'60 Could Be That Band Revival Year
Action Booms on Discs and Other Fronts; Booking Demand Tops Supply

By JUNE BUNDY

NEW YORK — This may be the year that the long-harried "so-called bands" receive the kind of attention they’ve long desired. Dance bands have been increasingly active during the last few months on several fronts—TV, personal appearances, couple dancing and programming, as well as recording. Stereo and radio's new "good music" trend is completely centered on being the major factors spurring the current upswing for dance bands. As a result, the outlook for dance bands was—both swing and swing—has been very bright. Each effective sales-wise in the stereo album market.

For example, The Billboard album chart placed 15 albums in its annual pop LP's and among the top 10 LP's on the Metronome chart, the stereo line-up included those packages by Niels-Hansen, ABC, Warner Bros., and others.

Bookings Up

However, the band boom isn't necessarily dependent upon disc exposure. For example, Ray Conniff, who hasn't had a big record for some time, reports that bookings for his orchestra have skyrocketed substantially recently. Where as a third of his engagements were at weekends, today he is garnering one-night bookings throughout the week, with $100,000 worth of dates alone set for the two-week period following Easter Sunday.

GAC's booking chief Howard Sinnott confirms the trend, noting that Buddy Morrow "made more money net" for himself during the last 12 months than any previous year. The majority of GAC's other bands are enjoying similar success. Bill Day is booked virtually solid thru April

Low Price Ork Wax in Lead

NEW YORK—Instrumental wax is now even more dominant on The Billboard's low-priced LP stereo chart than on the regular Stereo LP Billboard with nine of the 10 low-priced LP's sold at discount marked as featuring stereo instruments.


Another Stereo Fidelity label which has been flourished by the Hamburg Philharmonics is No. 6.

NEWS OF THE WEEK

Coming Months Pack Exposure
For Disc Stars on TV Shows
—All other musical shows are in the minority on TV's summer replacement circuit this year, record stars will garner plenty of coverage in the coming months via a flock of TV specials. Standards are: Nat King Cole, No. 1; Bing Crosby and Harry Belafonte will be ABC-TV's "Coke Time," with Pat Boone as another, and an impressive line-up of guest.

Every hod's in the Act
On the Mitch Miller's ... Mitch Miller's extraordinarily successful "Sing Along" albums have created imitations from record companies. There are now all sorts of "Sing Along" albums, few will ever sell, except for Miller's originals.

BMI Charges ASCAP With Covering Parloa Albums... In a statement last week BMI accused ASCAP of covering its own parloa activities while accusing BMI of "lopping off" the "Stardust" department.

ROSE FINDS A BIT OF NASHVILLE IN MUNICH

By JIMMY JUGGERNANN MUNICH, Germany—Wendy Rose and her charming wife Margaret, arrived in Munich last week by plane. "Well, back in Nashville we often talked about Munich. Now we are here, among its beautiful old town and its people. Tennis, jazz, Bavaria are good friends. Take the music, I'm producing c.d.s., music—and you're the best of friends. Music is pretty much the same kind of music."

"Where are the Everly Brothers? I met them in Hamburg one year ago. I invited them to come to Munich."

And he did a lot. I left them in London, They're going to Australia, and then they're stateside. By the way, you know "The Wreck of the Warner L. S. N. G."

July is a flock of high-brow bandleaders and ex-band singers, including some of the greatest stars of the swing era, have appeared on special TV one-shots recently.

Winging It in the Trend

United Artists, Associated Artists, Filmways and the others are launching new "Swingin' Years" TV special

The Seeburg Plan

The Seeburg plan is in the process of being completed. The Capital label here in Germany, some time ago, this was a rush. Tell me, Mr. Rose, what's your program in Munich?

"I came to Munich to visit my old friend, Ralph Maria Siegel. His Zephyr Phonograph companies in Munich, and I'm launching a new "Swingin' Years" TV special there."

"Swingin' Years" was the first collection in the series United Artists, Associated Artists, Filmways and the others are launching new "Swingin' Years" TV special.

Seeburg to Gear Jukes for Album Promot'n Exposure

Rosefeldt leads off with a few observations about the entire field of album promotion. 

Innovation Highlights LP Climbing;
Boxes to Feature Cover Art

Seeburg has used a new plan for promoting an album to the record market.

When the Seeburg idea first came to light, the plan called for the exposure of an album in a"Whole album" box, but that plan was dropped. Seeburg has developed a plan for exposure on the upper-front glass panel of the juke box itself, of the new albums.

The Seeburg plan is considered (Continued on page 159)

Projected N. Y. World's Fair
Alas at 70 Mile Gate 2 Years...

The New York World's Fair, scheduled for 1964-65, is shooting for a total two-year attendance figure of 70 million. Basis is 40 million the first year and 30 million the second year.

DEPARTMENTS AND FEATURES

ANNOUNCEMENTS

Chicago, By EDDIE MILLER

STOP THE TIME...STOP THE MUSIC Mr. H. G.報告

August 1

Audio News

In April

Billboard's

INNOVATIONS

In Response to the Seeburg, Overlays and a New Plan for Promotion

ROSE AND BUNNY

Inker, By A. Rose

ARTICLES

Seeburg's Plan

ROSE

Complete and Detailed, With Photos of Specials

The Seeburg Plan

ROSE

Move Seen As Challenge

New York—Altho to date, there has been virtually no sale of stereo singles, some dealers recall that it was the juke box which helped mighty to convert the industry from 78 to 45 speed singles in the first place. Perhaps this time around, when the album again will pioneer, in establishing a 33 speed single as a new industry standard.

Granted this is a possibility, others look at the situation and see it as the credit to Seeburg whose current long-range planning follows the album and 33 r.p.m. speed line. The dealers who started out the Seeburg moves as a sharp challenge to the juke manufacturing trade. If the stereo singles begin getting retail acceptance, it is said that the independent juke supplier will have to move fast to catch up.
**Comming Months Pack TV Exposure for Disk Stars**

**Elaborate One-Shot Specials Slate Heavy Talent Promotion**

By JUNE BUNDY

NEW YORK — Altho musicians are in the minority on TV’s summer vacation-time lineup, record- ing stars will garner plenty of video exposure during the coming months, via TV one-shot specials.

Most elaborate showcase planned for young disk talent is Coca-Cola’s hour-long “Coke Time” special on ABC-TV (June 27; 9:30 p.m.) with Pat Boone as hostess, Bobby Darin, Paul Anka, Frank Avalon, Fabian, Annette and others as guests.

Styled as “a salute to the nation in song,” the program is budgeted in excess of $400,000. Winners of the “Television, U.S.A.” competition, sponsored on local radio, do star shows by Coca-Cola bottlers, will also appear on the program.

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**FCC Approves 3 Consent Orders**

**WASHINGTON** — The Federal Trade Commission has approved three consent orders, affecting record companies on charges of price fixing. All three orders are for substantial penalties.

- **Bmi Puts in Final Blast at ASCAP**
  - Claims Society Concealed Own Payola Activities While Accusing Broadcasters
  - By MILYDRED HALL

WASHINGTON — Broadcast Music Inc., getting in the final word on the record of last winter’s FCC proceedings, has accused the American Society of Composers, Authors and Publishers of concealing its own payola activities.

BMI says there still remains a deliberate attempt by ASCAP to conceal its own involvement in payola. ASCAP and BMI are both controlled by the same parent firm, Charles Baker, Jr., which has been credited with concealing the payola payments.

BMP, in a voluntary settlement, submitted a list of 134 ASCAP members who are accused of concealing their payola payments. The list was submitted to the Department of Justice in February. (This was in connection with the Society’s efforts to reduce costs on radio stations.)

A correction was made in a previous report that ASCAP’s March 15, 1959, denial of a consent order of the FTC was a “departure from the trend of the past.”

**Atlantic Sets 1-Cent Sale**

NEW YORK — During the month of May, Atlantic Records is making a special 1-cent offer on all its stereo LP’s. Customers buying one Atlantic stereo album at 99 cents will receive any other Atlantic stereo package of their choice for only 1 cent.

Atlantic’s stereo catalog—which includes 21 new stereo releases—was given color by Chris Conner of the Modern Jazz Quartet, LaVern Baker, Ray Charles, Ruth Brown, Mill Jackson, Bobby Short, Orestone Coleman, Mabel Mercer, Lou Kornie, Phineas Newborn Jr., Wil- bert DeParis and others.

The initial response to the campaign has been so favorable that Atlantic has decided to continue the sales promotion for an indefinite period.

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**High Court Denies Miltune Tune Clipper**

**Four Dissenters Find ‘Moonlight’ Decision ‘Unjust and Unsettling’**

WASHINGTON — The Supreme Court, by a slim majority of 5 to 4, declined to review the Connecticut Supreme Court’s decision that Miltune Tune clipper tunes were protected by copyright.

Justices Douglas, Black, and Murdock, with Chief Justice Warren in dissent, declined to review the Connecticut Court’s decision which upheld the Clipper’s trademark rights.

Justices Hugo Black, William O. Douglas, and Stanley F. Reed, filed a joint dissent to the Court’s decision.

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**Annette’s ‘O Dio Mia’ Bootlegged**

HOLLYWOOD — Bootleggers struck at Donny’s “Bunny Love” album by the taping of Annette’s recording of “O Dio Mia,” allegedly released under the title, “Bunny Love.” The bootleggers have long waited for the Annette recording to catch the eyes and ears of the public.

Annette’s recording of “Bunny Love” was released under the title, “Bunny Love.” The bootleggers have long waited for the Annette recording to catch the eyes and ears of the public.

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**Hurricanes Ankle UT For Big Top**

NEW YORK — Johnny and the Hurricanes, the swing band recently absorbed by the Universal Telecommunications Warwick label, abruptly split the Warwick scene this week in favor of the Miller and the Big Top, recording subsidiary of the Universal teleמוני gathers.

The Top entered into an agreement with Miller, who is also president of the Top, for radio and TV national network.
SING ALONG; COPY ALONG

Everyone Wants to Get in Mitch's Act

NEW YORK — "Copy Along With Mitch" is almost as popular a slogan for many producers of records and shows as "Sing Along With Mitch." The success of the Mitch Miller "Sing Along With Mitch" radio show has led to the greatest flock of imitators among youngsters starting warbling "Along With Mitch." Sales of "Sing Along" albums, which have sold almost a million copies, have doubled, both in record stores and via the Columbia Record Club, have set off a veritable warbling, finger-tapping, fallow-feather game of follow-the-leader.

The Columbia "Sing Along" albums, along with foreign languages Spanish and Italian, sing along for children, sing along with the choreographers, sing along with organs and all other type of accompanying, sing along with singers who are affiliated with the record industry, and the operatic and religious singers, right now there is a sing along in the works for cub and brownie groups.

What is interesting about the imitation efforts is that a few of them have actually managed to outdo Mitch's original numbers. Whereas Miller sings an all male group, many of the cover groups, such as the T.P.'s, one of the largest groups, or added much musical backing, etc. According to Miller, who had lunch last week with executives of the Music Record Industry Association of America, "Sing Along" in their ads, even though they don't use it in the titles of the albums, every time they advertise their sing along they help Miller.

Miller has been shyly accused of ruining the middle class homes via his sing along sets. And others have had the airs a.d.r. chief has made of his often-found ball idea from the flocks to the record industry. In bringing the bouncing ball to TV "Sing Along With Mitch" and "Sing Along With the Drum" network on May 24 on Ford Starlight. The network, an hour and Mitch, of course, will be the executive producer and lead the sing along chorus.

Army, Navy, and Merchant Marine, both Mathis and Mitch are riding high. But the Billboard's album charts, each having a good time. American Band, Columbia has nine other albums on the charts, including two by way and Connie, and original, with another album, including "South Pacific," "My Fair Lady," "Sound of Music" and "Flower Drum Song." On May 10, Columbia this week has three records out of the first four on the "Billboard's" top ten, making the "Billboard's" Best Four's "Green Brothers," "Four Brothers," "Your Hit Parade." But the best of the best for the label are Marlene Dietrich's "Big Iron," Ray Bryant's "Happy Days Are Here Again" and Johnny Mathis' "Starlight." (Continued on page 16)

ACKERMANN TO BE HEARING WITNESS

WASHINGTON — The Harris Subcommittees was keeping its witness list for this week's psycho hearings closed, although the deadline for its schedule was Friday. A witness for what may be the final week of the psycho hearings could be a significant one for the Committee's own music editor, Paul Ackerman, who has been presenting the music industry in print for over 25 years. The Billboard music editor was asked by the Senate subcommittee to explain the complexities of the music industry to an interested Congressmen. Ackerman will outline the historical and commercial factors leading up to the present situation in the music and the broadcasting industry. He has also been asked to present his views on how the industry can achieve a higher moral level.

The identities of the more than 30 witnesses who are expected to appear, beyond Dick Clark and the American Broadcasting Company, is still a mystery. It is assumed that witnesses will include the American Broadcasting Company, which will represent at the hearings, as well as others who will come up to the stand. Clark, or out of his home office, is still in limbo.

An unknown quantity will be present at the hearing on March 24. (Continued on page 16)

Elvis Price Up to $150,000

Hollywood — Elvis Presley's price is going up to $150,000 — an appearance to which a studio audience does not conflict with the single movie film, "Today." He explained, Parker said Presley received $12,500 for the first time in a Sinatra's "tale to the spectacular" to be aired next month.

NEW YORK — Representatives of the ARMADA and the NAB not in on the free record announcement problem that was indicated in its brief note to the Harris payola subcommittee. In the right last week. The note, dated

ARMADA, NAB to File FCC Briefs

NEW YORK — Representatives of the ARMADA and the NAB not in on the free record announcement problem that was indicated in its brief note to the Harris payola subcommittee. The ARMADA and the NAB, he said, take the position that the donor set of offering records to a broadcast does not constitute "consideration." There is no compulsion on the part of the broadcaster to use the records, they said. Therefore, it is not necessary for the NAB to be considered as consideration or payola. (Continued on page 16)

Jerome Preps Own Label, Pontiac

NEW YORK — Veteran record exec. Ivy L. Miller, president of Ponitac Records, and is currently lining up distributors. Jerome, a cross-country hunt for new talent and composers, who until now has only offered some 20 new recordings. Jerome is setting up a BMI publishing firm and is "in the market" to buy an ASCAP catalog. He has been declared "open house" auditions at his new M-G-M studios, that will only release five to ten records a year. Jerome is also in the process of setting up a record division under contract with Mount Vernon as the company's chief executive officer.

Jerome will offer an RPM record label, and he is also considering the possibility of releasing some of the songs he has recorded in his own home studio. Jerome is also planning to release some of the songs he has recorded in his own home studio. Jerome will also offer an RPM record label, and he is also considering the possibility of releasing some of the songs he has recorded in his own home studio. Jerome will also offer an RPM record label, and he is also considering the possibility of releasing some of the songs he has recorded in his own home studio. Jerome will also offer an RPM record label, and he is also considering the possibility of releasing some of the songs he has recorded in his own home studio. Jerome will also offer an RPM record label, and he is also considering the possibility of releasing some of the songs he has recorded in his own home studio.
Stations Still Interpret 317

NEW YORK — Pending further elimination of nepotism, the Federal Communications Commission will continue to pass on objections to accepting stations and distributors across the country who are related by marriage or close association. As an example, dealer-program director Bill Sanders, WBIX, Chicago, recently received a lengthy announcement from the FCC stating that the deal for his station will be contested in court because of the situation. Briefly: WBIX’s format, which Mr. Sanders says is “exclusively jazz and swing,” will continue to accept all records from distributors and manufacturers for “audition” purposes. A manifest invoice of titles (selected for air play) will be mailed weekly to the local record company distributor. The distributor in turn will deliver WBIX at whatever per record cost they deem necessary. No distribution fee will be charged on 45% of retail per record will be honored.

The station will not accept L.P.S. from distributors and manufacturers except as promotional items. All albums to be programmed will be purchased at retail price from a local dealer. Mr. Sanders said: “We are not about to open the show to every record company that wants to be heard. We have determined the necessity of keeping our format ‘exclusively’ or first is nearly as important as receiving a single record ‘exclusively’.”

M-G-M After Six Promo Tie Builds

NEW YORK — One of the most extensive promotion tie-in campaigns in the history of the industry by M-G-M Records and the Alter Six Formal Attire Company, makers of the Six, by Dick Hyman, plus the tie-in with the clothing manufacturer were the brainchild of promotion man, Art M. Suedel, Heller, Stern.

The M-G-M label has already set a heavy schedule for the line of M-G-M/Six Formal Attire albums in every case. Ads will appear in Men’s Wear, and Daily Variety as well as in the advertising trade papers. Summer and fall publicity will feature a tie-in with a suit, and also carry the tie-in ads, which will also be written by the label. The agency, Bucharich, will plug the album in its syndicated column.

The company is spending a total of $40,000 rather than the $20,000 which was first announced last week by Herman Koen, M-G-M president.

Cap Classics Reaping Sales

HOLLYWOOD — Capitol’s recent pop-flavored classical release is reaping results almost exactly as the long-said, the side of the desk fence. According to John Connelly, head of the firm’s current wars, the four albums of the Cap Classics series, which packages released April 4, have already pre-empted an unprecedented reaction. A large number of requests for copies of “Bitter Sweet,” “White Horse,” “Love Songs” and “Lola’s Time” and the Cap Classics LP “Love Songs,” which features Alex acupunct, are being received at the Lyric Bowl Symphony Orchestra, Harmon Club of the Los Angeles Philharmonic of “La Boheme” and “Madame But- terfly.”

So far several thousand preorders of “Love Songs” include a bonus “piggies-back” disk containing 16

Wein Heads French lick Jazz Festa

FRANCOIS Lacroix, New York — Five hundred of the top jazz musicians in France have been selected to perform at the annual Lacroix International Jazz Festival, which was opened at the beginning of this month. The main feature, however, is the second annual Lacroix Jazz Festival, which will be held at the beginning of next month, and will include performances by over 500 of the top musicians in the world. The festival is sponsored by the French government and is attended by over 50,000 people every year.

Also the station will be paying attention to the brand that wholesales at the “original” record stores. Sanders said WBIX will credit each record player with a $40 weekly allowance for the fact that they will announce that all records were done “exclusively” by the record distributors. This is the outlet’s interpretation of the FCC’s “substantial” rule.

Sanders noted: “We fully understand the implication of the plan. We are submitting it to the courts.”

The new agreement, which was signed by the station’s manager, is based on the belief of many of the records industry that the new LP records are now available exclusively to the record industry, according to Art Records, Music Corporation.

Under the terms of the agreement, which is of indefinite duration, Frankel will issue his Art and Parliament labels 60 packages of LP records each year, in addition to the records recorded by the tape, and each member of the label, including the Japanese top record, is required to pay for the record, after a year of records released on the label, and the records are paid for. The record company is spending a total of $40,000 rather than the $20,000 which was first announced last week by Herman Koen, M-G-M president.

Effective July 1, all-Nero local 623, chartered October 1935, and was joined in 1936, is one of the most fast-moving of the nation’s AM stations. The station’s executive has been approved by the Federal Communications Commission and a new station, KONQ, will air its program, “Talk of the Town,” on the same station.

The Denver merger follows closely on the heels of a similar integration of the San Francisco station’s sister, the A&M, which was formed in 1946. The company’s growing, and is continuing to form a company now. The merger marks the way the complete integration of the Federal Communications Commission, which has opened 20 years ago when complete autonomy had been granted by the FCC, has been a slow process, largely because many of our Negro stations have been the chief objects. (Continued on page 41)

H-S Birthday Distrib Disc’

NEW YORK — Hanover-Signature Records will observe a first anniversary in the disk industry via a special 20% per cent discount because it is the first anniversary of the month of May, according to plans to all orders during the month of May for the following recording sales prices: chief, Morris Diamond.

Bob Thrickers, Hanover-Signature pres., noted: “We have gone to the point where our distributors believe that these are the best records for their ‘Happy Birthday’ campaign we have been steadily peeling off at 150,000 L.P.’s during the month of May.”

In a new release of LP’s coinciding with the special discount program at all retail outlets, such as the Brookpark, Jackie Cooper, Jack Kane, Barbara Mack and Jen Stacy on Hanover, Harry Redd’s “Harmonica Rats” and “Lomax-Waxing” by Joe Reddell’s “Pulsion” band, Bill Henderson, Paul Smith, Murray McCarley, Jimmy Washall, Lou Werk, Brian, Werner Mueller, Peter Knight, and Canadian and British bands, “Covelette”的.

3M Buys of MBS Sparks Speculation

NEW YORK — The purchase of the Mutual Broadcast Radio chain by Minnesota Mining & Manufacturing Co. has aroused much speculation in the trade. The price tag reportedly was in excess of $1,250,000.

Trade speculation was that Minnesota Mining would later finance these Swedish branch of magnetic tape manufacturer, a company that is famous for its innovative and high-quality products. The speculation is that the company will use the facility’s marketing efforts to grow the company’s business. Although the price is not yet confirmed, the speculation is that Minnesota Mining & Manufacturing Co. has purchased the Mutual Broadcast Radio chain, as reported in the trade press, has purchased the Mutual Broadcast Radio chain. However, this has not been confirmed. More information on the purchase is expected to be forthcoming next month when Minnesota Mining & Manufacturing Co. (Continued on the page 41)
An Open Letter to the Record Industry -

Throughout the country a few misinformed people are trying to soil the reputation of the entire group of our industry whose vital concern has been and is to present to their listening audiences the best programs of recorded music. The illadvised actions of a very minute segment of this group are being expanded to harm the entire group!

I would like to take this opportunity to raise one small voice in protest. I am truly proud that I am indirectly associated with disk jockeys, librarians, and program directors, and that these conscientious people are a constructive part of our record industry.

These are the same people whose enthusiasm and untiring effort on behalf of Public Service Campaigns regarding church attendance, careful driving, the value of education, good citizenship, neighborhood social activities, etc., etc., etc., are unsurpassed in any industry! And these are the same people who have helped to deliver messages for the federal, state, and municipal governments in the past, and who will by their future announcements continue to enhance the cause of good government within their particular station ranges!

It has been my policy to put on records the finest dance music I know how to produce. Good fortune and public acceptance have made our Epic albums the best selling dance albums of the past four years. I sincerely believe that we would not enjoy this measure of success if our records had not been programmed by disk jockeys, librarians, and program directors when they chose through their own free will to put good dance music on the air for their listeners.

In short, disk jockeys, librarians, and program directors program primarily for their own listeners. The growth of radio via recorded music in the past five years is concrete proof that they have been successful. I, for one, hope that their ethical programming will continue to operate as it has in the past and bring an even greater expansion to recorded music on radio for the general public's enjoyment.

To broadcasters everywhere - a vote of confidence!

Sincerely,

Lester Lanin
Lester Lanin
VERVE’S ‘OPEN DISCOUNT PLAN ENDS APRIL 30
ON VERVE’S FULL CATALOG - OVER 650 ALBUMS - MONO OR STEREO:
FULL 15% DISCOUNT
ORDER NOW!
-WIRE
-PHONE
Words cannot convey
the sorrow and loss
we feel at the death of
EDDIE COCHRAN
a gifted artist
and a remarkable young man

Died April 17, 1960

LIBERTY, RECORDS
COSTA PLANS BAND AIMED AT TEENERS

NEW YORK — Don Costa, United Artists pop record chief, will attempt to create a band for teenage girls with Dickie Doo and the Don’s. The first record featuring the band was issued last week, and is titled “The Madison.” It contains many of the rhythms the youngsters are dancing to including the title song, the stop, the stroll, the boy, etc. This is only the first album of five that Costa intends to issue with Dickie Doo and the Don’s. According to the active A&R chief, GAC has set a tour for the band and UA and GAC will be working closely together on promoting it. If Costa can do it he will bring out an album by the band every two months.

The new band with Dickie Doo is only one of the projects that Costa is now working on at UA. Since he has been with the label he has signed a lot of new talent for both albums and singles. Among these are Steve Lawrence, whose first album and singles are now being recorded. Another name signed by Costa is Vaughn Monroe, who has already had his first single issued on the UA label. Costa also brought the Deltones Sisters, the Chesterfields, Al Dale, Rosemary June, and the Az-Gold Disk for Jimmy Reeves. Bristol — Joe Reeves was honored on Nashville’s “Grand Ole Opry” at Station WSM today (23). The young singer was presented with his first gold record as the result of his song “Red Hot and Blue” on Victor passing the million sales mark.

B’casters See ’60 Revenues Topping 1959

NAB Survey Tobs Nat’l Average Increase 3.2%

WASHINGTON — In spite of all these recent troubles with payola and free records, radio broadcasters predict greater total revenues for 1960 than in 1959. A National Association of Broadcasters survey, made in connection with the annual NAB financial survey, found that on a national basis, radio broadcasters predict a median percentage increase of 3.2 per cent—the highest in the four years the NAB survey has been made.

Television broadcasters are also optimistic, but on a slightly more modest scale than estimates in 1959. TV expects a 6.1 per cent increase for 1960 in total revenue, as against a 7.2 per cent estimate in 1959.

In radio, the most optimistic broadcasters are found in the second- and third-class markets, of which there are 1,000,000 to 2,500,000 population, where about 250,000 of stations expect revenue increase in 1960, and the rest expect to hold 1959 levels. Globometric group is the smallest market size, of less than 10,000 population, where only 26 per cent expect an increase, about 15 per cent expect a decrease, and the rest see no change.

Naturally enough, the largest percentage increase is expected in the biggest markets, of 2,500,000 population or more, where broadcasters look for a 7.4 per cent median increase, NAB reports.
ANOTHER NEW SMASH HIT!

COMBINING

STAR POWER WITH SALES POWER

Connie Francis

SINGS

JEALOUS OF YOU

EVERYBODY’S SOMEBODY’S FOOL

K 12899

MGM Records

1540 Broadway, N.Y. 36, N.Y., JU2 2000
London Newsnotes

By DON WEDGE

News Editor, New Musical Express

At least three more albums are planned when Connie Francis arrives here May 3 for three weeks of recording sessions at the EMI studios. She will cut Italian, Spanish and Jewish titles in their respective languages. Geoff Love and Tony Osborne, two EMI contract M.D.s will again arrange and accompany, with Norman Newell, N.G.M manager at EMI, supervising. Connie’s “Mama”-a-h “Tuddy” will be released to coincide with the trip as will her children’s song albums, Her “Italian Favorites” LP which includes “Mama” — a previous hit for David Whitfield—will be issued in June.

During his two-week visit to America earlier in the month, Leslie Gore made offers to appear in TV shows to Gordon MacRae, Harry James and Betty Grable announcers. . . . Bobby Rydell is being discussed for a visit at the end of next month. . . . Diahann Carroll returns May 12 for a Granada-TV “Variety Show.” . . . Orson Bean will co-star with British Columbia's Marion Ryan in a three-month Granada-TV series starting end of June.

In the opposite direction, negotiations are taking place for Dave King to return to U. S. for another NBC-TV series this summer again under the auspices of Perry Como's Romcom Productions. . . . Even more ambitious is a plan for Jo Stafford to visit London next month to telerecord a series with British top band, Ted Heath, primarily for U. S. screening, but also seen here thru ATV.

Six American blues singers have been signed for seasons at London's Jazzshows Jazz Club. They will also undertake provincial concert dates with British jazz bands, singer-pianist Speckled Red opens at the club in June, followed by Memphis Slim Dally, Little Brother Montgomery (August), a second season by Champion Jack Dupepe (September) with Ronnie Margera and Sonny Terry, due here for the third time in November. . . . ABC-TV producer Jack Good who has previously featured a string of hot American disk artists on his shows, “Boy Meets Girls” and “Oh Boy!”—sometimes bringing them over for the purpose—relies on British artists in his new series, “Wham!” which started April 23.

BBC radio's weekly “Parade of the Pops” April 25—the last until August—features Mercury's Johnny Preston as guest star. . . . American teen-agers, children of USAF personnel based near London, from BBC-TV's first non-show-biz panel on “Juke Box Jury” May 7. . . . The telerecording of the Easter (April 13) “Perry Como Kraft Music Hall” was scheduled for fast showing by BBC-TV on April 20, one week after U. S. transmission; normally British transmission is three to six weeks late to allow for artist and copyright clearance.

Johnny Preston's wife, Jeanelle and baby daughter Tracee, and manager Bill Hall's wife Lillian joined them last weekend in Britain. . . . Andre Kostelanetz conducts the Philharmonia Orchestra on BBC-TV May 1. . . . Robert Weede, Warner Bros. Records' international chief visits licensees in Vienna, Milan, Rome and Zurich in next fortnight from Paris headquarters and is due back in London early May.

Philip claims 30,000 copies “Flower Drum Song” original cast album sold in first three weeks, . . . Connie Francis has seen Tony Osborne, the British M.D. for her current U. S. hit, a pair of call-tikes described “From Mama” — E.M.I. Records move into new Central London office in Manchester Square at end of this week. . . . Johnny Howard Keel for his ATV “Sunday Night at London Palladium” show April 24, will be by French singer Colette Renoir.

During U. S. trip of agent Bunny Lewis, he arranged for the Avons—a two-girl-and-a-boy vocal group to be released on Mercury. They had the “Seven Little Goats” hit in Britain. . . . Radio Luxembourg is scheduling a 24-week series by Tennessee Ernie Ford for mid-May. . . . Dean Martin's "Who Was That Lady?" opens in London April 28 with provincial general release set for May 16. . . . "Drum Crazy"

(Continued on page 19)
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*red listing denotes new stereo release

To announce the release of 21 NEW STEREO LPs
During the month of May your customers buy one Atlantic Stereo Disc at list price and they can buy any other Atlantic Stereo Disc for an additional 1¢.
Overseas News Front

With Sal Mineo as Gene Krupa and James Darro has no West End run scheduled but goes on review May 9.

Elvis Presley's "Stuck on You" failed again this week to hit the pop charts, and another London booking has slipped to 17th. The Everly Brothers' "Cathy's Clown," the first British Warner Bros. release, moved up 10 places to sixth, and the Kings, who were dropped last week, have now finished its run.

First record to break from "Most Happy Fella" is the King Brothers' "Standing on the Corner" which came in its second week at No. 11. The Kings, joined by Harold Vaughn, are a vocal-instrumental trio (fido on the fiddle) they get a big orchestra backing from Geoff Love and are due to play the discs in Las Vegas, San Francisco and the summer in Vaughan. The Four Ladies' version is also slipping now at No. 29.

Eliza Fitzgerald seems likely to return to the top 20 with her "Golden Hits," which the Kapp label put on a few weeks ago. She and Johnny Preston own "Cradle of Love" share No. 23 spot, both likely to move higher.

The new No. 1 disc here is Anthony Newley's British Decca single of "The Young Ones," which is a new version of a film actor who did this second consecutive hit No. 1, hitting it last time "Walkin' in the Rain," and can be same again. "Jamaica Farewell" by Robert Taylor in Columbia Pictures' "Killers of Kilimanjaro," Donegan's "Dustman," now released by U.S. Atlantic, which holds the second spot with 450,000 copies sold in under five weeks.

All labels again restricted new issues this week to get over the East Coast/Eng. disc-gate in which the American label included Charlie Rich's "Lonely Weekend," "New Orleans" by Lonnie Brooks and Duane Eddy's "Shazam." On the Warner releases were Bill Haley's "Tantam," "The Eddy Brood's version of "Kocktails," "Tiger." EMI's new U.S. S records were particularly short, they included Jimmy Rodger's "Just a Closer Walk With Thee."
Another great record from teresa brewer

Little Miss Hitmaker...

IF THERE ARE STARS IN MY EYES
Coral 9-62197

HOW DO YOU KNOW IT'S LOVE
Coral 9-62197

Chorus and Orchestra
Directed by Dick Jacobs

For more SELLability, this new single is packaged in a 4-color sleeve.

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PUBLICLY was on takes kfitinet, Gyo.'

The court will decide on the various points whether or not the FCC can require 'material value' to be required for broadcast programs to be broadcast without payola. Additionally, the FCC would likely have to define what constitutes 'material value' for payola.

Cochran Dies

Saturday (30) to resume his Brit-
ish dates, Pye's Lure Fortune, a current hit paradè, is scheduled to take Cochran's place.

Cochran said that back in 1955, his Assistant Subcommitteehear-
ings uncovered a network menu that was called 'remarkably well organized payola and phila-
travels in high places' and named names. The memo expressed worry by a network executive about the possibility of an investigation.

An improvement in the caliber of music on the air will result if Cochran's bill is enacted, according to a U.S. representative of a major label.

The Vincent - Cochran tour had 'over the years, over the years, over the years,' according to the network.

The NBC statement implies the FCC anti-payola bill will be 'unfairly treated by the public's option to have music pay for itself.'

The network proposes wording the controversy's resolution idea with a report on the "newspaper industry's claim that pay-
ment does not involve something of 'material value' to require an-
ouncement." This gives the FCC discretion to exempt minor, no-take, sample free records and other material that would be in the public interest.

Additionally, the FCC would clarify the definition of "pro-
gress element" if it gets a "sales pitch" or emphasis or about its use in programming on a sponsored show. NBC says it knows this would be a tough issue to take in some cases, but then the net believes FCC could spell it out.

ARMADA, NAB

ARMADA and NAB that purchas-
ing of discs by stations was not

In their discussions with the NAB, the ARMADA exec found useful a body of material prepared by attorney Walter Garber as part of the "In Re U.S. Copyrights" hearings held by the House Legislative Oversight Subcommittee. The report, which is 58 pages long, includes a detailed analysis of the record industry's claims for compensation.

In the meantime, the RIAA board was scheduled to vote at its spring meeting whether or not to bring a suit against one of the major labels

On another level, Abner stated ARMADA would file a brief with the Harris decision on payola prior to April 27.

Carlton Hot

Event's "Seven Little Girls on the Back Seat." It's interesting to note that all of the above artists — with the exception of Monty Kelly — are now new and have been out of the music business for a very long time.

The emphasis on strong quality product as opposed to mass quanti-
ty will rest with the record labels. The label will rest with the album, the package, the publicity, the promotion, the first venture into album product was not successful. These packages have been identified as the key to the success of any album.

There will be no overex-

Carlton was on" offer continues, while the co-conspirators 

While anciol for rock jockeys, our music industry states that there will be no bypassing of distributors.
APRIL 25, 1960

THE BILLBOARD

MUSIC 17

THE AMAZING
JAMES BROWN
HIT AFTER HIT AFTER HIT

His Newest
IN TWO WEEKS AN ESTABLISHED HIT!

You've Got The Power
b/w
THINK

OTHER JAMES BROWN HITS

12258  PLEASE, PLEASE, PLEASE
12337  TRY ME
12352  I'VE GOT TO CHANGE
12364  I'VE GOT TO CRY
12369  I'LL GO CRAZY
12361  GOOD GOOD LOVIN

ALBUMS

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Congratulations!

Mr. HESTON
winner of the ACADEMY AWARD for BEST ACTOR of the year

CHARGTON HESTON
reads
THE FIVE BOOKS OF MOSES
from the HOLY BIBLE

VOLUME 1
OUT OF EGYPT

VOLUME 2
OUT OF EGYPT

Mr. Heston records exclusively on VANGUARD records

Attention Dealers:

CHARGTON HESTON reads from THE FIVE BOOKS OF MOSES on the ED SULLIVAN SHOW, MAY 1st

Ballet Review

A 20th Season for Ballet Theater

The twentieth anniversary season of the American Ballet Theater was opened at the Metropolitan Opera House on Tuesday (19), and the feature work was one of the first efforts to bring this fine ensemble into national prominence, back in 1942. This was Antony Tudor's "Pillar of Fire," which again featured Nura Kave in the role she created and which made her a major figure in the ballet world.

Her portrayal of the repressed, spitfire lady who gives way to temptations of the East before finding her true love once again was filled with brooding and power, and constitutes one of the most impressive dramatic characterizations in the theater, musical or otherwise. The music is Scheherazade's "Transfigured Night," and it is the perfect vehicle for the mood of this work.

Next in order of success was the final work of the evening, Michael Fokine's delightful romp, "Bluebird," which is as gay as its title and contains music to which it is set, and the Chopin Polonaise is one of the closest things to a Keystone Kops comedy in the ballet world. The marvelous fairy tale sets and costumes by Marcel Vertes must be credited as being essential to the illusion. Without them, the whole episode would seem simple, crude slapstick. John Kriza and Boris Kosman took homes here.

Between the above two numbers was a diverting novelty, "Pas et Lignes," designed by the lovely French guest ballerinas, Claude Bessy, and Rose Fernandes, to music by Debussy. The pas de deux offered fine opportunities for technical display. One member of the audience let out two lusty boos during a quiet moment, doubtless less in protest over the performance than over the alleged Nazi sympathies of choreographer Serge Lifar.

The opener was a newly costumed version of the William Dollar "Chopin Concerto," using that composer's second piano concerto as the basis. Anyone who attended primarily for the music was apt to be disappointed, for at least the opening of the music's performance was primarily sub-par. The principal dancers were Erik Bruhn, Lupe Serrano and Ruth Ann Keoer. Their efforts were interesting but never especially vital, and the company seemed to lack cohesion in their support.

Despite the less than completely successful opening, the American Ballet Theater proved again that it is a vital and interesting group. Its two decades of original effort attest to that.

Sam Chane.

Music Review

Blitzstein 'No' Revival Provocative

One of the most enterprising musical projects around is the Composer's Showcase, which permits experimental performances of worthy musical efforts, and provides a forum for the composer to discuss his work with an audience. Charles Schwartz, who heads this worthy effort, came up with one of this season's most interesting and elaborate programs this week in the form of a concert performance of Marc Blitzstein's opera, "No for an Answer."

Using the off-Broadway Circle in the Square arena theater, a fine cast was assembled last Monday (18) for the first of two performances. A repeat will take place a week later (25).

This work, dating from 1938-40, was produced in January, 1941. As such, it is as dated as the earlier "Cradle Will Rock," and for the same reason. The basic cause promulgated by both social dramas was the right to organize a union; this is hardly a flaming issue today.

It is obvious from Blitzstein's comments after the performance that he holds this work in higher regard than "Cradle," which received a fine revival this season by the New York City Opera Company. True, its characters are more pugnacious, enabling some to become three dimensional rather than caricatures. But the total impact and effectiveness of "Cradle" is much greater. It had an electric tension which somehow is missing from the more introspective "No."

Blitzstein's opera is an interesting addition to a high call of several of the individual performances this week, despite the obvious shortage of rehearsed time. Martin Wolfson was outstanding in reprising the role he played in the original, that of the elderly Greek who insists that this nation's promises be fulfilled. Raymond Muccilli gave a powerful portrayal and a fine bardown voice in depicting the drunkin dillybat. Other particularly fine showings came from Nancy Duson, Joan Copeland, and the chorus under the direction of Joseph Liebling.

Sam Chane.

Night Club Review

Mathis Is Whole Show at Copa

Johnny Mathis had the opening night crowd (April 21) at New York's Copacabana spellbound for over an hour. He starts his current stint with a racy new tune, "Tomorrow Mountain," and then goes into a flock of songs that he has done in LP's and on singles releases.

Mathis, a very exciting performer, pace his set very smoothly including several new selections. He scores most effectively on his ballads. Some of the faster items are: "Highpoint of the evening was a beautiful reading of "Maria" from "West Side Story," which drew extended applause. In addition to such stock numbers as "Let Me Love You," "My Way," "Starbright" and "Cockeyed Optimist," he also sings two extended medleys of his former hits.

Augmented by a big string section and an excellent bongo player, he pours a lot of feeling into his work. He also knows how to quiet the audience, which at times was offering some competition.

The rest of the show, which features comedian Larry Daniels, dancing girls and two soloists, might well be forgotten. The show is all Johnny Mathis.

Tom Noonan.
A Sure Hit... as sure as God made green apples!

Apple Green

JUNE VALLI
71588

Apple Green

AND MORE SIZZLING SMASH SINGLES

CRADLE OF LOVE
Johnny Preston  71598

OUR WALTZ
Sarah Vaughan  71610

IT COULD HAPPEN TO YOU
Dinah Washington  71560

GO ON, GO ON
Jivin' Gene  71561

THE TIES THAT BIND
Brook Benton  71566

MUSTAPHA
Bob Azzam  71617

ROMANTICA
Tony Dallara  71609

WHAT WILL I TELL MY HEART
Phil Phillips  71611

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LA MONTAÑA
(LA MON-TAHN-YA)
FRANK DE VOL AND HIS RAINBOW STRINGS

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(LA MON-TAHN-YA)
ANOTHER BIG HIT 4-41620
HEADED UP THE MOUNTAIN

LA MONTAÑA
(LA MON-TAHN-YA)
DESTINED TO REACH THE HIGHEST PEAK

LA MONTAÑA
(LA MON-TAHN-YA)
FROM COLUMBIA #1 IN CONSUMER SALES
CONCERT REVIEW

Bruno Walter's Luminous Mahler

In this Gustav Mahler centennial year, perhaps the greatest anticipation has been for new recordings of the composer's finest work, "Das Lied von der Erde," which might equal the old mezzo version made some years back by Kathleen Ferrier with Bruno Walter conducting. Walter, a friend and disciple of Mahler, conducted the work's premiere performance in 1911, shortly after the composer's death.

A new Walter recording is on the way, the final session being held Monday (25) morning by Columbia with Mildred Miller singing the contralto role and Ernst Haefliger the tenor. Based on the glorious performance conducted by the 85-year-old maestro with the New York Philharmonic, the result should provide an inaudible emotional experience.

The solos in the concerts, two of which were held during each of the past two weeks at Carnegie Hall, were Maureen Forrester and Richard Lewis. Both singers recently recorded the same work with Fritz Reiner and the Chicago Symphony for RCA Victor. Their efforts in the concert were variable bridges straight to Mahler's intentions, while the Philharmonic responded to Maestro Walter with tone and depth and feeling that could scarcely have been improved upon.

Miss Forrester and Haefliger sang the work here earlier this season with the Cleveland Orchestra; her appearance repeated the beauty of the tenor performance. Mr. Lewis was off to a somewhat shaky start in the opening section, but soon hit his stride and proved up to the work's vocal and stylistic demands.

Walter is clearly the ideal interpreter of this work, which the derived from Chinese poems several centuries old, was a highly personalized reflection of Mahler's own feeling about the fragility and sadness of life, and his moving reaching out for something more.

The concert opened with a luminous reading of the Schubert Unfinished Symphony. Walter's warn, firm yet gentle touch seemed perfectly right. It was, in sum, one of the outstanding musical events of the year.

Legit Reviews

Zest Triumphs Over Skimpay Book

Gower Champion has whipped together a sparkling show from rather scant material in "Bye Bye Birdie," which opened at the Martin Beck Theater in New York Thursday (19). The cast includes a group of talented and enthusiastic performers who make the best of a very thin plot and only mediocre songs.

The situation deals with a rock and roll singer, Conrad Birdie (Dick Gautier), who is to be inducted into the Army. His manager (Dick Van Dyke) has upon a germick to have him kiss a typical, teen-age girl goodbye. This event is to be televised. Subplot and romantic angle is between the manager and his secretary (Chita Riveria) who are played by an interfering blonde, brilliantly played by Kay Medford.

The book relies on quite a few topical gags that are funny only because of the exuberance of the cast. Paul Lynde as the harassed father of the teen-age miss is particularly effective. The costumes and lighting are worthy of comment.

The show's brightest moments are when Chita Riveria roughs three her charming and energetic dance routines. Lumps and compiler Dick Van Dyke also scores effectively with his numbers.

A scene which features a song, "Haven for a Sunday Evening," a tribute to Ed Sullivan, is also an amusing sequence.

Columbia Records is to issue an original cast album of the show. Enthusiasm for "Bye Bye Birdie" is high, however, and the LP is likely to prove a profitable item.

'A to Z' Runs Mediocre Gamut

The musical at the Plymouth, "From A to Z" starring Hermione Gingold, did not impress as a likely contender for long term浸没. Miss Gingold, it is only fair to state, displayed much keen sense of comedy; but only bright artist cannot make the production.

Aside from occasional wit and satire, the scenes were not very intriguing. Musically, the individual songs were not distinctive. Several had an aura of "material," but in view of the dim prospects for the show, it is doubtful that the music will cause much stir, record-wise.

The costumes were fresh and bright, and the choreography was at times commendable.

Paul Ackerman.
Monument Records proudly presents
a great talent:

KATHY LINDEN

(in her first recording on Monument)

a great song:

THAT'S WHAT LOVE IS

a great record:

THAT'S WHAT LOVE IS

comes in an attractive sleeve

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ASCAP's TV network performance earnings went for background or theme songs on the daytime program twice or more weekly. This meant that of the $11,000,000 performance pay in this category, over a third would have been payable for music background daytime shows alone. Recent cut-down in credit for these performances does not apply to network shows which are on only once a week.

"Presumably, a greater amount remains subject to manipulation for background and theme usage on filmed evening shows controlled by companies affiliated with ASCAP's publishers. The amount of money involved in the payola caused by ASCAP practices would seem to dwarf all other payola put together."

BMI scores ASCAP's legislative proposal to prohibit airing of music when payment is made to anyone with financial interest in the music—even by a sponsor making bona fide payment for station time. BMI said such a law would prohibit shows of "salacities" in musical personalities, and other free appearances by talent in connection with a musical program.

It would also prohibit a record company specializing in long hair music from buying time to advertise its record BMI says. BMI also denies ASCAP claim that broadcasters "own and control" music. BMI only licenses music, and does not own it, and gets no money fee itself from the sale of music licensed by its wholly independent actors and publishers. Kate says this point was disposed of during the Pastore Senate Communications Subcommittee hearings, on the Senators bill to separate music and broadcast interests.

Finally, Broadcast Music, Inc. says ASCAP either distorted or failed to answer fully the FCC's requests for percentages of ASCAP versus BMI music on the air, and an analysis of the ASCAP distribution set-up.

**HURRICANES (Continued from page 2)**

**LONDON — Count Basie had**

to break his British tour last weekend to return to New York for the funeral of his father who died April 11. Basie flew out after London concerts on Saturday, April 17, getting back three days later. The band had to miss dates at Portsmouth, Manchester and Glasgow, bids fair to be one of the biggest selling jazz albums of all time, with sales now hovering around the 500,000 mark.

Mann TV-er Triple Threat

NEW YORK — Composer, arranger and performer of the original and music for Art Carney's May 6 TV-er "Full Moon Over Brooklyn" is jazz flutist Herbie Mann. The Verve recording artist will create the mood and the background for the show which also stars Elaine Stritch and Frank McHugh. Mann is making his first appearance in a network TV show since 1961's "Smith's Birthday Concert" and his first TV appearance in two years.

Mann's compositions include exclusive rights to recordings by Johnny and the Hurricanes "commencing immediately." Initial release will couple "Down Yonder" and "Sheba." McCaskill and Basie will continue to supervise all sessions of the group and in addition, will work closely with Bob and respect to its other artists, including Sunny Turner, Bob Mar- sey, Ocie Wise, Tony Middleton and Mann himself.

Altoha a number of colorful re- minds circulate in the trade regarding the reason for the Hurricanes departure from UT, no official rea- son was forthcoming from the group's manager, other than the fact that "our contract was up and we got a better deal from Bob.

Unofficially, it was said that the price of the Hurricanes remaining on Warner, asked of the top UT, was not enough. As it turned out, Bob's final bid was that Warner frontman, Marty Craft, who relieved of his post The United Telefons management backed Craft to the hill and the Hurricanes promptly moved. Craft tended to play the whole episode down. In his usually joc- ular manner, Craft pointed out that "Life is too short to get into a hassle. Let's face it, we're dealing with a sound, not specific in- dividuals. The people who make that same sound from one record
England's fastest selling hit... right now

**ANTHONY NEWLEY**

Ace Debuts Clanton LP Promotion

JACKSON, Miss.—Johnny Viv-
cent, swingin' well-traveled young exec of Ace Records here, has let in motion one of the hard-
set-ling album promotions noted in recent months. Target for the big push is a new double-pocket LP, starring chanteuse Jimmy Clanton, filled simply, "Jimmy's Blue and Jimmy's Happy.""I'm going for broke on this one," Vincent told The Billboard. "We're spending upward of $60,-
000 on this campaign and some of my buddies think I've seen what we've planned are really flippin'.

Inside the folder of the album is a one-of-a-kind life-size, full color photo of Clanton. The buyer send this back to the diskery with his name and address and Clanton personally autographs the photo. It's then sent back to the buyer along with a special single record by Clanton in a color sleeve. The single will not be available three stores, but only thru the mail or order

The double-pocket set goes for $6.98 (a reduction of $1 on the normal cost of two LP's), while the stereo version goes for $7.98. Both records—the blues and the happy disk—will be available separately at $3.98, minus the special photo gimmick.

Top Rank will bring the LP out all over Europe, a fact which is expected to lead to considerable international correspondence from Clanton fans seeking the autographed photo and single record. A heavy campaign of ads in the trades and fan mags is being blue printed. Clanton will hit the road to promote the LP and in June will go to Europe for a pro-
motion swing thru England and the Continent with the same goal in mind.

New Spoken Arts Albums

NEW YORK — The Spoken Arts, Inc., recorders of litera-

work as read by renowned ac-

tors, will next week add the authors themselves, releasing five new albums this week. Included are "The Poems of Emily Dickinson," as read by TV's Nancy Wickwire, a survey of great art "Invitation to Art"; "Evelyn Williams Presents Charles Dickens"; and readings by four Parisen actres of the poet's of Baudelaire, Verlaine, Nerval and Rimbaud, and "Four Quarter's" by T. S. Eliot.

The Spoken Arts catalog now has more than 60 LP's, many of them made by the writers them-
selves. Included in this group are John Masefield, T. S. Eliot, Wil-

liam Butler, Yeats and Dorothy Parker, among others.

'O Dio Mio' (Continued from page 7)

H-F, BREWERY IN ALBUM TIE

HOLLYWOOD — Three-

way promotional tie-in was concluded between High Fidelity Recordings and Bul-

weiser Beer, covering the western region. According to the plan, Budweiser will pro-

gram Arthur Lyman's "Taboo," Vol. II LP album on all the ra-

dio shows where it buys time. Label will furnish "Taboo" album and/or set for the beer's distributors. Brew-

ey's critics will set up "Taboo" displays in supermarkets using the album covers plus cases of Bud. During period of the pro-
motion, rock jock will feature the "Taboo" album and tie-in with displays. Record-

sales figures to carry the brewery cross plus include KLAC (Los Angeles), KSON (San Diego), KPRC (San Francisco), KLAC-FM (San An-

tonio), KRUX (Phoenix), KTAN (Tucson), KRKN (Las Ve-

gas), and KMBY (Billings). Push is scheduled to last two

weeks, and will spread into four States. Rock jock working with the brewery and also-

be included San Francisco's Pic-A-Time, Arizona Sonor-

dos, Sacramento's Record Supply, Los Angeles' Time City Rec-

ord Rocks, Las Vegas Music Enterprises, and Montana's Playhouse.

Three-way push gets under way May 2.

CMA to Stage Huge Hoedown

NASHVILLE — The Allen County War Memorial Coliseum in Fort Wayne, Ind., will be the scene of the 'country-and-western' music spectacular to be staged by the Country Music Association of May 5. The 10,000-seat audi-

torium will host some of the top names in the country music field, all to be presented at only one show to begin at 8:00 p.m.

Headeining the extravagan-

tes will be Hank Snow, Carl Smith, Jack Anglin, Margie Rowen, Mc-Gahee and Jack Dinnin, Brenda Lee, the Louden Brothers, Stonewall Jackson, John-

ny Ferguson, country comic Archie Campbell, who made his name on the "Grand Ole Opry" and Stoney Cooper. Just about all have starred or are starring in their own CBS-TV network show, "Country Hoedown." Carol Burnett to Decca

NEW YORK — Comedienne Carol Burnett has signed with a long term recording pact by Decca Records, it was announced recently starring in the legal musical, "Once Upon a Mattress," and has been seen frequently on the Gar-

r Moore and Jack Paar TV shows. On May 29, she appears at the Blue Angel here for a lengthy stay. Harry Melson is expected to re-

cord Miss Burnett in her first album, to be released later this year.

Shad Briefs Time Distribres

NEW YORK — Time Record chief Shad Shad held distributor meeting with representatives from the East and the Midwest at this past week to introduce new de luxe stereo line listed as the 229 series.

Shad who was one of the first in the business when he was a d. a. director at Mercury Rec-

ords, explained that meetings were held with the Eastern distributors last Saturday (2) at the Park Sheraton here and then in the West on Sunday (24) for confabs with Mid-

west's outlet owners at the An-

nabauer East. Also in on the meetts were Pete Spargo of Time's promotion staff, Harry King, comptroller, and Lenny Lewis, sales manager.

Following these conclaves Shad took off for the Coast for similar meetings with distributors there while Lewis headed South for- mulation of the new line.

Besides the new, high-priced line in which there will be five albums as early as June, it appears to the broad pop level, Shad said that he way looking at the firm's stable of jazz talents. Signed to do ses are Sunny Clark, Kenny Dorham, Lonnie Johnson, Little McShane, McConnell, Benny Green, and a number of blues artists led by Swampy Hogg, and Ray Charles.

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The Story of Franz Piskt

A WILLIAM GOETZ Production
A COLUMBIA PICTURES RELEASE
in Cinemascope—Eastman COLOR
on COLPIX CP 506
*DON'T BUY SUBSTITUTES!

NINA SIMONE
ALBUMS: Nina at Town Hall, CP 409 • The Amazing Nina Simone, CP 407 • LATEST SINGLE: Fine and Mellow / Summertime, CP 143 • Watch Nina on the Ed Sullivan Show, May 8

HAL WATERS
INITIAL RELEASE: I Wish You Love / St. James Infirmary, CP 146 (A Billboard Spotlight)
JOEY WARD
LATEST SINGLE: Judy Jump Up / It's a Mighty Fine World, CP 147 (A Billboard Spotlight)

JAMES DARREN
ALBUM: James Darren Album #1, CP 406 • LATEST SINGLE: Because They're Young (Title song from the Columbia Pictures Release) Tears in My Eyes, CP 142 • MOTION PICTURES: Because They're Young, All The Young Men, Reach For Tomorrow, The Guns Of Navarone.

THE CHAD MITCHELL TRIO

ARIC LAVIE
INITIAL RELEASE: The Ballad of Red Rock, CP 149 • The star of "Hill 24 Doesn't Answer" appearing at the Club Sahara in New York. Appearing on Broadway in the Fall in "Irma La Douce."

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www.americanradiohistory.com
DENVER—It's a mistake to put all of the blame for the current upset in music on where tape recorders are concerned. The blame should be shared by Harvey Schmid, brothers who head Schmid Appliance Company, in Denver, and Columbia Records, who have a consistent 300 tape recorders per year, in price breaks ranging from $175 to $300 to prove that their approach to the market is definitely needed.

"We sell the flexibility, versatility, and convenience of the tape recorder by the features of the tape recorder first," Harvey Schmid said. "It is a fine source of music, of course, particularly where stereo models are concerned, but that's only a small part of the picture. There are two more important factors to consider where music is concerned (such things as stereo phonographs, to convert everything to records, etc.) to dwell entirely on the tape recorder alone. Besides, we do a lot of advertising, demonstrating, playing up the fact that a tape recorder is a never-ending source of amusement, usefulness, besides its reproduction capabilities."

Aiding substantially in tape recorders is the fact that a separate room on the second floor of Schmid's appliance store in Denver has been made a showroom for a dozen models, Schmid said, including three nationally advertised brands of tape recorders alone. Besides, Schmid said, each stereo recorder is set up in a window display, and is a few inches apart along a wall-sized shelf on one side of the showroom with full-sizeurable chairs on the opposite side.

This allows the customer to be seated, while also six salesmen, all thoroughly trained in the recorder field, put the machines thru their paces.

"We haven't found it necessary to add any other type of training or skill or colorful presentation," Harvey Schmid said. "A page ad for four times a year, and classified newspaper ads every two weeks, is all we spend so far, not only carry a full line of tape recorders, but service the retailer, and we, and that we can match the tape recorder to the equipment.

PHONOGRAPHS

When tape recorders first were introduced, the 5-year-old Schmids took an interest in these possibilities, and set out to learn more about them. Located upstairs on the same level as the tape recorder showroom is a model room for demonstration, and as is for informal demonstrations for a restaurant, department stores, and other retailers. At every meeting, a tape recorder is used to sell all of the comment. Then, the real of playing music on the tape recorder, and points the correct volume to tone, etc. At one time or another, every salesperson.

![PROSPECT CONVINCER]

**How to Rent Stereo Demo Clinches Phone Customers**

By ROBERT LATIMER

SIOUX FALLS, S.D. — Gene Miller, sales manager at Madison Appliance Company here is giving stereo demonstrations to himself of using two methods of obtaining a maroon stereo for long enough time to study stereo music in his own home.

Instead of using merely floor demonstrations, Miller is giving more to the customer the opportunity to try the set at home, for either one day or a week's free home demonstration for a period of three weeks, during which time the customer pays a $5 a week rental.

Surprisingly, the rental plan is pulling more sales than the free home demonstration, according to Miller, since the customer wants to have time as much as to study stereo music in his own home extended.

"I think the key to this one-year plan is to try something new enough, so that the customer can get his money's worth, and besides, he can make his own decision as to whether he wants to buy the set."

The important thing, according to the dealer is to give the customer time to "think" through it, in this "easy to forget" mind before going ahead with the purchase.

"When a customer asks for a free demonstration of a rental, it is delivered by a salesman from the stereo department. The salesman sets up a complete demonstration usually with a few members of the family around as possible, points out salient features of the stereo set involved, switches speakers on and off, teaches the customer to use the controls, even if it requires a demonstration of two weeks. Ending a sale in this way has often required a "free demonstration delivery" turning into a sale before the set has been in the house for more than a week. In this way, of the sort of elaborate demonstration is used with a three-week rental plan is being used (the store will not rent the machines for less than three weeks). The salesman makes several calls, during the three week's, checks up on the family's enthusiasm for the set at regular intervals, and can usually make the sale so that it isn't necessary to pay the full $5 a week.

The important thing, according to the dealer is to give the customer time to "think" through it, in this "easy to forget" mind before going ahead with the purchase. The three-week rental plan seems to prove ideal for this purpose.

New Col. Phono Line in June

NEW YORK—CBS Electronics Division will introduce a new line of Colonnial Phonograph in June, according to CBS prexy and director, John Stannum's annual report to CBS stockholders.

The new line will include 10 basic portable models, ranging in retail price of individual $19.95 to $189.95, and six basic console models, ranging in retail price from $139.95 to $456.

94 AUDIO FIRMS IN DESIGN SHOW

NEW YORK—One of the highlights of the retail engineering Show to be held at the American Convention Center, June 23-26 will be a display by 94 electrical and electronic firms, according to the show.

The show, which will coincide with the conference of Architectural Electrical Engineers, will also be a show of all the manufacturers of the 100 other items by companies engaged in the manufacture of all sorts of diversified products.

**NEW AUDIO PRODUCTS**

New Gravely Disk Cabinet

The 1960 line of Gravely record cabinets contains a Model 802 semi-auto machine, a portable, a three-speed sliding doors, two brass dividers and a full capacity for 50 records. Also new for 1960 is a Model 803, which has a built vertically, again in design with record space capacity of 40 records, and again comprised of four brass dividers. The cabinet comes in a number of finishes: Mahogany, walnut, lilac or cherry, and range in price from $39.95

Toshiba Six Transistor Set

A new and very much of this world six transistor portable radio is being debuted by the Toshiba Transistor World Corporation. The set comes complete with battery, earphone and leather carrying case at $34.95. Registered model FT-385, the unit also contains a telescoping antenna in addition to the in-ear unit.

The company has also announced that a heavy national advertising and promotional campaign is planned to back up dealers selling the sets.

"Look and Listen" Radio

Sun glasses with attached transister radio is the latest thing in this season's spring sports accessories. The "look and listen" product is imported from France.

Another dual hot transfer radio that functions on a standard mercury oxide battery. The station selector and tuning are placed on either side of the frames along with a one ear receiver; the other ear could be used while the glass is green. The "shades" are available in men's and women's sizes.

RFL Adds New Models

Six new units in the Speciality Field line of single unit stereo cabinets have been put on the market by the Radio Frequency Laboratory, Inc., according to new president, S. A. Rathburn.

The six models which have been designed by Petticord and Donaldson, have a 5-transistor circuit in the same dimensions are the Contemporary and Classic. The former is in modern Danish for $175, and the latter is in brown mahogany at $765.

Included too, are the Colonial, which is solid pine Early American styling measures 26 inches by 41 inches, selling for $620, a Metropronal, a modern-styled cabinet which is solid pine in a natural finish, darkened Keruing selling at a low-priced $225; and the Suburban again in contemporary styling in mahogany or walnut selling from $60 to $65. The front area agent for the Radio Frequency Laboratory is Harry Miller.

DEPARTMENT STORE TEST

'Single Brand' Push Key To Stereo Phone Sales

By JEANNETTE FORMBY

ATLANTA — People who will not buy stereo phonographs on the basis of price or promotion will buy them on the basis of brands in which they have strong confidence, a lesson that has been learned by Gus Hoffsler, appliance dealer for Davison-Paxon Department Store Inc., according to a recent test.

The Atlanta buyer noticed after stereo first became popular in the Atlanta market that most of the majors offered goods were only a few inches in diameter, selling for $41 to $49.

Of interest to the Stereo News reader is the fact that even a single brand of stereos, as the type now marketed by the dealer, will be offered in the store.

Several of the nation's largest retail stores have decided that the market is strong enough for stereo sets. In this instance, the Radio Frequency Laboratory's 'A-9', a $175, was chosen.

An important factor in the store's selection of this particular set was the fact that the set would not be offered in other stores in the area.

The store tested the set both in and out of the store, and the results were a sales of 10 sets in 10 weeks.

EXHIBIT IMPORTS

**NEWS BRIEF**

New distributors of Emerson radio, television, and stereo phonographs in the Indianapolis area is Circle Electronics. Inc., Brown & Rowlind, Inc., specialists in public relations and publicity, have added Philip Dorf, who previously has been with Tex McCray, Inc., to their advertising and publicity department. Dorf is vice - president and supervisor of accounts at the PR house. Of special interest to Dorf is that the trade is the fact that Dorf will be handling the public relations for Circle Electronics, and Source Electronics, according to E. W. Jackson, president at the Jensen Industries. Edward Crowley, former executive, who is the vice president and controller of Fidelitone, Low cost transistor/Burden and other major record labels, has been hard book published by the solid brass cabinet which is solid polished. The cabinet is directed towards the electronic hobbyist, who means to build his own electronic cabinet or something less ambitious. It may be purchased from the company for $650 in Boston 70's.

Jensen Adds Another Top Sales Exec

CHICAGO—Second recent in-plant promotions for the Jensen company, which has a market above $100 million, has been announced by the firm.

The new promotion is a sales promotion director for the Georgia department store.

Former vice-president in charge of sales promotion for Jensen, Bill Welsh, has gone into business for himself and will be known hereinafter as Bill Welsh Business Development Corp., a new organization is to bring new independent radio stations in his home state of Alabama.

The Admiral Sales Division, under the direction of sales manager Norman W. Dikson to the regional manager who was pleased to find this modern means of providing music is the new national sales manager. The new sales manager for six months ago, has been hired by the company. Welsh is president at the Jensen Industries in Edward Crowley, former executive, who has been with the firm for the past four years, has been appointed to the position of vice president and controller at Fidelitone. Low cost transistor/Burden and other major record labels, has been hard book published by the solid brass cabinet which is solid polished. The cabinet is directed towards the electronic hobbyist, who means to build his own electronic cabinet or something less ambitious. It may be purchased from the company for $650 in Boston 70's.

(Continued on page 28)
Day-and-date delivery of key music-record and coin machine charts, features and news on both sides of the Atlantic!
BREATHTAKING PROSSES!

Avid readers of mystery stories find new thrills in hearing their favorites on compact, convenient records. You'll thrill, too, when you watch your sales go up! Stock and sell these ever-popular Audio Book albums now:

<table>
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<tr>
<th>Title</th>
<th>Catalog</th>
<th>16 Ultra-Microgroove RPM</th>
<th>16 Microgroove 16 RPM</th>
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<td>The Great Tales and Poems of Edgar Allen Poe—Eight spooky tingling &quot;cloak and dagger&quot; tales plus the most famous poems of the old Master of Mystery.</td>
<td>495 list</td>
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<td>Strange Case of Dr. Jekyll and Mr. Hyde—Gene Lockhart reads this breathtaking drama with such realism that you'll shiver with excitement.</td>
<td>495 list</td>
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Reynolds to S-C Exec
Post in N. Y.

NEW YORK — Former RCA Victor jazz a&r chief Fred Reynolds has been appointed as district manager for high fidelity products in the New York City area by the Stromberg-Carlon division of General Dynamics Corporation. Reynolds, who served in the a&r capacity for Victor for three years and left the company nearly a year ago, is also a well-known writer on hi-fi and musical subjects. His string of credits include advertising manager and music editor of Hi-Fi Music at Elektra and 14 years as disk jockey and continuity director at WGN in Chicago. While in the Windy City he also wrote a popular record column for The Chicago Tribune.

Follies Theater. They'll double on a weekly TV show the during their stay. Last year the group did a 12-week tour of France, Italy, and the United Kingdom, by where they reportedly fractured audiences.

Tape Recorder Sales

There is no such thing as a "typical customer" to Schmid brothers. They sell units both to high school students, college students, retired homemakers, professional men, and see no such thing as a "pattern of customers." Their only pattern which does exist is the steady traffic of tape recorders of all makes and models that come from the rest of the store, free from any distraction, get an opportunity to compare, and take them home. A stunt often used by salesmen to demonstrate the strengths of the tape recorders simultaneously, all turned to "record" while a demonstration was going on, Schmid found himself listening to his own voice, that of other salesmen, a song of music, and sound demonstration tapes. When the time comes for him to make his pitch and model to buy, the recorders which have been simultaneously played, are usually without the prospect paying much attention to them—were played back, demonstrating the quality level of each machine. Listeners who have been given various ideas conversations made on several machines, and are able to hear the effect and narrow down the choices to a particular recorder.

Recorders are suggested for parties, for recording children's voices, for correspondence, sending easily mailed, small tapes back and forth between two tape recorder owners—for school use, church use, for businessmen who wish to make their own dictation and speech delivery, as well as for dictating machines and music. "Nobody leaves the separate upstairs showroom without a real appreciation of the many things a tape recorder can do," Schmid said. "Because we give such a thorou demonstration, we have never found it necessary to buy a machine for a weekend, set up any set of a rental production...or for price discount to meet competition. We can sell 300 tapes a year on this basis, most of them for cash, and we feel that the appliance dealer, whose unknown and untrained staff are the best qualified retailers of all."
Stereo Parts Inventory System Big Traffic Aid

BAKERSFIELD, Calif.—Not only maintaining the largest stock of stereo parts in the area, but likewise developing its own system of parts checking, the Ulmer's stereo and high-fidelity dealership here, to "sell the entire Valley area," Ulmer's draws stereo customers and audiophiles from the entire district between San Francisco and Los Angeles. A reputation for being one of the first to put any bulky phonograph in either stereo or high-fidelity, or any tape recorder back into service in jig time, not only keeps repair customers coming, but is responsible for the steady turnover of equipment from $150 to better than $1,000 per month.

The parts inventory is maintained by Ulmer's to handle problems of high-fidelity stereo system failures and repair work, using parts that are used by manufacturers, differentiates Ulmer's from other of the same type. The first form used on a file card, on which is written the supplier's name, Ulmer's stock number, the name of the manufacturer, manufacturer's stock number, the size of the order sent in that particular part, and minimum inventory which will be maintained, cost price, selling price, and net order for the particular part. Most important on the file cards is the occasional occurrence, in a "visible file" for quick location of a group of cards, the tape, and cards, is the Ulmer stock number, which instantly identifies the location on the rack, and what the part is used for. As parts are shipped from the inventory for either the sales department or to other stereo suppliers, the stereo tape, or used in the shop, are marked in a tally sheet set up each day. The sheets are simply recaps of sales tickets for current order No. and work orders, and are checked at the end of each day. The net inventory is turned over to the tape warehouse buyer.

As a cross-check, Revolver cards, by way of maintaining an alphabetical order, have been made up to use with the above mentioned file-stocking numbers on the parts of various manufacturers. Each of the Revolver cards lists a manufacturer's stock number, and then the number which has been assigned to the part under the Ulmer system, so that a push-pull amplifier, for example, which has a meaningless number part number supplied by the manufacturer, is renumbered in a series which incorporates all amplifier parts.

The service work order forms, made up on all repairs received, are triplicate forms which exactly follow the original with the custom- er's name, address, and instructions, a yellow carbon, for notification when work is complete. Where the photograph or tape recorder was purchased, the date of sale, covering the all-important question of whether it is still under warranty if sold by Ulmer's, parts found to be missing, a damage summary by the clerk checking it in, and how the work performed is paid for. To duplicate every goes to the customer while the last sheet, of heavy card- board, is permanently attached to the stereo during the time it is moving, thus the shop and being returned. On the reverse side of the final cardboard tag is an itemized blank section, to itemize all the parts and labor involved in the repairs, total at the bottom, for the benefit of showing the customer exactly what the charges applied have been made.

With these simplified and efficient forms, it is possible for the California dealer to know from day to day the exact amount of repair and maintenance work that the shop, gross and net products being delivered, the number of non-hours being expanded, and, of course, to note trends in repair work which are substantiated in order to shape parts buying for the future. Extremely important, also, is the amount of extra sales which the reliable service department brings about.

Concertone Nippon Tie

CULVER CITY, Calif.—The Concertone Division of American Electroscope, Inc., has signed a five-year deal with Nippon Sound Equipment and Tokyo Acoustic Company to import tape decks for tape recorders to be sold under the Concertone banner.

While no specific amount of decks has been contracted for, a spokesman for the American firm said that the Japanese machines would account for 15 per cent of the total output of Concertone recorders. Two thousand or more of the tape deck assemblies should be received in the U.S., in 1960. American Electroscope, however, said it has no expansion plans in its use of Japanese decks in its recorder line.

The TAPE THAT COST $9,000,000 TO PERFECT SOUND TAPE WITH NEW FA-4 FORMULATION

Now...Soundcraft gives you the strongest tape sales advantage you've ever had—SOUND TAPE with new FA-4 frequency adjusted oxide formulation—a super-performing tape that captures and reproduces all frequencies. Now—you can assure your customers of better recordings than ever before, on new equipment or old! Only years of research and development...the most modern and advanced equipment can maintain the high facilities science and engineering could have perfected this tape. Anticipating the requirements of dramatic new recordings in recording equipment and technique...Soundcraft conceived and built a scientifically-controlled plant that is the ultimate in the art of tape manufacturing. The result: SOUND TAPE with new FA-4 FORMULATION—the most advanced recording tape of the day.

Soundcraft sells recording tapes through franchised Soundcraft Wholesalers. They can't be bought any other way. Result: a nationally uniform sales and pricing policy that always assures you of a competitive position.

ORDER SOUNDRAFT HI-FI TAPES FROM YOUR SOUNDRAFT DISTRIBUTOR, TODAY!
RKO-MASTER RECORDS presents

SARAH NORTH CUTT

LEAV'N WOMAN
(JOHN LOUDERMILK)

DON'T QUIT
(JOHN LOUDERMILK)

This pretty Oklahoma University Coed is NOW ON TOUR!

$2,000,000 TALENT SEARCH

write

DUDE RAWSON

NEW TALENT

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CLEVELAND: Henry George of the First National Record Distributing Company writes that "I'm Gonna Find Out" by the Blunder Bumpers is "The Hit of the Week/ 

CHICAGO: Frank Glaronese of Summit Distributors, Inc., sends word that the firm is getting strong sales on "Tommie Hawk" by Tom Brown and "Deep Are the Roots of a Hawaiian Home" by the Galdhöbolns on Java, "Cherry Bomb" by the Botton Down Mind of Bob Newhart on Warner Bros. Records. 

JIM MILLER: Jerry Dennis of C&C was over the weekend with "I Gotta Be With You" by "My Golden Light" by the Echoes on Dolton is headed for a smash. 

LOS ANGELES: Leonard J. Warren of National Artist Records writes that his independent pressing of the Marvin Gaye action song "Beautiful Obsession" by Sir Chauncy on Warner Bros. Records has "the best chance of an Al Brown's Timepiece-playing Army Pink Chiffon" by Mitch Tolok on Caydena, "Shazam!" by Dianne Eddy on Jim and "One Finger Symphony" by Ronnie and the Reptiles. 

SAN FRANCISCO: Don Graham, C&C Distributing Company writes that sales are high on "Sixteen Reasons" by Connie Stevens and "Capri's Crown" by the Earty Brothers on Warner Bros., "Mountain of Love" by Harold Dormann on RKO, "Put Your Arm Around Me, Honey" by Bill Smith on Jim, "Scandinavian Swamp" by the Smoke-Danes and "Beautiful Music of Hawaii" by George Geyer on Warner Bros. Records. 

Stan Cumberbatch of New Sound called to report action on "Another Sleepless Night" by Jimmy Clanton on Ace, "Love You So" by Ron Holden on Donnas and "Penguins From Heaven" by The Skidders on Calco. Others that are doing well include "Blow Call Company J" by the Balladaires on Del-Fi, "The Dream" by Houston Bell and "Mack the Mallstew" by Larry Bright on Tye. 

Baltimore: Tops at Musical Sales Company this week are "Master Lonely" by the Vejtes on JDS, "Heli's Heaven" by Jim Brearley on Liberty and "I'm Gonna Have Love" by Nat King Cole on Capitol, "Put Your Arms Around Me, Honey" by Ray Smith on Judd and "I Shouldn't Be Letting" by Charlie Rich on Phillips International. 

Dallas: Al Klein of Al Klein Enterprises reports strong sales on "Another Sleepless Night" by Jimmy Clanton, "Mary Blue" by Huey Smith and "Down the Able" by Ike Clanton on Ace, "Waltz of Love" by Sonny James on NRC, "Mountain of Love" by Harold Dormann on RKO and "Put Your Arms Around Me, Honey" by Ray Smith on Judd. 

Cleveland: Harry Kroll's latest Cameo platter, "Dig-A-Ling" bowing this week, is a broader, more artistic item in nothing but "I Love the Way You Love Me" by Mary Johnson, "You, Indeed" by the Redone Sisters and "After You" by Johnny McKay. Imperial's best are "Young Emotions" by Ricky Nelson and "Mr. That Don't Mean Love Me" by Dick Donovan. Mint, which is distributed by Imperial, has "Goo Poo Pa Dah" by Jesse Hill. Everest is hot with "Does My Heartache Show" by Jimmy Byron and "My Revert" by Gloria Lynne. 

"I'm Forever Blowing Rabbit" by Jack Lemmon, "My Only Love" by Ruby Keeler and "Viva Vida" by Bobby Darin are working well for Epic. Capitol has "I'm Gonna Find Out" by Young by Jimmy Darren and "Fine and Mellow" by Nina Simone. 

New York: Howard Keshelm of Atlantic called to report action on "Shadow of Love" by LaVern Baker in Vernon Records. "Bossa Nova" by the Ventures, "Miss Jones" by Clyde McPhatter is showing in Charlotte, N.C., "Travel" by Sayy Idries is hot in Kansas City. Kenny Rogers' "What It Takes" and James Brown's "In the Midst of It" are strong initial reactions on Lionel Donaghe's first for Atlantic. "Ruby's Man's in austin." 

More from Philadelphia: Bob Heller of Chess writes that Chess is now handling Vernon Records. Latest release for the label is "Cut It Out, Pal" by Sgo-De-O-De. The firm has also acquired distribution rights for the first film that "It Must Be Love" by Mauricio. 

Top platters this week are "Miracle of Life" by Robbie Lester and the Snake and "J.D. Girl on the Left Bank" by Joe Reisman on Raddette and "Foot Sweet" by Camarata on Vista. 

Two-Sided Smash For Elvis Presley 

Elvis Presley is 25 this fall, has already become a national legend. Born and raised in Tupelo, Miss., on January 8, 1935, he had sold 19 gold records, including a "Big Hunk of Love," "All Shook Up," "Hound Dog," "Heartbreak Hotel" and "Love Me Tender." Presley's former job was working at the Love's State theater. After graduating from high school in 1953, he landed a $35 a week job as a truck driver for an electrical company. Now Elvis Presley is back after leaving his country from 1953 until his discharge from the Army just a few weeks ago. My new disk, a two-sided hit, "Stuck on You" b/w "Honeymoon and Fortune," is racing up the charts. 

Randazzo Waits With "Way of a Clown" 

Versatile Teddy Randazzo is an accomplished musician acclaimed from being a top vocal attraction. His grandfather encouraged him toward a musical career at a very early age. By the time he was 12, Randazzo was a professional accordionist, a talented pianist, and he could also play the bass and drums. Randazzo's first love was accordion and his first love was music. Therefore, he has a signed as a solo vocalist. The youthful ABC-Paramount scalps this gold mine has made many fans. Randazzo also is a composer. Among his song "Fallen Out of Love," and "Rose Marie." Currently Randazzo is placing his many fans with "Way of a Clown." 

YESTERDAY'S TOPS 

The artist's names on records as reported in the Billboard 

APRIL 30, 1960 

1. Ballad of Davy Crockett 
2. Cherry Pink and Apple Blossom White 
3. I'm Gonna Find Out 
4. Melody of Love 
5. Dance With Me Henry 
6. How Important Can It Be 
7. Twinkle Dee 
8. Soberly 
9. Open Up Your Heart 
10. Play Me Hearts and Flowers 

APRIL 9, 1950 

1. If I Knew You Were Comin' (I wouldn't have Painted My House) 
2. Third Man Theme 
3. The Music Man 
4. You Are My Destiny 
5. It's Not Fair 
6. Dear 
7. My Foolish Heart 
8. Daddy's Little Girl 
9. Show Me a Smile 
10. Sentimental Me 
11. Bewitched 

HOD ROD: Dayod Hot Rod arrived in style this month to start his new post at WHAT, Philadelphia. The jock — head shots in his Stetson — reported for duty airded in a spaceship and riding in a helicopter which parked on the front of WHAT's studio. Hot Rod, who recently farked up top ratings with his B.C.C. profile over WIP, Philadelphia, will hold his opening show at WHAT, in Breakfast in Space' from 6 to 10 a.m. Monday thru Saturday. 

GAB BAG: Joe Sebastian, KLF, Dallas, writes: "In an attempt to break the gap between disk jock and magazine writer, I have written an article on popular music which will appear in the May issue of the Hearst's new magazine "The Tomahawk." Bob Mitchell, WJET, Erie, Pa., reports that as a result of Marty Robbins' waxing of 'El Paso,' a local ambulance service operation sprang up more in his city. Bob Mitchell and asked for a fill-in on the city, since the depend of one times served as program director at KELP, El Paso, Tex. 

"GREATER GREATLE DEFEAT: Derjays are continuing to go all out on off-site promotional efforts. For instance, a group of jocks at WJAB, Portland, Me.—none of whom had ever been before—recently engaged in a skie race at Painless Mountain, Brighten, Me. At the same time, the spinners—J. Joe, Frank Furtas and Jim Smaller—sang a four-record show from the ski lodge. Winner of the contest was Furtas. 

Also going all-out promotion-wise recently were Bob Pearson Jr., KENS, San Antonio, and Larry Kauger, KFXX, Dallas. Bob Pearson Jr. gave Nancy Manres, "Big Bluebird of San Antonio," a permanent and manacle. The bit was filmed for inclusion in the KGET-TV show "Ferry" of the southwest area teeners. The gag features interviews with local deejays, recording stars, etc. 

GIMMIX: Son Martin, all-night jockey at WARK, Hagerstown, Md., has a special show at WJZ, Baltimore, and has the 1960 Heart Fund and utilizing only times which utilized the word "heart" in their titles. 

Another worthy clarich pitch was made by a group of of Eric, Pa., jocks (records Tom (Big Daddy) Tortorelli, of of that city) a couple of months ago, when deejays from four stations staged a basketball game to raise funds for the Masonic Lodge of Hones. Eric, Pa., program director of the Paisley; while Bob Mitchell, WJET, headed the show. 

CHANGE OF THEME: Tiny Markle, program director of KFSD, San Diego, Calif., is leaving that post May 9 to take over the 2:6 p.m. time slot on WAVZ, New Haven, Conn.... Frank Hotch on能否 her advance show, "Prevue Pic's," at the University of Rhode Island station. The program will spotlight disks which have been released within the previous two weeks. 

Freddie Peterson Jr., formerly with KRIC, Beaumont, Tex., has joined WAKU, St. Louis, Mo., as program director, replacing Markle, who has resigned that post to join in sponsor magazine. In 1955 Markle managed the St. Konk Orka. He has also managed an indie rock station in the Portland country music station in Ohio, and operated his own junior business in the Cleveland area. 

New program manager of WCBS, Miami, is Robert R. Martin, formerly with WJZ, Cleveland. He replaces Son of Who has resigned that post to join in sponsor magazine. In 1955 Martin managed the St. Konk Orka. He has also managed an indie rock station in the Portland country music station in Ohio, and operated his own junior business in the Cleveland area. 

Paul R. Mizan takes over the managing director post at WSB, Atlanta, Ga., May 1. WSB will also add a new function as national sales chief for the station. ... Jack Burns is now managing director of WPR, Philadelphia, has made many guest appearances at WTOP, the University of Rhode Island station. The program will spotlight disks which have been released within the previous two weeks. 

Malcolm C. Klein has resigned as veep-general manager of WKNR, New York, N.Y., and will accept the position of program director of KOMA, Oklahoma City, to join KQV, Pittsburgh, Pa. Other jocks at WKNR, New York, N.Y. include program director Les Mannes, Jim (Mommy) Marrs, and George Mathias. At the same time, the outlet has adopted a somewhat modified "modern form sound."
MUSIC FEATURES

THE BILLBOARD

APRIL 25, 1960

MUSIC AS WRITTEN

New York

Rune Carlyle and his orchestra set for six weeks at the Roosevelt in New Orleans starting June 23. . . . Robins Music is launching a special exploitation campaign on the tune "Looking High, High, High," which won the British competition in the Eurovision Song Festival and placed second in the world-wide finals in March. The Big Three firm is co-ordinating exploitation activities with their British branch, Robins Music, Ltd., in the promotion of English Deca's version of the tune with Bryan Johnson. Dick has just been issued in the U.S. on the London label. . . . Phyllis Smith, secretary to exec Paul McKinnell at Columbia Records, will marry Fred Abrahams on June 12. . . . Joan Surn will start his second concert tour of the Soviet Union under the aegis of Sol Hurok on April 22. Tour starts in Odessa.

Top artists will star in the show to be presented at the Majestic Theater in New York on May 1 to aid African Houses, the home for African Students in the U.S. on scholarships. . . . Jeri Southern opened at the Village Vanguard in New York last week for a three-week stand. . . . Arranger Dick West has signed with GAC. . . . Paul Baldwin has joined the engineering department of M-G-M Records working under the supervision of Bob Doherty. . . . Myron Glodstein has been named staff assistant to Leslie Kliman, director of advertising of the Columbia Record Club. . . . Tony Bennett is now starring at the Window, Dorothy, Elwyn Casino. . . . Veritas Records, new LP label out of Boston started by Lemuel M. Wells, has issued its first LP featuring folk singers Joanie Raiz, Bill Wood and Ted Alekson.

Andy Williams is slated for a one-week engagement starting April 25 in Baltimore. . . . Katelyn Hanover, the Italian singer, is appearing at the Persian Room, Plaza Hotel, N.Y. . . . Now appearing at the Blue Angel, N.Y., is the Chad Mitchell Trio. The group records for Colpix. . . . At the Paradise, upstairs N.Y., is the Ray Hayes Trio and guitarist Kenny Barrille, who is also featured in the Broadway show "Bye Bye Birdie." . . . Jule Styne, composer of "Johnny Freedon," has signed Johnny Horton to sing his latest LP creation on Columbia. The title tune will come out as a single on Columbia. . . . Bobby Darin has signed with the Drakey Hotel and the Flame in Miami Beach for a combined total of 15 weeks of in-person appearances. Deal will net Bobby $300,000, and is set to cover a three-year span. . . . Dolan recording starts, the Fleetwoods, are set for a European tour, but prior to that they will play in Los Angeles and fill other Stateside commitments.

Cub Records' Jimmy Jones is set for the "Biggest Show of 1960" tour thru May 21. . . . Lilliette Harris makes the scene at the Embers May 2 in N.Y. . . . The Franz Carl story "Song Without End," is the center-piece for a Colpix release by concert pianist Jorge Bolet. . . . The Ames Brothers move into the Town Casino, Buffalo, May 2. . . . Juliet Prosew, who was seen to good advantage in the Frank Sinatra TV special two months ago, has been signed to star opposite Ervins Plesky in "G. I. Blues." . . . Milt Lane, a new singing find, has been recorded by Alpine Records in the title song from a forthcoming Paramount release, "Cocktail Meeting." . . . Jerry Vale to do a two-weeker at the Horizon in Pittsburgh May 1. . . . The position of Director of Market Research has been filled by John Wiley for Columbia Records. . . . Jazz drummer Jo Jones has been signed by Everest to do a two-album deal.

Conductor for the "Persuasive Percussion" album on Command if not Terry Gibbs but Terry Snyder. . . . Fifteen-year-old Pamela Law has recorded a number of sides for Bobby Boyd in Nashville. . . . Atlantic's Nelson Riddle says the European's new hit he's like new Jaguar. . . . Donny Farmer is on the road making the most of his Spectrum release "These Tender Years." . . . The Key Club in Minneapolis has passed Chris Connor for a May 13 thru 22 stand. . . . Victor reports that one of the hottest L.P. items is the "Mario Lanza Sings Caruso Favorites.""
Hollywood

Capitol Presley Glenn Wills leaves Sunday (24) for a three-week trip to Europe and to the Helen Hayes Record Association of America meeting Monday (25), hoping to attract 1,500 reference book orders and then go to Paris for concerts with Pathe-Marconi execs. He's due back at his Cap-Tower headquarters May 16.

James Mason's new film, "Lavender Baker," release of Columbia's umbrellaless, under the cloak of the film's three '40s names, not cause even Presley can't keep them straight. I tried a Test production, leaving only the "Honeymoon" show for MCA. Furthermore, MCA says "eligible in music than in television," proving that out of the three series claimed by the Guild, one, "(CBS)" now uses "Columbia," the other, "(NBC)" now uses "MGM," because the Guild has not been involved with the "(CBS)" series.

Hollywood's Commercial Recording Hall of Fame ceremonies at the Mutual Broadcasting System's Auditorium, 4057 Hollywood Blvd., Saturday (23), will also be attended by such Hollywood representatives as Kaye, Smlin, Lenna and the DPF orchestra, Gershon, a former Mutual station manager, and Samuel Goldwyn, who is reported to have an "exclusive on all the hitances in the business."

The Billboard: Money Talks

The BARGAINERS follow up their "The Story of the Dollar" with "The Story of the Euro." I think the title is a bit strange, but it fits the bill. The record is a hit in Europe and is now coming to the United States. It's a nice record and should do well.

The BROWNS, Jan, Howard and Andrew, have released a new single. "The Story of the Euro" is their third single and is now available for purchase. It's a nice record and should do well.

The CARPENTERS have released a new single, "The Story of the Euro." It's a nice record and should do well.

FRIENDY CANNON, the eloquent voice of the Mutual Broadcasting System, has released a new single, "The Story of the Euro." It's a nice record and should do well.

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NO ALBUMS are available at the moment. Check back next week for new releases.

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### Monophonic MONO ACTION ALBUMS — on the charts 39 weeks or less

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<td>WOODY WOODBURY LOOKS AT LOVE AND LIFE</td>
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<td>Henry Mancini RCA Victor LPM 2198</td>
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<td>18</td>
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<td>LATIN A LA LEE</td>
<td>Chet Atkins</td>
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<td>14</td>
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<td>OLLIE'S BUT GDIES</td>
<td>Kiss</td>
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<td>16</td>
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<td>Bing Crosby Columbia CL 1415</td>
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<td>23</td>
<td>2</td>
<td>JUKE BOX</td>
<td>息哥</td>
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<td>24</td>
<td>1</td>
<td>THE SOUND OF MUSIC</td>
<td>Original Cast Columbia KDL 1041</td>
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### Stereo STEREO ACTION ALBUMS — on the charts 19 weeks or less

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<td>The Louvin Brothers</td>
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### Essential Inventory (Mono albums) — on the charts 40 weeks or more

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### Stereo Inventory (Stereo albums) — on the charts 20 weeks or more

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**MONOPHONIC CLASSICAL ALBUMS**

1. SIXTEEN YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists, RCA Victor LPM 6074
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LCM 2532
3. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO Morton Gould Orchestra, RCA Victor LCM 2345
4. THE LORD'S PRAYER...The Mormon Tabernacle Choir (Condie), Columbia ML 3586
5. ROGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2256
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICcio ITALIANI RCA Victor Symphony Orchestra (Dorati), Mercury MG 50054
7. GERSHWIN: RHAPSODY IN BLUE Leonard Parnass, Hollywood Bowl Symphony Orchestra (Stokowski), Capitol SP 8343
8. ROGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LCM 2226
9. RAVEL: BOLERO....Boston Symphony Orchestra (Munch), RCA Victor LCM 1964
10. OFFENBACH; GAITE PARISIENNE; RACHMUTAIRIAN: GAYNE BALLET SUITE Boston Pops (Fiedler), RCA Victor LCM 2267

**STEREOPHONIC CLASSICAL ALBUMS**

1. ROGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2256
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LCM 2345
3. ROGERS: VICTORY AT SEA, VOL. 1 RCA Victor Symphony Orchestra (Bennett), RCA Victor LCM 2226
4. GERSHWIN: RHAPSODY IN BLUE Leonard Parnass, Hollywood Bowl Symphony Orchestra (Stokowski), Capitol SP 8343
5. ROGERS: VICTORY AT SEA, VOL. 2 RCA Victor Symphony Orchestra (Bennett), RCA Victor LCM 2335
6. OFFENBACH; GAITE PARISIENNE; RACHMUTAIRIAN: GAYNE BALLET SUITE Boston Pops (Fiedler), RCA Victor LCM 2267
7. GROFE: GRAND CANYON SUITE The Philadelphia Orchestra (Ormandy), Columbia NS 6003
8. OFFENBACH; GAITE PARISIENNE; RACHMUTAIRIAN: GAYNE BALLET SUITE Boston Pops (Fiedler), RCA Victor LCM 2267

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**MONOPHONIC**

1. Soul of Spain, Vol. 1 Columbia, LPM 1080
2. Great Mexican Ranch Songs Columbia, LPM 2021
3. Tchaikovsky: Violin Concerto Columbia, LPM 4545
4. Ravel: Piano Concerto in G Columbia, LPM 2955
5. Beethoven: Symphony No. 1 Columbia, LSP 7001
6. Mozart: Piano Concerto No. 1 Columbia, LSP 7002
7. The Great Violinists' Record Columbia, LSP 7003
8. The Great Singers' Record Columbia, LSP 7004
9. The Big Bands' Record Columbia, LSP 7005
10. Broadway's Greatest Hits Columbia, LSP 7006

**STEREOPHONIC**

1. Soul of Spain, Vol. 1 Columbia, LSP 5005
2. Soul of Spain, Vol. 2 Columbia, LSP 5006
3. Tchaikovsky: Violin Concerto Columbia, LSP 5008
4. Ravel: Piano Concerto in G Columbia, LSP 5009
5. Beethoven: Symphony No. 1 Columbia, LSP 5010
6. Mozart: Piano Concerto No. 1 Columbia, LSP 5011
7. The Great Violinists' Record Columbia, LSP 5012
8. The Great Singers' Record Columbia, LSP 5013
9. The Big Bands' Record Columbia, LSP 5014
10. Broadway's Greatest Hits Columbia, LSP 5015

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**BEST SELLING POP EP'S**

1. L.M.F.N. Joe Dassin, Columbia, EP 1061
2. Green Light, The Ventures, Columbia, EP 1062
4. O.C. Welch, Jim Reeves, RCA, EP 1064
5. Spirituals, Stamps, Capitol, EP 1065

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**REVIEWS OF THIS WEEK'S LP'S**

**SPOTLIGHT WINNERS OF THE WEEK**

The pick of the new releases:

**Jackie Sings the Blues**

Jackie Wilson, Brunswick 54085 — Strong, emotion-packed warbling stylings by Wilson with moving, gospel-flavored and fine charal backings. Handsome, double-fold package should appeal to dual market audiences. Selections — all recorded for first time — include "Please Tell Me Why," "She Done Me Wrong," etc. Unusual, effective blend of gospel and rock and roll.

**Elvis Is Back**

Elvis Presley, RCA Victor LSP 2231 (Stereo & Monaural) — About the only thing necessary to say about this new album is that dealers should stock it in quantity. Elvis is back—and singing better than ever in the rock and roll style he made famous. His presentation of "Fever," a classic, and his performances on "Dirty Dirty Feeling," "Soldier Boy," and "Such a Night" are very exciting. The double fold cover and photos of Elvis in the Army will help add to the album sales.

**Renata Teraldi**

London OS 25102 (Stereo & Monaural) — Here's another treature of rich, quality-wise vocal treatments of operatic arias by the great Teraldi. Set in a rock and roll arrangement, her singing is flawless. She is in her usual top-notch vocal form. (Continued on page 98)

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**ALBUM COVERS OF THE WEEK**

(Images of album covers are shown here.)

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**BEST SELLING HITS & RACKS**

(Chart showing best selling hits and racks.)

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**REVIEWS OF THIS WEEK'S RECORDS**

**The pick of the new releases:**

**Elvis Presley**

RCA Victor LSP 2231 (Stereo & Monaural) — About the only thing necessary to say about this new album is that dealers should stock it in quantity. Elvis is back—and singing better than ever in the rock and roll style he made famous. His presentation of "Fever," a classic, and his performances on "Dirty Dirty Feeling," "Soldier Boy," and "Such a Night" are very exciting. The double fold cover and photos of Elvis in the Army will help add to the album sales.

**Billy Vaughn**

Ort Cafe LDP 25275 (Stereo & Monaural) — The well-known Billy Vaughn teriffic harmonies comes thru in mighty fine style on this selection of fine older tunes, none of which have received the saturation treatment on recordings. The memorable tunes include, "Under the Double Eagle," "When My Blue Moon Turns to Gold Again," Emanuel, "River Valley," etc. Some good singles prospects here and many are strong contenders for stayers. Highly nice labeling.

**I Love the Way You Love (JLP)**

Mary Johnson, United Artists 10007 — Here's a highly suitable book of EP wax which includes the chart's current hit, "I Love the Way You Love," and a previous chart entry, "You Got What It Takes." Also included are a couple of other good sides, "Let Me Love You" and "Don't Leave Me." A winning grouping that should become a slick counter item.

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**PROVOCA TIVE PERCUSSION VOLUME 2**

R.C.A. Records, Vol. 81050-SX, (Stereo) — This is the follow-up to the best selling "Persuasive Percussion Vol. 1" and it, too, should be a smash in the stereo field. It has the same great sound of the first set, and the tunes are just as cleverly chosen. The sound is fascinating and stereo fans can not only check out their equipment, but also have a good time listening. Tunes include "Hernando's Hideaway," "Mambo," "The Lady Is a Tramp," and "A Foggy Day." Mighty potent here was that dealer who should stock in depth.

---

**Hollywood Bowl Symphony Orch. (Newman). Capital SP 8516. (Stereo & Monaural) — The most familiar portions of true popular operas — "Madame Butterfly" and "La Boheme" — are accorded lovely dramatic symphonies by Alfred Newman and the Hollywood Bowl Orch, featuring outstanding solo work by violinist David Frisina and cellist Kurt Reher, First for beginning conductors.

**RENTANA TERALDI**

London OS 25102 (Stereo & Monaural) — Here's another treasure of rich, quality-wise vocal treatments of operatic arias by the great Teraldi. Set in a rock and roll arrangement, her singing is flawless. She is in her usual top-notch vocal form. (Continued on page 98)
WELCOMES THE BRILLIANT PIANO ARTISTRY OF...

Johnny COSTA

...AND PROUDLY INTRODUCES HIS FIRST SINGLE RECORDING. TWO MAGNIFICENT INSTRUMENTALS OF GREAT MOVIE THEMES

"NO ONE" (From the Rank Organization Film "The Captain's Table")

"CONSPIRACY OF HEARTS" (From the Rank Organization Film "Conspiracy of Hearts")

RA 2043
RA 2043-ST (STEREO)
Free! Two steins, in the gift package of the year!

Here's an unusual 2-L. P. set, packed with Boston Pops favorites—and two handsome beer steins. And both the albums and the steins sell for the price of the records alone!

This surprise package commemorates the 75th Anniversary of the Boston Pops. Each stein bears a gold medallion honoring the occasion. In Living Stereo and monophonic. LSC/LM-6082.

Steins by Budweiser, music by... RCA VICTOR

EVERYTHING BUT THE BEER
ARTHUR FIEDLER CONDUCTS A BOSTON POPS CONCERT

Steins by Budweiser, music by RCA VICTOR
THE BILLBOARD'S MUSIC POPULARITY CHARTS...PACKAGED RECORDERD
APRIL 25, 1960

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RENE RENATO

GIVE TO DAMON RUNYON CANCER FUND

THE CONTINENTAL TOUCH
RENE RENATO

Panorama Records, Inc.
100 West 45th, New York, N.Y.

POP TALENT
LIKE IN LOVE
Nancy Wilson. Capital ST 1318. (Stereo & Monaural) — Capital is currently at the height of a major all-out campaign on Nancy Wilson's first L.P. The young throat has a warm, expressive vocal style with a strong jazz flavor and is equally effective on rhythm items or ballads. Fine backing by Billy May with also solos by Willie Smith. Standout selections include "Night and Day," "On the Street Where You Live," and "The More I See You."

HARD MADE SONGS AND BALLADS
Paul Clayton. Monument M 4001.—Here's one of the most promising folk artists to hit as quite a spade. Clayton, who makes his home in the Blue Ridge Mountains, gets credit for writing the tunes, but in a way, they are simply clausy updatings of older repertoire. Clayton, the writer of "Go Tell Travel On," ranges in different moods and alternately accompanies himself on guitar, banjo and three-string dulcimer. To lend polish to the set, voices and added rhythm instrumentation are used too. The artist has a soft, an- themic sound and his songs are highly entertaining for the listener as such and for the sound.

IN TIMES LIKE THESE
Gene McDaniels, Sonya, Liberty LS 7146. (Stereo & Monaural) — McDaniels sings a group of nostalgic ballads with gentle effectiveness and rich tonal variety. The selections include "It Might Be Well," "Spring," "Gone With the Wind," "The Sound of Music," "Love Is Here to Stay," etc. Sperenable wax for jocks in search of interesting new vocal talent.

CLASSICAL
HANDLESS ACTS & GALEATHE
Soloists; the St. Anthony Studio; Philharmonium of London (Boots, G.37). London Editions De L'Orme-Eyre SOL 6011-12.—A class package in a brochure containing the the late 18th century music. Soloists are Joan Sutherland, Peter Pears, Owen Brunsing and David Calliver. The performance is exquisite, re- minded of music by Purcell. Engineering is flawless.

THE WORLD'S FIRST
Stereo-Recorded Orchestra

STEREO PERFORMANCES

Northwest Records, 100 West 45th, New York, N.Y.

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THE version

"One Last Kiss"

FROM THE BROADWAY MUSICAL
"BYE BYE BIRDIE"

BOBBY VEE

DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA LTD., MONTREAL
EVERY BIT AS BIG A HIT AS TEEN ANGEL

Mark Dinning

sings...

"A STAR IS BORN"

(A Love Has Died)

c/w "YOU WIN AGAIN"

M-G-M K12888

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Exclusive Management
ACUFF-ROSE ARTISTS CORP.
Nashville, Tennessee
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Honors Roll Of Hits

The Honor Roll Of Hits comprises the nation's top tunes according to record sales and disc jockey performances as determined by The Billboard's nationwide surveys.
These records, all of those on the Hot 100, have begun to show NATIONAL'S sales breakout earlier this week for the first time. They are recommended to dealers, since low operators and disk jockeys having as great potential to go all the way. Previous Billboard Spotlight Picks are marked "(."

**TOPS BEST BUYS**

**POP**

**MADISON**
Al Brown's Ten-toppers
(Ala, BMI) #804

**MADISON TIME**
Ray Bryant
(Cromwell, ASCAP) #41628

**PAPER ROSES**
Anita Bryant
(Pambil, ASCAP) #1528

*TIES THAT BIND*
Hither, Thither and You
(Play, ASCAP) (Vanessa, ASCAP)
Mercury 71566

*NOBODY LOVES ME LIKE YOU....The Flamingoes*
(Kaps, BMI) 1n0 1668

*CATHY'S CLOWN*
The Everly Brothers
(AceU-Rose, BMI) Warner Bros. 5151

C&W—No selection this week.

R&B—No selection this week.

**REVIEWS OF THIS WEEK'S SINGLES**

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

In order to speed reviews of singles records, The Billboard requests that all singles be sent to The Billboard Record Review Department, 1364 Broadway, New York 36, N. Y. However, albums should be sent to R. O. Box 292, Times Square Station, New York 36, N. Y.

**TONY BELLUS**
THE END OF MY LOVE (Wonder, BMI)—Bellus renews his winning streak with a ballad on feeling/fan style. The lyrics tell an interesting, but tragic story. Side B is right in the groove of some of the current big ones and it could easily catch on. Fluo is "The Echo of an Old Song." (Wonder, BMI)

**PAUL ANKA**
SOMETHING HAPPENED (Spanka, BMI)—MY HOME TOWN (Spanka, BMI)—Anka has two potential sides that should take off in short order. "Something Happened" is a pretty ballad with beat. "My Home Town" is a ball with beat. Both are strongly backed on both.

**PAT BOONE**
WALKING THE FLOOR OVER YOU (American, BMI)
SPRING RAIN (Enterprise, ASCAP)—Boone brings strongly on "Walking the Floor." The side is done in a mellow rock manner. "Spring Rain" is a charming rockabilly and this, too, gets a highly salable wartime.

**BUSTER BROWN**
JOHN HENRY (THE STEEL DRIVING MAN) (Fife, BMI)—THE MADISON SHUFFLE (Fife, BMI)—Brown could click again via either of these powerful sides. "John Henry," the old folk song gets a "shuffle" approach over a rhythmic and danceable or rink setting. The Madison Shuffle is an instrumental side that features harmonica and a snappy ork assist. Both are dual-market sides. Fire 1020

The correct number for "Are You Listening" b/w "I'm Gonna Sail Away" is 16073.

"Swinging Guys and Dolls" is the correct title of the Jazz Spotlight album, reviewed in the April 11 issue of The Billboard.

**SPECIAL MERIT SPOTLIGHTS**

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

**POP DISK Jockey PROGRAMMING**

JOHNNY WESTERN
DELLA'S GONE (Blow Box, BMI)—DON'T CRY LITTLE GIRL
(Cedarwood, BMI)—Western offers fine chanting stints on two lovely

(Continued on page 150)

*HEAVEN, ME*
HITS! HITS! HITS!
on United Telefilm Records

Busted Wide Open Climbing the Charts!

The Videls
MISTER LONELY

JDS 5004

$ The Money Sound $

The Craftsmen
ROCK-A-LONG

and
GOOFUS
WARWICK M-538

2 New Hits By
Bob Crewe
QUITE A PICTURE

and
COOL TIME (In the Old Town Tonight)
WARWICK M-534

Picked By All
Buddy Brennan Quartet
BLUE RIVER ROCK

WARWICK M-531

Fabulous Combo
Shirley and Lee

I'VE BEEN LOVED BEFORE

and
LIKE YOU USED TO DO
WARWICK M-535

WARWICK, A DIVISION OF
United Telefilm Records, Inc.

DISTRIBUTED BY
MORTY CRAFT, PRESIDENT
701 SEVENTH AVENUE * NEW YORK 36 * HUDSON 6-1050
LITTLE RICHARD 

**DIRECTLY FROM MY HEART** - EAGLE 479668

Lil’ Richard’s got a ball with his beat, and a flashy white suit style, backed by a fine chorus. It should sell. (Lion, BMI)

**THE MOST I CAN OFFER** - BLOXX 878

Bluesy ballad is also handled in a less aggressive style than usual by the singer. Nice side. (Verve, BMI)

JIMMY McCRACKLIN

**** DOOMED AND LOST** - MERCURY 76160 - McCracklin sings an uptempo blues strongly, helped by a gal’s group in the backing and a smart comic arrangement. A potential side with a real chance for release. (Columbia, BMI)

**BY MESSESS** - Jimmy McCracklin tells us this sad story of his broken romance, with a lot of heart, over simple and tough backing. This could come off if exposed. Powerful back-up. (Music Products, BMI)

BELFORD C. HENDRICKS

**** THE LIFE AND LET LIVE** - RCA VICTOR 7317 - An infectious rhythm marks this side—a touch of gospel flavor. Edwards belts out a fine vocal, with a chuckle words and banjo-tink piano backing him up. (Peer Int'l, BMI)

**ROSLIE LEE** - Folk and gospel styles mark this one. It’s exciting, with a beat that rolls right along. (Diograph, BMI)

JIM FORD

**** THE STORY OF ELVIS PRESLEY** - DRUMFIRE 4146 - A truly emotional recording of the Elvis Presley story from the time he made his first record in Memphis, thru his Army career and his return to the studio. Some disk is bound to get attention from the army of fans, and it could go. (Savoy, BMI)

**** DESSERT WALK** - A sharp instrumental with funky guitar and sax work. The Teen dancing set is going to like this one and it should get a lot of play. (Stockville, BMI)

BOB BECKHAM

**** AHS OUI** - DECCA 31993 - Very well produced ballad with background vocals nicely done with solid backing. (Decca, BMI)

**** ONLY THE BROKEN HEARTED** - Moving reading by Beckham on a watertight ballad. Merris spits. (Caretta, BMI)

CATHY CARR

**** LITTLE TIME** - ROULETTE 42844 - Miss Carr sings this pretty ballad sweetly and with a lot of class. The melody is taken from “Ich Liebe Dich.” Vocal is done with great skill and taste. Good side. (Playdate, ASCAP)

**** WHAT DO I DO NOW** - A cute, bouncy little opus sung in tasty fashion by Miss Carr. Also highly spinable. Take your pick. (Playdate, ASCAP)

LARRY BRIGHT

**** MOVIN’ WORKOUT (DANCE)** - TIDE 006 - The lively rocker is given an energetic belt by Bright over spirited organ and chorus backing. Strong side could catch on. (Chappell, BMI)

**** CHANGING MY WAYS** - Ballad with beat is strongly read by Bright over pounding rhythm and chorus support. It can get pop and r&b. (Cuppa, BMI)

NORMA BROCK WITH KEYNOTERS

**** I’M GONNA BUILD A MOUNTAIN—PEPPER 896 - Bright chipping by tenor and vocal shouting by Miss Brock on a cheerful little with bouncy tempo. (Mackwood, ASCAP)

**** Evergood** - Catchy rhythmic style is wrapped up in an enthusiastic rhythmic drive by lead and group. Flip, this, is better side. (Ruger, BMI)

STEVE GIBSON

**** I WENT TO YOUR WEDDING—ABC—PARAMOUNT 10185 - The great Joe May Robinson song is sung a strong reading by Gibson. He carries it in the low register, with organ accompanying. (Ruger, BMI)

**** Together** - In contrast to flip, this is a bouncy item. The rhythm and vocal style is good for gong singles. (Tinker, ASCAP)

JANE MORGAN

**** ROMANTICA — KAPP 332 - Song is The Scepter song Festival winner, and Miss Morgan gives the ball a warm persuasive reading to a slinky Latin beat. A strong side that could score. (Garland, Sumit, BMI)

**** I Am A Heart** - Another pretty ballad effort, this done in a lighter manner to a big band backing. Side is also worth a good chance. (Garland, BMI)

BILL HALEY AND HIS COMETS

**** SCARY SAFARI** - WARNER BROS. 5154 - Haley chorus and interesting idea with Near East overtones. A mighty cute piece of material that could score with spots. (Valley Brook, BMI)

**** Hawk** - An interesting, sly rhythm job by Haley. This side could bring spins, too. (Studio, BMI)

PRESTON EPPS

**** BONGO BONGO BONGO** - ORIGINAL SOUND 069 - Preston Epps has a wild item here, and he puts the meat of it on a strong bongo work, backed by a rhythm combo. The record has life and a chance for a flip. (Drive-In, BMI)

**** Hallo Gally Gongo** - The "Hallo Gally" to bongo tempo is handled with a good instrumentation. A good supply comes through. Cute wax. (Drive-In, BMI)

THE CASHMERE

**** EVERYTHING’S GONNA BE ALRIGHT—LAKE 703 - The Cashmere’s sell this wild rocker with a touch of the gospel. Epps is out with a good ballad backed by a group of fine taste. Good side. (Gower, BMI)

**** Four Lonely Nights** - The Cashmere’s sing a rockabilly number here, and they are featured over the fem singers. Both sides are good. (Jenera, BMI)

HUSTON BELL

**** THE DREAM** - SIGNED 278 - Rockabilly is softly narrated by Bell. It tells the story of a boy and girl who meet in dream. It’s a convincing side that could catch on. Eventually the dream leaves. (Music Prod., ASCAP)

**** King of the Mountain** - Low-keyed vocal on the tune, also, by Wallis, Wallace. This version can pull some coin. (Thunderbird, ASCAP)

** GOOD SALES POTENTIAL**

BILLY JOEARROW

**** WEAR YOU WANT ME** - CAPITOL 269 - Joearrow’s got a rich soulful voice on this beautiful ballad. A fine ballad with a shot in the songs. Could make an R&B or country hit. (Capitol, BMI)

JOHNNY THOMAS

**** I’LL TELL YOU** - SPECIALTY 444 - Well-sung item is topped in Napoleon. (Specialty, BMI)

**** Good Thing** - A John Thomas special of the year. The story of a boy and girl in love, as the flip. Love story is a good one. (Savoy, BMI)

** ENRIQUE FONDA** - Son of Little Joe is also presented in Stanley. Little side here. (Brunswick)

** BESS LYNCH** - A bouncy little item. The flip gives the song a real meaning. (Brunswick)

** FRANCK RAY WONG**

**** My Lucky One** - OMEGA 7007 - The Happy Valley doing a smooth item with a four-piece horn line on an attractive ballad here, as he tells of the girl he loved so much. He has a touch of Presley, but enough of his own style to keep him near, (Int’l Comb., BMI)

**** Whitedust Blues** - The charter member of the Hound and an equal. A bright and attractive song that could bring along some eighty bright guitar work. Here again he is above all the rest. (Pressley, BMI)

** BEN HOWZE**

**** The Queen In the Kingdom of My Heart** - MERCURY 76162 - Hazel Howze comes along fine with a fine rendering of an attractive ballad here, as he tells of the girl he loved so much. He has a touch of Presley, but enough of his own style to keep him near. (Int’l Comb., BMI)

** BOBBY AIZMAN**

**** RING-A-DING-A-LING** - ENDEAVOR 315 - (English Version) - MERCURY 76175 - This is the English version of a bright and equal, (Planetary, BMI)

**** Slide Rupells Blues** - More bouncy and a good read in both fields. The flip makes a crack in background punch on a catchy instrumental exotic number. (New World, BMI)

** LOUIS JORDAN**

**** De Ya Joe** - DECCA 1061 - Strangely enough by Jordan on a rough rhythm item in a smooth bag. Funky job, yes.

** MY Love LAND** - Wicked group working side on a Rockabilly item. (Warner, BMI)

** CONNIE FREEDMAN**

**** Mr. My Kissing Him Now** - CHALLENGE 5904 - The first standard (and definitely the best) song for this year. Has a lot of drive and punch in this version from The Jordanaires (Harper, BMI)

**** Trust Me** - ANDREW 953 - Songs this one. A powerful ballad with a shot, and has a lot of punch here. (Harper, BMI)

** BOSS DOORE** - This is a refinement of "Baby, It’s Cold Outside"—Louis is way out on this one. Has a lot of punch in the chorus and the girls are seen to vary. Worth a flip. (Golatone, BMI)

** BILLY VALENTINE**

**** The Eyes Of My Heart** - DORIS 5054 - Feelingful interpretation of a slow ballad. (Continued on page 2233)
FOLK TALENT & TUNES
BY BILL BACHS

Around the Horn
Bob Wills and Tommy Duncan, backed together again after a 12-year separation. Last Wednesday and Thursday (2-21) recorded for Liberty Records in Los Angeles. On April 27 they begin a four-week stand at the Wagon Wheel, Lake Tapanga, N. H., to be followed by a three-week tour as part of their annual engagement at the Golden Nugget, Las Vegas.... The Wills Brothers' Band, after a three-week trek thru Wyoming, Colorado, and New Mexico, moves into the Gold Nugget, Las Vegas, for four weeks. On May 2, following the Las Vegas date, the Wills combo makes its annual appearance at the Mason jar, Los Angeles, the night Wills and Duncan, M. H., and July 1 takes off from Millau, Arizona, to headline at the New Mexico Blue Grass Boys of Puerto Rico.... Johnnie Lee Wills, now working the Montana sector, steps off in Tuba, Okla., May 2 for the Johnnie Lee Wills Stampede, one of the southwest's major rodeo events.

Bob Mooney, veteran country singer, has on record his own version, Rem Record Distributors, at 312 N. Linn Avenue, Austin.... He operates a recording studio in conjunction with his distributing business, ... "Where Will I Shovel Snow Tonight?" is a Hollywood song written by J. W. Grishop and Iris Staten and recorded by the Act 4 on a Tuesday night at the N. A. D. Lounge, San Antonio, the 1st song to be recorded on any record label in Texas. John Reeves makes another guest appearance for his "Sally in San Antonio," the 3rd song on that label.

Joe Taylor and his Indian Red Birds recently cut a session for the local RCA Victor Studio in Chicago. Release will be made within another month or two. Joe Johnson, of Chicago, has recorded a new feature for the Drifters' band. Joe Taylor and his Red Birds backed Johnson on the session, a single for the group. Five girls and a group of drivers were on hand to make the scene. Joe and his Red Birds have been in Nashville recording some new material, as well as some songs for the Drifters' Band, according to the group's manager, Joe Taylor.

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Dear Bee Jays:

We sent you MONEY $1111, which most of you accepted. Not a Warsaw strike. We're sending you something BIGH if you can willingly. Now we're sending you something ELSE if you can use it. And we're sure you will, just as we like, TY HUNTER and EASY LOVIN' Wade Flemons and Dowell Gage.

Thanks again,

ANNA RECORDS

---

Dear Mr. Harris:

This FREEHAM FEVER Radio Station KEYZ stated, this is not a Tysic strike. "MONEY" is the name of the record by Barrett Strong, ANNA #1111.

"Everything About You" plus "ORPHAN BOY" by TY HUNTER & The Voice Makers

See Page 12 for Details

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© April 25, 1960

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

* Reviews of New Pop Records

** GREAT SONGS POTENTIAL

The great standed with effective x.tr. backing.

1. (Seymour, ASCAP)

2. Don't You Cry… - This tune pops right back to the front row when the piano's sweet melodic vocalizing at a great tempo. (Done, ASCAP)

3. You're Senorita - The singing is top-notch and the record is a real hit. (Gold, BMI)

THE FOUR CONS

4. My Only Love - EPIC 8645 - The tune has a catchy melody and is sure to be a hit on the rock market. (Columbia, BMI)

5. Too Much of a Man to Understand - The singing is very good and the record is sure to be a hit. (Columbia, BMI)

6. A Star Is Born - PHILIPS INTERNATIONAL 5952 - This record is an instant hit and is sure to be a hit. (Columbia, BMI)

THE POETS

7. In the Real - IMPERIAL 5996 - This record is an instant hit and is sure to be a hit. (Columbia, BMI)

8. In Love - CREATIVE INTERNATIONAL 5912 - The singing is very good and the record is sure to be a hit. (Columbia, BMI)

BOYD JOHNSON

9. Earth - RCA VICTOR 7795 - The record is sure to be a hit. (Columbia, BMI)

10. In Love - CREATIVE INTERNATIONAL 5912 - The singing is very good and the record is sure to be a hit. (Columbia, BMI)

TAFFY THOMAS

11. I Said No - COLUMBIA 41646 - This record is an instant hit and is sure to be a hit. (Columbia, BMI)

12. Let's Sing and a Prayer - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

RUDY GRECO

13. Lady in a Trap - EPIC 9077 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

14. Let's Sing and a Prayer - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

THE BOY BOYS

15. Conversation - COLUMBIA 41650 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

16. Only One - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

THE BLUE CHIPS

17. A New Kind of Love - VIVEX 366 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

18. A Change of Heart - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

THE SUNNYSIDES

19. Hey, Mr. Radio - ZENITH INTERNATIONAL 14 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

20. Transatlantic - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

SNOKE LEWIS

21. I Want to Be With You - MONUMENT 5931 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

DAMIAN CORY

22. Let Me Know - ACCENT 3985 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

HILLY GRAVES

23. Devil or Wrong - MONUMENT 439 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

MARTYN RAINBERRY

24. She's Gone - M-G-M 1293 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

25. Hard Luck Blues - A good try at a showman's success. (Columbia, BMI)

CINDY ELLE

26. Do You Think of Me - LAUREL 9036 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

THE VIRTUES

27. No One Single Time - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

28. From an Angel - With Vox and a Prayer - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

TONY VALENTINE

29. Final Time of Spring - 20TH 306 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

30. Highland Fling - Old Scotch folk tune is wrapped up in a beautiful style in an instrumental arrangement with intimate guitar work. (Decca, BMI)

PAUL COT

31. Times Have Changed - THUNDER INTERNATIONAL 5952 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

GARY FAULKNER

32. Announcin' the Reunion - 1919 - Gary Faulkner won the annoucement line on the reunion side. (RCA-Victor, BMI)

33. Everybody Needs a Kiss - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

---

JOHNNY RANDLE

34. By My Side - CRICKET 2081 - The record is an instant hit and is sure to be a hit. (Columbia, BMI)

35. Pat Me In the Alley - LAUDI 8080 - This is a great record and is sure to be a hit. (Columbia, BMI)

SPOTTED WINNER!
FATS DOMINO
BEFORE I GROW TOO OLD
TELL ME THAT YOU LOVE ME
#5660

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

ROULETTE RECORDS
A SMASH SINGLE FROM HIS BEST SELLING ALBUM
JUST A CLOSER WALK WITH THEE
Jimmie Rodgers
R-4234

ROULETTE RECORDS
RECORD STORES INCREASE
Selling Efficiency

SHARP RECORD COMPANY, INC.
1277 S. Formosa Blvd.
Hollywood 28, Calif.

From The Billboard, April 20, 1960

ATTENTION, DEALERS!
Bob Heller
General Sales Mgr. of CHIPS
BASTR, Philadelphia, Pa.
This Record to Go all the way. Whip it and you have a hit on your hands.

HE CARES
by SOUL STIRRERS
SAR 103
Write SAR RECORDS
6425 Hollywood Blvd.
Los Angeles 28, Calif.

GOING STRONG!
"ROMESVILLE"
GOOGIE RENE
js803

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.
**Best Selling Sheet Music in U. S.**

*This Week*

1. THEME FROM A SUMMER PLACE (Waxman) ..... 11
2. FANFARE (Richman) ..... 2
3. BEYOND THE SEA (Harms) ..... 3
4. GREENFIELDS (Monticello) ..... 7
5. THE SOUND OF MUSIC (Williamson) ..... 4
6. DO-RE-MI (Williamson) ..... 18
7. HARBOR LIGHTS (Chappell) ..... 6
8. TEEN ANGEL (Acuff-Rose) ..... 8
9. MAMA (Southern) ..... 9
10. AMONG MY SOUVENIRS (De Sylva, Brown & Henderson) ..... 10
11. WILD ONE (Lowe) ..... 13
12. CLIMB EVERY MOUNTAIN (Williamson) ..... 11
13. MR. LUCKY (Southgate) ..... 1
14. SINK THE BISMARCK (Cajun) ..... 1
15. O, Dio Mio (Topper) ..... 15

**Last Week Chart**

1. THEME FROM A SUMMER PLACE (Waxman) ..... 1
2. FANFARE (Richman) ..... 2
3. BEYOND THE SEA (Harms) ..... 3
4. GREENFIELDS (Monticello) ..... 7
5. THE SOUND OF MUSIC (Williamson) ..... 4
6. DO-RE-MI (Williamson) ..... 8
7. HARBOR LIGHTS (Chappell) ..... 6
8. TEEN ANGEL (Acuff-Rose) ..... 13
9. MAMA (Southern) ..... 10
10. AMONG MY SOUVENIRS (De Sylva, Brown & Henderson) ..... 1
11. WILD ONE (Lowe) ..... 10
12. CLIMB EVERY MOUNTAIN (Williamson) ..... 11
13. MR. LUCKY (Southgate) ..... 1
14. SINK THE BISMARCK (Cajun) ..... 8
15. O, Dio Mio (Topper) ..... 15

**Best Selling Sheet Music in Britain**

(For week ending April 16)


My Old Man's a Denmark - CROWARD (Richardson)
Looking High, High, High - ROBINSON (Richman)
Fling it All in They Lend Us - HARRIS (Harms)
A Summer Plum - RUSSELL (Waxman)
Kiss in Love With You - KATHE (Ford)
Way Out (Oscarson)
Running Bear - BROTHERS (Gold-Big Topper)
You Man Me - MAMMOTH (Cohn)
Royal Front - O'Brien (Cohn)

Scoring on the Center-Frank (Frank)
Beyond the Star-Chappell (Harron)
Summer Sun-Crawford (Ralph)
Slow Boat to China-Morris (Pringle)
You Go Where It Takes You-Johnson
Stack on Your-Beilin (Glicky)
Put Me Off (Minko)
In the World's Comes Over You-Southern (Doe Flip)
On Your Toes-Doe Flip

**MODERATE SALES POTENTIAL**

1. BEN RAYMOND
2. LITTLE RED ROOSTER
3. STAIRCASES
4. WHERE IS MY LONE TOWN
5. THE CARMEES
6. WHEN I'M OUTSTANDING
7. BRIAN JOHNSON
8. ERNIE SHELDON
9. THE TRUE SONG OF THE KIDS
10. JOHNNIE PATTerson
11. NICK GOMIS
12. MARY MARTIN
13. ALAN ROBERTS

**PLEASE NOTE**

The Best Selling Pop Records in Britain chart, which has run in this space in the past, now may be found in the Music News department on the International Music page.

**MONEY SAVING SUBSCRIPTION ORDER**

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Company:__________________________

Address:__________________________

City:__________________________

State:__________________________

Type of Business:__________________________

This 1940 Billboard Music Pop Record Chart Article is an original Billboard Music Pop Record Chart scan image that was digitized to create a high-resolution digital file. The file can be used for various purposes such as research, education, and personal use. It is a valuable resource for anyone interested in the history of music and the billboard industry.
**MODERATE SALES POTENTIAL**

**BILL CASH**

- "I Still Need You (More Than You Know)" (Vocal, BMG)
- "Thousands of Miles" (Vocal, BMI)

**STEVE MILLER**

- "The Joker" (Singer, BMG)
- "American Pie" (Singer, BMG)

**BRYAN CRANDALL**

- "Dancing Queen" (Singer, BMG)
- "Let It Be" (Singer, BMG)

**JOHNNY AND THE JESTERS**

- "I'll Never Find Another You" (Singer, BMG)
- "This Is My Life" (Singer, BMG)

**JACKSON BROWNE**

- "Running on Empty" (Vocal, BMG)
- "Take It Easy" (Vocal, BMG)

**MARK KNOPFLER**

- "Dylan's Song" (Singer, BMG)
- "Ridin' on the Back" (Singer, BMG)

**LORDS OF THE STORM**

- "Sgt. Pepper's Lonely Hearts Club Band" (Singer, BMG)
- "A Hard Day's Night" (Singer, BMG)

**JIMMY CLANTON**

- "Another Sleepless Night" (Vocal, BMG)
- "I'm Gonna Try" (Vocal, BMG)

**AC RECORDS**

1259 West Capitol St., Jackson, Miss.

**JOHNNY AND ALLI: The Renowned Tuba Man**

- "Love" (Vocal, BMG)
- "Tired of It All" (Vocal, BMG)

**HORACE SILVER QUINTET**

- "Blues" (Vocal, BMG)
- "Free Jazz" (Vocal, BMG)

**RICKY NELSON**

- "I'm A Believer" (Vocal, BMG)
- "Love Me Tender" (Vocal, BMG)

**MUTUAL RECORDS**

- "Blue Suede Shoes" (Vocal, BMI)
- "Fats Waller" (Vocal, BMI)

**JOHNNY HURY**

- "I'll Never Find Another You" (Singer, BMI)
- "Please Please Please" (Singer, BMI)

**LUVIN BROS**

- "I Just Suppose" (Vocal, BMI)
- "I See a Bridge" (Vocal, BMI)

**CENTRAL SONGS INC.**

1525 Black Cat St., Hollywood, Calif.
1960 the Band
Revival Year?

Continued from page 1

with a local live emcee, as half hour or hour programs.

A few United Artists from Warner Brothers, and

recorded on TV shows, were also being released on radio pro-

Kenton, Dennis Tinnin, George Johnson, Flip McQuade

ected by the BBC as a half hour show. The title is


and tickets are on sale now at all record stores.

HOLIDAY'S QUICK MOVE SAVES DATE

UTICA, N. Y. — The new Municipal Auditorium had its ice skating opening last week at the "Holiday on Ice" operation, the gross of nearly $100,000 had been paid in Monday and Tuesday (18-19) were lost, but "Holiday" managed to rush the performances, according to Bob Guichard, executive in charge of the project.

PASADENA, Calif. — New devices in unprecedented production are being used for the Pasadena Fair. While a couple of new rides have been installed, every season, providing a handy peg on which to hang advertising and publicity claims, proprietor Irving Rosenthal has unquestionably caught himself for the visit of the fair's opening. The press release that spread this year the following items in tradition: A 2,600-foot-long Turnpike ride recently sold from the outside, a new battleship jet, Mac Duburg's Flying Count, Harold Stearns' "20,000 Leagues Under the Sea," John Trop and Bryan Lewis' Flea Circus, Alfred Osborne's Sky Whell and Arch McKail's Illusion Show. In addition to these operating units, there is the Hunt Bros, Circus, operating behind a five-ring neon sign in the park's field, and the entire park has been resurfaced with blacktop. Add to the fact that the ice cream store, the bath house and souvenir store, are back in business, and the entire show is expected to run smooth as a publicity dream. The Turnpike is a 25-car unit running over a course built by Joe McKeen. It features a couple of new devices including the "Pond," a small network for this event, the pond being a floor of a jack-dated flying Scooter, according to which is a toup a nicely painted rampway. 'Whale' Houses Walk-Thru Stearns' show is a revamp version of the one he operated in the East last summer. This time it compacted into a white-and-black scheme with black Mediterranean ribs. Entrance is thru the gaping mouth, flanked by mock undersea structures which can be walked thru utilizing animated-undersea figures and considerable black light effects. Within the center is a viewing windows, and outer walls is filled with aquariums set flush in the wall. Various scenes of the sea and undersea life are re-created with striking effect. The Sky Circus tower over the last year's "Circus" tower over the New York City's west side of the fair, the first circus utilizing clean, gold-colored charts.

HERSCHEL BUSY

Seaway Is Ready; Others Get Rides

NORTH TONAWANDA, N. Y. — A six-day break of new equipment is expected in the near future by the East Coast's largest indoor amusement park, which is headed by Gerald Horbergers.

The operating company has a spread designed by the Allan Fair Company, according to its president, Quentin L. Restorers. Units include the 36-foot three-abreast Merry-Go-Round, 416 Suburban Train, Helicopter, seven-car Roadside Ride, Kiddie Boat, and new Design Roller Coaster, Adoining the Grand River Boat Ride 1961, and parking area, the park also has an attractive new construction building, 90 feet by 100.

A major concession item is plans supplies. Seaay Kiddieland will open for Memorial Day, Located on the three miles west north of downtown Massena. Dick Scer reportes Herschel in the transaction, one of many which have kept the person personnel busy this season.

Mite Mouse at Nantley's

Nantley Daily Roger gets its new Mite Mouse in operation Sunday (10) at Bethpage, Long Island. Vice-president and general superintendent George Lech reported excellent results the first day.

Arthur Samantha is receiving a Helicopter for Crescent Park, River- side, R. V. Venne Amusements at Seaside Heights, N. J., are replacing their G16 Miniature Train with a brand new one. May der of a G16 Suburban Train, to be put for Gus Schiavo at Bertrand Island Park, Lake Hopatcong, New Jersey.

In Providence, Ray Tarnasos is getting a new Pony Cart ride. In Sunapee, R. T. Stentz Lewis is getting a Brand new at Highland Orchards. He also operated Model Y cars afield. Clayton Brown operates the Steam Train, gift shop, and a new nickel ride, Robert Feders of Rochester, N. Y., spent a day at the park and will be making an order for a Pony Car Unit to use over a Roadway Truck. The park will go into their operations at South Bethany Beach, Del., where they started in 1959 with a Miniature Train.

2-Year Fair Gate Of 70,000,000 is Projected for N. Y.

Averag Day: 200,000 — 1964-'65 Fair, Plan Submitted for Site Preparation

NEW YORK — The 1964-'65 New York World's Fair will re- semble its 1933-34 predecessor in many respects, and will differ in others: some of the elements revealed in a site preparation report made by the Department of Parks. Three companies were retained: Clarke and Rappaport, also Mr. and R. W. Gitchel.

Their submitted recommendation will tie together the activity to be built. It is suggested that no construction whatever be left to permanent construction of exhibits. These permanent structures, if there would be astronomical, they would lack the necessary variety of architectural forms and materials, and have other drawbacks — not the central Carroll said. On setting Meadow site is park property needed for neighborhood recreation, and the building of the city as a park at the end of the fair. See 3,000,000 Cars Parked

Attendance of 40,000,000 is anticipated in the second year. The 1964 parking is expected to total 3,000,000 cars, approximately 5,000 more cars parked in one day.

Seven parking areas are recommended for operation and maintenance by the Fair Corporation, including 1,200 to 20,000 cars. The fair's anticipated daily attendance is 20,000 and the need for 2,300 cars.

The 1939-40 fair had 26,000 paid admissions and 7,000,000 on passes for a total turnout of 33-

600,000,000 in the 1939 season. Areas recommended to be leased to the Fair Corporation comprises 464 acres, of the total gross of 1,300 acres in Flushing Meadow Park and Kissena Meadow Park. The 1964 event will occupy the same site as, and much of the same facilities as, the 1939-40 Fair. Included in the available area is Meadow Lake comprising 90 acres. This is the location of the Amphitheater used for water shows.

On the property will be a 55

on a part will be a 55-ton crane. The fair will be planned by consulting engineers. This facility is expected to be equipped for the 1959-60 possibly by New York's entry in the new Con- tentional Baseball League.

Within the grounds there will be motorized lounge chairs and a "buy your fair ticket at the fashion of the earlier fair. In addition, the consultants will recommend that the 100 specially built buses which held 60 passengers space and operated a circular route around the grounds over three separate routes. There were 30 trams and 200 lounge chairs in use, also.

2-Year Length Required

Studies indicate that it would be impossible to finance and operate a fair for a single year. "The convention relating to international exhibitions," the report states, "lives its duration to six months, but provides that two-thirds of the com- (Continued on page 163)

VIDEO SHOW SALUTES FAIRS

NEW YORK — The National Broadcasting Company's "Ford Startime" television program will feature especially American county fairs on its May 3 segment. Show will be on at 8:30-9:30. ED FERN, Celeste Holm will host the show, with guest to in- clude the Amazing Mr. But- lenton, Hermione Gingold, Margaret Hamilton, Marion Harlow, Jaff P. Morgan, Peter Furlong and Harry (Continued on page 169)

2016 BOW SKEWDED

Complete Plans for $1 Million Indianapolis Amusement Center

INDIANAPOLIS — Compilation of plans for the construction of a reported $1,000,000 amusement center on the north side of Indianapolis was disclosed Tuesday by Richard II.

To cover the area a space 20-acre lake, the center will include a Kiddieland, a fishing club, a golf range, a restaurant and facilities for swimming and boating.

Principal sponsors of the project are Lloyd G. Rosche, Richard II.

The area was covered in picture and story form by Spring-

amusement parks, auditoriums, amusement halls, carnivals, circuses, show news, auditoriums, merchandise, show news, talent, stadiums, trade show news.
CIRCUS REVIEW

Mills ’60 Edition Bows to Overflow

JEFFERSON, O.—Despite formalities, innuendo, and other so-called combination for the importation of performers, Mills Bros. Circus got off to an outstanding start here Saturday (14).

A bright sun beat down on the white top big top, which is trimmed in red and blue, with black and white stripes. The name, named for the same colored combination.

The new exhibition is all white. New blue conceptions have been added to the show. The change is not new, and the white-blue-striped main tent. Small four floats, a giant Humpty Dumpty carried by a performer, and colorful confections added much sparkle and luster to the opening scene, termed “Fantasy Land.” Baby Bums, acquired several years ago, and on the second day, in her first start of the season, pulled the new, white-blue-striped main tent.

The opening show, in large part, might reflect the change of the three colors in the circus.

A delegation of show people, rides in three of the floats, colorful costumes, while the fourth, labeled “Alladin,” has a small plastic figure of Aladdin in front of his large magic lamp.

The other floats are the crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, crisp, 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Georgia Fairs, Short Course On Jekyll Is.

COLUMBUS, O. — Mrs. Anna Elizabeth Gooding, 52, wife of Floyd C. Gooding, president of the Gooding Amusement Company, died Monday (18) in the University Hospital after an extended illness. Her funeral was Saturday (16) at a cereaulal hurrigeous at the Gooding home. She was a teacher of English and health until stricken.

Mrs. Gooding was the oldest son of the Gooding Amusement Company. She was a charter member of the Michigan Showmen's Association; a member of the Michigan Association of the Blind; 5th Order of Eastern Star; the Ohio State Mothers' Club; the Grand Lulu Church. Col-

She was a graduate of the Grant

Bill Bailey Dies After Long Illness

MACON, Ga. — W. J. (Bill) Bailey, 63, civic and business leader of Macon and long-time friend of circus people, died in a hospital here April 15. Bailey had been in poor health for two years after suffering a series of strokes, his death was sudden.

A 32-foot-degree Mason and long- time circusman, Bailey served as chairman of the Mason Shrine Circus for 11 years, and had been a member of his en
tirely successful show after 25 years of active service.

Throughout his business life Bailey was associated with the circus and was interested in several circus ven
tures, including a 36-foot-de
degree circus ring and a circus for a ring as receiver of the King Bron-Male Circus, then in bankruptcy. Survivors include his wife and a daughter. Services were held Friday at the Macon Masonic Temple and the family mausoleum at Raines Cemetery here.

Brunson Set Fair Talent

HOLLYWOOD—Jo and Newton Brunson of New Orleans have been appointed the talent men for the American Circus Theatrical Agency, will supply the talent for the San Luis Obispo County, Calif., State Fair, August 17-21. The Brunson's current act will be featured for the full run of the fair, with Bob Baker and his original Brickle Brothers from January 18 thru 21. The Brunson's entertainment was added to the program by the Homer Garrett Hollywood Square Dancers on the first two nights.

Zucchini has also been signed by the agency to full run of the Butte County Golden Feather Fair in Gridley, August 23-28.

76,000 View 'Ice Capades'

KANSAS CITY, Mo.—The recent nine performances of 'Ice Capades' put on by Bestor, Price and Beaver, Inc., at the Kemper Arena, to 76,000 people, surpassing all previous crowds at the Municipal Auditorium.

According to Vernor Bank, pro
er, more than 4,000 came out for the five Saturday and Sunday night performances. The big show was put on last night by the Kansas City Symphony Orchestra, directed by F. W. Cheadle, and the Tigers. The orchestra played as the hair side is next. She missed a couple of days after an opening night mishap. Failing to work his hair, she slammed down too far and was shot up. Thurston (Herby Weber) does a feet side down the bank. Herby is a native of Maine. His number has Margit, Colleen (Al
to exhibiting country. What steps are necessary in this connection should be

Beatty Performances Pleases

Continued from page 166

The amusement companies may authorize a new location for the show at will. . . . The contracting companies must pay additional travel expenses, with an additional 100% to 150% of the original bid. . . . The States is not signa
tory to the convention, and it is not

The United States is not signa

There is no description of assur

The area floor was covered with colored tiles. Rigging was accom

be a total loss. The ice making equipment, machinery, costumes, the

The circus is a family affair, as

The scenery was designed and

The unit was designed to be

Walter Reith from Germany then
took a position on the show and

The unit was designed to be

The unit was designed to be

The unit was designed to be

The unit was designed to be

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Silver Dollar City to Open in Missouri

BRANSON, Mo. — A self-promoting name, Silver Dollar City, is being given to the creation of an 1800s Ozark Mountain Village opening near here Sunday May 3. It will feature the traditional Silver Dollar City, now a tourist mecca, which will supplant paper currency, with each of more than a dozen operating businesses in the village giving the cartwheels in change. Thereby, it is hoped, visitors to the "City" will spread its fame. Handling the silver dollars should be bus operators to recommend Silver-Dollar City to inquiring tourists.

Village is under the manage-
ment of a former Evanston, Ill., family, Mrs. Mary Herschend and her son, Jack and Pete, who continue to operate the adjoining Mar-
uel Cave, where over 100,000 paid admissions are locked annually. However, the gate fee or any operating charge is charged at the "City." Designer of the post-Civil War town, with its restaurant, general store, news-
paper, chapel, barber shop and jail, is Harl Pearson, of Oklahoma City, who was architect as followed, "Fron-
tier City" in the Oklahoma capital.

New addition to the village are planned for succeeding years. Its first new building was a face of a dense forest. Accept is ideal, since the State highway is only feet away.

Allan Herschell Company
North Tonawanda, New Yor

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F. E. Gooding

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KING AMUSEMENT CO., INC., Mt. Clemens, Michigan

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“our 2 helicopters are much beyond expectations”...

Allan Herschell Company
104 Oliver Street
North Tonawanda, New York

Gentlemen:
We have just closed another successful season and feel sure you will be interested in an expression from us regarding the two new Helicopter Rides which we purchased and operated this year.

These two rides enjoyed a splendid business and were free from mechanical defects, literally, very safe. We had no accidents of any kind during the entire period of operation. Another important factor regarding the Helicopter is the easy manner which some can be evicted, dismantled and moved. It is very portable.

The Helicopter Ride is much beyond our expectations, especially in one respect. When we purchased some it was my impression that it would carry pretty much a Kiddie Ride, but saw immediately it was made, for at one of our shows we enjoyed a gross income equal to the majority of our Majore Rides.

I can honestly say that the Helicopter Ride is another fine contribution by the Allan Herschell Company to the Amusement Industry.

Sincerely yours,
GOODING AMUSEMENT CO., INC.
F. E. Gooding, President
Two Talent Bills for Waterloo Dairy Show

WATERLOO, Ia.—Two sets of entertainment will be offered dur- ing the eight-day run of the Na- tional Dairy Cattle Congress, Oc- tober 1-8, in addition to the Art B. Thomas Show on the midway.

Greater Kansas City's Redco Kids will provide the first three days' entertainment at the Hippo- drome, and Gal-Hamid will offer mime and variety acts for five days.

The Thomas show will set up a separate Kiddieland adjoining the FFA Kiddie Barnyard.

Attendance was necessary to make an additional 200-foot build- ing available to handle the com- mercial exhibitors. This year it has been necessary to expand the outside exhibit area by over 20 units. This brings the total exhibit space to over 100,000 square feet in the three halls and to 536 outside units.

Five national official shows will again be featured in the show which was last year attended by 29 states and Canada. Other attractions include the National 4-H, FFA and Intercollegiate Dairy Judging Contests, the Iowa 4-H Dairy Club Exposition, the Horse and Pony Show featuring society horses, studded ponies, and quarter horses, the Midwest Gar- den and Flower Show, and a new and delightfully different Women's department built around a “Christ- mas in October” theme.

Florida Fairs Convention Set for May 15-17

GAINESVILLE, Fla.—A wide range of fair management subjects will be treated at the annual meeting of the Florida Federation of Fairs Sunday-Tuesday, May 15-17, here on the campus of the University of Florida. The program will consist of panel discussions answering questions drawn from a question box, and talks. Among out-of-State speakers listed are Frank H. Kingham, of Winston- Salem, N. C., secretary of the Inter- national Association of Fairs and Expositions. His topic will be “How Are We Doing and Why Should We Be Going?”

CALGARY EX Still Holds RR Contest

CALGARY, Alta.—A contest involving guessing the weight of Roy Rogers' horse will remain a part of the 1961 Calgary Stampede's promotional campaign, despite cancellation of the country's most popular show.

General Mills, Inc., has put $50,000 into the campaign.

Participating in the contest will be 18 families of three who will be brought to the stam- pede, housed at a dude ranch and given steers for four after- noon and evening grandstand per- formances.

FAIR-EXHIBITION MANAGEMENT

MINNESOTA STATE SKEDS 10 Days of Go-Kart Races

ST. PAUL—Go-kart races will be an added feature at this year’s Minnesota State Fair. A one-mile test track is to be built in Baldwin Park. Bleachers on three sides and in a grandstand will make the seating of 6,000 persons. The Go-kart events will be staged daily, with eliminations each morning from 10 until noon and featured races at night.

Winner of each day’s program will compete in seven classifications on the final night. A total of $10,000 in prize money will be offered, according to Frank Winkley, who will Frank Diamond will operate the track on a dual basis. The Winkley-Diamond combination will also operate Go-kart races at the Metropolitan Stadium, Minneapolis, on a series of a mile track with $10,000 in classifications for $3,000. The track will have competitive racing two nights each week.

The first program is slated for May 22.

Greenfield, Mass., Festival May Erase Deficit of Fair

GREENFIELD, Mass.—Not enough money is produced by the annual Franklin County Fair to support the present operation and actual fair operation, as the sponsoring society is trying something novel for the first time.

The second fair here is called the Spring Festival. On May 21-22, the grounds will host 15 hours of activities involving residents from 59 communities in Massachusetts. The festival has managed to incorporate several existing events such as the annual Maple Leaf Fair, the district Jaycees’ Road-E-O (auto driving contests) and springtime 4-H programs.

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**AR T A U D I T  O R I U M  N E W S L E T T E R**  
**Go-Karts Loom Big** 

By TOM PARRISON

**GO-KARTS ARE IN a popularity high today and of these little cars have been performing in several areas. The International Amphitheater in Chicago combined go-karts with larger sports and custom cars. At Minneapolis there were experiments with indoor kart races, and at Toledo Sports Arena, manager Andy Mallugin has run an experiment with them. Go-karts are small, low powered with small construction and perhaps is best described as do-it-yourself cars with power mower motors. Some fans may have different effects.

Mallugin's problem is that ice skating has been done so well in his building that it has to be something mighty good to move him and a kart in the ice. This is expected to take place at week end and is more or less an experiment.

For the first time Toledo has topped 1,000 for attendance at skating sessions and it did four times in this winter, one Sunday during which Mallugin went out for another reason and used the weekend also for a kart test. It drew better than expected. The kids drive in some other places, but drivers at the Sports Arena were adults. An advantage these small cars have is that they do not seem to generate the fumes and smoke that other races frequently do.

Mallugin is a Janitor mounted on an insurance problem with karts, one reason being that low and the high walls make it easy for them to escape from the protection system. Karts were fueled with gasoline outside and then brought into the building. Mallugin's thought is that they worked well enough as dirt in the hospital, but they conflict with the demand for skating time at present.

---

**Grand Rapids Skeds**

**Symphonies, Jazz Dates**

SYMPHONY AND JAZZ will play important roles during the 1960 Chicago Civic Theatre and Auditorium, Michigan, Schedule for the Community Concert Association's 17th season will include the Detroit Symphony Orchestra, the National Ballet of Canada, Boston Operas, Metropolitan Opera star Roberta Peters, and dual pianists, Gold and Pianola. Jaime Laredo, Bolivian violinist, will perform at the Auditorium with Frank, and Glenn Gould, respectively, will wind up the season in April. In between, offerings will include the Allegro Rodeo, which has already appeared in Chicago, and the orchestra and others. On the jazz side of the schedule, top name thus far is Dave Brubeck and his quartet, which will appear with a local orchestra on November 11. New for this season is a large orchestra and the Chicago Symphony Orchestra, which has a giant house for a concert in Chicago. The Auditorium, thru F. W. Vickers, reports one of the biggest seasons on record. Included were eight symphony concerts, four student concerts, several bands and the following conventions; Baptist State Brotherhood, Annual Fall Conference for the Advancement of Science and Mathematics, Women's Civic Clubs, and Civic Audition. The season of "Five Outstanding Young Texans," Regional Laughter Convention, Texas Music Educators, Future Teachers of Texas, Pan-American Student Forum, and Texas Credit Union. The annual trade show pulled 40,000 in three days.

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**New Pro Cage League Creates Broad Interest**

THE MUCH TALKED-ABOUT new pro basketball league was scheduled to start this fall, after earlier announcements that it probably wouldn't get under way until 1961. Although the concept of Harlem Globetrotter note, has been named president and will also be part of the league's promotional branch. Other cities will be Chicago, Los Angeles, Kansas City, Cleveland and Washington. Applications have been filed from Pittsburgh, Vancouver, B.C., Portland, Ore., and Honolulu. Sites and backers are: Chicago, Harry Hamlin, the others: Cleveland, group headed by Bill Barclay, manager, Cleveland Arena, Kansas City, United by Phil Fox, Municipal Auditorium; Los Angeles, backers include Ring Crosby and Len Corbiro, Pana-Matic Audition; and New York, Kings in New York; Los Angeles, Washington, group headed by Harry Lynn of the Uline Arena; San Francisco, Los Samuel, Cow Palace or Civic Auditorium, and after four dots, pick up rest of the piece, which starts—Up until now, ice shows etc.

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**Tent Maker Names Major Recent Buyers**

CHICAGO — Recent major sales of big tops by O. Henry Tent 

& Awning Company here included three orders for large tent shows for the United States. Getting 120x170 tops are Brandywine Music Circus of Circleville, Music Fair of Baltimore and Med- 

edy Tent of Chicago. 

Birmingham, Ala., O. Henry, also announced his firm is building 27 large and 15 small top shows and a West- 

ern show top for Royal American, plastic-clad ride tops, Giant Show top and Smokey top for Osho Show. 

Small Tent for Edgewater, Beach, Rockaway, N.Y. and Giant Show top for the World of Mirth Shows; and large orders of connection tops and tents for the Miami Ice Palace and Pepsi-Cola.

Banner line work includes one for John Deere for Los Angeles, Calif., another for Los Angeles' Royal American show, Dufour and Sam Alexander's Burlington Park show, and Jack Mer- 

cedes show at the Circus World Carnival.

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**Ice Follies' Wins Big at Minneapolis**

By DON MILLIGAN

MINNEAPOLIS — Altho final attendance figures were not available as of press time, the Ice Follies at the Arena here in 24 years. Eyle Wright, manager of the building, said that about 12,000 people saw the show during its 10-day run, of which 7,000 were from outside the Twin Cities. From Minneapolis they went to Seattle for the final run of this tour May 1. Then members of the company will take their annual five-week vacation before reassembling in San Francisco on June 22. There they will begin preparations for their 25th anniversary tour.

However, Oscar Johnson, who was recuperating from eye surgery in the Mayo Clinic, Rochester, Minn., said there will be no extreme en- 

forcement at the anniversary show.

The show first goes to Los An- 

gles on its next tour, then on to Denver, Des Moines, St. Louis and Chicago for its over of the West- 

ern part of the United States.

---

**Snyder Starts Work on 1960 Water Show**

BOSTON—Sam Snyder's "Water Follies of 1960" began rehearsals here last week for the same season which will take the troupe thru the U.S. and then to the Orient, Bas- 

ket Japan, and South America. Betty Lou Ken, is flying in to Chicago for a directory.

Snyder has signed Lisa Carroll, soprano, as the show's featured singer. She will cut records under the "Water Follies" name and will be sold on the tour.

Tell Snyder that back Eddie Rose, featured comic, working both the wet and dry parts of the show, looking for the husband, with Mary Dwight, a swimming champion, and Charlie Dishli, ex- 

Miami truck driver, now an aquatic star.

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Miami truck driver, now an aquatic star.
Carnival Routes
All American: Greenwood, R. C., 18-May 3.
American Beauty: Mrs. H. W. Burdusbone: De Soto, Mo.
Assamments of America: Samuel Generosso (7th & Bigger) 3. Phil-
adelphia, Pa., 25-May 7.
Raker's United: * L. F. Tyte: In-
dianapolis, Ind., 25-May 14.
Bob's Old Reliable: Fremont, Tenn.; Harriann, May 2-7.
Burt's-Hot: Welland, Ont., Cor-
wall, May 2-7.
Big State: * Joseph Simms: Brady, Tex.

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120 Boulevard of the Allies—Pittsburgh 21, Pa.
ROLLR RUMBLINGS
By AL SCHNEIDER

LOU AND CHARLES MYERS, operators of Cincinnati's Price Hill Roller Rink, and their manager, C. V. (Cap) Sefferino, have their eyes set on the June 1 close of a season that will, barring an unforeseen slump in business, produce a gross profit in excess of the excellent business recorded in the 1958-59 season. Most of the credit for the increase in grosses, Sefferino reported, is due to the fact that the program at the Price Hill skating show, Cincinnati Post-Telegraph's campaign to raise funds for needy children at Christmas time. Telecast over Station WCPG-TV, with the local Pepsi-Cola firm picking up the tab, Sefferino called the telecast a powerful box-office stimulus. According to Sefferino, the telecast show transfer a season that had been running. sightly in arrears of figures for the preceding year into one that ranks with the best in the rink's history. There was a "very noticeable" pick-up in business following the telecast. Sefferino reported, with total gross currently showing a gain of about $2,000 over receipts for the corresponding period of last year. On the strength of this showing both of the owners and the manager voice the opinion that any hopes for a strong revival of the roller-skating business must be based on promotion of the business thru use of TV on a national scale. Such a show, they said, would probably claim the bulk of attention at any industry meetings that may be held in forthcoming months.

Lou Myers, just back from a winter vacation in Florida, reported that while in the South he had the opportunity of attending an imprompto meeting of Florida operators and businessmen, together with Lou Myers, on the Roller Skating Foundation of America, and a representative of the Johnny Jones Jr. Company. It was a general business discussion and centered on the possibility of the industry sponsoring some kind of pre-season skating show nationally, on a TV network out of New York. Insurance problems were also discussed at the meeting.

During the summer the interior of the Price Hill rink will be re-carpeted and the floor resurfaced.
THE FINAL CURTAIN

BAILEY—W. J., 61, for more than 10 years in charge of the Macom (Ga.) Shrine Circus, died in Macon, Ga. (Details elsewhere.)

BARRON—Joseph F., 54, Pittsburgh circus and carnival family. Member of a family tradition. Survived by his widow, two children, George and Irene, and two sisters. Services April 1 with burial in the family plot.

CANNOLLE—Fred, former aerialist, April 20 in a Chicago hotel following a heart attack.

DRUMM—Billy J. (Bally), 39, clown, April 2 in Veterans Hospital, Detroit, of a malignancy. He had been a veteran of World War II. Survived by his widow and father, King Balle, widely known showman. Services April 5 and burial in Laketon Cemetery, Monroe, Mich.

DUCHE—John F., 75, former band leader with the Harry Jackson and William Gossard circus companies and also with American Circus Corporation shows. April 10 in Jackson, Mich. Survived by a brother, Robert Dube, Pa., and a sister, Florida. Burial April 22 in Jackson.

GROMING—Mrs. Anna, 52, wife of Floyd E. Groming, president and principal owner of Groming Enterprises, April 18 in Columbus, O. (Details elsewhere.)

LATHUR—Clarence F., 76, veteran outdoor showman, April 13 at his home in Stoughton, Wis. For many years he was a concessionaire with the Melville Brothers and Clark Brothers circus companies. Survived by his widow, with whom he had lived in前几天's World War I era. Burial in Hillcrest Memorial Park.

SOMMERFELD—H. H. (Herb), 69, a director of the Saskatchewan (Sask.) Exhibition, April 12 in Saskatoon following a heart attack in recent years. He had been in charge of ticket sales for the fair. Survived by his widow, three brothers and sister. Burial in Saskatoon.

WALDSMANN—Fred, 92, former manager of the Gayety burlesque theater in Kansas City, Mo., and in Chicago, died in St. Joseph Hospital of that city after suffering a stroke. For the past 20 years he had been a deputy in the office of the county clerk. Survived by two sisters, Mrs. Carrie C. Oakes, East Orange, N. J., and Mrs. Samuel F. Dickson, Newark, N. J. Services April 15 in burial in Cathey Cemetery, Kansas City.

In Loving Memory

MY DEAR HUSBAND

"SPARKY"

Who Pined Away
April 30, 1952

EVIE BLEW

We Wish To Express
our sincere, heartfelt thanks

For the many beautiful floral offerings, charitable donations, telegrams, telephone calls, cards and letters, and other indications of sympathy during the recent loss of our beloved wife and mother

ANNA ELIZABETH GOODING

Floyd E. and Joyce Ann Gooding

Down Under Expo—Continued from page 160

Showroom, North East

Show Tents

HATY SOMMERMUYER

15b-318 East 15th St.

Kansas City, Mo.

For the Amusement Industry

S. S. SOLMAN

"A Showman for Over 35 Years"

Deals in All Kinds of

Budgeteer, Inc.

136 East 12th St.

New York City, N. Y.

WANT TO BOOK

IMG BUSINESS MANAGEMENT

177 West 48th St.

New York, N. Y.

For more family owned park located in Southern New England. We have good equipment and need a good man to maintain it. Offer attractive twelve-month lease. For information write: Carl Reinhard, Route 7, Danielson, Conn. (Details elsewhere.)

INTERNATIONAL

TENTS IN THE EAST

For sale. Please be sure to check with us before buying anything new. We have many types of new and used tents and equipment.

For sale:

- New tents
- Used tents
- Parts and accessories

For more information, please call 555-1234.

POP-CORN-COTTON CANDY-SNO-KONES-APPLES

WE HAVE EVERYTHING YOU NEED

WRITE NOW FOR OUR 120-PAGE CATALOG

GOLD MEDAL PRODUCE CO.

World's Largest Manufacturer of Convex Equipment and Supplies

313 S. 3rd St., Cincinnati, Ohio

For Sale

1 Pinto Fire Engine Ride, in good condition $800
15 Lusse Scooter Cars, in good condition, $3,500
Can be seen at Showman's Caravan, Saratoga Highway, Baldwin, Long Island, N. Y.

UNITED STATES TENT

AND CO. INC.

3701 S. 10th St.

Over 50 Years of Experience

Quality Tents and Accessories

For Sale

- Concession tents
- Mainstream tents
- Dome tents

For more information, please call 650-4567.

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CHAIRS

AND TABLES

WE'D LIKE TO HELP YOU

WE'LL SOON BE AT YOUR SERVICE

For sale:

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INSURANCE

FOR THE AMUSEMENT INDUSTRY

S. S. SOLMAN

"A SHOWMAN FOR OVER 35 YEARS"

DEALS IN ALL KINDS OF

BETTLE CARROTS

136 East 12th St.

New York City, N. Y.

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CARNIVAL CONFB

HAROLD NEVINS and Al Leffert have their L. & N. Amusements going in East Mendow, N. Y., last week. With it were George Reis and Mike in charge of the former's attractions. ... Nate Cutler's set to tour with Mark this summer. ... Mark and Joe are with them this trip, fair with their bands, Howie and snowbirds. Until then they're staked out at Rolling Green Park, Sanbor-

hur, Pa. They'll also make the Philly circus date. ... Tommy Carson is back among several sets of bleachers. ... Main Street Hospital in Kingwood, Tenn., has Katherine and June Richardson getting a new Yellowstone trailer. For the last few years they've left with Miami with a new one, then sold it upon their return.

Road check item: Watch your length going up 361 thru Galesburg, Ill. Several of Miami's small-town residents, also his truck and trailer were less than six inches longer. Mike's assistant to Jimmy Sullivan on the World's Finest Shows of the World. As a result of this inspection, Johnny Deaton No. 2, planed for Florida, running into shivering weather. Mike says Johnny Deaton will not make the tour... . . Joe and Mel Willie stay in Miami after visiting relatives in New York. They'll be with the Weiss concession de- 


tations. Joe's uncle is back in the hospital in Miami with heart trouble. ... George Gordon will work his high wire at this week's show. ... Bill Johnson shows the Anderson (Ind.) Fair with his concessions.

Harry Fiancan heads the new carnival group, New Jersey Ride Owners' Association, formed to seek relief from the State's concession gathering fees. He has a lot of big-name attractions, including Don Vivona made a quick Florida trip, visiting Charley Lenz in St. Petersburg. ... about his insurance and inspecting three trailer-tear units in Gibbstown bought by Johnny Vivona. ... Glen Porter, back-end showman, has just returned from Toronto, where he had been, because at C. C. Grouch's Tampa home Sunday (10) with Mr. Porter, then drove all night with a replacement house trailer for James M. Cole, another member of the former circus crew, who is now office manager for Hagen Brom Circus. ...' his trailer discovered Sunday, a few miles west of Bensenville. ... also got his complete house back in Paski- 


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THE BILLBOARD

APRIL 25, 1960

GARMAN OPENS 31ST SEASON

AT SHOW'S W.Q.

EXCELSIOR SPRINGS, Mo.—Al Garmian took the wraps off his 31st Amuse- 

ment Corny Company here Thursday (21), marking the 31st season for the show. As usual the opening didn't go unnoticed in this resort town that has served as winter base for the Garmi-

an operation for that many years.

The Daily Standard not only ended most editorial space to the show, but also two pages plus of advertising to the show. The opening was

again under auspices of the Excelsior Springs Chamber of Commerce. Snow was cleared from the lot for the first time in the 31 years the show has bowed here, but everything was up and spur-

ded for the bow.

In addition to the usual strong support of rides, a Side Show and a Funhouse, Garmian has three other back- 

end units on tag. Included where Chuck Revens' Lon-

Faced Woman, Lou Holland's Hollywood Revue and Alfred Lenox with a drag show. The stand was scheduled to last thru April 30 when the show hits the road.

Tampa—by the title Blue Grass Shows opens its regular sum-

mer tour, all rides, shows and equipment will have been com-

pletely rejuvenated. That's the word from C. C. (Speecks) Grouch, owner-manager, who has added the show's general agent chores to his line of duties.

Grouch was here last week at his Tampa home and reported that activities at the new winter home base were swinging into high gear. After the work is completed the show will move to its own showhouse base in December. ... in early May and open its season there on June 9 at the "Specks Grouch Homecoming".

All rides and rolling stock are getting new paint jobs, matching the factory colors in almost all in-

stances. New to the lineup this year will be a Paranorman. For the first time the show will tour its own kink rides, a complete set having been purchased this winter by Grouche. As a Samaritan, a showman, he... 

... the show added four

light towers with 12 more under construction. Each carries 36 feet of fluorescent lights. A 75- 

kw. Caterpillar generator was installed this winter and a new building was built in San Leandro, Calif., under the supervision of a native, C. C. (Speecks) Grouch. A Show will add a Miller Reel-Coaster and a No. 55 Fish Wheel in Lompoc, where it opens for a six-day run on April 26.

Blue Grass Shows Being Flashed Up

Will Carry Own Kiddieland on Tour; Grouche Takes Over Gen'l Agent Job

WILLIAM C. GROUCH takes over general agent job at his own Blue Grass Shows beginning its 31st season Thursday. (21) at Ex- 
celsior Springs, Mo., the show's home base for the past 30 years. Grouch is a long-time resident of the area where he is best known as "Specks."... Under construction at Sarasota, Fla., is a new front entrance for the show, which also will be made of aluminum tubing and will be lighted with flashing lights. The opening is scheduled for May 15th. Before leaving Florida for their home town of Owenboro, Speecks and Mrs. Grouche will host dele-


tations to the Florida Federation of Fairs convention in Gainesville on May 15 at a buffet. The Blue Grass owner also dis-


closed that while he is now handling the general agent position, he will remain as a special agent in the near future. He also announced that he had signed to provide the midway attractions at the Kookoo, La., July 4 celebrations to be held on the streets of that city.

NEW LIGHTS

Rose City Rides, Gear Set to Go

CAPE GIRARDEAU, Mo.—With the exception of a few fin-

ishing touches, Rose City Rides are ready to make its stint in Cape Girardeau. The show is owned by Mr. and Mrs. L. M. Scharfr, man-

agers. The show will be housed here in winter-

quarters. Lutensville is the only still date on the route, the point at which Missouri centennials have been set.

(Continued on page 174)

W. E. (Shogun) Page writes from Athens, Ala., that B. P. Gash's Big Show and his Mountaineers are the big feature of the show this week. (19) in Nashville, where they played around that Ten-

nessee city for four weeks. A new feature of the show this year. B. P. Gash was also featured by two others, the Radio Advertisers of America and the City of New York, have already stated that they will give a special rate to exhibitors in the show business, because the show is "a valuable part of the entertainment industry."...

Charles Cheney, longtime con- 

cessionaire of Blue Grass Shows, is back in his old home, Miss., after being released from a hospital following medical treatment for ulcers. Cheney can be addressed at 1007 East Beach Street, in that part of the city that Mississippi metropoli-


tal... , at a U.S. hospital following a heart attack. Mr. and Mrs. Steinfeldt are former exhibitors who left the road last year and now have a tavern in Blount.

FRED JORDAN

Despite wet weather, a large crowd attended the opening of the 3rd annual 

banquet of the Greater Ohio Showmen's Association in C. P. V. Columbus. Mrs. Virginia Swan had charge of the dinner, which was followed by a magic show put on by Everett Duncan. Hillards, O. C. Curtis K. Hyatt, operate the Charity Hospital, Lafayette, La., and would appreciate receiving mail.

Charles Cheney is in Carter Moore and combines with the new trailer that would resemble mail from friends... John (Farrington Reel) Shogunmy's horse, which he is using atAutomatic's Bank, Topis, Mo., ... Veteran car-


cases... (Continued on page 174)

ROSE CITY Rides, Gear Set to Go

WANT FOR MERIDIAN. M iss., CENTENNIAL ON THE STREETS DOWNTOWN.

CONCESSIONS: Hankey Panks of all kinds, Kittles, Photos, Jewelry. Price-Every-Time Conces- sions, Straight Sales and others.

Rides: Want to book Dark Ride.

SHOWS: Place family-type Shows of all kinds. No Girl Shows

HELP: Can always use capable, sober Ride Help with chauffeurs licenses.

Contact RUDY DAVIS or JERRY VINSON, Buckwell Studios. Phone: S-4009, Meridian, Miss.

FOLLOW THE WOLFE ARROW

THE SHOW THAT GETS UP ON SUNDAY

FOUNTAIN INN, S. C., THIS WEEK

Followed by Spartanburg, Greer and Westover Location; King Mountain and Shelby, N. C.; then Martinsville, Va.

Will hook carnival rides, corny rides, corny rides, corny rides, corny rides, corny rides... of all kinds. Apè Show, same proposition as Kid Rides, any Hankey Pank, Photos, High Stiker, Fish or Duck Ponds, all Game Balls, Cork Gallery, 6 Cats, Buckets, Camps, Blower, Gloss Blowers, etc.

Good spring route. Best 4th July date in the South, Balhoven, N. C. 10 Fairs starting Tasley, Va., in August, closing in Georgia, late November.

P. S.: Considering this is the same WOLFE SHOW this past year has no brokers, no partners.

BEN WOLFE, Owner

ERNE STYVELEER

BUCK DENBY, Bus. Mgr.
Coleman Premieres On Home Lot

MIDDLETOWN, Conn.—Coleman’s new season opened on the home lot here last Thursday (21). Trucks were painted red as usual, and the opening turn-out was sporty. It was green with red trim.

Paul Smith, veteran of many years with Coleman, is returning after an absence of several seasons, bringing with him his Rock- o- Wheel and bark car. Another veteran is Dave Altman, Merry-GO- Round specialist, who is steering his 4-H year on the show.

The old concession hands were in quarters, setting up for the 10-15 stations, including Rocky Dell, Barn Store, Eddie Horwitz, Eddie Kebed, Coleman, Tommy Woods, Butch Rosen, and the Jones bingo crew, provided over this year by Howard Deaver.

Arcade Smashed, 1 Dies

Paul Miller has his Arcade, as well as the Dogem with Coleman, prior to joining the King Radio Shows. It was an accident which destroyed Dutch Alvanese’s Arcade on Friday (the Dead New Years Eve). The horse, which was killed and the Arcade along with it, was purchased by Mr. Alvanese last summer after being turned into a three-truck craze at Baltimore. They are building a new one here.

Coleman is on the road, and Bob Rees Schinfelt in company with Al McKey, who is the field agent, and Berny Rees, handling merchandise. The Coleman route sends the show to Willimantic next week, then Naugatuck, New London and New Britain, for Memorial Day.

Mrs. W. R. Bodey (Speedy) White has the Motorhome repaired. Coleman intends to inaugurate a Go-Kart for all riding as a novelty this year. Out at Ocean Beach, New London, the Coleman rides had a fine Memorial Day.

Sunday despite coolness and windiness, the东路 was adequately sunny and the gross was up roughly 25 per cent over last year.

Ruback, Parker
To Operate at
San Antonio

San Antonio—Two carnival-opens will ride and carnival activities during Fiesta week here. Jack Ruback, sole carnival oper- ator in the city, is threatening to operate here despite the Fiesta commission contract which was光线 by Ruback.

It was decided at a meeting that Ruback would operate, but will pay 15 per cent of gross income to the commission. Ruback will be on two parking lots in the carnival area while Parker will occupy the remainder of the area.

SLA Skeds
Final Meet

Chicago — The Showmen’s League of America will hold its final meeting of the spring season, on Friday, April 28. Hank Shelly, secretary, announced. Meetings will again be resumed in the fall, he added.

Meridian, Miss., Centennial Pacts World

Meridian, Miss.—World of Pleasure Shows has signed to furnish all midway attractions at the Centennial to be held here May 8-14 on the streets in the downtown area.

In addition to the midway, there will be a queen contest with 60 contestants sponsored by local civic organizations. In addition there will be parades, free games and other entertainment. Bob Redick, who handled the contracts for the World Pleasure Shows, was informed by Lloyd Moyer, Foreman of the Panorama Pictures, that they anticipated taking in Meridian for a fort of years coming picture with a carnival background.

This is the show’s opening spot of the season and it then moves to Michigan to start its route of 15 fairs and celebrations, in Michigan, Indiana, Illinois, Tennessee, Alabama and Minnesota.

Show took delivery of a new Helicopter ride and a 15-foot Alligator Tussie-Merrit-GO-Round. Personnel returns practically the same as last year.

Business OK
For Buck in
Poughkeepsie

Poughkeepsie, N. Y.—Opening business for the O. C. Back shows was encouraging here last week, on the basis of spending steadily. "Mechanic's Overhaul" (No. 20). Owner Buck had 19 rides in the air and more than 40 concessions, with the gross running over 15 cents.

First night was fine, but spending was better than last year. Second day had a very satisfactory showing.

In addition to the rides, equipment fielded included two Girl Shows, Monkey Show, Moon- drone, Snake, Show. Monroe. Moon-drone has been augmented with a lion this year. The show's house is being rebuilt and will be in action soon.

Berrill Theret framed a new coastline over the winter and had it operating here. Danny Dell's crew had his game last, in operation, working 5-line Dell's train was delayed when his new house trailer overturned while crossing Florida, it is reported.

Mrs. Elizabeth Murphy is presiding over the office, and Jimmy Quinn is holding forth as business manager. Father Williams is due in to take over the Minstrel Show.

HELP WANTED
Waiters, Dinner Cook, Grittle Man for Cookhouse or Foremen for No. 5 Wheel, Scenic Artist and Pointer to join in wire. Replies to: GOLD MEDAL SHOWS.
H. B. ROSEN
Sheffield, Ala.

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Waiters, Dinner Cook, Grittle Man for Cookhouse or Foremen for No. 5 Wheel, Scenic Artist and Pointer to join in wire. Replies to: GOLD MEDAL SHOWS.
H. B. ROSEN
Sheffield, Ala.
SKERBECK AMUSEMENT CO.
(GREAT NORTHERN SHOWS)
RIDES—Can place Roll-O-Planes or Helicopter.
CONCESSIONS—Legitimate Concessions—Will not overload midway. Agents who can up and down and work right.
RIDE MEN—Must have chauffeur's license and be reliable. Assistant Electrician.
FOR SALE—Double decker Fun House, upper and lower blow-er, etc., very flashy. Reason for selling, four years over same route. Priced right, bring tractor and drive away.
OPENING DATE—May 10, Escanaba, Michigan—strong season. Few still to follow and then all celebrations and fairs until closing.
(No collect wires or phone calls)
Contact: EUGENE OR PAULINE SKERBECK, Box 218, Escanaba, Michigan.

ROYAL WEST SHOWS
CONCESSIONS WANTED
Glass Pitch, 6-Cat, Short & Long Range, Duck or Fish Pond, Cork Gallery, Photo, Hopscotch, Pick-See-You-Win, or any other game or novelty. Complete Merchandise Complete. Merchandise wheels open, good proposition to right party. All Concessions booked at sensible prices.
Bernie Goldstein Wants General Hanky-Ponk Concession Help
Lompoc, Calif., April 25-May 1; Millbore, Calif., May 3-8; Campbell, Calif., May 10-15. Replies as Per Route or 1055 Mission Street, San Francisco, Calif. Phone: KLondike 2-1235.

CAN PLACE CAN PLACE
FOR DOWNTOWN MURFREESBORO, TENN.
Clarksville, Tenn.; Hopkinsville, Ky.; Bowling Green, Ky., on the streets.
CONCESSIONS: Salt Ex on Bigger, Maj. Jay, French Print, Mr. Striker and Ice Cream. Snowblower, W. L. Smiley, has a good Snowblower, and a good Snowblower.
WANT SHOWS Any family or other worthwhile attraction. SIDE SHOW ACTS WANTED. Want to furnish cars, pipe, food. Feed Donkeys for Wheel, Roll-O-Planes and Chariot. Good pay, good treatment, long season. Wire Johnny Denton, Sheffield, Ala., Apr. 25 to 30.

MARKS SHOWS
Opening Portsmouth, Va., Friday, May 6 (2 weekends)
Want Emmens for Wheelie, Merry-Go-Round, new Tilt and Scrammer. Salary on job if you quality. Can place Second Men on all Rides. Experienced Man to handle saltboxes and towers. SHOWS: Any worthwhile Family Type Show, Western Show, M. A. Marks,芃on, North Carolina. Concessions of all kinds except cats and drinks. Address all replies to John H. Marks
Prince Charles Hotel, Greenville, N. C., all this week, then MARKS SHOWS, Portsmouth, Va.

CAPITAL CITY SHOWS
Want for Balloon, Ga., Legion Spring Fair. 2 Big Kid Days, starting April 28 thru Saturday, May 7. All mills working full time. Followed by Big Tennessee Strawberry Festival.
CONCESSIONS: Age and Weight, Long and Short Range, Jewelry, Ball Games, Center Placards, Waxwork, and all kinds. V. L. Collier wants A.B. Agents, also Richard St. Camer and Danger Agents. Ted Lewis contract. Can also use Paramount Agents. Please contact J. W. Collier, C. E. Collier
WILL WORK FULL No. 101 Fair, PEKIN, ILL., with a million dollar show. Contact me with last full contact.
WILL RUN close regular drive season, also Man who knows Coke Saltboxes. Can work on our own account. Salary every week, 30% bonus. Want to buy for Cash. Thanks in return. Wife and son in. All replies to L. E. J. L., LEAF FAIRGROUNDS, BALTIMORE, CT.

BUCHEY STATE SHOWS
Open Nolansville, Ohio, Firemen's Celebration. May 2-9
Want Shows. Want Concessions; Hanky and Straight Sales of all kinds. Ask Me Before others.
Contact: Tim Nolan, Box 344, Lancaster, Ohio.

MONARCH EXPOSITION SHOWS
OPENING SHESTERN, M.D., MAY 2—THEN BELLEVILLE, ILL.
Presenting the first ever two-week Mother and Father Shows and Picnics of such grand proportions. HELP. Want first for Monarch. Open Concessions. Richard F. Hendrickson.
H. F. REED, Owner-Mgr. GEO. GLYD, Ass't. Mgr.
Winer Dinner, Belleville, I. L. Phone: Pigeon 3-1421.

W. G. Wade First Unit
Bow's April 28

DETOIT—The W. G. Wade Shows will toss off its wraps Thursday (25), when one of its units opens for the season at suburban Livonia where it will operate at the Rotary club-sponsored Lions' Carnival, Monday and Tuesday and then thru the balance of the season.
Another Wade unit will open May 12 at the same venue with rides only until June 7, when it will open at the July 4 celebration at Mount Pleasant, Mich. Concessions added beginning with that engagement will be continued until the season's wind-up.
M. G. Smith has added to the executive staff. Stakes will handle the office for one of the units.
Early delivery is expected on a new and superior new Scrambler. Winter quarters at Mason City, Mich., have been in action for several weeks, with a crew of twelve men.
Another new office fellow, now under contract, is slated for completion by June 15.

Show Builder
Want Show Builder who has had experience to work on house and other parts of Merry-Go-Round. 1 M.C.'s and 1 girl to work on. WANT TO PURCHASE USED M.G.R. HORES IN GOOD CONDITION. CONTACT.
BEAMS' ATTRACTIONS
BOX 367, WINDSOR, PA.
TELE. 784—4—(evenings only).

WANTED
RELIABLE CONCESSIONAIRES
To own and operate a Lion's Club show on or near the County Grounds. Operate under a Lion's Club contract. Must be owner of tent and equipment and have right to operate. Will furnish advertising. Write for information.
FURNACE, 46 Lafayette Blvd. Long Beach, N. Y. Tel. after p.m. 441-1479.

Agents—Want—Agents
for Hanky Punks, Buckets, Picture Frame and Six Cuts. Larry Nash, Micky Masters, Carley, Herb and Stick, Nov. 9, Monday.
JIMMY ACKLEY
Mound City Shows, East Alton, Ill., April 28 to May 3.

HUBERT'S MUSEUM
323 W. 45th St., New York, N. Y. Open all year round

FERRIS WHEEL FOREMAN
Wanted
$75 00 per week, plus bonus.
M. D. AMUSEMENT CO.
314 E. Diamond Ave., Lock Haven, Pa.

HOLIDAY AMUSEMENT CO.
New Orleans
(First A. M. Show of the Season)
Contracting Now for 1961

FIELDING CIRCUS
1310 State Line, Kansas City, Mo.

GOLD BOND SHOWS
Contracting Now for 1960
P. O. Box 257, Mt. Sterling, Ill.
Winter Quarters—Fairgrounds.

CALL
SACRAMO, Ohio, 7-5552
FOR BABY DUCKINGS
BARE'S HATCHERY

W.G. WADE SHOWS
April 28 thru May 1
Livonia Builders Show, Wolverine Railway, Middle Bell & Schoolcraft Roads, Livonia, Mich.

ATTENTION, SIDE SHOW OPERATORS!
O. C. BUCK SHOWS WANT
Due to illness of Side Show Operator contracted for season, have opening for Side Show Operation, have complete out fit, new beams. Show well framed. Want Operator with 1st and 2nd men. Phone O. C. BUCK, Troy, N. Y., Ashley 2-4581

DODGEM AND JR. HOT ROD FOREMAN WANTED
Dodgem built by King on two trucks. These are my personal rides. Good transportation and have good wages in right men. Bill Anderson, answer. Can also use Chef for Cookhouse. Clarence Unfortified, answer. All wires to

HARRY (BUSTER) WESTBROOK
Panther Premier Shows, Lynchburg, Virginia.

Copyrighted work.
WANTED
RIDE FOREMEN
Year-round work, winter in South America. Want foreman for new Allan Hershely Merry-Go-Round and new Allan Herschell Helipalooza. Also Foreman for 1960 Fairground and Kiddie Rides. Must be sober and dependable, good driver. Write, details included, to:

WALTERS AMUSEMENT CO.
Box 133
Coldwater, Mich.
Phone: Broadway 2-3665

EDDIE'S EXPO. SHOWS
Opening McDonald, Pa.
April 29 to May 7
WANT

Eddie Dietz

DAVIDSON UNITED SHOWS
Opening May 4
Sweepstakes: $17,500...

Rider: Allan Hershely

WANT FOR
SOUTHERN STATES SHOWS
RIDE MEN

These you know how to drive truck
prefer pictures. Also want Concession Drivers in work. Address: David, Rt. 3, Tel. Tuxedo, N. Y.

MIDWAY OF MIRTH SHOWS

Highway Park, Cleveland, Ohio

CARNIVAL
WANTED
PARK AND MIDWAY MANAGERS
SEPTEMBER 5
For Ames, IA, Burlington, IA.
Contact JOE RODRIGUEZ

E. L. SMITH
Fairgrounds, Blythewood, Ark.
Phone: Marlow 6-6311

MIL ANTHONY
Veterans Park,1801 Holton St.
Phone: 523-1379

THOMAS JOYALINO
Boothill Park, Tex.
Phone: 405-555-1234

WANTED
Rock-oble Foreman and Second Man

E. L. SMITH
Fairgrounds, Blythewood, Ark.
Phone: Marlow 6-6311

Eddie Dietz

CARNIVAL WANTED
PARK AND MIDWAY MANAGERS
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Phone: 523-1379

THOMAS JOYALINO
Boothill Park, Tex.
Phone: 405-555-1234

performer, Renee Loyd, son of Jus-

King Opens Second Tour

The Billboards

SHOW NEWS

SMILEY’S AMUSEMENTS
WANT FOR BASSETT, VA., MAY 27


P.C.: Chuck Simmons, Fries, vire who can you phone.

POWELSON AMUSEMENTS
OPENING NO. 2 UNIT-NAVARRE, OHIO, MAY 2

CONCESSIONS: Floss and Apples, Papcorn, legitimate con-

neeals of all types, Ball Games, Novelties, Age and Weight, Horse Race, Pins, etc.

碾and Send for FREE SAMPLE. WRITE: P. O. Box 105, CANTON, OHIO.

P. O. Box 152
COSHOTON, OHIO, MAIN 2-7177

REED'S AMUSEMENT CO.

Ride Shows. Can use whole Kid Riles etc. Can send any one or more.

ARISTAR, MERRY-GO-ROUND, etc., for

Morrish Hannum Shows

NANTICOKE, PA., MAY 2-7

WANT SHOWS: Side Show, Monkey and Snake. CONCESSIONS: Hanky Panks, Short Range (all kinds), Pitcher Balls, Game, etc. Photos, Hats, Jewelry, Long and Short Range Galleries. Help Wanted in all parts. Prefer Drive Men.

Morrish Hannum

934 Murdoch Road, Philadelphia, Pa.
Phone Phelimine, Chester Hill 1-7176 then Wednesday, April 27, then Sterling Hotel, Wilkes-Barre, Pa.

KING BROS.'SHOWS

WANT - WANT
WANTED FOR ROCK-OPLE MIDWAY MEN, TWEET, TROM PLOM AND BELLOMOT, FOLLOWING PEOPLE ANSWER: Fred Mikes, Jack Sisson & Elmer Alldredge, General Manager. Wanted quarter new show—show open first time week in June. All answers at once. Address, Phone.

W. M. T. COLLINS SHOWS
BE 2, 7TH ST., MINNEAPOLIS, MINN.

ALL AMERICAN SHOWS

Want for Greenwood, South Carolina, April 28-May 7, Logies Spring Festival

Rides: Any major not conflicting. CONCESSIONS: All types of Hanky Panks, Leo Hess and Sid Moyz can use Agents for Alibi and Harker. SHOWS: Especially need Girl Show, due to disappointment. Fats Usher, call. Tex Mason needs Girls. Alibi, the Pool, please can use any other worthwhile Show.

O'NEIL AMUSEMENT

2525 North Dale, St. Paul, Minn.

BILL LUCK WANTS AGENTS FOR Grind Shows, Pin Shows, Six-Cat, Pictures Faves, Allihs and Hanky Panks. Also Up & Down Boys. TED O'NEIL WANTS RIDE HELP: Foremen and Second Men for 2 Tiltis, 2 Wheels, 2 M-C, Pantorooper, Roll-Plane and Medium Shows. Fair and reliable Men. HIGHEST WAGES AND GOOD TREATMENT.

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MIAMI — A 26-week season of Florida shows, including Endy Albums, Amusements, consisting of dates on which the rides take place. At the end of the season, the fair and the carnival are closed. The rides were tucked away in one of the many amusement parks on the island. About 10,000 people rode the rides on the final day of the season.

Fla. Tour OK, Endy Heads Into South

Miami — A 26-week season of Florida shows, including Endy Albums, Amusements, consisting of dates on which the rides take place. At the end of the season, the fair and the carnival are closed. The rides were tucked away in one of the many amusement parks on the island. About 10,000 people rode the rides on the final day of the season.

 conclusions | 

Wants — AL WALLACE — Wants you to have a 28-day vacation, every day getting better. Your Friends at the cattle fair are always a pleasure. (In) a short time.

WANTED

A-1 AMUSEMENT

Opening Friday, April 30, 1953, on Broadway and 12th Street, Thousand Islands, between 7:00 and 11:00 P.M., Myrna Melton, president of the Woman’s Club, will have her horse on display. The club will operate the show. A man and a woman will be on hand to tend the animals. The show will be open from 7:00 until 11:00 P.M. on the first day, and continues from 7:00 to 11:00 P.M. on the next day. The show will be open from 7:00 until 11:00 P.M. on the next day.

WANT

FERRIS WHEEL AND MERRY-G-ROUND FOREMEN

ALSO HELP ALL KINDS

of and around Philadelphia. Good pay. Long season. No drinking and no smoking in the employ of the company. Reply to Box 138, Brandywine, Del.

WANT...AGENTS...WANT

CONCERTS FOR HOSPITALS, CHURCHES, ETC., NEW YORK.

Amen Little boys, little girls, and all people who want to have a good time, come to the Fair. You can ride the Ferris wheel, the merry-go-round, the games, and the entertainment. There is something for everyone.

LEGITIMATE SHOWS

• Continued from page 173

Scatter the end of Youth (Bodine's, Cincinnati, O., 25-30. Blackstone) Chicago, Ill., May 27.

Rose City

• Continued from page 170

At Shaler and Mountain View and a fair new to the route, at Boonesville, Mo., is included for the last time.

A new lighting system has been built. The system consists of both indoor and outdoor lights and comes with a rink. The Octopus is back after being away for several years by Robert D. Willard, A new office is located on the street.

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BRODYS

FOR MERCHANDISE BUYS

APRIL 25, 1960

THE BILLBOARD

175

BRODYS

FOR MERCHANDISE BUYS

THE BILLBOARD

175

WALLETS

ALL

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LOOK...

APRIL

2201

Special

Minimum

TODAY's

Supplier.

ACME

Free

"BELL"

JACKETS

HOT

BEST

SPECIAL

el.

Chicago

Imprint

store

TOOLED

BEST

PREMIUM

;er

SPECIAL

er

SUNDAYS

Carnival

DONKEYS,

Largest

you.

New

merchandies

tomorrow's...

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:

NEW BROOM

BARBECUE TOOLS

Broom is all white, has staple-set brushes which wash and dry with speed, and hang-up tip. Wrapped in secrades packaging to retail at $2.49.—G-Cedar Division of American Мариetta, Chicago 9.

COOKING KIT

For cooking potatoes out- doors. Includes eight-quart cast- iron pot filled with seven pounds of resin, a pair of end-hinged tongs, cooking instructions. Re- tails for $2.95.—Birmingham Stove & Range Company, Ber- mington 2, Ala.

STEP STOOL

Features emergency steps de- signed to remain where they’re put. Has padded seat and back, and comes in six colors with chrome or metalic tan legs. Is 24 inches high to seat. Retail- s for $14.95.—Harleson Cosco, Inc., Colombus, Ind.

PEARL OYSTERS

Each and every oyster comes equipped with one or more cult- ured pearls. Can be used to make rings, earrings, pendants. Shells are lined with mother-of- pearl and make attractive ash trays or decorations. Sell for $2 postpaid.—Flem Sales, Box 1877, Miami 1.

When you reply, please mention you saw it in:

THE BILLBOARD PARADE OF HITS

PRICE LIST READY

Send for Your Copy at Once

SLUM... Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH... Superb Values NEWS ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 40th St., New York 1, N. Y.

For Free Catalogue

NEW 1960 CARNIVAL CATALOG READY!

Write for your FREE copy today!

THE BILLBOARD

175

WALLETS

ALL

THE

Anv

LOOK...

APRIL

2201

Special

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BERNY NOVELTY CO.

114 West 40th St., New York 1, N. Y.

For Free Catalogue

NEW 1960 CARNIVAL CATALOG READY!

Write for your FREE copy today!
MERCHANDISE
"BUY-MART"
DIRECTORY
Manufacturers-Wholesalers

HAVE GUNS WILL SELL.

BUY DIRECT FROM MANUFACTURER
PHOTO IDEAS & WATCH HANDS

JOBBERs, ATTENTION!!
Send for our Price List.

PENNANTS-DECALS
COMIC BOOKS
POST CARD GAGS
BUMPER STRIPS, ETC.

IMPRINT ART

LAMPS
DIRECT FROM MANUFACTURER

BRODY

WEINMAN'S

GOLD, SILVER, AND FREE CIRCLES.

STIRRING JEWELRY

BARGAINS GALORE

YOU CAN'T BEAT BRODY's For Merchandise

REVERSIBLE PARASOLS
AND MUSICAL INSTRUMENTS

M. K. BRODY & CO., INC.

"KRAZY-KWIPS"
BUTTONS
4" x 6"

LEDGER BOOKS

FREE CATALOG

"ACACIA"
as the BIGGEST
EXHIBITOR.

WHOLESALE
GENERAL MERCHANDISE
America's Best
Jobber to the Trade

GREEN DUCK CO.

When It Comes To
WHOLESALE
MERCHANDISE

WHOLESALE MERCHANDISE AND NOVELTIES
For Concessionaires-Novelties Man-Wholesale
1960 CATALOG.

IMPORTER AND WHOLESALER
HATS & MECHANICALS

IMPORTERS COLLEGE • SCHOOL • BASEBALL
FESTIVAL SELECTION

2125 W. Jackson Blvd., Chicago, Ill.

LARGEST SELECTION
ENAMELING ITEMS

FREE Catalogue

BALLOON STICKS
PENNANT CANS
PLUSH TOYS-SLUM

FREE CATALOG on Request.

MILLS SALES CO.

IMPORTS OF THE YEAR

GOLDFARB NOVELTY CO.

HISTORIC ADVERTISING

WHOLESALe NOVELTIES AND GENERAL MERCHANDISE

NEW! OSTRICH FEATHERS

DIRECT FROM
Costume Jewelry


GALILEE COMPANY

FREE CATALOG

PACKARD JEWELRY CO.

ENGRAVING JEWELRY

PENNANTS

CLARKS RIDE ON

LARGEST SELECTION
ENGRAVING ITEMS

FREE Catalogue

24 Hour Delivery

KIEZER MFG. CO.

LARGEST SELECTION
ENGRAVING ITEMS

FREE Catalogue

BALLOON STICKS
PENNANT CANS
PLUSH TOYS-SLUM

FREE CATALOG on Request.

MILLS SALES CO.

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BALLOON STICKS
PENNANT CANS
PLUSH TOYS-SLUM

FREE CATALOG on Request.

MILLS SALES CO.

IMPORTS OF THE YEAR

GOLDFARB NOVELTY CO.
THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

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. RATE: 20c word, minimum $4 CLASSIFIED.

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

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 54 pt. permitted. The illustrations, reverse, or decorative matter. One pt. rule border on ads of one inch or more.

RATE: $1 per word line, $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, Ohio.

IMPORTED & TRANSISTOR RADIOS

ARE GREAT PRESENTS. BEAUTIFUL, DURABLE ELECTRONIC RADIOS MADE IN JAPAN, KOREA, CHINA, AND OTHER FAR EASTERN COUNTRIES. LARGE SELECTION. SEE THEM IN STORE.

HOW TO MAKE MONEY GETTING JUNIOR'S HAM RADIO LICENSE. JUNIOR'S LICENSE REQUIRES LOWER FREQUENCY THAN YOURS. CAN BE MADE IN 2 DAYS. SEE US ABOUT IT.

PORTABLE ROLLER FROLLHEMS, MACHINES, TRIMMERS. FUTURE OF HOME GARDENING. SEE US ABOUT IT.

YOUR OWN BUSINESS. SELL LEP PETERR, 32 OZ. 3.49, 4.55, 4.75. CAN'T BE BEAT. WRITE FOR FREE FOLDER WITH FULL INFORMATION.

MORE BUYERS WITH ROLLERY-NOURISH YOUR AD IF YOU USE A FREE FOLDER

CLASSIFIED AD RATE $14 per inch

(Carried on page 175)

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
   - Auto, Songs, Gags
   - Advertising Specialties
   - Agents, Distributors, etc.
   - Animals, Birds, Snakes
   - Business Opportunities
   - Calliope and Band Organs
   - Food and Drink Concession Supplies
   - For Sale—Secondhand Show Property
   - Jewelry Closeouts
   - Music, Records, Accessories
   - Coin Machine Headings
   - Talent Availability Headings

3. Indicate below the type of ad you desire:
   - REGULAR CLASSIFIED AD—20c a word. Minimum $4
   - DISPLAY CLASSIFIED AD—$1 per line. One inch $1.25

Classified and all Talent Availability ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22,Ohio.

Please insert the above ad in...

NAME ____________________________

ADDRESS ____________________________

CITY __________ STATE __________

(Enclosed)

Copyrighted material
**200 Attend NVA Convention**

**GRAND BAHAMA ISLAND, W.I.**—Some 200 bulk vending machine manufacturers, suppliers and manufacturers of vending machine components and parts, attended the 200th NVA convention here, last weekend, held at the Great Lakes Steak House and Hotel.

The convention had several objectives, including the presentation of new products and components, a review of the industry's past, and a discussion of its future. Attendees had the opportunity to network with other industry professionals and learn about the latest advancements in the field of bulk vending.

**Northwestern Plant Destroyed by Fire**

MORRIS, Ill.—A fire of undetermined origin gutted the factory of the Northwestern Supply Company here, early Tuesday morning. The fire destroyed a one-story brick building and all the vending machines housed within the structure. The cause of the fire is still unknown. The loss is being investigated by the fire department. Northwestern, which was founded in 1923, is one of the oldest vending machine manufacturers in the United States. The company's products include a wide range of vending machines, from simple coin-operated machines to more complex automated dispensers.

**Lincoln, Nebraska—**The National Vending Association (NVA) convention, held in开关机的**April, brought together some of the most influential figures in the vending industry. The convention included a number of workshops and seminars, as well as a trade show featuring the latest vending machines and accessories. Attendees had the opportunity to learn about the latest trends in the industry and network with other professionals.

**Nickel Nuts in Bowling Alleys Click for Ops**

LINCOLN, Neb.—Where the location is concerned, pinball machines are used in everyday transactions, there is a growing popularity of vending machines that dispense nuts and other snacks. These machines are often placed in locations such as bowling alleys, where they provide a convenient way for customers to buy snacks during a break in their game.

**Bulk Banter**

**DEFEND DOINGS**

Tony Patrick, one of the city's leading bulk vending operators, who sold out his route some time ago to Charles Ringu and Bill Bernstein, has returned to the field and will concentrate exclusively on bulk operations. "Dollar for dollar," he says, "bulk vending gives you more return for your effort.

Bernstein, who has operated here about 20 years, is well established in bulk vending, has taken over the route of 85 penny nut and gum machines. He has reorganized and retrained the crew. He has also added to a number of new machines and has increased his sales volume. Bernstein plans to make the route his own, and has been very successful in the field of bulk vending.

**Conclusion**

The NVA convention was a success, with attendees learning about the latest advancements in the vending industry and networking with other professionals. The convention also featured a trade show, where vendors showcased their latest products and services. The vending industry continues to grow and evolve, and the NVA convention is an important event for those involved in the field.
Shopping Centers Are Top Earners; F. Thorwald Tells How to Land Them

By ROB LATIMER
DENVER — When the bulk vending operator is setting up in

CULTURED PEARL RINGS
Single and double pronged

...and hardwood shelves, in two banks of three, the second bank spaced back approximately 11 inches behind the first. Full visibility is afforded both rows and the combination of glittering stainless steel-polished hardwood shelving and bright red and yellow machines attracts much attention.

The new stands have been ordered for each new shopping center as Thorwald is also building up his older locations with the same stands, since they are not only more attractive, but easier to handle and occupy a minimum amount of floor space. Where supermarket operators mop their floors continually, the fact that a minimum amount of metal has to be cleaned is much appreciated.

High Traffic

Because of the high traffic density in such supermarket locations, Thorwald has found it important to have explanatory signs inside each vender which "tickle the customer's curiosity." Signs, however, are concentrated in the upper row of machines, where they are far more readable.

A typical label-type sign points out: "This Machine Contains Big Values ... Look For ... Knives, Spoons, Families, Dice and Charm Capsules, Holy Rings, Picture Rings, the 3 Stooges and Diamond Jewelry." Repeated in most 5-cent machines, these small signs, which Thorwald printed with block prints, have made a notable difference in sales volume.

The Denver operator uses a bright yellow Scotch tape identifying strip which is permanently affixed to the back of each machine or to the back of the stands as the case may be. The yellow strip gives his name, telephone number and address. Thorwald has found that this means quicker reporting by the location owner when a machine is out of order, familiarizes supermarket personnel at each location with his name and leads to easier negotiations for new spots.

The theory is simply to give the location owner the sort of equipment which he can be proud to have in his store as much as all of his machines are in heavy traffic areas, and feels that businesslike methods, impressive cleanliness at every spot and now the up-grading program for new shopping centers has kept his 600 machines paying maximum returns.

VENDORA EA 6-UNIT
A Compact Display of 6 Machines for Your Top Locations

bus Dips
- Chain Stores
- Super Markets
- Drug Stores
- Air Ports
- Dept. Stores

USES VERY LITTLE FLOOR SPACE
Size: 26" Wide, 18" Deep, 53" High.

EASY TO SERVICE; EASY TO COLLECT

NO SHORT CUTS:
Hard Work and Cold Canvassing
Best Way to Get Bulk Locations

By OLIVER ALLEN

DALLAS—"Hard work and cold canvassing is the best way to get locations." That’s part of the success philosophy of Robert O. Prewitt, retired insurance man and now owner of a 650 ball gum and capsule machine route, a route which covers approximately 3,000 miles of West Texas and part of New Mexico.

"And," Dallas-based Prewitt adds, "the business has been mighty good to me." He means good financially, but looking at the lean, tanned, blue-eyed operator you can see that the business has been "mighty good" for him physically, too. Quiet spoken, unassuming, he could sell, without benefit of fancy talk, into the heart of the benighted, unenlightened television or Hollywood Western.

A life insurance salesman in Dallas for eight years, Prewitt ended that career to enter the vending machine business almost four years ago. He bought an established route in West Texas and thru a willingness to learn and a liking for hard work he built that route. He built it even though he took over the business without benefit of previous experience.

Credit Where Due

Typical of his straightforward character, he’s always ready, even eager, to give credit where he considers credit due. "I had some mighty good teachers," he emphatically declares. "There is, for instance, Har- old Gracey, another West Texas operator, who showed him a lot of the ropes, and there is Everett Graff, owner of Graff Vending Supply Company in Dallas, from whom he gets his Victor machines. He learned so much new about the business every time I talk to Everett," Prewitt says.

But teachers, even teachers of a top-flight caliber, can’t do it all. They didn’t do it all for Prewitt, either. You sense this, you get a better understanding of his success when you read between the lines of his observation on locations.

He advises: "Get acquainted with the owner of a location and let him know you can furnish him with any machine he wants and with as many machines as he wants. Pretty soon he will come to depend on your judgment as to what is best."

Fair Shake

A lot of Prewitt’s success can be summed up by an overworked word, "sincerity." Just talking with the man you realize that he knows fair shake for the location owner is the advantage of both parties. And, of course, he knows the business. After three years and eight months on a route which goes south to Brady, Tex., north to Dumas and west to Clifton, N. M., you learn things. And after learning from experience and from teachers, it’s Prewitt’s contention that the best locations for his ball gum and capsule machines are supermarkets, variety stores, dry goods stores and sewing centers. "Look for the spots where adults and a lot of children gather," he advises.

Roll Machine

Another bit of advice is that if a machine isn’t paying on a location after at least two servicing trips, apologize to the location owner and remove the machine. Incidentally, he services each machine every six weeks, doing the work on the spot in his station wagon.

Best producers for his area, he finds, are the penny machines, and out of the 150 locations on his route about 40 consist of the 1-variety, with the other 190 machines being 25¢ and 10¢ capsule vendors.

Looking ahead for the year for him, in what is predominately an agricultural area, is September to January, with business expected to be good when crops are being gathered and there is an influx of workers for the fields.

He buys a new station wagon every two years and drives it about 1,750 miles each week, with gas and all being his greatest expense.

While in Dallas between trips west, he spends his time assembling vending machines, having whatever additional machines he might need and repairing equipment.

He’s married and has one son, an 18-year-old student due to graduate from high school this year. His wife, who keeps the home going in Dallas, doesn’t object to the life of the operator. In fact, she took up the figures and discovered that he spends more time at home now than he did as a city-based insurance salesman.

BACK IN DALLAS after a Western swing, Prewitt looks over some new equipment at the Grant Vending Supply Company.

National Candy Wholesalers to Give Industry Leader Awards

WASHINGTON—Members of the National Candy Wholesalers’ Association will honor several candy brokers and salesmen for outstanding contributions to the candy industry.

The "Candy Ambassadors" awards will be given at NCWA’s convention to be held at Washing- ton’s Sheraton-Park and Sheraton-Union hotels, July 31-August 3.

The award was initiated last year by NCWA in a manner of paying special tribute to traveling men who have contributed substantially to the welfare of the wholesale candy industry.

NCWA has notified various candy clubs and associations throughout the country that each can nominate a first choice and an alternate from among its members for the award. The nominees may be chosen by a vote of the club’s membership, by its board, by special committee or by other suitable means. Nominations may also be made by individuals in areas where there is no active candy club or association.

In setting up the award, NCWA suggested that the honor go to one who has been an enthusiastic supporter of the confectionery industry and who has been the most effective emissary between the manufacturer and wholesaler.

The board also said that it should be someone who is constantly boosting the confectionary business, emphasizing quality and stressing good merchandising practices. Also to his attitude and recognition of the wholesaler’s place in the distribution of candy was suggested an important consideration.

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S. C. Legislature Mulls Lower Vending License

COLUMBIA, S. C. — A bill which would establish a lower vending license for the vending machine tax passed by the 1959 General Assembly, already passed by the Senate, currently is being studied by a House Ways and Means Committee.

As noted, the new measure would impose a tax of $1 for each machine vending merchandise for 4 cents or less, and a tax of 3.3 cents for each machine on those machines vending merchandise for 5 cents or more.

Last week one state senator, Marshall Parker of Orange County, the little man was penalized under the law as successfully as one who has less than five machines had to pay $10 per machine, and the big operators had to pay a maximum of $150 regardless of number. Some big operators paid only a few cents per machine as a result.

"Under a protest by a tax study commission, composed of three senators, three representatives and three governor’s appointees, machine vending postage stamps, drinking water and other supplies are exempt," the law provides.

"Under the 1959 vending machine tax bill, it was infinite as to what should be paid the tax, the operator of the person in whose place of business the machine was located. Sometimes, it was observed, the tax was collected from both.

The new measure clearly states the tax shall be paid by operators of the vending machines.

OUT MINNESOTA WAY

Midwest

Distributors report that resort business is slow in starting this spring. Cool weather with snow remaining on the lakes in the northern part of the State has slowed the operations. The resort locations are expected to get going by May 1, although there haven't been any openings around for extra equipment.

Stephen Lieberman, manager of Stephen Distributing Company, Minneapolis, was married to Shelly Rae Hansen. This is the son of Harold Lieberman, president of Lieberman Music Co., Restaurants, Mrs. David Lieberman was the bride's brother's best man.

Appointment of Bill Randigut as new sales representative for Canoe Vending of Minnesota, was announced by Lee Johnson, general manager, Randigut formerly was in business in Rock Island, III., and has had 45 years of selling experience.

Outside operators seen in the Twin Cities include Don Hazelwood, Albert, Minn.; Lawrence Siew, East Water, Minn.; L. J. Savard, Rock Falls, Minn.; Tom Ruberti, Hurley, Wis.; John McMahon, East Claire, Wis., and Arnold Berkey, Watertown, S. D.

Ted Salveson, of Huron, S. D., is getting his equipment ready and is going on a canvass circuit the end of the month. He will be gone until the end of September. During his absence Ted Salveson Jr., will operate the route.

Peir Worman, operator at Marsh, Minn., and his wife are back from a vacation in Florida. The Peterson, operator at Mitchell, S. D., and his wife are vacationing in Galveston, Houston and on the West Coast.

Don Smith of Sioux Falls, S. D., is spending a new Olds this fall. Harold nomolos, Huron, S. D., president of the South Dakota operators association, and his wife, are in a Rochester, Minn., hospital from an operation.

Peir Worman of St. Paul, Minn., is leaving next month for a combined business and pleasure trip. He will be gone six weeks.

Harry Johnson, of the Harry E. Johnson Company, Minneapolis is looking forward to a big cigarette vending business with the approaching tourist season. The firm has many locations near the Mississippi River, Minnesota takes a deal of fast food service, is in a position, is in a position, is in a position, is in a position, is in a position.

Jack Karter, of the Jack Karter Company, Rutland, Vt., has his new drive-in in Rutland, Vt., and his wife of Rutland, Vt., and his wife of Rutland, Vt., are taking life easy, is in a position.

The firm has been completed on an apartment building put up on South Avenue, St. Paul, by Fritz Elchinger, head of Northern Coin Machine Company, St. Paul.

In a recent fire in a St. Paul tavern Jack Karter, of Midwest Novelty Company, St. Paul, lost a bowler, a photograph, a new baseball and a cigarette machine. The equipment was insured by insurance and is beyond repair. The tavern keeper had a loss of over $10,000 in the fire.

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"A NEW OPPORTUNITY IN VENDING of CRACKER JACK"

No more you can use the popular King cracker jack now.

Dispenses the new full size foil-wrapped packages.

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Our customers have always been with you and our affiliates. Millions and millions of packages will retail to 1959. Every town and village in America has locations waiting for some operator to retail a new form of CRACKER JACK.

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Communications to 188 W. Randolph St., Chicago 1, Ill.

APRIL 25, 1960

CHICAGO—Forums on diversification, tax problems, servicing, engineering, and financial matters will form the meat of the annual convention of the Music Operators of America at the Morrison Hotel here, May 9-11.

Harry Neugrad, Albuquerque, N. M., will moderate the panel on "Marketing the Silver Age" Monday morning (9). Lou Casella, Rockford, Ill., will discuss "Financial Problems in the Coin Operated Equipment Business" Monday afternoon.

The Continental Vending Machine Company will provide the panel on "Engineering, Health and Safety, and Vending Keyboard Operations," Tuesday morning (9:15). The panel will consist of representatives from Continental, Wurlitzer, and Seeburg.

Service Problems

The final Monday forum will concern itself with service problems, with Ted Nicholas, Oshawa, moderating. AML, Williams Manufacturing, United Manufacturing, Bally Manufacturing and National Vendors will provide the panel members.

AML will handle amplifiers and remote and stereo installations. Williams will cover relays. United will discuss steppers. Bally will speak on maintenance of playfields, and National Vendors will talk on coin receptacles and other changes.

Tuesday (10) will be devoted to the AML general business meeting and election of officers.

Organizations will concern itself with the relationship of the music operator to the record industry. It will be co-sponsored by Ken Gresten of The Record Product Manufacturers Association, and John A. Baker of the AML, and will be moderated, respectively, by Karl Ebert, Neugrad and Horace S. Jones of the Social Security Administration, will explain how Social Security affects these operators. Harry Neugrad of Milwaukee will then indicate how AML and other organizations can help.


card company representatives will be selected from the following panel: Claude Brennan, Decca; Joe Johnson, Chess; Jack Burgess, RCA-Victor; Jimmy Muller, United Artists; Joe Levy, Seeburg; Sam Mandlow, Imperial; Jay Stults, Larry Newton, Am-Far; Max Gallison, Capitol; Jerry Harms, World Wide; Albert Reselle, RKO General; George Urey, Det, and Ken Meyers, Merry DE.

Lou Boestien, New York; Fred Spiezo, Chicago; Jim McInturff, Oakland. Los Angeles, will represent the record one-stops.

Herb Oettinger, United Music and Ed Hajek, AML, will represent the juke box manufacturers. Record distributor representatives will be named at the convention.

German Juke Box Progress Fantastic

By OMER ANDERSON
HAMBURG—A juke box census just completed shows that there are 5,000 units of this kind in Germany at 40,000, putting the Germans far in the world juke box lead. The count spotlights the fantastic growth of the coin operated amusement industry, which in 1953 had almost no domestic production. Then, the first juke boxes in Germany were just under 1,000.

A total of 4,500 was counted, and in 1955 this number had more than doubled. The latest survey also indicates that the Germans have 100,000 juke boxes in 1965, as the use of juke boxes has increased.

U. S. Comparison

By Continental scales this increase looks huge, but German operators are told to take such an estimate at face value. They have switched from a concern for continental and British and allied American 100,000 juke boxes have a modest enough foreign market.

For example, when West German in 1951 counted fewer than

250 juke boxes, the U. S. had around 550,000 boxes operating.

In 1953 the Germans were still struggling to catch up with those from the U. S. In that year TomTom, which was purchased last year by the American branch of the German company, brought out one of the first juke boxes, the V12 which evolved into the Telekine 100 in 1955.

Full Throttle

Now the Germans are the world's second largest producer of juke boxes (the U. S.) and currently the largest producer, the Germans have managed to maintain their juke box boom at full throttle.

The present survey, after ticking off export possibilities in Africa, the Middle East and Southeast Asia, concludes that the biggest future market of all may develop behind the Iron Curtain. Already, West German juke boxes are playing in East Berlin and the German Democratic Republic, Warsaw, in Prague, in Budapest and in Moscow.

Danes Await Clarification of Coin Import, Tariff Changes

By TED WOLFRAM
COPENHAGEN—The effect of recent changes in import restrictions and tariff regulations is still uncertain as far as the coin machine industry is concerned here. These changes are the result of Danish membership in the recently formed European Free Trade Association.

At present it is not yet clear to what coin machines have been completely cleared of import restrictions or exactly what duty is being charged on the remaining machines. What will happen, however, is that the imports are from the U. S., in the case of expensive machines, the importers will have to apply for a "dollar" permit as those machines will be taxed whatever the sending out of the country of U. C. coin machines is involved. This is in contrast to other nations, although it has been made simpler and of minor consequence, node vendors tend to have already been cleared.

Such coin machines as are generally used in Penny Arcades in the amusement parks, or on the carnivals, in the U. S. A., are used similarly in Denmark. They are rarely used anywhere else but these two types of places.

It is not illegal to operate certain "coin" machines, but they are governed by regulations concerning the type of coin that is permitted. Permits must be obtained from the police, but there are very few town or city councils in Denmark where the police issue such permits.

Principal reason is that the only locations available would be cafes at restaurants and the problem of surveying these establishments would be too one. They do issue permits when such events as car rallies and the like take place in Denmark, but these permits are granted—the Copenhagen police have young people who go around in trucks which meet the local hotels and frequently with enough time and money, they try to make it a custom to stage events for them.

To expand the use of the above mentioned, all other types of amusement machines and juke boxes in a group of 11 machines, and firm importing same, have formed a company, the Danish Vending and Advertising Company, in order to simplify the speedy promotion of such events whenever suitable locations are available.

(Continued on page 185)

COIN TRADE PR Joe MULLER

CHICAGO—Memberships to the Coin Machine Association, the industry's patriotic relations arm, have come in from virtually every State in the Union, according to Herb Jones, chairman of the membership committee. Latest membership applications have been received from Hawaii, Florida, Massachusetts, Oregon and California. Jones said that several members of the West Virginia Operators Association will be talking up memberships in addition to his own in a single day.

The CMC will maintain a booth during the Music Operators of America convention in January in the exhibit hall in front of several members of the Her. and Jack Baly, the chairman of the CMC, is on hand to answer questions and sympathize with the operators. The CMC is "be on the lookout for public relations. Are you willing to join in on the Every exhibit has banners which read, "Member, The Coin Machine Council for Public Relations."

COIN TRADE PR drive Rolls on

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New York—There's a facy regarding the coin machine industry which needs sorting out, according to an article in the New York, full-line Seeburg distributor.

"Sure diversification is the big thing in the business today for distributors, but we've got to make sure it's not just for the don't add additional personal..."

"We've got to have operators in our office every day looking at equipment. Now they don't show up too much, but a lot of them have expanded into other vending lines with juke boxes added. They break their backs trying to keep up with the demand.

With distributors it's even more pressing matter, according to Seeburg. We've got to make sure we're on top of the game. That takes time, training and money.

"Today with all these new trends in operation, the world's a big place, and we've got to keep a close eye on every aspect, cut corners and make economies whenever you can. Some of its operators and distributors alike, have been in our office in which this is happening, and they're the ones who've made the most of it, and are the ones who've made the most of the coin machine industry."
### Coin Machine Price Index

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

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

#### PINSBALLS

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<th>Price (Midwest)</th>
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<tr>
<td>Superman</td>
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<td>Space Invaders</td>
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#### ARCÁDE & NOVELTIES

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#### MUSICAL

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#### BOWLER'S & SHUFFLEDS

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<td>Shuffle King</td>
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**Note: Prices are approximate and subject to change.**
PUT MORE SELL into your sales effort at the time when you can reach the largest buying audience of the year. Use... The Billboard's M.O.A. Convention Issue

INVESTING YOUR ADVERTISING DOLLARS

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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.

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DOLLARS BRING DIMES

Costs and Profits of Today's Modern Amusement Arcade

By KEN KNAUF

(The fourth in a series of five articles on the modern amusement arcade.)

CHICAGO—You give a dollar to make a dime. Then if it goes as it should, there gets to be many more dimes coming in than dollars going out. That's in a way a little accruing type notion, in the story of costs and profits in the modern amusement arcade. The dimes go far. Even labor, service and repair, rent or commission, and for everything from half-dime to bookwork.

The dimes come from arcades, in direct proportion to the arcade's traffic, appeal and pulling power.

A top-dollar arcade should get most of those gone dollars back in one year or so and then start converting the incoming dimes to hard-buck. A $300 to $350 weekly gross (in the average 40-machine spot) is generally required to offset overhead and depreciation. Everything over $500 is usually gravy.

For the rare but welcome arcade entrepreneur, who starts with nothing more than a fairly heavily worked old store or even an old arcade atmosphere (who is more than likely already operates 40 or more amusement machines on a regular game room profit), profits can be expected sooner.

The advantage held by the man with the most of those gone dollars back in the arcade, and he should have a better idea of what earning machines to buy and what price.

As to the fellow with merely distribution and a wall of cash—well, we hope this article may help a little. His best outlet for the best of his game is to try for the arcades, and buy for the arcade, and he should be aware of the difference. It's not as much as buying a game and an arcade where it's usually played. It's not the same even if the machine name is familiar.

Can the amusement machine operator just take games of his route and move them to his arcade? Not so fast, there! Only a portion of those games on location is turned in, and the machines and equipment, and profit, he should buy some new machines.

But the games on the route can form the nucleus. Ball bowlers, shuffle games, amusement-type pinball, baseball games, and in some instances even coin-operated pool games, all have gone well in arcades. But other machines not ordinarily found on the route are needed. A photo machine and/or voice recording machine, for instance, is a virtual necessity. So are beverage and snack vending machines, where food and refreshment service is not at hand.

For the operator starting from scratch, at least $25,000 can be figured as cost to equip a small- to- average-sized arcade from 40 to 45 machines. This would include Photovoice, voice recorders and sounders, but not all the equipment—at this price—would be new.

In the medium-to-large-size arcade (over 50 machines), from $35,000 to $50,000 should be set aside for equipment. The game-sized arcade, such as those seen at some Eastern amusement parks, probably needs a 100 to 120 machines, and as few as 5 to 10 machines may be seen set up in arcade form at bowling alley locations and smaller festivals. Amusement parks probably need at least 15 machines to make an arcade worthwhile.

The equipment line-up in the average park arcade building will be $20,000 to $30,000 (depending on size, from $750 to 3,000 feet) if the arcade is equipped with a dozen pinball games (mostly rifle), an Acme Tilt or Round Top unit, some vending machines (soda, cigarettes, or other), and is built with a high-sounding arcade machine, snack machine and maybe a capsule charm machine or two; some pbertty fountain, a water fountain and maybe some other coin-operated equipment. The actual cost may depend on what it's worth to be included for the small arcade.

There are other arcade costs to consider. Stadtler notes that costs are foremost and must be met before any money is coming in. Other costs include wages for mechanics, custodians, and on-the-job attendants, rent, maintenance, and, of course, the rent.

An arcade open 15 to 16 hours a day (which is average) has two shifts working all the time. In a 24-hour spot three shifts are preferred. On the average, the cashier will earn $1.50 to $1.75 per hour.

Mechanics are usually on hand in total time, and the machines on the average 40-machine arcade. Parts are usually paid for in mechanically and are charged at between $35 and $50 per hour averaging.

Depreciation may be figured annually on the basis of at least 25 per cent of equipment investment—this rate allowed by the government. A new, used, at least 30 per cent, not to include the cost of printing. Four years is the average life for arcade equipment, which depreciates faster, for instance, than main roads equipment. (This is another way of looking at it; the price of the commission arrangement for an arcade arcade is worth a fifth of what the park, likely to stand idle for at least three years.)

Rent costs paid on a flat basis will, of course, vary with the space. At the American Museum of Science the commission payments were divided among the equipment manufacturers, and the commission was to be shared with the location space. This commission was considered the base of the arcade, and is often used at amusement parks. A good electric single sign may mean the local arcade is from $1,000 to $2,000.

We've left the cost of the arcade building itself to last, since it's usually degressive in the form of rent in those cases where they are being provided by the location. It would be $25,000 to $25,000 on the average.

Here's the biggest cost-profit picture, the controlling factor that keeps in mind: Costs are the same for a $500 to a $300 weekly gross as for the Arcade grossing $1,000. The overhead and depreciation same either way.

Veteran operators figure that at a minimum, a profit margin of 25 cents in a dollar could barely break even, with $600 to $750 a week. A $1,000 week with a $750 profit is ok in the arcade. Everything over $500 is usually clear.

Next week: 'Do's and Don'ts in Arcade Management,' tips on locations, equipment, pricing and con-
sumer relations.

Parker Henderson OPERATES Route of D. Highfield Estate

MEMPHIS—Parker Henderson, general manager of Southern Amusement Company, has taken over active management of Raines Distributors, Inc., the present distributor of the large Douglas Highfield, Highfield, who owned the route.
proprietor, with Frank Bladegreen Jr., his former partner, giving up his interest to devote full time to the show and the business which he operates. Bladegreen, incidentally, was formerly in the business himself as the Sunshine Music Company. Last November, Bladegreen dropped its juke box operations, to concentrate exclusively upon bowling and other types of amusement games.

Mark Johnson, formerly with a wholesale food company, is one of the newcomers in the amusement games field here, starting with a variety of games under the name of Johnson Amusement Company. Establishing his headquarters in Northeast Detroit, he is looking for new locations and studying operating conditions in the industry.

Lorie Lodico, of the Lynn Amusement Company, who took over the 24-year-old Lenzie Coin Operated Theater, Canal Street, about six months ago, is busy with a steady expansion program. He now has five locations on the job, and devotes most of his time to supervision from the central office. Lodico is specializing in the development of small or medium-sized Arcades. He operates two important units locally in the Fox and Broadway-Capitol theaters and is just preparing to open a new Arcade at Satsuka Lake in Belleville. In addition, he has rented another two other smaller theaters, one in Monroe and at Edon Lake, near Belleville. Lodico is also operating a small walk-in vending route, primarily as an accommodation service to his regular locations for games or other machines.

John Zuck and Edward Buchowski, who have operated together as Ed's Shuttleboard since 1951, have decided to reorganize their business name in the same form, also they have recently disposed of all their remaining boards and gone into pool table operation. They figure they'll be a good value for the price they have used all these years is worth something.

Carl F. Hopkins, of Hopkins Vending, cigarette operator, who has dropped his bulk vending operations, is making plans to move to suburban Plymouth and has registered the name of Plymouth Vending Company to handle some of his future operations as well. He has opened a store and headquarters in a commercial building on Grand River Avenue. Carl is the son of Frank Hopkins, Detroit operator who is still active after about four decades of operating only scales. Frank is again in good health following a recent bout of pneumonia.

CLEVELAND NOTES

Louis Golden, president of Ace Vending Service Company, was among the laymen who witnessed the installation of the seven new Coin operated Theater machines in Rom two weeks ago. Carl, who left in a law practice to enter the coin machine business in 1930, is on an extended European trip with his wife, Mary.

Lake City Amusement Company is experiencing between 30 to 40 games a week, reports Joseph Abraham, president. Most of them are labeled for Great Britain. . . Abraham, also head of Abraham Realty Company here, hints that a big real estate deal is in the works.

Helen R. Dugan, head of Dugan Music, is expecting her son, Bill Girbohm, vice-president of the firm, home from about six months in Acapulco, Mexico, this week. She worked there in a professional aqua lung industry. He also had the advantage of handling salvage and rescue.

Despite declining industry exports of U. S. juke boxes and games which sunk more than 71-2 million in dollar volume last year, (Continued on page 173)

Detroit Assn. Re-Elects Slate; Mulls New Licensing Set-Up

DETROIT—The Detroit Shrine Musicians Organization, which includes operators of most types of amusement games permissible in the city, has re-elected its entire slate of officers, headed by Barney Burke of Detroit Amusement Company, as president. The other officers include Thomas J. Dewhirst, T. J. Amusement Company, vice-president; Bob Ciderstrom, secretary-treasurer, and Fred Chapon, executive secretary.

Re-elected as directors were Maurice J. Feldman, Central Coin Machine Exchange; Jim Darce, J. A. & P. Service; Everett Dewitt; Joseph Kantesman, of K. Amusement; and Kenneth Guinan, Lakeshore Shuttleboard.

Discussion at the April meeting of theDSA was devoted primarily to the projected new ordinance which would require licensing of all types of legal games. At present many escape licensing because of historic quirks of the law. The plan was first presented at the DSA, and members at the meeting indicated unanimous support. Principal advantages of the plan, for both the public and the industry, include:

1. The license fee will mean additional revenue for the government, which is $350 for the first year, $50 for the second, but $75 for the third year, and $25 for every year thereafter.

2. An organized plan by the police department will have a knowledge of each machine and its owner, and thus be in a position to take action and see that necessary steps in enforcement more effectively.

3. All machines will be placed upon an even competitive footing as far as the license requirement is concerned, and operators will know who their competitors are.

President Bud Burke, Executive Secretary Fred Chapon and Directors Harry M. Feldman of the DSA met with City Councilman William Rogel, who is preparing the new ordinance for formal presentation shortly, and all expressed satisfaction with progress on the new license proposal.

when answering ads . . .

Say You Saw It in The Billboard
The operators, however, have the problem of separating the American coinage from the Canadian coinage. But it's the cigarette machines operators who have taken the brunt of the damage. Their profit is 10 per cent. This has been cut to 2 per cent as banks demand more cash. They can't really wreak the nickel and dimes. Other vending machines which deliver a product also take a nickel, as newspapers and radios advise the public to try dumping their American coins in vending machines and telephone boxes.

Coin operators, with adjustment, will reject American quarters, but they can't reject the nickels and dimes. Juke box operators will find their profits cut by 8 per cent, pointed out one official.

Gansu claimed that as much as 75 per cent of the coin vending machines were of U.S. origin.

**Danes Await**

They also are interested in finding locations for juke boxes. It is anticipated that the coin should be able to handle almost any type of street fair or bazaar and such a coin might prove itself promising in this type and right number of such machines as will be best to carry the event to a wider field.

Among the sources of this group are Svend Jutland, an importer and distributor, who has headquarters in Copenhagen but also a top executive at Linamark, the big amusement park of Helsinki, Finland, and Erik Mathiesen, who also is an importer and distributor of coin machines and parks, and carnival supplies.

Copenhagen fair visited largely in April in non-gambling machines and had its own car and horse-back of the same machines, which were in such condition and heavily patronized.

**COIN MACHINES**

**Canadian Ops**

we have just completed a sampling of coins collected since last week and it's not all good news.

Baker claimed the coin machines were not getting all the silver, the tax didn't claim to know where it was going.

Coinage Separation

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Gotham UJA Drive Approaches Climax

NEW YORK — The campaign of the coin industry division of the United Jewish Appeal is moving toward a successful climax, according to reports rendered at this week’s committee meeting at the Hotel Astor. The campaign will culminate in the annual banquet to be held Saturday (30) at the Hotel Commodore here.

At the meeting this week, in the absence of committee chairman Irving Holzman, Lee Boscorn, of Leslie Distributors, operated as an effective substitute. Boscorn reported committee members with observations gathered during his recent trip to Israel.

N. Y. Op Guild Sets Outing

POUGHKEEPSIE, N. Y. — The New York Operators’ Guild monthly meeting was held Wednesday (20) at the Nelson House, here. Plans were discussed for the group trip to Atlantic City Oct. 10-12, at the Roxty, Loch Sheldrake, N. Y., in the Catskill Mountains.

A number of pledges and donations were made for the coin industry’s United Jewish Appeal drive, which will be climaxcd this Saturday (30) by a banquet at the Hotel Commodore. One of the guests of honor at the meeting will be New York Operators’ Guild president John Wilson.

Elections held at this week’s meeting resulted in a return to office of the current officers: John Wilson, president; Mike Mulqueen, vice president; Carl Peski, secretary; Al Butcher, treasurer. The executive board slot of Tom Gobol, who is no longer in the business, was filled by Eddie Solomon.

Boothein, on behalf of the UJA, presented an attractive gold $50UJA drive pin to Mrs. Allie Bloom for their part in the phonograph campaign. The inscription on Mrs. Bloom’s key reads: “This UJA key is presented to you in deep appreciation of your participation in UJA effort to open the door to a new life for many thousands of Palestinian children in Israel and to spread the news of the U.S.”

Boothein has been a long time supporter of the United Jewish Appeal. He has been instrumental in many of its activities and has been a loyal supporter of the phonograph industry.

Boothein is a well-known figure in the phonograph industry and has been involved in many of its activities. He is known for his generosity and his support of various causes, including the United Jewish Appeal. He has been a long-time supporter of the phonograph industry and has been involved in many of its activities. He is known for his generosity and his support of various causes, including the United Jewish Appeal. He has been a long-time supporter of the phonograph industry and has been involved in many of its activities. He is known for his generosity and his support of various causes, including the United Jewish Appeal. He has been a long-time supporte
Day-and-date delivery of key music-record and coin machine charts, features and news on both sides of the Atlantic!

The Billboard Overseas Edition

Yes, beginning with the first weekly issue of the brand-new Billboard Overseas Edition, dated May 3, readers in all of West Europe will be getting all of the vital chart data and news of the music and coin machine industries at the very same time that this information is being received by Billboard readers in the United States—and at an exceptionally economical yearly subscription rate. Months of detailed planning—plus the speed of jet plane delivery—has made this unusual publishing service possible. Once again, it emphasizes Billboard's acknowledged role as The Communications Center of the Industry—around the world!

Features each week:
- Honor Roll of Hits
- The Hot 100
- Top LP's
- Reviews of Singles and LP's
- Activities of American Artists, songs and records in key European centers
- Important U.S. music-record and coin machine news
- Used Coin Machine Price Index
- Reports of new U.S. coin machines
- Other Features

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1564 Broadway
New York 36, N. Y., U. S. A.

Please send, without cost or obligation, a free sample of the new, 16-page weekly Billboard Overseas Edition.

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1 [ ] am . . . . 
[ ] am not presently a subscriber to the regular domestic edition of The Billboard.
Detroit Juke Box Ops Must Identify Phonos

DETROIT—Adequate identification of music machines on location will be the principal objective of a concerted drive by city authorities here, members of the Music Operators, Inc., were urged at the regular April meeting. Officers of the MOI have been complaining of the lack of cooperation from officials to find ways to meet this problem, which stems from the fact that operators and others find many machines on location which do not indicate to the homeowner who operates them as provided by city ordinance.

According to Frank R. Fabiano, of Fabiano Sales & Service, president of the MOI, his members have been given the assurance by both John AT. Thompson and Sergeant Schwartz of the Police Bureau that future apprehension of any unlicensed machines will mean preference of charges resulting in a fine for both the location and the operator. This gives a two-edged sword of re-enforcement to the program and is something long sought by MOI.

Legal Aspects

Officers who met with Larry Eaton, assistant corporation counsel, who confirmed the legal aspects of the program and told them that this step will be enforced. "The MOI has been extremely lucky to have our real estate operation," Fabiano said, indicating that individual operator complaints to police in scattered precincts have hitherto not resulted in substantial action, seemingly stemming from the absence of a central program of enforcement such as now is anticipated.

"The trouble is that somebody jumps up after an operator hasn't been caught in—so you don't know whose machine it is," Fabiano said. The step is expected immediately to cause some further rationalization of coin-operated machines in the downtown river-side of Allen Park—symptoms of the world which are being assigned a number and he Southern Amusement Company in coordination with both his name and his number.

Membership Up

Membership was also noted at the April meeting, with a number of new local operators admitted for the first time.

MOI has been actively fighting a proposed new tax of $100 per operator and $3.50 per machine in the downtown river-side of Allen Park—symptoms of the world which are being on the market will be on the floor soon, he said. President Fabiano spoke in detail before the City Commission, and it is to be called by that body again when the ordinance is to be considered in more finished form.

Wiretap Evidence Throw Out In O'Rourke Extortion Trial

MINEOLA, N.Y.—Judge Goss' circuits were in a state of shock here this week as a result of a decision by Nassau County Judge Paul Weil, who did not admit wiretap evidence in the extortion trial of East Coast TEAMster boss, John J. O'Rourke, and 15 co-defendants.

The trial has been at a virtual standstill over much of the past two weeks as a result of Judge Weil's attempts by defense attorneys in the case to have the ruling against wiretap evidence. Weil's ruling the week before yesterday, on the basis of a decision last week by the U.S. Court of Appeals which held that the wiretap evidence in a State court proceedings would constitute a violation of a federalstatutory.

Legal experts observing the decision of the court held that Judge Weil's ruling "unprecedented." Nassau State Attorney Edwin M. Sayles indicated that such action by judges would have a "monumental and serious effect on law-enforcement in this State." He added that "failure to act (by Congress) will be an outrage to the court's system," and "to make a direct violation of the law of a federal criminal statute."

Drew Canale Buys 70-Unit Operation From M. Solimoto

MEMPHIS — Drew Canale, operator of M. Solimoto Amusement Company and other coin machine operations, and J. Waldrop Brown, an inactive president and manager of the same company, have sold the business to Drew Canale.

Solimoto is one of the veterans in the business in Memphis, starting out in 1901. Haywood Brown has been an operator as long as anyone in Memphis has been around, and probably, than most.

Price was not announced, but a report of a sale is being made to the trade.

Ill Health

Solimoto, who said the season he sold was several months ago he was in Memphis for some time with an ailment and he decided to cut down on his activities to relax and take care of his health. He also owns Mike's Liquor Store, real estate holdings and insurance agents.

Jimmie Hoffman, regional manager for Drew Canale, will remain in the employ of the company and to continue the opera- tion of the business.

Drew Canale and Brown put under Canale's operations the 70 largest, music and game route in Memphis and Shelby County. Several years ago Canale and Brown bought out Solimoto Company.

Canale has continued to increase and expand his music, game and arcade vending operations. He has recently opened a coin-operated bowling alley in Patric Henderson, general manager of Southern Amusement Company, Canale also has a coin-operated laundry and other enterprises.

MOA to Offer Hospitalization Insurance Plan

CHICAGO—A national group of hospitalization and surgical insur- ance companies is preparing to mem- bers of the Music Operators of America Tuesday, May 10, during the 10th annual MOA convention held.

The plan will be offered in conjunc- tion with the national life insur- ance companies which has been op- erating for nearly two years. The California Life Insurance Company underwrites both plans.

MOA members and their employ- ees will be covered for accidental death and dismemberment, accident and sickness, major med- ical expenses, hospitalization and surgical costs.

The membership will determine whether the policy to be selected will be $1,000, $2,000 or $3,000. The in- surance will pay up to $10,000, with 80 per cent paid by the insurance company and 20 per cent by the member.

The president of the insurance company and some staff members will be on hand to explain the pro- gram and answer questions.

Westchester Ops Set For Banquet

WHITE PLAINS, N.Y.—Ticket reservations are coming in at a fast clip for the annual affair of the Westchester Operators Guild, ac- cording to Seymour Pollack, chairman of the affair. Pollack made a meeting hit report at a meeting held Thursday.

Pollack said attendance would be limited to a comfortably filled floor so as to enable everyone to get a good view of the entertainment and open by entertainment chairman, Nat Fensky. He also noted that space in the journal is also being used quickly and urged all space buyers to get reservations in the next four weeks to prevent another event itself will take place Tuesday (17) at Holiday Inn, Scarsdale.
Chicago Coin’s
PLAY EXPRESS
NEW WILD WEST RIFLE GALLERY! MOVING TARGETS!

ALL THE TARGET ACTION OF A REAL "WILD WEST" RIFLE GALLERY!

SHOOT AT REALISTIC "WILD WEST" MOVING TARGETS... DROP WHEN HIT!

ALL NEW "WILD WEST" TARGETS!
INDIANS... BUFFALOS... BULL’S EYE... etc.

SEE THESE CHICAGO COIN'S "PROFIT WINNING" GAMES!

CHICAGO DYNAMIC INDUSTRIES, INC.
1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Gordon Stout Answers
Attack vs. Coin Trade

A. DONALD ARSEM has been elected a vice-president of the Weidlinger Company. He joined the firm two years ago as manager of engineering and research and he continues in that capacity. Before that he had held engineering posts with the U. S. Bureau of Standards, RCA Victor, General Electric and Stewart-Warner Electronics.

Williams Adds on
Distrib Eli Ross
For Miami Area

CHICAGO—Eli Ross Distributing Company, Miami, has been added as a co-distributor with Southern Music Distributing Company to handle Williams Electronic Manufacturing Company game sales in the Miami area.

Eli Ross is in partnership in the distributing firm with Morris Horwich.

Sam Lewis, Williams vice-president, made the appointment during a recent trip to Miami. Lewis visited with Ron Rodd, Southern Music Distributing Company president, and toured the firm’s three offices in Jacksonville, Orlando and Miami.

Rodd accompanied Lewis in confering with Eli Ross’ firm, and together they arranged for that firm to handle the Williams line in conjunction with Ross and Horwich.

Lewis said that Ross has an attractive new office and showroom and has high hopes of expanding Williams sales in the area.

GORDON STOUT

April 25, 1960

The Billboard

COIN MACHINES

193

One of your city’s outstanding men, Ronald Manoli, is our present president. Our association was formed for the very purpose of keeping out syndicate infiltration, policing ourselves, and presenting to the general public the small, independent businessmen which we are, not better nor worse than the average businessman in any other line of endeavor.

"This is an entertainment service. We serve public places of all kinds, who, in turn, serve all kinds of people. Our service is a genuine contribution to those seeking recreation. It is therefore of benefit to those places of business we service and to the community also. "Juke box operators build homes, pay taxes, go to church, join service clubs, contribute time and money in community project programs, and perform the same civic duties as does anyone else in the circumstances."

"We are 'just people' like anyone else."
May the Seeburg Displays ATLAS.

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DOUBLE Exciting Nw.

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SHIP IOWA CONTEST -ROTO -sire -AUTO -QUEEN -than DELIVERING

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Encouraged by both Epic and its parent firm, Columbia

The company released one of the new type singles each by Roy Hamilton and Buddy Greco. Others are believed on the way from both Epic and its parent firm, Columbia Records.

Earlier, Cadence Records released its first stereo 33 single, a coupling by the currently hot artist, Johnny Tillotson. The sides on the Tillotson record were "Earth Angel" and "Pledging My Love," both currently on The Billboard Hot 100 chart. The Epic releases are a part of a new series of record packs for Seeburg juke boxes that will be introduced. The new Seeburg units will feature display space for album covers (see separate story).
UNITED'S NEW

FALCON

BOWLING ALLEY

features

Regulation Scoring
(TOP SCORE 300)

OR

Bonus Scoring
(TOP SCORE 990)

Choice of Scoring

bonus builds up during game
... collects at end of game

1 to 6 Can Play

4 JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections
to
17 FT. LONG
20 FT. LONG

NOW SHOWING
AT YOUR UNITED DISTRIBUTOR

BIG BONUS
SHUFFLE ALLEY
with TWO-WAY SCORING

A New UNITED PHONOGRAPH
at the M.O.A. Show

WIN
SEEBURG

INSTANTANEOUS SELECTION

for

greater location appeal and maximum revenue

When location patrons make multiple selections, they want to do so quickly and easily. And when the phonograph’s a Seeburg, they can! The Seeburg electrical selector provides for INSTANTANEOUS SELECTION. With Seeburg you never need wait to make the next selection. Coins aren’t lost. Unwanted selections aren’t made. Seeburg instantaneous selection encourages multiple play...builds customer good will...increases revenue.

TORMAT MEMORY UNIT GUARANTEED 5 YEARS

The exclusive electronic Tormat Memory Unit of the Seeburg selection system is completely trouble-free. There are no moving parts. The compact unit is permanently sealed...never needs attention. And it’s guaranteed for 5 years!

SEEBURG

The Seeburg Corporation - Chicago 22, Ill. America’s finest and most complete music systems