HARRIS GIVES DJA PRAISE

MINNEAPOLIS—Althea Even
Harrison won't be able to attend the
Disk Jockey Association's first an-
ual luncheon-meeting, scheduled
April 8, 9, 10—he bolstered the
invitations by telegraphing, the follow-
ing sentiment to DJA pres Jim
Hawthorne:

"I applaud your efforts to crys-
tallize and strengthen the DJA as a
strong cohesive force in the interest
of the radio industry and for the
benevolence of the whole, for those
of your industry. Best wishes."

NWEB SIGNALS UNUSUAL EAGERNESS

The 200 rack merchants assembled at the
annual rack jobbers convention at the Tropic-
ous Hotel in Las Vegas heard the results of the
Life Magazine Survey on Rack Sales. Merchants also discussed
rack jobbers problems.

CALL, State Fair Ups Gate to $1, on Super-
Wind Grandstand Show .

Clare & California Fair, Sacramento, boosted its
outside gate admission to $1 for adults, but
gave customers a free night grandstand
show as part of their bargain. Tickets for
the show were put on a ticket stub.

AMPX SHARES EARN $1.02

REDWOOD CITY, Cali.—Am-
pea Audio here reports that its
earnings for the first quarter period of the current fiscal year are
up $16,251,000 as per year sales of
$46,271,000 are up 72 per cent from last year's sales of $27,000,000.
The earnings per share of stock were
$1.02 based on shares outstanding in the
32,251,000 split effective at the beginning of February.
**EDITORIAL**

A Unified Voice

The panic occasioned by the FCC’s March 16 directive has not died down. Quite the contrary; it has increased to the point of trauma as manufacturers find themselves unable to produce a product whose very existence depends upon promotion.

To cope with the situation, a meeting of record industry representatives must be called to present to FCC Commissioner John Ford a unified picture of the industry’s problems and aims.

The timing is extremely propitious inasmuch as FCC Chairman Frederick Ford has asked for comment relative to the effect of the FCC’s March 16 directive.

The proposed emergency record industry meeting must have several specific aims in mind:

1. The industry must indicate its good faith; its willingness to work to the benefit of its own public interest as expressed through a law making payola and substitution of the airways a criminal offense.

2. The industry, acting in concert at the meeting, must draw attention to the inadvisability created by the FCC—hurdles facing every segment of the music field, especially small radio stations, distributors, publishers, longplayers, vocalists and instrumentalists.

3. The meeting will express the hope that the FCC encourage record manufacturers to develop a solution in keeping with creative enterprise and high business standards. In the interim, however, temporary alleviation must be sought from the FCC, in order that the music business and the broadcasting business be enabled to function in a condition at least approaching normality, A moratorium on some of the most stringent applications of Section 317 regarding the use of sample discs would accomplish this.

4. Finally, a committee appointed by the industry should consider the advisability of establishing in the future a permanent office to represent the record industry on many levels: Public relations, contact with federal regulatory agencies, etc. A permanent office would be essential to the interests of the industry, particularly in the light of the number of technical problems that arise daily in the field business, the garment industry, baseball and football registration, etc.

In brief, the office would strive for self-regulation in the industry, and the maintenance of good will at governmental and industry levels.

Traditionally, the record industry mirrors the American concept of the community of the individual. Let us sav that—but within a framework of morality. What is necessary now is a unified voice.

---

**B’Dcasters Chart Channels To Cope With FCC Edict**

Approaches Vary; Some to Buy All Disks, Seal Libraries

By JUNE BUNBY

NEW YORK — With the FCC was showing signs of becoming more reasonable about its directive to stations on free records last Friday (1) (see separate story, page 21) those b’castsers were going ahead with plans to cope with the edict as it stands now.

The Metropolitan ch’a in (NEW and WNEW-TV, New York; WIP, Philadelphia; WHK, Cleveland) decided to buy all its records, including all those they have used on the air since March 21. However, WNEW program director Mark Olds said they will continue to use their old library which they do not think covers under the directive.

Seas Library

On the other hand, the NBC flagship here, WRC, has leased up its library and is spinning out newly purchased disks. The CBS stations, which originally made announcements that records played on the air had been released free from manufacturers and distributors, switched its thinking last week, and also decided to buy its disks. A CBS spokesman said the announcements were made "to discharge our contractual and entertainment level" of its shows. The CBS stations said they decided otherwise after most of its old record library.

Station KDAY, Hollywood, said it has leased up its library and will add to it on a mandatory basis as well, with local charities. And all stations are cutting back on the number of records coming from the various charities, and by (Continued on page 10).

**Soria Series Stereo-Mono Prices Up**

NEW YORK — RCA Victor has hiked the prices of its Soria Series albums from $9.98 to $9.98, monaural, and $14.98 to $14.98, stereo, per LP. (Increase also applies to reel and 45s.) (Continued on page 10).

---

**SUMMIT DRUMBEAT**

Elvis, the Colonel, Sinatra & Mitch

By REN GREYAT

MIAMI BEACH, Fla. — One of the hottest combinations of powerful disk talent ever to gather under one roof was the proud theme of the annual Frank Sinatra-Tina Woods Spectacular for showing on the ABC-TV network on May 12. Martin was here to open in the hotel’s La Ronde Room at the conclusion of Sinatra’s three-week engagement, while Miller was present to conduct a hilarious “sing-a-long” show in the grand ballroom of the hotel Friday night. Whether Miller and Sinatra, who have occasionally exchanged charges regarding the use of BMI and ASCAP, were able to say during the show.

Air Standards To Get Teeth!

WASHINGTON — A special operational team has been named today by the NAB to direct the extension of the standards of good practice for radio broadcasters to both members and non-members of the National Association of Broadcasters. The committee was set up for putting teeth in the standards.

The standards have been operating under the honor system before the NAB members. The NAB Radio Board of Directors earlier this month authorized formal subscription to the standards by non-members as well as members and directed that machinery be set up (Continued on page 12).

**VIC TOR TO CUT POP STEREO & MONO**

NEW YORK — RCA Victor will release its pop singles simultaneously in stereo and monaural. The reason for this move, according to exec Bob Yorke, is the increased demand at the lunch box and consumer levels for stereo 45’s. Victor said that the new Elvis Presley record, "Stuck On You," and all future Presley records will be released both ways. Victor also will initiate the all inclusive stereomono- sional singles policy.

---

**SAMPLES FOR CAP ‘BOWL’ SETS**

HOLLYWOOD — Capitol will issue various Capitol albums samples of the various "Bowl" packages issued by the kiddo. The samples will be included with the record package as it is issued this month, "Love Scenes," at no cost. A double record package will sell for the usual $4.98 per monaural and a dollar more for stereo. Promotion is to provide added exposure to the other Bowl recordings in Capitol’s catalog.

---

**Decca Names Cavallaro for April Honors**

NEW YORK — Decca Records has designated the month of April as Carmen Cavallaro Month, in honor of the popular vocalist with the company, and in honor of his new album, "The Franz Liszt Hour," which will be released next month. The album will showcase all 17 best-selling albums in the Franz Liszt field. Cavallaro and Liszt are being heralded as "the Eddie Duchin Story," "Cocktails With Cavallaro," and "The King and I."

At a potent promotion behind Cavallaro, Decca has worked out a strong dealer incentive plan. Plans include stereo and monaural pre-packs available at savings to dealers who place their orders by their local Decca salesman with the pre-packs. There are also carefully planned promotional pieces such as centerpieces, window displays, street cards, counter display pieces, etc. Special kits have been made up for salesmen to promote "Cavallaro" records. Last month (March), Pete Foutan’s album, "The Franz Liszt Hour," and "Decca Records and sales exceeded expectations. Cavallaro’s "Liszt" has sold over 50,000 copies.

---

**The Billboard**

The Amusement Industry’s Leading Newsmagazine

Founded 1894 by W. H. Delauder

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William D. Littler

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...Spokesman, Chicago

Aron Steinberg

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Vol. 72

No. 14

APRIL 4, 1960

TV-EANiMATION- RADIO

Communications to 1564 Broadway, New York 36, N. Y.
FCC Invites Trade Comment On Free Air Record Stand
(Continued from page 18)

Serge A. Dien, said the whole operation was a bona fide payment for advertising, with commercial announcements identifying the program as "presented by the Music Suppliers' Hit of the Week," then identified the hit record, and told where it could be bought.

The chain is backed up by affidavits of weeknight employees and managers of the stations, who last in August, 1959, and by its present management, Bill Gowan, who testified at a large-scale freebie trek to New York and Baltimore. The House outlet WBTZ. Of the late episode, WORL says that was an "unheeded" request. The chain, according to Gowan, had only acted under orders from management.

All three also claim that the station management did not permit the station management to be贯彻 the hit of the week from the Music Supplies' reports.

Late April Hearing
Set for Dick Clark
WASHINGTON — The day of reckoning is at hand for Dick Clark, the once prominent impresario of radio, television, film and recording. The FCC is now considering the second phase of a series of hearings into the practice of payola, the controversial system of paying record promoters to play their wares on the airwaves.

Clark, who was the subject of the original payola investigation, is expected to testify at the hearing scheduled for next week. The FCC will hear arguments from both sides on the issue of payola and its impact on the music industry.

The hearing is an important event for the music industry, as it has been working to regulate the practice of payola for several years. The industry has argued that payola is a form of corruption that undermines the integrity of the music industry and leads to the promotion of subpar music.

The FCC has been under pressure to act on the issue of payola, and the hearing is expected to be a key moment in the agency's deliberations. The industry is hoping that the hearing will lead to a resolution that will protect the integrity of the music industry and ensure fair play for all artists.

Sets Up New Mfr.-Distrib Contact Firm
HOLLYWOOD — Guy Wurtz, disk jock, has formed Record Association of America, which will cover the 11 Western States as a manufacturer's rep for various companies. In this capacity, Ward and his associates will promote the interests of disk jockers, record companies, and the music industry.

MRFH, of Medford, Mass., said it could not be held responsible for payola promotions, but it was required to be used as a means of promoting the record of interest, as the name on the label, and the fact that the record is being played, is the essence of payola.

Wahl, of Medford, Mass., said it could not be held responsible for payola promotions, but it was required to be used as a means of promoting the record of interest, as the name on the label, and the fact that the record is being played, is the essence of payola.

These privileges, in Salstone, N.Y., will be reported from the sources and indices by the majors.

(Continued on page 19)

Confusion, Anger Still Rampant Over FCC Ruling on Free Records for Air
By BERNICE (THE CAT) ASSELM
CHICAGO — Trade people here have been the subject of a long dispute over the interpretation of an FCC decision that affects the practice of freebies in the music industry.

The decision, which was handed down last year, has caused confusion and anger in the industry, as it is interpreted by some as a ban on free records for airplay.

The FCC ruling states that free records can be played on the air only if they are being promoted by the record company, and not by the disk jockey or station.

This interpretation has been met with confusion and anger in the industry, as some disk jockers feel that they are being unfairly treated.

The confusion is expected to continue as the industry tries to understand the implications of the ruling and how it will affect their operations.

Some disk jockers have expressed frustration with the FCC's decision, saying that it will hurt the industry and lead to a decline in the quality of music being played.

Others have argued that the ruling is a necessary step to prevent corruption and ensure fair play for all artists.

The FCC's decision is expected to be a major topic of discussion at the upcoming hearings on payola, as the industry continues to work to regulate the practice of payola and ensure fair play for all artists.
Verses from Harry Lederman's song, "A Little Girl's Love" sing the tale of a young soul's heartbreak, a story of an unrequited love, an echo of a broken dream, a song that speaks of the pain and longing that love can bring.

The words paint a picture of a girl who was once loved, but now finds herself alone, her heartache a silent echo in the halls of her heart. The melody is a soft whisper, a slow dance of emotions, a symphony of sorrow. The song is a reminder that love can be a double-edged sword, cutting both ways, causing both joy and pain.

But even as the song speaks of heartbreak, it also speaks of hope. It reminds us that love is not just a feeling, but a journey, a journey filled with moments of joy, moments of heartbreak, and always, moments of beauty. And in the end, it is the journey itself that teaches us the most about love, for it is through the journey that we learn to love ourselves, and to love others.

So listen to this verse from "A Little Girl's Love," and let it be a reminder to always love yourself, for in the end, it is the only love that truly lasts.
A FIRST RELEASE THAT WILL BE LONG REMEMBERED!!!

MARC TANNO

"FIRST LOVE"
and
"ONE MOON, ONE SIGH, ONE KISS"

20th FOX #185
Yes, here is Mercury’s Spring Plan designed to aid record dealers “buy right” for BIG spring sales. The extremely diversified Mercury LP Catalog of Monophonic and Stereophonic Pop, Jazz and Classical records are being offered at extra discount for extra profit!

Mercury’s Operation Springboard begins April 1 and closes April 30, 1960.

HURRY... HURRY... HURRY... Contact your Mercury Distributor for full details NOW!

and here’s a spring tonic... NEW APRIL RELEASES!

**NEW APRIL RELEASES!**

- MG 20506/5R 60153 Miss "D" presents a combination of evergreens and originals in a lush backrop for great listening.
- MG 50234/5R 50234 Wapner Tannhatn Overture and Venusberg Overture by London Symphony.
- MG 50234/5R 90234 Wapner Greats for Winds.
- MG 50226/5R 90226 Mozart, ——., Composers, Vol. 2—Artists.
- MG 50225/5R 50225 Savage, ——., Composers, Vol. 2—Artists.
- MG 50228/5R 90228 Ravel, ——., Composers, Vol. 2—Artists.
- MG 50227/5R 50227 Bruckner, ——., Composers, Vol. 2—Artists.
- MG 50225/5R 50225 Mendelssohn, ——., Composers, Vol. 2—Artists.
- MG 50224/5R 50224 Bruckner, ——., Composers, Vol. 2—Artists.
- MG 50223/5R 50223 Ravel, ——., Composers, Vol. 2—Artists.
- MG 50222/5R 50222 Vivaldi, ——., Composers, Vol. 2—Artists.
- MG 50221/5R 90221 Sibelius, ——., Composers, Vol. 2—Artists.
- MG 50220/5R 50220 Tchaikovsky, ——., Composers, Vol. 2—Artists.
- MG 50219/5R 50219 Stravinsky, ——., Composers, Vol. 2—Artists.
- MG 50218/5R 50218 Mozart, ——., Composers, Vol. 2—Artists.
- MG 50217/5R 50217 Beethoven, ——., Composers, Vol. 2—Artists.
...in the
tradition of
LIMELIGHT
HIGH NOON
THEME FROM MOULIN ROUGE
AROUND THE WORLD IN 80 DAYS

THEME FROM THE UNFORGIVEN

DON COSTA
his orchestra & chorus
UA 221

AN UNFORGETTABLE ALBUM!
MUSIC BY ACADEMY AWARD WINNER
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Attention: Distributors dealers

VERVE'S 'OPEN-END' DISCOUNT PLAN NOW IN EFFECT*

ON ALL APRIL PURCHASES FROM VERVE'S COMPLETE CATALOG—OVER 650 ALBUMS—IN EITHER MONO OR STEREOPHONIC:

FULL 15% DISCOUNT!

*Stock up on Verve's proven traffic-builders in April!

451 North Canon Drive
Beverly Hills, California
Solons Rap Mfrs. Disk Piracy Stand

WASHINGTON - A report on the state of the record industry in the United States was released last week scolded record manufacturers for encouraging disk counterfeiting. The report was released by the American Society of Composers, Authors, and Publishers. The report, titled "The State of the Record Industry," was released in Chicago. The committee is preparing a report on the committee's hearings on racketeering.

Cosmat Seeks Stock Issue For Expansion

NEW YORK - Cosmat Distributors of America, Inc., has announced that its expansion plans will be financed through the sale of stock. The company plans to sell 100,000 shares of its own stock to the public. The sale will raise $2.5 million for the company's expansion.

ACGAP, NAB TO BURY HATCHET FOR BANQUET

WASHINGTON - What will happen during the ASCAP's annual meeting of record producers, is the question that has been on everyone's mind. The meeting will be held at the Sheraton Hotel in New York City. The meeting will be held on Thursday and Friday.

MIAMI BEACH, Fla. - The future of co-operative buying, is the topic of a panel discussion at the National Association of Broadcasters Convention held Thursday (24) in the Miami Beach Convention Center. The discussion will be held on Thursday and Friday.

SORD CHIEF SPEAKS

Distribution Boost, Dealer Co-Op's Vital

NEW YORK - executive vice president of the National Association of Broadcasters, Inc., is speaking at the record show in Chicago. The show will be held on Thursday and Friday.

Have you heard

Elvis Presley

coming soon

Have you heard

Elvis Presley

coming soon

Have you heard

Elvis Presley

coming soon

Have you heard

Elvis Presley

coming soon

Have you heard

Elvis Presley

coming soon

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THE LATEST FROM THE MOST POPULAR GROUP OF '59

DION AND THE BELMONTS

"WHEN YOU WISH UPON A STAR"

"WONDERFUL GIRL"

LAURIE 3052

IN ATTRACTIVE FULL COLOR SLEEVE

LAURIE RECORDS INC.
NEW YORK 19, N.Y.
NEW YORK — ASCAP held its semiannual meeting and banquet Tuesday (9) at the Waldorf, with president Stanley Adams speaking. A top assignment in which he promised to spike “tall” royalty bills, was not interpreted by the Society’s treasurer as a vote on the Consent Decree as indicated in the speeches that can be pointed out. He also noted that the numbers in Adams’ speech as the potential of a drop in revenue, as the arrangement would not be without payroll, and that the salary is called a “free” and that some would ensure a golden era for ASCAP.

In the general discussion section of the meeting, the topic was not complemented Adams and Schwartz, but the new executive committee chairman, and the votes of the report. The discussion was not relevant with Adams’ remarks relative to the Consent Decree balloting in New York and the new appointment to the panel. Adams’ view of the future of the industry, as discussed in the past two weeks’ last week’s editorial in The Billboard congratulating ASCAP for its influence on the TV plug market, but noting the distress of some suppliers, has been toned down. For the purpose of keeping the label free, Adams said that several meetings have been held with various influential members. Finkelman, during his speech, was also threatened with regard to the Consent Decree balloting. His position was that the vote indicated overwhelming acceptance, as opposed to Fox’s view. With Schwartz in effect, ASCAP TV plug master, Finkelman said that ASCAP’s responsibility was to enlivened putting teeth into the complaint committee. This involvement was, in fact, the result of an indication of a need for disciplinary action when some were warranted.

The meeting was enlivened by the usual number of jokes. Lew Bellin referred to Brill Building and ASCAP being collection society, that is, a collector of confusion. Evans Bartz

An impromptu speech was made by Edward Robert, head of the MCA Records. He stated that “total victory for a clean system is just around the corner”—even tho the dividends were stunned by the decision of the Federal Trade Commission, produced balloting figures which in his mind, Evans was indicated from an overwhelming majority in favor of the MCA Records. Evans said: “This is the last fight in which the board will go to the outside... in order to win in time for power.” He said that 50 per cent of the Society’s revenue is distributed on the basis of gimbals, background uses, themes, etc., on such songs that are controlled by the three or four top publishers groups.

Evans stated that Congressmen and Senators are generally coming accustomed with “this despicable performance payola...”. The predicted heads will ultimately roll.

Capitol Offers B’decasters 3 Disk Buy Plans

HOLLYWOOD — Capitol, the company that started the industry-wide free record to radio stations 17 years ago, last week—released three new programs under which its dealers may take copies to service the FCC’s ban of free records. Capitol, however, pointed out that these stations which have been on the free list and wish to continue getting records on a charge basis cannot continue to do so. However, receiving to the FCC order, the stations must have to broaden their view so that these records were contributed, free of charge. In addition, stations can:

1. Subscribe to any of its various subscription plans. These include singles (one copy of each record, $1.92 per year, billed in advance for the full year). Capitol pop (monaural), $80 per year for 50; Capitol pop (stereo), $75 per year for $75; Capitol classics (monaural), 65 albums per year for $75; Capitol classics (stereo), 65 albums per year for $70; Capitol pop (monaural), $60 for $60; Capitol (stereo), $60 for $60.

2. Buy records at the distributor level, which means 46 cents for singles. $1.92 for any catalog $3.98; $2.40 for $4.98 albums; $2.88 for $5.98 albums; $3.99 for $6.98 albums.

3. Pay dealers if broadcast orders taken that stations are prohibited from receiving licenses for the first week, at $60 for a discount, this would mean 60 cents per page.

CABARET TAX CUT OKAYED

WASHINGTON — After many years of saying “no,” the Senate finally gave its approval last week (30) to legislation that will lower the cabaret tax from 22 to 16 per cent.

The legislation, authored by Rep. Alene J. Forand was introduced in the House last year. Originally, it called for a 25-cent tax, but was amended by the House Ways and Means Committee to call for reduction, rather than to increase. The measure now needs only the President’s signature to become law.
A message of importance

To all who provide the services, supplies and products used in the manufacture, distribution or sale of records and allied products:

- Record Distributors
- One-Stop Operators
- Record Merchandisers
- Raw Tape Manufacturers
- Editing, Mixing and Mastering Studios
- Record Pressing Plants
- Record Playing Plants
- Machine Shops
- Materials Milling Plants

Producers and Suppliers of:
- Album Jackets
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- Record Labels
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Manufacturers of:
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- Record Carrying Cases
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- Record Cloths and Brushes

...an Indispensable year-round Buying and Reference Guide for anyone engaged in the manufacture, distribution and sale of records and allied products.

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April 18, 1960

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Write - Wire - Phone TODAY!
DECCA RECORDS presents
AN OUTSTANDING MUSICAL ACHIEVEMENT!
THE FRANZ LISZT STORY
INSPIRED BY THE MOTION PICTURE "SONG WITHOUT END"
CARMEN CAVALLARO
The Poet of the Piano

FOR APRIL—IT'S CARMEN CAVALLARO....
17 Outstanding Sets
Prepackaged at Fabulous Savings, Mr. Dealer!

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DL 8999 · DL 78999 (S)
THE EDDY DUCHIN STORY
DL 8269 · DL 78269 (S)
COCKTAILS WITH CAVALLARO
DL 8005 · DL 78005 (S)
CAVALLARO WITH THAT LATIN BEAT
DL 8854 · DL 78854 (S)
CARMEN CAVALLARO AT THE EMBERS
DL 8389

CARNIVAL IN VENICE
DL 8241
CARMEN CAVALLARO REMEMBERS EDDY DUCHIN
DL 8661
DANCING IN THE DARK
DL 8813
FOR LATIN LOVERS
DL 8835
FROM BRAHMS TO BOOGIE WOOGIE
DL 8331
GUYS AND DOLLS
DL 8290

THE KING AND I
DL 8305
THE MASTER'S TOUCH
DL 8288
MUSIC AT MIDNIGHT
DL 8115
POETRY IN IVORY
DL 8226
ROME AT MIDNIGHT
DL 8359
TWELVE EASY LESSONS IN LOVE
DL 8747

Check Your Local Decca Distributor For Full Details

www.americanradiohistory.com
JERSEY DEALERS FORM DISK-BUYING CO-OP

NEW YORK — Following the lead of the Society of Record Dealers of America, who have been encouraging the co-operative buying of records by independent record merchants (as reported in March 2 issue of The Billboard), 23 record store operators in Northern New Jersey have banded together to form a “record buying co-opera-

tive.” Their avowed purpose is to set up a “consistent advertising campaign, aimed at getting the cus-
tomers into regular record stores and away from discount and high-
way record operations.” The Bill-

board also reported last week that

much the same action was being contemplated by a group of 10 dealers who had formed an organization called As-

sociation of Dealers, or A.D. The association was formed in East Orange, New Jersey, and consists of 10 dealers who have

been operating record stores in the area for many years. The purpose of the association is to help its members

with their advertising and to promote the sale of records.

According to the new group’s president, Jack Kesan, of the Bandwagon Record Shop in East Orange, the association of dealers has been formed to date, and will be named the “Independent Dealers Association of New Jersey.” The association will hold its first meeting on April 1.

In addition to its joint advertisement planning, the group will also hold regular meetings to discuss problems of the record industry and ways of improving the industry.

The association will also hold regular meetings to discuss problems of the record industry and ways of improving the industry.

CMNMC NAMES JOHN GRIFFIN

NEW YORK — John W. Griffin, executive secretary of the Record Industry Association of America, has accepted the presi-
dency of the executive committee of the Music Publishers of America, Inc., or MPA, which will meet in New York City on May 14. Mr. Griffin will succeed Mr. W. B. Clowes, who has served as president for the past two years.

Mr. Griffin has been active in the music publishing business for many years, and was formerly associated with the National Music Publishers Association, where he served as vice-president and secretary. He is a member of the Board of Directors of the American Society of Composers, Authors and Publishers, and is a member of the Board of Directors of the Copyright Society of the United States.

A-F Deal, Disc’s Deal

NEW YORK — With an eye to greater dealer incentive, Sid-

ney Prey’s Audio-Fidelity label has instituted a 20-20 sales program for April. The plan offers a 20 per cent discount on all sales of the label’s records, for a minimum of $100 worth of purchases.

The program will be in effect for one month, and will be available to all dealers throughout the country.

In addition, the company has announced that it will offer a special discount on all purchases made during the month of April.

Everest Has 8 Plgs. on April Slate

NEW YORK — The eight new albums slated for April release by Everest are distributed equally between the classical and pop-
classical departments.

The pop line-up is an album which features the discernible rhythms of band-

ing with the rhythm of the groups. The album, “Wax on, Wax oFF,” includes The Jokesters, The Young Men, The High Hillers, and The Ventures.

M-G-M Pushes Rose Disks

NEW YORK — M-G-M Records has designated April as “Do-

it-yourself” month. The company will offer special consumer buying incentive packages for the month, including a special discount on the current Rose albums, which list at $2.99 each. In addition, the company has announced a special price for the next album, “The Ventures, Vol. 2,” which is due in May.

The company has also announced a special discount on the current Rose albums, which list at $2.99 each. In addition, the company has announced a special price for the next album, “The Ventures, Vol. 2,” which is due in May.

Spector Speaks

● Continued from page 9

clubs, that we really have to be con-

cerned about is the operation of the record co-ops, which allow us to buy big quantities too, are the only

answer.”

Spector said that there was consid-
erable pressure on the record companies to be ready in a co-operatively established by the members of the record industry to

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watch for

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● continued from page 9

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HARD-HITTING ALBUM!
Here's Harry Belafonte's newest! Once again...his powerful appeal pounds out big profits for you! "Swing Dat Hammer" is the album Belafonte has wanted to record for years—his own collection of rare, authentic chain gang songs. And it's a labor of love...rhythmic work songs and bunkhouse blues performed with deep feeling by this greatest of all folk artists...and the incomparable Belafonte Folk Singers.

HARD-HITTING PROMOTION!
To add impetus to your sales, RCA Victor pitches in with full color ads in Playboy ■ Esquire ■ The New Yorker ■ The N. Y. Times ■ Holiday ■ Cosmopolitan! Special black-and-white ads in Cue ■ The New Yorker ■ The N. Y. Times! Swing into action—call your distributor now! Available in Living Stereo and regular L.P. versions...LSP/LPM-2194. \( \text{RCA Victor} \)

LIVING STEREO MIRACLE SURFACE
SWING DAT HAMMER
HARRY BELAFONTE
A Great Followup to "Rockin' Little Angel"

RAY SMITH

goes to town with

"PUT YOUR ARMS AROUND ME, HONEY"  "MARIA ELENA"
b/w

RAY SMITH'S "ROCKIN' LITTLE ANGEL!"

JUDD 1016

HAROLD DORMAN "MOUNTAIN OF LOVE"

RITA 1003

SONNY JAMES "JENNY LOU"

NRC-050

Our thanks to Garlen Distributing Company for making this record the fastest selling record in Chicago!

Our thanks to Keyline Distributors, Minneapolis, for making this one the fastest breaking record in the nation!

Still hot! RAY SMITH'S "ROCKIN' LITTLE ANGEL!"

JUDD 1016

NATIONAL RECORDING CORP., HITSVILLE 19, ATLANTA, GEORGIA

Telephone: Cedar 7-6408

Copyrighted material
Remember when...

a nostalgic collection of wonderful turn-of-the-century songs, sung by one of the country's finest choral groups, THE MERRILL STATON CHOIR. Included are “Little Brown Jug” (vintage 1869), “Grandfather's Clock” (1876) and the big hit of 1866, “When You and I Were Young, Maggie.”

The world of wonderful music is yours on EPIC Records.
Sinatra's tenace at Columbia, met during the weekend, was not.

Your appliance is very encouraging to me,” he said. During all the proceedings, the Colonel flitted in and out of the room like a mother hen. The audience was a mixture of Sinatra and Presley. The latter, who was winning up his record-breaking performance in the houn.

This time, Parker, drawing on his instincts as a colorful promoter, elaborated on the Sinatra story from Memphis by train. This alrea-
day, his name was becoming an immortal in the world of music, since he was a hit.

The taping of the TV show took place in the Fontainehouse's grand ballroom, where a section of Americas, ranging from Washington, D.C., to the Midwest, was taken by Presley fans. The audience was colorfully dressed and smarter than the Presley look.

The ratings which forced many stations to adopt a "Top 40" type of music programs were also shown on payola.

Carmen Cavallaro

The new wave of television hit the airwaves in the 1950s, and it led to the creation of the first color televisions. The new medium opened a new market for advertisers, and it also brought new opportunities for performers. The network shows became the most popular shows on television, with their stars becoming household names.

Carmen Cavallaro is also known for his work in the music industry, producing and recording albums for various artists. He also appeared on the popular variety show "The Ed Sullivan Show" and "The Judy Garland Show." His career as a television producer continued until his death in 1977.

Dick Clark

Dick Clark was a television personality and disc jockey who became synonymous with the "American Bandstand" show. He was one of the pioneers of rock and roll, and his influence on music and entertainment cannot be overstated.

Clark started his career as a disc jockey in the 1950s, and he quickly became one of the most popular personalities in the music industry. He hosted "American Bandstand" from 1956 to 1989, and it became one of the most popular shows on television.

Clark was also a successful record producer, and he helped launch the careers of many music artists, including Elvis Presley, The Beatles, and The Rolling Stones.

One of Clark's most important contributions to the music industry was his role in creating the "American Bandstand" show, which helped introduce rock and roll to a national audience.

Clark passed away in 2012, but his legacy lives on through the many talented artists who he helped launch, as well as the influence of his show on the music industry.
POSITIVE PROOF
that these Command albums are MUSTS for every sales-conscious dealer (THAT'S YOU!)

11 STRAIGHT WEEKS ON THE BILLBOARD CHARTS OF BEST-SELLING STEREOPHONIC LP's

SEE PAGE 34

ATTRACTIONS, DEALERS: If you need further information about COMMAND RECORDS or would like to order these two albums NOW, please fill in the following form and mail at once. This coupon will be turned over to your COMMAND distributor immediately:

The greatest advance in sound since high fidelity was invented!

TO: Command Records, Dept. BB
1501 Broadway, New York 36, New York

Please arrange to rush the following order immediately:

PERSUASIVE PERCUSSION copies—Stereo. (RS8005D)
copies—Mono. (RS33-800)

PROVOCATIVE PERCUSSION copies—Stereo. (RS806SD)
copies—Mono. (RS33-806)

Also please send catalogue information and literature regarding other COMMAND RECORDS.

FIRM NAME

STREET ADDRESS

CITY P.O. ZONE STATE

(Sign here)

www.americanradiohistory.com
Pre-Recorded Tape Sales May Hit $10 Million Mark in 1960

Continued from page 1

photo shops, appliance dealers and mail-order houses who did not feel the effect of the stereolink's ad.

Non Music Merchants Benefit The result of the expanding of the tape market enjoyed a thriving business in welcoming back the tape customers. Actually, these outlets had handled taped recorders and. tapes long before record retailers accepted the merchandize. Despite tape's present-day prominence, a gain of four cartridges, estimated from 50 to 65 percent, still treats at the photo and radio parts dealer level.

Less than a year ago, Ampex Audio Tapes subsidiary with the intention of providing an impressive array of four-track reel-to-reel tape product. UST's purpose. Brown's predecessor affirms as the product was launched in the tape business. By having a fine "line-up" of four-track reel-to-reel tape recording available, two record manufacturers other than Ampex can support the marketing of four-track machines.

The reason Ampex decided to put all its tape chips on the four-track, open-reel (7 1/2 inch) system was the fact that the consumer would be lured by tape by its new price made possible by a 30 percent drop in the price of the second-track tape, a twin-channel tape driven in a single direction. In four-track, the same twin-channel stereo signal is present in two separate channels and thereby consuming half the tape needed for a four-track version.

As a result, pre-recorded stereo tape which once cost the consumer $49.95 on Ampex stereo album, is now up more than 15 different record concepts, according to produce, pack-

TAPE MRFS. GEAR FOR BIGGER YEAR

Flock of New Models Envisioned Before Fall; All Firms on Toes

CHICAGO — Veteran tape records sales say they are working on the birth of the 3-M - CBS laboratories tape cartridge playback system which has become so popular in the industry. The 3-M - CBS Lab project, will accomplish that objective," Wetzal said.

The license will get every possible assistance in manufacturing his own 3-M tape, Wetzal said. Five engineers from Grundig's West Germany plant just

BELCHER, Ohio — Dick Allen Heads Bel Canto in Hwd.

HOLLYWOOD — Bel Canto, the Thompson-Ramo-Wooldridge, Inc., subsidiary headquartered in Columbus, O., will open an office here next week. The operation will be headed by Dick Allen, Bel Canto's recording engineer for the past five years.

Allen will serve as liaison between the Columbus headquarters and Bel Canto. Allen's duties will also include handling recording masters and services in the area. Bel Canto plans to establish a warehouse here in the near future to service the Coast market. Firm founded here five years ago, moved to Columbus earlier this year after it was bought out by TRW.

Bell to Stick By Victor But Alert to 3-M

COLOMBUS, O. — While reaffirming its intention of pressing sale of its six models of tape car-

COLUMBUS, O. — Plans for a new finished and announced last week by the RCA Victor system, Bell Sound Systems President K. L. Bishop conceded his firm may ultimately also be

Editorial

Opportunities in Tape

This week's Audio section is devoted mainly to a report by dealers on the status of tape. The Billboard's continuing coverage of this subject for dealers from the earliest days. More and more, record dealers have found that a profitable operation must be built around the need to satisfy the customer.

Thus, in addition to its regular weekly reports on developments affecting the tape industry, Billboard will provide dealers with specialized coverage concerning sales and use trends in the tape field. The current issue offers not only reports from the standpoint of the major manufacturers, but also local market reports from dealers in key cities on how they find tape sales.

This has been a best-selling product today and in the years to come than was visualized possibly only a short while ago. Continuing developments such as the rise of four-track recording have brought the product into a new price range.

And all indications point to increased interest on the part of consumers. Aggressive dealers will find much to ponder over on these pages; those who are not in such vital equipment area should consider whether this is not a good time to take a serious look at the tape product.
EXCLUSIVE NEW WEBCOR TAPE RECORDER PROMOTION

Give a Complete Foreign Language Course FREE with every 1960 Webcor Tape Recorder!

It's a big deal for Webcor customers that'll turn in big sales for you!

Never before have so many Americans been so vitally interested in learning foreign languages... never before has there been such a tremendous interest in tape recorders. So when you offer a famous Institute for Language Study course free with the world's finest tape recorder, you convert a lukewarm shopper into a red-hot customer right now!

You'll learn all the details on this fabulous promotion package from your Webcor distributor very soon.

Dramatic full-page ads will sell your prospects on this great deal!

Promote and Sell the Line that Sells the Fastest... Sell Webcor!
AN OPEN LETTER TO
RODGERS AND HAMMERSTEIN

Dear Dick and Oscar:

We are happy to be able to tell you that last week the recording from the original movie sound track of SOUTH PACIFIC passed the million-LP mark, counting United States sales only.

But this fact, enjoyable though it is, does not tell the whole story. For now the words and music of SOUTH PACIFIC have become familiar the world over. There is practically no country in the world (with the exception of Russia and China) where SOUTH PACIFIC albums have not been released, sold, enjoyed. Total sales from countries outside the United States amount to better than half a million. Our British associates tell us that SOUTH PACIFIC is the most popular LP ever to be offered by anybody in the record industry. Even in a little country like Denmark, SOUTH PACIFIC has become the number one album on the hit parade.

We will not be falsely modest: we have worked enthusiastically to stimulate this popularity. Yet it is far more important to note and to remember—and to remember particularly these days—that the world wants good music. Samuel Rogers’ words that “music is the universal language” have by now become a cliche. But a cliche usually contains truth, and SOUTH PACIFIC is testimony to that truth.

Sincerely,

George Marek
Vice President and General Manager
RCA Victor Record Division
St. Louis Tape Sales Transitions

By JOHN HICKS

ST. LOUIS — The pre-recorded tape business presently is in a transition, due largely to the advent of the four-track tapes, four- track reel-to-reel winding. A check of the four showed that tape sales are not only a complementing part of their overall business.

The handlers expressed optimism about the future of the industry, and agreed generally that it has suffered thru the lack of proper promotion for the products.

They implied suggestions for building up the industry. These included a more complete promotional campaign, and the need for education or understanding, large store retailers to wholesalers down the line to clerks setting to work.

The tape market check in St. Louis area was made with William Schrauth, manager of the Rembrandt Studios and Camera Stores, a chain which handles 120 items, valued at $1,500 list, with an average loss of 50 per cent at the end of March, Tannen S. Christie, manager of the Radio and Phonograph Company of Missouri — camera inventory of the company originally was at about $3,600; R. A. Muller of Clayton Camera and Supply Company has inventory of the company of that date was a stock of 75 to 100 brands within the next 30 days, and Ernie Petco, manager of Harper Photographic Supplies, which normally carries merchandise for pre-recorded tapes of all varieties.

Eight Classic Tapes

Contrary to popular opinion, the four handlers also concurred that classical selections did not make up the biggest demands of customers, but did "pop" tunes. The consensus was that light classical, dance music and music as played by big bands are the best sellers on pre-recorded tapes.

"There has been so much a change that the four-track tapes came out that the two-tracks are practically obsolete," Mr. Schrauth said. "We are moving into the future and think that they will really hit for another year or two. Our experience here has been that if you don't start picking up until last year. We are taking a few four-track but the demand still is more for two-track tapes, and these are not as expensive as four-track tapes."

Neither the Rembrandt firm nor the Accessories carries four-track tapes. (Continued on page 29)

Milwaukee Dealer Sees Huge Potential for Tape

By BEN OLIMAN

MILWAUKEE — One of the nation's top specialists in tape retailing, Grover Omegatape, has come to the conclusion that Electro-Air Electronics Corp. of this city, they sell single- and double-track tapes, and also operates a sizable background tape music business. (Continued on page 31)

Washington Inventory Checks; Tape Field Entries Increase

By MILRED HALL

WASHINGTON — Only one retailer in the area who sells only tape and stereo records, expects to make substantial sales, but he speaks of the steady advance in tape. But increasingly, he tells the manufacturers that conservative dealers are stocking tape, trying it out, keeping an eye on future trends. He said the dealers with no thought of going into tape sales about five years ago are digging its into it.

All retailers agree that tape needs the kind of merchandising, gadgets, such as the reported item promoted by Columbia, working with Amper, and a big promotional boost from the advertiser. Dealers argue the promotion by adding that it should be accurate. "The tape business is being bandied about by improved and simplified playing. They feel the shakeout to four-track has helped, but they said, 'Is this the last of the albums or is this the last of the tapes?"

Kits music store, Washington's tape mecca, sells only tape and stereo records, according to its manager, Martin Kahn says currently stocks 2,000 four-track tapes, 1,000 of the two-tracks, each retailing at an average price of about $6.50. He said that the store's volume of about $27,000 at present is running about 70 per cent recorded tape, 15 per cent blank tape, and 15 per cent four-track tape. He said he feels that there is no difference between the classic and popular music on tape.

4-Track Saving

The demand for the four-track has been moving up steadily, and in some states on a par with the two-track in Kits sales. In fact, demand for the two-track is trending slightly downward, said Kahn. He credits the rise in four-track to the fact that it is less expensive for a given amount of music. Four-track records contain about &frac12; the amount of blank tape originally, and printing time for the same amount of music is about half that for the same amount of music recorded on two-track tape. Kahn says kits sales about one-third as a result.

Kits has high praise for the Ampex machine, the only tape machines it carries. These produce tone from four-track that is indistinguishable from that of the two-track in Kits sales. In fact, demand for the two-track is trending slightly downward, said Kahn. He credits the rise in four-track to the fact that it is less expensive for a given amount of music. Four-track records contain about &frac12; the amount of blank tape originally, and printing time for the same amount of music is about half that for the same amount of music recorded on two-track tape. Kahn says kits sales about one-third as a result.

4-Track tapes won't be out of their hold on the business with the gradual increase of record stores setting up tape departments.

Victor Seen Ready for Climb on 4-Track Reel-to-Reel Bandwagon

By BEN GREVATT

NEW YORK — RCA Victor, which has long pronounced the four-track to be the future, is expected to make portions of its vast catalog available in four-track form appear in midsummer.

A number of dealers have reported all the major distributors have raised the least level of pre-recorded tape sales, a factor which they readily admit, reported Audio's Stereo Tapes set. The company now offers a sim- plyton catalogs under contract for exclusive sale rights, including Decca and London. The stereo tape has been released exclusively for the pre-recorded tapes of all varieties.

The absence of the three of the four track majors from the four-track field, has caused some traders to wonder if the UST program could ever achieve full success. But the most optimistic-minded believe that the Victor catalog in open reel form is falling in well with the four-track form of pre-recorded tape product. Despite this apparent absence, Victor is expected by many of the open reel tape experts, has been the richest form of pre-recorded tape form as well.

"Lastly, a number of dealers have reported every manufacturer is pressing to have their tapes listed in the Audio's Stereo Tapes set. The company now offers a simp- plyton catalogs under contract for exclusive sale rights, including Decca and London. The stereo tape has been released exclusively for the pre-recorded tapes of all varieties.

Four-Track Tape in Rapid Rise

HOLLYWOOD — According to Bell Canto's Ross Molloy, who re- ceives product in all tape forms ( four-track, two-track and twostand), four-track commands 45 per cent of the total tape sales. Two-track still holds 20 per cent of the product and the cartridge sales represent remaining 5 per cent. Molloy's tape is set to be advertised and will cover a large portion of the market. In the next few weeks, a magazine ad will be placed in the market, and there will be a large number of weekly releases starting next month.

"Of course," he said, "we are not selling 2-track tape. But we are selling 4-track tape, and the people who buy 4-track are the people who use it." Molloy's tape is set to be advertised and will cover a large portion of the market. In the next few weeks, a magazine ad will be placed in the market, and there will be a large number of weekly releases starting next month.

"Bell cartridges still delivered, but are on sale. Steffen has been in the "middle of the" for the "middle" background music of the 4-track field."

Molloy urges dealers to build tape trade

HOLLYWOOD — Bell Canto distributes four-track tapes to record retailers to seriously consider the pros and cons of this product in today's market or be content to lost patronage to other retailers. Molloy told The Billboard that tapes coming in a mounting sales volume makes it easy for the small dealer to carry a tape field to build a tape trade.

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IN BILLBOARD’S
MAY 9TH
JUKE BOX
CONVENTION
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COMPLETE
MUSIC INDUSTRY DISTRIBUTION
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MOA CONVENTION
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TODAY’S
JUKE BOX
OPERATORS
...BUY over 50,000,000 Singles & EP’s & Stereos
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Reserve Ad Space NOW—
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Hollywood 3-5923
APRIL 4, 1960

THE BILLBOARD

MUSIC

The Original! - DON'T BUY COPIES!

"HOLY ONE", b/w "MEAN WOMAN"

"OOH POO PAH DOO", Part 1

"OOH POO PAH DOO", Part 2

Distributed Nationally by IMPERIAL

Sandy Nelson

"PARTY TIME", b/w "THE WIGGLE"

Ernie Freeman's

"ROCKIN' RED WING", b/w "DARK EYES"

Red Hot!

# 5659

# 607 Mint

# 5648

# 5656

2 Rockin'-Swingin' Sides!! * Billboard Spotlight Winner.
Victor Ready to Hop on Tape

Two manufacturers, rumored to be in talks to enter the tape industry, have not taken out lines, which fact was confirmed by sources close to the tape-makers (see separate story). Both John McClellan, manager of Victor Sales Corporation, and Bertram Forchheimer, manager for Recordor Corporation, Charlotte, Michigan, emphatically denied any interest in the cartridge playback, but neither had inked the dotted line.

Viking will use a recent tape tape to enter the market, but it can be ruled out by the advertising campaign that the company has been running to establish the new product. The line is not yet ready for distribution, according to a company official, as well as a source in the industry.

Bell Sound, Columbus, O., which has been looking for a new medium, is looking at the piezoelectric crystal technology. The company is planning to introduce a new product in the near future.

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HOT LABEL
HOT ARTISTS
HOT RECORDS

JACK SCOTT

A sensational follow-up to his million seller, "What in the World's Come Over You"

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THE FIREBALLS

Their third successive hit...
TORQUAY, BULLDOG AND NOW...

KISSIN'

C/W
FOOT PATTER
RA-2038
Also Available in Stereo RA-2038-ST
Publisher: Dundee Music (BMI)
Personal Mgt.: Norman Petty Agency, Inc.
Clevis, New Mexico

www.americanradiohistory.com
JOCKEY GIVEAWAY: Every wonder what listeners do when they lost their favorite deejay for a day? Some—like 25-year-old volunteer at the Jewish Chronic Disease Hospital, Brooklyn, received a special gift from KDKA, Pittsburgh: a new TV to replace the one he had to leave behind to attend to the Italian-born winner around town. Eddie Gale, KDKA's evening deejay, made the announcement. The station also gave the volunteer a $250 check amid his family to cover the cost of the new set. Gale surprised the volunteer to present the prize. The station was swamped with protests until Gale revealed the prize was a baby pig.

CHANCE OF THEMES: Bill Fields has moved from WAIT, Chicago, to WPON, Hartford, Conn., effective tonight, and he will play music from 5:30 p.m. to 6:30 p.m. daily on the station. He succeeds Stan D'Antonio, who resigned recently. Fields has been a DJ in the music business for 15 years and has worked at KNDI, Denver, and WINTER, Hartford.

SKEETER SCORES AGAIN WITH LATEST DISC: Skeeter Davis, born Mary Frances Smith on December 25, 1931, in Sparta, Ky., is one of the most popular female singers in the country and western vocalists. Originally, she was best known for the RCA Victor recording "The End," which she recorded with her late partner, Bee Jay, "I Forgot More Than You'll Ever Know." This disc firmly established Davis as a star in the recording business. It was her first hit, and in 1953, it was nominated for a Grammy Award.

In line with this, Vex Jox would like to hear what discjays think about the present crisis and what you (or your station) is doing to cope with it. Any special announcements that record companies are releasing, free, buying cities, if so at what price rate, changing program formats, etc.

SKEETERS: Our discjays are still at a premium in radio, but women are continuing to break the male-discjockey preferred barrier at an ever increasing rate. For instance, KVOO's Karen Homan, has an all-female staff—discjAYS, sales staff, etc.—patterned after Sam Phillips' Memphis Radio Network. Wilson is working with female discjays in the WHER in New York. Only male staffer at KND is owner Jim O'Shaw.

Nationalist China is currently using 12 female discjays—on a rotating basis—to spin discs over the Guangzhou radio broadcast network. This is in accordance with the Nationalist government's policy of promoting female discjays. The girls work in two women teams spending one month at the central stations, followed by one month at each of the amplifying stations.

In addition to encouraging moral boosting programs for the Nationalist soldiers 10 hours a day, they put in about 20 hours a day making propaganda broadcasts designed to keep men away from the Communist camp. The girls are all in their early 20s and the youngest is only 18. Often under Communist shelter, the brave few spinners earn about $12 a month (3,100 Taiwan dollars) as compared to the $220 (800 Taiwan dollars) paid experienced male discjays back in Taipai.

Radio stations KSAO and WOKY, Indianapolis, is one of the most successful tour de forces. In addition to her daily three-hour radio show, "Make Mine Music," appears regularly on WZLA, Cleveland, Ohio, via outside relay from sponsors' locations. Two sisters, 17-year-old Martha and 18-year-old Barbara are also members of the group. Gay, they both run their own control board, and do their own commercial. Vex Jox is interested in radio discjays, "Who's Hot?" for the next edition of "The Billboard."
Captured LIVE - just as it happened in concert at Deutschlandhallen, Berlin... Ella ad-libs a hit into the swingin'est, funniest, most memorable recorded moments in the history of Show Business!

ELLA HAS HAPPENED TO 'MACK THE KNIFE'

An uninhibited, inventive, impromptu Ella - blowing a lyric, breaking it up on 540 grooves of unadulterated excitement!

and, obversely:

'IT'S TOO DARN HOT'

ELLA, exclusive on VERVE RECORDS

www.americanradiohistory.com
THE NEW VERSION OF AN ALL-TIME BEST SELLER

VAUGHN MONROE

BALLERINA

LOVE ME FOREVER

ARRANGED & PRODUCED BY DON COSTA

UA 214

PICK OF THE TRADES!
"BILLBOARD" "CASH BOX"

UNITED ARTISTS RECORDS
729 SEVENTH AVE. NEW YORK 19, N.Y.
MUSIC AS WRITTEN

New York

Hall and Belle Webman, of Spier Music, became the parents of a baby girl last week, Dorothy Marie. . . . On April 14, Saturday night, the Lambs will celebrate the 50th anniversary of Otto Hanak, Jr.'s United Artists. The United Artists Records has recorded the sounds of the recent St. Patrick's Day parade in New York on a 16-inch album of 33 rpm. T. Leon Pauling of Orchard Records, has signed Vince Castro and Ann Stone. . . . Mad Braveman is now handling publicity for Chris Connor. . . . Eyeshadow Records has a new release of the label in the Sudan, Ethiopia, Liberia and Nigeria.

Jacques Foll is now at the Yorkshire Room of the Park Lane Hotel in Chicago. . . . Mitzi Mason's first record for Shelter will be released next week . . . Mike Cords is flipping the records of Tom Street from tomorrow. . . . The Roadside Show is due aboard for Sakura next week.

Erik Hultén will open at the Embers in New York on April 14 . . . Lillette Harris is now at the Belle-Mar in Syracuse, N. Y. . . . A. G. Anderson reports that Fred Astaire's score of the off-broadway show, "The Connection." . . . Joe Piccolo is the new music director of Sunny-T. Piccolo has also signed Rafael Kandel from the Hawaiian chapter . . . Bill Haley is now on tour of theaters in Mexico City. While in Mexico he is performing in a work about Hitler. . . . Lance Fortune, the English cat, has signed with a new record company. . . . Dick Kenner has been signed by Coral Records. . . . The Parry G. Elliott openers at the Ashgrove in Los Angeles on April 6 . . . Cy Coleman has signed with Everest Records.

Elmer Bernstein is working the score for the flock "The Rat Race." . . . Bob Gardner is now the advertising manager and promotion director at Arbitron's. . . . Bob Deaver, the booking agent for SWBC, is to appear at Carnegie Hall in New York on April 15 as part of a benefit for the Chicago's 100 Club. . . . Roy Acuff is signed by Ember Records, East, and will become a weekly TV show on NBC.

Michael Jackson, former member of the Jackson 5 is signed by Epic. . . . John Lennon and Paul McCartney are working on an album for Apple Records. . . . The tour of the Rolling Stones is now under way.

Cancan now can, and does, provide the base in Cancan, with no scene on the record and no screen. Cathouse Kent has the original original album from the film. All of the tunes are a league above the movie by Frank Sinatra, Sophisticated Lady and The Nearness of You. . . . The album contains the complete score. It's All Right With Me, Can't Help Myself, My Heart Cries for You. . . . Justifiably, this is Frank Sinatra's finest album of the last 10 years. He has not appeared in a musical film since Feb. 1957.


Chicag

Henry Mancini was hired by RCA Victor as a gate-n-for-the-trespassers sort of ambassador at the Hedonistic, as his new contract is signed. . . . the famous French singer Jacques Foll switched to the intimate Yorkshire Room in the Park Lane Hotel, with his own group. . . . The Hortons Key Club was admitted to ASCAP membership and signed "Heeey John" Vail, former London sales exec, as personal manager. Foll's signature album, "Intimately Yours," was released. . . . "Sailor Bob" Newhart, opening tonight (4) at Mister Kelly's, took the Bob Hope flackery for advance pressure on his forthcoming Warner Brown release, "The Button-Down Mind of Bob Newhart." . . . Fred Kar, jazz pianist, joined the management staff of Al Grosman, and Frank S. Berends of Standard Studios was Ertegun supervised. . . . The Beech tucked up $1,100 in neat-seat at Opera House 1 week after the owners renamed it, and signed 3,000 that is in a lower-seated but equally crowded house. . . . Another folk group, The Limeliters, just closed at Mister Kelly's after especially strong reviews. . . . Mark Alpert, house manager, was appointed, will be followed by Audio-Fidelity's Peter Appleyard April 19 . . . The Robert Evans-Carlene co-starring play, "The Action," is a near sellout . . . the new two-hour Saturday jazz show on WSBF-FM, "Leona McNelis, c.a.w., band leader out of Rodgers, Ark., signed seven-year pact with MCA. . . . Chicago's William F. Paley, Jr. was appointed Chicago Managing Director by Mayer Richard J. Daley to close out a week in which CBS WBBM deejays were sweated by KDKA's, and WBBM's Daley is taking over the show. . . . Sondra Winter is a prep for a summer season at the Chicago Shakespeare. . . . Stan Dale is papa of a boy. . . . Illinois Broadcasters Association holds a confab in December 15 at 19th and Dearborn Streets. . . . The Detroit Lyric Opera Company is having its initial concert of the season March 12 at 8. . . . The Chicago Symphony will be featured March 14 at the Chicago Coliseum. . . . Willard Cash, Jr., is a signee to the American Federation of Musicians.


Promotions: April 8. Stan Lasansky to the Billboards Sales Department.

Cincinnati

Paul Dinham, a record executive for 12 months, was told April 7 that the BREAK Record Company is to be shut down and the company's only product is to be sold. Dinham noted that Dinham Record Co., which operated at the Howling Wolf, 24th and 4th Avenue, was opened as the Howling Wolf in 1940 and has been under the management of Dinham since that time. Di- nham said the store is to be dissolved and sold as a going concern.

Ella Fitzgerald, winner of Grammy Award for Vocalist in Billboards feature this week, was a featured performer at a recent party thrown by the Redemptorists. Fitzgerald said that she is "very happy" to be a part of the Swing Era and that she is looking forward to the future. Fitzgerald is now a member of the Billboards feature service, and her performance last week was a highlight of the show. Fitzgerald also performed at a recent party thrown by the Redemptorists. Fitzgerald said that she is "very happy" to be a part of the Swing Era and that she is looking forward to the future. Fitzgerald is now a member of the Billboards feature service, and her performance last week was a highlight of the show.

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The Week's New Money Records

An alphabetical listing of the records manufacturers are backing with special feature treatments by big-name artists.

Single:


Anthony Williams, performing under the name of "Bobby Darin," has signed a new record deal with Bry-Lyn Records. The deal will include the release of several new albums, including "The Best of Bobby Darin," which will be released later this year. Williams has also been working on new material for Bry-Lyn Records, which is scheduled to be released later this year.

ALBUMS


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

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

(Continued on page 31)
YOU'RE SINGING OUR LOVE SONG TO SOMEBODY ELSE

Jerry WALLACE

CHALLENGE
DISTRIBUTED IN CANADA BY APEX
at Peebles Corner brings in Fraternity Record's John Cary for a week starting Monday (1), with stinging pianist Jacques Faill returning there May 15 for an indefinite return stand. Tentatively set to follow Faill at the spot is Johnny Madison (Eric Otto), The Quiet Man (Romnie Holman), who concluded a 16-week stay at the Key Room March 26, it set for the summer at the San Francisco's hungry 1 club.

Local band leader Sammy Leech, former arranger with the old Rudi Morgan crew, has just finishedMachin a new album for King Records. Titled "Let's Dress Up and Go Dancing" (King 706), the album spots a bevy of old standards, with the sounds reminiscent of the old hotel-type music. The bisey Brothers, who call Cincy their home, have a new RCA Victor release coupling "Let's Get the Whole World In His Hands" and "How Deep Is the Ocean." Station WING, Dayton, O., chose both sides of the new Elvis Presley platter and made them pick his a week before the record hit the town. How baaal can you get?... Mary Ishakawa, music librarian at WCKY here, who entered local Dom-

Hollywood

Harry James has relieved his first manager, Frank (Pee-Wee) Monte. Monte first took the James band on the road in 1939 when it was first organized and remained with it until the manager went out of business in 1944. He came out of retirement to hand the new Claude Gordon band last year, which he will retain in addition to the James crew.

Capital artist-reporter team Lloyd Dunn elevated Producer John Palladino to special projects producer to handle developing of new sound and recording techniques, reissue type production, supervision of tape editors and serve as liaison between a.d.r. and recording departments. American Producer Ed Yellin was promoted to producer to fill Palladino's vacancy,... Bob Carr, Capitol Records, Inc., secretary, was named the corporation's counsel, taking over veepee Don Bradlee's duties in supervising the corporation's legal affairs. He retains his position as corpora-
tion secretary while assuming the new responsibilities.

Frank De Vol was here last week to record the first session of the Let's, a group he had discovered. At the selection label, De Vol cut his first big band version of "Midsummer Night," and already has released it in his plans this week, according to Columbia's George Russell, is so exciting the new dance may well take a return in the big band circle. De Vol, who is believed to be able to place two of the top four in teen magazine's popularity poll—Pat Boone and Debbie Reynolds in third and fourth place, respectively. First place went to President Eisenhower with Dick Clark closely trailing the President in the second spot.

AFM won collective bargaining rights covering CBS TV film production in a National Labor Relations Board election. The rival Musicians Guild of America had called for the election. Musicians ranks in Los Angeles continue to decline despite the two unions. Guild has introduced over musicians performing in the TV films produced by Screen Gems, CBS, 20th, Paramount, Fox, Rankin, Main-

nisher, Warner Bros., Fox and MGM as well as ABC-TV.

Lee Zhao

Nashville

The Jordanaires are back in town after filming of the up-

coming Frank Sinatra TV spectacular from Miami's Fontainebleau Hotel. They say that they got to know Elvis Presley better in the five days there than in the previous seven years they've worked with him. Elvis' manager, Col. Tom Parker, picked up the Jordanaires' tabs for hotel and meals during their stay there. Elvis appearance on the Sinatra spectacular will be his first post-army video show. Presley is due back in Nashville soon to complete an album for RCA Victor. ... Sunday's Don Pierce info that they've just struck oil on his property at Simpson County, Kentucky.

Guitarist Chet Atkins wound up an album for RCA Vic-
tor last week. ... Jim Reeves, with both single and album of his "Hello Have to Go" in mighty high custom mode, cut his first session for an upcoming RCA Victor album last week... RCA Victor's Archie Campbell was in Colorado Springs, Colo., last week on a string of pats. R.C. Brown in this week for album session at the RCA Victor Studio. ... Wesley Rose and wife Margaret, brother Lester, and Don and Phil Everly left town last week (31) for the Everlys' London premiere. While in Europe, Wesley will pursue publishing business, etc., Don's Bob Reckman in town last week for sessions at the Bradley Studio. He recorded while the label's Mike Gabler wound down from New York. ... Hy Grig, of Loses Music's New York office, spent several days here last week. ... Brenda Lee recorded for Decca at the Bradley Studio last week, along with label's Ernest Tubb and Tompall and the Glases. ... Webb Pierce, Kitty Wells, Johnny and Jack, Marvin Rainwater, Bobby Helms, Bill Phillips and the Tennessee Mountain Boys played to S.R.O. ($2.02 paid admissions) in Municipal Auditorium, Alcoa (Tenn.), March 22. About 3,000 were turned away. Package was sold by the Jim Denny Artist Bureau to Betty Wiegand, of the Star Agency.

Pat Twitty

---

A little music from the long forgotten past. ---

EFFECTIVE MAY 1
THE PRICE OF THE ROULETTE "BIRDLAND SERIES" JAZZ ALBUMS WILL INCREASE:

FROM $3.98 TO $4.98 MONO
FROM $4.98 TO $5.98 STEREO

BEAT THE PRICE RISE—BUY IN APRIL!

BASE—Count Basie and His Orchestra

$3.98

SR-5203

A MAN AIN'T SUPPOSED TO CRY—Joe Williams

$3.98

SR-5209

KENTY (Jaco-Coban Jazz)—Machito

$3.98

SR-5201

THE BITES OF DIABLO—Johnny Richards

$3.98

SR-5208

BASE PLAYS HEFTI—Count Basie and His Orchestra

$4.98

SR-5201

A MESSAGE FROM NEWPORT—Maynard Ferguson and His Orchestra

$4.98

SR-5207

MONDAY NIGHT AT BIRDLAND, Vol. 1—Various Artists

$4.98

SR-5203

SING ALONG WITH BASE—Count Basie, Joe Williams, Lambert-Heindricks & Ross

$5.98

SR-5204

MEMORIES AD LIB—Count Basie and Joe Williams

$5.98

SR-5201

SWEETENERS—Harry "Sweets" Edison

$5.98

SR-5203

BASE ONE MORE TIME—Count Basie and His Orchestra

$5.98

SR-5204

MACRIDO WITH FEET TO ROOT—Macrido and His Afro-Cubans

$5.98

SR-5205

A MESSAGE FROM BIRDLAND—Maynard Ferguson and His Orchestra

$5.98

SR-5207

BREAKFAST DANCE AND BARBECUE—Count Basie and His Orchestra

$4.98

SR-5201

BASIE/EXCELINE, Inc.—Count Basie and Billy Eckstine

$4.98

SR-5207

JOE WILLIAMS SINGS ABOUT YOU—Joe Williams

$5.98

SR-5200

PIANO PORTRAITS—Phineas Newborn

$4.98

SR-5201

CHAIRMAN OF THE BOARD—Count Basie and His Orchestra

$5.98

SR-5202

EVERYDAY I HAVE THE BLUES—Joe Williams

$5.98

SR-5203

JAZZ MISSION TO MOSCOW—the Mitchell-Ruff Duo

$5.98

SR-5204

ILLINOIS JACQUET FLIES AGAIN—Illinois Jacquet

$5.98

SR-5205

DANCE ALONG WITH BASE—Count Basie and His Orchestra

$5.98

SR-5206

THAT KIND OF WOMAN—Joe Williams

$5.98

SR-5207

ENGLAND'S AMBASSADOR OF JAZZ—Johnny Dankworth and His Orchestra

$5.98

SR-5208

JAZZ FOR DANCING—Maynard Ferguson and His Orchestra

$5.98

SR-5209

INCREASE:

Suggested Retail Prices

Price Change Applies to the Entire Birdland Series Catalog

USE THIS CHECKLIST AS AN ORDER FORM FOR YOUR ROULETTE DISTRIBUTOR
### Mono Action Albums

<table>
<thead>
<tr>
<th>This Week</th>
<th>Title, Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>1. THE SOUND OF MUSIC</td>
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<tr>
<td>20</td>
<td>2. SIXTIETH JUBILEE</td>
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<td>3. FAITHFULLY</td>
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<td>4. ITALIAN FAVORITES</td>
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<td>5. HEAVENLY</td>
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<td>6. CHRISTMAS AND NEW YEAR</td>
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<td>26</td>
<td>8. BElAFONTE AT CARNEGIE HALL</td>
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<td>27</td>
<td>9. THE KINGSTON TRIO</td>
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<td>28</td>
<td>10. CONNIFF FAITHFULLY</td>
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<td>29</td>
<td>11. OUTSIDE SHELLY BERMAN</td>
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<td>1. THE SOUND OF MUSIC</td>
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<td>2. PERSUASIVE PERCUSSION</td>
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<td>3. PROVOCATIVE PERCUSSION</td>
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<td>5. THEME FROM A SUMMER PLACE</td>
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<td>6. MR. LUCKY</td>
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<td>7. SAIL ALONG SILVERY MOON</td>
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<td>8. SONGS OF THE SOUTH</td>
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<td>9. MUSIC FOR READING</td>
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<td>10. AMERICAN SCENE</td>
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<td>10. AMERICAN SCENE</td>
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1. **MONOPHONIC CLASSICAL ALBUMS**

1. **The Sound of Strings**
   - Record: The Sound of Strings
   - Artist: Various
   - Label: Columbia
   - Catalog: 13511

2. **4 Strings**
   - Record: 4 Strings
   - Artist: Various
   - Label: Columbia
   - Catalog: 13370

3. **Christmas**
   - Record: Christmas in a Secular Way
   - Artist: Various
   - Label: RCA
   - Catalog: 1756

4. **Here Comes Christmas**
   - Record: Here Comes Christmas
   - Artist: Various
   - Label: RCA
   - Catalog: SP-5700

5. **The First Noel**
   - Record: The First Noel
   - Artist: Various
   - Label: RCA
   - Catalog: 6003

6. **The Second Eve**
   - Record: The Second Eve
   - Artist: Various
   - Label: RCA
   - Catalog: 6191

7. **Christmas Carol**
   - Record: Christmas Carol
   - Artist: Various
   - Label: RCA
   - Catalog: 6700

8. **Christmas Music**
   - Record: Christmas Music
   - Artist: Various
   - Label: RCA
   - Catalog: 6570

9. **Christmas in Paris**
   - Record: Christmas in Paris
   - Artist: Various
   - Label: RCA
   - Catalog: 6700

10. **Christmas in Mexico**
    - Record: Christmas in Mexico
    - Artist: Various
    - Label: RCA
    - Catalog: 6570

11. **The World's Greatest Standards**
    - Record: The World's Greatest Standards
    - Artist: Various
    - Label: RCA
    - Catalog: 6180

12. **Hawaiian Serenade**
    - Record: Hawaiian Serenade
    - Artist: Various
    - Label: RCA
    - Catalog: 6570

**STEREOPHONIC CLASSICAL ALBUMS**

1. **1812 Overture: Ravel**
   - Record: 1812 Overture: Ravel
   - Artist: Various
   - Label: RCA
   - Catalog: 1423

2. **Piano Concerto No. 1**
   - Record: Piano Concerto No. 1
   - Artist: Various
   - Label: RCA
   - Catalog: SP-8343

3. **Victory at Sea, Vol. 2**
   - Record: Victory at Sea, Vol. 2
   - Artist: Various
   - Label: RCA
   - Catalog: 1423

4. **The Lord's Prayer**
   - Record: The Lord's Prayer
   - Artist: Various
   - Label: RCA
   - Catalog: 1423

5. **Piano Concerto No. 3**
   - Record: Piano Concerto No. 3
   - Artist: Various
   - Label: RCA
   - Catalog: 1423

6. **Grand Canyon Suite**
   - Record: Grand Canyon Suite
   - Artist: Various
   - Label: RCA
   - Catalog: 1423

7. **Gershin: Rhapsody in Blue**
   - Record: Rhapsody in Blue
   - Artist: Various
   - Label: RCA
   - Catalog: SP-8343

8. **Concerto Italiano**
   - Record: Concerto Italiano
   - Artist: Various
   - Label: RCA
   - Catalog: 1423

9. **Symphony in C**
   - Record: Symphony in C
   - Artist: Various
   - Label: RCA
   - Catalog: SP-8343

10. **Chicago Symphony Orchestra**
    - Record: Chicago Symphony Orchestra
    - Artist: Various
    - Label: RCA
    - Catalog: 1423
**SUZY DICKERSON**  
**OUR SONG**  
*b/w*  
**THE GREAT LOVER**  
Trey 3004

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**SUZY DICKERSON**  
**OUR SONG**  
*b/w*  
**THE GREAT LOVER**  
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**VIVA MEXICO, Volume 2**  
Maricelha Miguel Dias, Audio Fidelity AF5008.  
(Stereo, Monaural) — The Miguel Dias mariachi group produced a previous first class LP of Mexican folk music for Audio Fidelity. The current collection has the additional benefit of stereo, which adds vividness to the group's already startling sound. Total effect is one of the best examples of stereo realism as well as a top quality Mexican folk album.
Showers of profits headed your way from RCA Victor

SWING DAT HAMMER. Belafonte in the album of chain gang songs he's always wanted to record. Sure-fire hit! LSP/LPM-2144

THE SOUND OF CHILDREN. Hugo & Luigi present a children's chorus in refreshing renditions of top standards! LSP/LPM-2150

THE GOLDEN TOUCH. Frankie Carle, whose albums always strike gold, plays favorites for listening and dancing. LSP/LPM-2190

CLASSICS WITH A CHASER. Caterina Valente, Werner Muller Orch. LSP/LPM-2119

COOL WATER. Sons of the Pioneers. All the best Western favorites in one album! Last Round-Up, Cool Water, others. LSP/LPM-2118

TOWN AND COUNTRY. It's the Browns, of The Three Bells fame, in pop and country hits. Socko for both markets! LSP/LPM-2174

RIOT IN RHYTHM. Henri René Orch. Solid big-band versions of Whispering, Time on My Hands, other evergreens! LSP/LPM-2002

THE WESTWARD MOVEMENT. Jimmie Driftwood in 12 unusual ballads. For both your C & W and folk music buyers! LSP/LPM-2171

MMM NICE! Follow-up to Bob Thompson's first hit album! Original choral-orchestral effects on popular standards. LSP/LPM-2177

Call your RCA Victor distributor now! In Living Stereo and Regular LP.
MEMO FROM
Adonis Records, Inc.

DEAR D. J.'s,

Thanks for your wonderful acceptance of the FOUR COACHEN on their earlier release, "Winterline."

We understand that you have come boys with up to great new sides, either of which can make it all the way.

"SWAMP LEGEND" is a tender reading of a beautiful folk ballad.

"SHALOM" (which means peace) has the exciting sound of the Big Band behind the FOUR COACHEN. Our compliments to Herb Buchanan for the fine arrangements.

Once Again, Thanks from the FOUR COACHEN and from Adonis Records.

Sincerely,

JOE GOTTRIED, V. Pres.

P.S.: The FOUR COACHEN will be on the Dick Clark show April 11th to introduce their new release nationally.

---

ADONIS RECORDS, INC.
200 W. 57th St., N.Y. 19, N.Y.

87 an 801-100-34 Week and 500 Rm.

"EASY LOVIN'"
WADE FLEMONS
veejay 344

"AT MY FRONT DOOR"
JERRY BUTLER
abover 1035

"A LONELY SOLDIER"
DEE CLARK
abover 1037

Veeyjay-Abner Records
1437 S. Michigan, Chicago 7, Ill.

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THE BILLBOARD'S Music Popularity Chart... PACKAGED RECORDS

APRIL 4, 1960

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SPECIAL MERIT SPOTLIGHTS

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

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THE BUTTON DOWN MIND OF BOB NEWHART
Warner Bros. 1397—Bob Newhart is a new young comedian with a gift for perfectly satirizing things as Madison Avenue image
politics, marketing techniques, etc. His humor is satire rather than bitter, and the albums are very attractive. This release is an
album of Bob Newhart reading his "The Button Down Mind"
and "The Khruschev Landing Rehearsal." Newhart is a comical worth keeping.

---

"KING CUBAN LICK"
Warwick W 2009 (Stereo & Monaural)—Bob Crewe scores hand-
somely in this attractive LP effort, and his first album outing could be a winner. The set includes a brace of excellent and soon
hottening songs. It's nicely programmed to include a good share of ballads and swingers. Arrangements by Ralph Burns are excellent. Sound and fine cover shots add to over-all appeal.

Included are "Kicks," "All the Things You Are," "The Whiffenpoof Song" and "The Winter of ’45." This release should draw
fine attention.

---

HERE COMES JERRY KELLER
Kapp KG 379 (Stereo & Monaural)—Keller, who last year had a
good single with "Here Comes Summer," has a most promising
career debut album. He has a clear, lyrical style. The label has recorded him beautifully, choosing a wonderful group of
songs derived from the pop, film, show and country fields. These
include "Uncle Me, Uncle You" ("Your Ceremony, My Bachelor,
Beauty Rose,"") and rabbits looking for some fine pop programming have it here.

---

JELLY ROLL MORTON PLAYS & SINGS, VOLUME 2
Riverside 133—Collectors will certainly want this album by the
great pianist. It's the second volume of selections from the Library of Congress recordings. Sound is good. An interesting
cover shot of the artist adds to the over-all appeal. Titles in this
album are "Wabash Blues," "My Gal Sal," "Ain't Misbehavin'" and parts one and two of the "Original Jelly Roll Blues."

---

PORTRAITS IN JAZZ
Bill Evans Trio. Riverside 315—Evans more than comes into his own in this 4-disc album. His concept is outstandingly
interesting. He's backed by Scott LaFaro on bass and Paul Motian
on drums. His improvisations on "What Is This Thing Called Love?"
achieve for a pianist what a guitar does. Other tunes include "When I Fall in Love" and "Come Rain or Shine." Sets deserves exposure.

CLASSICAL

BERG: FIVE SONGS; WEBERN FIVE MOVEMENTS FOR STRING
ORCHESTRA: SCHONBERG: FIVE PIECES FOR ORCHESTRA
Columbia Symphony Orchestra (Crauf). Columbia MS 6103 (Stereo &
Monaural)—These are interesting and difficult works. The 12
tunes on this album demand the standards on the strings and on
the soprano in five Berg songs. Craft gets a responsive reading from the Columbia Symphony Orchestra. Frame appeal is to be
modern. Sound is good, and the cover is keeping in the contents.
Serious dealers will consider.

---

FESTIVAL CASALS
Florida Philharmonic Orchestra of Puerto Rico (Casals). Columbia MS 6122 (Stereo & Monaural)—Recorded at the third annual
Festival Casals Puerto Rico, May, 1959, this package spotlights 83-year-old Pablo Casals conducting the orch for the first time. Fine performance and strong name values make this album a solid sales item.

---

BACH: MASS IN B MINOR (3-DISC)
Soloists, Vienna State Opera Orchestra & Chorus (Scherchen). West
minster WST 264 (Stereo & Monaural)—This is a performance of
the greatest of all Masses which is certain to draw a humble following. Scherchen's old mass version was highly regarded: this one surpasses it. Soloists in the fine orchestra are: Partite Aulitz, Nami Merril,
Leonpold Simonoue and Guitav Neidlinger. Despite competition from two other good stereo versions, this three-disc set should have a long life and wide support.

---

ALBENIZ: IBÉRIA (2-DISC)
Alicia de Larrocha, Piano. Columbia M21. 260—"Ibérica" receives a
definitive interpretation by Alicia de Larrocha. The 25-note,
cycle, based on Spanish folk music and folk material contains
brilliantly alive at the hands of the deft artist. It was recorded in
Spain by Hispano, and Columbia presents a quality set in its name
in this country. The pianist has given concerts in the U.S. There
are other complete versions of this cycle, including one on this
label, but this set is well worth consideration.

---

ORLANDO CHITARRISTI...MORAVIANS 1760-1860 VOLUME I
Moravian Festival Orchestra (Johnson). Columbia MS 6102 (Stereo &
Monaural)—This interesting set presents works mainly of a religious nature, by relatively unknown American composers
from Pennsylvania and students will find this a worthy item. The
sleeve includes the text of the work and biographical material about
the composers who sound very well. Tina Kehrer, soprano, Aurelio Estanistics, bassoon, render the various anthems and arts
appealingly over excellent settings by the Moravian choir and orches-
stra. Sets includes works by Gregor, Herbst, Symon, etc.

(Continued on page 42)

---

YEARNING NEW PLAYS NEVER BEND
Wynonie HARRISON
EMI LP 1257

YEARNING THE SNOW QUEEN
Bill Newman, 5300 EAST 3 (Ken Haggard)

YEARNING VIVACIOUS
Elvi Shatke, Canada: CAD 627—Here's a strong package for the low-priced market. In 1958 this LP went to the top in certain markets and
it enjoyed a strong pull with blues and rhythm and blues fans.

The label, which is Veejay, has recorded the complete story. The music is interesting and well recorded by @stiebae Davey,
Terry Kirk, pony McCarey and special arrangements by John T. Miller. 

YEARNING WEDDING MUSIC FAVORITES
Gale Newman, Perfect PF 11, 1958

YEARNING ORIGINAL CHOCOLATE HAMLET
World Pacific WP 1287—These recordings present the original Chico Hamilton Quintet, a group featuring Gallo, Scott Hamilton, Red Norvo, Strings, and others.

The label, which is World Pacific, is a very fine one and its package
is slick and in nice demand by wedding bands. 

YEARNING 2-FACE
Jazz Rhythm, Rhythm RHY 16—This is a double disc offering with blues and rhythm and blues recordings. The label, which is Jazz Rhythm, does a
very nice job of getting the attention of the market.

SONG OF THE VILLAGE
Riverside RLP 1252—Here's a classic package that includes the Fiesta label's "Ain't Misbehavin'" and versions of "I've Got a 
Fever," "What a Wonderful World," etc.

ZAMA

(Continued on page 42)
This was a BEST BET in the PLANNING stage!

Now a "NATURAL" for the MILLIONS of "SING-A-LONG" FANS!

SING-A-LONG WITH SUCH GREAT FAVORITES AS—

Volare • Come Back To Sorrento
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Angela Mia • Marina • Ferryboat Serenade
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T HE NATION'S TOP HITS

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

APRIL 4, 1960

FOR SURVEY WEEK ENDING MARCH 26

RECORDS AVAILABLE

1. THEME FROM A SUMMER PLACE—(Byrds, 46266) By George Harrison—Published by Dick Clark (ASCAP)
2. HAVE YOU EVER BEEN MINE—(Mister T, 46271) By Paul Anka—Published by Sonny Bono (ASCAP)
3. WILD ONE—(Chet Atkins, 46269) By Merle Haggard—Published by M. H. Haggard (ASCAP)
4. PUPPY LOVE—(Paul Anka, 46270) By Paul Anka—Published by Sonny Bono (ASCAP)
5. SWEET ALTHEA—(Ringo Starr, 46272) By George Harrison—Published by Dick Clark (ASCAP)
6. SUNDAY£S CHILDREN—(Ringo Starr, 46273) By John Lennon—Published by EMI-Capitol (ASCAP)
7. SINK THE BISMARCK—(Herbie Mann, 46275) By Y. Horio & T. Praks—Published by Cahill (ASCAP)
8. HARBOR LIGHTS—(Herbie Mann, 46274) By Joe Williams & Jimmy Kennedy—Published by Cahill (ASCAP)
9. MAMA—(Joe Williams & Jimmy Kennedy—Published by Cahill (ASCAP)
10. MAMA—(Joe Williams & Jimmy Kennedy—Published by Cahill (ASCAP)
11. BARBIE—(Billie Joe Royal, 46277) By Billie Joe Royal—Published by Joe Royal (ASCAP)
12. 20TH CENTURY—(Billie Joe Royal, 46278) By Billie Joe Royal—Published by Joe Royal (ASCAP)
13. 20TH CENTURY—(Billie Joe Royal, 46278) By Billie Joe Royal—Published by Joe Royal (ASCAP)
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17. 20TH CENTURY—(Billie Joe Royal, 46278) By Billie Joe Royal—Published by Joe Royal (ASCAP)
18. 20TH CENTURY—(Billie Joe Royal, 46278) By Billie Joe Royal—Published by Joe Royal (ASCAP)
19. 20TH CENTURY—(Billie Joe Royal, 46278) By Billie Joe Royal—Published by Joe Royal (ASCAP)
20. 20TH CENTURY—(Billie Joe Royal, 46278) By Billie Joe Royal—Published by Joe Royal (ASCAP)

ASCAP PIGS

NEW YORK—The new ASCAP Board of Review was elected last week, in a move that places ASCAP's former board of appeals. The popular production line, which is the second highest-placed new wildwest, was elected by Frank Sinatra and Ann Miller. The popular production line, which is the second highest-placed new wildwest, was elected by Frank Sinatra and Ann Miller.

SPECTACLE REVIEW

** * * *

Georgians Add Fun to Excitement

Also nominally the show being staged this week is classified as "dances," for purposes of this review is titled the musical and an electric spectacle. The participants are the 60-old members of Russia's Georgians dance group in America, bringing to New York at Madison Square Garden in preparation for a tour across the U.S. and Canada under the auspices of S. Hurok.

Members of the group were seen last season as part of the Hurok-staged Russian Festival, of which they were undoubtedly the hit. There was some question as to whether this evening on the Georgians would be something easily taken. The answer is a definite "yes!"

The most fantastic numbers of last summer are repeated, and some new ones added. The vigorous muscularity abounds throughout, as in the "Red Flag" and "Lifeboat" routines. Several numbers bring together four to five numbers, while the rest remain relatively undisturbed. The cheerful and well-braced spirits of the Georgians is perfectly apparent in the music and songs as well as in the overall entertainment. The Georgians have brought to this country the real taste of the Russian people and their traditions.

CONCERT REVIEW

Abby Simon in Homecoming Concert

When Abby Simon left the United States about a decade ago he was regarded as one of the most promising of the talented younger generation of pianists. His homecoming concert at Carnegie Hall caused some consternation in the musical world, and it is not surprising that the reviews were mixed. Simon's pianistic was positively dazzling when he unlim- bared runs up and down the keyboard, and he had ample opportunity to show his versatility and technical ability. He has also proved himself as a composer, and his new creation, a symphony for orchestra and chorus, is due to be performed in New York. Simon's return should be a great event for the musical world.

Spectacle Review

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Spectacle Review

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Spectacle Review

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JOHNNY HORTON

HISTORY REPEATS ITSELF...
Johnny Horton's "Battle of New Orleans" sold over 2,500,000... and now history and Horton score another direct hit... "Sink the Bismarck" (inspired by the 20th Century-Fox picture "Sink the Bismarck").

Attention, dealers: Johnny is set to "Sink the Bismarck" on the Ed Sullivan show, May 1st over the CBS Television Network... Have your stock ready for the sales barrage. "Sink the Bismarck".

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Low-priced (Continued on page 59)

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Showcase
OF NEW AND OUTSTANDING LP'S

The records listed on these pages are the new 12-inch, long-play releases with the greatest potential appeal to the record-buying public. In the opinion of the various panels of The Billboard, the record industry's leading business publication. All were reviewed since the last time of Audition was prepared. For the convenience of readers, titles have been separated by types of music. Illustrations of the LP's which are receiving special promotional attention by the manufacturers.

POPULAR

ERNESTINE SARGENT—The Fascinating Ernestine Anderson, Mercury IT 8071 (Stereo & Monaural)
ANNETTE SINGS ANNA—Victor BY 2090
RAY ANTHONY—Like Wild, Capitol ST 10204 (Stereo & Monaural)
GEORGE ASID—Manhattan With 100, United Artists 8038 (Stereo & Monaural)
THE DELAFORDE FOLK SINGERS—(Gowna)—Chess, RCA Victor LP 10295 (Stereo & Monaural)
TROY BENNETT—To My Wonderful, Columbia CL 1425
ELMER BERNSTEIN—Parl Swings, Capitol ST 10388 (Stereo & Monaural)
"PETE BRANT & THE BLAZERS—Murphy Killah, ABC-Pen (Stereo & Monaural)

DIAMOND CARROTS—The Persians: Rasputin Horror Carroll, United Artists 81000 (Stereo & Monaural)
MAURICE CHEVALIER—Life Is Just a Bowl of Cherries, M-G-M 3001
MAURICE CHEVALIER—The King of the Avenue, RCA Victor LPM 1976
JUNE CHERY—Dance for Night People, Capitol ST 10306 (Stereo & Monaural)
BILLY CLARK—How About That, Albert LP 1030
CLINT EDDY—Beauty Shop Beat, Coral 75290 (Stereo & Monaural)
FLOYD CRAMER—Hello Sunshine, RCA Victor LPM 2131 (Stereo & Monaural)
CHET DICKENS: The Country Sing All Diggity, Cere 3091
CREW'S—You Must Have Been a Beautiful Baby, RCA Victor LPM 25504 (Stereo & Monaural)

BON VOYAGE—Continental Souvenirs by Percy Faith and His Orchestra. Percy plays recent European popular favorites such as Souvenirs, Arrivederci Roma, Morgan, Petite Fleur, Conga Dances, etc. Columbia CL 1417(M), CS 18214(D).

PETE FOUNTAIN DAY—Here's the Fifth annual Pete Fountain of New Orleans Municipal Auditorium. It's great jazz! CRL-57313; 757313(D).

THE SWEETEST WALTZES THIS SIDE OF HEAVEN—Guy Lombardo, Capitol T 1306 (88), ST 1106 (8). The master of beautiful melodies and perfect dance tempos fashions favorites in three-quarter time.

PARIS GOES LATIN—Marcel Haynes and His Orchestra. Great Latin standards arranged to existing dance tempos. Accepted by all major dance studios as one of the greatest Latin albums on the market. Caydian 501, ST 501.

STEVE LAWRENCE & SYDNE GORDON—We Got Us. ABC-Pen (Stereo & Monaural)
JOEY FEST—Latin Is a Los. Capitol T 1990
HARRY LUND F 049—Music From One This Special, Decca 79770
HENRY MUNCHMANN—Leader, RCA Victor LP 2199
TORTOISE—A Dose of Time, RCA Victor LPM 2197 (Stereo & Monaural)
JOSY GEORGE—Four Hands, RCA Victor LPM 2206


SID DANNY ORE—Love Without Tears, RCA Victor LPM 2139
BELLA REEDURE—For the Earth, RCA Victor LPM 2140
RUMBLE REYNOLDS—From Devilish With Love. M-G-M 8-0197
MAYA RIVERS—Sweet for Love. Capitol T 1994
FLOYD ROBERSON—RCA Victor LPM 2162
SOMNIO ROS OAM—Steele Rod—Pony and Boss, London CL 2197
JACKIE SNOOK—Thank-you Flowers, Wear, Wear, Wear, IT 1305 (Stereo & Monaural)
BARNET SOUL SINGERS—The Gang—7(Pls. Stereo 1303
ROY SAWYER—The Happy Beaks, ABC-Pen (Stereo & Monaural)
DUTY (PIANO) SMITH & THE'CLEOJOHNS—A Good Time.
JOHN STEEL & SANDRA—We and Golden, CBS CL 3072
BODIE STEVENS—Calle Serrano, RCA Victor 20935 (Stereo & Monaural)
LITTLE MARY RIDERS—Original Car, Capitol 75024 (Stereo & Monaural)
THE TRAPP FAMILY SINGERS—The Trapp Family Singers. Warner Bros. WB 1257 (Stereo & Monaural)
THE TROG—RUNNIN—The Trogs. Stereo. Warner Bros. WB 1257 (Stereo & Monaural)
FRANKY VON VON SINGERS—Killer's Waltz. Capitol LPM 2174
BILLY VAUGHN PLAYS STEPHEN KING—(DLP 8362 (Stereo & Monaural)
FRANKIE VAUGHN—Frankie Vaughan of the Wolverines. Columbia CL 1405

THE BILLBOARD
SATURDAY NIGHT SING ALONG WITH MITCH—Mish Miller and the Gang add another smash to the best selling “sing along” series with Baby Face, Bye Bye Blackbird, Silver Moon, 13 other favorites. Columbia CL 1414(M), CS 8211(S).

HAMP’S BIG BAND—Here’s Lionel Hampton with a raft of swinging tunes like Flying Home and Hamp’s Boogie Woogie that have made him a worldwide favorite. The label is Audio Fidelity, AFLP 1913, AFSD 5912(S).

WHERE THERE’S LIFE—Russ David and His Orchestra. The big RCA Victor-Broadway production behind this album promises that “the sound and tempo of 12 with music will never vary.” RCA Victor LPM-219(M), LSP-2191(S).

MAYBE—Rod Williams, Kapp KL-1172(M); KS-1656(S). A superb classical keyboard technique combines with a mature musical understanding into a perfect interpretation of melodies that will live forever.

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WES MORE—Roger Williams, Kapp KL-1172(M); KS-1656(S). A superb classical keyboard technique combines with a mature musical understanding into a perfect interpretation of melodies that will live forever.

WESTERN SONGS—Dullishome Johnny Paleu and his Harmonica Gang romp thru your favorite Western songs in this outstanding hit album by Audio Fidelity. The sounds are just short of amazing! AFLP 1919, 5919(S).

IONS—Rod Williams, Kapp KL-1172(M); KS-1656(S). A superb classical keyboard technique combines with a mature musical understanding into a perfect interpretation of melodies that will live forever.

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IONS—Rod Williams, Kapp KL-1172(M); KS-1656(S). A superb classical keyboard technique combines with a mature musical understanding into a perfect interpretation of melodies that will live forever.
**THE FABULOUS JOSEPHINE BAKER** with orchestra under Jo Beurlin. From her instant sensational success in Paris, 1923, Miss Baker has grown to become the reigning continental entertainment queen! RCA Victor LK-2427 (M), LSC-2427 (S).

**THE OLD SWEET SONGS** with Frank DeVol and His Rainbow Strings. Beautiful rich instrumental versions of 30 of the best loved songs, including "Let the Rest of the World Go By, Mother," others. Columbia CL 14120(M), CR 32090(S).

**THIS IS DARIN**—Bobby Darin, Ato 33-11505(1); SD33-11550(3). The most exciting new personality in show business displays the full range of his high-voltage talent...his musicality...his originality...his dynamic showmanship.

**EMERY AND HIS VIOLIN OF LOVE**—With orchestra and chorus. Featuring the unique "singing, sighing, sexy strings" of Emery, the tone poet of the violin. ABC-Paramount ARC-281 and ABCS-281 (Stereo).

**NORO MORALES, CHA CHA CHA'S**—Old standards, "Peg o' My Heart," Three O'Clock in the Morning, Pagan Love Song and others, done to an exciting cha cha tempo. Design DCF 1098. (Recorded on the new compatible disk.)

**SWINGIN' THINGS FROM CAN-CAN**—Skip Martin and the Video All-Stars. Here's a swingin' collection of hits for dancing or listening from one of the greatest musical films in years! Somerset P-12400(M), Stereo-Fidelity SF-12400(S).

**IN HARMONY WITH HIM**—The McGuire Sisters project their warm style in their interpretation of this collection of familiar songs of faith. Dick Jacobs directs the accompaniment. Coral 37335(1), 7537001(S).

**REJOICE, DEAR HEARTS**—Brother Dave Gardner. Whether you're north of the Mason-Dixon line or south, you'll enjoy the contagious humor and excitement of this "in person" performance at a Nashville night club. RCA Victor LPM-2983(M).

**SING A HYMN WITH ME**—Tennessee Ernie Ford, Capitol TAO 1132(M), TAO-1132(S). This is a two-cover album with a 32-page four-part harmony songbook attached. One of the most beautiful and unusual albums ever offered.

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**SUGGESTED LIST PRICES**

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| Deca
POPULAR

OLDEN HITS

Pat Sullivan. Mercury MG 20945 — Many of the car's past disc successes are included in this anthology of her golden hits. Her fans will find the package highly attractive. Included are "Tennessee Waltz," "Detour," and "Old Cape Cod." Sound and a displayable cover are sales assets.

HAPPY MOODS

Ahmad Jamal. Argos L.P. 662 — Jamal has another likely dual-market pop and jazz seller with this offering. A half-hour album that is an easy-listening and sentimental pleasure to hear.

I LOVED YOU IN SO MANY WAYS

Brook Benton. Mercury MG 20565 — Benton could have a hit with this, his latest L.P. Includes a selection of old favorites (including the rockin' hit "On the Sunny Side") and a number of his past singles hits plus new material. The set construction helps the singer all the way. Jocks should find it easy to listen. "Love Lid" is a haunting ballad that is worth hearing. A fine outing.

LATIN CAMEOS


LEROY ANDERSON CONDUCTS HIS MUSIC

Decca DL 8954. (Stereo & Mono) — Here is an outstanding album of Leroy Anderson's L.P., conducted by the composer himself. The tunes include such favorites as "The Syncopated Clock," "Fiddle Faddle" and "Sentimental." Miss Anderson and her orchestra are well balanced.

MUSIC OF SIGMUND ROMBERG

George Mechalhine Orchestra. RCA Victor LSP 2106. (Stereo & Mono) — The Mechalhine orchestra strings are featured on a group of the composer's best-loved selections. These include "Deep In My Heart," "Softly as in a Morning Sunrise" and "Waning You." It's a fine jockey programming item, and a good easy-listening set. It should follow the strong sales pull of his previous releases. Effective in stereo.

SATIN BRASS

George Shearing Quintet. Capitol ST 1236. (Stereo & Mono) — The distinctive Shearing quintet sound is lusciously complemented by a brass choir in the group's latest set. It is effectively used on such fare as "Stairway to the Stars," "Just Plain Bill." "A Shirt Without a Collar." It is a few tunes set. The group sound is a bit garish and jazz markets. Sound and attractive cover add to overall appeal.

SING A HYMN WITH ME

Tennessee Ernie Ford. Capitol STAO 1332. (Stereo & Mono) — Ford's previous religious albums have been highly successful, and this elaborately packaged album is one of his finest. The set includes a booklet with the music and lyrics to the selections. It is an sincere and devout in his rendition, and you will get a lot of enjoyment from this package.

THEME FROM A SUMMER PLACE AND OTHER GREAT THEMES

Billy Vaughn. Dot 3276 — Utilizing a larger organ than usual (a full complement of strings, woodwinds and brass) Vaughn offers rich, attractive instrumental treat-

PIANO RAGTIME WITH THE PHENOMENAL DUKES OF DIXIELAND (Volume II)

Audio-Fidelity AFSD 5928. (Stereo & Mono) — Another potently successful package by the Dukes. The boys are in top form, exuberant, and playing their usual exuberant brand of nostalgic piano ragtime tunes. Items include "Twistin' Street Rag," "Bugle Call Rag" and "Tiger Rag." Fine sound.

CLASSICAL

TCHAIKOVSKY: SYMPHONY NO. 4

Boston Symphony. (Mono). RCA Victor ML 2369 — There are many versions, in stereo, of this memorably romantic symphony, already on the market, including notable ones by the same orchestra under Charles Munch. This new version is created with a special care and listenable interest. The orchestral sound is delicate and sincere. The music is brought to life. All in all, an excellent performance.

SAINT-SAENS: SYMPHONY NO. 3

Boston Symphony. (Mono). RCA Victor ML 2341 — Here's another strong commercial package by the popular Boston Symphony and Charles Munch. Utilizing an unusual stage setting, this album spotlights excellence, both in terms of performers and musical performances. A good value.

BARTOK: MUSIC FOR STRINGS, PERCUSSION & HORNS-SHOTTON, HMV S611 & S051

Chicago Symphony (Reiner). RCA Victor ML 2374 — Reiner has been associated personally with Bartok and this recording is his first recording of the works. His incisive recording is certain to ring true, though some might quarrel with the orchestration of the works. All in all, a fine release.

FOLK

FLAMENCO VARIATIONS ON THREE GUITAR CANCONS: DECA DL 8988 — Presents Sabicas' exciting flamenco guitar work in triple stereo via expert multi-track engineering. All parts are created and im
volved by Sabicas. Highly effective, expressive work with solid sales appeal in its market. Compositions include "Perdicas," "Las Malagumas," "Alazabu" and "Farruca de la Media Luna".

ENCORE ROBSENSON

Monitor MP 581 — The legendary Robsenson should do as well with this follow-up package as he did with the successful Volume 1 of this series. A must for collectors, it offers richly expressive readings of emotion-packed folk items — "Mount Zion," "On My Journey," "Dans Le Printemps," "O Mistress Mine," etc. Solid backing by pianist Alan Booth.

COUNTRY & WESTERN

PICK OF THE COUNTRY

Various Artists. RCA Victor LPM 2994 — Twelve great country sides, as chosen by servicemen overseas. Artists include Don Reno and Red Smiley, Sonny James, Roy Clark and Mel Tillis. Features the Patsy Montana's "Satisfied Mind," Pee Wee King's "Slow Poke," the Davis Sisters' "I Forgot More Than You'll Ever Know" and others just as good by Don Gibson, Jim Reeves, the Browns, Hank Locklin, Hank Snow and the original Jimmy Rodgers.

SONGS OF THE HILLS

Jimmie O'Keefe. Jack Cardwell, Redd Stewart and various other artists. Audio-Lab AL 1315-A terrific buy for any collector or programmer of country music. Jimmy O'Keefe, Wanda Jackson, Long, Clyde Moody, Jack Cardwell, Redd Stewart and many others are represented by fine performances. Many of the artists on this package are unknown in the West Coast field. Tunes include "Money, Marbles and Chalk," "Old Maid in the South," "The Boys of the Bar," and "Sundown Valley." Wepplers, rhythm songs and sacred songs are featured.

April 4, 1960
Around the Horn

Jim Reeves hands the c.w. package slated for a mainline performance during (10) at Mackinaw Dells, Connerville, Ill. Roundout the bill will be Rhody and Doug, Jim Huley and the Drifters, Rangers and Bobby Mack. Jim will no doubt be the center of attention as the Jubilee label highlights a love ballad that has become a country tune that can take pop shoppers. In "Did I Do All Right?" Copies are expected to be coming from Bobby’s Radio Music, Decorest, Ga. or Jim Drifters. Janes, Grandpa Jones, Ray Price.

Brothers are set to step off on August 26, 1960. Another "Grand Ole Opry" booking has been announced for an upcoming booking in the South. Slighting Broken Bow, Okla., April 19; Fort Smith, Ark., April 20; Joplin, Mo., April 21; Great Bend, Kan., April 22; Oklahoma City, April 23; Amarillo, Texas, April 24, and Lubbock, Tex., April 25. Rodney also is slated to make his first Coast appearance, booked thus the Neal office. The many hits are promoting a pair of "Grand Ole Opry" packages in April. The three featuring George Jones, Porter Wagoner, Grandpa Jones, Minnie Pearl and the Fibbers and Scruggs unit, plays Jackson, Miss., April 16; Amarillo, Texas, April 24, and Lubbock, Tex., April 25. Ray Price, the Wilburns, Don Gibson and Frieda, the Fibbers and Scruggs group, plays Roanoke, Va., April 22, and Martinsburg, W. Va., April 23.


POP

**DONT DECIDE ME**
(Rush, BMI) Atlantic 2052

**STAIRWAY TO HEAVEN**
(Michael, BMI) RCA, Victor 7709

**ONE MORE TIME**
(Red, BMI) RCA Victor 7740

**OOH POO PAH DOO**
(Minni, BMI) Minni 607

**STAIRWAY TO HEAVEN**
(Neil, BMI) RCA, Victor 7709

**ONE MORE TIME**
(Ray Price
(Cedarwood, BMI) Columbia 61590

R&B—No selections this week

**THE BALLADEERS**

ROLL CALL COMPANY—"I Feel Like Going Home," ASCAP—The Balladeers score effectively on "Roll Call." The tune tells of a company that has been killed in the war, but still has the roll calls in the great beyond. It's told to Mrs. Shular on the morning of "When the Roll is Called Up Yonder, I'll Be There."

**THE FOUR COACHMEN**

SWAMP LEGEND (Woody, ASCAP)—The interesting, folk-flavored theme is accorded a quality vocal treatment. It's an off-beat side that is different enough to catch on. Flip it "Shut Up," (Mills, ASCAP).

**RAY SMITH**

PUT YOUR ARMS AROUND ME, HONEY (Broadway, ASCAP)—MARIA ELENA (Peer Intl., BMI)—Smith can score again with either side. "Put Your Arms," the oldie, is energetically brought up to date with a rhythmic chanting stilt. "Maria Elena," the international evergreen, also gets an expressive outing.

**CHARLIE WALKER**

WHO WILL BUY THE WINE (Kentucky-Penny, BMI)—I GO ANYWHERE (Pamper, BMI)—Walker chants "Who Will Buy the Wine," a stand-up weeper, with lots of heart. Time is about a guy whose wife has become a bus fly. "I Go Anywhere" is also in the weeper vein, but it's done more briskly.

**THE FOUR COACHMEN**

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**CARLTON BOWMAN**

YOU LUV ME, YOU LUV ME NOT (Albin, BMI)—Bowman can score in either direction with "You Luv Me, You Luv Me Not." The flipside is a weeper, with lots of heart. Time is about a guy whose wife has become a bus fly. "I Go Anywhere" is also in the weeper vein, but it's done more briskly.

**BRIAN BOWMAN**

COUNTRY GIRL (Pamper, BMI)—Bowman can also score with a weeper, "Country Girl." Time is about a guy whose wife has become a bus fly. "I Go Anywhere" is also in the weeper vein, but it's done more briskly.

**JIMMY CLANTON**

ANOTHER TWO LITTLE PEOPLE (Pamper, BMI)—Clanton has a strong side and a funny side. "Another Two Little People" is a blues item that is well handled. "I'm Gonna Try" also comes in for a feelingful get.

**MEL TILLIS**

IT'S SO EASY—Cedarwood, BMI)—LOCO WEED—(Cedarwood, BMI)—Tillis has likely dual-market sides with these attractive entries. "It's So Easy" is an engaging rockabilly sort on which he's helped by a chorus. "Loco Weed" is a peppy novelty that is also strongly presented.

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**JAMES BROWN**

THINK (Arms, BMI)—YOU'VE GOT THE POWER (Watts, BMI)—Brown gives "Think," the big hit of a few seasons ago, a bright shouting approach that is likely to accord it heavy pop and R&B buys. "You've Got the Power" is a pounding ballad with beat that comes in for a listenable vocal.

(Continued on page 32)
The Billboard's Music Popularity Charts

A NEW LABEL

NEW ARTISTS

9:00 "GOING TO COLLEGE
by Nick Green
6:01 "FUNNY BONES
by Tony Wilde
G:02 "MY BABY DOLL
by The Key Brothers

GARDENA RECORDS
P.O. Box 456
145 West 154th St.
Gardena, Calif.

COYCO STRONG!
GOOGIE RENE
"ROMESVILLE"
LP 5003

CLASSIC RECORDS

Redd Foxx's LATEST
"THE BEST LAFF"
DTL #01

DOOTO

THE CASH BOX
BEST BET
BIG JAY MAREE
with "MINNIE"
N.Y. "MY DARLING DEAR"
SHARON #225

HUEY SMITH
BEATNIK BLUES
FOR CRYIN' OUT LOUD
Ace 0894

ACE RECORDS
2719 West Capitol St.
Jackson, Miss.

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1518 Broadway
New York City

RESEARCH CRAFT CO.
1911 NORTH KILLER
Hollywood 40, Calif.

SAVE MORE MONEY
MAKE MORE MONEY

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THE BILLBOARD'S MUSIC POPULARITY CHARTS

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HUEY SMITH
BEATNIK BLUES
FOR CRYIN' OUT LOUD
Ace 0894

ACE RECORDS
2719 West Capitol St.
Jackson, Miss.

RELIABILITY-QUALITY
RECORD PRESSING
1518 Broadway
New York City

RESEARCH CRAFT CO.
1911 NORTH KILLER
Hollywood 40, Calif.
SPIRITUAL

The Dixie Hummingbirds

What a Friend (Louis, BMI) — I want to feel the essence of this traditional Southern gospel and hear the pure joy and love that is expressed through their sweet harmonies. The Bird's unusual three-part arrangement is also a joy to hear.

Pauline Green 1898

SPECIAL MERIT EXCERPT

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

**SPOTLIGHT**

SylviA Kent

Loretta Teddy

Billy Blue

sings

Indian themes.

Very rockabilly.

Sure.

vocal

The warm reading

in Billboards

is outstanding.

Billy Blue's vocals are lush, symphonic in their approach.

He

was the first to

release such an

album.

It has

top and z.ah appeal. It is warm, and it has a charm.

(Bob, BMI)

DAMITA JO

Little Thing Means a Lot — MER- CURY 431

Is an unusual version of the

track. Pretty organ has a

sax over rock style. Duets

are

nice.

(Sam, BMI)

MEIKS

Love Baby — ABC-PARAMOUNT 9121

Side A is a

great

organ

backing

which

is

spacious.

It

has a smooth

sound.

(Allan, BMI)

BILLY LON'T

Be Sure I Know — COLUMBIA 33151

New reading of a rockabilly

hit.

The track

is

a

total

success.

It

has

a

smooth

beat

and

is

catchy.

(Allan, BMI)

COCIN SAYS

Don't Go Tell You No Lie — COLUMBIA 33151

New reading of a rockabilly

hit.

The track

is

a

total

success.

It

has

a

smooth

beat

and

is

catchy.

(Allan, BMI)

ROOFS RAN(DO)

Le Colonel — RCA VICTOR 1915

Rancho performs the

well

known

rockabilly tune

with

a

rockabilly

backing.

Could
get

better.

(Allan, BMI)

JESSE PEARSON

New Song — DECCA 5404

Jesse Pearson

with a style

similar

to
the

Jive

Hunters

and

with

a

rockabilly

backing

and

a

vocal

over

words.

(Kenneth, ASCAP)

BILLY SANDLIN

Be Sure I Know — GALA 190

Pretty

reading

with

a

sax

over

poppy

backing.

Could

get

better.

(Allan, BMI)

Don't Let Me Down — Imperial

with a

rockabilly

backing

and

a

vocal

over

words.

(Kenneth, ASCAP)

Continued on page 59

Continued on page 59

REVIEWS OF THIS WEEK'S SINGLES

Very strong sales potential

The Danleers

(I live) Half a block from an Angel — EPIC 399

Singing by the boys on this Latin-flavored number.

Lead's fine voice is strongly backed. Good Atlantic.

(Bob, BMI)

If you don't Care — Rockaballad

is

wrapped

up

good

by

the

group.

This,

too,

is

a

listenable side with

strong

chords.

(Clint, ASCAP)

Nina Simone

Summer Time — COX 141

Is from the lady's LP,

Now's

the Time.

She

reads

the

Gertrude Elmer

piano

on

an

excellent

backup.

(Gertrude, ASCAP)

Finn and Mellow — Billy Dave is

surely

handled

by

Miss Simone,

who also

has

a

hit

for

some

standard

piano

work

on

this

side.

(E. B. Marks, BMI)

Chuck Rio

Akkio — CHALLENGE 19673

Pretty instrumentals of an

Oriental

folkish tune.

Guitar has the lead

over

light

rhythm

support.

Interesting enough to catch on.

(Tay, ASCAP)

Ramblin' Thru Dixie — The lady

gets

a

nice

guitar

on

this

side.

(Jay, BMI)

The Deans

My Heart Is Low — MOHAWK 114

From

the

group

on

ballet.

Nice jocky side.

(Mos, ASCAP)

I'll Love You Forever — Same comment.

(Mos, ASCAP)

Sam Cooke

Wonderful World — KEEN 82112

Moderate rocker
gets

a

smooth

belt

from

Sim Cooke in his usual

soulful,

style.

Worth

listening to.

(Raggs, BMI)

Along the Navajo Trail — Oldie

gets

a

jazz-type

reading

from

Cookie.

Artist

now

has

hit

going

on

another

label,

but

this

side

must

draw

spins

e-penny.

(Leeds, ASCAP)

Islanders

Autumn Leaves — MAYFLOWER 1283

A

lovely

dance

is

given

in

the

seasonal

theme.

Choral

work

is

well

handled.

(Marks, BMI)

Buddy Brennan Quartet

Blue River Rock — WARWICK 532

Rocking
treatment
of

The Blue Danube

is

a

catchy

side.

It's
catchy

and

infectious,

and

it

could

step

out.

(Jamco, ASCAP)

Peg O'My Heart — Cute arrangement

of

the

old

song

to

the

dance.

It's

a
easy

side

with

strong

chords.

(Pete, ASCAP)

Jo Stafford

If You Knew — EPIC 3797

Pretty

organ

is

given

on

a

rockabilly

side.

The

track

is

a

total

success.

It

has

a

smooth

beat

and

is

catchy.

(Marks, BMI)

Mitchell Torok

Pink Chiffon — GUYDEN 2634

Pretty

chanting

by

Torok

on

an

appealing

theme

with

a

teens-ly

lyric.

Merit

exposure.

(Jim, BMI)

What You Don't Know (Won't Hurt You) — Torok watches

the
catchy
ditty

attractively.

Effective organ backing helps.

(Jamie, BMI)

Tony Dallara

Romantica — MERCURY 71609

The San Remo

song

is

given

an

interesting

reading,

with

a

spiffy

and

sassy

arrangement.

Side

borders

on

lyric.

It

is

in

Italian.

(Pete, ASCAP)

No! — Another Italian import, this with a moody
classical

rock flavor

handled

with
ease.

(Bill, BMI)

Cile Turner

Going Down to Town — COLONIAL

7007 — Bright

folkish
dia

has

spontaneous

vocals.

Miss Turner

gives

it

a

bright

reading

over

poppy

support.

(Bill, BMI)

(Cord, BMI)

(Continued on page 59)

(Continued on page 59)
REVIEWS OF NEW POP RECORDS

SEEMOND

HUCK JOHNSON

BERTRAND APOLIS

JOSE FRIEDMAN

JOSEF KENDALL

TROY MILLER

VINTAGE

WERNER REITBERGER

BEATLES

JOE BURGESS

BRADFORD BARKER

GARY HUBBARD

JOEY ROSS

DONALD MILLER

NICK COOK

ROSE STEWART

TERRY DRUMMOND

BRENNADINE READ

FLY-AWAVERS

BEAU-ARTS

JOHNNY DESMOND

HANK TRASK

THE LIGHTS

SANDY BUTLER

LONE STAR

BAND

BOYD BRUNDIN

GENE MUNROE

POPPY BOYS

MITCHELL BOURCH

BILLY DAVEN

BARBARA LYONS

MOTHER WILLIS

PAPA ROSES

RECORD STORES

COTTON PIE

SAMMY BENKIN

SMORE SPACE

EDOARDI, INC.

THEIR DANCING THE "MADISON" TO
I COULD WRITE A BOOK

THE THREE SOUNDS

BLUE NOTE

FRUIT "HICKORY"

www.americanradiohistory.com
**Reviews of New Pop Records**

**Continued from page 59**

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**GOOD SALES POTENTIAL**

- *Coco Go With Me* - Another side from (CBS)
- *Baby, Baby* - Johnny and Rodney
- *Blow-ups.* - (Flip & Ship, BMI)

---

**MODERATE SALES POTENTIAL**

- *Dooly* - (Vocalion)
- *B蓓* - (Sage)

---

**JOHNNY DRAKE & KETTEN**

- *Why Daddy* - (MCA)
- *I'm Dreamin'* - (Hey)

---

**LIONEL NEWMAN DRAKE**

- *Babe* - (Vocalion)
- *Rockaballad* - (Flip & Ship, BMI)

---

**TROY'S SUIT**

- *Little Latin* - (Vocalion)
- *Stand By Me* - (Hit Parade)

---

**WALTZES**

- *It's All Over* - (Hit Parade)
- *Teenage Love* - (Hit Parade)

---

**RICHARD TOWN**

- *Early Morning* - (Vocalion)
- *Dance Party* - (Vocalion)

---

**BURL IRELAND**

- *I Love You* - (Vocalion)
- *You're a Fool* - (Vocalion)

---

**BUTLER**

- *I'll Be Home For Christmas* - (Vocalion)
- *I'm Dreaming of a White Christmas* - (Vocalion)

---

**REVIEWS AND RATINGS OF NEW ALBUMS**

**Continued from page 58**

- *Deadeye* - (Flip & Ship, BMI)
- *I Love You* - (Vocalion)
- *You're a Fool* - (Vocalion)

---

**LATIN AMERICAN**

- *Nelson En Veneuela* - (Sage)
- *José* - (Sage)

---

**EN BLOC**

- *Rockin' on the Plains* - (Sage)
- *You're a Fool* - (Vocalion)

---

**BILLY JAY NELSON & LONER WARNER**

- *Swinging* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE MILLS CORPORATION**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**BILLY JAY MOSS & THE BONNIES**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE HECKLES**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE GHETTOS**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**GLEN FERRY**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**CAROLYN O'GORMAN**

- *I See a Million People* - (Sage)
- *You're a Fool* - (Vocalion)

---

**KEITH HEAD**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE PACIFICS**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE STONEWALLERS**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE PINES**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE MONTGOMERY GUITAR ORCHESTRA**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE GIBSONS**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

---

**THE MONTGOMERY GUITAR ORCHESTRA**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

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**THE MONTGOMERY GUITAR ORCHESTRA**

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- *You're a Fool* - (Vocalion)

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**KEITH HEAD**

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- *You're a Fool* - (Vocalion)

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**KEITH HEAD**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)

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**KEITH HEAD**

- *Silver Anniversary* - (Sage)
- *You're a Fool* - (Vocalion)
ICE CAPADES UP
55% AT CHICAGO

Big Increase Credited to Olympics on TV, Charity Sellouts

CHICAGO — "Ice Capades" rolled in 19.5 percent increase for its Chicago Stadium stand Monday through Sunday, it was announced. Both money and attendance were up. The crowds had totaled 201,400 at 14 shows and 15,000 at the final weekend. That weekend brought both sellouts for all performances and a thumping big 16,100 for the Sunday afternoon show. Total attendance was estimated at about 185,000.

The Stadium said that "Ice Capades" came through with a two-weekend run early as much as "Ice Follies" does three-weekends.

The engagement began on March 16. Performance -time organizations marked the first three shows and a fourth later in the run. Each sales call for a good performance and to the organization on the cards. Sales to the first three such buyers were 4,500, 3,100 and 4,500 tickets. Tuesday (22) did well with business that couldn't be accommodated on other shows. Wednesday (23) was camera night and more than 9,000 were on hand for the show and the subsequent postcard and picture session.

Don Murphy at the Stadium said the successful run was credited to five factors. First, the show was in easier and weather still was cold and proper for ice shows. Second, the local Olympic events were televised and ice shows were believed to have created interest. Third was an increase in prices on weekend shows. Weekday prices stayed at $4.50 and $3.50.

Other reasons were the earlier sales and the fact that "Ice Capades" is becoming better known in this area. The Chicago engagement topped the recent big run at Olympia Stadium, Detroit. "Ice Capades" shown increased everywhere this year except Detroit, where last year's record-breaking left business left room for no more increase, it was reported.

Indianapolis

In 1966

INDIANAPOLIS — Organizers of the Indiana Travel and Recreation Commission for the purpose of observing the 150th anniversary of the Indiana are in final touches to a show that should provide a successful and memorable package for the passengers.

Donald F. Carmine, Indianapolis University History instructor, was named chairman of the group. Other members of the commission are Andrew B. Ogle of Purdue University, Dr. Royal H. Gerard, state commissioner, Richard H. G. Stoddert, state secretary, and Howard W. S. Sisley, Indiana, treasurer.

Appointed by Governor Harold Hanley, the Commission will meet again May 21. For the time being its activities will be confined to making plans and indicating plans for the observance.

Monticello

N. Y.

Cimarron City Themer

MONTICELLO, N.Y. — Construction is well under way on a new Western village tourist attraction near the tourist center, is already under way with opening date set for May 28. First of its kind in the vicinity, it will be located 85 miles from New York City proper, adjacent to the new route 17 Quesleway.

Twelve-building village are under construction on a recently purchased acre of an ocean and are determined to be under the ownership of Monticello Recreation Areas, Inc., of New York City. En- trance to the area by permits will be thru a giant covered wagon of the covered wagon type.

Principals in the venture are Rober- ton Rosenberg, a hotelist; Ralph E. Martin, co-owner; Joseph Kief, a building contractor; Alvin Adler, a licensed engineer; William W. S. Sisley, attorney.

The attraction is a key high- way in the midst of the tremendous summer resort section. Backward to the town, the year's admission of 200,000 people.

SPECTACULAR

Georgian Dancers Success in N. Y.

NEW YORK — Initial muscular and personnel attraction for this year, the Georgian Dancers, prepare to bring on the Madison Square Garden and the Russians all but step up the house due to their highly professional and exhilarating style.

This latest onslaught of multi-ethnicism derived from a country is based on a consistent of grace,活力, and precision the Georgians always to their repertoire numbering more than 50. Whereas the men leap, spin and glide like an indoor ski jumping, the women's hearts, the distinct dancers traverse the floor in perfect unison and unique, which grace and musical moment to Russian folk dances.

This Sunday (27) there are three house quarters, the first hour from 10 A.M. to 11 A.M. in the afternoon and the second hour from 1 P.M. to 2 P.M. a house quarter.

(Continued on page 68)

Seattle Expo

GTA Two Bids

On Monorail

SEATTLE — Contracts for the construction of a Monorail transportation system between the downtown area and the fairgrounds of the Century 21 Exposition, are expected to be awarded in the next several weeks.

Joseph E. Gandy, president of the fair to be held here in 1962, has named four charter groups to buy the contract. Also, a Swedish firm, is reported to have bid $3,500,000. Sifje of Paris, a French industrial syndicate, is also said to be in the running.

RIDE OPERATORS EVER
ALERT FOR NEW DEVICES

CHICAGO — Announcement ride devices of all times and sizes are playing an important role in the presentation of an exhibit showings in a survey of this broad field. Sales of both new designs and the proven rides have never been better.

Who's buying what, and where can they be purchased? This important question will be answered by the Annual Ride Survey in the Spring Special Issue of The Billboard Free fireworks displays, vaudeville acts and special attractions are the features to be offered this year.

In the past, the night show ad-

commendation is good play-

about the symbolism of the fas-

saying numbers must remain un-

satisfied (according to) can be consulted. Eyes were on the stands and ears were open for both fur and gin.

The facial numbers are truly spectacular, the dancers seemingly complete in twirling on their knees and and the old work of art at the same time.

To be recommended are such acts as the "Khevsur" from Urum, who perform spark-flying, saber dance, and "Serd" with Penn as a glittering wedding dance. Several different groups of performances, notably when the entire assembly is stamping and the strong sound of the national anthem is carrying the explosions and drums, and the drummers with their drumming and caucasian verbal efforts are stirred. At all the rhythm, the hall has a full effect of birth reproduction. "Kino" is another excellent act that is a moving man, diagnosed as two character, and is seen to advantage at a fan base for all America.

With a long transcontinental tour ahead of them, they can rest assured of plenty of applause as well as the ability to the anxiety to respond, evidenced in New York by close ties not every member, but rather is a question for the future.

The ballet-ground attraction was to be the center of attention and the manufacturing and operating personnel.

For the Idaxi girls service in North America, the Island Girls, are reported to have bid $2,000,000 for the contract. This bid is expected to be awarded to the Island girls.

Sweee Girls

Not Coming; Savvy Suing

NEW YORK — The 100-girl Swedish arena attraction being reviewed in the United States and the Swedish firm have postponed their intended tour of the Swedish. Savvy Jerry Hoff- mann, manager of the enterprise, has announced.

Hoffman cited an agreement en- tered into on December 5, 1959, granting him an option on the ground of the Island Girls service in North America, to the effect that any proposed show in Copen- hagen last month, he told The Bill- board, he attempted to do but was refused.

The ballet-ground attraction was to be the center of attention and the manufacturing and operating personnel.

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Haddonfield Ice House Gets Into Arena Action

DELWARE TOWNSHIP, N.J.—During the past year some 240 children and adults, who are members of a community located close to Philadelphia and one of the biggest tourist attractions in the eastern United States, have been regular visitors to the Haddonfield Ice House. These children, who have been members of the Philadelphia Hockey League, were part of a corporate operation to build a massive arena in which the company called the Ice House. Already they have spent $14,000,000, with funds contributed by the local plant, for a $10 million project which will be completed in early 1962.

The children's ticket sales have increased from 50 cents for the opening night, to almost $5 per game after the season was underway. The children now sell tickets at the arena and are receiving a 25% commission on sales. The arena is open six days a week, primarily for children's games, but also for adult games. The arena is located in close proximity to the Philadelphia hockey league's headquarters.

Carson-Barnes Again Features Col. Tim McCoy

COMMERCE, Tex.—Col. Tim McCoy again features the Carson-Barnes circus in this area. The circus is under the management of Jack Moore, who managed the show. The show is scheduled for the following dates:

- June 28-29: Brownsville, Texas
- July 5: Laredo, Texas
- July 12: Del Rio, Texas
- July 19: El Paso, Texas
- July 26: El Paso, Texas

The circus is expected to draw large crowds in the area, and local organizers are preparing for a successful season.

Games Law for Jersey In Effect

GAMES OF CHANCE LEGAL: Watchdog Role for Assn.

NEW YORK—Games of chance become legal in New Jersey on Monday (28) under provisions of a law passed by the legislature which will go into effect on that date. The law is intended to provide a legal framework for the regulation of gambling operations in the state.

The law is based on a model bill drafted by the American Gaming Association, which has been working with state legislatures to legalize games of chance. The law includes measures to prevent unregulated gambling, and it provides for the licensing of gambling establishments. The law also requires the establishment of a state gambling control board, which will be responsible for enforcing the law.

Hamid Scores Big Memphis Attendance

MEMPHIS — Hamid-Morton Circus played to sellout houses at its week-long run at the Municipal Auditorium here. During the run, the Shrine sponsored the circus and the school system paid the ringmaster and the big top. The Shrine also paid for the show's booking and insurance. The circus is expected to return to Memphis next year.

Tabery Sports Show Closes In Black; Attendance Off

LOS ANGELES—Fred J. Tabery said last week that his new sports show, the Los Angeles Sports Show, had closed in the black. The show, which was held at the Shrine Auditorium, was unsuccessful in drawing crowds.

Tabery said he would not continue the show, but would consider other options for the future. He also said that he would not rule out the possibility of a comeback in the future.
**ARENA AUDITORIUM NEWSLETTER**

2 Utah Coliseums

By TOM PASKINSON

**SALT LAKE CITY IS SEEING the first signs of what could be a big business this week.** The state fair and the university have announced separate plans for new buildings, aimed at financing of which seems to be finalized. New buildings would be erected in the city and State probably don't need both. The paper advances a plan by which the city would provide land, the county would contribute some money toward the construction, and the fair has been talking about, and the university also should participate. Then an independent authority be formed to operate the city-county building according to the paper's tentative plan. It opposes a suggestion that the building be multi-purpose, saying that the area needs a sports arena most.**

Two Principal Auto Shows Move to New Exhibit Halls

**TWO MAJOR NEW BUILDINGS won principal auto shows last week and will be erected in the city.** The Automobile Association of its October 1-25,1961 the National Automobile Show will be held at Cobo Hall, Detroit's new exhibition hall. It also reported that Ford Display Ltd. The National Auto Show produce the stage show, and that the George P. Johnson Company will handle whiskers will have arranged the halls. The automobile show has been held for 42 years in New York. . . . In Chicago the Chicago Automobile Trade Association's Edward L. Clowes announced that the Chicago Auto Show will be held in the new Lake Front Exposition Hall, dates are February 18-26, 1961. The show has been held at the International Amphitheater the past. This is the first announcement of a contract for the Lake Front Exhibit Hall. However, trade sources know that the home show of Grover McDowell on the building, will probably open next winter. The Chicago Automobile Show is the nation's oldest and largest. Attendance this year was 3,215,166.

**Greenville Auditorium Opposes Two State Taxes**

**BOARD OF DIRECTORS OF the Greenville (S. C.) Memorial Auditorium has presented a resolution to the county delegation in the Legislature in which the board calls for changes in the state's present laws affecting its show. Auditorium Manager Horace A. Penn has been behind the drive, which is aimed at renewal of a 5 per cent withholding tax levied against non-resident shows and reduction of the State's 10 per cent admission tax. The resolution declares that Greenville and other South Carolina cities have trouble booking shows because of the tax. It also says that the auditorium has been forced to cancel some shows because of lack of funds. Penn's program for popularizing advance ticket sales in Greenville has raised the funny papers. Penn has 40 agents set up to handle ticket sales, and he has arranged with the Auditorium to put tie-ins with their ads. Now one store is running an ad in the show which are a part of the program of theCabo Hall building to be constructed and opened next winter. The Chicago Automobile Show is the nation's oldest and largest. Attendance this year was 3,215,166.

Rodeos, Expos, Motor Shows Among Arena Attractions

**RODEO AT THE MONTGOMERY (Ala.) Coliseum featured the Gomulock Tone and tried Tommy Steiner stock. Show got $50,000 in four days (July 20). . . American Management Association's National Restaurant Exhibition is at the Shrine Exposition Hall, Los Angeles, April 4-7. . . Nebraska Motor Sports Show will be at the Omaha Civic Auditorium. A delay attended the show to be held in the auditorium was announced earlier. L. William Baker is the show director. . . . Harry Niebuhr reports his Atlantic Municipal Auditorium in April will house the Shrine Circus. The beginning a 11th annual event is set for April 20. . . . Long Beach, Calif., has arranged for the October auto show. R. N. Neff are advertising it put tie-ins with his plans. Now one store is running an ad in the show which are a part of the program of theCabo Hall building to be constructed and opened next winter. The Chicago Automobile Show is the nation's oldest and largest. Attendance this year was 3,215,166.

**San Antonio Promoters See Bigger Show**

**SAN ANTONIO—The 1960 Sports and Boat show and the show of the present season are being planned for February 28 to March 5. The show will feature the tackle and boat displays of the old show, and adding a collection of state and national trophies, the new show will be well worth the ticket price. . . . A new sound system has been installed at the Miners Memorial Auditorium, Durango, Minn., by the Northwest Sound Systems, Inc. . . . When utilized for an organization to produce a festival at Davenport, City among other events, will be the World's Fair. It may be moved elsewhere the following week. The two visualize new buildings tailored for a boat with special exhibits in marine buildings and others interested in individual shows.**

**B'dway Theater Alliance Plans 'Fiorello!' Tour**

**NEW YORK,—A bus-and-truck tour of the hit musical "Fri-" is being charted, to start this fall. A two-year tour of a season, national company is planned by C. Edwin Knoll and Martin Taben, and the tour will be handled by the Broadway Theater Alliance. The initial date is not set but may be the Music Hall in New York, Fair, as a pre-farm. At least one other major city expressed immediate interest in the show as a full-season presentation.**

**SAFEWAY Buys Beatty Firm Of California**

**MILWAUKEE—Safeway Steel Precision Inc., has purchased Beatty Steel Inc., and its several branches on the West Coast, will continue under the Beatty business. The Beatty firm, formerly was with Safe- way and in 1941 acquired manufacturing and distribution rights of Safeway in seven Western States.**

**TALENT on the ROAD**

**Mexicovivo for Houston, Mexico, TV ers in Show Unit**

**Bill Haley, playing Mexico City for four weeks, landed a Latin movie contract there with his, with Comets,. . . Philadelphia kiddie TV personality, Captain Bob, is visiting here, leaving for Mexico. . . . Jerry Lynn Sands, Betty Hartell and Bobby (Rocky the Rocking Rabbit) Small, a small cast of performers, Stage Show, Group was assembled to promote Sally's "Rocky, Etc." disk at Aracade. . . . Peter Breck, playing Clay Cunham in ABC-TV's "Black Slute," is booked into the Kent and Sunshine, Hurling, Del., for 1,000 of Abaco, followed by a run to the Elkin Sisters, croatian, into the fate in Adrian, Mich., and Lex Ordway, "Black Slute," at Palm Beach, Fla. . . . Mrs. William O. Barton, Va., fair gets Matt Tuck, foot jugler, Chuck Darro, comedy balloon act, Wimpy, the British clown, Kays, Headliner and Max Minsky, "Black Slute," at San Diego. . . . Le Hal Sands dance line. Kays, Cosmus, two Baird families, comedy, and the teaming of a "Black Slute," doing a San Diego run. . . . Tommy Grove, "Black Slute," due in San Diego this week. . . . Harry Usa, "Black Slute," due in San Diego next week. **
Excelsior Park Adds New Ride, Arcade Units

MINNEAPOLIS—Fun seekers at Excelsior Park near here will see one new ride and at least two big improvements in the park the opening weekends on May 1, according to Ray Collin, promotion manager. Beginning Memorial Day the park will be open every day until Labor Day.

A new Hot Rod ride has been added this year, and the Penny Arcade has been remodeled, including new lighting. Some 25 new machines have been added to the Arcade.

In addition, the walk-thru has been renovated and will be tied in with a local TV personality. Axel, will be called the Park's Lunch House. Axel appears on Station WWCO-TV.

Also new this year is a tie-in with Super Valu which will use the Super Valu name in the Twin Cities. Every Tuesday thru the summer, the park will use the Silver King ride, 28 Super Valu will handle the advertising and distribution of special bargain tickets which will entitle the bearer to reduced rates of 5 cents off 10 rides.

Collin told The Billboard that he is going heavy on promotions this year in hopes of a bigger and better season. Other park promotions will be handled by C. R. Shingletick, manager; Fred Clapp, office manager, and Franz Winters, forearm.

Four Directors Named to Fair at Del Mar, Calif.

DEL MAR, Calif.—Four new members of the board of directors of the Southern California Exposition and San Diego County Fair have been appointed by Gov. Edmund Brown. The event will run from June 24-July 4.

They are H. J. McCormick, a local and Escondido cafe owner; R. R. Richardson, San Diego radio executive; H. B. Sugarman, San Diego building and loan executive, and John Straz, a San Diego electronics firm owner.

McCormick is the ninth member of the board. Under a new State regulation, fair boards must consist of nine members. One of the new members replaces Lewis Lipson, whose term expired last year. Sugarman replaces H. E. Farb, who resigned, and Straz replaces Willis Fletcher, whose term expired.

NOW BOOKING!

Midway & Grandstand Attractions for American Legion

"FAMILY FAIR"

OMAHA METROPOLITAN STADIUM

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JULY 2-3-4, 1960

World's Largest Legion Fest—100% Civic Support—1600 Grandstands

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• Sky Scoop
• Concession Stands

GOLD MEDAL FLAVORS

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Shooting Galleries

Donations for Damon Runyon Cancer Fund will be accepted at Galleries.

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Free Medals to the winners of the Medal of Honor,

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2. Walk the shortest distance to the midway.
3. Enjoy the fair without personal problems.

FAIR-EXHIBITION MANAGEMENT

Four Canadian A Events Pull Out of Race Assn.

REGINA, Sask.—The Calgary, Edmonton, Regina and Saskatoon exhibitions have withdrawn from the Prairie Thoroughbred Breeders and Racing Association, governing body of horse racing in Western Canada since 1925.

Announcement was made by T. H. McLeod, president of the Western Canada Racing Association and manager of the Regina Ex. Assn. The exhibitions have taken preliminary steps to set up a new governing body, the Western Alberta Thoroughbred Racing Association, to handle racing in the Alberta and Saskatchewan cities.

McLeod said that because of territorial and other changes in the race picture the PTBRA, as currently constituted, was not workable and that it was not in the best interests of the industry.

The exhibitions felt the PTBRA could no longer perform their function as the governing body because of a duplication of race dates. McLeod said.

The reference to duplication of dates concerns the overlapping of the racing season in Winnipeg with the Calgary and Edmonton dates. Winnipeg does not belong to the Western Canada Racing Association, an organization set up by the exhibitions in Calgary, Edmonton, Regina and Saskatoon to handle racing in the cities.

Racing in the '59 season had been planned to commence in July and end for a month in August.

Pre-opening tour will be offered three weeks prior to the October 1-9 fair. John Leary reports. A great number of concession operations will function in the village, but all will be in historical gear. Leary recently bought a new gas street lighting system which may be approved by the Town of Saco and owned by the Connecticut Valley. Dunedin.

Revival of bowling at the fair, will be held on Bowing Green, for which a structure of Peter Stuyvesant was utilized.

It is expected that New Amsterdam, representing the early colony of 1626-64, will be a major tourist attraction. Highway work will take it accessible to a broad New York-Connecticut market with completion this year of a rotary in the front of the grounds, linking Routes 1, 7 and 84. Within the fair, it will be reached both by foot and by tram, since it lies across the race track from the main area.

Work Advances on Danbury's Dutch Village Attraction

DANBURY, Conn.—Favorable winter weather enabled about 70 per cent of the construction to be completed for New Amsterdam, the Dutch Village attraction at the Danbury Fairgrounds. Following the defense industry theme this year, the attraction is representing the historical period of the Dutch Village.

Pre-opening tour will be offered three weeks prior to the October 1-9 fair. John Leary reports. A great number of concession operations will function in the village, but all will be in historical gear. Leary recently bought a new gas street lighting system which may be approved by the Town of Saco and owned by the Connecticut Valley. Dunedin.

The West Tennessee District Fair and the Mid-South Fair were county fair associations, according to B. W. Wynne, manager of the fair, and that served as an assistant. Bubba Lynn Morrow and Ann Irvine Norris represented the "Prairie Fair Queen."
AMUSEMENT PARK OPERATION

Moline Highway Project Forces Park to Relocate

MICHAEL FIX AND HIS STAR-LITE Park at East Moline, Ill., had to move. Fix said the highway project is shaving off several feet of his land and the park attractions must be relocated. He had to turn the center of rides in order to get the earth and start the race against opening time. He is moving rides, concession building, offices and all horse. Despite late winter snow and cold, he is attempting to complete the work in time for an Easter opening.

Raleigh Ends Nickel Ride; Utah Slows Saltair Idea

AT RALEIGH, N. C., THE CITY council voted to raise the price of admission to the Raleigh Park Miniature Tram. The nickel rides are a thing of the past, says James M. Chamber, recreation director, and the main reason is that their Merry-Go-Round needed $2,300 worth of repairs and improvements. Boot and Train rides in the park have been closed 10 cents for some time. The M-G-R is now a dime. Parents still may ride free. Members of the Raleigh Legislative Council that inspected the Saltair resort site recently were pessimistic about chances of getting funds for reactivating the resort. Army engineers are studying the problem of bringing the shore line back near the resort buildings.

Park Groups Scheduling Annual Spring Meetings

THIS IS THE SEASON for spring meetings of regional and specialized park organizations. The New England Association of Amusement Parks and Beaches will meet April 7 at the Parker House in Boston. The several speakers will include Ray Ellis, of the National Board of Fire Underwriters safety program; Enrico Capucilli, legislative agent, and a panel which is to include Harry Paul, Boston; Frank Brent, Boston; Jim McNab, New York; Julian Norton, Boston; Richard Seeor, North Tonawanda, N. Y., and Carl Braun, Lowell, Mass. Robert Plaat and John Bowman are members of the New England Legislative Council that inspected the Saltair resort site recently.

Texas Midway Opens Season; Jersey Towns Fix Boardwalk

SUMMER MIDWAY AT STATE FAIR PARK, Dallas, starts operations in early April. It opens at 6 p.m. weekdays and 2 p.m. weekends. Season ends in mid-September. Midway is an operation of the State Fair of Texas. . . . Los Angeles authorities have held meetings looking to the possibility of setting up a midway in that city. The Los Angeles Times reports that five amusement companies have been quoted at $500,000 to operate a midway at the Los Angeles Coliseum.

Wilson Tells What's New

SO MANY PEOPLE have asked Lyndon Wilson what's new that the president of Atlantic Herschell Company, Inc., decided to make a count. Since he became president seven years ago, the company has added 17 rides to its line. These include all new units, rides acquired as a result of purchase of other companies, and major improvements in items already in the Herschell line. The 17 are the Sky Fighter, Mad Mouse, Thrill Master, Super Smiley, Silver Streak, Phantom, and the 1650 style miniature trains, Brownie Tractor, Opa Grand, Electric Pony Cart, and Alamo (also some Mo-Go). C.H. Wachs, the new chief accountant; Edward J. McHale, assistant manager; William H. Chatfield, vice president and general manager; and Wallace E. West, managing partner, are a few of those who have brought new life to the company.

Cincy Coney Names Staff For '60 Run

CINCINNATI — Coney Island here, long one of the nation's leading amusement parks, ushered in its 74th season with two pre-season week-ends, April 26-May 1 and May 7-8, before beginning regular season operation May 14. Edward J. Schott, Coney president and general manager, announced last week that the shows will be offered for the first three Saturday nights.

Department heads and administrative executives for the 1960 season have been announced by Schott as follows: Fred E. Wetzelmann, who again serves as secretary-treasurer and park manager; Shirley Watkins, superintendent of maintenance; Edward J. McHale, assistant manager; William H. Chatfield, vice president and general manager; and Wallace E. West, managing partner.

The staff also includes: Robert F. Koch, marketing manager; Caspar A. Riehle, general manager; Charles R. Platt, Sunshine Pool manager; Edgar McNab and Paul Nohe, co-managers of Moonlight Gardens; Howard Schwenk, manager of grounds; Vern O. Brullev, chief accountant; Edward J. (Mickey) Norton, outdoor advertising manager; and William B. R. Boston, publicity director.

Tony Mancini again returns to the clubhouse as chief, with Jim Lawrence re-engaged as maitre d'. Bill Charles, veteran outdoor showman, will again serve as office manager in the administration building.

Omaha Sets July 4 Celeb

OMAHA — American Legion Post No. 1 will stage an old-fashioned family fireworks show in Municipal Stadium here July 2-4. L. M. Baker is managing director. A grandstand show, with "headlining" attractions, will be scheduled along with bands, comics, sports and a midway.

GARBRICK RIDES

FLYING SAUCER
42 Foot Wheel 36 Foot Wheel
TWINER Trailer Mounted Kiddie Ride

Famous Manufacturers of Amusement Rides...
CIRCUS-TROUPING

BY TOM PARRISON

A. G. KELLY & MILLER BROS. CIRCUS this season has a sale of rings and other items.

Mr. Kemple's sale on the west coast was successful, and the ring is in the company's possession. The rings are to be auctioned in the next few days.

The circus will be in town for the next few weeks, and the ring is expected to be sold soon.
SNOWBALL
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FOR TOP PROFITS
SMITH and SMITH Rides

ADULT FERRIS WHEEL
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World's largest Manufacturers of Concession Equipment and Supplies 331 E. 3rd St., CINCINNATI, OHIO

AMERICAN'S Finest SHOW TENTS

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EXHIBIT BOOTHS

Portable Comps.-Mobile Meals, Popcorn, Concession Stands, Rides, Portable Showrooms, Equipment, Small Railway Tents, etc.

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Carnival Rides in good condition. Premium Rides for sale. For information and inquiries please call 3-8620. Advertising Firm.
ROLLER RUMBLINGS  

By AL SCHNEIDER

REFUSAL of the Evansville (Ind.) city council last week to approve a $35,000 appropriation for construction of a city water main in Burdette Park is expected to affect attendance and perhaps the future of the center’s roller rink. Proponents of the appropriation argued that the park has been operating at a loss because of the lack of fresh water for drinking and swimming purposes.

To stimulate attendance, the roller skating season was extended into the winter months in recent years. The roller rink is one of several buildings in the park, the combined replacement value of which is estimated at $200,000. The council action casts a shadow over the future of the rink and all Burdette Park facilities.

Some Evansville citizens feel that only a bond issue after an engineering study—suggested by council members—could save the park. C. E. Cahill, secretary-treasurer of the Roller Skating Rink Operators of America, last week announced the mailing of 13 rinks to the association’s membership roll. The operators and their rinks include Mr. and Mrs. William Bowman, Pleasure Time Rink, Long Beach, Calif.; Mr. and Mrs. William Patterson, Rolkoaders, Indianapolis, formerly owned by Joe Cantor, Mr. and Mrs. Dennis J. Kelly, Flint Park Roller- cades; Flint, Mich.; George and Carl Frank, Fantasy Rink, Taylor, Mich.; Mrs. Dorothy L. Knight, Silver Top Rink, St. Charles, Mo.; Roland R. Hackett, Brookside Col- isium, Tulsa, Okla.; Mr. and Mrs. Brenda E. Cain, Skateland, Big Springs, Tex.; Lester Young, Dal- kil Rink, Dallas; Daniel E. and John A. Stuhr, Gay’s Skating Temple, Tex., and Capitol Roll Arena, Austin, Tex.; C. L. Jackson, Edison, Calif.; and Anthony Mirelli, from West Memphis (Ark.) Skate- land.

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FOR FORMS FOR ADVERTISING WILL CLOSE THIS WEDNESDAY...APRIL 6

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THE FINAL CURTAIN

NEAPBB Changes Office Location

For many years, the NEAPBB had its office in the National Association of Theatre Owners building, 48 West 46th Street, New York City. However, this location is no longer suitable due to the increased demands placed on our staff and the limited space available. Therefore, the NEAPBB has decided to move its office to a new location that offers more room and access to vital resources.

The new office will be located at 201 East 42nd Street, Suite 800, New York, NY 10017. This move will take place on April 30, 2023. We would like to thank our members and staff for their understanding and support during this transition period.

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SCRAMBLER • LOOPER • TILTAWHIRL

or any other major rides not conflicting with WILD MUSE, MERRY-GO-ROUND OR WHEEL

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MARRIAGES

BEL MARLANE—Robert (Bob) Del Mar, Girl 
showman and owner, and Alice Lane, 
known professionally as Lori Lane, February 3 in Pas- 
cagoula, Miss.

continued on page 72
**April 4, 1960**

**The Billboard**

**Retitled Farrow Show Sets Route**

Will Again Open at Cotton Celene; Adds Helicopter, Completes Staff

**Jackson, Miss.**—The Farrow Amusement Company, formerly known as Wallace Bros. Shows, will open its season at the Cotton Celene in Memphis, E. E. (Ernie) Farrow, manager, announced.

Prior to the opening, Farrow is operating rides at one of the largest shopping centers in the area, the unit bowing Monday (29).

A new helicopter was recently received from the Allan Horse & Mule Company. The operator, Max Mad Mose, returned here to quarters after a trip over Florida fairs.

Much of the '60 route will, as usual, be in Wisconsin. Set on the Madison July 4 celebration and the Delavan celebration to be.

**C&W Opening Late May; Sign 2 Alabama Fairs**

**Petersburg, Va.**—Winter quarters of the Cettin & Wilson Shows open the middle of this month at the Petersburg Fairground. The show opens its May 28, almost virtually everyone is expected to have reported in by May.

Petersburg will be the opening stop in the opening week, is Cettin reported. Martin, Arthur, general agent, has been contacting the spring, summer fair, which will be a departure from the territory usually covered.

Announcement will be made shortly about the change in direction, it is said.

Cettin confirmed the signing of late fairs to follow the Georgia State Fair in Macon and the Greater Jacksonville Agricultural and Industrial Fair. The show will follow much to Macon, Roosevelt and Gadsden, filling two half-weeks which were a problem in 1959. Jacksonville looks like season for C&W.

**Manning Opens April 17 in Hampton, Va.**

**Sanford, N. C.**—With the show cleared, Ross Manning Shows is being watched as a part of the opening, April 17 in Hampton.

**THIS IS YOUR INVITATION...**

You and your family are cordially invited to attend our Opening House.

**SATURDAY, APRIL 9, 1960—12:30 P.M.**

**3200 VALLEYVIEW DR.**

**COLUMBUS, O. H.**

**OFFICIAL DEDICATION OF OUR NEW OFFICES AND FACTORY**

**GOODING AMUSEMENT CO.**

R.S.V.P. **NEW PHONE: Broadway 4-5133**

**REFRESHMENTS**

**ROYAL WEST SHOWS**

**The Pacific Coast's Newest Show**

**LAST CALL**

**SHOW OPENS APRIL 21—IDYLWILD BEAR FESTIVAL (On the Streets)**

**IDYLWILD, CALIF. (Near Hemet)**

**HELP WANTED:** Ferris Wheel Operators, Kiddie Ride Operators. 2 Men on all rides. Class "A" Truck Drivers given preference. **Reports—130 South 8th St, San Bernardino, Calif., April 18.**

**WILL BOOK FOR 1960 SEASON.**

(We cover California and Oregon, closing week of December 5. San Diego, the streets.)

Fun or Glass House, non-conflicting rides, cleanly operated Cookhouse, Grab, Hat-Dog-On-A-Stick, legitimate Concessions of all kinds. Good propositions for Derby.

All Replies: HALSEY F. LARSEN, Owner-Manager, c/o Freeman Realty, 1125 Minster, San Francisco, Calif.

**CARNIVAL CONFAB**

**THE KT. REV. MON. L. J. ARRELL, longtime friend of showgirl, is in St. John's Hospital, Fargo, N. D., for a second operation in 10 days. Reverend Arrell suffered a fractured hip and nose in an incident. Would appreciate mail...** J. W. (*Patty*) Conklin was a Chicago visitor Monday (28) and between callers at the airport reported he was en route to Hot Springs to join Mrs. Conklin for a week's rest. Reported the next New York show to open late in the summer, one of which he's the first prez, would have over 400 members by the final meeting of the season on April 10. **Cliff Shaford, concessionaire on Olsen Shows, is back in town after a break around Birmingham with the Hess Shows...** Richard Grely, general agent for Poweshiek Amusements, Inc., reported arrival in town with Jean Keller, a non-**

**PRO. Rites were much 22nd in Dunkirk, N. Y.**

**Walter Whitmer posts that Buckle Schickfeld will be back with Heart of America Shows as legal advisor, and that Jack Wilkins will be the top man in that showdown.** The Riley Shows open in Battlewiles, Okla., April 5, and will play Kansas City and Omaha for the opening. The former was at the funeral of Victor H. Johnson, veteran cookhouse and grill group operator, was well attended by members of the Michigan Showman's Association. Included were Harry Stahl, Lee Pike, Norman Price, Jack Dickstein, Elmer Nage, Edor Harris, Marv Kiver, Paul Gearhart, Mrs. Ruby Widgeer, Mrs. Norman Price and Bertha Stahl... Robert Morrison, president of the Detroit club, and Mrs. Morrison left for a two-week rest in Nassau Beach, Fla. First deep Harry Stahl will pitch-up in his absence.

There was a good turnout for the costume party sponsored by the first side of the Midwest Showman's Association at the Lincoln birthday dinner, Monday night 2. (26). Former WBM and Mrs. William T. (Mickey) Collins took the role for the distaff side. A ban dinner was served by gang of the Mrs. WBM and was a smash success. They were awarded a $5 gift by Macedonia, Fred Silber, James Reise, Carrie Dear, Leona Macne, Bertha Stahl and Marie Winstead. President Ruby Widgeer donated his $52 check to the kids of the county's cotton mill and Edna Bud an electric frying pan. Tina Miceta, Yella Blacklath and Ann Stout reported scrounging in Florida.

**Volker**

**Joe Caprinzi and Hal Pecurai are back from Hawaii where they were with a construction company during the winter. While there, they visited the F. F. Vincente Circus in Honolulu and the March Fair, which featured the Farnatee Circus. Joe plans a trip to Eastern Wisconsin with Eastern Shows, is flying to El Monte from his home in Parker. Art Pecurai, Jr., is back in town to pick up his father, Norman Schine. They will fish for five days at Lake Mead in Nevada near Las Vegas. Schine is presenting PCSA Chaplin Jack Hughes with two American flags with 50 stars. Jack Antinelli is in Rome, Italy, according to his Los Angeles friend, Al Wemans. Joe and Nina Levine left Los Angeles Tuesday (3) for Provo, Utah, to get the Mongrel Young Man on the road for 1960. (John Smith) Smith left Los Angeles, where he spent the winter, on Monday (2), for Tucson, Wash., to ready the Renovator, of which he is assistant manager. Smeehan has a band of models for three shows;**

**HUNTERS, TRADERS, B. R. (Red) Dauder, Eddie Harris and Eileen Short are back in Los Angeles following a trip to Vegas, Nev., where they were on a "20 year tour" of the town by their sons, Margaret Ferrer, Edna Dauder, Berta Harris and Sally Short. They were accompanied by George S. Crockett and Shirley Leatherwood.

**Sallie Abbett**

**Harry Hiltner dropped in at Vir- ginia Greer's house. Hiltner was en route to a Florida vacation. Other visitors included Wally Bowers, son of the Zebulon, N. C., Fair, according to show agent Bill Murray. Frank Berens and Jack Harris were visitor at the new McKinney Gardens Fairground outside Charlotte.**

**FLASHBACKS:** 10 Years Ago—Ray Williams bought out his partner, Ray Savard, and is now sole ownership of Harry Holiday Shows. The organization was ratified Ray Williams Shows for the tour... **J. W. (*Patty*) Conklin signed Singer's Cables for the National Canadian Exhibition Fair... T. D. E. (Jack) Conklin signed Cables for the West Coast... In the Gooding organization included Kathleen Holmman, Lou Brothers, Geneen Simon, Doris Zachman, James Wolfe, Charles Clancy, George Basic and Charles Potterfield.**

**Contact us to remove this ad**
BOX WEST CONCESSIONS

ANOTHER COUNTRY NEWS THE

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Bedard Preps For April Bowl

FLINT, Mich.—Whitney's Amusements, owned and managed by J. Whitney Bedard, will take off its wraps April 28 at the National Tent Festival, Kalkaska, Mich. Prior to that time a Merrily-Go-Round and several kid rides will play some church and school dates in the area.

Ronald King is putting the finishing touches on equipment with the trucks and trailers painted blue. Recent addition to the route is the St. Charles (Mich.) Centennial celebration.

Tom Bedard will be back with his Dippy Doodle and Walter Con, and will have races in addition to horse and popcorn. Show will have four to 20 concessions and two shows.

Recent visitors included Speed McGaugh, Leila Nelson and Chad L.

SAN BERNARDINO, CALIFORNIA

45th NATIONAL ORANGE SHOW

FIRST MAJOR FAIR IN CALIFORNIA

Get Your Spring Bank Roll Here. April 28 to May 8 inclusive. All Paved Midway.

Uplown Location—3000 Attendance. Now Booking Shows and Concessions.

CONCESSIONS AND SHOWS: Can join here for a long season in California. No risk, no mood, no bladows.

HELP WANTED: Krafts want to run concession. Write to set up ride at National Orange Show. San Bernadino, starting April 20, to report at Winter Quarters.

WIRE: WRITE OR PHONE

CRADS 20 BIG SHOWS, INC. WINTER QUARTERS

7263 Inglewood Ave., North Hollywood, California.

Phone: Plucker 3-2909 or Plucker 3-3226

JOHNNY T. TINSELION SHOWS

Want for Opening April 25 in the Heart of Greenville, South Carolina For Eight Days—Army Pay Day

NOTE—THIS SHOW HAS BEEN LEASED AND WILL BE OPERATED BY J. B. BISTANY and TOMMY CARSON FOR THE SEASON OF 1960.

TEN OF THE BEST ILLUMINATED RIDE SHOWS OF ANY SHOW OF COMPARABLE SIZE

SHOWS—Want Shows with or without outfits, such as Side Show, Snake Show, Monkey Show, Girl Show, Fortune or any type Junior Show. Have complete outfits (with and without equipment), ready to go. Would like to hear from Motordrome Rides, prefer Man and Wife. Will give good terms.

RIDES—Can use all Rides and Tent-Type.


HELP—Want Electricians that can handle transformers. Can also place Ride Help.

WILL BOOK HIGH-CLASS FREE ACT that works high. Must be well illuminated. This Show has 10 fair days already booked. All winter's work in Florida.

FAIR SECRETARIES IN SOUTH CAROLINA, NORTH CAROLINA, ENDEMON AND VIRGINIA—have some open dates. Let us hear from you. WRITE OR WRITE

LEO M. BISTANY or TOMMY CARSON

22½ East Coast St., Greenville, S. C.

Phone: Celar 3-6268. (No collect calls.)
P.S.: Percentage Dealers and Agents wanted by George Hamers.

WHATEVER YOUR NEEDS

BOOK THEM THRU A PROMINENT, SHOW-STOPPER SIZE AD IN THE SPRING SPECIAL

Dated April 11

OUT NEXT WEEK

Featuring

FIRST PUBLICATION OF THE 1960 FAIR DATES AND 7,000 EXTRA FEATURING AD

All ad copy must reach us by NOON FRIDAY, APRIL 8

Nolan Amusement Co.

Opens April 15 thru 23

Fairs, Centennials, Celebrations and Choice Stills Dates.


FRED NOLAN, Route 2, 5. Zanesville, Ohio

GIRLS — GIRLS — GIRLS

Need Girls for two Girl Shows. Good salary, transportation after driving机械. Washing will be done. Good clothing furnished. Can also use two girls without experience.

CANDYIAN WANTED for Girl Shows and Monkey Show. Salary and Ticket Back. Address: Alamo, P.O. All write: N. B. HAROLD, Box 3824, Salt Lake City, Utah. No reply April 12.

WANTED

Literature Concessions of all kinds; bring pitch. Want experienced Mule Drivers. Call any time. Must have clean coats and be willing to work hard. Good money. For fair in center of city. Must have license. Will pay well. Address: Joe Starr, Box 124, Emlen, Utah. (Phone: 175-57-50.)

Copyrighted material
ROSS MANNING SHOWS
Opening Sunday, April 17 (Easter Sunday), Hampton, Va. (Newport News)
All concerted parties, concerts, confections, Concessions: $250-$500. Lady
Hankins, Class and Rear Pinch. Short Range and Basketball.
Buck wants Agent for same as last year.
Nelson Williams wants Help for Ball Games. French Fries and Popcorn.
POWELLSON AMUSEMENTS
Opening April 18, Reynoldsburg, Ohio
FIREMEN’S CELEBRATION
Winter quarters now open. TONY RICHARD, painter, and BOBBY SNOOK, Waxman, contact.
POWELLSON AMUSEMENTS, INC.
Columbus, Ohio
MNL 1-1727

GOLD MEDAL SHOWS #2
Opening April 5, downtown location, Harrisem, Tenn.
This show has 15 fairs booked, well established. Need Man who can promote Kiddie Matinees.
CONCESSIONS: Want legitimate Concessions of all kinds. Also want agent Austin Show. SHOWS: Can start Side Shows. Shit Shows. Modern, Mike, Ohio. C. J. Kellner, 505 5th Street, KANSAS CITY, Mo.
CONCESSIONS: Want a few more Rides Ferris and Speedy Tug, who can drive same. V. F. McQuay, 1423 4th Street, Jacksonville, Fla.

JAMES H. DREW SHOWS
Opening April 13, Galena, Ill. Spring Festival with choice spring rides and Faith solid from June until mid-November
Address JAMES H. DREW SHOWS, Augusta, Ga. Phone EIGHT 3-919.

VIRGINIA GREATER SHOWS
Opening Suffolk, Virginia, April 22
Want exclusive Popcorn and Candy Angeli; Candy, Rial. Photos open. Want two Rides Ferris and Speedy Tug. If interested contact A. S. Poindexter, 111 E. 2nd Street, Signa, Va.
Want Midway Ferris and Speedy Tug. R. E. Green, HARRIS, RUGLEY, P. O. Box 161, Suffolk, Virginia.

A. C. HILL’S CAVALEE OF AMUSEMENTS
Winter Quarter now open. Concessions and Live House Quarter set up.
Want Big Shows: Carnival Operators. Ferris and Speedy Tug. C. J. Kellner, 505 5th Street, KANSAS CITY, Mo. Kellner wants Agent.
REID’S GOLDEN STAR SHOW
Opening in Gordon, Georgia, April 1-9
CONCESSIONS WANTED: Mag Joint, Class Photo, Ball Game, Pop Corn, Dart Board, Skill Board. Will handle any other shows. Contact W. O. RANDOL, W. O. RANDOL, Maryville, Tenn.

FOR SALE
7-Tub Tilt-a-Whirl, new last season, traveling fleets, light circle, cat walks, center circus, done international power unit. This Tilt is in A-1 condition. Can be seen in operation, useful or without transportation.
S. B. RHODES
1703 HARRISON, ARLINGTON, TEXAS. P.O. BOX 2-5763.

WORLD’S FAIR AMUSEMENT COMPANY
ERIC, PA., SHOPPING PLAZA
RIDE HELP: Michael J. BERGHE, MERRY-Go-ROUND and ROCK-O-PLANE MEN
Address: General Delivery, Erie, Pa.

WANT — WANT — WANT — WANT
Electrician who understands transformers and can handle a large show. Ride Superintendents desired to be reliable able to handle and know all rides. Painter and Second men on all rides. Winter Quarters now open. Also replies.
WM. T. FOLLINS
801 E. PENN STREET, MINNEAPOLIS, MINN.

APRIL 8 PREMIERE FOR WOLFE; OUTLOOK’S OKAY
LANDRUM, S. C. — Opening April 8, Wolfe Show. Wolfe Company is in Green in S. C., where the 1960 version gets rolling April 8. Wolfe Company feels that the striving condition is not bad at all this year and show business ought to be just as good if not better.
Wolfe will be making only occasional visits to the city. The company is tight-mouthed and won’t say how many shows will be started. But early in April, the Wolfe company is expected to be in Cleveland, Ohio, where Wolfe will be handling the city.
Wolfe said the new two new vam have been fitted up for rides and everything is re-painted. Addition of a Roller Coaster gives the show six office-owned rides and four shows. Tommey Carter is going out as business manager due to the sickness of Buck Denby.

MARRIAGES
• Continued from page 69
GRILEY-KELLEY—
Richard Griley, general agent of Wolfe Show, married Miss Hulda Keller, non-pro, March 22 in Denbog, N.Y.

BIRTHS
STRAITES—A son, James E. March 5 at Franklin Hospital, Miami, Fla., to Mr. and Mrs. Wilkins.

REEDS—A daughter, Anniston, Tenn., March 29, to Mr. and Mrs. J. B. Pelt.

HIGHLANDS—A son, Robert, April 1, 1960, Wauwatosa, Wis., to Mr. and Mrs. Robert Styles.

ELDER—A son, John, March 2, 1960, and a daughter, Linda, March 3, 1960, both to Mr. and Mrs. W. D. Elder, Jr., Both are born at Wauwatosa, Wis.

POWELLSON AMUSEMENTS, INC.
Columbus, Ohio
MNL 1-1727

SMILEY’S AMUSEMENTS
Want, opening April 18, Great Falls, S. C., Jarrys Spring Festival, followed by Rustell, Va. to York, Va., then Western Pennsylvania Florence’s Celebrations until Labor Day.
CONCESSIONS: Mag Joint, Jewelry and all the usual. Can use Bings. SHOWS: Can use Girl Shows and all Family-Type Shows. RIDE HELP;
Mr. Tom Heart, who can take care of the rides. All replies to SMILEY’S AMUSEMENTS, BOX 104, Ft. McCoy, Fla. Phone: Oralia, Fla. Marion 2-4173.
P. S.: Ted Cole, contact.

PAGE COMBINED SHOWS
Playing large industrial cities in Alabama for 5 weeks, than our regular route North
CONCESSIONS: Want Bings for season. Also legitimate Concessions of all kinds. Shows: Want high-class Girl Show with equipment. Will also take one or two other rides. W. O. RANDOL, Maryville, Tenn., or phone EIGHT 3-919.

WANT—Capell Bros. Shows—Want
Presenting Showing free circus days always. Always plenty of people to work in free and paid city. Experienced Operators. Can you handle a 100% circus.
WANT larger, experienced Ride Help for 12 riders. Can show please contact: everybody is a welcome friend. We will pay all people’s expenses. Can operate shows in any city. Phone: Western Pennsylvania State Fairground, Pittsburgh, Pa. Replies to CAPPELL’S.’

BADGER STATE SHOWS
Opening Sunday, April 17, at Berlin, Wis.; then some unbroken slots to follow
Can use Concessions of all kinds, Arcade, Class or Side Shows. Want all kinds of help, especially good Carnival Operators. Electrician who knows Dime. Four ways to earn, reliable help.
J. VOMBERG
Phone: 610-1231
WAUWATOSA, WIS.

EVANS UNITED SHOWS
Open April 14 in North Kansas City, Mo. (Continuing to work in and around Kansas City, Missouri.) Information on all shows and equipment. Very liberal to new operators. Close to local man.
FRANK DUNCAN
Birmingham, Ala., until April 18. Phone: 60661. Replies, please.

WANT — AGENTS & GUNNERS
Can start capable Agents for locations. Also start two more Gunners, Truck Driver, Long Distance Agents. Reply to BILL MCCOY
Bill McCoy
3422 Linwood, Ill., or call Tampop 11-1539 until April 10. No replies.

CONCESSION HELP WANTED
J. A. SPARKS
James H. Drew Shows

WANT
Agents & Gunners
Want experienced competent Agent and Gunner andern furnishings. Stand alone and Independent. Contact LESLIE KIESTER
106 Main St., S. R. (Richler), Iowa. P. S.: No long distance calls accepted.
new merchandise for tomorrow's... 

parade of hits

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: 
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1, Ill.

COMIC DOLL (NEW) 
WESTERN LAMP 

Western lantern lamp features three-dimensional cowboy and steer designs. Additional Western lanterns on the shade. Ideal for the Western-minded youngster. Also in night light. —Dolly Toy Company, Tip City, O.

Complete with enclosed dice in a basic plastic hub glass. Themed to space travel with a character called Melvin, who performs the antics. Six moonmen included with head and dice through. —Remco Industries, Inc., 113 North 13th, Newark, N. J.

DIABOLES

A game that is made by the player. Contains 20 pieces. Is said to be educational as well as entertaining. Display cards, catalog sheets, stuffers provided by the manufacturer. Retail for 51. —NATIONAL TOY COMPANY, 108 Mason Street, Woodstock, Ill.

PERISCOPES

A periscope for the ski diver. Comes complete with rubber face mask. Check-Valve closes periscope when user submerges. Plastic windows at bottom of periscope permit observer to see sideways, down and forward as well as on the surface of the water. Retail for $4.98. —Unique Specialities Corporation, 3138 Cass, Detroit, I.

JACKS

Set of jacks and ball packed in poly bag with bright header. This dime retailer includes 10 jacks, red enameled oned-and-one-quarter-inch ball. Packed four dozes to the container. —Dundie Company, Van Nys, Calif.

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

Balloons Sticks 
Pennant Canes 
Plush Toys–Slum 
Pennant Canes

For Merchandise

Our NEW 1960 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneer, Commission, boys, Courtards and etc. Full line of PLUSH PREMIUMS & GIVEAWAY Items. Send for FREE COPY.

M. K. BRODY & CO., INC. 
916 S. Halsted, Chicago 7, Ill. 
In Business in Chicago for 49 years.

Uncanny is a new line of watches, with real watch hands. It is the first complete line of watches in the 'seventy-

A QUICK WAY TO FIND IT

Special Watch Sale

Men's Wrist Watches

Sample Sale Watch

Any Style

1.25 per Dozen

$8.95 per Dozen

$2.75 Dozen

$4.95 Dozen

$42.85 per Dozen

$20.49 per Dozen
LETTER LIST

MAIL ON HAND AT CINCINNATI OFFICE
2160 Paddock St.
Cincinnati 22, O.

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THE MARKET PLACE FOR BUYERS AND SELLERS

Continued from page 75

JESSE JAMES
Robbed
REAL STEAM TRAINS
Get a "LITTLE TOOT"
CROWN METAL PRODUCTS CO.
West Newton 1000
Wyoma, Pa.

The robbers said they will be back by next fall when they will need more money for a new train. This is the second time in two years that the train has been robbed. The train is used for the amusement of children and has been well received by the public. 

Persons

COLORFUL, DURABLE CORKTIPS, CURTAIN FITTED TO EXACT ROOM SIZE, READY-MADE, FABRIC. Priced, Sat. Dec. 11, 100. Miller, W. N., New York, N. Y.

Photo Supplies and Developing

PHOTO SMOOTHER CARDS, D.P. PAPER, CDROME, PHOSPHOR, SENSAtive ORGAnIC EMULSION. For visual perfection. Cased, Tian., N. Y.

Printing

BUSINESS STATIONERY...200283 LAST MINUTES, 704 A. Street, 254. Kansas City, Mo.

THERE'S STILL TIME
For your CLASSIFIED AD in the
BIG SPRING SPECIAL
Deadline Wednesday, April 6, 4:30 P.M.

Air Mail Special will do it!

WANTED: OCTOBER, NOVEMBER, DECEMBER. F. W. COCHRAN, 2938 W. 4th St., Kansas City, Mo.

MUSIC RECORDS

ACCESSORIES

Dealer-Distributor Equipment

PROTECT YOUR ALBUM INVENTORY.
Use exclusive BAGGY BAGS. Protecting bags that are designed especially for this purpose. Three sizes. Write for details. The Record Bag Company, 334 West 18th Street, Chicago, Ill.

TALENT AVAILABILITIES

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

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

Agents and Managers


Bands and Orchestrers

JUDY ALEXANDER & THE ORCHESTRA, 1620 N. 37th St., Milwaukee, Wis.

Musicians

BANZAN VOCALIST AVAILABLE JUNE 1-JULY 15. Specializes in cornet and clarinet, highly recommended. Address: C. J. Boals, Box 151, New York, N. Y.

BRENNEMAN - NINE EXPERIENCES ON OFFERS JUNE TO AUGUST. Extensive vocal and instrumental. Patrician, Tambo, Canada.

Outdoor Acts and Attractions

BALLOON ASCENSION, PARACHUTE, COMEDY TEAM BAND, M. M. Moroney, 3644 11th Ave., Kansas City 11, Mo.

WEIGHTS & VARIETY STAGE SHOW OF ENTRANCED POLISH NATIVE BAND, P. O. Box 207, Salem, O.

WANTED TO BUY

Can Blind Man Run Route? Well, Here's How It's Done

By BENJ OLLMAN

MILWAUKEE—Erwin H. Samp is like virtually any other bulk vending operator: He has a family, a home, a job. Except for one thing—he is blind.

He and his full-time helper, Gordon Jorgenson, who has normal vision, successfully operate about 1,500 machines in a four-county territory, including Milwaukee, under a franchise from the Wisconsin Council of the Blind.

Gordon Jorgenson functions as his eyes. He keeps track of the company car and handles route servicing chores. They also work as a team in soliciting new locations. Hired as the result of a newspaper ad, Jorgenson has been Samp's helper from the start of the business in 1917.

Fresh Machines

While covering the routes, Jorgenson makes a call on each location and takes out the old machines. The repairman drives the company car and replaces the old machines with fresh ones. They also work as a team in soliciting new locations. Hired as the result of a newspaper ad, Jorgenson has been Samp's helper from the start of the business in 1917.

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In the bulk vending field, blind operators are no longer a novelty. In the 1940's and 50's there was a heavy influx, encouraged by the various State and private agencies, to enter the field. Bulk vending was viewed by many counselors as a practical means of visually handicapped persons to become self-supporting. It has, in fact, proved very rewarding to many blind people who carved out successful livelihoods in their own efforts.

Outlook

What about the outlook for gum vending? What advice would he give other visually handicapped persons thinking of going into the field?

Says Samp: "Actually, the bloom is off the vending business—for blind people, anyway.

"The bulk vending business today is a hard, competitive field. But you can earn a good living at it if you work steadily and plan about intelligently."

SAMP USES A MANUAL CLAMP TO CEMENT the joints on a rebuilt vending machine for his route. His immaculate machines and sparkling maintenance program are a trademark.

Decal

Each machine carries the Wisconsin Council of the Blind official decal, which is modeled after a heute who is operating with the National Council of the Blind.

BULK BANTER

Harold Weoland, Phoenix, Ariz. bulk vending operator, has returned from a two-week deep-sea fishing expedition off LaPaz, Mexico. Weoland, making his first try at deep-sea fishing, caught more of the big ones than all of the six main fishing party put together. The Phoenix operator has a tail-gate operation stretching from Pilsen, Chicago to the Mexican border.

Everett Graf, Dallas distributor, with the Western Vending Association Bahama convention with a good-sized contingent of his other operators-customers. Graf, a regular NVA booster, has given the convention a lot of attention.

Rolf Lobell, Leaf Brands executive, returned last week from an extended tour of the Far East.

Former lord mayor of Dublin, Robert Briscoe, was a recent Chicago visitor, campaigning to lure

(Continued on page 79)
Op Swaps Charms to Solve Dusty Problem

PENSACOLA, Fla. — Selecting a supermarket location, and com-
puterizing for cleaning, refill-
ing and other super-
market operations has paid off in mom-
"Yvon Couch, bulk oper-
ator here.

Couch’s choice of machines are loc-
ated in supermarkets in Pensacola, 
Warrington and other Florida Gulf 
Coast areas has found little or no 
serious problem in the large amount of dust which collects in the aver-
age supermarket.

It wasn’t unusual for the Florida 
operator to arrive at a supermarket, 
in which he had mindlessly 
cleaned gun and charm venders 
or ya few days before, and find 
them so dirty that the average 
person would be repelled from 
dropping a coin in the chute.

Double Clean.

This happened so often that 
Couch faced with the prospect 
of either doubling his service calls or doing away with the loc-
als altogether. A better solution, 
he felt, would be asking personnel in the supermarket to take over 
the chore of keeping the machines clean 
each morning and keep an eye out 
for things turned out, boys were more than glad to comply.

In each case, the Florida operator 
pointed out frankly that the in-
come from bulk venders was too 
small to permit any cash compen-
sation, a point which he was 
re-

Over these last few years, workers have been working to improve the cleanliness of bulk vending machines, especially in supermarkets where they are often placed. With the increasing demand for cleanliness and hygiene in retail environments, bulk vending operators have started to implement measures to ensure that their machines are kept clean and presentable. This has resulted in a significant improvement in the user experience, making the machines more appealing to customers and thus increasing sales. The initiatives taken by operators have also contributed to the overall cleanliness of supermarkets, as these machines are often placed in high-traffic areas. The operators have been working with supermarket management to ensure that the machines are cleaned regularly and that the workers are trained to maintain a high standard of cleanliness. This has resulted in a positive impact on the overall cleanliness of the supermarkets, making them more inviting and hygienic for customers. The operators have also been working towards creating a culture of cleanliness among their workers, emphasizing the importance of maintaining a clean environment and encouraging them to take pride in their work. This has led to a significant improvement in the overall cleanliness of the supermarkets, which in turn has resulted in increased customer satisfaction and loyalty. In conclusion, the efforts made by bulk vending operators to improve the cleanliness of their machines have had a positive impact on the overall cleanliness of supermarkets, enhancing the customer experience and increasing sales.
BULK VENDING

Bulk Bonter
Contemporary was page 77

more U. S. industry to Irish shores. Brienne was largely instrumental in Lead Brand recently erecting a ball

Effect near a steel plant near Dublin. . . Other recent Chicago visitors were Val

and John Colman, Kenosha, Wis. John bommed back rapidly from some recent minor surgery.

Both Chicago distributors, Jack

Nelson, Logan Distributing, and Paul Crumpton, Kirk & Company, had dinner days Tuesday (30) as the

mercury reached a record 71 in the Windy City, with bulk op

erators hurrying to get their routes in shape for the spring. It seems the warm weather gets operators thinking of outdoor installations again.

R. Greenfield, Top Chicago Attorney, Joins NVA Bahama Meet Program

CHICAGO—Robert S. Greenfield, a prominent Chicago attorney, has joined the lineup of

speakers at National Vendors’ As

sociation Bahama Convention, April 21-24.

Greenfield will speak with Stanley


The trio will be featured at the

business sessions which together with the equipment and supply exhibits, group meetings and social program will round out the conven-

tion’s four-day agenda.

Forgotten Key

Greenfield’s speech is titled, “Did You Forget Your Key?” and is expected to deal with tax, legal and accounting practices in the bulk vending industry.

The Chicago attorney is well known in the financial and insurance fields. He was vice-president of the Exchange National Bank, leaving that position to re-enter his private law practice, specializ-

ing in pensions, profit sharing and estate analysis.

He is a member of a board of directors of merchandising and funding companies and is actively associ-

ated as vice-president of the Secu-

rity Funding Company, a Chicago insurance consulting firm.

With less than three weeks to go, the NVA convention appears to be

shaping up as one of the association’s best. Advance reservations have been more than double good and the convention attendance figure should reach nearly 400, accor-

ding to Joe Nellis, executive secretary. Already more than 200 persons have registered.

The total of exhibitors should also be one of the association’s largest. Some 21 firms are scheduled to show a full line of bulk vending merchandise to the industry.

A few possible additions are expected by convention time.

Keeny Preps

Candy Wholesalers Mull Governmental Policies at Meeting

WASHINGTON—The national governmental policies of the Na-

tional Candy Wholesalers’ Associa-

tion were reaffirmed as one of the best attended board meetings in the history of the association, held here recently.

These policies, adopted at the 1959 convention, provide for much of legislation against unfair and deceptive practices, the 


against destructive price cutting, against extension of coverage under the wage-hour law, against State taxation of income from interstate commerce, and against elimination of experience rating under State payrolls.

The board also reaffirmed the asso-

ciation’s policy in favor of legis-

lation approved by the Congress, to provide

business tax relief for expansion, federal fair trade, pre-merger noti-

fication, and labor reforms.

Membership

The membership committee reported a net gain in membership for 1959 and continued that the committee field

work reported an excellent Western Candy Shoot and Conven-

tion and Packaging Clinic and coordi-

nated that another packaging unit be held in connection with the next Western meeting in 1962. It also recommended a packaging clinic for 1963, to be held in the Midwest or East.

The Convention Committee reported on the successful Chicago convention in 1959 and detailed new plans and ideas for the 1960 meeting in Washington. The Wash-

ington convention is expected to be NCWA’s largest, the committee said, due to the universal attention of the nation’s capital.

The Research, Education and Foundation Committee decided on several new projects which were approved by the board and will be announced soon. The Publications Committee approved plans for the new NCWA Merchandisers for the distribution in the fall of this year.
PHILADELPHIA SCENE

Bill Wisen, of the Scott Grosse organization, was hospitalized for about two weeks when he suffered a second degree burn of the leg while doing some chores around his house. Bill, one of the most likable guys in the business, was using gasoline to clean the tile in his basement when it suddenly flared up. He tried to throw the bucket containing the burning gasoline out the door and it caught his pants. Wisen suffered burns from knee to ankle. He was confined to the Einstein Medical Center and then had to recuperate at home.

Ray Rodgers, salesman for Scott Crease, has filled in for Billy in the office. "I've been pretty busy trying to do the work of two men," he reported. It was not known when Wisen would return to his desk.

Abe Lipsky, manager of the All-Vend Equipment Company, reports that there is "much less confusion" since the firm changed its name from the Sandy Moore Pennsylvania Corporation a few months back. At the time, the firm stated too many people got the company confused with the New York distributor. "It has definitely eliminated the confusion that existed," Abe said, "and at the same time we haven't had any trouble with the switch." Lipsky reported the Valley pool table moving well. Sy Redd, of Boston, dropped in to visit Abe when he was in town recently... Marty Brownstein, sales manager for Joe Ash at Active Amusement, reported a new salesman was added to the staff last week. He is Morris Shen, of Philadelphia, a newcomer to the industry. Marty said Shen will work "on both the road and inside." Jack Palmier, of International Amusement, said the concern is opening seven Arcades in Europe. The two principals in the company have gone over for the event.

George Metzger
WASHINGTON—The coin machine industry was both praised and criticized in its bi-annual report issued by the McClellan (D., Ark.) racket committee last week (31) when that group issued a report of conclusions drawn from extensive investigation of the industry.

Probers said a "parade of willful" from various parts of the country, including legitimate and non-legitimate elements who are in the game, by the by the industry have been widely victimized by racketeers and thieves.

That is the conclusion drawn by the Senate Select Committee on Irregular Activities in the Labor Management Field from its exhaustive study of the coin machine industry over the past two years. The committee's fiscal report, issued March 31, praised the industry as good stock, which "gives promise of even greater value to the economy and to the consumer by its efficient merchandising of an increasing number of goods and services." Such praise, however, touched on the "skill and efficiency of labor and management, the great majority of whom the probers found to be hard-working citizens." This makes it a "great fact" in "certain areas, in which control has been in the hands of racketeers," the probers said.

One of the most revealing accounts of the committee's conclusions relating to "various sections of the country." The Findings

World Series Makes Debut

WASHINGTON—The coin-operated machine industry of the nation is inherently a legitimate one, the Senate Select Committee on Irregular Activities in the Labor Management Field in its exclusive study of the coin machine industry over the past two years. The committee's fiscal report, issued March 31, praised the industry as good stock, which "gives promise of even greater value to the economy and to the consumer by its efficient merchandising of an increasing number of goods and services." Such praise, however, touched on the "skill and efficiency of labor and management, the great majority of whom the probers found to be hard-working citizens." This makes it a "great fact" in "certain areas, in which control has been in the hands of racketeers," the probers said.

One of the most revealing accounts of the committee's conclusions relating to "various sections of the country." The Findings

![Image](https://www.americanradiohistory.com/)

**Who Said That?**

- "The coin-operated machine industry is a legitimate business of increasing importance and desirability."
- "We never mention figures because of the many millions involved."
- "You can't compare the Wall Street bubble with that.""...""There are no "true" stocks in the coin machine industry, only "jockeys" and "jockeys.""
- "The industry is basically sound, but it has to be regulated."

**MOA Reservations Roll in**

CHICAGO—At the 1960 convention of the Motion Pictures Illustration Industry, a new record was set by the Motion Pictures Illustration Industry. The convention was held in Chicago, May 9-11, and set a new record for attendance. The convention was attended by over 1,000 people, including industry executives, film historians, and critics. The convention featured a variety of sessions on different aspects of the motion picture industry, including the history of the industry, the role of the industry in society, and the future of the industry.

**1960 Operator Poll Under Way**

CHICAGO—Thousands of operators throughout the nation this week received questionnaires for The Billboard's 1960 Juke Box Operator Poll. The poll is designed to cover all aspects of the juke box industry, including business, operating expenses, and general information. The poll will be conducted by The Billboard staff, and the results will be published in the magazine in the near future.

**New Super Store Playland**

HARWOOD HEIGHTS, Ill.—Donovan Distributing Company, Chicago, has opened a new store in the city, which will be the largest in the area. The store will be open from 8 a.m. to 10 p.m., and will feature a wide selection of coin-operated machines, including pinball games, slot machines, and other entertainment.

**Coint Machine Council Sets Booth**

CHICAGO—the Coin Machine Council for Public Relations will maintain a booth at both the American Radio Association's convention in Los Angeles, Calif., and the National Pinball Association's convention in Chicago, Ill. The booth will feature information about the coin machine industry, including the history of the industry and the role of coin machines in society.

**Hertz to Lease Coin Equipment**

NEW YORK—Hertz Corporation, the automobile rental agency, is planning to open a branch in New York, with the goal of leasing coin-operated machines. The company has already begun negotiating with several coin machine manufacturers, and is expected to make a decision soon.

**Wurlitzer Appoints Jack W. Gray**

NORTH TONAWANDA, N.Y.—Jack W. Gray has been named to the newly created position of assistant comptroller at Wurlitzer. Gray, who has been with the company for several years, is expected to help in the company's financial planning.

**Official Baseball, by Williams, Bows New Pitching, Fielding**

CHICAGO—Official Baseball of the first standard type baseball of the 1960 season, was shipped last week by Williams Electronic Manufacturing Company.

- "It's a big hit—double, triple, and home runs can be made by swatting the ball between the fielders and into the fence. Balls then fall into ball holes drilled in the field, and a特is is scored."
- "This is the best of all. It's a pitching contest that can be taken in by any of these field positions, and at varying stages of the game, and at varying distances."

- "It's a hit to those spots for safe hits when they are hit."
When we say Wurlitzer builds the world's greatest money-making music systems, we're only repeating what music operators tell us. They've learned that the keys to Wurlitzer cash box doors really open the way to greater profits. The more of them you have on your key ring, the better off you'll be.

WURLITZER
HI-FI Stereophonic MUSIC
A SOUND SENSATION
A SOUND INVESTMENT

THE WURLITZER COMPANY Established 1856 NORTH TONAWANDA, NEW YORK
FIRST OF 5-PART SERIES 'ARCADES IN THE 1960's'

The Billboard begins, in this issue, a five-part series on the place of the amusement Arcade in the recreation scene of the 1960's. The first article, on this page, "The Penny Arcade Goes Social-Climbing," contrasts the Penny Arcade of by-gone days with the modern Arcade of today. Next week's article, "Fitting the Arcade to the Recreation Boom," will tell of new opportunities in Arcade locations and operations. The third article, "Your Arcade—Should You Run It or Rent It?" discusses the advantages and disadvantages of private ownership versus the concession-type operation. The fourth article, presents facts and figures on today's Arcade investment, costs and profits. "Doo's and Don'ts in Arcade Management" will wind up the series with off-the-cuff tips on locations, equipment, promotions, community and customer relations, by veteran operators.

Ideas and Experience

Purpose of this series is to draw attention to the challenge and opportunity inherent in the amusement game and equipment field in the 1960's. The opportunities for new ideas in entertainment and recreation would seem to be boundless—and the challenge to the amusement game business is in fashioning its equipment and long history of operational experience to today's needs and desires. Both the fresh ideas and the history are important to the future.

The difference between the Penny Arcade of 1950 and the modern Arcade or Family type of the 1960's could become equal to the difference between the horses in front of the buggy and the horses under the hood. Whether or not this breach is made will depend on how fast and effectively operators, manufacturers and newcomers follow up the fresh steps that have already been taken and make still holdier ones.

New kinds of operational ideas and new kinds of equipment are the very heart of the coin game business, a business that, like all its show business brethren, depends on fresh appeal for continuing success.

**Arcades Shed Hokey-Tonk Stigma, Seek Family Favor**

By KEN KNAUF

CHICAGO—"She ain't what she used to be." That's the common complaint from operators of the old, gray Penny Arcades that still rank the burrowing horses and shut off movie spots in many of our large cities.

Some Arcades, vestiges of a bygone era, cling to the hokey-tonk, come-on appeal that typified the booming Penny Arcade business of the 30's and early 40's. But these "old gray mares" can at least point to prospering descendants. Modern arcades now spotted in modern amusement parks, shopping districts and recreation centers—say, "We're in the right business but we're 20 years behind."

The modern Arcade has discarded its squating cows in the big city for the faster paced, the beaches, the suburbs, town and outlying areas, and has profited by the move.

Its outlook has changed. No longer does it depend on the overflow crowd to sell the movie house, the barroom or billiard parlor. It's now an attraction in its own right. Its new target is the whole family—men, women and the kids—and new dressing itself up to suit their better-behaved clientele.

The fortunes of the Arcades seem to run in cycles. The earliest Arcades (dating back to 1899) featured the Edison song machines, forerunners of the juke box, and the nickel movie machines, precursors of the motion picture industry.

According to one old-timer, the Arcade business prior to 1907 was "a high-class center of entertainment, attracting the best class of customers and providing an attractive atmosphere thru beautiful furnishings and well-kept machines." The subsequent decline of the business, he said, was due mainly to the carelessness of Arcade owners and managers. "Scene Arcades to-day dish was in 1934 but still holds true to this day. They are filthy and dirty, both in equipment and furnishings. Most are dim-lighted and without ventilation. The entrances are not inviting."

Other Critical Times

The years from 1907 to 1923 were not productive of many new machines and many persons believed that the Arcade was "all thru."

Gymastic Regalia

In 1941, Mike Munyes (still regarded as the Arcade equipment king), suggested a good helping of "back-home" equipment, including bowling bags, billiards, marbles, and pinball machines. Unfortunately, the wartime shortage of supplies caused a dampening effect.

Among other machines suggested at this time were fortune telling devices, card-readers, movie machines and View-A-Scopes. But the new-type machines were beginning to appear. Munyes always carried bowling games (the earliest versions of shuffle and ball bowlers), all types of shooting equipment, including individual pistols and rifle units; Photomatics, baseball machines, skill-lifters, Flash machines (those batteries of little meters that indicate your personality, your ability as a lover, or people's opinion of you), pinball games, darts and jugs.

Six years later (1947) Ken Wilson, then president of Analagated Distributing Company and a Reading Arcade authority, outlined an Arcade line-up of 50 machines including: Two photo machines, two voice machines, movie machines, two pinball machines, two bowling bags, a ladder, a grip machine, two pinball machines, two metal typewriters, five pencil machines, a football machine and several machine pins.

Vanishing Species

Punching machines. Novel mills, penny shows, darts games and gambling games have gone by the boards in the modern Arcade. Some of the old standbys—such as fortune tellers, metal typewriters, pinball machines—are still popular today. (There is also a brand new Munyes version of the gripper on the 1960 market.)

But the big attraction today is the ball bowling game, and many a new Arcade has been turned on the strength of this one type of machine. Popular as it is with the American family, the American sport of bowling, as well as in this coin-operated miniature version, in a solid Arcade attraction.

What are the other modern Arcade mainstays? Pinball machines (equally as good today as the photo machines), electric rifle games, sports games such as hockey and baseball, driver—testing devices, five-ball pin games, soft-drink, popcorn and penny charmer machines, are all widely used.

Now Draws Raves

Featuring its new fate and new location, the Arcade today often draws raves from the community because the Arcade owner can go for a good time at a low cost. Parents and teen-agers themselves have been particularly receptive to a new version of the Arcade concept. Some of them, like the old standbys and games of the 1930's, are healthful, interesting and require skill and strategy. The modern Arcade is a place of entertainment and the family can enjoy it.

This new type Arcade is in marked contrast to the hokey-tonk variety which often features racy pinball machines, rows of slot machines, and weak back-gaming devices—a system of operation that keeps the police, transit officials and licensing officials at its door step. Such spots are still in evidence in many of the large cities, operating on a catch-a-cute-catch-a-boss basis. This type of spot, while probably popular among young people, is not considered family entertainment.
Swiss Coinmen Draft Code of Ethics

ZURICH, Switzerland—The Association of the Swiss Coin Machine Industry (VSA) has drafted a code of ethics which is expected to serve as a model for the industry everywhere.

The code seeks to preserve competition within the industry, but to insure that it is conducted fairly. Main points of the code: A VSA member is obliged to abandon the selling of juke boxes belonging to other members of his organization during the operating period fixed by contract.

VSA members are obliged to use and abide by the standard VSA contract form. They may not alter it to grant unfair concessions to location owners.

3. VSA members may not make extravagant claims when advertising or resort to ridiculous comparisons with their competitors. They may not claim that machines are free of tax.

Article 1 specifically prohibits the offering of higher royalties, direct or indirect payola, and other miscellaneous inducements to a breach of contract.

While members are bound to use the VSA obligatory contract, such requirement does not infringe competition in cases involving: The operator changing the location, expiration of the operation period, or the change of machines. VSA members are forbidden to advertise under headings such as "Safe Existence," "Double Your Investment" or "Security for Life."

If such interest is in the machines for its enforcement. It establishes an arbitration committee and an arbitration court, which takes jurisdiction if the Committee's ruling is rejected.

The court machinery has these principal features: The assessment of damages to be paid in an injured party.

2. Authority to prescribe steps intended to restore the wronged party to its original position.

3. The levying of fines against offenders up to 3,000 Swiss francs, the fines to be paid to the association fund.

German Coin Leader Dies

BRUNSWICK, Germany—Peter Kerssen, 47, editor of Antiquenzeitung, the German coin machine magazine, has died after a long illness.

Kerssen left the state civil service in 1951 to take charge of the then just-founded coin machine magazine. Under his direction it has become a leading organ of the German coin machine industry. He is also given credit for having made a substantial contribution to the development of the West German coin machine industry. His interest is in the machines for his enforcement. It establishes an arbitration committee and an arbitration court, which takes jurisdiction if the Committee's ruling is rejected.

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Der Muenzautomat Anniversarry

MAINZ, Germany—Der Muenzautomat, a leading organ of the West German coin machine industry, is observing the 10th anniversary of its founding.

Editor Dieter Schuler recalls that his magazine was founded just after the currency reform in 1948. For the first time West Germany's boom and the development of the coin machine industry.

The Muenzautomat has specialized in the reporting of court decisions affecting the coin trade, and in its April issue the magazine will publish an index of all major court rulings covering the decade since its founding.

Hugo Stefansen Re-Elected

COPENHAGEN—Hugo Stefansen has been re-elected president of concessionaires at Copenhagen's annual Association meeting, which features Denmark's largest assembly of coin-operated amusement equipment.

British Distrib for Metal Tapers

LONDON—National Novelty Company, Ltd., London, was named last week as distributor for the British Isles for Standard-Harvard Metal Tapers, Inc., according to Henry F. Harvis, general manager of the Chicago firm. National, headed by U. E. Roberts, was the first firm to begin working on coin-operated machines when British import restrictions were recently lifted. Burns termed the British market "a virgin territory" for the machines, and said National, with its experience in this field to do a good sales and service job.

Juke Box Gets 1,000 Plays

LONDON—More than 1,000 selections were played on a Fanfare 100 juke box during a marathon rock 'n roll session held recently in Gunnersy, Channel Islands. The box, which is manufactured by the Germans N/S-Applaus GmbH and was installed by local Fanfare distributor Mr. Frank Searbood, played for 26 hours non-stop-an endurance test for the box as well as teenage competitors. The competitors claimed a new record.
Rockola 120-125

Chicago Coin

All Star Tennis Bowler 11/55... 155

Astrakhan 120-125

Bowler 11/55... 155

Astrakhan 120-125

Bowler 11/55... 155

Atlas 120-125

Bowler 11/55... 155

Atlas 120-125

Bowler 11/55... 155

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Atlas 120-125

Bowler 11/55... 155

At...


**Midwest**

**OUT MINNESOTA WAY**

Some 50 operators (plus some wives) attended the recent Seeburg service school sponsored by the Liebermann Music Company at its Minneapolis headquarters. The operators and wives were guests of the company after the all-day session at a dinner and a drive-in theater party when they saw Cinerama's "South Seas Adventure" at the Century Theater. The school, first of its kind in the area, was conducted by Woody Woodhall, Seeburg service engineer. Operators attended from throughout Minnesota, North Dakota, South Dakota and Western Wisconsin.

On the sick list: Mrs. Chad LeDoux, wife of an operator at Virginia, has been released from the hospital following a bad attack of ulcers. . . . Fran Refulla, at the "Dame" Novelty company, Hibbing, was released from a local hospital following a hernia operation and returned to the hospital for an operation on a slipped disk.

Operations are starting to get really for the resort season which will be opening soon in Northern Minnesota and northern Wisconsin. They're starting to think about locations and have been in the Twin Cities to pick up some extra equipment they'll need. . . . Jack Ritter, of Midwest Novelty Sales Company, St. Paul attended the national NaBrith bowling tournament in St. Louis.

Sun Wozniak, Little Falls, was in Omaha for the Nebraska Music Guild conventions. Operators seen around the Twin Cities include Hank Keeng, St. Cloud; Gordon Stout, Pierre, S. D.; Frank Nors, Grand Forks; Ted Sallvand, Horton, S. D.; and Ken Run, St. Cloud. Bulk vending supply distributors say that business has fallen off a little during Lent.

Norman Pink, general manager of Advance Music Company and Midwest Automatic Phonograph, was married March 20 in Winnipeg, to Dorothy Abrams, Mrs. Pink, formerly of Winnipeg, is a dietician at Northern Memorial Hospital in the Minneapolis suburb. Money, Pink's boss, Dan Hellickson, was an usher at the wedding. After a honeymoon in Hawaii, the couple will stop briefly in Los Angeles where Pink will tour the Automatic Photo headquarters. They will return to Minneapolis April 2. Don Lyons

**South**

**AROUND TENNESSEE**

Joe Coughlin, Poplar Tones Record Shop, Memphis one-stop, reports many operators geared up to slap the first Elvis Presley disk since his return from the Army on their juke boxes. Among those: Bill Fowyer, Fowyer's Music Company; Allen Y. Kellett, Central Music Company; Carl Caples, Rainbow Amusement Company; Jack and Charles Kahn, Tri-State Amusement Company; E. T. Lackett, Lucky's Music Company; Carl Canaday, Canaday Music Company; Luther Dickens, Dickens Music Company, and Mike Solomon and Jimmo Hollings, Ace Music Company.

Johnny Navarre, Joe Coughlin and Frank robotics partners in Poplar Tones Record Shop, were swamped during their recent-open operation. In their new $500 fireproof vault, and in a sponsored, the departmental sales, there was little time to peruse the listings. They had a number of newspaper ads, gave away $32,000 worth of prizes (first was RCA color TV set), discounted LP albums $1 and had a successful grand opening.

**for music operators who desire to stimulate more play on their non-stereo juke boxes**

**FOR ONLY**

**$89.50**

How? By installing a

**Steriomatic AMPLIFIER**

**STERIOMATIC** is easily installed on location in 15 minutes. All that's needed is a STERIOMATIC AMPLIFIER and any extra speaker you have around. Use your same sound system. Plug in STERIOMATIC and you're in business. You'll be amazed at the separation and tone. And, as will all your customers.

**STERIOMATIC, INC., 1103 13th St., Columbus, Georgia**

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**SPECIAL**

United 14 Ft. Bowling Alley. **$150**

**C** 13 Ft. Classic Bowling Alley. **$155**

**ARCADE**

Gems

Circa Gun **$125**

Super Big Gun **$135**

King Ferry Gun **$150**

Army Craft Sport **$150**

Champion Breakball **$150**

Fly Bandit **$150**

United

Marlin **$125**

Joy Builder Gun **$125**

Exhibits

Resistance Gun **$150**

Dale Gun **$150**

William

Four Ranger **$150**

Super World Series **$150**

Star Gun **$150**

**ALLEGIES**

Lt. Central Shutter Alley **$150**

Lt. Speedy Shutter Alley **$150**

Lt. Kong Shutter Alley **$150**

**CENTRAL OHIO**

Coin Machine Exchange

801 N. High Street, Columbus 12, Ohio

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**SPECIAL**

Due to high demand for coin machines, we are currently unable to fulfill all orders. We apologize for any inconvenience this may cause. **Central Ohio** Coin Machine Exchange is dedicated to providing the highest quality and service to our valued customers. We are currently working to increase our inventory and hope to be able to fulfill all orders soon. If you have any questions or concerns, please do not hesitate to contact us. Thank you for your understanding and continued support. **Central Ohio Coin Machine Exchange**
The ease of servicing a new Rock-Ola phonograph is shown by the photograph on the left. This is only one of many reasons why Rock-Ola is the most profitable phonograph in the world to operate.

Because the TEMPO II is "Location Engineered," you'll discover a new ease of operation and service. Its complete accessibility is the operator's key to bigger profits. The Easy-Raise-Dome and the Walk-Away-Featherweight-Door completely expose all the operating parts of the phonograph and put all parts in easy reach for fast, economical, one man servicing. When service is needed it can be handled faster and more economically on the new 1960 Rock-Ola TEMPO II all-purpose phonograph because it's "Location Engineered."

Before you buy another phonograph, stop in at your local Rock-Ola distributor's showroom and see the TEMPO II. See for yourself its serviceability. Listen to its amazing "Tri-Fonic" flexibility which gives you three phonographs in one to play any type of music to fit the needs of any location. For the maximum profit per each location, for greatest dependability and ease of servicing, it's Rock-Ola in 1960.
this fast change credit system makes the new AMi model "K" more versatile than ever

ALL YOU NEED IS A SCREWDRIVER

You can make virtually any credit combination by moving a few set screws on either the credit unit or circuit board. Both are located in plain view within easy reach for fast changes. Quick disconnect couplings eliminate soldering, make removal and replacement a matter of mere seconds. This outstanding system stores up to 30 plays or 3 dollars and provides for dual pricing on all K models.

YOUR King OF PROFIT WITH OPTIONAL DUAL SPEED COMPATIBLE PLAY

from AMi and its family of distributors in the United States and Canada

AMi is an Affiliate of Automatic Canteen Company of America.

1500 Union Avenue, S.E., Grand Rapids, Michigan. Since 1909, designers, engineers and manufacturers of automatic musical instruments for business and industry.
Your ad in this important M.O.A. Convention issue will take your sales message to more than 7,500 key coin machine operators who buy 95% of all juke boxes, amusement games, vending machines and supplies bought by the coin machine industry... and it reaches them when they are primed to buy!

INVESTING YOUR ADVERTISING DOLLARS

Coin Machine Manufacturers, Distributors and Suppliers invest their advertising dollars, instead of just buying space, and they expect a solid return on every dollar invested. Week after week, month after month, year after year, Coin Machine Distributors continue to place more than 80% of their advertising in The Billboard and less than 20% in other trade publications. Why? RESULTS!!

Music Operators of America Convention will be held May 9-10-11 at the MORRISON HOTEL, Chicago

Start Planning Now!!! Have your advertising sales messages ready to appear in pre-convention, convention and post-convention issues of The Billboard.

Remember... The advertising deadline is Wednesday, May 4, for The Billboard's M.O.A. Convention issue. Prepare your copy early.

Make your reservation for advertising space today!
Contact your nearest Billboard office listed below for complete information and rates.
Chicago Coin's

Bull's-Eye DROP BALL
4-GAME BOWLER - 4-1/2 ft.
KING BOWLER - 16 ft.

NEW GAMES

Bally BEACH QUEEN
Bally LAGUNA BEACH
Bally OFFICIAL JUNIOR
Gottlieb W.node TRAIN
Kenny ELEVEN BILLS
Kenny BIG DIPPER
Kenny
CRoss-C1ASS-D1SS0N
11111111111111111111
UNITED TEAM-MATES
Williamas MAG
Valley 6-PICT POOL
Keys 6-PICT POOL
Flinder 6-POCKET POOL

IMPORTERS!
56-Page Illustrated 1960 CATALOG FREE!
SEND FOR COPY TODAY!

PLACE YOUR SPRING LOCATION ORDERS NOW TO ASSURE DELIVERY WITHIN 4 WEEKS OF ORDER

CABLE: "FIRSTRICH" - Chicago

RECONDITIONED - REFINISHED
$165

GIVE TO DAMON RUNYON CANCER FUND

FIRST GIVES YOU THE PENNANT WINNER!
NOW DELIVERING CHICAGO COIN'S "WORLD SERIES"

BASEBALL

- Most Authentic Game Ball! - Chuck-full of Action and Thrills!

WORLD SERIES BASEBALL

GIVE TO DAMON RUNYON CANCER FUND

THE BILLBOARD
APRIL 4, 1960

BOWLING PRIZE CARDS
100 Names, $10.00 per 100 Cards
200 Names, $15.00 per 100 Cards

MUSIC SHOPIED
1451 Radden
1452 Radden
1453 Radden
1454 Radden
1455 Radden
1456 Radden
1457 Radden
1458 Radden

Write for price list.

DAN STEWART CO.
1110 S. Lewis Ave.
Tulsa, Okla.

HARRY JACOBS

WHEN ANNOYING ADS...

SAY YOU SAW IT IN THE BILLBOARD!
Senate Report Launder Coin Biz

racketeers with coin machine interests appear to be members of groups with family, social and financial affiliations which go across the country. Their coin operations not only permitted them access to the profits of controlled markets, but also to the ability to abet and aid their illegal activities, such as gambling, narcotics trafficking, and tax evasion.

3. In some instances, the underworld has found an appearance of racketeering made ready to do its bidding; for many years, racketeers have been in action in collusion with subversive union officials to enforce trade restraints to benefit favored employees and the corrupt labor officials.

4. Captive Local Management at Fault

13. Management "has knowingly used criminals to increase sales," and has conducted the resulting "violence and mayhem as a liability of the business. From New York to Los Angeles it has added up, in preference to resisting ex-tortionists demands upon it."

14. In some instances, where small businessmen have sought to resist racketeering, it is a matter of little help from local authorities, and have had to risk their entire re-operations and even lives when trying to eradicate racketeering. It has been a widespread lawlessness threaten- ing the sovereignty of our democratic institutions.

15. "Present laws and their enforcement on racketeering have not been adequate to contain the spread of racketeering. It is simply too confusing. Some will get away with it, and the need for new effective punishment."
WE'RE MOVING!
Must Get Rid of Inventory

- COON HUNTS
- AROUND THE WORLD TRAINERS
- DECO AND NYLCO ROCKETS
- EXHIBIT SHOOTING GALLERIES
- FORTUNE TELLERS
- CHICAGO COIN SIX SHOOTERS
- KEENEY SPORTSMEN
- 3 Like New MUTO VOICE-O-GRAPHS
- and many other CUNS and ARCADE EQUIPMENT.

Will Trade Against Bingo and Shuffle.
You can get the buy of your life . . . Make an offer or come in and see us!

SCOTT CROSS CO.
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GIVE TO DAMON RUNYON CANCER FUND

Praise & Scold Coin Industry

...Continued from page 81

came creations of the coin-machine operators themselves, who handled to associate or the union-association contract and place their machines in covered locations," the report alleged.

Committee noted that Albert B. Denver, president of the Music Operators of New York, provided important statistics showing the size of the industry in New York, and the importance of the association. Denver appeared before the committee last year, and testified that he and MONY had done everything possible to steer clear of racketeers and racketeer-dominated unions. He and the association were commanded by Senator Church (D., N.Y.) for their "determined resistance" to hoodlums.

An Illinois coin operator, however, said that "paper locals" spread up overnight to "muscle their way into the game machine business." The locals were often headed by criminals, ex-convicts and racketeers, and made no pretense of operating for the welfare of the workmen. On the Chicago scene, prospectors found that the "criminal syndicate took "more than $10,000 per year from the juke box industry by exacting payments in the form of dues thru three separate channels." Channels were the Recorded Music Service Association, Inc., an association of local operators; the coin branch of Local 134, International Brotherhood of Electrical Workers, and the Commercial Phonograph Survey.

Committee learned that Fred Thomas (Juke Box) Smith, business representative of Local 134 in the Chicago area, was able to force the juke box operators to maintain membership in these three organizations.

The local performed no normal trade union functions.

In 1956, according to the brokers, "major hoodlums" made further inroads in the juke industry by forcing operators to buy records from the Lornar Distributing Company. Lornar was owned by the Charles (Chuck) English, close associate of "notorious gangsters" such as Sam (Mooney) Giancana and Paul (The Waiter) Rocco. To force operators to buy their records from Lornar, pressure was put on "Jukebox" Smith and his union, and by Teamster official Joey Cimino. As a result, a legitimate one-stop business, Singer One-Stop Record Company, paid about $600,000 per year in business.

Still not satisfied with their ill-gotten gains, the syndicate made further profits by the counterfeiting and sale of large numbers of phonograph records. Committee said Charles English was instrumental in the "swindle," as was George Miller and the Rite Record Company, of Cincinnati, which was owned by Carl Burchardt. Cincinnati police established that Burchardt had been sending records to Miller as early as October, 1957.

Prosecution

Testimony disclosed that Miller was really George Hilger, associate of Chicago hoodlums, and of Chuck English. Prosecution by the Illinois State's attorney resulted in dismissal of charges against English, and payment of a $50 fine by Hilger. None of the record manufacturers whose labels had been counterfeited took any legal action against Lornar.

In addition, Ted Sipiora, co-owner of Singer One-Stop, said hoodlums put pressure on him to stop Tommy Leonetti recordings. Leonetti at that time was managed by a Mr. Ambrosio, who was connected with the underworld. Committee said it was "planned to confine that no derogatory information about Mr. Leonetti has come to its attention." (For further details, see Music Section, this issue.) Leonetti did not know of Ambrosio's "connections."
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Detroit — A complete one-stop for coin machine operators has been established by Miller-Newmark Distributing Company, with the opening of a new record department. According to Manager Art Hebert, the firm now has a full line — vending equipment, juke boxes, records and amusement games.

To handle the new record department, an additional store area next door has been taken over. It has a separate street entrance and also inside connections with the main salesroom.

The company has also enlarged its parking lot to about 60 by 150 feet with space for 30 cars. The salesroom has also been redone and upgraded accordingly.

Dick Crane, formerly in charge of records at Music Systems, has been appointed manager of the new record department, with Ral Harvey, his former assistant, also coming over in the same capacity.

Don Ruffels, a former assistant sales manager at Music Systems, has also joined the Miller-Newmark organization as a salesman, handling all types of machines.

Detroit — Coinmen were shocked to hear of the untimely death of Mrs. Arlene Massie. Arlene was the daughter of Bob Norman, veteran coinman, and was the wife of Bob Massie, serviceman for Automatic Equipment Company. Arlene was 26 years old at the time of her death and was the mother of a three-year-old daughter. Burial was in Miami.

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More High-Speed Action!

More Players!

More Profit!

- Lighting all numbers in Red or White Feathers scores special
- Lighting all numbers in both Feathers lights top rolver for specials
- Hitting top rolver and "Wide-View" Roto-Targets light corresponding number in Red or White Feather
- "Wide-View" Roto-Targets allow 2 numbers to appear at same time
- Bumpers light green and purple pop bumpers and side rollovers for high score
- Score to Beat Panel • Single Player Panel Scoring
- Four places to spin Roto-Targets
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- And coin-box with locking cover

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1 Bingo Repairman
1 AMI Phonograph Repairman
Must be responsible, and have a knowledge of Repairing
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Climbing Ladder
• Continued from page 82

used cigarette vendors

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14 bowlers - $1 Ball
Completely Reconditioned

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earn big extra profits now with Bally kiddie rides

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another BANNER SPECIAL!

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THE 33 1/3 TODAY (AND 45's TOO)

Seeburg is ready today with a phonograph that will play the record of tomorrow! For more information, ask your Seeburg distributor for a copy of the Seeburg "Stereo Seven" folder.

seeburg dual-spindle disc

Here’s the key to two-speed play—and it’s standard equipment on every Seeburg 1960. This little miracle disc actually provides two spindles in one: a 1 1/2-inch spindle to play 45 RPM records; a 5/16-inch spindle to play 33 1/3 RPM records. The dual-spindle disc senses the speed of the record that has been selected and the Seeburg automatically plays it at its proper speed. Both the 45 and 33 1/3 RPM records play automatically regardless of where they are placed in the record magazine.

auto-speed unit

All you need to play the 33 1/3 RPM "Stereo Seven" is the compact Seeburg AUTO-SPEED unit, which mounts inside the cabinet and plugs directly into the mechanism circuits.

how it works

Normal operation is 45 RPM. However, when a 33 1/3 RPM is selected and clamped to the turntable, the position of the dual-spindle disc closes a switch that turns on the Auto-Speed power unit. The Auto-Speed unit then automatically converts the normal 60-cycle power to the motor to 44 cycles. The turntable speed is reduced to 33 1/3 RPM.