IRE TO HEAR TAPE PLAYBACK RESEARCH DATA

CHICAGO—Another milestone in the history of magnetic tape recording playbacks should occur next Wednesday (25) at the Waldorf-Astoria meeting of the Institute of Recording Engineers, when both Dr. Peter Goldmark, revitalizing force behind the Magnetic Recording and Manufacturing CBS Laboratories' project to contemporize the recording, and Marvin Canaan, of the Armour Research Foundation, both are expected to present papers on separate future tape playback machines. While Goldmark's appearance has already been widely heralded, Canaan's appearance has only been made public with receipt of the IEEE program.

Reports that were the initial pressing basis, on the basis of initial testing, totalled 3,000,000 copies, although a much larger volume is ultimately envisioned.

A spokesperson for Reader's Digest stated the project was definitely not a club. It was reported that the Digest was actually engaged in having a door-to-door selling campaign. This was not confirmed, however, by a spokesman for the magazine. A spokesperson for the magazine stated the publication had a door-to-door service in connection with its Condemned Book Club.

The spokesperson also stated that it may be assumed that if the initial project sells well, other projects will be developed. The spokesperson for the project under discussion, it was claimed, is a package of show music.

The 12 classical LPs in the present offering contain material newly recorded by RCA artists. The repertoire includes such time-honored pieces as "The Brahms Concerto No. 1," "Rite of Spring," etc. Talent includes such orchestras and conductors as the London Festival Orchestra, the International Symphony Orchestra, the Academy of Santa Cecilia, the Oslo Philharmonic, Sir Adrian Boult, Rene Leibowitz and Mauzy Freedman.

Equal Billing

RCA and Reader's Digest share equal billing and manufacture the tape, the record label itself, and the all-important housing of age of 12 disks. The label legend states: "Recorded and manufactured especially for Reader's Digest by the Custom Record Division of the RCA Corporation of America."

The product, it was heard, stresses the value and quality and points out that the package of 12 is "worth $30.76."
The promotion material is accompanied by a package with "Music of the World's Greatest Composers; you would never pay up to $4.98 for such a package!"

"...The promotion is not for the entire family, however, it is also included in the box of 12 a "Guide to Appreciation," an illustrated brochure with hints on the art of listening..."

Reader's Digest and RCA Victor, as pointed out, are apparently planning the project with the members of the consumer in mind. The initial mailing, however, was to be a "small offer to the 12". The magazine has over 11,000,000 circulation and a tremendous international reach.

Disk Aid for Subscriptions

NEW YORK — The Reader's Digest record library, also a kind of mass promotion, is not a novel method on the part of consumer publications to build circulation. Back in the 1980s newspapers thrived on the country ran promotions on 78 rpm classical disks to build circulation. During the 1950s RCA offered special low-priced LP classical disks with broadcast on will be available. However, this has become less common since the introduction of the low-price $1.50 and $1.98 LP. There was also a period about a year ago when it was believed that the Time-Life magazine chain were rumbling to have record business, but this fell thru. Life magazine, however, is in cooperation with the promotion of the Bing Crosby, the Rose Clooney RCA Victor two-LP disk, "How the West Was Won," which is based on a series of articles in Life magazine in 1959.
ALL NARAS Nominees Get Honors

HOLLYWOOD — The National Academy of Recording Arts and Sciences last week decided to bestow tangible recognition on the Grammy Award finalists, thereby elevating them to the殿堂 of the Top 25. The nominees, which were selected as one of the five nominees in each of its award categories, are: Nominations Committee, in the form of Plaques - Plaques, are to be sent to the decades whose names are placed in the top five golden circle during the first two Grammy Awards.

Labels were asked to distribute the cards to the artists and engineers who won the honors. Plaque text contains the name of nominees and the date which they were selected, disk title and year nomination was made.


COMPATIBLE Disks Debut In Key Stores

NEW YORK — Fifteen key retail stores across the country have advertised Design Records in their catalogs for the past two Sundays (13, 20). These included Mac, Sam's, and Doubleday & Company in New York. The other key stores were Jordy Marshall (Los Angeles), Atlantic Records in Cincinnati, May Company in Denver, Rike's in Dayton, Ohio, Golden Records in Columbus, Ohio, and Famous & Barr in St. Louis.

Atlantic Sets 2 Jazz LP's

NEW YORK — Atlantic Records is releasing two new jazz albums. The first is "Chet Baker's Persuasion," the Modern Jazz Quartet and "Revisited," the Bill Evans Trio. Bassist Mingus, who usually plays with a small group, heads up a big band on his new LP, featuring an all-star group. All the components of the package were written and arranged by Mingus.

ASCAP Links 53% Top 50 to Payola

WASHINGTON — At last 53 per cent of the records which achieved toad police status in the recent payola raids were released by companies involved in payola, according to an estimate by the American Society of Composers, Authors and Publishers, based on a supplementary statement to the)$, mission last week. (16C. ASCAP had requested ASCAP to document charges made during recent FCC hearings that payola was "rampant.)

ASCAP takes the opportunity to propose stringent rules against state, such as "Stop Payola," with a signing contract of music on the air, by any party with financial interest in the tune, with or without announcement. ASCAP strongly criticizes FCC's proposed anti-payola ruling which would allow public distinction to the sponsor. The music performance licensing society feels this is too peremptory and the implication might become routine and ineffective. FCC should prove it may even be a "step backwards" in the payola field, ASCAP feels.

MEET A MUSO FOR SPINNERs, WARNs DJA

NEW YORK — Details have been released of the Disk Jockey Association, Inc. which has been considering a radio panel asking spinners and record programmers across the country to attend. The DJA's first annual membership meeting will be held in Miami, April 26, 19-

In a letter inviting that will be sent out to DJA members, Haworth stated "If you were not able to attend the meeting in the radio industry was de-

For those who responded to the letter, you no doubt would set immedi-

ate, this is exactly what your letter means in that you enjoy working in your profession."

He added, "I cannot over-

state the importance of this meeting to you and me, and it is up to you to sign-

ifying that you believe in not only your own future, but that of others and the entire broadcasting fraternity!"

"Do not let this opportunity pass you by. You do not have to be a member of DJA to attend the meet."

ARC Awards To Spot Big Disk Names

NEW YORK — Goji Grant, Frankie Lane, Sammy Davis Jr., and Diahann Carroll have been invited to the 32nd Annual Academy Awards Oscar show on NBC-TV April 4, 1960. From April 20. The four artists will warble the 1959 movie tunes nominated for Oscars this year. Miss Grant will sing "Strange Are the Ways of Lovers," from "Pillow Talk," with Julie Andrews. Mr. Lane is assigned "The Best of Everything," but it is rumored that the tune for which he recorded for Columbia last year.

NEW YORK — Bill Mulligan, former RCA Victor Custom salesman in Indianapolis, has been moved to New York as manager of Custom sales and service. He will report to Ernett Dunn, manager of Victor Custom department.

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Victor Gives 'Greenwillow' Top Treatment

SORD Board Holds Special Meeting

Florida Conclave Highlights Moves to Encourage Co-Op Buying by Dealers

CORAL GABLES, Fla. — Wide awake indie disk dealers are now getting as much as 25 percent off of normal dealer cost on records, according to reports presented here this week by members of the executive board of the Society of Record Dealers of the Southeast. The board was called into what was termed a "ordinary special session" at the United States Courthouse here Monday (14) and Tuesday (15).

Mike Spector, presiding of the organization, who operates Special Records Shop here, reported that at last some dealers are "getting straight" in their buying and are thus helping to "stem the tide against discounters."

It was also reported that even the four top major diskeries all have extended a 10 per cent return privilege, local distributors are not always living up to the terms. This deal was echoed by most of those present. It was agreed that wherever this occurred, it would be wise to communicate directly with the record company or the distributor's attitude. "We will put as much pressure on this as we can," Mr. Spector said.

Lou Shapiro Report

Considerable interest was shown at a report from Lou Shapiro, a dealer of Jersey City, N. J., dealing with the start of the cost-cutting operation instigated by the Association of Record Dealers of New York and New Jersey. Shapiro reported that a warehouse has been formed and that at least 20 member dealers have acquired stock in the co-operation at $1,000 a share. Spector told the board that the SORD itself cannot participate in such a venture.

RIAA Cuts Gold-Disk Check Fee

Certification Of Sales Cost Reduced to $150

NEW YORK — The Record Industry Association of America, Inc., which certifies sales of records and albums through its Gold Record awards to $150. The certification fee was originally set at $250 last year but was reduced to $300. The present price slash is due to a combination of a $75 cut by the Board of Directors in a move to spur a more widespread use of the RIAA certification, and a reduction of a substantial part of the cost involved will now be made from general funds of the association.

Under the Gold Record Certification plan the RIAA has sales (Cont'd on page 43)

Unpublished Kern Tunes For Musical

NEW YORK — A group of hitherto unpublished tunes by the great Harold Arlen Kern have been pressed into a score of a new musical, based on the old Christmas story Oliver DeHavenland movie, "Hold Back the Dawn." The Kern material, which consists of 30 song numbers, will be used in a musical, "Winter's Tale," to be given before the end of the year. The Kern numbers in the show are the result of the efforts of Brandeis University, who has been working on the Kern theme for several years. The Kern material was obtained through the efforts of the composer's publishing, Chappell & Co., and was written by Kern in 1945. Negotiations for the rights to the music have been in the hands of Mrs. Jack Cummings.

The Kern material comprises the songs with lyrics by Dorothy Fields were recently released in an LP version by21st Century Records.

(Copyrighted material)
New Indie Distribrs, R&B DJ's Team to Keep R&R Swinging

Pattern Follows 'Closed Door' Policy of Big Time Outlets

By BEN GREVATT

NEW YORK — Small, hardworking and innovative new distributors plus small indie, rhythm and Blues disc jockeys are giving noticeable indications of becoming the prime outlet for new albums.

The new success formula, which seems set as a re-creation of what got noticed in the swinging early fifties, has evolved not only as a result of good management and jazzs going well as an immediate preoccupation of the industry with hum merchandise.

The pattern has evolved as a direct outgrowth of what is called "closed door" policies toward new indie albums. These are the single, the lot of long-established indie disc jockeys and radio stations in key markets.

With regard to the distribution picture, there are several interesting facings. For one thing, it has been noted that the larger disc jockeys today are often wielding influence in many cases as preeminent for albums. For instance, the last year or so has been particularly true for growing "free-press" type of broadcasting, which has been a favorite off the pot to sell the potential of albums and performers.

"Write Off" Attitude

With major records on this kind of a plane, distributors often find themselves in the posture of radio stations that are voting to put a single, particularly

Zergo to EML Music Firms

HOLLYWOOD — Joe Zergo will become international manager of EML's music publishing firms and will resign his position as senior managing director

of Capitol Records' subsidiary, Armoree and Beechwood music publishing firms. Zergo is a frequent collaborator in the firm's sessions, with the late

He is now with Columbia, EML is to become an EML Music Firms, effective immediately, its artist-repertoire department in various capacities.

NAB SETS RADIO MONTH THEME

WASHINGTON — The theme for National Radio Month, to be celebrated in May, will be "Radio... Heartbeat of Main Streets," according to the Mayors National Association of Broadcasters' vice-president for radio.

There will be no parades or radio stations are the focal points of the communities they serve.

NAB's public relations service will also provide radio members a complete Radio Month kit, which will expand radio's image, its role, its speech tests, not for use in programs, and its role and its social contribution, and will be distributed, respectively, and a sample program and promotion ideas.

Radio members also will receive a special disk of jingles produced again this year by PaulCompile Productions, Inc., New York.

'Sleepwalk' a Hit in Europe

NEW YORK — Twenty different versions of "Sleepwalk" have been released abroad. In addition to the original U.S. version by Santo and Johnny has been released in each European country.

Disk liner-up and foreign titles include "Sleep Walkin' Man," by Niki D'Anjou and Blue Bell in Italy; "Lebo," by Vin Van De Werf in Belgium and Holland; two different vocal versions by the Everly Brothers -- "Sleep Walk" in German and "Nuit Bleue" in French on Decca; Johnny River in the U.K.; Ken Kelshnacket in the U.S. and the EML and the Sleepwalkers on Pathe, and Roy Drusil and the Instrumentalists; a vocal by Billy Mee and his outfit on Decca, Germany.

American versions include a Betty Brey vocal on Canadian American and two instrumentalists -- Henri Rene on Victor and the Cadin on Bell.

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**Huge Sales Outlets In Premium Disks**

By BERNIE ASSELL

CHICAGO—A boom for disc manufacturers—and many will say a new boom for dealers—is the growth of LP's and EPs at supermarkets, premiums, frequently offered for less than $1.29 each on sales tags.

Sometimes the disks are specially recorded. Sometimes they are close-cuts of catalogs, but in most cases they are new compilations of old material. But always, the quantities are huge.

A new outlet of interest by merchants can be seen in the use of disk premiums as a result of a comprehensive feature in a recent issue of Advertising Requirements magazine, containing a roundup of many recent disc tie-in promotions.

A promotion that sold a cool million EPs was one offered by Coca-Cola in 1957, six Tony Bennett tracks for 25 cents. The disk included such warm up smash hits as "Rags To Riches," "Because Of You" and "Cold, Cold Heart." In 1958, Westinghouse pushed 280,000 LP's thru appliance dealers for $1.29 each, entitled "Sherry" Goodfellow Plays At the Brussells Palace.

**Pennsylvania Dealers Seek Charter**

PITTSBURGH — The Independent Dealers' Association of Pennsylvania has asked Common Pleas Court for a charter "to protect and preserve" their record industry.

In its petition, the association stated the move had nothing to do with counteracting publicity incident to payola. Treasurer Vincent Luschen said it is merely a co-operative buying thing.

He explained the dealers believe they can save money buying records collectively rather than as individuals.

Secretary Ernst Kuhar appeared for the association.

"We are trying to survive. We are slowly being forced out of the business," he said. "We want to buy collectively."

He charged the main problem was preferential pricing by certain unnamed record distributors. He said 90% of record outlets in Pennsylvania are members of the new association. The group wants to be chartered as a non-profit organization.

**Another Special-Value Feature Of THE BILLBOARD**

A Directory of Services and Supplies for the Music Business: Records, Catalogs, and Allied Products—coming in the

ASPENY CHARTER

are

tatively."

"You, Me and the Set... and the "Harmonie Muche" too," he said in an album. "My son, delighted with Goldner's gestures, has told his promotion men about Richard and Len Maxwell, to tell jock's to work on both the Coasters new record and the Flamingos new recording as well.

**Juke Operator Sets Disk Air Promotion Firm**

WASHINGTON — A novel idea for a new type of jukebox promotion, where the jukebox manufacturers plug new releases to dealers is being put into operation by the new "Extratone" firm.

This is a practical application of the business of promoting records to dealers. It is a way of showing the product to the label or distributor.

Extratone plans to do this by having the label or distributor forwards the jukebox operators a special pressing of the record, which the jukebox operators will make available to anyone wanting to expose the air-side of the song to the jukebox players.

*EXTRA* Concerts

In both cases these are the talent bookers immediately diagonal "extra" concerts, on a commercial basis, for the soloists: pianist Arthur Rubinstein and violinist Yehudi Menuhin.

Both concerts were also held in Tivoli Concert Hall, with the promoters about a third lower as there was no orchestra or guest conductor. Both were sold out.

On top of these money-pulling concerts the Danish National Radioto TV networks organized a huge, three-four-hour show and concert at Tivoli Concert Hall in conjunction with the UN fund-raising "Allocates" and the Danish audience nets overall 1,200,000 "Danish crowns" ($145,000) from this broadcast, and a seat in radio and TV listeners and viewers.

While "Holiday on Ice," playing major part of February in the big Copenhagen Colosseum and during this tour, held a series of concerts and disk promotions around the beginning of March, did not draw capacity altho they were well attended. The Quincy Jones band, which has been with the Columbia label since the beginning of its musical, on a short-lived tour, was unable to get a hall in Copenhagen at the time.

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**COPENHAGEN FANS PICK QUALITY OVER BARGAINS**

By TED WOLFWARN

— The inhabitants of Copenhagen seem to be in a spending mood this year, but not so much for quality.

In the entertainment field the biggest hit this year is "Mildred" Lady," which is in its third month and still selling sold-out houses, and with people still coming up early in the morning, in front of the bookies, in both the chance of getting a pair of tickets.

The activity in the concert field centered around the new "Extratone" and "Extra" labels where the new releases are handled by concert agencies with admission prices on same level as in Denmark.

The most important benefits were those given by the National Broadcasting firms of the Royal Opera Orchestra and the Danish National Radio Symphony Orchestra, which both took place in Tivoli's Concert Hall, and both were sold out as soon as tickets went on sale.

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**Bills in Hopper To Up Postage**

WASHINGTON — Bills to recall postal rates have been introduced in both the Senate and House, and if passed, will raise specific rates for mail orders, starting from $1.50 for first and five cents for second class, rising to 10 cents and 6 cents, respectively.

Once again, a bill by Rep. Ter- bert MacDonald (D., Mass.) to ex- clude postage from the Federal Income Tax rate, that is an arm and a leg, wore a ground swell from the Independent Office Committee. Chairman Rayburn made no move to do with rate legislation. The "temporary" lawmakers of the Congress should assure themselves of a similar bill was buried last year.

Rate increases proposed in Bill S. 3192 by Sen. Robert F. Taft (R., Ohio) and H. R. 11146, by Rep. Tom McCarthy, R., Mass., in order to meet the House of Rep. Postmaster General, which the House Post Office Committee, at request of Post- master General, would go to 1 cent per ounce. The office post card, Second-class rates, which include magazines, would go to 1 cent per ounce, weighing two ounces or less, and up to 10 cents, you use over two ounces, or none pound rates, if lighter are. Airmail would go to 8 cents per ounce, individual third-class mail would go to 10 cents per ounce, and for first two ounces 11/2 cents for each additional ounce, and at $2.00 per ounce. Rate revisions would become effective July 1, 1960, in the measures, which are opposed by Presi- dent Eisenhower.

**Give Away 'Teddy' Disks**

ROME — Producers of the song's "It Was A Very Good Year," which is pressing all of their numbers on plastic disks which will be distributed to radio stations throughout the country, policy made a move to sell the "Teddy" disk for the big Italian market.

Sellaire was not aimed at the song which won second prize at the recent San Remo Festival but at the lesser- known version on its reverse side, "Nuda." Considerable church oppo- sition has been raised to the song, but the number had been banned by RAI from radio and television in Italy. It was made to lose its ban, but as "Teddy," the song was offered this way instead of being offered the regular sales campaign with a record company.

**'NUDA' BANNING HITS 'LIBERO'**

ROME — By seizing all copies of the German version of Bar- bara's "Libero" in both Rome and Milan, which will be aired on Saturday night, the country policy made a move to sell the "Teddy" disk.

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**NEW YORK—Six new sides appear in this week's edition of the Hit Parade.**

82. Sharon (Greggman, BMI)—Diane Edly, Janie.

86. "Bolero" (Twisto, ASCAP)—Robbie Darro, Atco.

97. "On Your Own" (Tipton, BMI)—Jackie Wilson, ABC.

98. "Wake Me When It's Over" (Robbins, ASCAP)—Andy Williams.
A PAUL ANKA PRODUCTION

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featuring

JUNIOR AND HIS FRIENDS

Anka's first production—a star-studded new group—on the hit-making label ABC-PARAMOUNT

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NEWS REVIEW

6 Unusual Baroque Albums

Good taste is apparent throughout in the series of new LPs collectively called the American Society Concert Series, issued by Bell Records. A commodity all too seldom present, this excellence of judgment is to be noted in the content, performance and packaging of this set of LPs from the series review.

The bulk of the repertoire dates from the Baroque period and constitutes works in the catalog at all or in one incarnation in but one or two other versions. This, in itself, is unique at a time when no label seems to be rushing to duplicate the sure-fire waltzes, sonatas and symphonies of genuine excellence, with variation from one disk to another, of course. Packaging features full-color reprints of each piece, a different cover with each disk, no printing to mar the art. This may not offer the dealer content, but it can perhaps prove an even greater eye-catcher of virtue of being different. The reproductions include three sketches and three crayon drawings, two of the latter being in color.

In all the music is performed under the direction of Daniel Saunder, well known for the past two decades as conductor of the Sibelius Little Symphony, specialized in Baroque on the American market. His efforts here are on a very high level and deserve commendation.

The initial release, SAS 1003, features Handel's Double Concerto in F, better known as its reproduction as an organ concerto, but recorded here as a full concerto in the original version. The work is made to order for stereo, with two wind ensembles, one on each side, answering and echoing each other. The soloists are either in stereo or mono, feature a relatively conservative approach to stereo directivity, but one which is quite effective when offered an opportunity like this. A Viennese flute concerto and Geminiani Concerto Grosso are also attractively brought on this disk.

SAS 1002 includes Telemann's "onio Octava Sonat" and three short works by Handel, none of the latter is elsewhere available. SAS 1001 contains all the incidental music from Purcell's "Gaydn Knot United," Royce's brief overture, in the style of Symphony No. 1, and two Trio Sonatas, one by Gerges in G and another by Telemann. Lastly, works are particularly effective in stereo, but the three musical threads - two soprano parts (one for each speaker), and a bass part (which is most effective when centered). SAS 1003, similarly, features a brilliant performance of Bach's Trio Sonata No. 1 in C, and Handel's Concerto a Quarte No. 1 in D Minor, which is similar in form. The reverse side features Bach's popular Clavinet in E Flat for Piano and Winds, Op. 16. SAS 1003 comes closest to duplicating a standard repertoire, although advising the first stereo versions of two popular chamber works: Mozart's Quartet No. 17 (The Hunting), and Beethoven's String Quartet No. 17, Op. 59. Both are given vibrant performances by the Cleveland String Quartet.

Finally, SAS 1006 features French organ and harpsichord works of the 15th and 16th century, as played by Paul Maynard. The outstanding material in the collection is five organ compositions by Francois (Le Grand) Couperin, which reproduce beautifully on the Baroque-styled organ of New York's General Theological Seminary. These releases, mostly off the beaten path, required courage who benefit and how, the agency rules.

FCC scores the hope for use of live recording talent at a fee "substantially less" than prevailing union pay scales. In exchange for record promotion, the Commission has found that the operator of the record hop is partially or fully reimbursed by a record distributor or manufacturer for the fees paid to performers.

The agency says it has found widespread record hopping on stages where the station itself or its policies have no financial interest in the enterprise, such announcements have been labeled "promotional" non-commercial spot announcements, or for similar announcements that are also not to be accepted on station report to the FCC unless the case is concerned. In this case, the evidence has been that the hop promotion was just part of the station's daily pattern. Also part of the payola is to be frequent airplay of those records which would be given away at the hop, or records featuring talent to perform the hop.

Even when the hop is for charity, with everything essentially "not paid," if any free disks provided have the effect of inducing on-air mentions or record spins, the accompanying announcement must state that records are being provided, and by whom, the FCC rules.

Also in the music line, FCC says identifying "jingles" associated exclusively with one sponsor who builds the copyright, cannot be peeked into a program without sponsorship identification, even when the jingle is played on an instrument, and no words are sung. Similarly, any disk of music from a movie showing locally, or a return for the movie house taking spot announcements will have to be accompanied by identification.

The latter two types of payola are included in the FCC's fourth category, "highly deceptive commercials." This also covers sneak previews or pictures of products not officially sponsored on a program, and in return for which station identification will be included.

The Commission appears to be confident that requiring all of these disclosures for hereofore unidentified payola will be a serious deterrent to the illegal violations.

The few responses so far received to the FCC's request for comment on its proposed ant-payola rules are generally favorable the idea, but few that licensees will be held too strict to account for something that can't be prevented. A group of broadcasters, including WTOP, the Washington Post station, also object, and others, recommend a survey. Licensees would be required to take steps "reasonably calculated" to prevent payola, and those who don't would be subject to penalties. "It seems like we're doing the right thing and it also seems like we're doing the right thing. It is not to be the responsibility of audiences, engineers, employers and outside contractors, the latter should be an appointed by the rule, too, says CNN. Final date for comment on the FCC rules is March 22.

The new record hop rules are not unlike the Federal Communications Commission's current regulations in which the lack of any on-air sponsorship identification will be considered an illegal practice. The FCC has already warned station operators not to promote records unless they are paid for, and has threatened to take action against those who fail to follow the rules.

DIGEST RCA Deal Opens Sales Visita Sales Visita

Continued from page 1

FCC lays down new ant-payola rules

Continued from page 1

Another Billboard Record/Photo Dealer

GENE HI-FI CENTER

10311

GENE BRASLYCONE

9102

122 E,A TEXAS AVE

236A

BAYTOWN TEXAS

60090

GENE HI-FI CENTER

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

. . . is essentially a hi-fi store

. . . offers both records and albums

. . . handles phonographs selling from $29.95 to $1,000

. . . has been reading Billboard for more than 18 months

Copyrighted material
Gisele
one of America's greatest artists
now exclusively Everest!

The Waldorf-Astoria

Gisele MacKenzie
in person
at the Empire Room

Recorded LIVE at an Actual Performance
Al Pellegrino conducting the Emil Coleman Orchestra

LPBR 5069; SDBR 1069 (STEREO)

a sales-sation everywhere

The magnificent voice of Mackenzie! The priceless sound of Everest at one price for stereo and monaural!

Everest Records
SMASH ENCORE
FROM
THE RUNNING BEAR KID

JOHNNY PRESTON

CRADLE OF LOVE
71598

MORE NEW SMASH HITS OF

Mercury
RECORDS

IT COULD HAPPEN TO YOU  Dinah Washington  71560

APPLE GREEN  June Valli  71588

PROMISE ME THOMAS and 2223 MILES  Patti Page  71597

SPARKLING BROWN EYES  George Jones  71583

TOKEN OF LOVE  Benny Barnes  71600

www.americanradiohistory.com
OLYMPICS ROME NITERY SPARK

ROME — The Eternal City is apt to become a little Las Vegas so far as talent is concerned during the Olympic Games period and possibly for a week or two before and after the games, which will take place between August 25 and September 11.

With the announcement by the new Casa Cugati that it will present recording names including Allee Lowe, Louis Horne, Johnny Ray and Frankie Laine and similar folks, other night spots are planning to follow suit. These will probably include Casa Cugati’s, Belvedere delle Rose, Casa delle Rose and a new locale to be operated by Robert Alda, American music recording star.

same ASCAP music will depend on agreement of the Society to distribute its revenue to members on a per-use basis, founded on the broadcast log reports filed with the FCC.

However, the ruling proposed would allow for variation in payments according to the type of music use (featured play as against background, etc.). Also, performance rights groups would pay their share of expenses involved in the music logging by broadcasters to the FCC. (In this connection, members of the Harris Subcommittee were angered by delay and section-librarian claims of listing of all records played over the air, but no such lists could be found by committee people.)

Big Miller Pic, Radio-Tie-Up

NEW YORK — Universal-International is re-releasing its all-time top-pop-grossing film, "The Glenn Miller Story," this week, via a special promotional tie-up with local radio stations WNEW and WOR when the movie opens here at the RKO Palace Theater Tuesday (22).

Ex-Miller vocalist Ray Beller and his band will appear on the stage of the Palace in the evening, and on Saturday, March 26, jazz clarinetist Sol Yaged and a five-piece combo will present hour-long sessions in the lobby—featuring, only tunes associated with the late Miller.

Station WRCG will originate three of its delay shows from the Palace lobby on opening day. Ed Herlihy will broadcast from noon to 2; Art Ford, 4:30 p.m. and Wayne Howell, 7:30 p.m. All of the programs will feature Glenn Miller disks.

On the same day WNEW deejays William B. Williams and Dick Partridge will feature special Glenn Miller salutes and a Glenn Miller contest on their respective programs.

Local deejays and newspaper men also will be visited by Martha (Contihued on page 43)

THE MODERN JAZZ QUARTET

The World’s No. 1 Jazz Group

THE BILLBOARD

Music

OLYMPICS ROME NITERY SPARK

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OLYMPI
**34 States Claim Top Talent**

**Continued from page 4**

This week’s talent, from New York to California, have been scoured from all regions of the country. The list of talent is endless, with each state vying for top spots in their respective fields. The competition is fierce, and the talent is incredible. From singers to dancers, each state has their own representation, making it a true national competition. The selection process is rigorous, and only the best make it to the final stage. The ultimate goal is to find the top talent in the country, and this week’s talent is a testament to the incredible talent that exists across America.
UNUNITED ARTISTS RECORDS PRESENTS

ORIGINAL MUSIC FROM THE MOTION PICTURE SOUND TRACK

MARLON BRANDO  ANN MUNROE  JOANNE WOODWARD
TENNESSEE WILLIAMS "THE FUGITIVE KIND"

Music Composed and Conducted by KENYON HOPKINS

MONO. UAL 4065  STEREO UAS 5065

UNUSUAL SOUND  UNUSUAL SINGLE  FROM AN UNUSUAL MOTION PICTURE

UNUSUAL SOUND  UNUSUAL SINGLE  FROM AN UNUSUAL MOTION PICTURE

BLUES FROM THE FUGITIVE KIND
(LET ME OUT)

GET CRAZY
KENYON HOPKINS
AND HIS ORCH.

CONTACT YOUR DISTRIBUTOR TODAY

UNITED ARTISTS RECORDS
729 SEVENTH AVE. NEW YORK 19, N.Y.
RECORDED TAPE BEEF

Philly Dealers Hit Ad, Package Lack

By MAURIE ORODENKER

PHILADELPHIA — "There’s no Hi-Fi Month on recorded tape," says dealers in the Philadelphia area. These lines doesn’t move like records. It’s impossible to say that one tape is better than another in all respects. The most important thing today on tape is the type of music which has stepped inside an appeal, such as light classical music and show tunes.

Most dealers who have a complete and extensive selection of tapes on their inventory, say with a doubt, that the biggest demand is for four-track stereo tape. The selection music on the recorded tape is still quite limited. Also there are a few jazz tracks, which are not desirable enough to appeal to the customer who would like to buy the music in pre-recorded tapes.

In general, when a customer comes into the store, he knows exactly what he wants, whether two-track, four-track or special track such as a “Hi-Full Lady”, picked out to purchase before he has stepped inside the door.

Mayor’s department head at Radio Electric, which carries Bell cartridge units, had this to say: "We're..."
RCA Victor brings you

TOTAL-SOUND STEREO

Total-Sound fills the entire room—wall to wall, floor to ceiling—gives the most glorious new high-fidelity stereophonic sound everywhere in the room. Your customers no longer have to sit in front of the set!

For over half a century, "Victrola" phonographs have led the world in the reproduction of sound. And these are the finest instruments we've yet produced—in both quality and performance.

Now, RCA Victor has produced the ultimate in high fidelity—TOTAL-SOUND STEREO. Your customers don't have to be experts to appreciate it. Nothing to assemble. They just sit back and enjoy the most glorious music ever heard!

RCA Victor TOTAL-SOUND STEREO gives high-fidelity, wide-separation stereophonic sound in every inch of the room! With this new RCA Victor "TOTAL-SOUND" system your customers no longer need to sit right in front of the console... the console can be placed anywhere in the room. Think of the flexibility (an important sales feature) this gives customers in furniture arranging and in decorating!

These superb RCA Victor instruments are unquestionably among the most versatile in the world! Your customers can buy the multi-speaker console alone... and then add a companion speaker. Or, for the ultimate in high-fidelity stereo, add twin "TOTAL-SOUND" speakers as shown above! It's as easy as plugging in a light cord!

Here, suddenly, is the last word in stereo—stereo that plays all records better... even old favorites! Set up a demonstration and prove to customers RCA Victor TOTAL-SOUND STEREO is ready and right... right now!

Specifications subject to change without notice.
CO-OP PROMOTIONAL STUNT SELLS STEREO

BY ROBERT LATIMER

ALBUQUERQUE, N.M.—Mel Ross, stereo dealer here, has a flare not only for unusual, colorful promotions to build sales, but likewise for bringing co-operating business firms to carry a lot of the cost.

Witness the clever "Night on the Town" stunt which Ross used during late 1959 to bring an all-time record number of stereo prospects into his showrooms.

Seeking something to "wake up" the Albuquerque market to the pleasures of stereo, Ross went into a huddle with himself, and came up with the idea of a "Night on the Town Contest." Realizing that many couples, thou hab, simply don't get out for an evening in the downtown district more than a few times per year, and that the average housewife thus had little or no opportunity to listen to stereo, Ross decided to offer a pleasant dinner in a leading downtown hotel dining room, a concert for the housewife, and a movie, as a free drawing prize with no strings attached. In order to carry the idea to the public, he contrived 100 television spots on one-minute types, interjected between popular news and music programs on the leading Albuquerque radio stations. Before every spot, Ross reserved the privilege of co-operating distributors, who agreed to pay $1,000 toward the cost of the stunt.

Then Ross picked a famous dining room, the Lamp Lighter Room in Albuquerque's Coyle Hotel as the site for the "Night on the Town" contests. When the program was started in mid-late November, the latter agreed to serve the dinners without charge, in return for extremely valuable publicity via the radio beams.

Encouraged by this success, the Albuquerque stereo dealer then went to a florist who offered to give away a corsage in return for radio mention, and to a local association of movie theater owners, who agreed to offer free complimentary tickets to any theater for the same event.

Armed with this tremendous cooperation, Ross put the radio show together on the same night at 9 p.m., inviting all residents to drop in to either of two stores in the city, to fill out an entry blank to qualify for one "Night on the Town" to be given every night for a three-week period.

There was no other stipulation than that the contestant come into either store. Instead of handing the entry blanks out over the counter, however, Ross decided to fill it for you that the blanks were carried in salesmen's pockets at each store which meant that every entrant had to contact a salesman, and usually, remained demonstrator with a stereo, high fidelity, new television, or other appliance lines carried.

The records for the "Night on the Town" were awarded over the space of three weeks and 50 people were drawn as winners, announcing via the 100 radio spots. Each winning couple was picked up by taxi, with an orchid corsage for the housewife, and included a hotel to one dinner they pleased from the menu, and then give their choice of the downtown dinner theater, plus transportation home. Ross himself acted as host for each event, and made a memorable evening of it for each couple.

The unique stunt captured the Albuquerque public's fancy more than anything else which the local stereo industry has ever experienced. There were at least 50 entrants registering each day over the three-week period, trying to average over 65 per day during the final week. During the three weeks over 900 registrations were drawn by both locations over 65 per cent, and helped Ross close out 1959 with a flourish. He continued through October, $41,000 in November, and $24,000 for December. Each week in each month was devoted to the "Night on the Town," and every time there was traffic to enough to break all existing records for any 3-month span.

One of the best features of the unique stunt, of course, was the fact that the New Mexico dealeramaha exploiting the "freight" with his display in inviting Albuquerque to a score of theaters to effectively that his net take for the entire promotion was only $200.

The most important thing of all, of course, was the fact that hundreds of people to listen to stereo, and to form a real interest in it. The dealer said, "The benefits of the campaign will carry over into 1960."
JUST RELEASED!
THE SINGLE OF THE YEAR!

ON THE TERRACE
b/w THEME FROM ONE STEP BEYOND
Music Composed and Conducted by HARRY LUBIN
9-31070

TAKEN FROM THE ALBUM OF THE YEAR
FROM THE TV SHOW OF THE YEAR

DECCA RECORDS Presents

DECCA RECORDS

www.americanradiohistory.com
**VOX JOY**

**BY JUNE BUNDY**

**GIANNI: Deejays are asked by the President's Council on Youth Fitness to help promote "National Youth Fitness Week."**

Mr. White, who is in charge of radio and television, has said that the slogan, "Fitness Can Keep U. S. Strong..." will be used. Mr. White noted that 1 was discovered that you overlooked one tune always play at this time of year, "April in Paris" from "New Faces of 1956." He is hoping that the students may be interested in this little swinger, particularly with America celebrating its first "April in Fairbanks" as a state.

Jim Rutledge, WMLS, Sylacauga, Ala., writes, "At all the colleges my boys are playing "April in Paris" and there is no standard on Album Review, so just a note to let you know that all the South isn't program-nervous because the boy is coming home in March."

**THIS ‘N THAT: Dick McGrath and Bob McNeil, WYK, Harrisonburg, Va., are taking their "Meet the Mac" show on the road. They'll air their afternoon show from a different school in their area each day. The boys now have a separate show.

Jim "The Joker" Throwknot and Jack Lawyer, WPFG, Atlantic City, N. J., have joined forces with the local YMCA to promote the all-male USO show for troops, which are attended by about 1,200 teenagers...Buddy McGregur, new program director of KLIP, Dallas, needs wax.

**PEPSI PICK: Orl Everard, Jr., program director of KQCO, Ogden, is preparing "The Pepsi Pick Hit of the Week," whereby the station's "Highlight Hit" pick of the hit of the week is used each week at local Pepsi-Cola dealers, for 69-cents and six Pepsi Cola bottle caps. The special is good on each disk only during the week the "pick" is featured on.

**PROGRAMMING TIPS: Bob Allen, KQOA, Des Moines, Ia., helps his listeners slim down by playing exercise instructions from "The Richie Rich Show," and then playing the Richie Rich album. He follows up each exercise with a disk featuring a suitable activity for the gymnastics.

A special hour-tribute to Louise Warren—who died on May 27, at the age of 42, with the Merchants—will be aired by WABC, New York, last Tuesday (12). Guesting with WABC commentator Don Lowe was Ira Sornoff who appeared in as the late singer. She discussed highlights of Warren's career with Lowe and played some of her best-known numbers.

**CHANGE OF THE WEEK: Bob Derricks, WLOD, Portland, Ore., has succeeded Frank Flavin as temporary chairman of the Greater Portland Disk Jockey Association. Derricks will succeed for the next four months. The group recently held the annual Heart Fund Hop in cooperation with the Maine Heart Association...New to WERA, Mc Allen, Texas, is program director of KXAN, Portland, and Ed Lezark, formerly "Mr. Moon" on a local station.

**New Morning Mayor at WERC, Erie, Pa., is Tom Torrance, who will continue to air his daily 10 a.m. noon and 3:00 p.m. show during the summer under the name of "Muff Theme." Notes Terry Hyden, "Terry's program is aimed at the girl friends and they do let us know that you're with them that day."

Joe Brooks, formerly publicity-promotion chief for Deejays of Philadelphia, has joined Philadelphia's promotion branch, has joined Philadelphia, as music director. He replaces Dan Corti, who will serve as talent coordinator...New spinner at WIP, effective April 1, will be Dick Carr, formerly with WWAT.

**Veteran deejay Al "Make Believe Ballroom" Jarvis has taken the 10 a.m. to 2 p.m. time slot at KLAC, Hollywood, thereby ending a long-time association with KFWB, same city...Tom Loftis, ex-KOKI, Oklahoma City, and Sid Bruder, ex-KAMO, Rogers, Ark., have joined KBIX, Minneapolis, twins, taken over 6-9 p.m. time and Brander handles the 9 a.m. to noon slot.

(Ross) Terrell Mellenby has been named music director of WOKE, Minneapolis. He will continue to air his daily 10 a.m. noon and 3:00 p.m. deejay shows under the name of Muff Theme...Notes Terry Hyden, "Terry's program is aimed at the girl friends and they do let us know that you're with them that day."

**MAMIE ELDER: Formerly with WABC, New York, has signed an exclusive contract with NBC-TV.

**Lee Munson, ex-program director of WNHC, New Haven, Conn., has entered the p.d. pool at WCTR, Muncie, Ind. Also new at WCTR are Roger G. Beck, director of promotions; Allen Heilman, program director; and Philip Moore, who has moved from WPOC, Peoria, Ill., to WMMD, same city, where he will emcee a daily afternoon show and also host the "Random Jukebox" feature.

**Mrs. Pat Orops program director of WGBF, Evansville, Ind., since 1931, was named "Evansville Woman of the Year," for 1959 by the Quiet Club, a national women's service organization...Dean Collins, ex-WGW, Norfolk, Va., has taken over the 2:45 p.m. show at WPGC, Washington, D.C.,"
A song with a message and a moral!

THE BROWNS
Featuring Jim Edward Brown

"TEEN-EX"

C/w "THE OLD LAMPLIGHTER"
RCA VICTOR 47/7700
A smash hit at the "Interlude" in Hollywood!

A smash hit at "The Sahara" in Las Vegas! Now...

for the first time on record

RAY ANTHONY
Sings
Tres Chic

Published by
AUT PUBLISHING CO.
HOLLYWOOD, CALIFORNIA

record no. 4358
MARCH 21, 1960

THE BILLBOARD

MUSIC FEATURES

21

MUSIC AS WRITTEN

New York

Golden Crest Records has signed Joe Venuti to a long term contract. . . . Jimmy Carroll, Jack Russell and Beverly Luria will all appear at the Bonham Room at the Hotel Pierre in New York this week in the “Evening With Lerner & Loewe” show . . . Freddie Cannon arrived in New York this week for an eight-day tour. . . . Joe Venuti’s “Theme From a Summer Place” LP is selling like hot cakes at the Capitol Records offices. . . . Capitol Records is now planning a country and western division called “Capitol Western.” . . . The two previously mentioned artists and a group similar to the organizational pattern recently introduced in other areas of the firm, Rehfelding is expected to be completed by next week.

Joe Allison becomes professional manager of Chiffie Stone’s four publishing firms. More recently, he accepted the post of artist-repertoire director for Liberty’s new western division. . . . Beverly Luria, formerly with the newly formed country and western division, a position he will continue to hold, has been made director of remaining activities at Long Beach’s Station KFOX. Another facet of his professional

CONTINUED ON PAGE 29

WAXING ORCHESTRA starts Hollywood label, "Dot." -M


Doe Mocito of Columbia Records plans to cut his own tapes, which he will lease to record labels. . . . Young Marvin, who played ex-president in a recent film, started work on the CBS version. . . . The Brook Benton and the Coasters show at the Ambassador in Hollywood starts tonight. . . . on the WOR radio station in New York. . . . Buddy Holly, who has been in the studio recording some of his new material, is expected to return to the States any day now. . . . Mercia, the country and western division, to be started by Jimmie Rodgers in Chicago, will open March 22 for three weeks.

New York

Jesse La Vie has started a national record promotion firm called "Dot Records." . . . The label’s first single, "The World on a String," by Dot Records singer, Dot Jones, is expected to be released within the next few weeks. . . . The label’s first album, "The Best of Jesse La Vie," is scheduled for release in May.

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Hollywood

You can expect Dot Records to register a protest with the Motion Picture Academy, either openly or behind the scenes. Label is miffed because the Academy snubbed Joe Stevens, its top-selling artist, for a nomination in the "Best Vocalist" category. The label nominated "Five Pennies" for the forthcoming awards presentation of its annual "Dot Jukebox Jamboree." . . . The label’s new release, "The World on a String," is scheduled for release in May.

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THE FIRST 2500 DEALERS TO MAIL IN THE COUPON WILL EACH RECEIVE FREE 2 ORIGINAL CAST ALBUMS (ONE LIVING STEREO AND ONE REGULAR LONG PLAY) OF BROADWAY'S NEWEST HIT MUSICAL—"GREENWILLOW"

Frank Loesser's best score in years. Winningly performed by Anthony Perkins (in his musical show debut) and other stars of the original Broadway cast. RUSH YOUR COUPON NOW!

RCA VICTOR, BOX 386, ROCKAWAY, NEW JERSEY

If my name is among the first 2500, please send me 2 albums of "Greenwillow" (1 regular L.P. and 1 Living Stereo). I understand winners will be chosen by date of postmark, not by date of receipt.

DEALER'S NAME

STORE NAME

ADDRESS

CITY, STATE

RCA VICTOR
MARCH 21, 1960

MUSIC AS WRITTEN

Continued from page 21

personality is as a songwriter, a career he's been in pursuit.

Dot's Randy Wood is currently preparing material for a new
Debbie Reynolds package... Ray Garcia is taping interview
footage on reel to reel, regardless of the sound of the "Time
Machine" film... RCA Victor's Dick Pierne, Neely Flanum
and Lee Shapiro in New York for contacts... Lee Zhito.

**Cincinnati**

When John Gary appeared on the Dick Clark TV-mar 13 to
plug the revised version of his Fraternity waltzing of "When I'm
Alone"... is marked the ninth time the tune has been played on
the Clark network set. Gary last week was ined to appear at Moon-
line Gardens of Conoy island here June 8-11... The Lionel
Hammond composer, arranged for an April 22 stand at MBS Victor's
Cafe Farn, here with the local Wayfayers Club sponsoring... Singer
Don Cherry, now working out of New York, is plum for the
 fsm of June (18-20), with the Jazz Components, with J. R. Montrose
and Pepper Adams set for March 25-27. Following in are the
Red Hampton's Quartet April 1-3, and the Sal Valenti Quartet April 8-10...
... Columbus' Johnny Horton captu-
ring the audience... the upcoming of his "She'll Be Mine" is
set for the West's... Marvin Gaye was welcomed by Irene Stein and
Joe Grinshpan, local songwriters.

Conoy Island here kicks off its band season April 30 with the
Peter Phillips orchestra and chorus, with trumpeter Clyde McCoy
in May to guest with Clyde Clark's local crew. The Porky Johns-
side Garden will again operate during the regular season on a
Wednesday/Thursday-Saturday basis... Country singer-pianist Ermie Lee,
who heads up his own TV set on WTVY-TV, Tampa, visited his old home at WLW here Friday and Saturday for a pair of
guest spots. He appeared on "Romans" (50-50 Club) Friday
noon (18) and Saturday (19) did a stint on "Midwestern Hayride," with
which he has been formerly featured. Ranches, movies, etc.
Mosby Lauson, Dist artist, whose musical-variety pile was
visible at Memorial Stadium, Springfield, Mo., Saturday, visits his Ozarkan mentors at Crosstown TV Productions there this week (2-5).
... Brenda Lee, featured on the audition for Lann's new series, is
due back in Columbus April 2-3 perhaps of her frequent gues-
ting with Red Forby on "Jubilee USA."

**Chicago**

Mr. Joe Strain, New Jap and His Jazz Statesmen launched the
Richardo's new name policy over the network (18-20), with the Jazz Components, with J. R. Montrose
and Pepper Adams set for March 25-27. Following in are the
Red Hampton's Quartet April 1-3, and the Sal Valenti Quartet April 8-10...
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Joe Grinshpan, local songwriters.
JUST OUT – 300,000 SOLD!

MARV JOHNSON

"I LOVE THE WAY YOU LOVE"

MARV'S NEW ALBUM SELLING LIKE A SINGLE!

PUBLISHER: JOBETE MUSIC CO. INC. PERSONAL MANAGEMENT: BERRY GORDY, JR.

729 SEVENTH AVE. NEW YORK 19, N.Y.
The Billboard's Music Popularity Charts...

MARCH 21, 1960

FOR THE WEEK ENDING MARCH 21, 1960

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>THE SOUND OF MUSIC</td>
<td>14</td>
</tr>
<tr>
<td>2.</td>
<td>SIXTEEN YEARS OF MUSIC AMERICA LOVES BEST</td>
<td>17</td>
</tr>
<tr>
<td>3.</td>
<td>FAITHFULLY</td>
<td>10</td>
</tr>
<tr>
<td>4.</td>
<td>HERE WE GO AGAIN</td>
<td>20</td>
</tr>
<tr>
<td>5.</td>
<td>HEAVENLY</td>
<td>17</td>
</tr>
<tr>
<td>6.</td>
<td>OUTSIDE SHELLY BERMAN</td>
<td>17</td>
</tr>
<tr>
<td>7.</td>
<td>ITALIAN FAVORITES</td>
<td>17</td>
</tr>
<tr>
<td>8.</td>
<td>BELAFONE AT CARNEGIE HALL</td>
<td>20</td>
</tr>
<tr>
<td>9.</td>
<td>GUNFIGHTER BALLADS AND TRAIL SONGS</td>
<td>13</td>
</tr>
<tr>
<td>10.</td>
<td>THAT’S ALL</td>
<td>25</td>
</tr>
<tr>
<td>11.</td>
<td>THIS IS DARIN</td>
<td>44</td>
</tr>
<tr>
<td>12.</td>
<td>ENCORES OF GOLDEN HITS</td>
<td>27</td>
</tr>
<tr>
<td>13.</td>
<td>OLDBY BUT GOODIES</td>
<td>27</td>
</tr>
<tr>
<td>14.</td>
<td>FABULOUS FABIAN</td>
<td>13</td>
</tr>
<tr>
<td>15.</td>
<td>MORE JOHNNY’S GREATEST HITS</td>
<td>35</td>
</tr>
<tr>
<td>16.</td>
<td>ENSEMBLE</td>
<td>13</td>
</tr>
<tr>
<td>17.</td>
<td>PARTY SING ALONG WITH MITCH</td>
<td>28</td>
</tr>
<tr>
<td>18.</td>
<td>THE STUDENT PRINCE</td>
<td>52</td>
</tr>
<tr>
<td>19.</td>
<td>TWOSING’S THE THANG</td>
<td>9</td>
</tr>
<tr>
<td>20.</td>
<td>CONCERT IN RHYTHM, VOL. I</td>
<td>3</td>
</tr>
</tbody>
</table>

BEST SELLING STEREO POPULAR LPS

STEREO ACTION ALBUMS --- on the charts 19 weeks or less

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>THE SOUND OF MUSIC</td>
<td>11</td>
</tr>
<tr>
<td>2.</td>
<td>PERSUASIVE PERCUSSION</td>
<td>9</td>
</tr>
<tr>
<td>3.</td>
<td>PROVOCATIVE PERCUSSION</td>
<td>9</td>
</tr>
<tr>
<td>4.</td>
<td>BELAFONE AT CARNEGIE HALL</td>
<td>18</td>
</tr>
<tr>
<td>5.</td>
<td>THE LION’S PRAYER</td>
<td>7</td>
</tr>
<tr>
<td>6.</td>
<td>LET’S DANCE AGAIN</td>
<td>11</td>
</tr>
<tr>
<td>7.</td>
<td>STILL MORE SING ALONG WITH MITCH</td>
<td>12</td>
</tr>
<tr>
<td>8.</td>
<td>QUIT VILLAGE</td>
<td>7</td>
</tr>
<tr>
<td>9.</td>
<td>FIODRELLO</td>
<td>2</td>
</tr>
<tr>
<td>10.</td>
<td>ROUQUET</td>
<td>2</td>
</tr>
<tr>
<td>11.</td>
<td>SAIL ALONG SILVERY MOON</td>
<td>10</td>
</tr>
<tr>
<td>12.</td>
<td>CONNIE MEETS BUTTERFLY</td>
<td>17</td>
</tr>
<tr>
<td>13.</td>
<td>CONCERT IN RHYTHM, VOL. I</td>
<td>12</td>
</tr>
<tr>
<td>14.</td>
<td>NEARER THE CROSS</td>
<td>12</td>
</tr>
</tbody>
</table>

ESSENTIAL INVENTORY (MONO ALBUMS) --- on the charts 40 weeks or more

<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>INSIDE SHELLY BERMAN</td>
<td>10</td>
</tr>
<tr>
<td>2.</td>
<td>SOUTH PACIFIC Sound Track</td>
<td>10</td>
</tr>
<tr>
<td>3.</td>
<td>FROM THE HUSBAND’S KINGDOM</td>
<td>11</td>
</tr>
<tr>
<td>4.</td>
<td>KINGSTON Trio at Large</td>
<td>11</td>
</tr>
<tr>
<td>5.</td>
<td>J. J. JOHNSON’S GREATEST HITS</td>
<td>11</td>
</tr>
<tr>
<td>6.</td>
<td>THE MUSIC MAN</td>
<td>11</td>
</tr>
<tr>
<td>7.</td>
<td>ONLY THE LONELY</td>
<td>11</td>
</tr>
<tr>
<td>8.</td>
<td>BERNADO VICEROY</td>
<td>11</td>
</tr>
<tr>
<td>9.</td>
<td>FLOWER DREAMS</td>
<td>11</td>
</tr>
<tr>
<td>10.</td>
<td>THE KING AND I Sound Track</td>
<td>11</td>
</tr>
<tr>
<td>11.</td>
<td>OH, MY DARLING CONAUGHT</td>
<td>11</td>
</tr>
<tr>
<td>12.</td>
<td>MORE SONGS ALONG WITH MITCH</td>
<td>11</td>
</tr>
<tr>
<td>13.</td>
<td>CONNIE MEETS BUTTERFLY</td>
<td>11</td>
</tr>
<tr>
<td>14.</td>
<td>CONCERT IN RHYTHM, VOL. I</td>
<td>12</td>
</tr>
<tr>
<td>15.</td>
<td>THE BODY DUCHIN STORY</td>
<td>4</td>
</tr>
</tbody>
</table>

BEST SELLING STEREO POPULAR LPS

ESSENTIAL INVENTORY (STEREO ALBUMS) --- on the charts 20 weeks or more

<table>
<thead>
<tr>
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<tr>
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<td>SOUTHERN PACIFIC Sound Track</td>
<td>7</td>
</tr>
<tr>
<td>2.</td>
<td>FROM THE HUSBAND’S KINGDOM</td>
<td>6</td>
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<tr>
<td>3.</td>
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<td>6</td>
</tr>
<tr>
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<td>6</td>
</tr>
<tr>
<td>5.</td>
<td>THE MUSIC MAN</td>
<td>6</td>
</tr>
<tr>
<td>6.</td>
<td>THE KING AND I Sound Track</td>
<td>6</td>
</tr>
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<td>OH, MY DARLING CONAUGHT</td>
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<tr>
<td>12.</td>
<td>CONCERT IN RHYTHM, VOL. I</td>
<td>6</td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
MONOPHONIC CLASSICAL ALBUMS

1. SIXTEEN YEARS OF MUSIC AMERICA LOVES BEST... Assorted Artists. RCA Victor UM 6074
2. THE LORD'S PRAYER... Mormon Tabernacle Choir (Candle). Columbia ML 5386
3. RODGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett). RCA Victor UM 2226
4. TCHAIKOVSKY: 1812 OVERTURE; BORLOUER Martin Gould Orchestra. RCA Victor UM 2345
5. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kiril Kondrashin. RCA Victor UM 2252
6. RODGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett). RCA Victor UM 2226
7. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCO ITALIAN Minneapolis Symphony Orchestra (Derall). Mercury MG 50054
8. RODGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett). RCA Victor UM 1779
10. GROFE: GRAND CANYON SUITE The Philadelphia Orchestra (Ormandy). Columbia ML 5286

STEREOPHONIC CLASSICAL ALBUMS

1. THE LORD'S PRAYER... Mormon Tabernacle Choir (Candle). Columbia MS 6608
2. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BORLOUER Martin Gould Orchestra. RCA Victor LSC 2345
3. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn, Symphony of the Air (Kondrashin). RCA Victor LSC 2355
4. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kiril Kondrashin. RCA Victor LSC 2252
5. RODGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett). RCA Victor LSC 2226
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCO ITALIAN Minneapolis Symphony Orchestra (Derall). Mercury SR 90054
7. OFFENBACH: GATE PARISIENNE, HAVANNAH: DANCE BALLET SUITE Butter Pop (Fiedler). RCA Victor LSC 2267
8. GROFE: GRAND CANYON SUITE The Philadelphia Orchestra (Ormandy). Columbia MS 6603
10. BEETHOVEN: SYMPHONIES Nos. 4 & 5 The Columbia Symphony Orchestra (Walker). Columbia MS 6055

REVIEWS OF THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that all albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square, New York 26, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pep

14 MORE NEWIES BUT GOODIES Various Artists. Mercury MG 20581 — Mercury has just a few more to go before we complete a long list of recent single waxings, including such hits as June Carter's "You're Sure Gonna Miss Me," Dinah Washington's "What a Difference a Day Makes," etc. Also featured are sides by the Beatles, Brook Benton, Pati Page, Junior Draper, Sill Austin, Elton Anderson, George Jones, Sarah Vaughan and others. A solid buy for pop fans.

GREENWİLL

Original Cast. RCA Victor LOC 2001; LSO 2001 (Stereo & Monaural) — Frank Loesser's score for "Greenwill" is certainly one of his most attractive. It is interpreted by Tony Perkins, CecilKellaway, Pert Kelton and other members of the Broadway cast with winning appeal and charm. The score boasts a flock of unusual and interesting songs — "Faraway Boy," "Sammettime Love" and "Never Will Marry." A new album. Packaging is attractive, and the sound is excellent.

I AM NOT A NUT, ELECT ME

Lenny Bruce. Fantasy FANTASY — This humorist has another album with equally big sales in view. He lashes out at travel, entertainers, night clubs and a varied flock of subjects. Each topic is subject to his witty brand of humor. Crowd reaction to the selections, which were added over club appearances, adds to the over-all appeal. Interestingly, cover will command interest.

HOW THE WEST WAS WON (2-LP)

Blake Edwards. Rosemary Clooney, Desert Mormon Choir, Mormon Tabernacle Choir, Jimmie Driftwood and Sam Hinton — This handsome set is sure to attract. The striking cover and informative booklet are perfect complements to the fine album contents which are interpreted by a stellar line-up of artists. The two-disk set offers a hoot of Amerindia in narrated and song form. Strongest potential.
The Billboard

Source Book

& DIRECTORY ISSUE

Featuring

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- Record Distributors
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- Up-to-Date Lists of...
- Raw Tape Manufacturers
- Editing, Mixing & Mastering Studios
- Record Pressing Plants
- Record Plating Plants
- Other Manufacturing Services
- Producers and Suppliers of...
- Album Jackets
- Single Sleeves
- Record Labels
- Polyethylene Bags
- Other Manufacturing Supplies and Products
- Where to Buy...
- Phonograph Needles
- Record Carrying Cases
- Record Cleaners
- Cloths & Brushes
- Other Accessories

April 18, 1960

An Indispensable, Year-Round Buying and Reference Guide

For anyone engaged in the manufacture, distribution and sale of records and allied products.

New York: 1564 Broadway • Plaza 7-2800
Chicago: 188 W. Randolph • Central 6-9818
Hollywood: 1520 N. Gower • Hollywood 9-5831

For more details, contact your nearest Billboard office.
The Billboard's Music Popularity Chart...

PACKAGED RECORDS

29

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

**continued from page 37**

**BAND OF THE IRISH GUARDS**

(Jaeger) Capitol 54 10232 (Stereo & Monaural) -- The excellent ensemble presents a program that includes works by Mendelssohn, Mozart, and Bennett. The various arrangements are effectively tailored for the band instrumentation. A wide range of colors and tones are achieved under Major Jaeger's direction. Sound in this set is hard to beat, and buffs will have a ball demonstrating it.

**SPECIAL MERIT SPOTLIGHTS**

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

**FABULOUS JOSEPHINE BAKER**

RCA Victor LSC 2427 (Stereo & Monaural) -- Fabulous is the word for Josephine Baker. She is truly a legend for 35 years since she became the idol of Paris. This outstanding recording provides a glimpse of her dynamic talents. Her own individual style seems eternally youthful whether turned loose on a noveltyish ballad or a smart song. Her forthcoming trip here, with the attendant excitement, should help sales. Highly recommended for radio programming.

**GILBERT & SULLIVAN**

Ralph Marker Con. RCA Victor LSP 2116 (Stereo & Monaural) -- The accomplished mixed chorus turns out a de luxe package that, quite simply,000 tickets of G & S and Sullivan: and are being sold. There are 13 ever-popular melodies by the famous pair from a half dozen operettas, "H.M.S. Pinafore," "Pirates of Penzance," "The Mikado." "Trial by Jury," "Patience," and "Princess Ida." The arrangements for accompanying orch are delightful and fit well with the payoff job by the Chor. Eight copies of all the tunes are included for a song party. Folder type package should do well.

**TURNE THE BIG BIRD**

(Ah, the one that had a big single hit with her recording of "Love Me Tender," and the whole world had the effect on a first array of tails, including artists and non-artistic. But surely, girls are used to looking on such fare as "I'm In Your Arms Again," "Sunday," "Sneak the Devil" and "The Big Heart." (Continued on page 11)

**RECORD STORES Increase Sales**

 Caller of the wall paper pattern are for editors and artists who each have their separate tastes. Yet there are over 1250 types of cursive and script. Each pattern is made in itself with no need to refer to others. Three months' trial, $1.00, or 10 salesmen's samples.

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EPIC'S BIG FOUR!

MY BUDDY - BUDDY GRECO
Buddy Greco at the piano, singing and swinging a group of greats, including "Misty," "Little Young," "The Lady Is a Tramp," and "Just in Time." Recorded on location in Chicago's famous jazz nightclub, The Bistro.

BIG BAND SWING - TED McNABB & CO.
Big band swing in town! Twenty-two top jazz performers (i.e. Urbie Green, Gene Quill, Zoot Sims, Al Cohn) crowd the bandstand for twelve great standards, arranged and conducted by Marion Evans.

REMEMBER WHEN - THE MERRILL STATON CHOIR
A wonderfully warm and nostalgic collection of turn-of-the-century songs, sung by one of the country's finest choral groups. Included are "Little Brown Jug," "Grandfather's Clock," "The Man on the Flying Trapeze," and eighteen others.

VIVA FRANCIS BAY & THE BIG DANCE BAND
Europe's top Latin big dance band. Arranger and leader, Francis Bay, presents his irresistible style, combining the excitement of the Latin beat with driving but subtle swinging phrases on "Brazil," "Rosa," "Mambo #4," and 9 others.

THE WORLD OF WONDERFUL MUSIC IS YOURS ON EPIC RECORDS
**Reviews and Ratings of New Albums**

**VERY STRONG SALES POTENTIAL**

<table>
<thead>
<tr>
<th><strong>LOW-PRIORITY POPULAR</strong></th>
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<tbody>
<tr>
<td><strong>MORE PETER GUNN</strong></td>
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<tr>
<td><strong>THE SQUAWK</strong></td>
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<tr>
<td><strong>THE FUGITIVE</strong></td>
</tr>
<tr>
<td><strong>THE WILD BUNCH</strong></td>
</tr>
<tr>
<td><strong>THE TUNES OF THE MILLION BILLION DOLLAR JUMBO</strong></td>
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**CHILDREN'S**

<table>
<thead>
<tr>
<th><strong>DONALD DUCK &amp; HIS FRIENDS</strong></th>
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<tr>
<td><strong>MICKEY MOUSE</strong></td>
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<tr>
<td><strong>THE STUMBLE BUMS</strong></td>
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<td><strong>THE LITTLE RASCALS</strong></td>
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**LOW-PRIORITY CLASSICAL**

<table>
<thead>
<tr>
<th><strong>SIBELIUS: SYMPHONY NO. 5</strong></th>
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<tr>
<td><strong>BEETHOVEN: SYMPHONY NO. 6</strong></td>
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<td><strong>BRAHMS: SYMPHONY NO. 4</strong></td>
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**CLASSICAL**

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<thead>
<tr>
<th><strong>ENESCO: OCTET IN C MAJOR</strong></th>
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<tr>
<td><strong>BRAHMS: STRING QUARTET NO. 2</strong></td>
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<tr>
<td><strong>MOZART: KRASNOGORSKI'S AVENUE</strong></td>
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**JAZZ**

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<tr>
<th><strong>BLUES &amp; ROOTS</strong></th>
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<tr>
<td><strong>NEW ORLEANS</strong></td>
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<td><strong>DIXIE</strong></td>
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**LOW-PRIORITY POPULAR**

<table>
<thead>
<tr>
<th><strong>A MAJESTIC THEMES</strong></th>
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<tr>
<td><strong>BLUES</strong></td>
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<td><strong>SPRINGFIELDS</strong></td>
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<td><strong>GREASE</strong></td>
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**MODERATE SALES POTENTIAL**

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<td><strong>MAYBERRY</strong></td>
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<td><strong>PHONE HOME</strong></td>
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**ALWAYS ON TV**

<table>
<thead>
<tr>
<th><strong>THE WORLD'S FIRST STEREOSCAN ORCHESTRA</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>THE HICKORY KING</strong></td>
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<tr>
<td><strong>THE PROHIBITIONERS</strong></td>
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**LOW PRICE POKEY**

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<th><strong>POPKOL</strong></th>
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<tr>
<td><strong>BADMINTON</strong></td>
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<td><strong>THE BREAKFAST OF CHAMPIONS</strong></td>
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**INTERMEDIATE**

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<tr>
<th><strong>SOVIEV ARMIES</strong></th>
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<td><strong>THE LION KING</strong></td>
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<tr>
<td><strong>THE GREAT GATSBY</strong></td>
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**SPRINGFIELD**

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<tr>
<th><strong>MASSY-FERGUSON SETS FOLEY SERIES ON KEYSTONE NET</strong></th>
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<tbody>
<tr>
<td><strong>THE FIRST VISION OF THE FUTURE</strong></td>
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<tr>
<td><strong>THE TIME MACHINE</strong></td>
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**SUGGESTIONS**

<table>
<thead>
<tr>
<th><strong>ALL I COULD DO WAS CRY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ETTA JAMES</strong></td>
</tr>
</tbody>
</table>

---

**HADDAD'S TV & FURNITURE CO.**

The retail establishment of this record/phono dealer.

- Offers both records and albums.
- Handles phonographs selling from $19.95 to $500.
- Has been reading Billboard for more than 3 years.

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**THE HICKORY KING**

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**ALWAYS ON TV**

**THE WORLD'S FIRST STEREOSCAN ORCHESTRA**

**THE HICKORY KING**

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- Argo 5359

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

This Week's Honor Roll of Hits

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Theme from a Summer Place</td>
<td>Jack Scott</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>2</td>
<td>Hello, I Must Be Going</td>
<td>Byrd Kilons</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>3</td>
<td>Wild One</td>
<td>By Longmans Angel</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>4</td>
<td>Hand Me the Pie</td>
<td>By Realuto-Jones</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>5</td>
<td>What in the World's Come Over You</td>
<td>By Jack Scott</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>6</td>
<td>Puppy Love</td>
<td>By Pat &amp; Maureen</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>7</td>
<td>Teen Angel</td>
<td>By Juke &amp; Stereo</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>8</td>
<td>Beyond the Sea</td>
<td>By Toots-Lawrence</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>9</td>
<td>Baby</td>
<td>By Realuto-Jones</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>10</td>
<td>Sweet Nothing</td>
<td>By Ronnie Self</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>11</td>
<td>Harbor Lights</td>
<td>By Louis Williams &amp; Jimmy Kennedy</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>12</td>
<td>Forever</td>
<td>By Randy Kilons</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>13</td>
<td>Let It Be Me</td>
<td>By M. Casio &amp; Deacon-G</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>14</td>
<td>Running Bear</td>
<td>By J. Richardson</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>15</td>
<td>Delaware</td>
<td>By Irving Gordon</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>16</td>
<td>Lady Luck</td>
<td>By Pat &amp; Maureen</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>17</td>
<td>Breathin</td>
<td>By T. King &amp; L. Mack</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>18</td>
<td>Do, Do Do</td>
<td>By Pat &amp; Maureen</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>19</td>
<td>Mama</td>
<td>By Route-Rojo</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>20</td>
<td>Sink the Submarines</td>
<td>By J. Hunter &amp; T. Franks</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>21</td>
<td>This Magic Moment</td>
<td>By P. Stevens &amp; E. Mooney</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>22</td>
<td>Welcome New Lovers</td>
<td>By Charles Maestas</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>23</td>
<td>Midnight Special</td>
<td>By M. Williams &amp; A. Miller</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>24</td>
<td>Little Betty Girl</td>
<td>By C. Dollas &amp; F. Falcon</td>
<td>Realuto-Vinile</td>
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<tr>
<td>25</td>
<td>Greenfield</td>
<td>By Terry Gilmore &amp; E. Ford</td>
<td>Realuto-Vinile</td>
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<tr>
<td>26</td>
<td>Am I That Easy to Forget</td>
<td>By Carl Reina &amp; S. Newton</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>27</td>
<td>El Paso</td>
<td>By Marie Robinson</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>28</td>
<td>Lonely Blue Boy</td>
<td>By William Wynn</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>29</td>
<td>Sixteen Reasons</td>
<td>By Bill &amp; Doris Pace</td>
<td>Realuto-Vinile</td>
</tr>
<tr>
<td>30</td>
<td>Money</td>
<td>By Pat &amp; Maureen</td>
<td>Realuto-Vinile</td>
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</tbody>
</table>

Recordings Available

Here's Selling Record (Bold Face)

1. Theme from a Summer Place - By Jack Scott
2. Hello, I Must Be Going - By Juke & Stereo
3. Wild One - By Longmans Angel
4. Hand Me the Pie - By Realuto-Jones
5. What in the World's Come Over You - By Jack Scott
6. Puppy Love - By Pat & Maureen
7. Teen Angel - By Juke & Stereo
8. Beyond the Sea - By Toots-Lawrence
9. Baby - By Realuto-Jones
10. Sweet Nothing - By Ronnie Self
11. Harbor Lights - By Louis Williams & Jimmy Kennedy
12. Forever - By Randy Kilons
13. Let It Be Me - By M. Casio & Deacon-G
14. Running Bear - By J. Richardson
15. Delaware - By Irving Gordon
16. Lady Luck - By Pat & Maureen
17. Breathin - By T. King & L. Mack
18. Do, Do Do - By Pat & Maureen
19. Mama - By Route-Rojo
20. Sink the Submarines - By J. Hunter & T. Franks
21. This Magic Moment - By P. Stevens & E. Mooney
22. Welcome New Lovers - By Charles Maestas
23. Midnight Special - By M. Williams & A. Miller
24. Little Betty Girl - By C. Dollas & F. Falcon
25. Greenfield - By Terry Gilmore & E. Ford
26. Am I That Easy to Forget - By Carl Reina & S. Newton
27. El Paso - By Marie Robinson
28. Lonely Blue Boy - By William Wynn
29. Sixteen Reasons - By Bill & Doris Pace
30. Money - By Pat & Maureen

Warner Bros. Records (WAX 1001)
HEADED FOR NO. 1 ON ALL THE CHARTS!

Freddy CANNON EXPLODES

with CHATTANOOGIE SHOE SHINE BOY

SWAN 4050

c/w Boston
(My Home Town)

1405 Locust St.

Swan Records
<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Category</th>
<th>Record No.</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;THEME FROM A SUMMER PLACE&quot;</td>
<td>Percy Faith</td>
<td>RCA Victor</td>
<td>20664</td>
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<tr>
<td>2</td>
<td>&quot;HE'LL HAVE TO GO&quot;</td>
<td>Jim Reeves</td>
<td>RCA Victor</td>
<td>2793</td>
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<td>3</td>
<td>&quot;WILD ONE&quot;</td>
<td>Bobby Rydell</td>
<td>Columbia</td>
<td>36711</td>
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<td>4</td>
<td>&quot;HANDY MAN&quot;</td>
<td>Jimmy Jones</td>
<td>Capitol</td>
<td>10992</td>
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<tr>
<td>5</td>
<td>&quot;BABY&quot;</td>
<td>Brook Benton &amp; Dinah Washington</td>
<td>Capitol</td>
<td>10990</td>
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<td>6</td>
<td>&quot;WHAT IN THE WORLD'S COME OVER YOU&quot;</td>
<td>Jack Scott</td>
<td>Top Rank</td>
<td>2508</td>
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<tr>
<td>7</td>
<td>&quot;PUFFY LOVE&quot;</td>
<td>Paul Anka</td>
<td>ABC-Paramount</td>
<td>18082</td>
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<td>8</td>
<td>&quot;SWEET WORTHY'S&quot;</td>
<td>Brenda Lee</td>
<td>Decca</td>
<td>20967</td>
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<td>9</td>
<td>&quot;TEEN ANGEL&quot;</td>
<td>Marc Lawrence</td>
<td>Columbia</td>
<td>34539</td>
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<td>10</td>
<td>&quot;HARBOR LIGHTS&quot;</td>
<td>The Pied Pipers</td>
<td>Mercury</td>
<td>70763</td>
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<td>11</td>
<td>&quot;BEYOND THE SEA&quot;</td>
<td>Bobby Darin</td>
<td>Atco</td>
<td>11096</td>
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<td>12</td>
<td>&quot;FOREVER&quot;</td>
<td>The Everly Brothers</td>
<td>Cadence</td>
<td>12746</td>
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<td>13</td>
<td>&quot;LET IT BE ME&quot;</td>
<td>The Everly Brothers</td>
<td>Cadence</td>
<td>12746</td>
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<td>&quot;LADY LUCK&quot;</td>
<td>Lloyd Price</td>
<td>ABC-Paramount</td>
<td>18075</td>
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<td>15</td>
<td>&quot;BEAKIN' FLY&quot;</td>
<td>Johnny and the Hurricanes</td>
<td>Warwick</td>
<td>728</td>
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<td>16</td>
<td>&quot;MIDNIGHT SPECIAL&quot;</td>
<td>Paul Evans</td>
<td>Guaranteed</td>
<td>241</td>
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<tr>
<td>17</td>
<td>&quot;O, DIO MIO&quot;</td>
<td>Annette</td>
<td>Viva</td>
<td>244</td>
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<td>18</td>
<td>&quot;WELCOME NEW LOVERS&quot;</td>
<td>Pat Boone</td>
<td>Dot</td>
<td>10646</td>
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<tr>
<td>19</td>
<td>&quot;THIS MAGIC MOMENT&quot;</td>
<td>Jerry</td>
<td>Atlantic</td>
<td>2496</td>
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<td>20</td>
<td>&quot;LITTLE BITTY GIRL&quot;</td>
<td>Bobby Rydell</td>
<td>Capitol</td>
<td>31114</td>
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<tr>
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<td>&quot;MAMA&quot;</td>
<td>Connie Francis</td>
<td>MGM</td>
<td>12878</td>
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<td>22</td>
<td>&quot;GREENFIELDS&quot;</td>
<td>Brothers Four</td>
<td>Columbia</td>
<td>41771</td>
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<tr>
<td>23</td>
<td>&quot;RUNNING BEAR&quot;</td>
<td>Johnny Preston</td>
<td>Mercury</td>
<td>71474</td>
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<tr>
<td>24</td>
<td>&quot;BELMONT&quot;</td>
<td>Perry Como</td>
<td>RCA Victor</td>
<td>7678</td>
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<tr>
<td>25</td>
<td>&quot;AM I THAT EASY TO FORGET&quot;</td>
<td>Kay Starr</td>
<td>Decca</td>
<td>10862</td>
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<tr>
<td>26</td>
<td>&quot;LOVELY BLUE BOY&quot;</td>
<td>Connie Francis</td>
<td>MGM</td>
<td>12878</td>
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<td>&quot;MONEY&quot;</td>
<td>Barrett Strong</td>
<td>promo</td>
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<td>28</td>
<td>&quot;SINK THE BISMARCK&quot;</td>
<td>Johnny Horton</td>
<td>Columbia</td>
<td>43508</td>
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| 90   | "WORDS" | Dave 

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**REVIEWS OF THIS WEEK’S SINGLES**

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

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

**THE COASTERS**

**BESAME MUCHO (PARTS I & II) (Peer Int., BMI)**

The Coasters apply their distinctive sound to the popular style on side one. Side two has a long tango cut kept by King Curtis, and the group comes in again later on the same side. Both sides build in excitement throughout. Atco 6163

**JERRY WALLACE**

**YOU'RE SINGING OUR LOVE SONG TO SOMEBODY ELSE (Vera-Taj, BMI—KING OF THE MOUNTAIN (Thunderbird, ASCAP))**—"You're Singin'" is a snappy, 20's-type song with bright brass and piano backing. "King of the Mountain" is a cute medium-beater on which he also sounds like the group. Both are newly signed to Walter. BWC, and he could click with either. Challenge 59972

**THE FIREBALLS**

**FOOT-PATTER (Dundee, BMI) — KISSIN' (Dundee, BMI)**—The group should keep their hit string broken with their latest waxings. "Foot-Patter" is much along the lines of their previous winners. "Kissin'" is also in the rocker groove. Top Rank 2038

**JERRY BUTLER**

**A LONELY SOLDIER ( Conrad, BMI) — I FOUND A LOVE (Conrad, BMI)**—Butler gives us out with fine deliveries on both sides. "A Lonely Soldier," a rockabilly ballad, tells of a soldier who's unhappy, because he's been away from home so long. "I Found a Love," a change of pace, shows a smart reading of a jazz-flavored tone. Abner 1035

**ANITA BRYANT**

**PAPER ROSES (Pamill, ASCAP)—MINED EMOTIONS (Hood, BMI)**—The group is an attractive, country-flavored outfit. "Mined Emotions," the oldie, is a very well sold item. Both sides are well-handled by the artist, and either can go all the way.

**CAROLYN**

**SUDDENLY (Jerry, BMI)**—"Suddently" is a keen midtempo ballad, and the group is up to speed on this one. MGM 1015

**THE ISLEY BROTHERS**

**BE AT ONE (Centra, BMI)—DO WHAT YOU WANT TO (Centra, BMI)**—The group is a prime example of fine country vocals. Both sides are well-handled by the artist, and either can go all the way.

**JOHNNY CASH**

**SECTIONS OF MY HEART (Starday, BMI)—SMILING BILL (McCall, BMI)**—"Sections" is a fine country ballad that gets Cash's usual, effective vocal. "Smiling Bill McCarthy" is on the slower side, and the tune tells a cute tale. Both have dual-market appeal. Columbia 41618

**THE FOUR LADS**

**GOO GOO GOO (Korvin, ASCAP)—YOU'RE NOBODY 'TH SOMEBODY LOVES YOU (Southern, ASCAP)**—"Goo Goo Goo" is an Hawaiian-type tune with some lyrics, and is given a bright reading by the foursome over a cute arrangement. "You're Nobody" is done in a light rock framework and shuffle tempo. Both are sides are strong, rock & roll. RCA Victor 41649

**BODIE STARR**

**AMIGO'S GUITAR (Cedarwood, BMI)—CANDY STORE BLUES (Leeds, ASCAP)**—The talented, young2guitarist gives a pop twist to "Amigo's Guitar" on "Katie Marta" recent c.w. c.k. "Candy Store Blues" is nicely revived in a smooth reading by the chick. Both have the hit sound, and either can score. Decca 15956

**THE UNTOUCHABLES**

**POOR BOY NEEDS A PREACHER (Ultra, BMI)—THE FOUR LADS**—The new group could have a winner with their first try. They handle a clever cut of material brightly, nicely assorted by a pounding arrangement that includes strings. It's an interesting side with strong chances. Flip "A New Deal" (Ultra, BMI). Madison 128

**THE BLUESMEN**

**I'M GONNA FIND OUT (Jan-Pat, BMI)—FOREVER ON MY MIND (Jan-Pat, BMI)**—The group offers strong sides as follow their "I Don't Know What It Is." They give a quality song to "I'm Gonna Find Out," a bright medium-beater. "Forever On My Mind," a ballad, is also sold with strong appeal. Dot 16099

**DON WINTERS**

**THAT'S ALL I NEED (Cedarwood, BMI)—SOMEBODY ELSE (Duke, BMI)**—Winters cautions two rockers in fine form. "That's All I Need" has a spiritual flavor. "Someone Else" is a rocker with Latin flavor. Chorus and rer works on both side is most helpful. Deca 31607

**THE T-BONES**

**DON'T USE ME (Vanguard, BMI)—GIVE ME SOME OF YOUR LOVIN' (Vanguard, BMI)**—The group offers a two-sided set of fine rockers. Both sides are well-handled by the artist, and either can go all the way. RCA Victor 7710

(Continued on page 37)
ROD LAUREN'S SECOND SMASH SINGLE
LISTEN MY LOVE c/w THIS I KNOW

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www.americanradiohistory.com
CORBETT, OCTAVIANE: "HELL HAVE TO STAY" (Central Songs, BMI) - Young at CHA CHA (Young at Heart) (Columbia, BMI) - The lark renders the lovely, new Corbett-Tommy Thomas ORK with a quality vocal tune of the pretty tune, which has the sound of a standard, should please. "It is 'My Wish Will Be Spring' (Williamson, ASCAP)." Ebony, 41579.

CORRADO, MOLLY: "WHERE THE HEART IS" (Williamson, BMI) - The lark renders the lovely, new Corbett-Tommy Thomas ORK with a quality vocal tune of the pretty tune, which has the sound of a standard, should please. "It is 'My Wish Will Be Spring' (Williamson, ASCAP)." Ebony, 41579.

HARRY LUBIN: "THREE FROM 'ONE STEP BEYOND'" (Hartone Enterprises, BMI) - "On the Terrace" (Music from 'One Step Beyond') (Hartone, BMI) - Lubi, conducting a big symphony orchestra, etches two important instrumental sides. Both sides are new and fine, "One Step Beyond." Both are arranged with inventiveness and color. Jocks should like both, and they can also break strongly sales-wise (Columbia, BMI) - United Artists 214.

VAUGHN MONROE: "LONE STAR" (Monroe, ASCAP) - Monroe revives his old click for a listenable first etching on his new label. It's been associated with a bright cheek chorus backing the singer. Orch backing by Don Costa is pretty, and it's also fine. "I am Love Me Forever (Home Folks, BMI)."

THE CASUALS: "EIGHT O'CLOCK SCENE" (Rush, BMI) - The new group scores effectively on two strong sides, "I got the Crutch." It is done with a sort of Everly Brothers approach. "Eight o’Clock Scene" is a strong side, and it’s all done with the proper bass. "I got the Crutch" is a catchy title, to a gal. Both sides can score. Disc 548.

ELTON BRITT: "I JUST HIGHWAY" - "A CONVICT AND A ROSE" (Shapiro-Bernstein, ASCAP) - Brittt applies his usual readings to both tunes. "I Just Highway" is a strong side, and "A Convict and a Rose" is seen to possess a little bit of difference. A "Convict and A Rose" shows a fine waltzing bit on a Latin-flavored ditty with weeping lyrics. ABC-Paramount 16089.

JIMMY SKINNER: "LONESOME ROAD BLUES" (Skinner, BMI) - Two squares away, "Skinner" should have chart items with these attractive sides. "Lonesome Road Blues" has a sort of gospel flavor. "Two Squares Away" is a folk-group fashion.

SHAKES HANDS WITH THE BLUES" (Glad, BMI) - "SUNFLOWER SONG" (Glad, BMI) - Noack turns in two fine performances. Top side is a listenable honky-tonker. "Shakes Hands with the Blues" is seen to possess a little bit of difference. Side two is a fine one, with "Sunflower Song" bringing in a Latin-flavored ditty with weeping lyrics. D 1124.

WYNN STEWART & JIM HOWARD: "WE WOULD LOVE AGAIN" (BTM, ASCAP) - "We Would Love Again" is delivered along traditional lines, and the pair gives it an excellent back-up. The song spins nicely, and the handle the tune with listenable excellence.

SACRED: "THE LOUVIN BROTHERS: JUST SUPPOSE" (Central Songs, BMI) - "I SEE A BRIDGE" (Central Songs, BMI) - "The Louvin attractively render two gorgeous songs with their usual fine approach. They give both sides excellent outings, and they should prove strong items for the market. Capitol 4525.

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

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<td>3. RUNNING BEAR (Big Bopper Music)</td>
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<td>10</td>
<td>5</td>
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</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>What Do You Want in Make Those Eyes at Me For 1 Show ? (Elgin)</td>
<td></td>
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<tr>
<td>Voice in the Wilderness-Charlotte ChapPELL</td>
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<tr>
<td>Delaware-Lena (Krimson)</td>
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<tr>
<td>De So New Beat in China-Melvyn Frank Royal -Belve (Gay)</td>
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<tr>
<td>T.arry Jewelry Co.</td>
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</tbody>
</table>

**R&B DEALERS and OPS:**

<table>
<thead>
<tr>
<th>R&amp;B DEALERS and OPS: BUY from the complete stock of SPIRITUALS...</th>
<th>Orders shipped same day.</th>
<th>1-Day delivery to 50 States</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Stars and Mono LP's at Reg. Dealer White.</td>
<td>All 45's...$65.</td>
<td></td>
</tr>
</tbody>
</table>

**Another Billboard Record Phone Dealer**

**Halon Jewelry Co.**

The retail establishment of this record/phone dealer... is essentially a jewelry store... offers both records and albums... handles phonographs selling from $21.95 to $500... has been reading Billboard for more than 4 years.

**GIVE TO DAMON RUNYON CANCER FUND**
FOLK TALENT & TUNES
By BILL SACHS

Around the Horn

Bob Berry is reported attracting attention with his new one on the Pander label: "This is the Way You Are.".. Rex Allen is in Houston for the filming of "Tomboy" and the Chaplin which he is starring in... Organist Jimmie Richardson, radio host, heads up Marcello Records, with headquarters in Shelbyville, Tenn., has just released a new single, and an album both of which are being distributed by Music City Record Distributors, Nashville, Tenn. Sales were cut at the RCA Studio in Nashville. Single spots the "What a Wonderful World" and the "Near Country Tunes." Included in the al,

Rambler's Lou, of Station WJJZ, Niagara Falls, N. Y., has Mac Wiseman not for five dates in that sector, opening March 21 in Cheektowaga, N. Y., and following with Towns Corner, Ont., 24; Syracuse, N. Y., 26, and Gasport, N. Y., 27. Lou has a band called "Jon Lasky booked in that area April 20-42. Uncle George Feather
ger, who for 12 years has promot-
ed c.w. music at Wonder
dale, has taken over Marcello Records, and has the ranch to devote his full time to his real estate investments... Jim Drift
dwood has a new album, "The Western Monologues," on RCA Victor's April 1 release list. He has just wrapped up another successfully titled "Tail Tales," under Chef Adams' ad科ed a.d. e. ne in Nash-
ville.

Catering to the resurgence of country music popularity in the agricultural area surrounding Independence, Ia., the Gavia Ball room has received a fine-c.m. talent from Jan McConnell of Top Talent Inc., Springfield, Mo. Jan is well known in the Trent Tiger plays there April 27; Roy Acuff and gang move in for May and June... Alvin Brothers will be the features May 21, Don Gibson headlined May 28 and Johnny Horton, with Tillman Franky, tours the bill June 4. McConnell is presently lining up a tate-gala jam-
ni through the East for the Wilburn brothers, Green Pastures, of LaGeorge Music (Air Records) Company, Venice, Calif., advises that Jim's firm has terminated spon-
supershow's Workingmen's Week-

BIRMINGHAM JAIL
lw/b
I'M A LITTLE BOY
WARREN STORM
Starrs 4218

Clipper - Pep Boys

All Through The Night THE MYSTICS
Laurie 3047

Dramatically Different LONEly WEEK-ENDS by Charlie Rich

Phillips International PH 523

DUKE RECORDS 316

CHART CONTENDERS Chester McDowall's "TELL ME NOW" and "JOY IN MY TEARDROPS" Duke 316

"Remember Me," and a single
copying "Remember Me" and "Swan Chalet." Leon Nash has recorded one of Lee's compositions. "Dear One," on Columbia's Harmony label, it's called "Hi-Fi Holiday for Accor-
dion.

Johnny and Jack and Kitty Wells are routed for Albuquerque, N. M., March 22; Laramie, Colo., March 25-26; Dakota City, April 1, and Idaho Falls, Idaho, 2. Roy Robbins, on Decca, "Left to Right," and "Memory of Love," is due for release this week. "Necotence Neighbors" shows head triumphantly and their country
tunes. Roy Acuff and his lads stop off in Worcester, Mass., April 4; and Section, 2, Hartford, Conn., 3.

Column last week released the new Lester Flatt and Earl Scrogg
e Single for 12 years, "Songs of Glory," comprising 12 of their most

TWO NIGHTS AT THE HUSTLER

WALK WITH THE WIND

D.D.'S MADAM PART I & II

J.D.'S (FOOTS) FORD
Pctomac 7002

POTOMAC RECORDS

3101 Pennsylvania Ave., N.W.
Washington, D. C., Phone: Federal 7-1291

www.americanradiohistory.com

BREAKING BIG!

"WHITE SILVER SANDS"
Bill Black and his combo
Hi 2021

MUSIC CORPORATION OF AMERICA has signed Leon McCaff
ey and His Sunshine Boys to an exclusive seven-year pact. Leon's personal man-
ger, Don Travis negotiated the deal. McCaffrey and his lads are on tour this week for Hup Peckie, Wichita, Kansas promoters, and next Sunday (27) play for promoter Smoke Smith at the KRKT Theatre, Des Moines.


**GOOD SALES POTENTIAL**

- What Are They Laughing About?—(Melody, Mercury) is a comedy hit on the Coasters, who sing a comedy about the problems of a group of earnest high school students. (Verse/Parody, BMI)

- Back in the Farm—(I. I. Monroe) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

**TONY CONNO**

- Wise to You—(FLINO) is a comedy hit on the Coasters, who sing a comedy about the problems of a group of earnest high school students. (Verse/Parody, BMI)

- Why You Don’t—(Brennan) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- North Love—(Cathy Parton) is a comedy hit on the Billboard Chart. (Mystery, BMI)

- AL BRITT

- Pretending—(AMOUR) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- Shuffle Back to Buffalo—(The old movies are a new hit. Betty Grable charms this side with her light fantastic against a tough roadblock. (Bennett-Sing-Roundup, BMI)

**TODD HIGGINS AND THE QUILT**

- Love It or Leave It—(ROCK HIGHLAND) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- In the Little Red Schoolhouse—(A melodious jumping side. Tune has a care, easy, melody. freewheeling. (I. B. Marcus, BMI)

**Jazz**

- FELIX SMITH QUARTET

- My Favorite Things—(VERVE) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- A Little More Right—(Righteous) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- JEANNE McMAHON

- No Letter, Please—(SHARON) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- In the Chapel of Saint—(In the Chapel of Saint) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- Save My Love—(COUNTRY MELODY) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- GAYLORDS

- Moon Girl—The fine country thrush turns a cute ditty. She's a girl from the group who lands here on her rocket ship. It's a funny tune, and the gal seems to have won at home. (Swamp, BMI)

- BOB RICH

- Music Makes Me Think of True—(FIRE 101) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- ANITA CARTER

- Mama Don't Cry at My Wedding—(JAMIE 1154) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- PAUL RICH

- The Legend of the Big Steer—(SUN 338) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)

- BOB AZZAM

- Mustapha—(MERCURY 7555) is an interesting rhythm flavor of the Near East, with a Balkan flavor in the string backing. A good choice for a knack. (Bob, BMI)

- LED CARUSO

- With a Little Help from my Friends—(LENCO 5004) is a comedy hit on the Grand Ole Opry, a组合 of some of the best country music talent in the world. (Tennessee, BMI)
Reviews of New Pop Records

-Continued from page 1

LA DELLION
** **
On the Old Самп (AT-7031) --- B.B. King

Joe DeLorenzo --- Fats Domino

Benny Hawk --- Alex & The Dominoes

Top 50' Linked to Payola!

-Continued from page 2

BUBBA WRIGHT: Where Will the Wind Go? (Pepperoni, B-40) --- B.B. King

DAVID HARRISON: My Next Day Into Day (1162) --- B.B. King

ALBERT HOLT: One for the Duff (Pepperoni, B-40)

JIMMY REED: Ain't No Mo' Money (Epic, 4008) --- B.B. King

BILLY JOEL: A Song for (Pepperoni, B-40)

RHYTHM & BLUES

EAGLES: I'm Falling Out of Love (Warner Bros., 4000) --- B.B. King

JEFFERSON AIRPLANE: Do You Feel Like We Do? (Crown, 4001)

O.C. COX: I'm An American (Crown, 4002)

WILLIE NELSON: I Can't Help Myself (Crown, 4003)

KANSAS: The Wanting Wind (Crown, 4004)

TED NUGENT: I'm Tied To One (Crown, 4005)

B.B. KING: Don't Look At Me (Crown, 4006)

MONTY KELLY: I Like It Like That (Crown, 4007)

CAREER RECORDS

On the Old Sam's (AT-7031) --- B.B. King

JIMMY REED & DRIFTERS' BANGERS: Midnight Train --- Rudy 117

KICKER KHOL: I'm A Man Now (Epic, 4007)

BILLY JOEL: A Song for (Pepperoni, B-40)

RHYTHM & BLUES

EAGLES: I'm Falling Out of Love (Warner Bros., 4000) --- B.B. King

JEFFERSON AIRPLANE: Do You Feel Like We Do? (Crown, 4001)

O.C. COX: I'm An American (Crown, 4002)

WILLIE NELSON: I Can't Help Myself (Crown, 4003)

KANSAS: The Wanting Wind (Crown, 4004)

TED NUGENT: I'm Tied To One (Crown, 4005)

B.B. KING: Don't Look At Me (Crown, 4006)

MONTY KELLY: I Like It Like That (Crown, 4007)
**Disk Air Promotion Firm**

Cost for national promotion about $1,000. However, De La Viz feels that most publishers or talent, or other clients wanting to reach the deejays, will start when one or two areas, and break into large scale promotion only if this promotion firm reports favorable deejay reaction, or the time begins to break out in areas.

There will be "some" screening of records, says De La Viz, as when a disk is so obviously amateurish or hopeless that the client will be told to save his money. Everything will be done by mail, and for the present, all will be centralized in the Washington, D.C. area. De La Viz says, 20 areas will be assigned, each with a central office, from which promotions will fan out to "every deejay in every radio and TV station" in the territory.

Price will be $50 to promote one time in one territory, making a profit of national promotion about $1,000.

---

**SORD Board**

An operational model with favor of intense deejay contact. Andy Anderson, of Chicago, said Southern Pacific Music's promotion setup at South Florida meeting will be a far-reaching effect on the deejay's relationships. Each deejay's attitude toward the developments at the meetings to be understood. A step was expected to be placed on the employment of co-op deejays in promotion, an idea carried back to the local level.

**Serious Business**

Anderson commented on the current business sessions of the SORD here, with what he called "the most serious business." Mitch Manning is in charge. Within 60 days, De La Viz says, 20 areas will be assigned, each with a central office, from which promotions will fan out to "every deejay in every radio and TV station" in the territory.

Price will be $50 to promote one time in one territory, making a profit of national promotion about $1,000.

---

**Consent Plea to High Court**

of need to amend the decree, and from text of record, hearing was heard over 2000 er of writer members, who cast valid votes. This on the entire distribution of consent, and in the consent proceeding.

---

**Dramatic Lifesaving Development!**

The seven steps of the mouth-to-mouth method

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

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

---

**Gold-Disk Check**

of records of labels sold by Prager and Foxton, certified public accountants, to confirm the sale, installation of any record or album designated for a million-dollar Gold Disc Award. Any record which is not refundable, even if it turns out that the record company's decree is not eligible for the award. Any record company which is eligible for the award—even those not at the time a member of NRAT—will participate in the announcement. And any extra plaques which may be awarded will be distributed by the Court.
SLA HOLDS TO SHERMAN, ORIGINAL BANQUET DATE

Ten League Past-Presidents Join
In Decisions on Convention Plans

CHICAGO—A record turnout of 10 Showmen's League of America past-presidents at the Sheraton-Plaza Hotel here Wednesday, at a meeting of the League's board of directors, voted unanimously here Thursday night (17) to hold to the originally scheduled banquet and date Wednesday, November 30, and its originally scheduled hotel, the Sheraton-Plaza.

The group also voted to discontinue the President's Party, a Sunday afternoon social event, and to merge its best features into the banquet and add to sharply upgrade the entertainment portion of the banquet and Ball.

In other action, the board confirmed the President's plans for a Sun., Dec. 1, annual meeting, and scheduled the annualMemorial Services for 11 a.m., November 29, in the Sheraton Hotel.

The whoping attendance of past presidents at the banquet and any meeting on record excepting for the always heavily attended sessions during the convention, was carried over into the next day's meeting and sharp into the banquet and Ball.

The 90 minutes was carried over into the next day's meeting and, sharp into the banquet and Ball.

Big Turnout

J. W. (Patty) Conklin arrived in Chicago Monday morning flying in from his Columbus, Ohio. Other past-presidents on hand were Sam J. Levy Sr., Fred H. Kressman, Frank Duffield, Jack Stafford, New York; Tom from Milwaukee; Bill Canton, Maurice We鄄e, and Ernest Young. Members of the board of governors in attendance were Al Kunz.

Seven in Show Business Die
In Air Crash

Chafven, Frain, Barbouro Family Members Perish

TELL CITY, Ind.—Seven people connected with show business died in the Thursday (17) crash of a commercial airliner near this town.

Mrs. Morris Chafven, wife of the president of "Holiday on Ice," and three Chafven children, Debbie, 7, Linda, 5, and Richard 21, perished. They were on route from their Minneapolis home to join Chafven in Miami Beach, where the ice show in playing.

Mrs. Andy Frain, wife of the Chicagoan who operated the underwriting service bearing his name, lost her life. Accompanying her in the plane was David Osborne, a chief usher, who was on route to Miami Beach with Frein in charge of handling the crowds at the two National Conventions this summer.

Mr. Frain, a long-time member of the Showmen's League of America, was also one of the chairman of the Chicago Municipal and Superior Court judges, was an undertaking business in Chicago for years which has been the scene of funerals of many people in show business.

Surviving Chafven are his widow, brother, Anthony, and a sister, Mrs. Anhafina Cavilas.

Mrs. Frain is also survived by five sons, Andrew Jr., Michael, Peter, Patrick and Richard, and one daughter, Corrlela.

EXPOSITIONS

The question of the day here is just how the big shows fared during the week. Typical of the reports that have been trickling in from the various grandstands are those from the New York Opera Festival, which is expected to break even and furthermore.

N. Y. Opera Festival to Open
At Utica on September 28

NEW YORK—The new auditorium "U. V. N. Y. will be the first stand of the new season for the Wagner Opera Company's New York Opera Festival. This was announced by Paul J. Schaefer, general manager, who said plans to open on September 26 and visit about 50 cities in about eight weeks. The show's itinerary will includ.

Included in the repertoire will be Puccini's "Madame Butterfly" and "La Boheme." Verdi's "Rigoletto," and the double bill of Mass

The Carter Barron Amphitheater in Washington, this summer, the schedule includes "Carmen" (July 12), "La Traviata" (15), "Cavalleria Rusticana" and "Pagliacci" (17), "La Boheme" (20) and "Tosca" (24), "Aida" (27). Metropolitan Opera management will feature guest artists for this series.

TWO FORMER MICHIGAN FAIR MGRS. IN "NEWS"

DETOIT—Two former Michigan fair managers, were in the news last week.

James H. Hare, who gave up the position to successfully run the funeral for the position of secretary, was announced as his candidate to succeed G. Medalis, Governor of Michigan on the Demo

Barbouro Frain, who preceded Hare in the fair post, was named vice-president of the O. H. Frivond Faring and Storage Company here to handle sales development.
NAAPPB Safety Group Sets Up 60 Campaign

CHICAGO—The National Association of Professional Baseball Pains and Bases will greatly intensify its program of safety education by setting up a Safety Group, according to Safety Chairman Marvin Rice, at the annual convention held in Indianapolis.

The group will be composed of representatives of all the member companies, and a core of experienced safety officials who will present regular safety meetings to all employees in each company's plants and offices.

A meeting of the Safety Group will be held at the NAAPPB headquarters here, fol-

ABC Retains Squaw Valley Eats, Drinks

NEW YORK—With the Winter Olympics in Squaw Valley, Calif., the entire site was turned over to the California Division of Parks—but ABC Vending Corporation continues the operation of its 96 food concession installations on a permanent basis for the company.

In addition, ABC operated seven additional snack bars and beverage facilities in the shops. The other installations included 75 coin-operated vending machines, which offer a range of preference shows pizza pie on top of the list, followed by sandwiches, dogs, sandwiches and snack items. All hot drinks were in demand, such as instant coffee, eggnog. As always, they were those ice cubes. The list included: Alaska, company vice president who heads up the firm's activities serving area, waterfront, and special events; E. Shoshone, a general sales manager with outdoor experience; Charles Gordon of Philadelphia, himself a former Chicago, Roberts Manor, of New York, Lowell Reihl, who handles sales, and John Gilley, Al Secco was director of operations.

Hamburgers were cooked at the rate of 600-per-hour under each vender boy and was a style electroni- cally synchronized with the other units. Thus, there were no delays in getting a meal to the customer.

Aussie Fair Eyes Million-Plus Gate

SYDNEY, N. S. W.—A number of solid reasons give the Royal Easter Show management expectations of toppings last year's attendance total of 1,033,988. The annual event, held on a 5-acre site, grossed $742,000 in attendance receipts, and had an estimated 1,500,000 people.

This year, the Aussies expect to take in $724,000.

During this April season are April 26, including 10 days and eight nights. Since last year's conces-

Al Swaney Moves Into Pro Bowling

CHICAGO—Al Swaney, the popular bowling pinsetter, has added another facet to his pinsetting—chairman of the pinsetting committee of the organization of a national professional bowling league. The man who has a J. Curtis Sanford, Dallas oilman, plans to move to San Francisco in the next few weeks. He is an Eastern and Western divisional chairman of two teams each. Each team of pinsetters has already posted earnings money. In order to their own sponsor or to the teams seeking franchises must have facilities of at least 3,000 square feet and in within 2,000 miles of their divisional area, or 10 miles of their divisional headquarters.

He also pointed out that the pinsetting enterprise is a "good situation" for him and his auto race staff who will continue to operate in the circuit in the future.

A. D. SCOTT RETIRES FROM FARGO FAIR

FARGO, N. D.—A. D. Scott, well-known fair executive, has retired as secretary of the Red River Valley Fair here. It brings to an end the second generation to hold the position of secretary. His father W. A. Scott, had held the position for 26 years.

Open for five days and 13 nights, they expectation of retaining the same system as the past. This would call for a $750,000 gate.

Saskatoon Ex Adds Rodeo to Horse Show

Saskatoon, Sask.—The Saskatoon Exhibition's annual light horse show has been increased by five days this year and will feature rodeo events. Event will be held in the stadium April 5-9.

The exhibition board has joined the Cowboys' Protective Association. Rodeo events will be staged and judged with the co-operation of the Canadian Cowboys' Protective Association, Calgary. Prize money for the cowboys will total $5,000.

Saskatoon Ex Sees 78G Net on $375G 50 Budget

Saskatoon, Sask.—The Saskatoon Exhibition board, which has adopted the Saskatchewan Agricultural Fair as its official name, is looking for a surplus of $78,200. Expenditures are expected to total $83,500.

Last year the surplus was $11,564 and expenditures were $87,200. The budget for 1957 was $408,215. In 1956, it was $369,032 and in 1955, $356,900.

Grandstand revenue this summer is expected to be $68,000, with expenses, including band and stage, at $25,000.

Cost of general help during fair week is estimated at $13,000.

Maintenance and general improvements are expected to total $30,000 and prizes money will be $1,000,000.

If the weather of the summer fair will be a free gate Children's Zoo will be housed in the stadium, along with other home made animals and their young, open to the public. A new concession stand and the Regina Exhibition in recent years. The Saskatoon Exhibition board has joined the Canadian Association of Fair Expositors for construction of a combination general admission ticket, to be ready for use throughout the summer fair. Building will be of concrete block construction, with roof sky lights for natural lighting.

Dwight Pepple Dies; Funeral To Be Monday

CHICAGO—Dwight Pepple, former general agent for Pollock Bros. and Russell Bros., died at his apartment here Thursday (17). He had made his home in Chicago.

Services are to be at 11 a.m. Monday, at the Funeral Home at 1014 North Dearborn, Chicago. Burial will be at Showlow, Ariz., in the Showman's Ledge, Showmen of the World and Pacific Coast Expositors Association.

Pepple was a native of Ohio and served as bookkeeper for the national organized carnival, the Frank W. Cirkell Company, which later was the Golden Gate.Born in Connecticut in 1919, Siegel served in the navy during World War II and met his wife, Dorothy, in Chicago. He was a noted agent at several times in his career and a partner in the Morgan - Pepple stock company. About 1932 he opened a Chicago agency, which was a desk in the office of Minnie Palmer; mother of the late Frank W. Cirkell. The Pepple company produced shows for cabarets and vaude, and his office grew to major proportions. Mr. Siegel produced the first jazz band for the stage and also the first "jazz" act. He was a music agent in 1910 with the Colonial Ministral Maidens, which later made a trip to the Orient.

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**CISCO KID, VIDEO NAMES HEAD FOR AUSTRALIA**

WOODLAND HILLS, Calif.—Chad Baldwin, head of Disney's Western operation, producers, will leave Los Angeles May 3 with a number of its television programs to make a goodwill tour of the world's capital cities in Australia, Hong Kong, Tokyo and Manila. Baldwin already signed for the show are Duncan (Cisco Kid) Robert F. Young, Bob Steele, Eddy Waller, and Wander McCullar, who plays "Sheriff," and Louis Quinn, "Roscoe," of the "Seven Senor Sisters." Baldwin said supporting acts will be added upon arrival in Australia. He will manage the tour dates in Sydney, Melbourne, Adelaide, Perth, Yokohama, Hong Kong and Manila. Baldwin said the performances will be for one day only, with a day's layover before dates in Sydney, Melbourne and Hong Kong.

Baldwin recently moved his offices to this city and is now located at 2018 Santa Rita.

**Kid TV Favorites Set For Brockton's Fair**

BROCKTON, Mass. — Brockton's Fair "new look" — largely evident this year in its July Fourth week and changed its appearance — kept moving this month with the addition of prominent entertainments and staff personnel.

George Carney, jr., manager, retains the film "The Little Giants" and the new agency of Boston to handle the advertising costs. George Langsman, Providence sports publicist, is in charge of public relations. A series of kid TV favorites will provide both entertainment and publicity for the fair, according to Carney, who said:

During the week there will be performances at the Brockton North Central 4's Ritz Theater and Channel 5's Beoze Club. Miss Jean of Channel 5's "Gino the Clown" program will be on both Saturdays and Sundays this week. Big chunks from the programs were booked in Tuesday, July 5. They will all be free to the public. In addition there are two OAC-Hill acts performing on stages Spotlit around the grounds.

Hall Family Plans Shop Center Show For April Opening

SARASOTA, Fla. — A new shopping center, situated on the north end of town, will be under the ownership of the L. D. (Doc) Hall Family. The show will be

**Famous Cole Opens April 4**

HUGO, Okla.—Famous Cole Circus is scheduled to open April 4 at Clarksdale, Texas. Show is spending preparations after being held up for a week due to Hurricane Washers is in charge here. Agent is Bob Cochran and advance manager is Bob Hall, who is also the show's manager, with three men.

**Nat’l Sports Car Championships Awarded to Denver**

DENVER.—The National Auto Racing Association has awarded the 1960 National Championship Runoffs to the Sports Car Club of America, accordance with Paul Rader, SCCA's regional director with jurisdiction over Colorado. The event is set to have followed the successful inaugural region of Denver. The first runoff will be in the last Labor Day Week. The fifth will be the SCCA national championship event on September 26. Cincinnati will open the season, and the last runoffs are set for Detroit in March and for St. Louis in May.

**NEW LOCATIONS AIDS BOSTON FLOWER SHOW**

REVERE, Mass. — The 38th New England Spring Flower Show has been opened at Revere Beach and has been scheduled for an eight-day stand at Wonderland Park. The show, which has been housed most of its existence in the same place, will this year be presented in a new, large, air-conditioned, stage setting that has an audience of over 200 visitors who can observe the many exhibits of flowers. After a successful opening day, a record crowd of more than 40,000 is expected to attend.

Nearly 200 exhibitors are showing thousands of spring blossoms with many of the gardens on both sides of the two floors. A huge glass conservatory and open greenhouse allowing the benefits of sunlight but keeping the frost outside. Special heating systems have been installed in both buildings and the flowers are being showcased in such a way that they have not space for the flower show.

Several show officials had feared the show would have to be abandoned or held in separate halls, such as the main and auxiliary Symphonic halls, similarly, in order to have a new and better setting for its visit. Someone, however, came up with a plan to locate the show where it first seemed like a wild idea. Since the show is situated just a few miles from the center of the city, the show has been able to make a large and easy access of major highways as well as a large addition of people to the city.

The result was that the opening day was a success, and the shows fared very well so that the fared the best of shows have been tried for a period of a year and a half in a great many, in order to keep the show as close as possible.

The show also featured the opening of the new and improved show for the first time in the Chicago area to follow.

**HONOLULU '59 Fair Shows $12,919 Net**

HONOLULU.—The 38th Maui County Fair, held last fall, showed a net profit of $12,919 from official announcements. Total receipts were $26,972.44 compared with $30,571.87. Attendance dropped from 29,328 in 1958 to 28,741 in 1959. The drop in attendance was due to lack of mainland grandstand shows, fair officials stated.

**FLOVER DRUM SONG’ SET FOR STATE FAIR OF TEXAS**

DALLAS—"Flower Drum Song," the latest Rodgers and Hammerstein musical, has signed the Music Hall attraction for the 1960 State Fair of Texas in October.

The show will have 24 performances, opening on Friday and Saturday. It is scheduled to open the season in the Music Hall. The show will be in its second week of the Fair and will run through Sunday afternoon, October 21, last day of the fair. The Fair run will close on October 31.

A popular attraction in New York City after some 600 performances and will be held west for engagements in Detroit, Denver, Los Angeles and Dallas.

It is expected that the majority of the Broadway cast will continue in their original roles with the national company. The Bob Nye and Ham- nister show to play State Fair dates in the Music Hall in recent years. Its predecessors, both of which were tremendously successful, were "South Pacific" in 1959 and "The King and I" in 1954.

**TALENT ON THE ROAD**

Indiana State Fair Show To Be Watched With Interest

The five-night grandstand appearance of a collection of country and western names at Indiana State Fair this year will be watched with keen interest by many. The five shows are: "The Gospel of the Mountains," "The Poets," "The Fair Day," "The Bluegrass," and "The Bluegrass." The shows are expected to be well attended and give a good representation of the best of the bluegrass and western music.

Let's try to be there on one of the shows. And don't forget to bring your lawn chairs and blankets. It will be a great night to enjoy the music and the fair.

**Film Strike Delays Boone, Clark Dates at Detroit Fair**

DETROIT — Confirmation of Pat Boone and Dick Clark being held up by the strike that has virtually shut down the motion picture industry.

Both performers, who have also been involved in film commitments, are expected to finalize the fair bookings at the Hollywood trouble is settled. Boone and Clark are tentatively scheduled to head one of the two segregated events of the Detroit Fair, which, for years, has featured record and record titles.

Donald D. Johnson, fair manager, last week released a report that showed the 59 fair faced with the gross of $1,917,000. The final gross was $766,125.77.

He noted that the fair paid out over $600,000 in premiums in the past five years, all derived from fair grounds. He also noted that the fair was the only one in the country that has a need for improved facilities for senior exhibitors.

**Alberta Arena Adds Ice, Seats**

STETTLE, Alta.—The artificial ice in Stettler's new arena is producing an immediate ice and will also be used for cutting. When interior work is finished the arena will include dressing rooms, concession booths and a complete sound system.

The building of this type of arena has been designed for the coming years and will accommodate six activities, including alpine and ice hockey, tennis, curling, squash and table tennis.

**BRANDON, Man.—The Bran- don Zoological Board plans to open a new zoo, the "South Dakota" zoo, in July, with farm animals and a few exotic species. Many of the animals will be borrowed from Farmers and children will be able to visit and handle them.
AMUSEMENT PARK OPERATION

New England Meeting Set; Miniature Golfs Installed

NEW ENGLAND ASSOCIATION of Amusement Parks and Beaches has scheduled its 34th annual convention for the Parker House, Boston, April 7. William H. Patton is president of the group. Fred L. Marker, secretary-treasurer, announced the meeting date. Jimmy Johnson, of San Antonio, opened his Playland Park on March 17, it is his annual custom.

Roller Coaster, Airports

Muar Adds Roller Coaster; Airlines Show Park Owning

NAAPFR PAST PRESIDENT Bill Muir, of Roseland Park, Comstock, N. Y., is adding an adroit Roller Coaster to his firm. His deal is with John Allen, of Philadelphia Teledogam Company, the latter acting as a concessionaire.... Dick McPadden, formerly with Allen, will be thrashing in business for himself as a manufacturer's agent and as a park design consultant.... Many Stars. Star Theater to open in Oklahoma City, is revamping its open-air theater area with a new sunset garden effect achieved by panning over a creek which winds thru the park. He's also adding a new outdoor restaurant to the area adjoining its swimming pool. Many reports feel he's feeling much better after a bout with the flu, contracted while he and Lorna, were in the East. They had a rigorous time getting home, what with the New York airports being "socked in" because of snow and having to wait in the airport terminal until the flights resumed.... Add "when you have time to visit anywhere," Paty Linkin, of Chicago, for the important SIA meeting, reports he was 12 hours flying from Toronto to Chicago Monday night (16) because of the snow and airports being "socked up." Almost to Chicago, his plane had to return to Windsor, Ont., and sit down for a several hours wait. John S. Bowman, NAAPFR Executive Secretary.

ROLLER RUMBLINGS

By AL SCHNEIDER

INSTEAD of attempting to keep his patrons on the skating floor, Bob Bechado, owner of Roller City, Beaver, deliberately encourages off-floor excursions. The reason is the big amusement machine arcade located in the basement of the building, an ideal facility in which skaters may take a break from skating, yet entertain themselves (as a profit to Chado) while doing so. With more than a dozen types of "penciling" machines involved, the arcade has become a valuable source of additional profits while providing an amusement outlet for visitors who don't want to skate and patrons who are temporarily weary of skating. In building Roller City (which suffered a disastrous fire in the summer of 1965 which has since been completely rebuilt), Chado installed a heavy-duty resilient floor, with especially heavy tile in the arcade. Able to give the skater a fairly weighty sensation, the tile does not crack, such as is often the case when skaters use an ordinary, asphalt tile surface. Chado reported that the amusement machines are in almost continuous use. Most popular have been bowling machines and a unit which tests patrons' auto-driving skill.

Eighteen operators, representing 4 ranks, have been added to the membership roster of the Roller Skating Rink Operators of America, it was announced recently by Association Secretary Charles E. Cahill of Detroit headquarters. The operators and the ranks they represent are: R. G. Johnson, Johnson's Skatelands, Douglas, Ariz.; Ray M. John, Maline (III) Roller Rink, H. C. Jechter, Peter Yawit and Edward E. Hahn, Hollywood Skating Arena, Hollywood, Fla., formerly operated by Mr. and Mrs. Herbert Collins, William E. Hickman, Skatelands, Pueblo, Colo.; Joseph S. Druker, Capitol Skateline, Niagara Falls, N. Y.; J. F. Ross, Toptrains, Cocoa, and Skateline, Melbourne, Fla.; Mr. and Mrs. Bert Doss, Circle Rink, Bloomington, Ill.; Robert M. Schott, Sundial Rink, Independence, Ind.; Mr. and Mrs. Donald Baldwin, Roller Frolic, Burlington, Wash.; William G. Snow, Blue Island, Pekin, Ill.; James P. Eich, Rollerama, Fort Branch, Ind.; Elmer C. Webb, Alton (1st) Rink, and Mr. and Mrs. Thomas R. Bender, Hamman Rink, Lancaster, O., formerly operated by Kelly R. Hamman.

Hervey Opens Sound Effects Firm for Parks

WEST LOS ANGELES, Calif. — Jim Hervey, formerly with MacKenzie Electronics and who assisted in the design and installation of the sound effects system at Disneyland, has formed a new company, a Division of MacKenzie Electronics.

In addition to distributing the Mackenzie cartridge tape players, Hervey's firm specializes in the engineering and installation of sound effects systems for amusement areas. In addition to all the necessary equipment, the firm has an extensive library of sound effects available in catalog form. Among the projects currently under way at Audio are systems for a new walk thru at Harry Rutt's Pointchartrain Beach, New Orleans, jungle walk thru at Charles Woody's Storybook Land, and a complete modernization of sound system for Willow Grove, Philadelphia. At the latter spot the system includes equipment and recorded tapes for the dark ride, Jungle Boat ride, Moon walk thru, Autopia, Funhouse and Riverboat ride.

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BIG 1960
SPRING SPECIAL
Dated April 11

Following are just some of the big, interesting, widely sought after features and information now being planned for the Spring Special...

- Annual Ride Manufacturers Survey (no street or city addresses will be used this year), plus
- Topical Story on the Ride Industry.
- 1960 Fair Dates, first publication this year.
- Special Feature dealing with the status of New Amusement and Theme Parks being planned; those in construction stages and those that have recently opened.

THE ABOVE ARE JUST PART OF OUR EDITORIAL PLANS... THERE WILL ALSO BE SPECIAL SECTIONS ON...

FIREWORKS... Major pyro shows, new themes, State and U. S. laws governing them, history of fireworks, technical advances.

CIRCUSES... How to sponsor a Circus, book it, publicize it, build attendance, make a profit and many other answers to questions in the minds of active and potentially active sponsors.

TRAILERS... New models, new accessories, prices, maintenance, loans and financing, permits for oversized vehicles, highway lengths, experiences of trailer dwellers.

INSURANCE... Rates, Lloyd's policies, etc. NAAPPI safety and insurance campaigns. Public Liability for Trade Shows, Arenas, Auditoriums and other indoor places of Amusement. Growing need for Food Handlers' Insurance. What to look for in insurance.

ARENAS-AUDITORIUMS... What Shows, Acts and Attractions are planning tours of buildings during the coming months. Status of new buildings under construction, with pictures... plus a great deal more information about this growing industry.

THESE ARE FEATURES BEING PLANNED FOR THE 1960 SPRING SPECIAL. IT WILL ALSO INCLUDE ALL THE LATE NEWS, DEVELOPMENTS, ROUTES, COMING EVENTS, LETTER LIST, ETC. . . .

A Special Issue containing all this vital information will be in tremendous demand by thousands of additional readers over and above our regular subscribers for months after publication. Therefore we will print

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HOLLYWOOD 28, CALIF. 1529 N. Gower Hollywood 9-5831
**Chattanooga Remodeling
Awaits July Bond Issuance**

CHATTANOOGA'S REMODELING program for the Memorial Auditorium will get started about mid-year, according to Tom C. Thompson, manager. The $3,500,000 bond issue for air conditioning, new seats, new stage curtains, escalators and redecorating Work is buying courts instance of the bonds, which is scheduled for July. Thompson points out that the building is 39 years old and badly in need of the new equipment and refurbishing. Meanwhile the building is being used as a community-attraction arena. This year's is the 123rd annual appearance for "Halloween on Ice" in Chattanooga.

**Association Committee Reports Survey Progress**

COMMITTEE MEMBER Lin Lueddeke reports that much progress has been made toward acceleration and publication of the LAAM's survey of auditorium audience operation. One edition was circulated during the limited number of participants last summer. In the past five months the effort has been extended. It now covers reports from 82 buildings and there are now some new chapters. Lueddeke, manager of the Oakland (Calif.) Auditorium, undertook the collection of information and compilations. He figures new will involve 19,500 answers, with each participating building answering many. Don Jewell, manager of the Rutland (Vt.) Coliseum, Ore., has been rewriting and updating the narrative. Francis Deering, manager of Sam Houston Coliseum, Houston, is in charge of producing the book in bound form for committee of the association. Lueddeke says that he is enthusiastic about the work accomplished by the committee.

**New Building in Michigan; Chicago Flower Show Opens**

THE NEW E. WALKER SPORTS Arena at Mason, Mich., will open about October 1. It will have 4,000 permanent seats plus bleachers for 2,000 and a 200 by 85-foot hockey floor. George S. Deering is the manager. FRANK DUBINSKY's second annual Chicago World Flower and Garden Show is at the International Amphitheater March 24-31. The show will use 240,000 square feet of floor space and it is expected to top last year's attendance. This year there is no conflict in dates with Dubinsky's flower show and Gower Moore's bedding show, since the latter has switched to fall dates. General Electric has published a bulletin about a new-type installation for pole-type transformers for floodlighting installations.

**Maryland Building Draws Business With Key Shows**

WICOMICO MEMORIAL YOUTH and Civic Center at Salisbury, Md., draws well along during its first year, but is short on show attraction bookings, according to W. Marsh Gollner, manager. "We're drawing well and want to come back," he reports. The Harlem Globetrotters had a sellout and were well received. An auto show had to be canceled, but a steamer's show did very well, he continues. A country music show was okay except for a few acts that necessitated some shifting. Gollner has stocked an ice show without success. Next major attraction is Mahalia Jackson, booked for April 14.

**Italian Opera Troupe Coming For Fall Tour**

NEW YORK — Italian Opera Company will tour the U.S. next fall and winter, bringing over 135 persons stemming from major opera, ballet and orchestra. Preliminary planning of tour for September and the first date will be October 3, not in New York. Silvester Zaccaria, representing the troupe and booking it independently, said an Espressa debut is planned for New York as lead in a closing of a tour estimated to run for six months. Luigi Infante, tenor, is a major performer and also artist of the La Scala, Rome Opera and San Carlos choral. Italian Opera Company is based in Milan, Italy. Saida and Loris Cavarni are to tour as conductors.

**Demolition Starts At Ebbets Field**

NEW YORK — The last ball hurled in Ebbets Field is a steel ball hurled as a cramp in part of demolition work. Brooklyn's venerable ball park is being bulldozed, taking down last week to make way for an apartment house project. The ball park was opened in 1913 and has been used sporadically by the Dodgers and Giants since then. The $23,000,000 housing development will have a baseball field, also called "Ebbets Field."
CIRCUS TROUPE

By Tom Parkinson

Reports are that, this year, little Bob Stevens will reopen his Stevens Cirkus this season. Executives at Tweedie Amusement Co., Colleyville, Kan., to Alamo, Tex., Dick Lerner is contracting for the show's roaddates.

St. Paul—St. Paul Municipal Auditorium handled total attendance for the Shrine Circus produced by Oviont Davenport, show ran March 9-13. The audience was raucous, and this total was reached at three of the performances when extra people were excluded from the house.

Attendance records show March 9, 2,985; March 10, afternoons, 2,257; night, 2,067; March 11, afternoon, 6,754, night, 7,661; March 12, afternoon, 9,741, night, 5,321; and March 13, afternoon, 8,760 and tonight, 4,076.

Kids under 12 half-priced Monday through Thursday afternoons and Monday through Thursday evenings, according to schedule.

Royal International (Hunt): At Palafox, March 21-25; at Pensacola, March 30-April 3; at Mobile, April 7; at New Orleans, April 14-17; at Atlanta, April 18-21; at Athens, April 22-25; at Augusta, April 26-29; at Columbia, S.C., May 1-4; at Florence, S.C., May 5-8; at Charleston, S.C., May 9-12; at Biloxi, Miss., May 13-16; at New Orleans, May 17-20; at Memphis, Tenn., May 21-24; at Little Rock, Ark., May 25-28; at Independence, Mo., May 29-June 1; at Kansas City, Mo., June 2-5; at St. Louis, Mo., June 6-9; at Chicago, Ill., June 10-13; at Cleveland, Ohio, June 14-17; and Buffalo, N.Y., June 18-21.

Tickets: Contact: at Shreveport, La., 815-3230; at Shreveport, La., 811-7361.

ROYAL AMERICAN: Contact: See Schedule.

ROYAL AMERICAN FINANCIAL SERVICES: Contact: E. M. Horsley, P.O. Box 1199, Winchester, Va.

ROYAL AMERICAN PACKING HOUSES, Inc.: Contact: The President, 17th & State Sts., Chicago, Ill.

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CALGARY, Alta.—Construction of necessary buildings at the exhibition grounds, such as the $2,000,000 Big Four combined exhibits building and curling rink, has put the Calgary Exhibition and Stampede, Ltd., into debt to the tune of $1,300,000.

This was revealed by Mervyn A. (Red) Dutton, president of the exhibition board, in an address to the Calgary Junior Chamber of Commerce.

"I am making this statement at this time because there seems to be a feeling among a small segment of our citizens that the exhibition board and all that it constitutes is owned by a number of wealthy businessmen and that the organization is simply rolling in money," Dutton said.

Dutton said the board hoped to be in a position to pay off its debt within the next 10 years and at the same time leave a moderate surplus on operations in order to take care of the year-to-year improvements on the plant and facilities.

While the land and all the buildings and facilities at Victoria Park (the fairgrounds) are owned by the city of Calgary, and thus by the citizens as a whole, the exhibition board is developing and building up the exhibition and stampede and its numerous associated activities the year round.

The stampede has brought international fame to Calgary and still ranks as the greatest tourist attraction in Canada, Dutton said.

He defended the recent decision to boost the 25-cent gate price to 50 cents and said it was the first increase in 42 years. Stampede patrons will receive the greatest entertainment value for their money to be offered anywhere in North America, he said.

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PORTEMONTE MAPS 24-FAIR ROUTE
Will Split Show to Play Four Annuals; Adds Helicopter, New Front Gate Arch

GANTT, Ala. — Final make-read for Johnny’s United Shows is under way here at winter quarters and the show is just about ready for a route that will include 24 fairs, five springstands in the South and Force installation and a July 4 celebration at New Orleans.

Johnny Dortmann, owner-manager, said the show will be split into two units on four of the fairs booked. The entire show will open May 24 at Gantton, Ala.

Frier to the bow, a ride and concessions unit will play dates in southern Alabama.

Porterment and Lloyd Kelly drove to North Canton, Ohio, to pick up a new helicopter at the Andover Airport plant. Eddie Hall brought in four additional light towers. Work has been going on here on the new glass front with nylon marquise in bugging and red and white nylon tops will flash up most of the shows and concessions.

On the back end, a rock and roll unit is planned and Jules Catania will bring in a Rollodrome, Turtle Show and Monster.

Byers to Open in Orange, Tex.

COUSINAT, La. — Byers Brothers of Byers, Texas, are expected to open here late in March and will open their season at Orange, Tex. Carl Byers, owner, announced.

Season will see the show in Texas, Louisiana, Mississippi, Alabama. New York and Vermont. One new feature added this year is the Great Jones County Fair at Monticello, La., and the show will be in the Dubois Co., Ind., annual. Equipment will be divided for four July 4 celebrations at Red Oak and Onocela, La.

Porterment recently purchased 30 acres south of Andover where a new home is planned on winter quarters and trailer park facilities.

Staff, in addition to the 400 personnel, will include Porter ment Jr. co-owner and general manager; Ron and Ken Dvorak on equipment; Tom and Bob LeBlanc in concessions; John and Pat Smith in advertising; and Howard “Bud” Jackson, towers and front, mailman and agent for The Billboard, Eddie Hurt, bandmaster; William (Bill) Anderson, electrician; Ted Woodward, general representative.

APRIL BOW
New Show Framed by Rosendal

Indianapolis — Sol’s Greatest Show will be the first show for the first time, opening in mid-April, Sol Rosendal announced. Rosendal recently quit the estate of the late Jack L. Rosendal, Indiana.

This will be the first attempt at a show ownership on the part of Sol Rosendal, who has been in the business for some time. Plans are to offer the show at the two kid rides, two shows and close to 20 concessions, he said. Ohio, Indiana and Illinois will be played and the show will carry its own diesel electric light plant.

Jack Williams is general agent and business manager and will manage the office-owned concessions and Mrs. Rosendal will have her辫es in the lineup.

Tampa Club Gets $10,400 From 3 Shows

Tampa—The treasury of the Greater Tampa Showmen’s Association has been enriched by a total of $10,000, which profits have been divided among the three shows. President Dick Goff, announced.

Shows and the amounts turned in were:

Royal American Shows, $1,126; Blue Grass Shows, $2,394; and the Springs of E. Stetson, $1,912.63.

Chief Fowler, chairman of outdoor events, announced that the annual “Hitch-Up-The-Road” could be held April 3 at Eleuthera. Close to 700 pounds of biscuits and 300 of chicken will be distributed.

Joe Scortino reported 933 paid admissions to the Tampa Club in three days, and announced a total of 350 pins of $1,600 in the blood bank.

CARNIVAL CONFAB

Trot GOLDSKIE of Providence is fielding his own show this season. . . . Dave E. Finnamore set up with the Prell show in Pottsville, Pa. . . . Other front-end rides include Tom Varnan with Carson Bros. and Sonny Cranton with Riggins’ Smallest Show on Earth. . . . Johnny Denton’s Gold Medal Shows. . . . Reports have Sam Generelli pro- testing he be directed by Albertson before having handled it for years with L. I. Thomas. Tony Mason billing work shows in Sumter, S. C. . . . under supervision of John and Bobby Maples. Check Whitehead may be a regular on the Vivacon midway this spring.

Plenty of carnival action in store around Philadelphia, the area to be visited by Sol Rosendal’s Riggers, Olney, Magarey’s Amusements, M. D. Shows, Quena and Engineering Bazaar, and the Strauses and Vivacon shows. . . . Phil Cool, known as the original “Magarey’s Mag,” has been mar- keted by Ben Kellerman, N. C. Dined with Joe Gilmore there. Also had a freezing visit with Homer Scott (Georgia Amusement Company) in Taplow, Va., where he met with Johnny Vestadito, Larry Carr, Gene Burr, Lee Hill, Oscar Burn, Harry Miles, Ben’s boy at its annual large parts show. . . . Mr. and Mrs. McVey will have their cookhouse on Penn Present Shows this year. . . . Mr. and Mrs. Mark Redly left El Paso March 11 on the Atlantic cruise. Mrs. Elizabeth Murphy is returning to the O. C. Bruck Show’s office this year, she reports.

Simon (Pecos) Hudis, concession agent for Bob Noonan’s productions, exportation of “Scotch Mystique” and Peck. . . . Show 3194 a 1914, used in the film, around Times Square with Edie Fink, vaudeville agent, and Peter Lorre as passengers. . . . Moe Han, King Reid shows agent, and his wife in the Columbia Pictures films in the Midwest. . . . Harry Schutzer bought snowboard driving from Providence for Brooklyn for How-Right Co. to set up a booth. He had to hole up at the Hotel Hoff. . . . Fred Johnson, who’s Wednesday (9) was bustling but important, for it was the third and final show of the Showmen’s Association revised in 1945.

Jack Stern, Eastern concession agent, is in Central Park West Nursing Home, 22 West 74 Street, New York, after a long illness. . . . Pat Scholly, of the World of Mirth Shows, brother of Fran Scholzlie, is in Veterans Hospital, East Orange, N. J., Thomas A. Hollman, is in the New York Hospital, is lauded up at the V. A. Hospital, and an old friend from the Reithofers in Dallas, Pa. A cock- tal club of the Eastern Seaboard followed by dinner at Temple and others of the Eastern Seaboard, Robert Weisberg, Reithofers, Mr. and Mrs. Bill Goodman, and Mr. and Mrs. Edward. . . . Jack Stern, who’s the Reithofers for the Reithofers show operation. . . . Virginia Leonardi is a membership chairman for the NSA Ladies’ Auxiliary, with Dolly McCorriston and Bess Hummel as vice- chairman.

Iriswicky

FLASHBACKS: 15 Years Ago—Max Goodman announced at Hot Springs winter quarters that, despite rumors to the contrary, Wen- der Shows of America would go on the road for the 1945 tour. . . . Tommy Finnamore set up his Spitterie to H. W. Barshchow and Joe H. Jones, of the Buckman family, by Dan Michaels. . . . James M. Rafferty’s R & S Shows kicked off the Eastern season, opening a 32-week route at Southport, N. C. Walter Neatall handled the promo work.

HAPDUR PERRY recently under- went an operation at Dr. Carter Moore’s Memorial Hospital, Frank- lin, Ky. Other troopers on the sick list are Ed. . . . Bob Baker, of 215, 225, 237, and Thomas Johnson. . . . John (Frankming) Red Stal- lings, formerly of the Continental Shows, in Veterans Hospital, To- ledo, Mr. All would like to receive talk from friends. . . . The Dixie Shows were at the Avondale Theater in Lake City, Fla., after working seven weeks. Mr. and Mrs. Ted Brown were in St. Louis, Mo. They are currently preparing equipment for their shipping con- veys. Al Schneider
SLA's Prexy's Party
And Banquet Merge
Record Past Presidents Turnout
Made for Meeting Called by Olson

including page 44

from those traditionally set for both them and the Showmen's League convention. The highest numbers of both the closed session of the board of governors, Mastermen, Fagel and President, will be showed at the number of the group. The board voted to merge to the table of the president and the board to the banquet and ball.

In the League's formal session, the meeting, Lou Duvier paid tribute to M. J. (Mickey) Doolan, who died June 7, 1957, for Doolan's high ideals and philanthropy. Doolan, Duvier pointed out, in his recently executed will, left the League $6,750 and "symbolized our concept of brotherhood."

A number of silence was observed in honor of T. Dwight Pepple, a Legume member, who died early this morning (17). J. L. Clayborn, president of the Showmen's Guild of Australia, attended the general meeting and gave high praise to Olson for the manner in which he conducted the proceedings.

Reported on the sick list at the regular meetings of C. D. (W. S. "Wes") Weiss, in Tampa; Pat Finnerty, Miami; Charles McDougall, Santa Rosa Hospital, San Antonio; Louis Keller, Roy Marietta, Harry Ferris, all in Chicago.

Al Kunz Picks Up
Velare Space Wheels

CHICAGO—Al Kunz, owner-manager of Kunz Shows since 1930, here Thursday (17) for Leng Brec, to arrange for delivery of the Velare Double Space Wheels, which he purchased in January. The ride will be run by Harry's Pony Trackshow, open for Business on April 10.

Kunz was here to attend the League of America on conversion to Animal Wheel, and this week, he is a nominating committee member, he also attended that meeting on Thursday afternoon.

A crew of 34 men are busy in the Chicago area area, a 24, ready rides, shows and equipment for the season. Convertible shows are up in May but a shopping center unit of 11 is out now and the complete show school will be on April in an eight-week tour of Birmingham.

A new Dodgem building is

being constructed and a new front for the Velare Double Space Wheel. The Hoth Octopus was recently returned by Eysford Amusement which was overhauled, but the Amuse ment has delivered a new 

Funhouse.

Nat and Dorothy Mercy are in quarters after a talent tour. The Galvin Stables are setting up a feature of the Herd back-end and the Mercys will close the Club House, Hawaiian Village, Side Show and four stock in early May.

Kunz disclosed that he has closed orders for three new DCH-ments and Tilt-a-Whirl, Chem-tractors and one Chevrolet pickup.

He will attend the March 24 meeting of the International Showmen's Association's return from California, Kunz is 1960 president of the club.

McCrarry Buys
Sky Wheel

NORTH TANAWANDA, N.Y.—The Allan Herschell Company has received another order for one of its new Sky Wheels, this one from E. D. McCrarry, former owner of 20th Century Shows and now an independent ride operator.

George Moses, Allan Herschell sales manager, said orders on the wheel are being taken still subject to final pricing and delivery.

Miami Fem Club
Names Nom. Group

MIAMI—The Ladies' Auxiliary of the Miami Showmen's Association has appointed its nominating committee which will organize a state-wide nominating meeting.

Named to the committee were Pat Dioski, Mrs. Beulah Proctor, Mrs. W. M. Furman, Kay Leslie, Lois Kocke- newer, Evelyn Taylor, Albert H. Mack and Kelly Loster. Alternates are Kitty Glosser, Dora Pierson, Wayne Hensch and Pat Reiter.

A fashion show will be held in the cluertums on March 16 with Peggy Heaven and Estelle Bell in charge. Members will do the modeling. A hit-and-run party is set for March 19.

The past-president's card party was reported a big success. Proceeds went to the old-age fund.
Opening middle of April, Indianapolis, Ind.

CONCESSIONS: Can place Foot-Long, Pronto Pups (must be clean and attractive) Age and Weight, Horse, Duck Pen, Pitch-Till-You-Win, Short Range, Balloon Darts, Bird Pitch, Coke Bubbles, Hot Dog Snack, Pronto Pup, Pronto Pup, Five Games or any clean, legitimate Concessions that work for stock. (Roy Beauford, contact me at any time.)

HAVE BINGO, POPCORN, FLOSS AND SNOW BOOKED.

RIDE MAN: Can place Wheel Foreman and Kidde Ride Foreman, Second Men on all rides. Must drive slides and have license. No cars.

SHOWS: Can place Glass and Funhouse, Snake, Fat, 10-1 and Monkey. NO GIRL SHOWS.

RIDE SALE—SPECIAL—Buil 24 ft. Office Trailer ready to go. Will trade for rides, trucks or other equipment.

Contact ERNIE ALLEN, MGR., 1817 Spang Ave., Terre Haute, Ind. Phone No. 3211. No Collect Calls.

NOVELTY EXPOSITION SHOWS

"A Strong Show With a Strong Route"

BOOKED SOLID — BOOKED SOLID

WE HAVE A GOOD ROUTE OF FAIRS AND CELEBRATIONS. WE PLAY THE 10,000 CIRCUIT MEN CLUB JUNE 4-7 CELEBRATION—4 BIG DAYS, 4 BIG NIGHTS—CINCINNATI, IOWA—RAN,'T ACTS.

RIDE SUPERINTENDENT—Who knows above rides and can handle same. An exceptionally good job for a good, hard working RIDE MAN. RENT, -- CALL.

Best of working conditions for all above. Good salary and bonus if you stay. Best of equipment. All must drive smoke. All Concessions.

CONCESSIONS—Can place small Cookbook or Sidewalk Grab, Photos, Long and Short Range, Parties, Hanky Rides. We carry only one of a kind. All Concessions.

SHOWS—Place Shows with own equipment.

JESSES WILLY WANTS AGENTS. All who have worked for him in the past, contact in care of Show.

P. O. Box 8500
Address: CAPT. E. H. HUGO, Owner
Phone: HA-1-9681—No collect calls.

KANSAS CITY 5, Mo.

DETOURVictory

OPENING TEN MILE ROAD & GRATIOT AVE., APRIL 1-10,
EOSSIE RD & HARDING, APRIL 12-24

Well selected and tested route of Celebrations and Fairs to follow through November. Major Rides not conflicting with Merry-Go-Round, Wheel, and Rides. Can use three good Kiddie Rides. Good treatment and Peace to all Concessions.

COOK AMUSEMENT CO., INC.
FRANK COOK and GERALD GORDON, Owners.
C. C. LOWERY, General Agent & Assistant Manager.
FOR BOOKING CALL, WRITE OR WIRE C. O. STEWART, SECY-MANAGER.

11023 BRAEML AVE., DETROIT 39, MICHIGAN. PHONE KENWOOD 4-5969

JIMMIE CHANOS SHOWS

Opening April 29, Muncie, Ind.

CONCESSIONS: Want legitimate Concessions of all kinds, Ball Games, Pitch-Till-You-Win, Balloon Dart, Scales and Age, Long Range Shooting Gallery, Short Range Shooting Gallery, Darts, Game Pits, Penny Pitch, Red Dick and Richardson.

SHOWS: Girl Show, must have two or more girls, any other family-type Shows with own outfit. Can use Penny Arcade.


COMMITTEES, we have a few open dates for Ohio and Indiana. This show has 14 rides, owned by office.

All replies to JIMMIE CHANOS, 709 East 4th Street, Greenville, Ohio.
ATTENTION, SHOWMEN!  Opening Columbus, Ohio, March 29-April 2, downtown location, followed by Montgomery, Atlanta, and several other large, outstanding cities in Alabama. This is an outstanding spring route.

JAMES H. DREW SHOWS
WINTER QUARTERS NOW OPEN
Wanted: Ride Men in all departments. Also capable Foreman for new trailer-mounted Paratrooper and new 12-car Scooter. Want Second Men for riders. Must be licensed semi drivers. CONCESSIONS: Hava opening for Long and Short Range, Photos, Novelty Guns, Price-Every-Time and outright sales. Magazine, stationary answer, SHOWS. Want to hear from family-type Grind and Belly Shows. All addresses JAMES H. DREW SHOWS P. O. Box 699, Augusta, Ga. Phone: Egegant 3-3190.

WM. T. COLLINS SHOWS
Want Cowpunchers that will order to show people. Also place Family Parks of all kinds. Want Fun House and other Grind Shows of merit. Want Electricity that can handle big show, experienced with transformers. Must be sober, reliable, have own cars and alive drivers. High wages. Address: 801 E. 78TH STREET, MINNEAPOLIS, MINN.

MOTOR STATE SHOWS
J. J. FREDERICA
Want band and Show Manager for large spring road show. Want good band of 3, 4, 5, 6, etc., including Piano, Violin, Drums, etc. Have a good Electrician. Want to open as long road show, week or two, etc. Write: J. J. FREDERICA, 210 MAPLE STREET, DENTON, Ill.

WILSON FAMOUS SHOWS
WANT SHOWS: Own show Family-type Shows and Five House. Will buy or rent any show of merit. Will pay best price for any show of merit. Address: Wk. L. Wilson, Fairspare, Jewelry, Fancy Dress, New York, N.Y., or any type Concessions working for stock.

USED CANVAS FOR SALE
2-used A. D. Linke Canvas Tents in good condition, $350.00 each. One Little Beauty Side, 652.00. 8-Hoo-ee car canvas, 625.00. 3-Champion Baltic, 625.00. 1 - 10 ft. long and 10 ft. wide. 592.00. 1 - 10 ft. and 15 ft. wide. 492.00. 1 - 10 ft. and 20 ft. wide. 450.00. 1 - 20 ft. and 20 ft. wide. 400.00. 1 - 25 ft. and 20 ft. wide. 375.00. 1 - 30 ft. and 20 ft. wide. 350.00. 1 - 30 ft. and 20 ft. wide. 325.00. 1 - 30 ft. and 20 ft. wide. 300.00. 1 - 30 ft. and 20 ft. wide. 275.00. 1 - 30 ft. and 20 ft. wide. 250.00. 1 - 30 ft. and 20 ft. wide. 225.00. 1 - 30 ft. and 20 ft. wide. 200.00. 1 - 30 ft. and 20 ft. wide. 175.00. 1 - 30 ft. and 20 ft. wide. 150.00. 1 - 30 ft. and 20 ft. wide. 125.00. 1 - 30 ft. and 20 ft. wide. 100.00. 1 - 30 ft. and 20 ft. wide. 75.00. 1 - 30 ft. and 20 ft. wide. 50.00. 1 - 30 ft. and 20 ft. wide. 25.00. 1 - 30 ft. and 20 ft. wide. 0.00. Please write and ask and name, show, address, etc. WILLIAM B. WILSON, 3600 Maine, St. Kansas City, Mo.

CONCESSIONS WANTED
For summer season, Grind Shows of all kinds. Have building for same. Novelty man. Roy (The Fat Man), call me.

BERT FLYNN
Oleat Development Corporation, Elyria, New York.
new merchandise for tomorrow's... parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:

HAPPY BEAR

GIFT BOWS
Bows for gift packages, each carrying appropriate slogan such as "Happy Birthday to You" or "Bon Voyage." These boxes are decorated, under an adhesive label, and convenient to the outside of a gift. They come in green, red and blue. Each is cellophane wrapped and is available in a file box with index on the front. From Flower-Max, P. O. Box 82, Union City, N. J.

INSECT PINS
Both insects and enameled, made in colored straw, are mounted on pins. Each is about 3¼ inches long. Included are dragon flies, crayfish, bees, ants. Imported from Italy. — F. O. Merz, 104 North 63 Street, Philadelphia.

CANDELABRA
Butterfly styling on candelabra. One model has three candle holders with circular dish in the center. Others are three and more candle holder sets. Designed by Don Darval. Retail at $1.00. — United Wire Craft, 2120 North Southport Avenue, Chicago.

SAFETY LADDER

Tubular steel household ladder. It's lightweight, has a protective guard rail, rubber-tipped feet, lock, two steps and a platform. Is five and a half feet high. Retail for $9.95—Snyder Manufacturing Company, Philadelphia 90.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.
THESE ARE THE REASONS WHY
Thousands of EAGER, ACTIVE, READY-TO-BUY READERS
are anxious to get their copy of

The Billboard's
BIG 1960
SPRING SPECIAL
Dated April 11

Following are just some of the big, interesting, widely sought after features and information
now being planned for the Spring Special . . .

- Annual Ride Manufacturers Survey (no street or city addresses will be used this year), plus
- Topical Story on the Ride Industry,
- 1960 Fair Dates, first publication this year.
- Special Feature-dealing with the status of New Amusement and Theme Parks being planned; these
  in construction stages and those that have recently opened.

THE ABOVE ARE JUST PART OF OUR EDITORIAL PLANS . . . THERE WILL ALSO
BE SPECIAL SECTIONS ON . . .

- 1960 Rodeo Dates, a field growing in importance and popularity.
- A real interesting and informative story from a "newcomer" in the Kiddieland Field . . . plus
- A Question-Answer Chart summarizing the many questions a newcomer asks and their answers.
- An excellent Round-Up Story on the broadening Food & Drink Market including equipment, supplies, prices, availability, etc.

REBUILT WATCHES . . . A growing market with plenty of action and profit.


ENGRAVERS ITEMS . . .
- New for 1960, imports and domestic.

PARADE OF HITS . . . A preview showing what the manufacturers will be showing this year.

THIS ARE FEATURES BEINGplanned FOR THE 1960 SPRING SPECIAL. IT WILL
ALSO INCLUDE ALL THE LATE NEWS, DEVELOPMENTS, ROUTES, COMING EVENTS,
LETTER LIST, ETC. . . .

A Special Issue containing all this vital information will be in tremendous demand by
thousands of additional readers over and above our regular subscribers for months
after publication. Therefore we will print

7,000 EXTRA COPIES to fill the needs of these requests

TAKE FULL ADVANTAGE OF THIS ASSURED WIDE, LONG-TIME
READER-INTEREST AND EXTRA DISTRIBUTION . . . PLAN NOW
TO BE PROMINENTLY REPRESENTED IN THE SPRING SPECIAL . . .

RESERVE SPACE TODAY!

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812 Olive St.
Chestnut 1-0443

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Hollywood 9-5831

ADVERTISING DEADLINE
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ST. PAUL (INDIANA) FAIR-O-RAMA
July 20-21-22-23, 1960
On the Bataan Highway, Indiana.
WANT RIDES AND CONCESSIONS.
Contact:
HARRY CASE
Secretary, Box 146, phone 923
WAYNE PRICE
Chairman, phone 48

BE SURE TO READ
SPRING SPECIAL ANNOUNCEMENT SHOW NEWS SECTION
For many reasons why your classified ad is a must, see ...

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

MAIL ON HAND AT
CHICAGO OFFICE
1554 Broadway
New York 36, N. Y.

YOUR CLASSIFIED AD in the 1960 SPRING SPECIAL dated APRIL 11 can be a big PROFIT-PRODUCER for you, so don't delay. Classified ad forms close in Cincinnati Wednesday, April 6, 4:30 P.M.

BE SURE TO READ the 1960 SPRING SPECIAL ANNOUNCEMENT in this section and see the many reasons why thousands of Merchandise, Premium and Novelty Buyers, as well as many others, will buy, read and keep this BIG SPECIAL.

Also ... check the SHOW NEWS SECTION, a few pages forward, for some announcement outlining many reasons why thousands of Ride Men, Show Food and Drink Concessionaires, Fairmen, Parkmen, Acts and Attractions will also buy, read and keep this BIG SPECIAL.

All this spells GREATER PROFITS from your classified ad.

YOUR CLASSIFIED AD...

• Continued from page 50

PERSONALS

REWARD FOR WIDOWS/HUSBANDS OF BAY
Area residents. William H. Perry, 10345 Forest Ave.,
Wilton, Conn., Spencer Sales, 20500 Eastlake Ave.,
Oakland, Calif., Frank B. Jordan, 2618 Park Ave.,
Fort Worth, Tex., Prompt.

PHOTO SUPPLIES AND DEVELOPING

PICTURE-X PROCESS PAPER.
PERFECT PHOTOS, ANY SIZE, NO SPECIAL
ORDER. WINTER SUNDAY, 2005 Sunset Blvd.,
Los Angeles 26.

PRINTING

REGULAR SIZE END-OF-YEAR HOLIDAY
CHRISTMAS CARDS -- C. G. WILHELM, 8240
Prospect Ave., Salt Lake City, Utah. Also "Where
Have You Been?" cards.

TALENT WANTED

ORCHESTRA DINNER AND DANCE -- 8 OR
MORE MEN NEEDED. MUST BE A GOOD DANCER.
WILL PAYoodles. Call 497-1123.

TATTOOING -- WILL TEACH YOU THE
TRADE. Complete one month in 60 days. Work
home or on the road. Call 576-0000.

TRUCKS, TRAILERS, ACCESSORIES

FOR SALE -- ALL METAL IN POST POORE.
Concrete Trucks - preferred for many
reasons. For further information, contact
Dale, Box 251, Chicago, Ill.

TALENT AVAILABILITIES

RATE: 10¢ a word, minimum $2. CASH WITH COPY.
Set in usual want-ad style, one paragraph, no
upper and lower case. IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, e/o The Billboard, allow six words for address and include additional 25¢ to cover cost of handling replies.

MISCELLANEOUS

FEMALE IDENTIFICATION CHARACTER
CYNTHIA, 22, 5’7”, BRUNETTE, 3, 10, V., RETAIL
SALES, 599-0490.

MUSICIANS

AT LIBERTY, ACCOMPANY DOUBLE ORGAN.
Unusual, Original, Very Popular Tunes by
Raymond K. Stinchcomb. Call 360-7581.

JAZZ BAND WANTED -- 9 PIECE. CAPTAIN
JACK; K. S. No Block, 1914 E. 27th St.,
Chicago 18, Ill.

OUTDOOR ACTS AND ATTRATIONS

AVAILABLE NOW FOR INDOOR CIRCUS
ACTS. Pigeon man, Parrot man, Horse Trainer, Elephants,
etc. For further information, contact
J. S. D. B. Ltd., 1955 W. 23rd St., Kansas City, Mo.

COIN MACHINES

OPPORTUNITIES

WANTED: 100 Pocket Lighters.
WANTED: 100 Metal Caps.

PARTS, SUPPLIES

ACCCURATE PUNCHES, COMPLETE STOCK AVAILABLE.
SHIPS IMMEDIATELY.

USED EQUIPMENT

DOUBLE UNIT COIN CHANGERS -
UNITED STATES COIN CHANGERS.
MAFAR COIN MACHINES.

FULLY AUTOMATIC CHROME POCKET LIGHTERS.

GEM POCKET-TYPE LIGHTERS.

C. S. FACTORY

P. O. Box 109
Miami, Fla.

MAIL ON HAND AT
ST. LOUIS OFFICE
300 Arcade Bldg.
St. Louis 1, Mo.
MARCH 21, 1960

New Hook-Up Device Cuts Servicing Time 50%

By GEORGE METZGER

PHILADELPHIA—How would you like Manny Rake, inventor of the Rake Easy Change System, to prepare a machine for the bottom of the machine fits in the slot and then Rake is holding in his right hand is snapped thru a hole in the metal, making it impossible for the machine to be lifted out of the slot. Machine laying on its side at left shows how Easy Change bracket is fitted on the bottom of machines.

You might add, "it's impossible." If you look at the employees don't dip into the till.

MANNY RAKE, invent of the Rake Easy Change system, prepares to fit machine into slot on rack (arrow). The piece of metal protruding from the bottom of the machine fits in the slot and then Rake is holding in his right hand is snapped thru a hole in the metal, making it impossible for the machine to be lifted out of the slot. Machine laying on its side at left shows how Easy Change bracket is fitted on the bottom of machines.
Luxury Yacht Cruise Planned To NVA Conclave in Bahamas

The Huckster

CHICAGO—National Vendors Association convention-goers will be arriving at their convention site at Grand Bahama Island in style. NVA convention secretary Jane Mason announced that The Huckster, a brand new 85-foot luxury yacht will be available to convention-goers wishing to make the trip from Miami by water. The yacht will depart April 19 and return April 25. There may also be a trip on the 20th and a return trip on the 26th. Cost of the round trip will be $30 per person. Children from 12 to 16 get to ride for $10 and tons under 12 go for $5. Babies in arms ride free.

Prize Winner

The yacht recently won all honors in the 1959 Guy Lombardo Annual Tournament and first prize in the Miami Aquat Parade. It also featured in the National Convention of Cruising Clubs of the Americas held in Oxnard, Calif.

It has a 3,000,000-mile cruising range, television, radio and hi-fi record player in a plush lounge complete with bar facilities. There is also dancing on the aft deck.

Persons wishing reservations should address them to NVA now.

Distributors to Parley During NVA Meet

CHICAGO — The National Vending Machine Distributors Association will hold a meeting of their own during the National Vendors Association convention in the Bahamas Islands, April 21-24. Among topics likely to be discussed are the association’s “Trading Post” bulletin, credit exchange policies, sales promotion, stock and inventory control and the starting of new operators in the bulk vending business, according to Jack Nelson, vice-president and chairman of the publicity committee.

Meeting will be held Wednesday, April 20, at the convention headquarters. The Grand Bahama Club, located on the West end of Grand Bahama Island, nearest of the Bahama chain, some 55 miles off the Florida Coast. Luncheon will also be served.

Trading Post

The “Trading Post” bulletin was inaugurated by NVMDA shortly after the first of the year. It lists used equipment that distributors have to buy or sell, is published monthly and is available to all the membership.

Thus far, three issues have come out. It has been used by distributors to good advantage for exchange of equipment information and may see revision in format.

Interchange of credit information is always an important part of distributor meetings since many oper-
AMAZING-MYSTIFYING
JUMPING BEANS

COLORED PLASTIC

10c each or 3 for 20c
100 or more @ 10c per

GLEANING VACUUM-PAKED

10c each or 3 for 25c
100 or more @ 9c per

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
45 Fulton St., Brooklyn 1, N. Y.
Telephone: 5-1637

MANNY RAKE

New Hook-Up Cuts Time 50%*

(Continued from page 61)

store owner for him to keep behind his counter. Then when the machine runs out instead of calling the operator, all he has to do is go out and unlock the empty machine from the stand and slide on a fresh one. Anyone can do it, it's so easy.

Rake pointed out that the route man needs only one key since it will fit all the locks on the route.

Impresses Location

"You'd be surprised how much business one man can get on his route and how fast he feels when he sees a new machine coming in each month," Rake said. They are more inclined to give business to this kind of operator than one that leaves his machine on location for about six months before cleaning it.

Rake pointed out that if a machine breaks down and the location owner does not have any spares on hand to put on himself, he just calls the operator, the machine comes out and alights a new machine and takes the broken one back to the shop.

"This is another factor the store owners like," he said. "They don't have men hanging around their store fixing machines."

Track Arrangement

Manny said that one operator that has started using his Change System fitted his truck out specially for carrying the new Change machines.

"He put brackets along the inside of his truck and he keeps the machines on them just like he was shipping them on a truck," Rake said.

Nate Rake, Manny's brother and partner, said that some operators who have started using their system have reported complete satisfaction.

Op Reports Good

"They told us they have cut the time when they go out and make a sale at least in half," Nate said.

The Rakes said they realize that it might cost an operator a little bit of money to convert their machines for the Easy Change system, but they pointed out that it could be done for less than a few minutes at a time.

"It wouldn't be long before the operator has his money back and then starts saving some," Manny interjected. "We won't have any pilfering or go-go-aways, he would need only half as many men in his labor force or half as many for a given time since the service time will be cut in half and he has an extra selling point when competing for a location due to all the advantages of the Easy Change method."
By CLINT BOLTON

NEW ORLEANS—The sticker on the gum ball and charm machines thwarted most at attempts to new Orleans says, "For service call NICK," University 1-3112, and nine times out of 10 when you call, a taped message invites you to dictate the location of the machines and the service required.

On the 10th time you may get Nick, who is Nicholas Schiro, one of the major bulk-vending operators in the area.

For 13 years Nick has been operating machines in the New Orleans area and now has one of the largest operations in the Crescent City.

Some time ago he installed a message recorder on his phone and the device handles about 90 per cent of his business calls.

Schiro, an affable, native New Orleanian, believes personal contact is the key to the continued growth of his business, and spends about six hours a day, five days a week covering his routes.

**Daily Service**

Daily service ranges from a one-unit location in a neighborhood paper store to his multiple-unit setups in the three vast Schiro machines. Penny gum balls, gum balls and charms, 5-cent capsule machines are the backbone of his operation.

Back in 1947 Schiro sold out his grocery store and three friends in Chicago and his brothers-in-law, Dominic Gagliano, got into the bulk vending business. It was, he recalls, wartime rationing that limited gum supplies and almost anything that would supply a little more gum at the corner store was welcomed in partnership with Gagliano, he operates today.

As the firm's operations expanded it was mutually decided that Schiro located operations in the three vast Schiro and Gagliano took over the locations under the Schiro and Gagliano names.

His two-car garage became Schiro's headquarters, and with ten men working with him was concentrated on building up his area.

**Two Problems**

"As time went on," he says, "we were faced with two major problems with merchandising and operations. Today there are about 24 bulk vending operators in New Orleans and New Orleans and local areas are hard to come by.

In the case of almost any other business, there is plenty of competition. A location owner may decide that he might operate his own machine in his own place.

Next he places a few machines around this area and gets started with his operations.

This is okay until he suddenly finds that to run this business successfully you have to work at it on a full-time basis.

This situation creates a problem for the full-time operator. And according to Schiro, neglected locations are any operator's biggest headache, he said. Each neglected machine is a satisfaction location owners as well as the operator. The time allowed to time to time, he has bought machines from other parts of the country to protect his own interests in the particular area.

This is part and parcel of his sales philosophy with which he cannot install the telephone message recorder. It makes it possible for him to give away a capsule in 365 days a year, at his discretion. In 1958 Schiro replaced his original capsules with a three-piece, 365 days a year, at his discretion. Schiro views this with mixed feelings.

**Tradition**

New Orleans are tradition-minded. They have a strong feeling for the corner sweatshop, the family-type grocery store and other small businesses. Their inevitable cause is for personal handling and also means the alert operator really must constantly develop new locations.

Schiro, a natural-born salesman, has met this challenge by keeping step with the times. His most notable achievement in this direction has been to obtain locations in the three huge Schwerman supermarkets here. All arehis key locations.

**Most Desirable**

Those three locations may well be the most desirable in all of New Orleans. In two of the branches Schiro has 20 and six machines, respectively. In a third layout, Schiro has the exclusive bulk-vending operations and machines scattered in strategic locations.

Unlike many operators, Schiro feels that he does a better job by pre-filling his globes in his garage-workshop behind his residence. He feels that a large number of plugs, sales and advertising are key factors.

**Conclusion**

"The trend to neon bulb heavy grocery store sales is a thing of the past. In recent years, New Orleans area have noted a decline in the one and two-ticket locations. Schiro views this with mixed feelings."

**Twenty-Five (25)**

**Gimmick Mix**

**One Thousand Will Comb Three (3) Machines**

Full of Treasures Rewards

500 and up to 350 at 1.00 and up to 500 at 1.00

Front and Center

J. P. Schiro, President

A. V. Schiro, Vice-President

T. F. Schiro, Secretary-Treasurer

J. K. Schiro, Director

M. Schiro, Director

Contact: M. Schiro, Director

**CRAKERS JACK**

**VENDING MACHINE**

**For Free Information, Write or Phone**

C. J. VENDORS, Inc., 1206 West 23rd Street, Chicago 12, Illinois

**DISTRIBUTORS, OPERATORS**

Be The First in Your Area to have Exclusive Vendors

**H. B. "HUTCH" HUTCHISON**

We've always been proud of the fact that H. B. "Hutch" Hutchison was the one who first introduced the cracking of corn to vending machines. This was a far cry from the small, corn-stuffed machines of previous days. The cracking of corn has been a tremendous hit throughout the vending machine industry.

H. B. Hutchison, a native of Illinois, began his vending career in Chicago. He moved to Atlanta where he started his vending business. He was the first to introduce cracking corn to vending machines. He was also the first to introduce the "Hutchinson" brand of vending machines. He developed this brand in the late 1940s and early 1950s.

In 1947, the first machines were to be installed in the United States. The machines were introduced in the state of Illinois, and within a year the machines were being used throughout the United States.

H. B. Hutchison was a pioneer in the vending machine industry. He was a visionary who saw the potential of vending machines and was determined to make them a success. He was a visionary who saw the potential of vending machines and was determined to make them a success. He was a visionary who saw the potential of vending machines and was determined to make them a success.
Lively Forums Spark Neb. Jake Box Contab

OMAHA—A small but enthusiastic group of operators held a lively forum on current Jake box operating practices and problems Saturday afternoon (12) during the Nebraska Music Guild's Midwest meet here last week.

Neb. Jake Box residents, who kicked off the session with a discussion of Jake box developments since 1959 Jake Box Operator Poll, a statistical survey of the industry, followed by demonstrations by representatives of AMI, who spoke on sound and speaker systems.

Afterwards, operators, moderated by the Nebraska state speaker chairman, held an informal question and answer session on programming, stereo and other current topics of the Jake box business.

Stereo Diska

Most operators agreed that the chief problem with stereo was the lack of good lps, but all were in accord that stereo machines were better than monaural ever before, with improved reproduction since the improvement in sound on machines made the machines worthwhile.

Mason pointed out the difficulty of reproducing track on machines and operators capable of reproducing the two sounds equal, and operators of today's high-fidelity sound.

However, having the proper speakers is only half the battle, Mason cautioned. Proper placement in the room and equal amplification is equally important.

Balanced

The speaker should be balanced and phusted properly. Citing a large room as an example, Mason said the speaker was placed to balance sound.

In another talk, 25 booths in a large exhibit hall on the main floor filled with stereo.

Attendance was good, the hummed somewhat by record sounds which virtually made real talk impossible.

The Nebraska Music Guild did not publish a program of its own, but with the presentation of a $200 check and a record player and records to Right Record Renegades, group Frank J. Holstein on behalf of the Record Groove Men, in Winneshiek, Neb.

The presentation was shown on two local television stations, KETV and KWWL-TV, and was carried in the Daily in the Omaha World-Herald.

The convention got underway Saturday (12) morning with registration and opening of the exhibits. Forums on Jake box operating practices and problems followed by a cocktail hour after the opening.

The various state groups made Sunday morning with the general business session in the afternoon. Other major guests were Adair County, a foreign visitor, and one from Indiana, Seeburg, a servicing panel was held Sunday afternoon, and several manufacturers participating.

The festivities wound up Sunday night with a banquet and show. On hand were several civic and business leaders, county councilmen, plus officials of several state associations.

Joe Martin, WWOX radio announcer, emceed the show. Martin, by the way, used to operate a Jake box here.

The program included Johnny Ray, of the Johnny Ray Orchestra, playing songster; Lillian Brisco, Coral record artist, and the Net-

BINGHAMTON, N. Y.—Military service for D. Robert (Bob) Charles, 52, who died in Miami, and suddenly as a result of a heart attack, were held here Tuesday (12). Charles, a veteran of more than 25 years as a Jake box and in other game-operating businesses, had been a well-known figure in the industry, and had been president of the Sunshine Terrace Association (a Jake box group) and had been active in the Knights of Columbus, Fraternal Order of Eagles and the Holy Name Society.

Charles had been a leading member of the State Public Relations Council and, by this past part, had represented the Binghamton area, had done much to create a feeling of good will in the industry.

Funeral services were held at the McDevitt Bros. Funeral Home here and were attended by council members of the Knights of Columbus and the Binghamton Lodge 756 of the Holy Name Society.

Charles was one of the most popular and best known operators in the State, a vice-president of the New York State Coin Machine Association and a member of the Music Operators of America.
### Music

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Year</th>
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<tbody>
<tr>
<td>Jet</td>
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<td>1960</td>
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<tr>
<td>Locomotive</td>
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<td>1960</td>
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<tr>
<td>Rock 'n Roll (M)</td>
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<td>1960</td>
</tr>
<tr>
<td>Funky Shaker</td>
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<td>1960</td>
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<tr>
<td>Polyester</td>
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<td>1960</td>
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<tr>
<td>Thrill of It</td>
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<td>1960</td>
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### Coin Machine Price Index

#### Listings

- Listings represent used machines in average condition introduced from 1954 thru mid-1969. Price quoted on each machine represents the average price and condition to operators at various 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.

#### Pinball Machines

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
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<tbody>
<tr>
<td>Bally</td>
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<tr>
<td>Gottlieb</td>
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<td>Williams</td>
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<tr>
<td>Arrowhead</td>
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<tr>
<td>Roulette</td>
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<tr>
<td>Slot Machine</td>
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#### Arcade & Novelties

<table>
<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>King of St. W.</td>
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<tr>
<td>Leader</td>
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<tr>
<td>Lucky HORSE</td>
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<tr>
<td>Slot Machine</td>
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#### Rides

<table>
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<td>KIDDIE RIDE</td>
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<tr>
<td>Acme Racer</td>
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<tr>
<td>Atlantic Racer</td>
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<td>Beach Racer</td>
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<td>Bull Racer</td>
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<tr>
<td>Camel Racer</td>
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<tr>
<td>Candy Racer</td>
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<td>Coney Racer</td>
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<td>Dinky Racer</td>
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<td>Elephant Racer</td>
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<td>Fair Racer</td>
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<td>Fire Engine</td>
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<td>Fire Engine</td>
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**Data Source:** American Radio History (1954-1969)
The AMI Model "K" offers 3 different models in electrical, manual or automatic selector systems...

A choice of 100, 120 or 200 selections ... smartly styled with a single design theme that lends equal prestige to every model ... engineering features that increase play and pricing versatility ... experienced proved, listener approved 3-channel stereo ... and even the new Dual Speed Compatible Play if you want it!

Whatever the route demands, the "K" operator is surrounded with opportunity.

**YOUR King OF VERSATILITY**

**WITH OPTIONAL DUAL SPEED COMPATIBLE PLAY**

Affiliate of AUTOMATIC CANTERN COMPANY OF AMERICA

1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS, ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

and its family of distributors in the United States and Canada
FOUR POINTS TO REMEMBER

With quality as its watchword, Wurlitzer has crafted into its phonographs . . .

- NEW STANDARDS OF BEAUTY
- NEW PERFECTION IN STEREOPHONIC SOUND
- NEW EXCELLENCE OF SERVICEABILITY
- NEW ALL-TIME HIGH EARNING POWER

Remember these four points when you buy phonographs. They add up to a satisfying, sound investment.

WURLITZER

World's Greatest
Money-Making Music Systems

THE WURLITZER COMPANY Established 1856 NORTH TONAWANDA, NEW YORK
**European News Briefs**

**Russians Study Vending Program**

FRANKFURT, Germany—The Soviet Union's No. 1 automatic merchandising expert is in West Germany to observe the vending machine industry. R. F. Bucharin, who came to Germany from the London vending machine exhibition, has his trip to the West is connected with the Kremlin's announcement of a huge automatic merchandising program designed to place 5,000,000 additional vending machines in service through Russia.

For several years the Russians have been purchasing vending machines and allied equipment in the West, presumably for testing. Now the Kremlin is to go out and, because of Western reconnaissance is expected to be followed by the awarding of substantial orders to Western producers. It is reported that Nikita Khrushchev is particularly behind the automated merchandising program. It is known that Khrushchev displayed great interest in automated merchandising and food service while touring the United States.

**German Sets New Gun Game**

BIELEFELD, Germany—The ISO form of Bielefeld is marketing an improved version of its Diana rifle range game.

Called Kenge, the new game offers a more sophisticated test of the player's marksmanship by means of the animal's back. The game has a background simulating the African jungle in which are concealed five animals, monkey, kapoon, crocodile, and elephant. Each animal is illuminated individually, but in irregular sequence, thus making them stand out and appear in the jungle background in unexpected locations. The animals may be fired at as long as illuminated. A hit disilluminates and illuminates another simulated animal target.

Not only is the marksmanship firing at animals appearing in unpredictable target sequence, but illumination periods can be varied between two and three seconds.

**Denmark Revised Import Duties**

COPENHAGEN—Denmark's revised foreign trade regulations now admit vending machines duty free, but subjects jute boxes and gongs to a 15 percent tariff.

Recollected, which became effective March 1, strikes virtually all manufactured products from the restricted list. The Danish market is thus opened to competition to what immediately be sharp three-way competition among U. S., British and West German manufacturers.

The United States is expected to get the biggest part of the jute box and games market, with West Germany and Britain dividing the vendor market.

**German Associations Hold Elections**

COLOGNE, Germany—Haso Leefler, whose family has pioneered the coin machine operator business in the Rhineland, has been re-elected chairman of the German Coin Machine Operators' Association. The organization of coin machine operators in the Ruhr state of North Rhein-Westphalia.

Re-elected with Leefler were Willi Wesberg, deputy chairman, Rudolf Pflieger, secretary, and Rudolph Proesendorf and Heinrich Rosenberg, secretaries. Valentin Binnat was elected honorary chairman.

The North Rhine-Westphalia organization has 700 members, a gain of 143 in the last year.

In Frankfurt the German state organization of operators also has elected its slate of officers headed by Willy Moeller and Martin Schimitschek, secretary.

In Bremen Heinrich Loeptig has been re-elected chairman of the Northwest German Coin Machine Operators' Association, representing operators in the Bremen, Lower Saxony and Schleswig-Holstein.

**Juke Box Boom Sweeps Middle East**

RINGEN, Germany—Emile Khosravi, who has the largest coin machine importation firm in Beirut, Lebanon, reports that a juke box boom is sweeping the Middle East.

Khosravi, in West Germany, is arranging the shipping-up of juke box and record shipments to the Middle East. He reports that there is not a big market for German boxes, but that there is an increasing demand for German disks as well.

This is a new development and particularly surprising to the German music industry, as German has never been a major Middle East language.

Khosravi, however, that Middle East importers are having success in handling top tunes in their original German. Some of the hits originated in other countries but have been recorded in German. Nevertheless, they go over well in the Arab lands.

**British Ops Hold Annual Meet**

LONDON—The Phonograph Operators' Associations of Great Britain held its annual general meeting here March 7.

Chairman Benjamin Briggs outlined major advances and present problems in the opening speech. He presented a three-point program for the future: (1) To stabilize the market; (2) To improve public opinion of the juke box; (3) A satisfactory solution of the royalty (copyright) problem. Briggs noted, "Our policy of maintaining a calm, dignified attitude toward nongenuine exploiters (against the juke box trade) is slowly coming home. We are rescuing inquiries about our deaf.

(Ceontinued on page 79)
MILWAUKEE COIN MACHINES

The new 20 members have been added to the roster of the Mil-
waukee Coin Machine Operators Association, reports Sum Haush-
tings Distributing Company. Signers are: Roy Fisher, M-M's Amuse-
ment Company; Eddie Frazz, AAA Amusements; George Friedbauer,
and B. & IL Novelty Company, run by partners Mike Boncek and
Jim Hudy. They were officially accepted as members at the group's
annual meeting, held evening, March 14. According to Haush-
tings, the association is planning a "victory" banquet some time in May to
signal the end of the membership drive.

Carl Hagedo, Badger Novelty Company, has been on the sick
list. George Klamann filled in during his boss' absence. New office
girl's name at the Badger Novelty Company is Judy Friedbauer.

Harry Jacob Jr. returned last week from a long winter's vaca-
tion in Florida. Despite heavy snows, operators continue to
come to the Beer City from up-state for their deals needs, reports
Nor Glasman, Radio Dealers one-stop. Stop-ins include Robert Lau,
Green Bay; Milt Hon, Rhinelander, and Bob Chalmers, Sheboygan.

Route takes have dipped sharply since last, reports Harry
Clara, Cider Music. . . An optimistic report comes from Sum
Roper, Pastor Distributing Company, AMI distributors. "Our sales of
juke boxes are well ahead of last year at this time," he says.

Remodeling work is in the final stages at the United, Inc.
headquarters, according to Harry Jacob Jr. Space is being pro-
vided for additional offices, and displays of home record equip-
ment lines being added. Ben Olson

COLUMBUS, O.

Bill Court and Dick Gilger, Century Music, Wurlitzer distri-
butors for the Columbus area, hosted a school study here for the
week of March 7. C. B. Ross, Wurlitzer field service engineer,
conducted the school.

Among those attending were Donald R. and Robert R. Reasoner,
Mount Gilead, Ohio; Bob Ty Detter, Columbus; Carl Taus, Mare-
ta; Al Mahler, Fergus; Keith Helber, Columbus; George Kusnora,
Sturbridge, Mass; I. C. Pence, Angwin, Calif.; and Eldon Dun

tong, Muscatine, Iowa. Harry Murphy, William Black, and Alex Petrides,
Columbus.

Jim Miller and L. R. McKibbon, Hillisboro; John Glover,
Columbus; Morris Chapin, Delorme; John Holland and Bill Freun,
Columbus; Kenny Robl, Vernon, Iowa; John Rooks and Donald McNutt,
Springfield; Louie Hunter, Dick Sydley, Dale Ferguson and Bill
Grave, Columbus, and Howard Kleffman, Galion.

Dwight Magleby, Paul Williams, Robert King, Howard Morse,
M. G. Thompson, Chase Hocking, C. M. Scott, Wally Fritz, Neal
Robert, Jon D. Nuna, Gordon Hopkins, Maynard Hopkins and
C. B. Milt zipper, and Carl Lieckman, Paul Hett, Homer Hudson
and Dick Gilger, Columbus.

CLEVELAND MEMOS

The two-story structure purchased by Cleveland's Monroe Coin
Machine Exchange last fall will definitely be used to warehouse
the firm's music and games equipment, according to President
George George.

"We are considering constructing a passage way between the
building, but that is it," says Mr. George.

(Continued on page 73)

European News Briefs

- Continued from page 69

trade from sources of high repute and the attitude of the press in
general has improved beyond measure" He also noted that the
trade not only the successful move of licensing phonographs has
improved, but that "many of you feel that the levies are out of
propotion and favor some sort of direct (legal) action."

France Rejects Coin Tax

PARIS—The French government has canceled plans to
introduce into the National Assembly a new tax law for coin-
operated equipment. Last autumn the government inserted into
the proposed budget for 1960-61 the coin machine tax law, which
would have taxed the rates to the populations of cities where
equipment was located and nearly tripled existing rates. The law
was rejected by the National Assembly and the government,
after announcing it would submit a revised version, reversed itself.

Few Coin Firms at Frankfurt Fair

FRANKFURT, Germany—For the first time since the
German coin machine boom, the Frankfurt spring fair is almost
burdened with coin equipment exhibitors.

Only three firms are exhibiting: Heinrich Hecker, Paderborn;
Olympus, Walter Winter, Munich, and Turbon, Berlin-Reinicken-
der. The industry generally prefers to concentrate on its own pro-
jected European coin machine fair, a trade show devoted solely to
the coin machine business on a Europe-wide basis.

The industry exhibited in strength at the Frankfurt autumn trade
fair, but complaints were general that the coin trade became
lost in the shuffle of the gigantic industrial showcas.
Andrews Running Two Bowl-O-Fun Rec Spots

BOWL-O-FUN OFFICERS are (L to r) A. D. Andrews, president; C. E. Richards, vice-president; and Milton Schreiter, treasurer. Key to operations is "customer consideration and community need."

ST. LOUIS — Arthur D. Andrews, president of Bowl-O-Fun, Inc., here, has now two miniature bowling centers in operation in this area (see series on initial Bowl-O-Fun in February 15, 22 and 29 issues).

The latest spot is located in Alton, Ill., near St. Louis, while the initial location, in University City, a St. Louis municipality. Each represents a different operational approach, but each is performing a community service as well as constituting a profitable business, Andrews stated.

Both spots were, according to Andrews, furnishing operations of another company which were sold to Andrew and successfully continued.

New Spot Larger

Gene Ketcherside is in charge of the Alton center, which has 20 coin alleys, supervised dancing, table tennis facilities and three billiard tables. The installation is larger in area than the University City spot.

Ketcherside co-operates with the local radio station to hold teenage hops once weekly at the center.

"Gene is genuinely interested in people, and some personalized service, "said Andrews.

The Alton manager, who formerly was in the regular bowling alley business, also co-operates with local merchants. They contribute merchandise for prizes, and Ketcherside in turn, encourages patronage at their stores.

Two Methods

While the center in University City has been focused on a first course, first-class breed, the Alton spot has organized them with preformed groups. They include YMCA groups, Cub packs, women's clubs and other civic and social organizations.

Programs of birthday party motivation, fund-raising and charity work are stressed at both establishments. "We look to the needs of the community and try to meet them," Andrews commented.

Ketcherside was trained by Archlee in Bowl-O-Fun techniques, which include public and customer relations. He was sent to a school to learn how to service the equipment and is given a continuing type of training, Andrews related.

Ketcherside is assisted in the Alton operations by his wife, Diane.

The Bowl-O-Fun in Alton is open from 3 p.m. to midnight weekdays, on Saturdays from 9 a.m. to 2 a.m. on Sunday, and on Sunday from 9 a.m. to midnight.

Andreas is assisted on the management level by C. E. (Chuck) Richards, and Milton Schreiter, vice-president and treasurer of Archlee, respectively.

The firm has become the local distributor for Seeburg Coin Changers, carrying a full line of automatic money-changing machines. "Preliminary interest is experienced in State Distributors for Bowl-O-Fun installations," E. A. Lang, Indianapolis, has already been engaged as Indiana distributor, and the firm has pending distributorships in Minnesota, Texas, Illinois and Kentucky. Archlee also has one salesman each for the States of Illinois, Kentucky and Missouri.

Announcing

Our Appointment

AS EXCLUSIVE DISTRIBUTORS in Illinois — Northern Indiana for

FISCHER SALES & MFG. CO.

QUALITY IN POOL TABLES

NOW DELIVERING!

United's Big Bonus Shuffle Alley
United's Team-Mate Bowling Alley

BETTER IN EVERY WAY

SPRING SPECIALS!

Watch for Williams' New Baseball
New delivering . . . Williams' NAG
Midway's JOKES WILD—AutoBell MERMAID

USEO GAMES

Used Games

United 15 P]< 575.00
United 15 110 650.00
United 17 EA 750.00
United 17 BS 800.00
United 17 15 550.00
Complete Stock of Pool Tables

GIVE TO DAMON RUNYON CANCER FUND

WE NEED

1,000's of

BINGOS

and

SHUFFLE ALLEYS

CASH! CASH! CASH!

CALL

WINE

SCOTT CROSSE CO.

1423 Spring Garden St., Phil., Pa.
Rittenhouse 6-7713

Announcing

Our Appointment

AS EXCLUSIVE DISTRIBUTORS in Illinois—Northern Indiana for

FISCHER SALES & MFG. CO.

QUALITY IN POOL TABLES

NOW DELIVERING!

United’s Big Bonus Shuffle Alley
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BETTER IN EVERY WAY

SPRING SPECIALS!

Watch for Williams’ New Baseball
New delivering . . . Williams’ NAG
Midway’s JOKES WILD—AutoBell MERMAID

USEO GAMES

Used Games

United 15 P]< 575.00
United 15 110 650.00
United 17 EA 750.00
United 17 BS 800.00
United 17 15 550.00
Complete Stock of Pool Tables

GIVE TO DAMON RUNYON CANCER FUND
When you think about profits, you have to think about Rock-Ola because the two words have always been synonymous. Now in 1960 the new TEMPO II all-purpose stereophonic phonograph makes possible even larger profits by cutting your inventory and installation costs. The exclusive Rock-Ola "Tri-Fonic" switch and dual channel amplifier, for example, lets you use one phonograph to play either monaural, stereophonic or reinforced stereophonic music depending upon the need of the location. The TEMPO II eliminates the need for costly conversion parts. The TEMPO II is ready to play in any location upon delivery. Truly, in 1960 you need only one phonograph because the TEMPO II does everything.

For all around versatility and field tested dependability, see the Rock-Ola TEMPO II phonograph today at your local Rock-Ola distributor's showroom, the home of increased profits.

ROCK-OLA

ROCK-OLA MANUFACTURING CORPORATION

000 North Kedzie Avenue Chicago, Illinois
HELP WANTED
1 Ring Reупman
1 AМI Phonegraph Reупman
Must be energetic and cool.
1305 W. Randolph St.
Chicago 1, III.

NATIONAL
WANTS TO BUY
CIGARETTE
BONGOLILA — KETO POOL — SIL.-
GOLD PLUSH — SHOE-ROYAL
FLUSH — BISCUIT SHOE — ROYAL
FLUSH — BISCUIT SHOE — ROYAL
Queen of Diamonds — Ace high
CENTRAL CAFE - SUPER CIRCUS
CENTRAL CAFE - SUPER CIRCUS
ACTION- Suez—ATLAS.

WEEKLY SPECIAL!
Chicago Coin & Supply
14" Bowlers—3" Ball
Completely Reupplied
$1.25

H. ILLINOIS, N. IOWA AND
INDIANA OPERATORS . . .
ONLY A FEW LEFT!

KOTTLER’S
LITE-A-CARD
2-PLAYER CARD GAME
ACT NOW!
FOR SALE
RIPEL BOWLER CARDS
100 Numbered Cards . . . 100¢ per 100

NATIONAL
COIN MACHINE EXCHANGE
1911 S. L,. M.—14, 11.
Washington 1-2831

SHOPPED BY
EXPERT MECHANICS
Wurlitzer’s
2200, 2100, 2150
2000, 2100, 1950
Large stock of
3500 Wall thru
$25.00
5255 Walkers
59.58

SEEBURG
Model C
$275
Model D
$275
Model E
$275

AMI
M-204
$12.00

ROCK-OLA
438
$245
1946
$280

BINGOS
Win American
Big Sleep
Big Sleep Jr.
Big Sleep Jr.
Lotta Fun
$43

UPRIGHTS
Kentucky Derby Day, Relay
Street Price
Deluxe Big Tent
275

BALLS
Dartex
$30
Swhole
$30
Smoke Signal
$30

LITFLY
Lady Abe
$30
Lady Abe
$30
Diamond Plate
$30

Washing Well
$30

ARCADES
C.C. ROCKET SHUFFLE
$110.00

C.C. 14-16 FL.
Loislee Deluxe 101
$90.00

CALL, WRITE OR CABLE
F.O.B. Chicago.
Direct all inquiries to Chicago Office.
Call LEWIS

CONNECTICUT CAPERS
Mal Welty of Self-Serve Vendincg Company, marking his 28th year in the coin machine industry, proudly points to his firm’s hiih mark, some 2,000 machines currently in one through Connecticut, providing cigarettes, coffee, pop, sausages and donuts. The Wel company is based in Hartford.

Ralph Collett, of Seaboard Distributing Corporation, East Hartford, flew to Hot Springs for a few weeks of relaxation.

DICK LACE, veteran publicist, and Mrs. Lace, were in town for a few hours, now a personal artist representative in New York. Lace is known to the coin machine trade in Connecticut thus past past affiliations as Capitol Records Distributing Corporation.

JACK GORDON, of Seeburg, was another local visitor.

—Continued from page 70
new addition and our present building," added Norman Goldstein, vice-president. "But we’re not definite about that as yet.

Cleveland Coin Machine Company recently shipped its first cigarette machine to Austria and the first to Okinawa, Morris S. Glasser, president, announced last week.

Three years ago Cleveland Coin marked a "first" when it delivered the first American machine to Greece. It played both 45 r.p.m. and 78 r.p.m. platters. While U.S. numbers were on 45 discs, the national songs of that nation were cut on 78’s.

Cleveland Coin, president of Cleveland’s Lake City Amusement, Inc., is anxious to plant a June junket to Banrata, Lebanon, his birthplace. He has relatives there, including a brother. He struck off on his own for the first time since he left his homeland 45 years ago. At that time he had a face-to-face meeting with Lebanese President Chehab at Pacino Alley, a summer resort.

We had a good chat for about a half hour with old-time Alphonse. He was wise and dined like a visiting diplomat and is looking forward to a repeat visit.

Bob Shady

EAST

AROUND BOSTON

Whether it’s the escape from winter or the need for relaxation, men of the music industry are busy shutting back and forth to the regions of the sun. Bob Jones, of Red Distributors, is just back from Bermuda where he and his wife spent an idyllic time on Cam-
bridge Beach. Bob is more enthusiastic about the spot than any he’s ever visited and heartily recommends it as the perfect vacation place.

... Others who are either on the way or in the midst of their Al DLs, of Hyannis, who is in Florida for a month’s rest...

... Oliver La France, of New Bedford, is another who has chosen the Oregon Bowlon State in which to relax for a bit. ... Veteran music operator Mike Bond and his wife are on a tour of Hawaii and will come back to California in May with some friends on the way back.

Bob Jones

Marshall Caras, of Trimount Automatic Sales Corporation, proudly telling of the new background system just installed in the new Valley Steak House in Chestnut Hill. The system serves a three-fold purpose as well as being an important part of the menu.

... Local operators say some of the new games on the way should perk up the take. Anxiously awaited here are Hall’s Super Jumbos, Williams’ Nautilus and Magician Lite-A-Cart.

Harry Poole, former Boston distributor and well known in the music industry, is in town checking on conditions with maybe an eye on a couple of routes. Harry is rusticking at the moment in Newport, R. I., and Bob Jones reports that a number of new bowling alleys opening up are making provision for game rooms. Reid’s has just supplied 14 pieces, including pinball games, guns, shuffle alleys, in a new 10 pin alley just opened in Providence, R. I.

Diversification seems to be the order of the day with a number of operators who have herefore stuck pretty much with music. Loomis Stevens, of Southbridge, and Ralph Danielson, of North East, are both moving into other fields with cigarettes, coffee and food.

John O’Connor, of Danis1 Rotex, is town shopping for music and games, remarked that the surface has hardly been scratched locally in the way of opportunities.

Jack has started successfully to expand inthis direction himself and finds it takes up the slack in music and games.

Observations now were Loyal Zeldman, of Portmouth, N. H.; John Sullivan, Ranger, Mo., and Pinkey Burrows, Brattleboro, Vt.

Donald Fendell, of Randolph music and snack stand, when a severe snowstorm delayed the fire department. A fire started in a location where he had recently installed a new machine, wallboxen and four speakers. In the nick of time help arrived and saved the store and Don’s property. Ten minutes later no more and nothing would be left.

... Dave Baker, of Melo-Tone Vending Company, Inc. Arlington, will be off with his wife for the National Association of Tobacco Distributors convention in Miami. Dave also has other important business to attend to, make a side trip to Puerto Rico, perhaps with an idea of furthering his interest in the export business.

... Ren Ross, of Gray’s, of Grand Central, and Bill Cowan, of South Shore Vending Company, are fairly itching for the weather. They want to get their power boats in the water. Both run high profile units of the Metropolitan Yacht Club.

Dave Baker

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Corsair 30-column
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Rowe Ambassador 14-column "M"
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Erhard Lauds German Coin Trade

BONN, Germany — West Germany’s coin machine industry in 1959 established all-time record export sales of DM 21,750,000 (approximately $5 million), an increase of 17 percent over 1958 exports and a figure termed “impossible” by West Germany’s economics minister, Ludwig Erhard. The figures include juke boxes and vending machines.

“The coin machine industry’s astonishing success in 1959 has established it as a leading German export industry,” Erhard declared. “The figures speak for themselves. Coin machine export gains of 17 per cent is one of the largest absolute increases recorded by any West German industry last year.”

Professor Erhard was commenting on the just-released 1959 coin machine export statistics which have not amazed not only the economics minister but even the most optimistic of industry figures.

Leading Figure

The coin machine export spurt of 17 per cent compares to the over-all increase in West German exports of 4 per cent. In nearly all West German industries, except the coin machine branch, the trend is toward a shrinkage of exports. Equally astonishing is the break-down, which shows that the entire gain is due to souring joke box sales. In fact, exports of coin games and vendors declined slightly last year compared with 1958.

Joke box exports rocketed to DM 13,306,000 in 1959, compared with DM 11,389,000 in 1958. Games, however, declined from DM 1,630,000 in 1958 to 1,251,000 in 1959. Only juke boxes contributed to the increase of 123 members last year, boosting its membership total up to 700.

Industry surveys indicate that West Germany should be able to increase its joke box sales to DM 14,000,000 before the saturation point is reached. Staff spokesmen point out, has almost as many jokes as West Germany.

Next, there is an opening market market symbolized by the visit to West Germany of a vending machine such as Beirut, Lebanon. A joke box boom in the Middle East brings Khory to West Germany.

The Lebanese joke box importer says the Arabs have gone gaga about joke boxes. It is a rocketing market fueled by the Middle East oil riches. The Arabs have discovered the joke box with such enthusiasm that the demand can hardly be supplied.

With disks, particularly, there is such a vast demand that the Arabs are buying German-language records on virtually a “We took-anything” basis.

The joke box appears headed for expanding and durable popularity in the Middle East, which is, by tradition and geography, primarily a German market.

Finally, the German industry is gaining international movement toward foreign market. Already, West Germany is doing a promising trade with North Africa, but the industry is looking deeper—toward black Africa.

The African continent is in a political and economic ferment. The political and social changes in the African independent movements, as in being interpreted to mean a hoped-for change, is that great economic progress is in the making. This economic progress will almost automatically open the market for coin machine exports, in the thinking of many experts.

This optimism, in fact, is based on analysis of changing West Germany-German continent. Germans are optimists in all the nations involved in the independent movements.

Conversely, while striving to extend and develop the Middle East and African markets, the Germans are less and less inclined to compete for the foreign markets such as Australia, New Zealand, Hong Kong and Japan, where, in other words, other obstacles make these markets seen increasingly attractive to the Germans that it is highly likely to be surrendered without contest to the Japanese.

The Germans are active in export markets in Colombia, Venezuela, Hong Kong, the U.S.A.

The West German house market, which now stands at around 30,000 joke boxes, apparently can be expanded still further. For example, this country’s largest German recalcitrant, in the Rhine State of North Rhine-Westphalia, has selected an increase of 123 members last year, boosting its membership total up to 700.

In the U.S.A., the government trade division of the coin machine industry in the U.S.A. has been in constant touch with the West German government about the possibilities of expanding the U.S.A. markets.Gesture, the West German government division of the coin machine industry in the U.S.A. has been in constant touch with the West German government about the possibilities of expanding the U.S.A. markets.
Six Coin Firms Show Wares at Beverage Meet

NEW YORK—A total of six coin industry firms, more than had been originally anticipated, turned up as exhibitors at the recent National Beverage Industry Trade Show, staged here in conjunction with the New York Beverage Retailer Weekly, a trade paper serving tavern and bar owners and package-agers.

A solid representation of beer interests was provided by Atlantic-National, of Secaucus, N.J., representing four beer operators, and by Reck-Olla, which showed its newest juke units.

In the other-than-Juke field, American Shuffleboard was present with its newest shuffle game. Table Football, Ltd., a Wisconsin game manufacturer, was also at the show as was Vending Sales Corporation, of Farmingdale, N.J., with the latest Da Gremier cigarette machine.

Most exhibitors in the coin field were optimistic, pointing out that they considered the show an excellent public relations opportunity. They were particularly satisfied with the attendance on opening day, Saturday, 25th, at which time a crowd reported in excess of 10,000 persons. A portion of the crowd was directed to the Show Building area allotted to the beverage group.

At the Juke level, the main interest was centered on stereo equipment, and in Buffalo's display devoted extra attention to the stereo seven 31 r.m.p. units, each of which has been developed with a built-in automatic adapter unit.

D. C. OP SETS UP DISK PLUG FIRM

WASHINGTON—Hirsch de L'Isle, operator of the First Juke Box Co., has organized Record Promotions, Inc., a firm organized to plug new releases to disk jockeys. For complete details, see the story in the Music News Department.

Detail Nat'I P-R Plans at Neb. Meet:
Kraus & Snodgrass Address Group

OMAHA—The coin machine industry got a good glimpse here last week of the national public relations effort that has been newly created Coin Machine Council (The Billboard, March 14). Harold R. Maxey, chairman of the firm which has been assigned the all-important duty of putting together a joint public relations effort, said Kraus & Snodgrass, director of Music of America, who was pinch-hitting for George Miller, unable to attend because of illness.

Kraus told operators that public relations is merely, "doing good and letting the public know about it." He said the coin machine industry had done a good deal during the past year, but its image or reputation in the public eye was poor.

Kraus mentioned the liquor and comic book industry as two in which a joint public relations effort has resulted in a rise in public esteem of the industry. The idea has been to create a public relations program that will not go on but continue to work.

Kraus cited the Tommy Bartlett water show and the Kim Sisters as two accounts his firm was handling—each of which had received considerable publicity in mass media.

Story to Tell

"The coin machine industry has a lot of good stories to tell," he added, citing the time Meyer Parkoff, New York distributor, addressed a group of school children, telling them how the juke box and games industry was set up.

Parkoff gave his talk after his son had been told his father's business was connected with the racks. He received a standing ovation from the children after he got the father's story.

Kraus said a story like that is a natural for Reader's Digest along with other general stories about the industry, including gross income and statistics being ideally suited for Wall Street Journal and Business Week.

N.Y. Coin Group Gives Juke Box As PR Gesture

NEW YORK — The public relations committee of the New York State Coin Machine Association met on twin fronts this week, according to a report from chairman Al (Senator) Bobkin.

Thursday (17) Bobkin and representatives of the committee were due to visit Creedmoor State Hospital for mentally ill children in Creedmoor, Long Island. In company of Meyer Parkoff, Barney Sugarman and Irving Hoffman, Bobkin expected to present a juke box for the enjoyment of the patients.

On another front, leading figures of the local coin machine world were due to attend a special dinner outing with Francis Cardinal Spellman on Sunday (20). The affair was in connection with the successful campaign carried on last year for Christmas funds for Cardinal Spellman's Servants of St. Vincent de Paul. The coin industry here was a vital force in the drive, having raised $2,000 for the fund. A check for the coin group's contribution was presented to the Cardinal on Friday, February 11.
18 Firms Show at Neb. Meeting

Arthur, Jack Dufford, Wells Hal- 
bar and Joe Moscone, did a series of
tricks on current popular music that brought the house down.

**Exhibitors**

Exhibitors at the convention were: Lieberman One-Stop, rep- 
resented by Harold Lieberman, Eve- 
lyn and Hank Dahmen, Rock- 
ola Manufacturing Corporation, showing its new phonographs, re- 
presented by Rock-Ola Director of Sales Frank Mitchell, and Omaha distributor R.L. Venadin with Hy- 
nie and Eddie Zorinsky, Roy Nec- 
rus and Joe Blend.

D. Gottlieb and Company, showed Life-A-Card, a two-player, and World Beauties, five-ball, rep- 
resented by Wayne Nyeans, design engineer. F&W Manufacturing Company shown Fiesta, a new 
bumper billiard game and its new 
"B" series six-pocket pool table (see separate story), represented by F. L. Fischer, Margaret Fischer and Bill Winkel.

Williams showed Nags, its new 
five-ball, and an advance model of 
Serenade, a two-player, to be intro-
duced in the trade shortly. Sam Lewis represented the firm.

**Cigarettes**

National Vendor, Inc., showed its 
series "222" 22-column cigarette 
vender and series "CC" candy ma-
achine and was represented by Mar-
vin Pirson, factory representative. 
Balff Manufacturing Company

showed Beauty Content, its new 
coin-ball, single and double horse 
kidde riders; Official Reserve, a 
shuffle bowler, and Bally Derby, a 
gun game. Art Gavrey represent-
ed the firm.

Davidson One-Stop was repre-
sented by Leroy Davidson, Pete 
Poulos and Ken Mullik, showing 
the firm's new title strips being 
used.

**AMI Phoons**

Mountain Distribution Company 
showed the new AMI phonograph 
and was represented by the firm's 
head, Pete Cottrell, Jack Hope, 
salesman, and AMI district sales 
representative Albert Mason.

American Shuffleboard showed 
its new Imperial shuffleboard plan 
the firm's full line of accessories. 
It was represented by Coin-A-Matic 
Music Company, headed by How-
ward Ellis, with Jay Haarpfeil, 
Katherine Vandercook, Howard Ball 
and Judy Ellis. Coin-A-Matic also 
showed a Globe citizens brand two-
way radio being sold in the trade 
to trade.

Arthur H. Dit Grenier represented 
Candy Mart, 10-column candy 
vender and "L-B 20" Conollette, 
20-column cigarette machine Ed of 
A. Preston, factory representative, and Richard E. Gilbon, general sales 
manager, were on hand.

Wurlitzer

Wurlitzer showed its current 
phonograph line and were repre-
sented by Art Singer, Con-way 
Distributing Company, the firm's 
Omaha distributor; Ed Pender, 
Wurlitzer's Midwest sales repre-
sentative, and Walt Peterson, engi-
neer.

Auta Bell showed Merritt and 
Magic Mirror Horoscope and was 
represented by Al Warren, Midwest 
Manufacturing Company, repre-
sented by Henry Ross, showed 
Jokers Wild.

The Seeburg Corporation was 
represented by its Des Moines dis-
tributor, Phil Moss & Company, 
and showed the new Seeburg joke 
box, cigarette machine and back-
ground music unit. Besides Phil 
Moss, the booth was manned by 
Mad Le Strange, Mass sales man-
ger; Warren Merrill, background 
music sales; Dale Hooten, cigarette 
sales.

Valley showed its model $800 six-
ocket pool table and was repre-
sented by Virginia Hossa, firm's 
executive. Keeney showed Crown Coin-
Cross, new uprights, and its popcorn 
vendor, represented by Clayton 
Nernoff.

Wego showed a representative 
line of their parts and supplies 
featuring baffles and speakers, re-
presented by Ed Roher and Jim 
Pennington.

**Empire Named Fischer Distrib**

CHICAGO—Empire Coin Ma-
chine Exchange here has been 
appointed a distributor for Fischer 
Sales & Manufacturing Company, 
Chicago, Mo., it was announced by 
Fischer last week.

Empire will handle sales on all 
Fischer-coin-operated pool game 
models in Northern Indiana and 
Illinois, including the Chicago area.

**Location Owner Charges Union With Coercion**

MINNELA, I. L., N. Y.—A loca-
tion owner who refused to go along 
with the demands of Local 266, Teamsters, testified in Nassau 
County court here that he was 
grabbed and manhandled by Joe 
Galillo, accused enfant terrible of 
the union.

The testimony given by Gustavo 
Mastromonti this week at the trial 
of John J. O’Rourke, East Coast 
Teamsters boss, who is accused of 
other 14 Defendants of practice 
violating union rights and 
contracts. In the New York area. 
Mastromonti said that the inci-
dent arose when he tried to test 
an operator. M. Wurzel, who had 
a joke box and game in the loca-
ation. The prosecution charged 
that the defendant and his col-
leagues were the cause of the 
266 was the extradition 
agency.

An operator, Harry Schmilke- 
茨, who had previously testified 
that Local 266 was actually an 
organization that pressured both 
and the local to combat such 
affair.

He added that he joined the 
local after his job was threat-
ened by stroke of action.

**Peacock State Mails Out Parts Catalog**

ATLANTA — A new free-of-
charge catalog of coin machine 
parts and supplies—called "the 
most comprehensive ever pub-
lished"—is now available to oper-
ators and distributors from Peaco-
kt State Distributing Company here.

The book, priced $1.50 by 614-
inch slick-covered catalog carries 135 
pages of parts and supplies 
infor-
mation, including over 960 illus-
trations and 6,200 individual price-
accompanied listings. Items range in 
value from 2 cents to $59.95.

Parts covered are those for Bally, 
Chicago Coin, Gottlieb, General 
Keeney, Uniited and Williams 
games, including motors, coils and 
tracks of parts. General and Parts 
are covered more sparingly.

Parts Line-Up

Also included are flumes, tubes, 
lamps, lenses, switches, coin 
switches, cleaners and lubricants, contact 
parts, coin wrappers, coin coun-
ters, changers, rejectors, locks, key-
rings, ticket strips, decals, soldering 
guns, tools boxes, power tools, basic 
supplies, drills, terminals, conversion 
kits, wires, needles, cartridges, spea-
kers, bilaler supplies and hundreds of 
pieces of miscellaneous items.

A typical page of the catalog has 
some 15 illustrations running the 
entire page, colored by number of parts to the bot-
tom half, providing description and 
price of each.

Peacock State bills itself as "the 
South's largest distributor of coin 
machine parts and supplies."

**SPECIAL!**

**CHROME SIDE RAIL MOLDING FOR**

BALLY BINGO GAMES $55 PER SET OF 2

Write: SUPERIOR SALES CO.
Room 6
7855 Stony Island Avenue
Chicago 49, Illinois
Tape Phone Speeds Service

Continued from page 64

his trade comes from juveniles and adds it goes far higher in the near-school locations, he claims that the shorter daylight hours plus the school year ends down on his take.

On a daily operational basis, Schiro can make up to 20 stops per day, but under normal conditions he makes about half that number of calls. Payment is made when the pre-filled globe is reinstalled. He uses an Hansen scale and on a 25 cent commission basis the location fee averages out to about $3.25 per fill. He does not have any nut machines, preferring to concentrate on gum ball and change machines.

When Schiro started in business back in 1947, he had 50 Advance into machines. While he is reluctant to cite actual figures, it is probable that he now has 500 machines in his area, the bulk of which are supplied by Oak Manufacturing Company. He has some Rocket gum and ring machines. His major suppliers are Leaf Brands, from whose he orders on a monthly basis, and several charm houses, including Penn King, Em- py, Paul Price, Plastics Processes, and Guggenheim.

N.Y.A. Member

Schiro, a member of the National Vendors Association, thinks that the annual conventions provide an excellent opportunity for operators like himself to keep abreast of the trends. His own convention attendance is also an occasion for him to personally check on new lines and and a great deal of his buying is done on that basis.

Faced with the decline of small neighborhood stores, Schiro feels the best way to counteract this is to open more multiple machine locations. He feels there are many underserved situations in his area. He has in mind specifically bowling alleys, which have increased in popularity in New Orleans recently.

He also feels that service stations and busy parking lots should offer opportunities. From time to time, he finds a location owner will reject an installation because he ‘doesn’t want to be bothered by kids.” Schiro generally overcomes this attitude by pointing out that the machines do not require any attention. The proprietor or sales staff is not called upon to take time from other work to handle a penny or nickel transaction and the revenue from a machine comes from space that would not be utilized.

Service

Servicing while routine, is enjoyable to Schiro. A life-long acquaintance with his town, many personal contacts and a naturally gregarious disposition are big assets to him.

Ordinance to Ban Teen Game Play

OAKLYN, N.J.—Anyone 18 years of age or under has been banned from playing coin-operated amusement machines under an ordinance passed by borough council March 6. The measure prohibits particularly to pinball machines and coin-operated table games.

The ordinance also prescribed that no one, regardless of age, can operate such machines on Sundays or after midnight any day of the week. No reason was given for the action.

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YOU CAN SEE THESE FEATURES DEMONSTRATED

AT YOUR DISTRIBUTOR TODAY!

• Hold over card feature has arrow advancing over cards from ace to deuce for special awards.

• Hitting colored contacts light 4 individually controlled pop bumpers for high score—

• 3 “running light” holes advance arrow over cards and score up to 300 points.

• Lighting left or right pair of pop bumpers light cyclic kicks and bumpers for super score.

• Center target scores up to 100 points.

• Plus coin-box with locking cover, 4 flippers and double number match feature.
Skill-thrills of a GUN!
Suspense of a HORSE-RACE!

Targets, bouncing balls and track—with 5 miniature jockey-mounted horses—are all viewed by player, as he triggers automatic rifle. Speed of each horse depends on number of balls in his line. Each player shoots to launch balls out of rival horse's line, into his horse's line. Skill-ratings light on backglass, range from Fair, through Good and Excellent, to Superior, depending on player's skill in reducing number of shots required to "bring in" his horse.

BALLY DERBY combines in one compact, colorful game 3 of the greatest play-appeals known to coin-operated amusements... skill-satisfaction of a gun... suspense of a horse-race... action of launching balls... plus earning-power up to 50 cents a game. Result is cash-box collections that rival top money-making pinball and upright games... in every type of location.

Bally DERBY
MANUFACTURED BY BALLY MANUFACTURING COMPANY, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
No other phonograph in existence today can match the spontaneous appeal, the stimulating beauty, or the rich tone quality of the famous United Phonograph. Gracefully styled in five smart colors... with mechanical simplicity and serviceability the very keynote of its design... the fabulous United Phonograph is truly the finest instrument ever offered to music operators. With service calls virtually unheard of, locations by the thousands are enjoying uninterrupted music, and United operators are enjoying the greatest profits in history. Find out why United is so much better.

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You'll hear the fullest, truest stereo you've ever experienced when you listen to the new Seeburg. Ask to have a demonstration. Stand anywhere in the room—here ... there ... anywhere. You'll agree that Seeburg 5-Channel Stereo answers the need for complete coverage everywhere in the location.

If you haven't heard the new Seeburg, hear it play (45's and 33 1/3's) today.