor Day far in New En-


The show is an important part of the city’s entertainment picture and Mrs. Reinhart is framing a grand

Roman Takes Over Food

The Motordrome is being rebuilt and Roman is considering installing some new equipment for it. The small Girl Show is also getting a cool- down, according to Joe Bos-

ton and Tirza’s operation. Dave Williams, who is handling its Matter unins, and the Chambers Trustee Show, Illusion and Monkey Speed-

way are expected in for the opening. Beavon, William Jones will again have the buses. Bill Todd and the C.W. Curt will handle publicity for fair.

Manning Show Quarters Open

SANFORD, N. C. — Winter quarters of the Ross Manning show opened last week with the arrival of Manning. Some work was done prior to moving equipment last fall and no serious projects remain undone, it is stated.

Still dates will follow the usual pattern, preceded by two or three weeks for a ride unit in the Comber-

land neighborhood. A new shop truck, stock truck and two concession trailers will be built to replace the two semi’s, eliminating the search for replacement semis. Norton is in charge of quarters.

Nine Fairs Projected For G.C. Smith Shows

CUMBERLAND, Md. — Preparation by George Clyde Smith shows is of a minor nature this winter because of work done late last fall. Winter quarters will probably not open until mid-April, but Frank A. Norton will have the table and power truck ready to go before then.

Smith is looking forward to a promising list of fairs, including the Labor Day show at Front Royal, Va. The fair at Calipper, Va., heads off, followed by Front Royal, Framville, Va.; Madison, Enfield, Edenton, Ashland and Littleton, N. C., and Emporia, Va.

There was a good turnout of showgoers and a good time was had by all.

Carnival Conflagration

ROSS SINDBERG, owner-manager of Ross Amusement, -lows from Indiana, Ill., that they’ll hit the road on May 20 for a route that is primarily in the Middle West.

Before July 1, 1960, the show will have 28 and 20 concessions on a tour of Missouri and Iowa. Cold and snow have hampered winter work down there, but everything will be painted and ready for the big tour.

The roster of shows, according to Sindbergs, includes Mrs. Sindbergs, as secretary-treasurer; D. B. (Bob) Birdsall, general manager; Albert L. (Al) Dothan, bookkeeper; Jerry and Carolyn Merriman, owners of Merchandize, recently purchased a new horse and tract of land in Middletown, Ill., where the show will establish a new base. Merriman also notes that five new spots are on the 60 route.

Mr. and Mrs. George Warren, for many years with the old Snapps Shows, are expected to have the opening gala that Texas metropolis... W. A. (Bill) Stodd, who has been seen in Southern Illinois, Northeastern Iowa, Ohio, and Indiana, for several months, reports he'll be on the road and expects to be released some time in the spring. Plans are to take out shows, Stodd’s in Ward 6 at the establishment and would appreciate mail. Kolva reports he has a "wild" interest in the show, who's his concession on up on World's Greatest Shows are also in the works, and open for business the day after a California vacation....

R. J. Kolva writes that he’s currently confined in the Hotel Commerical, following a heart attack and would appreciate mail. Kolva reports he has a "wild" interest in the show, who's his concession on up on World’s Greatest Shows are also in the works, and open for business the day after a California vacation....

World of Mirths notes: Frank Berr of Hales Corners, Wisconsin, has been on shows for over 50 years, but he’s enjoyed his years... Bucky Allen, veteran concession boss, is becoming a Florida home-owner... He’ll be with it this year again, as the occasional vacation in his native Michigan... Miller. Frank Schillizzi making occasional visits to the New Larkins, his show is landing in New York... Joe Krolewski, who’s now been specimen of his family... Joe Boston returning to work at W. M. Miller, who handles the Girl Shows and Revue. Eunice Currie, the lion trainer who worked with Joe Boston in his days, also just in city in its cage in Chicago, as shown in a recent picture... John Stripes, the well-known concessionaire who’s been on shows and fairs coast to coast, has recently been back in business... John Applebaum, a sometime burner also has been back in business...
ROSS MANNING SHOWS
OPENING APRIL 18
Phone: String 2-2311 from 9 A.M. to 9 P.M. The call center. Winter Quarter one open. Rent.
JOHNNY DENTON, Pike County Fairgrounds, Troy, Ala.
WIN A WALLACE, Harriman, Tenn.

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WIN A WALLACE, Harriman, Tenn.

GOLD MEDAL SHOWS
FIRST CALL
LIFTS LAST CALL
Both shows open April 1
Show #1 opening Columbus, Ga., Big Soldiers' Payday. Carnival Place and Shrine Auditorium, Atlanta, opening April 15, 1969. Show and shelter. HELP: Kids tent carried, also Snake Shot, Hot Super hiobehind. Winter Quarter one open. Rent.
JOHNNY DENTON, Pike County Fairgrounds, Troy, Ala.
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MODEL RR 3600 an 4200, small 2600 & 3200. Can build on 3600 or above. Inquire for details. JOHN J. CARLIN BUCKEYE LAKE PARK

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SLA Special Meet
To Set Convention
President Paul Olson to Preside
At Huddle of Board, Past-Presixes
• Continued from page 112

In an attempt to ease the problems of conventionaland]
rides, two representatives of the IMCA pointed out the IEAE's action, and both are
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convention.

Melton Manning shows
OPENING APRIL 18

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OPENING APRIL 18
TIMONIUM, Md. — Announcements on dates and midway accounts for the 1969 Maryland State Fair are pending. John Hei, general manager, reports the delay as unavoidable and hinging on approval and confirmation of racedates by the Maryland Racing Commission. The advertisements and promotions for the midways are soon expected, and announcements made around the end of the month.

Timonium offers pari-mutuel racing as an integral part of its fair program every year, also, by a unique arrangement that there are separate outside gates for the fairgrounds and the racing enclosure with a pass-shot gate.

The fair has rejected its dates at August 29 to September 10. If the Racing Commission approves, then the dates will become official.

BLOOMSBURG'S MIDWAY AWARD TO REITHOFER

Retain Key Date To End Season; Show Units Built

DALLAS, Pa.—Signing of the midway contract for this fall's Bloomsburg Fair was announced this week by Pat Reithoffer J., manager of the Reithoffer Shows. In retaining the valuable date the show thereby continues to end its season at the fair grounds.

Bloomsburg will run the last six days in September after which the show will head into the barns. In recent years the show has steered some of its equipment on the grounds.

Reithoffer said improvements to the midway this year are going to be the last section to be paved, finishing the area which has been under construction steadily over the years. The layout will be revamped.

A new dark ride featuring large canvas figures in front is finished in quartermakers. Called “Trip to the Land of Oz.” A gold mine theme. Also finished is a Mirror House. Each has a 70-foot front.

On the winter quarters schedule is the sale of a new opening buffet and entertainment, sometime in April.

THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

FUL-A-WHIRL

The Ful-A-Whirl is the midway's top money maker for over 30 years. It is a miniature Ferris wheel for children. The ride is 22 feet in diameter and is operated by a 1/10 horse power engine. It has 12 seats and a capacity of 36 children. The ride is made of steel and wood and is waterproof. The Ful-A-Whirl has been a popular ride at carnivals and fairs since the 1930s.

ADVERTISER: Ful-A-Whirl

TIMONIUM MIDWAY DECISION PENDING

TIMONIUM, Md. — We Play Lake Linden's fencing out, Wolves, J. C. Everette; Saint Marie Sainte Marie, International Celebration, Whitehall Championship, Port Huron Blue Water Festival (Ottowa), Cassville Fair, Otsego County Fair, Clare County Fair, Bay County Fair, Isabella County Fair, Tuscola County Fair, Berlin County Fair (Marne), then South to Georgia with Eight More Fairs to Follow.

CONCESSIONS OPEN—Hi-Skier, Center Pitches, Ball Games, Over & Under, Tip-Up Cake, Derby, Direct Sales, Roman Targets, Short Range or any legitimate Concessions. Open Midway—No Bands will over-atend.

SHOWS—Shows that cater to the entire family.

RIDE—Ballorama or Paratrooper.

In closing—if you don’t drink and can drive safely, the best of treatment here.

Winter Quarters open April 1 at Fairgrounds, Escanaba, Mich.

Interested in buying 20 x 30 and 30 x 40 show tops complete. Must be in good condition. Any lease to be made will be at least a 125 kw. diesel generator from July 1 until closing.

SALE—In good condition, 42 ft. Parker Merry-Go-Round, 24 large, beautiful carved wooden horses and three small horses. This ride has steel mud sills and modern electric motor drive. Priced right for quick sale.

GALLERY—A Complete 10-Hole Pre-Tournament Glass Course for 10 Men. All greens and bunkers are in place. Open to the public. For permanent or temporary installation, etc. Contact Manager, 201 Franklin Blvd., Timonium, Md. Telephone, 889-6955.

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Glass Pitch, and Pitch Tents, either Concession or self-contained.

RIDE—Hi-Skier, Need Nine Steeplechase, Merry-Go-Round, Hi-Skier and Nine Steeplechases. Must be in good condition and self-contained. Prefer in winter quarters. (NEW)

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Can use immediately in quarters. 2 SIGN LETTER PAINTERS.

All replies to BOB HASSON, c/o ROYAL AMERICAN SHOWS, Box 512, Tampa, Fla.

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<tr>
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A real musical instrument for the youngster. When its blown, Donald Duck pops up from the box. Fingering holes are numbered with music that is included. Suggested retail price, $1.85. — Multiple Products Corporation, 200 Fifth Avenue, New York 11.

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Assorted colors
12 Different Prints
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REPOSESED AND OUT OF PAWN

FROM OUT OF PAWN

<table>
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<td>Two, 15 Jewel</td>
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Expensive Bands - American, fifty cents additional in first-class condition. Ten-day guarantee on all watches purchased.

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<td>Two, 15 Jewel</td>
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Expensive Bands - American, fifty cents additional in first-class condition. Ten-day guarantee on all watches purchased.

SPECIAL PURCHASE

GENUINE DIAMOND RINGS

Ladies...14 K Mountings In White or Yellow Gold

<table>
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Certified Guarantor with purchase of all Diamonds

A large selection of Birth Stone Rings available.

Ladies' Rings, 10 K Gold...$2.50 Gent's Rings, 10 K Gold...$1.50

25% with cash, 60 days Credit.

Buy Direct from JOSPEH BROS.

PHONE 539-8944

STATE 2-2774

WE BUY MANUFACTURED JAR TICKETS FACTORY LINE IN AMERICA AND CANADA

SALESBOARDS

LOW

HOROSCOPIC TICKETS

WE MANUFACTURE AND GREATLY REDUCE THE COST OF JAR TICKETS

PHONE OR WRITE FOR PRICE LIST AND CIRCULAR

EMPIRE PRESS, INC.

644 ORLEANS ST. CHICAGO 10, ILL.

THIMBUS:

PIECES FOR DEMONSTRATION ENGRAVERS

GREATEST MONEY MAKER OF ALL TIMES

ELGIN • BULOVA • BENRUS

GRUEN • WALTHAM

LONGINE • WITTNAUER

OTHER FAMOUS NAME BRANDS

ALL ORIGINAL NAME BRANDS

REPOSESED AND OUT OF PAWN

FROM OUT OF PAWN

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EMPIRE PRESS, INC.

644 ORLEANS ST. CHICAGO 10, ILL.

THIMBUS:
MARCH 14, 1960

THE MARKET PLACE FOR BUYERS and SELLERS

FULLY AUTOMATIC CHROME POCKET LIGHTERS

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
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<tbody>
<tr>
<td>$4.95</td>
<td>12 in. long</td>
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<td>$3.95</td>
<td>10 in. long</td>
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<tr>
<td>$2.95</td>
<td>8 in. long</td>
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GEM POCKET-TYPE NAIL CLIPPERS

<table>
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<th>Price</th>
<th>Description</th>
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<tbody>
<tr>
<td>$2.95</td>
<td>9 in. long</td>
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<tr>
<td>$2.85</td>
<td>8 in. long</td>
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<tr>
<td>$2.75</td>
<td>7 in. long</td>
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Used Equipment

<table>
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<tr>
<th>Price</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$40.00</td>
<td>Tribro Brand Machine, 693 W. $.</td>
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</table>

THE BILLBOARD

Routes for Sale

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact</th>
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</thead>
<tbody>
<tr>
<td>Midwest</td>
<td>Jim Bean</td>
</tr>
<tr>
<td>South</td>
<td>Jack Smith</td>
</tr>
</tbody>
</table>

TALENT AVAILABILITIES

RATE: 10c a word, minimum $2. CASH WITH COPY. Set in usual want style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands and Orchestras

Dance Orchestra WANTS MEN MUSICIANS. Apply, St. Louis, Mo.

Miscellaneous

CLOWNS FOR ALL EVENTS. CIRCUS CLOWN WANTED. Apply, 311 E. 14th St., Chicago, Ill.

Musicians

AT LIBERTY, ACCESSORY, DOUBLET BASS. Will travel. Write or call Bike-no, 411 E. 14th St., Chicago, Ill.

REURSCHER, VOCALIST WANTS LOCATIONこそ. Send inquiries to 411 E. 14th St., Chicago, Ill.

Organ, Accordion, Piano, Voice.

OUTDOOR ACTS AND ATTRACTIONS

BALLOON ASCENSION, PARACHUTE SKI SKATING, MAGICIANS, ETC. For engagements, write American Radio History, 300 Austin St., Winona, Minn.

Moose Jaw Votes To Buy Center To Avoid Liens

MOOSE JAW, Sask.—City council has agreed to purchase the new Civic Center for the amount of money necessary to cover payments due contractors, following notice that the city and the Community Center company might be sued under terms of a mechanics' lien.

The center, equipped with an artificial ice plant, was opened last fall. Its cost was the neighborhood of $670,000. The amount still owing on the purchase was said to be $171,213. The only funds available to meet this amount, including the $50,000 still to come from a deen and approximately $10,000 in outstanding pledges considered to be good, total $79,788, council was told. This means there is a deficit of $91,425.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be acknowledged in this list two times only. If you are having mail addressed to you in care of The Billboard, be sure to include the address of the person to whom you are writing. Mail must be received by the Wednesday preceding publication date.

MAIL ON HAND AT CINCINNATI OFFICE
2100 Patterson St.
Cincinnati 22, 0.

Parcel Post

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith</td>
<td>123 Main St.</td>
</tr>
<tr>
<td>Jane Doe</td>
<td>456 Oak Ave.</td>
</tr>
</tbody>
</table>

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 26, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.
NEW YORK—Stanley S. Kreutzer, a prominent New York attorney long active in legal and civic affairs, will be the featured speaker at National Vendors’ Association convention, recently rescheduled for the Bahamas Islands, April 21-24.

Kreutzer will be joined by Paul Guynes, associated with Graff Distributing Company, Dallas. Guynes will discuss methods of distribution in the bulk vending industry.

Still a third speaker, to be announced later will speak on the subject of juvenile impulse buying. A leading educational figure in the field of market research and psychology of buying will deliver the address.

**Prominent Figure**

Kreutzer, an attorney for more than 25 years, is legal counsel for the New York bulk vending machine operators’ association and is a well-known figure in bulk industry leaders throughout the country.

He is also one of the most prominent and respected members of the legal profession, repeatedly active in city, state and national affairs.

In addition to his private law practice (Kreutzer is a senior member of Kreutzer, Heller & Selman, one of New York’s top firms), he serves as counsel to the Board of Ethics for New York City and in 1959 was designated a member of the Permanent Administration Committee of the City Hospital Group by the chief judge of the Court of Appeals.

**State Legislature**

Previously he had been designated by the New York Senate majority leader, speaker and legislative leaders as counsel to the Legislature, joint legislative committee on practices and procedures, and drafted the report on pay practices.

Between 1957 and 1959, Kreutzer was retained by the City Council to represent it in several legal suits and continued as counsel to the committee on standards and ethics which formulated the code of ethics for New York City, one of the first successful efforts of its kind in municipal affairs.

Previously he had been appointed by then Atty. Gen. Jacob K. Javits (now U. S. Senator) as special assistant attorney general in a Suffolk County inquiry and was a member of the New York State and New York City fiscal relations committee by joint appointment of New York’s governor and New York City’s mayor.

**Investigation**

He also conducted the Simonetti investigation on behalf of the then Borough President of Manhattan, Robert F. Wagner (now Mayor of New York), which was brought about by the U. S. Senate Crime Investigating Committee hearings under Sen. Estes Kefauver.

Kreutzer is a member of the American Bar Association, New York State Bar Association and its committee on resolutions, New York County Lawyers Association and its committee on public relations, and the Brooklyn Bar Association, chairman of its committee on municipal affairs and former chairman of the public relations committee.

He also serves as chairman of the committee on public affairs of the Advertising Club, New York; member of the executive committee of the Citizens Union, New York, having served on its legislative and local candidates committee for more than 20 years; member of the Judicial Bar Conference of the New York State Bar Association, and is president of the Nassau-Suffolk Legislative Cleaning House.

---

**Smith Brothers Sans Beards Make Business Buzz at Logan**

CHICAGO — To most people who have ever stepped in a drugstore, the Smith brothers are a pair of bearded gentlemen who sell cough drops, cold remedies, and a host of other products.

To visitors of Logan Distributing Company here in Chicago, however, the Smith brothers are a clean-shaven pair of young men who have nothing to do with cough medicine, but are known for their friendly and courteous service to Logan’s bulk trade.

Between them, the boys wait on the trade, replenish stock and install counter, repair and overhaul machines, prepare stock for shipment and do just about anything else that is apt to come up in a busy bulk vending distribution.

**Part-Time**

The youngest, Wayne, 20, started with Logan working part-time when he was 15 years old and two years ago became a full-time employee. Last year, as Logan’s business expanded, brother Donald, 24, joined the staff. The pair have now become a familiar sight to visitors. Perhaps the major portion of the work is reconditioning cigarette and candy machines, a relatively new phase of Logan’s business, that started some two years ago.

The boys will completely rework as many as five to 10 of the units a week, in addition to their other duties. Overhauling bulk machines, also a part of their job, is much simpler and the boys can handle 20 or more a week, depending upon the amount of work involved.

**Project**

The overhauling of cigarette and candy venders is a real project. Machines are stripped to the bare components, with all moving parts, trim and glass removed. The frames are sanded down and a primer coat of metal paint is sprayed on. The primer is followed by a heavy spraying of finish coat, after which the cabinets are put aside for reassembly.

**Steam Clean**

Meanwhile, the internal mechanism is completely steam cleaned. The rejector is stripped, moving parts are all greased, adjusted and reassembled. All other working parts are similarly restored.

After the mechanism has been completely tested, the units are reassembled and ready for sale.

Overhauling of used bulk vending machines follows the same general, the nowhere near as complicated, a pattern.

**Replenish Stock**

Machines overhauled, however, is just part of the Smith brothers’ work. The pair is responsible for keeping Logan’s large stock of cigarettes and candy machines filled in a timely fashion. This involves hourly check and replenishing of whatever stock was sold the previous day, much like the maintaining of shelves in a large supermarket. The boys are given an inventory set-up, in fact, resembles a supermarket operation. Machines and fill are displayed in a large display room on three-tiered shelves.

Operators are even furnished with the familiar wire supermarket baskets for their use.

**You’ll say the same when you try**

THE GOLDEN 59 SUPER C CAPSULE VENDER

See your Northwestern Distributor or write

THE NORTHWESTERN CORPORATION

2032 E. ARMSTRONG STREET

MORRIS, ILL.

---

**“YOU HAVE A GREAT CAPSULE MACHINE... BY FAR THE BEST ON THE MARKET!”**

QUOTE FROM LETTER IN OUR FILES

---

**WATSON SMITH replenishes racks after a day’s business. Wire cart are a standard part of Logan’s supermarket style operation.**

---

**THE SMITH BROTHERS, Logan Distributing Company’s crack servicing team, often work together to overhaul cigarette and bar candy machines, a newly added phase of Logan’s business.**

---
SUGAR ACTIVITY CENTER at the National Vendors’ Association convention will be the king-sized swimming pool at the Grand Bahama Club, on Grand Bahama Island, just 55 miles off the Florida Coast. Informal business meetings are planned at poolside. The pool, 185 by 90 feet, has two adjoining kiddie swimming pools, a pair of giant fountains that light up at night, and a “Witches Light” cocktail bar. The bar’s name is based on an island legend which purports that witches or pirates used similar lights to lure hapless mariners to dash their crafts against the island reefs.

BIG NEW VARIETY MIX Loaded with CHARMS and CINNAMON CREATION OVER 400 VARIETIES by actual count, mostly PLATED, MOSTLY CLEAN 5,000 and up $1.50 per 1,000 1,000 to 4,000 $5.00 per 1,000 1,000 to 2,000 $6.50 per 1,000 J.B. MEAD & CO., INC. 1117 2nd Ave., Jamaica N.Y.

DENVER FLICK IS TOP SELLER FOR BULK OP LOS ANGELES — Ivan P. (Pug) Wheaton Jr. was installed as president of the California Automatic Vendors’ Association, succeeding B. J. Grenier, who did not run for re-election after serving four one-year terms. Also installed were Ted Nicolay, vice-president, and Charles Matsumoto, secretary-treasurer. New directors include Harold Dahl, E. F. Stanton Jr., Harvey Westfall, Al Weymouth and Tom Young as honorary. Operator directors are Herb Hyman, Fred E. Jahneke, Jack Powell, Arthur Stein, William Tracy, Ivan Wheaton Sr. and Grenier. Wheaton Jr., Nicolay and Matsumoto are automatically members of the operators’ portion of the board.

Wheaton New CAVA Prexy

BILLOMBRO HONORS ’59 BULK VENDING LEADERS CHICAGO—Ten leaders in the bulk vending industry were presented with plaques last week by The Billboard for their contributions and work in the field. The group has previously been cited as “Bulk Vending Newsmakers of 1959” (The Billboard, January) as the award winners and their accomplishments:

- EVERETT GRAFF, NVA president and National Vending Machine Distributors Association’s director led Texas tax fight and developed regional meeting concept to smooth manufacturer-distributor relationships.
- MILTON T. RAYNOR, Ltd National Vendors Association’s tax and licensing battles, pushed fight for industry standards and sanitation.
- JANE MASON, National Vendors Association’s convention secretary and general industry sparkplug, figured prominently in NVA’s growth.
- MOE MANDEL, NVA exhibit committee chairman, NVMDA president, key distributor spokesman for East Coast trade and noted for developing operator standards through area.
- BERT FRAGA, NVA treasurer, NVMDA director, key spokesman in distributor organization and leading industry figure throughout Northwestern United States.
- JACK NELSON, NVA reservation committee chairman, NVMDA vice-president, largely responsible for distributor group’s policies and leader in helping develop small operations.
- ELLIOTT LEVY, One of industry’s most progressive operators and secretary of NVA, retired from bulk vending business late in 1958.
- DON MITCHELL, Partner with NVA counsel Milton T. Raynor, taking growing role in association leadership, developed new product liability and property insurance program for members.
- ROGER FOLL, NVA vice-president, New York Bulk Vendors Association’s president, led East Coast license and tax fights and started Florida operator association.
- ROLFE LOBELL, NVA convention chairman, re-elected by acclamation, received association plaudit for outstanding contribution to industry and leader in convention planning.

JUMPING BEANS . . . with painted faces, plenty of action . . . low, low price of $5.00 per M for 3 M or more — $6.00 for less than 5 M.

GOLD MEDAL PRODUCTS CO.
308-18 E. THIRD ST.
CINCINNATI 2, OHIO
For over 25 years the most respected name in the Confection Industry.

Time payments available on Oak machines through all distributors. All Oak machines are equipped with 3c, 5c, 10c and 25c coin mechanisms.

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

ARIZONA NOT
3931 Franklin Street
Chicago 18, Illinois

AMERICAN VENDING
2113 Franklin Street
Chicago 18, Illinois

BELL AND WAREHOUSE VENDING
1870 and 2104
North Branch Avenue
Chicago, Illinois

ENGLISH VENDING
225 South Main Street
Westport, Connecticut

FORD VENDING
1542 West Howard Street
Chicago 13, Illinois

FREDERICK VENDING
128 W. Washington Street
Chicago 2, Illinois

GARDEN REFLEX SUPPLY
201 East Washington Street
Syracuse, New York

HOPKINS VENDING
2412 Main Street
Kansas City, Missouri

HUMPHREY VENDING
1022 Main Street
Lake Worth, Florida

JUDD'S CORPORATION
408 West Washington Street
Chicago, Illinois

JUMPING BEANS
1251 West Howard Street
Chicago 7, Illinois

JUMPING BEANS, INC.
1531 W. 39th Street
Chicago, Illinois

LUGER VENDING
2022 South 59th Street
Cincinnati 6, Ohio

MANNING, VENTOUR & LUM
2412 Main Street
Kansas City, Missouri

MASON VENDING
285 North 9th Street
Columbus, Ohio

MAY MICRO NC
1837 Pennsylvania Avenue
Washington, D.C.

MAY REFLEX SUPPLY
2113 Franklin Street
CHICAGO 18, ILLINOIS

MCCLELLAND, BOWMAN & JUNGE
106 North La Salle Street
Chicago, Illinois

MCPNAIL & COMPANY
2620 North Clark Street
Chicago, Illinois

NEILL VENDING
1743 South 80th Street
Cleveland 10, Ohio

NEWSMAKERS VENDING
2527 East 6th Street
Omaha, Nebraska

NEW YORK VENDING
144 West 29th Street
New York, New York

OLSON VENDING
2425 North 20th Street
Cleveland, Ohio

PENNY KING COMPANY
3530 Michigan Avenue
Chicago 14, Illinois

ROGER VENDING
1542 West Howard Street
Chicago 13, Illinois

SALES AND SERVICE COMPANY
1930 Beach Street
San Diego, California

SCHLICK Refillable Vending Machines
533 West Washington Street
Chicago, Illinois

SNACK HUTS
1250 South Michigan Avenue
Chicago, Illinois

STARK VENDING
1823 South Farm Street
Columbus, Ohio

STRAND VENDING
2425 North 20th Street
Cleveland, Ohio

TAMBOUR HOUSE
104 East Wacker Drive
Chicago, Illinois

THIRD AVENUE VENDING CO.
1137 Third Avenue
New York, New York

TODD VENDING CO.
2022 South 59th Street
Cincinnati 6, Ohio

TOWNSEND VENDING CO.
650 East 22nd Street
Kansas City, Missouri

VEND-MASTER INC.
1121 S. Dearborn Street
Chicago, Illinois

WIDEN-MICHAELS, INC.
310 South Dearborn Street
Chicago, Illinois

WHITING VENDING CO.
2540 Main Street
Kansas City, Missouri

WICKENHEISER & CO.
1515 W. Superior Street
Chicago, Illinois

WIGGINS & CO.
1444 East Chicago Avenue
Chicago, Illinois

WILSON MACHINERY CO.
1310 South Texas Avenue
Austin, Texas

WRIGHT VENDING CO.
2425 North 20th Street
Cleveland, Ohio

YORK VENDING CO.
458 North 6th Street
Cincinnati, Ohio

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

BULK VENDING
Florida Op Shots Angles; Multi-Sided Stands Click

ST. ANDREWS, Fla. — Emil Straub, bulk operator here, is shooting angles to increase collections in supermarket and outdoor locations. Straub’s angle shooting consists of building unique multi-sided stands which permit him to install several types of bulk venders on the same stand, each facing a different direction but occupying a minimum amount of space. Typical stands provide for three, five, six and even eight machines, and are made of heavy plywood to hold a considerable amount of merchandise.

Flat Sides
Each of the stands consists of a series of flat sides, with a corner in between, so that while the stand space directly below each machine is flat, the next space on the right or left angles off a few degrees. Looking down on an octagonal stand, the largest to be used by the Florida operator, gives the impression of a circle with part of the curvature of the rim cut away. In this way, eight venders, each set around the periphery, are displayed with a wedge-shaped space in between and their backs close together.

The advantage of such stands, according to Straub, is simply that “every machine is easier to see, no matter what angle a shopper comes in from in a supermarket. There is also plenty of space for servicing and repairs.

Flat sides are available in six, and eight machines.

Electronics

Paul A. Price Co., Inc.

When answering ads... say you see it in THE BILLBOARD!

Your Authorized Victor Distributor

Is Fully Equipped to Supply Your Every Bulk Vending Requirement. We Carry Complete Stocks of Vendors... Parts and Supplies.

TOMORROW'S VENDORS TODAY

Victor's Pen Vendorama

Victor’s revolutionary and unique method of selling ball point pens.

The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enamelled in beautiful complimentary colors. Size 12" x 7" x 16" high. Capacity 168 ball point pens, vending at 10c each.

WRITE YOUR NEAREST VICTOR DISTRIBUTOR

For complete details and prices.

Smith Brothers

AMAZING-MYSTIFYING JUMPING BEANS

COLORED PLASTIC

1 lb. each... $0.25 per 1,000

GLEANING VACUUM-PLATED

1 lb. each... $0.25 per 1,000

Call your distributor or...

Guggenheim

33 Union Square

N.Y.C., N.Y. + AL. 5-8393

TERRIFIC EYE CATCHERS

ROCKET SERIES

All large size gimmicks

Brilliantly vacuum plated

Large variety

Vends 1 at a time

Can be used in capsules and as toothpicks

Only $6.25 per M

Order from your distributor or...

AMAZING-MYSTIFYING JUMPING BEANS

COLORED PLASTIC

1 lb. each... $0.25 per 1,000

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N.Y.C., N.Y. + AL. 5-8393

TERRIFIC EYE CATCHERS

ROCKET SERIES

All large size gimmicks

Brilliantly vacuum plated

Large variety

Vends 1 at a time

Can be used in capsules and as toothpicks

Only $6.25 per M

Order from your distributor or...

AMAZING-MYSTIFYING JUMPING BEANS

COLORED PLASTIC

1 lb. each... $0.25 per 1,000

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1 lb. each... $0.25 per 1,000

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All large size gimmicks

Brilliantly vacuum plated

Large variety

Vends 1 at a time

Can be used in capsules and as toothpicks

Only $6.25 per M

Order from your distributor or...
Frozen Orange

Stocks of frozen orange juice concentrate currently are much larger than a year earlier, and production will continue seasonally heavy this winter and spring, Agriculture Department says. With supplies larger and retail prices likely to average somewhat lower, civilian per capita consumption will likely be a little larger this year than last. For 1959, consumption of frozen citrus juices is estimated at 2.4 pounds per person.

Electric Money Maker

Paul Crisman shows off the new Pepper-Mint Stick stand and machine unit, causing a great deal of operator excitement in his shop recently.

CHICAGO—A new four-machine unit, aptly named Pepper-Mint Stick, introduced by the Northwestern Corporation recently, is proving a great deal of operator interest in Chicago.

Shown above by Northwestern’s Windy City distributor, Paul Crisman, the unit combines Northwestern’s familiar four-in-a-row cabinet stand in striking red and white stripes and four golden ‘59 machines in alternating red and white trim.

“The package—four machines and stand—are priced at $79, including straight 1-cent or 5-cent vending. Combination penny and nickel vending in an additional $3 per machine.

Kiddie & Tests

The units have been especially popular with operators in kiosk and lot locations, Crisman said, and it has received some excellent results in supers and chains.

Pepper-Mint Sticks'
Start Big in Chicago

CRACKER JACK VENDING MACHINE

FACTORY PRICES TO
VENDORS, OPERATORS

Full Information, Write or Phone
C. J. VENDORS, Inc.
1512 West Washington Bldg.
'59 Model Service Book—1,000 Free

‘59 Distributors of Acme Vending Machines. Stands, Parts, Supplies, Change, Exchangers, Merchandise and Bell Boys.

CRACKER JACK VENDING MACHINE

In your area with this
Exclusive Vendor

MARCH 14, 1960
THE BILLBOARD

BULK VENDING

RESPONSE TO OUR TRADE-IN DEAL HAS BEEN FABULOUS!

We are extending it another month

$500 ALLOWANCE
on any vending
machine or counter game
TOWARD PURCHASE OF NEW
ACORNs or NORTHERN
"49's", "59's"

Send list
RAKE COIN MACHINE EXCHANGE

695 Spring Garden Street
Philadelphia 3, Pa.
Walter S. Zehnder

MARCH 14, 1960

IMPORTANT MEMO TO MEMBERS OF THE
NATIONAL VENDORS
ASSOCIATION

AND ALL OTHER FIRMS IN THE
BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by THE BILLBOARD...the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

NEW TRENDS • TRADE NEWS • BULK BANTER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES • PENDING LEGISLATION • FINANCING AND TAXES • LATEST N.V.A. NEWS

PLUS!!!...all the other things you must know in order to conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollor....THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description...these advertisements are in turn read by Bulk Vending Operators who buy the replenishment of their products.

COIN MACHINE DISTRIBUTORS place 80% of their trade paper advertising in THE BILLBOARD. Doesn’t this seem to prove that THE BILLBOARD does bring RESULTS for advertisers?

The N.V.A. Convention will be held in Grand Bahama Island, April 21-22-23-24
THE BILLBOARD’S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 18!!!

ADVERTISING DEADLINE
APRIL 13!!!

You can promote your Convention by using hand-selling advertising copy on your products in THE BILLBOARD’s N.V.A. Convention Issue—copy will be distributed free to all who attend the Convention at Grand Bahama Island.

You can promote 1059 Convention by advertising in THE BILLBOARD’s issues prior to the Convention...by having your ad copy offer complete information about your Convention and encourage your operators’ attendance at the Convention.

In 1960, the members of the N.V.A. have had the best opportunity they have ever had to promote their Association and increase their membership. The Convention which will begin April 21st will bring the N.V.A. Convention in the N.V.A. at a time when increased advertising is absolutely necessary for the increase of membership.

THE BILLBOARD. Advertise in our special N.V.A. Convention Issue as you have never advertised before. The N.V.A. Convention is a time when increased advertising is absolutely necessary for the increase of membership.

Complete information and advertising rates can be obtained from THE BILLBOARD office nearest you. Place your reservation for advertising space today.

MARCH 14, 1960

THE BILLBOARD PUBLISHING CO.

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HOLLYWOOD 28, CALIF.
1520 North Gower
Hollywood 9-5831
Sam Abbott

ST. LOUIS 1, MO.
300 Arcade Bldg.
Chestnut 1-0443
Frank Jorling

SAVE MORE MONEY
MAKE MORE MONEY
Subscribe to THE BILLBOARD TODAY!
Help Wanted—Yours

Last Saturday a group of dedicated men met in a Chicago hotel room for the simple purpose of putting together a single item. Each one was concerned with the future of his business, and each man realized that unless action is taken there might not be any business about which to be concerned.

The group has a new name. It's the Coin Machine Council.

Right now, a handful of men are carrying the load. They are giving freely of their time, money and efforts. So far, they have been able to get a good program going in the MINT program organized.

If you haven't suspected it by now, this editorial is going to be a pitch for money. But before we ask you to pull out that last nickel from your pocket, let's see where we are going with this.

It will not be spent in influence legislation on either the federal, State or municipal levels.

It will not be spent to do a whitewash job for any corrupt elements attempting to gain a foothold in the industry.

It will not be spent to fight the legal battles of any operator, distributor or manufacturer.

It will be spent to make sure that the industry gets a fair shake in the mass media.

It will be spent in disseminating the facts to newspaper and magazine columns and to radio and television stations.

It will be spent to educate the public in an open-minded way and to develop the public with an open-minded way and to develop the public with the knowledge that the industry has many advantages over every other trade.
TRADE LEADERS GIVEN PLAQUES BY BILLBOARD

CHICAGO—Ten industry leaders this week were presented plaques by The Billboard in recognition of their contributions to the magazine. The men had been variously cited as “Newsmakers of 1959.” Legend on the plaques:

- **AXEL FOKKINEN**, Spark-plug chief of the New York State Coin Machine Association, was in the Public Relations Committee and worked with leading hotel and church figures to get a youth recreation program going.
- **LOU CASOLA**, Gave untiringly of his time and talents to help organize and head the Information Council of the Coin-Operated Equipment Industry. Also showed the way to diversification by entering full-line vending.
- **AL DENVER**, For years a fighter against corrupt elements who have attempted to infiltrate the industry, by his efforts in telling the operator of the plight before the McClellan Committee and helping that committee expose the racket.
- **HOWARD ELLIS**, President of the Nebraska Music Guild and vice-president of MOA, Ellis was a leader in the fight against the proposed ASCAP legislation and was active in the efforts of the NMG to give assistance to victims of cerebral palsy and to retarded children.
- **DAVID FOLLNER**, Head of the manufacturer firm bearing his name, made a cash contribution of $750,000 for a 120-bed, non-sectarian hospital in Layton Township, Illinois. Witnessed the ground breaking for the hospital in June.
- **GEORGE MILLER**, President of the Machine Operators of America, led the fight against ASCAP legislation, and unstintingly of his time to help organize an industry-wide public relations committee.
- **DAVID ROSEN**, Prominent Philadelphia distributor, a leader in the drive for the Variety Heart Fund and a pioneer in setting up teen-age centers for coin machine recreation.
- **JACK BENNEFIELD**, Producer of high quality, founded the concept of coin-operated teen-age youth centers and did much to help improve the good image of the industry through the new centers.
- **JIM STEVENS**, The first hard-hitting representative in the West Virginia Music Operators’ Association, rose to the presidency of that group.
- **LEON TAKSEN**, Harrisburg, Pa., operated the American Machine Operators Association of Pennsylvania, which, in the period of one year, grew into an articulate and potent trade group.


HARRISBURG, Pa.—The Amusement Machine Operators’ Association of Pennsylvania has made several organizational changes in the past year, which each representative in the State group will have two representatives instead of one on the board.

Another drastic change will be the dropping of the monthly general meeting. The membership will pick a new slate for the board, which will meet only three or four times a year in the future. The idea, according to Stevens, will be to continue once a month.

Board Set Policy

"Understanding the organization's objectives," Taksen explained, "the board of directors will do most of the work. They will be the policy makers. The only time the entire membership will be summoned for a special meeting more frequent than three or four times a year will be in the event of an important issue coming up."

The first meeting of the new enlarged board of directors, will be held Wednesday (16) at the Blue Ridge Country Club just outside of town.

The last of the monthly membership meetings was held Wednesday, a week ago (3). The guest speaker was Paul Kellogg, chairman of the Pennsylvania State Tavern Association.

Forty Talks

He told the group that almost all Pennsylvania taverns have machines of the amusement machine operators’ membership and that their taverns Forte urged close cooperation between the two groups and said that this would prove beneficial for all concerned.

The tavern unit head pointed out that the amusement group was still a new thing and that it could profit from the experience of his group. He pointed out that the two associations had similar problems, and that the amusement machine men told Forte that they appreciated his help.

Taksen said that his group is adding more operators and distributors each week.

1959 Exports Slipped $2 1/2 Mil.

By Ken Knauf

CHICAGO — Export of U. S. juke boxes and games dropped off slightly ($471,895 million dollar value last year, continuing a gradual decline that began in the 1955-56 period and stood at $525,000,000.

Walter C. Davis, chief of the U. S. Department of Commerce, for the year ending June 30, 1957, totaling $18,807,766, on $1,829,024,000,000, which is up 10.5 percent from $1,991,824,000,000 in 1955.

Exports had skyrocketed year by year until the Fifties, hitting their peak in 1957. Then the market, after being late, slumped, with markets apparently filling, demand slackening.

All Categories Down

New Juke boxes, used boxes and imported models dropped 28% million drop fairly evenly.

New jokkes dropped from $11,660,350 to $8,479,000, or 28% off. Used jokkes slid from $2,802,550 to $2,140,590 (44% off. Games, huck-back $1,717,028 to $5,145,133.

Why the drop, and what does the future hold? Two very different factors could be mentioned as contributing to the gradual decline.

The first factor is that the market is almost at its peak, and the second is that the competition from foreign manufacturers is making inroads on foreign markets that had to trail off as markets filled up.

In there room for more U. S. games overseas, certainly. But the boom appears, at least for a few years. Foreign traders are getting more competition from the domestic machine makers as the months go by, and there are sure to cut into import needs.

But U. S. jukkes, and particularly U. S. games, are still internationalized in regard as the best that can buy—such is usually the major advantage of American companies. However, the disadvantage of U. S. companies is that they are overpriced, according to department store buyers, and that they are too many to profit from their own advantages. There is no question that U. S. companies are capable of making fine goods, but they are not able to profit from their own advantages.

Gains & Reversals

Trading now shows an increase in imports from the United States. These imports include juke boxes and coin-operated machines.

The earnings from these items are expected to increase throughout the year. The earnings from these items are expected to increase throughout the year. The earnings from these items are expected to increase throughout the year. The earnings from these items are expected to increase throughout the year.

Sales & Reversals

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Holds the TOP LOCATIONS for you.

Wurlitzer has combined peak play-stimulating cabinet beauty, true stereophonic sound and service-saving quality to a degree never before attained. It's an unbeatable combination for getting and holding high earning locations.

WURLITZER

World's Greatest Money-Making Music Systems

THE WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
Est. 1858
## Coin Machine Price Index

**Listings represent used machines in average condition introduced from 1954 thru mid-1969. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.**

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

### Pinsball

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price (Wag)</th>
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<tbody>
<tr>
<td>Straight Flash</td>
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</tr>
<tr>
<td>Straight Shooter</td>
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</tr>
<tr>
<td>Super-Flash</td>
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</tr>
<tr>
<td>Deluxe Flash</td>
<td>50</td>
</tr>
<tr>
<td>Royal Bowling</td>
<td>50</td>
</tr>
<tr>
<td>Select Flash</td>
<td>50</td>
</tr>
<tr>
<td>Shuffle Alley</td>
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</tr>
<tr>
<td>World Champion</td>
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### Bucking Horse

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<tr>
<td>Deluxe Horse</td>
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<tr>
<td>World Champion</td>
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### United

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<th>Country</th>
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<td>India</td>
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<td>Japan</td>
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<tr>
<td>Spain</td>
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<td>United States</td>
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### Rock-O-Matic

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<tr>
<td>Home Grown</td>
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<tr>
<td>Deluxe Home Grown</td>
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</tr>
<tr>
<td>World Champion</td>
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###まちの宝庫

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<tr>
<th>市場</th>
<th>売買 (円)</th>
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<tbody>
<tr>
<td>直立式機器</td>
<td>50</td>
</tr>
<tr>
<td>ストレートシェーク</td>
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<tr>
<td>バクシングホース</td>
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<tr>
<td>ワールドチャンピオン</td>
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### PINSBALL

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<tr>
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<td>シュレーダーオアリー</td>
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### United

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<tr>
<td>インド</td>
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<td>日本</td>
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<tr>
<td>スペイン</td>
<td>50</td>
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<tr>
<td>アメリカ合辺州</td>
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### Rock-O-Matic

<table>
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<tr>
<td>デラックス・ホーム・グロウン</td>
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<tr>
<td>ウールドチャンピオン</td>
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### ORIENTAL

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<thead>
<tr>
<th>ベース</th>
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<tr>
<td>ストレートフラッシュ</td>
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<tr>
<td>バクシングホース</td>
<td>50</td>
</tr>
<tr>
<td>ワールドチャンピオン</td>
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</tbody>
</table>

### 注記

This list is meant to serve as a general guide only, since machines of identical type and condition may have considerably different values in different areas.
Mid-South Operators Expect Big Play on Presley Release

By ELTON WHISENHUNT
MEMPHIS—Operators in Memphis and the Mid-South were girding themselves to get Elvis Presley's first record since his release from the Army on their juke boxes in anticipation of the biggest play on one record in a long time.

The tremendous nationwide publicity of his discharge and the public's interest in what turn his career will take now have convinced operators-first record will be a smash.

RCA Victor has made elaborate plans to get the record to distributors fast as soon as it is cut.

Frank Berretta, partner in Pop-Top Neon Record Shop, one-stop from which operators, here buy 90 percent of their records, said he had received a letter from RCA Victor stating that the record would be shipped 72 hours after it was cut.

Bally Preems Official Jumbo Shuffle Game

CHICAGO—Official Jumbo, a new fast action bowling game which revives two popular features of previous models, speed-control and super-strikes, was shipped to distributors by Bally Manufacturing Company last week.

The game can be played according to official bowling score rules, or with the two-step-up play features. According to Bally, operators have indicated their desire for a new model with the speed and supervo-line features.

Speed-control has players trying to perfect their timing and speed of shot. If shot is either too fast or too slow score will not be the maximum possible, but if the shot is well placed score will be high.

Super-Strike

The super-strike feature is actually a refinement of aiming skill, with the players still able to register strike scores for a shot made with a point, but if shot is confined within the red lane which are located inside the yellow), a super-strike—and more points. The scoring is based on the average and expert players something to shoot for.

Players select either bowling regulation or speed and super features by pressing a button at the start of each game.

In addition the new model has:

- “Every operator will want it,” said a Bally distributor. “The public's interest in Presley will be a smash.”
- Berretta, still not only to Memphis but to the entire nation in the Mid-South. He said he shipped to some 200 operators in Tennessee, Mississippi, Arkansas, Kentucky, Missouri, Alabama, and Louisiana.

Keen Interest

He said operators concentrating on Presley will have already shown keen interest in the disk (and no one knows what tunes will be recorded and are getting ready to shoot them out to their photopgraphers as fast as possible.

The operators expect record play on Presley to peak in Panter Henderso, general manager of Southern Ammunition Company; Drew Ca, general manager of Company; Alan Ditton, general manager of B & M Sales Company, and other operators.

RCA Victor had a release date said today that it was not known at press time whether it had cut the record in New York after Perry got out of the Army, as originally planned.

Two RCA Victor men accompanied the train to Memphis, and there was speculation that the session was held (probably because Presley was still true), keyed up and not ready) and the record was cut in Nashville, where RCA Victor has a recording studio. It was not known when the session came to Memphis was not talking and kept secret surrounding the situation.

High Hopes

Berretta said RCA Victor would “have no trouble” selling two million copies of the first Presley single, as they expected. He said he expected the record to sell even better than any he has had in years.

Quick Shipments

Goldsmith told how some 85000 people, Detroit, Chicago, Milwaukee, Kansas City and Denver used Auto Test in a safe drivers promotion sponsored by the Plymouth Division of Chrysler Corporation.

He added that L. Baumberger & Company also used the Auto Test in conjunction with a six-day traffic safety program at the opening of a Menlo Park, N. J., department store.

Teen-Agers

According to Goldsmith, there are some problems in some communities, but the group that needs driving instruction the most.

Goldsmith predicted that many leading department stores in leading cities will soon adopt the Baumberger program and promote high road safety thru the use of Auto Test.

From Chicago, Goldsmith returns to New York, first stop goes to Washington for consultation with Insurance Institute of Highway Safety.

Best Test

Goldsmith announced that Cap- Itol will soon have in production a Best Test, which operates on the same principle as the Auto Test.

The unit will consist of a cockpit, a helm and a screen on which is presented motion picture situations, such as passing other cars, navigating in fog, doing right turns, the right way involving power and skill fully.

Next month Goldsmith goes to West Coast where he will supervise the making of film for Best Test, and also another film for the Auto Test.

Mechanical improvements include greater realism to include unlimited motion-Completely new film will be made, with the original sound track and a completely new soundtrack containing 10 double strips.

Another new Wico item is a title strip holder for Models 1468 and 1475 Rock-Olas. The frame is highly polished chrome and the strip measures eight inches, 1/2 inch wide and 1/2 foot, standard size.
Plan State Assn. in Memphis

MEMPHIS—Parker Henderson, chairman of the Memphis Music Association's committee to organize a Statewide association, reported last week that his committee members had been talking with West Tennessee operators and all are interested in a Statewide organization.

Henderson, general manager of Southern Amusement Company, said he had talked to eight to ten operators in the past two weeks and Alan Dixon, general manager of St. A's of Orange City, a committee member, had talked to others.

Henderson said it was explained to the operators that a Statewide association would benefit the industry primarily in two ways:

1. A joint effort by all operators in the State to keep the industry clean and promote good will and acceptance, which would increase business.

2. A unified effort by all operators in the State to oppose unfair, unreasonable or discriminatory legislation which may be introduced in the Legislature, legislation which is usually introduced in each session and every other year in old numbered bills.

Henderson said after West Tennessee operators are lined up to join the movement, the organization would expand across the State to eventually reach all the way to East Tennessee.

Change Name

The Memphis Music Association voted at its monthly meeting February to change its name to Tennessee Music Operators' Association and organize Statewide. Drew Canale, Canal Amusement Company, was elected president.

Canale said the committee headed by Henderson would make its report on progress at the March 15 meeting of the association. He predicted the group would get along very well and that the State charter and incorporate. Canale said.

WANTED for
CASH OR TRADE

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- WILLIAMS, BALLY, JENNINGS
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- AUTO PHOTO

and all side-car machines.

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FOR CASH OR TRADE

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- Mutos, U-Drive-It
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- WILLIAMS, BALLY, JENNINGS
- Mutos, U-Drive-It
- AUTO PHOTO

and all side-car machines.

Must have best price in first letter.

MIKE MUNVES CORP.
577 10th Ave., New York, N.Y. 10018

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MIKE MUNVES CORP.
continued from page 139

Shapiro, Howard Music Company, came into Miami with his girl friend, Bunny, just to have fun on bagel Sunday morning.

Rudolf Shapiro

AMBLING IN ARKANSAS

Cecil Hill, Arkansas Music Company, North Little Rock, is ill with the flu. . . Harold Dunnaway, Twin City Amusement Company, recently diversified some by investing in a restaurant. He reports his business good, with collections on the increase.

Other Little Rock news: J. D. Ashley, Globe Coin Machine Company, is not feeling well. So is his business at the moment, but it is now on the upswing. Ashley is partner with multimillionaire Windthrop Rockefeller, a major stockholder in the New York firm of Rockefeller, Loos, Western, Music Company, who bought a Studebaker Truck recently for $3,800, with an air conditioning and all the extras, reports his friend, C. O. Temple, owner of the Ark-La-Boom, a 25 cent nickelodeon and Tin Cup Western, is in business, and has some 75 cigarette vending machines recently put on location.

Around the State: Bill Purifoy, Purifoy Amusement Company, Camden, is proud of his daughter, Betty, 20, who recently won a music scholarship to study in Vanu, she's a graduate of Arkansas Technical College and is at Texas State Teachers College for a masters in music. . . . Grell Beecher, National 2000 Company, is having a new home built. . . . J. H. (Tex) Dickens, Magnolia, reports the many oil wells in the area have produced a boom and new economy in the area and his route doing well.

Ernest Vathos, Twin City Music Company, Texarkana, was recently looking for two new employees. Two of his route men, Cecil Cook and Dutch Johnson, moved to Camden and now work for Bill Smoot, Camden Novelty Company. . . . C. O. Temple, Hope Novelty Company, Hope, has made a lot of improvements on his cigarette vending route recently, adding new equipment and expanding it. . . . Lynn Farr, Central Amusement Company, Texarkana, reports Texarkana is getting a $50 million paper plant soon which will produce newsprint and improve the economy in the area.

C. O. Temple

TENNESSEE TOPICS

Drew Canale, new president of Memphis Music Association, is optimistic about the group's plans for extending the association State-wide and renaming Tennessee Music Operators' Association to Tennessee Music Association, is diversifying and reports a good profit from his investment in a silica mine.

W. E. Lewis, Lewis Novelty Company, is getting his route in shape for a big spring bonus. . . . Dunn Ford, Ford Amusement Company, recently vacated in Cuba, flying down in his own plane.

R. G. Jennings, Jennings Coin Machine Company, was seen at the races recently at Oaklawn track. . . . George Summons, president of Summons-Pennington Company, Memphis distributor, also drove over to the races recently. . . . Operators at Hot Springs recently incidentally, report the racing season filled the town—with all hotels and motel space taken. . . . Paul Hurst, Hurst Amusement Company, Arkadelphia, recently married, Pauline, 18, recently married.

Elton Whitmore

MAY WANT TO BUY

MILLS AMUSEMENT COMPANY

325 Olive Street, St. Louis, 3, Mo.
Phone: Mike 1351; Cable: "Centic"
CINCINNATI — The pinball machine may make a significant contribution to the world of education. James Fynn, professor of education at the University of Southern California, told a convention of school teachers here last Monday (29) that "pinball-like machines" are being used now as an experiment.

"In time, too," he said, "they may become as closely associated in the classroom as the blackboard." If so, it is expected to save the teacher a lot of home work and at the same time make the work they have left more pleasant.

Almost as pleasant as, say, playing a pinball machine. Here is how the investment works:

Correct Answer

One kind has a question pop up in a little window on the device. The student fills in the answer on a blank and pulls a lever. The answer slides under a glass window and the correct answer comes up in a window next to it. The teacher wins.

There is also another type. It provides for multiple choice.

The question comes up in the window and there are different buttons for the many different answers available. The pupil pushes the button for the answer he thinks is correct.

"If you are right," Fynn explained, "the green light goes on. If you're wrong, the ball falls back on the machine."

"It gives the child an extra incentive of trying to get the right answer and feeling the satisfaction of the right answer."

Fynn said that the machines may untie such sticky things as arithmetic. "Many children are just never going to work it out and they would do away with the problems that are always assigned to them and get each new chapter in a text book.

"Property used," Fynn said, "these machines will be the great teachers of the future."

"We will do away with a lot of meaningless study and unsuperior students who are left behind in the race."

Fynn, who is president-elect of the American Association of School Administrators, further said the potential of the new machines is enormous. He said, for instance, that if an instructor has a new section of students beginning to get the idea of a new subject, by the end of the year, the instructor has an entire book of knowledge to work with. In addition, the instructor has no trouble keeping up with the students because the machines can run along with them.

So, in the future, it is not too farfetched to think of a parent coming home and saying: "How would you spend more time with your children and less with those pinball machines?"

"Junior," comes the answer. "I've been given an up and play your pinball machines."

British Firms in Buying Mood; Re-Equip Where Price’s Right

LONDON—Now that jute burl prices have reached realistic values, there is a re-equipment boom in Britain, according to an informed source. There has been a significant feature of the business. There is still a great deal of old equipment — some of it is worth while, indeed — in operation in Britain. Until recently operators of old-time machines, particularly in provincial areas, were relying entirely on pre-war machines and early post-war machines. The number of such machines has recently been estimated at about 2,500,000.

In addition to sales to expanding new operators, this re-equipment potential is obviously going to be an attractive feature of the machines for entering practically all of the business throughout the country, now that prices are becoming realistic and comparatively stabilized, relative to amortization.

Several weeks have come to light since the Amusement Trades Exhibition, held in October, when new old-timers — quite wealthy but cautious men — having made the decision to re-equip. In all reports, it has been noted that the old-timers have gone for American equipment, apparently due to long experience that is more like that of equipment and in an American manner, that is, equipment that had deliberately been bought off buying for some years because they felt that were more stable and more reliable, and that they were now satisfied that the American equipment was competitive in the order and the price of equipment in 1960 American equipment.

Don’t See Chance

One of the firms that was quick to see the possibilities inherent in the new price position, and to make special approaches to operators that were to be re-equipped was Photographic Equipment, Ltd. of Ladbroke Grove, London, who handled Wurlitzer.

Last week, for example, a batch of new Wurlitzers was shipped for Blackpool, where Lane’s Premier Amusement Novelties, Ltd., a firm of several decades experience in juke boxes, is in process of re-equipment.

Says Wurlitzer — "I feel that the juke box business is still very good this year, and that prices and values are more like what they should be. I feel that the American equipment and have always found it much superior."

Like U.S. Equipment

Cyril Shack, after years of experience with American equipment generally, and many months as American Wurlitzer importer-distributor, has said his views. He says: "Many of the great oldtimers, like Lane, have been dealing with us recently. They know that Wurlitzer is one of the great makers of equipment, and American dependability generally is the greatest."

"We have been asked the most interesting of our customers. If we were to handle European Continental we would have turned them all down. Our experience, and that of our operators, is that in our fields, the American equipment can stand up to, and can run rings around most European equipment."

"In general, the best thing we can do is to get the American machines, and give the American machines, to American operators."

"American equipment is an asset to the American music business, and we believe that the American music business has a great asset in American equipment."

BUILT TO LAST

Fire Fails to Hinder Play On Juke Box

PEORIA, Ill.—Anyone who claims they don’t have enough time or money to lose another bumper is on the mark. The Peoria operator took the box to the shop, put on some new records, and today, it is up and running.

The Peoria operator took the box to the shop, put on some new records, and today, it is up and running.

Montooth figures that with a little work, the machine which has the attraction of two names, and has a potential of being the American dependability generally is the greatest."

SAY YOU SAW IT IN THE BILLBOARD
M. Hurvich Suggests Contest
To Find New Name for Juke

Following the suggestions of Gordon Stout, of South Dakota, and Bill Walsh, of West Virginia, that the juke box name, here are his views. How do you feel? Let us know.

"Gentlemen: "I did not have an opportunity to read Gordon Stout's letter published in your February 15 issue until today. I wish to add my wholehearted endorsement of his views. "As a member of the board of directors of Music Operators of America for several years, I have for some time been working in the interest of the so-called "Juke Joints." I suggested that M.O.A. take a stand to make sure a proper name and recommended that the winners be given a free all-expenses trip to the annual convention where a suitable prize could be presented. As I re-call, I even added that if a teenager won we would provide expensive for a parser. This infer-nous move would create nationwide unfavorable publicity and we could surely stand the cost to the company and eliminate many of the thoughts of Gordon Stout and others.

"The music of machine industry deserves public recognition as furnishing good music for the patron of a small investment in the juke-joint style of music, a trend which lacks the quality and needed support of the music industry. Some of these operators who invest their money and time to a national cause are not reserving thanks instead of constant unfavorable. "Your views to the Editor." "Birmingham Vending Company, Max Hurvich", "HEAVY SNOWFALL BOON TO HOT SPRINGS OPS"

HOT SPRINGS — The second heavy snow in a week, followed by rain and a hard freeze which iced streets and highways, closed the Oaklawn race track for a week and as a result produced tremendous interest in music for game and amusement.

W. E. Lewis, Lewis Novelty Company, explained that because the horse track was closed the thousands of persons there for the races instead frequented night spots and restaurants and gave practically all locations in town increased trade.

The race track is closed for 30 days. The first snow was a big eight-inch one which postponed racing temporarily. But two days later, a six-inch snow followed, by rain, sleet and snow sub-freezing temperatures which ice was everywhere.

Spending Tour

It closed high ways in and out of Hot Springs, marooned everyone there and sent tourists on a free spending tour of the locations in town.

The ice on the track made racing impossible. If a horse slipped and fell and broke a leg, it would in effect sound his death knell. A race horse cannot recover from a broken leg to race again and in put to pasture.

So the track was closed for a week. Operators reporting double or more in collections as a result were Lewis, Phil Marks, Phil Marks Amusement Company, Van Eddinger, Van Eddinger Music Company, Frank Paul, Paul Amusement Company; R. C. Jefferson, Jennings Coin Machine Company; William Green, Spa Amusement Company, and J. Earl Gill, Gill Amusement Company.

NEW YORK — Abraham Tannenbaum, an attorney closely identified with the United Jewish Appeal, was the guest speaker at a meeting of the Coin Machine Division of the 1960 UJA Fund Drive this week. The meeting was held in the east ballroom of the Sheraton Astor Hotel Wednesday (9).

Tannenbaum delivered an eloquent appeal to the coin workers, noting difficulties of this year's campaign in view of the fact that the West Bank is a focal point of prime interest such as developed last year, when Romans opened its doors to Jews who wished to migrate to Israel.

"No 10,000,000 people have migrated to Israel," Tannenbaum asserted. "Yet, 100,000 of them are still in transit camps. Our job is to integrate them and get them into homes." Another element of the campaign is help to the 500,000 Jews in the ancient cities all over the world. "Many of this group are hungry and without homes, and the governments for whom they live will not help them," Tannenbaum continued. He said that the appeal of this campaign is the combating of the recent cropping of anti-Semitism around the world. We must also support the Jewish Welfare Service, which sees to many needs of the 150,000 Jewish men and women in our armed services.

"We must also help absorb and integrate 5,000 Jewish immigrants who will enter the United States this year," Tannenbaum said, summing up with the statement that there is a campaign of human needs to strengthen a country.

Coin division chairman Irving Holzman continued his good-natured and enthusiastic opening of the meeting with an interesting line of banter with the guests. Holzman said that United Manufacturing, for whom he is the local distributor, is sending to the UJA drive and is sending a new United phonograph and game to the State Operators Guild, and that Tannenbaum will be able to sell the skits and turn over the profits to UJA.

The campaign will culminate in a banquet Saturday, April 30, at the Hotel Commodore, the guest of honor will be Sanford "Sandy" Moon, President of the distributor. Goal of the campaign is $3,000,000 plus an extra $2,000 to provide homes and for children in Israel.

A total of 21 persons attended the meeting last week, including two persons from the New York State Operators Guild, proxy Jack Wilson, and counsel, Lou Werner, whose next meeting will be Thursday (24).
Circuit Court Upholds Sunday Pinball Ban in Cowpens, S. C.

SPARTANBURG, S. C.—In a decision handed down in Circuit Court here yesterday, Judge J. Woodrow Lewis held invalid two provisions of a Cowpens ordinance governing control of pinball machines in that municipality.

The Darling jurist sustained Town Council's prohibition of pinball machine operations in the community on Sunday as a valid exercise of police power of the town.

Referred to County Equity Master LeRoy Moore for the taking of testimony was a fourth and major issue of the pinball machine controversy at nearby Cowpens.

As previously reported in The Billboard, Judge Lewis' order followed a recent hearing before him in Spartanburg Common Pleas Court of an action brought against the town of Cowpens by J. Mathis Brown, amusement machine operator of Gaffney, contesting the validity of Cowpens' new ordinance provisions. Mathis was identified in the court order as the "owner of pinball machines" located in Cowpens. It will be recalled that Cowpens' Town Council recently passed an ordinance making the keeping of pinball machines within the town limits unlawful. Upon the suggestion of its attorney, the council "properly concluded," Judge Lewis noted, valid provisions of the ordinance power to prohibit the operation of the machines but thereafter passed an ordinance requiring a $25 license fee per machine. It also passed an ordinance making it unlawful to operate any pinball machine within 1,000 feet of any building used by churches or religious activities. Further, council forbids the use of such machines between 8 a.m. and 2 p.m., except on Sundays when it ordered that they could not be used at all or "exposed to view." The $25 license fee provision is invalid and must be so declared," Judge Lewis declared in his ruling February 1. The maximum municipal license fee for pinball machines is controlled by section 56-707 of the 1922 Code of Laws, as amended in 1959. . . . and the municipality has no power to impose a tax on such machines in excess of the limits imposed by the Legislature. The new ordinance clearly imposes a license tax far in excess of the permitted limit of $1.25 per machine.

Judge Lewis also declared invalid a provision making operation of pinball machines "illegal and unseemly" during certain days of the year and afternoon hours.
Austrian Location Men Want Operators to Run Juke Boxes

By OMER ANDERSON

SALZBURG, Austria—The owners of Austria’s 10,000 juke boxes, according to a poll by an owners committee, favor reestablishing their roles as the regular individualists of the European juke box business and turning over their boxes to operators.

At present there are virtually no operators in this land of apple strudel and waltzes. Austria’s 10,000 juke box inventory belongs exclusively to location owners.

The owners, as the poll establishes, want a market for the reasons apparent: Being a juke box owner in Austria is a full-time job and one that doesn’t mesh with operating a restaurant, coffee house or brothel.

Heavy Taxes

The Austrian owners’ troubles stem from what seems the ingrained hostility of the government toward juke boxes. Boxes are taxed heavily and the craze of the owners’ dilemma is that direct imports of boxes and parts are prohibited.

A powerful operators’ association is needed, according to the congressmen, to defend the juke box trade interest vis-a-vis the government and to regulate competition within the trade.

Being a juke box distributor in Austria requires imagination and energy unlimited, report Josef Sportl and his partner, Willi Grammer, Rock-Ola distributors in Austria.

1,500 Machines

They have placed around 1,500 new Rock-Olas in Austria since the Austrian juke box boom developed with the departure of the four-power occupation forces and the restoration of Austrian sovereignty.

But the Sportl-Grammer achievement is with no thanks to the government. Because the latter has not been in direct importation, the partners (operating as W. Grammer & Co.) have arranged to have American Rock-Olas shipped via Yugoslavia.

The Grammer company has offices in Salzburg, Innsbruck, Vienna, Graz, Villach and Feldkirch. On a per capita count, Austria

Westchester Oys Set Annual Dinner

NEW PLAYER APPEAL/SCUFF PROOF BASE
LOCATION TESTED/TERRIFIC EARNING POWER

GAMES, INC., Incubator of Electric Uplight

Free Play Games

Height 56" Width 34" Shipping Weight 200 lbs.
Juke Box Interest Still High

- Continued from page 344

buy more stereo machines and everybody would stand to make more money. Location owners would be a lot happier.

Al (Sena) Bodkin, of Forest Hills Automatic Music Company, stated: "I'm buying stereo units for my top spots, of course, but we have had the problem of too few stereo records. Anything like a compatible record would be just great, for my money. I think it would really stimulate the business."

May Be Answer

Another prominent local operator, Charlie Bennof of Regal Music Company, feels that the laws that are so desperately lost are not that important in the juke field. "What we need," Bernoff asserted, "is in a record that gives a stereo feeling. The average location is not ideal for sound purposes anyway. But if the compatible record gets the separation and if it can be programmed first on a stereo box and later moved to another monaural location, then it is the answer to a big headache."

Joe Connors of Automatic Music Company, feels the same way. Connors said that anything that would make it possible for record companies to get out more stereo records would be a great help to the operators.

Barney Sugarman, head man of Runyon Sales, local AMI distributors, also seconded the motion with regard to compatible stereo disks. "I'd like to see anybody come out with a record like that," said Sugarman, "it would help us all."

Other Tests

Meanwhile, Les Cahen, of Belmont Studios, who was instrumental in developing the idea, pointed out that if any juke box distributors wanted to run tests to see how the 45 single version of a compatible record would work on their equipment, he would be glad to make test premiers available.

On another front it was learned that 22th Fox Records, a movie affiliated record firm, was on the point several weeks ago of actually issuing a compatible stereo 45 version of a new release by singer Al Martino. At the last minute, execs of the company were informed that the disk would not be compatible as far as many Seeburg monaural machines in current use were concerned. This was because these boxes were equipped with a Pickering Flip Valve cartridge, a unit which has virtually no vertical compliance (the ability to reproduce the sound from the vertical channel in a stereo disk). It was learned, however, that the Pickering people had made it known that with the assistance of Seeburg or the cost of tooling a replacement cartridge could be quickly developed and made available to operators at relatively low cost for replacement in their machines.

As far as could be determined from knowledgeable engineering sources, all AMI and Woodfizer monaural units now in use had the Pickering cartridge which would perform well, as is, on any compatible record.

SHOWDOWN DUE ON IND. PIN LAW

INDIANAPOLIS—A conclusive test of Indiana's anti-pin law is at hand. The action for a final opinion on the constitutionality of the statute was taken last week by Indiana Atty. Gen. Edwin K. Steers, who asked the Supreme Court to rule on 33 Fort Wayne cases. Transcripts have been filed with the clerk of the Supreme Court by Deputy Atty. Gen. Richard M. Givan.

Fire Destroys Jukes, Games

CROSSEY, Ark.—Fire which started in a nearby building spread to Crosse Put Music Company and destroyed the building, burning three phonographs, several games, a number of parts and spare records for a total loss of about $10,000.

The owner, Guy Morgan, is using his garage at home as a maintenance and repair shop until the building is restored and he can move back in. He had no insurance on his equipment.

The fire burned five stores before it was brought under control. A brick wind whirled flames high and firemen found it difficult to bat the raging blaze. It started in a cafe, a kitchen fire flaring out of control.

Morgan was renting the building. The owner told him he would rebuild. Morgan has a route which extends over a wide area in Southern Arkansas and extending to the Louisiana line.

LADY LUCK FLEW COOP

Runaway Mutt & Hot Seat Give Sammons Hard Week

MEMPHIS — George Sammons, president of Sammons-Pennington Company, had one of these weeks that happens to everyone now and then—everything seemed to go wrong—and he can't recall anything under a ladder or a black cat crossing his path.

First the dog catcher caught his dog. He had a cocker spaniel which he keeps in the fenced-in back yard. At breakfast, Sammons lets him in and gives him something off his plate. But one day the dog got out of the yard. The dog catcher was about to get him, but one of Sammons' four children also spotted him, called him and got him in the house and saved him that time.

No Luck

A few days later the dog got out again but this time Sammons wasn't so lucky. His children, retreating from dog style, were found with him and asked him to see if the dog was at the pound.

Sammons checked, found him thereafter and him. It cost him $56. The dog catcher was a little grudgingly about it and told him next time he would cite Sammons to court, where it would cost him more.

The next day Sammons, who travels the Mid-South territory calling on music, game and vending operators, left town and got a call that evening from his wife. Some one had dropped a burning cigarette on her car seat and it smouldered and burned in the seat up before it was discovered.

Hot Seat

He had to return to Memphis to get the seat replaced. Then, the week about shot as far as traveling, he decided to drive over to Jackson, Tenn., 45 miles away, to collect some money on a background music system he had installed in a swank new restaurant.

On arriving he found that the restaurant had burned two days before and the owner had no fire insurance. The owner sustained a total loss and was out an investment of $5,000.

Sammons returned to Memphis realizing that the fire had a few turns of bad luck, he was still better off than many people and did not mope about his minor misfortunes.

Lieberman Set on Service Session

MINNEAPOLIS — A 51-street service session will be sponsored Wednesday (16) by the Lieberman Music Company, which recently acquired the Seeburg distributorship when it bought out the S. L. London Company here.

The first of its kind this area, will be held at Lieberman's headquarters at 237 Plymouth Avenue N.

The company stated that the session will attract engineers from all parts of the state and all facets of the industry.
EARN TOP MONEY WITH PLAYERS' CHOICE OF POPULAR

Jumbo-type scoring or official bowling

6000 top score with Jumbo-scoring
Super-strikes scored by skillful shooting
Between red lines insure continuous repeat play

300 top score when played by official rules
Players' choice of 2 most popular types of puck play
WINS WELCOME IN EVERY LOCATION

Here's the shuffle-alley you've been asking for... with popular Jumbo-type Speed-Control Scoring and famous Bally Super-Strikes... plus Official Bowling...
Favorite combination of players everywhere.
For easy entree into all types of locations...
top earning-power and top re-sale value...
get OFFICIAL JUMBO today.
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Bally OFFICIAL JUMBO

HIGH-SPEED TOTALIZERS
1 to 6 can play
dime-play
8½ ft. by 25 in.
**UNITED'S BIG BONUS SHUFFLE ALLEY**

with 2-way proven player appeal

offers players choice of

- **Regulation Scoring**
  - Top Score 300

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**BIG BONUS STRIKE AND SPARE SCORES**

Bonus builds up during game...collects at end of game to insure last frame suspense.

- **1 to 6 Can Play**
- **Drop Chute Coin Mechanism**
- **National Rejector**
- **Flashy Cabinet and Backglass**
- **10¢ Per Player**
- **Size**
  - 8½ ft. long
  - 2½ ft. wide

**Shipping Weight**
- (crated)
- 430 lbs.

SEE YOUR UNITED DISTRIBUTOR NOW!
Here's the Sensational New WALL-O-MATIC "100"!

Remarkably compact! New Seeburg Wall-O-Matic "100" 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 Wires only 12 1/4 x 7 1/2 x 6 3/4 inches. Weighs only 21 pounds, net.

STRIKINGLY ATTRACTIVE! REMARKABLY COMPACT!