The BILBOBBERT'S NEW OVERSEAS EDITION BOWS

NEW YORK — Starting with this issue, much of the material which appears in the regular edition of The Bill- bow (since the magazine is being made available simultaneously in both domestic and foreign editions) will be of interest to readers in Western Europe and elsewhere. In an effort to reach a new Overseas Edition of The Bill- bow, because of the transport difficulties encountered by the American market, distributors in Europe will have received their copy of the Overseas Edition several hours before the weekly domestic edition has been distributed in the United States.

The decreasing pace of the music, record and coin machine industries has made it necessary for the publishers of these industries in the United States The belief is, The Over- seas Edition of The Bill- bow is the latest step taken in the interest of serving the customer. The current international trade is thus to disseminate information d alive! about one of the world's most important sources. Today's most important musical materials.

The Overseas Edition is being produced jointly with The Billboard's domestic edition, both using factual, straight- forward, up-to-date deadlines unique among business publications. Editions are distributed simultaneously to all the overseas readers, making it clear that the Overseas Edition (Continued on page 2)

Redundant statements were noted, some subtle shifts in policy are being made in the music business. The new policy is concerning retail stores in the United States to publish policy updates more frequently. Under this new policy, the US edition of Billboard will be issued weekly, whereas previously it was issued bi-weekly. This change is being made in response to customer demand for more frequent updates. The new policy will also allow for more detailed and specific information to be included in each issue, providing readers with more comprehensive coverage of the music industry.

Ten or more buyers in the music industry have noted that the new policy is positively impacting their operations. They have appreciated the increased frequency of updates and the additional information provided. The new policy has also helped to reduce redundancy in the magazine, making it more efficient and informative. The music industry is grateful for this positive change in policy, and looks forward to continued improvements in the future.
The Billboard's New Overseas Edition Bows

NEW YORK. - Starting with this issue, much of the material which appears in the regular edition of The Billboard is being made available simultaneously to a new, international audience. The new edition, The Billboard's New Overseas Edition, will be published in London and journalistically synchronized with the domestic edition of the magazine for London, Paris, Rome, Stockholm, and Madrid. The new edition will be distributed in the United States. The accelerating pace of the music record and coin machine industries has made necessary the swiftest possible interchange of information among executives of all nations in these industries. The jet-foreign Overseas Edition of The Billboard is the latest step taken in the interest of serving the cause of international trade through dissemination of data, and it will be the world's most truly international product, music.

Singles Sales Lag

Spurs Teen Album

New Thinking Shifts Policy

To Wooing Young Adult Market

NEW YORK. — The lagging state of the singles record business and the greatly increased sales of albums by artists who were formerly considered singles record artists have led to new thinking on the part of record-engineering executives. In brief, this thinking appears to go as follows: (1) The singles record market has not lost the adults but is losing kids over fifteen. (2) The pop album market can be considered to be the same market for young adults as the one an adult market that goes for show albums, Smirnoff, Mathis, Mantovani, etc., and the other. (3) Young adults over or young-up teen market will soon lead with adults. (4) Mathis and the Kingston Trio. (5) Price is not the major factor in the slumping singles market, nor is material (since material today on all singles encompasses many types of music). But the important facts are that LPs are outstripping the 45 rpm singles and EP discs in popularity among teens as they have already with adults.

Low Ebb

The fact that singles are less than LPs, and that LP sales are not only in the domestic edition, over the overseas edition, in dollar volume and in concentration of business, has demonstrated clearly that the new LPs are being sold by the thousands, and then at prices, to go as high as 300,000 dollars a month actually recorded by the adults but not the records today. The number actually recorded by the adults but not the records today.

Singles Seven-Inch

May be Falling Singles Sales

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Victor Mailing-Disk Club Expansion Overseas

Use of Reader's Digest Lists
Brings Results; Col. May Follow

By REN GERVATT

NEW YORK — At least one aspect of the law has
been launched a series of test mail
envelope campaigns in overseas terri-
tories while another is known to be
 beep into a move into the foreign
field.

RCA Victor club offers have already
been made on a test mail-
ning basis in such widely separated
foreign areas as Mexico, the Union
of South Africa and Holland. The
mailings are being carried out via
international subscriber lists of the
Readers Digest.

Precede to the Victor club move
was a 16-page offer ma-
lings made several months ago to
RCA Victor's Detroit list. Those
disks were classic and were recorded
in Europe. In the offer, a set of 15
disks, which were made for the
monaural and $17.50 stereo.

The special label contained a
promise of both RCA Victor and Reader's
guide.

This offer was also mailed out
in various foreign countries with
results that are considered by industry
described as "fantastic." With this
backdrop, the idea of making club
disks available to the Customer cata-
logs, noted several queries from
various manufacturers, asking their
American principals if something
can be done about the matter. One
of them stated bluntly, "We have
destroyed the Dutch market if it

It is understood that the offers of
specific disk product do not make
Victor, but the company made thru the American Victor
Club. Furthermore, "For each country, the selected
Victor repertoire will be of the type that has the best
success in meeting the public taste. However, the concept
and the structure of the offers is roughly the same as in the
U.S."

(Continued on page 16)

ARMADA Briefs

FCC on Sec. 317

Opinion Speaks for Cross Section
Of Industry on Free Disk Problem

WASHINGTON — The Amer-
ican Record Manufacturers and
Corporations, the ASCAP and
the RIAA, have all filed with the Federal
Communications Commission a reply in its
request for Notice of Inquiry released April 12, by
the FCC to the entire industry on the
controversial FCC interpretation of Sec.
317 of the Communications Act of 1934 having
to do with "identification and exclusion of repro-
ducible material.

The ARMADA reply was pre-
miered on the thinking of New York attorney Walter Hober.
Hober is a member of a study
committee named at an industry
meeting sponsored several weeks
ago by ASCAP, the RIAA and
the controversial FCC interpreta-
tion caused by this recent inquiry.

The ARMADA reply speaks for
a broad cross-section of the
record industry, namely, 264 dis-
cuits and 103 distributors.

In the reply, stating that the
FCC interpretation "is not in
the best public interest," takes
the industry to the number of
record companies and radio
stations during the past decade
and attributes this growth to
the upward trend.

(Continued on page 16)

Savoy-Fury 'Kansas City' Suit Settled

NEW YORK — A suit filed by
Savoy Record Company and
of the Kansas City.

Star Lyric, owner

Lubinsky, who claimed that the
Fury recording of the time by Hur-
son had cost him in excess of
$150,000, settled for the amount of
$13,500. Lubinsky's suit against Fury and
J. Mukhalevitch alleged the
smallest of record companies.

DREYFUS EXITS BOARD;
ASKED TO RECONSIDER

By PAUL ACKERMAN

NEW YORK — Max Dreyfus, dean of the American music
publishing business, resigned from the board of the
American Society of Composers, Authors and Publishers Thursday
(30). At some time high-priced ASCAP members were urged him to
reconsider his decision. The action by the Chippewa Music
chief, who steered the board, highlighted a schism in the
upper ASCAP echelon which was first brought to light in
the Billboard several months ago. At that time Dreyfus crossed
wounds with Harry Smith, head of Music Publishers
Holding Corp., with regard to the latter firm's preponderant ac-
quity in an across-the-board network TV programs
— a matter which ultimately was resolved by negotiation between
ASCAP and the Justice Department.

At the meeting Thursday, the break occurred when Dreyfus
objected to a proposal that the salary of the ASCAP pres-
dent was substantially raised.

The proposal was put forth by members of the executive
committee. President Sidney Adams was asked to exclude
himself, and did. It was suggested that the president's
salary be raised from $25,000 to $30,000; and that in the future no
member of the board be granted any employee.

New Washingtonsmitted the proposal, in order that the
president's salary be hiked to $25,000.

The motion was carried, but it was unanimous. Dreyfus,
who had agreed, shook his head which was asked to make
him unnecessary. He immediately left the meeting and
Dreyfus sought to reach Dreyfus by telephone in order to ask
him to reconsider.

Highly placed ASCAP members, in conversation late in the
week, claimed that the opposition for Dreyfus' resignation or
attitude, as opposed to the "puppet-like" actions of others.

One top publisher stated: "I think Dreyfus will recon-
sider. I think he has made a mistake in some of the comments of board members.

The dramatic action cast a pull of gloom in ASCAP circles. The creator of the Chippewa Music
publishing companies, who was not, is perhaps the most prominent in
American publishing circles — full of years and internationally-respected.

\(\text{Continued on page 16}\)
Cap Isker Store Open For Official Start

NEWARK, N.J. — Society of Record Dealers of America, Inc., Mike Spectrum, arrives here tomorrow (Wednesday) to inaugurate a 12-city tour involving some of the officials of the newly formed Dealer Council of the Society of Record Dealers of America, Inc. (SORDA), a dealer record-buying co-op operated by Spectrum.

Spectrum, who operates Spec's Records in Mineral Wells and Fort Worth, Texas, told The Billboard by long distance phone: "There are a number of nationally influential dealers who have been working on The Billboard about this new co-op buying set-up. I can tell you they're highly interested. And I can't tell you how many wires are being pulled, letters are being gotten from all over the country inquiring about the plans and how to get in with Mr. Randolph and his commitment to the future when I'm in the New York area next week to discuss participation in the industry's SORDA group and our local Florida Record Dealers group."

Spectrum and at least two other Miami area dealers have already joined the co-op. Joinder involves the purchase of a $1,000 share of stock in the entity. Meanwhile, Randolph, who operates Bandwagon Record Shop in the New York area, itself, was an influential dealer who has given notice. This brings the total membership now to 12. And it is expected that additional dealers will be signed up. This seems to be a condition of the plan. Randolph told The Billboard: "This is the grand finale of our movement. It seemed clear to the most influential dealers themselves that the payola probers were on the move that you don't use a word you can't print in a newspaper and the situation is critical."

At this meeting, a committee of five dealers was established to plan a program of advertising and promotion. The committee will design an emblem and a format for the ads for trade papers and newspapers. The group's newspapers are The Billboard and Billboard Record World.

The group is expected to begin functioning officially within the next few weeks. Meanwhile dealers wishing to join are still urged to contact Randolph.

Deere Gets Court Mill

NEW YORK — WDAS disk jockey George Deere was awarded $425,000 in his suit for breach of contract against Billboard Record World. The suit was taken before the American Guild of Variety Artists (AGVA) by attorney Watson Troop, revolved around a complaint filed by the Philadelphia disk jockey. Deere, during Thanksgiving Day engagement staged by WDAS last year at the Uptown Theater in the City of Brotherly Love. The plaintiff was awarded $425,000.

Cap Isker Store Close In On Dick Clark's Far-Flung Empire

Committee Feels Jockey Used Power to Favor Own Products

By MILDELD HAIL

WASHINGTON — The Harri- poyalo probers last week closed in on the Dick Clark Empire. The Federal Trade Commission, for the first time in nearly a decade, issued a complaint to the background of spinning disks, pulled over in the air. (One separate story on Friday head- line.)

During the two-day opening of hearings, the Legislative Subcommit- tee had asked and been given to testifying on how far the ABC network deej ay had exploited his position as the country's most influential single

Dealer Co-op Set For Official Start

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Payola Hearings Develop Battle of Statisticians Committee's Experts Disagree With Computech, Clark Employee

WASHINGTON — A battle of statisticians raged during the opening days of last week's Harris payola hearings in New York City when a New York data processing firm hired by the Clark employee that the delay did not favor his "interest" records on the air other titles in the Clark's interest that he evidenced multiple interest, those with minor financial interest. Two other Committee-called experts, Joseph Daly, chief mathematician of the Bureau of Labor Statistics and Morton Rafe, of the Bureau of Labor Statistics, both agreed that the Computech methods were faulty. Daly said that the "rules of the game" were sort of different treatment was for the Harris employee who showed the Clark's interest records, and no interest records. Daly said that it was possible if Clark played heavily on his interest-tones before they hit peak popularity, to push sales, and did not play the non-owned ones until they peaked.

Finer Tells About Clark Investments

WASHINGTON — Once upon a time, a Philadelphia distributor with an affiliated record firm issued a nationally known debut to buy one-fourth of the record company stock for $125, and two years later, the debut pulled out with a total gross profit via stock sale and salary of about $31,575, a staggering 31.90 percent profit. The story was told the Harris payola probes last week by Harry Raff, president of the Universal Record Distributing, and part owner of Jamie Records. Raff sold Jamie Dick Clark 125 shares of Jamie for $125, in 1957. In 1959, when Clark had to diversify his music interests, on orders from his network, American Broadcasting-Paramount's Beatle filter sold it back for $15,000. Clark was also paid a salary of $200 per week for company's fiscal year 1958 through April 1959, and the salary was paid in a lump sum of $10,400, two months after the end of the fiscal year. Additionally, Finer testified that Clark out a half of his Cliff concert 28 weeks at $225 per week, making a salary total of $16,700. Total profit, plus salary, $31,575. Committee rumpkin noted that Clark was in a top income bracket in 1909, and so paid 75 percent on federal income tax of $12,525, or $9,167. Salary plus $120 Social Security payments, plus Philadelphia taxes of $250, for a total of $12,895, leaving salary after tax $1,904. However, since the whole deal was predicated on only "advice" by Clark to the firm, in the way of services, Representative Moss found a possible 25 percent cap settlement tax advantage existed on some of the money received. Moss said other deals involving in payola have to pay full tax amount, and he intends to notify Internal Revenue and Social Security. (Continued on page 14)

WBC Election Song Series
NEW YORK — Westinghouse Broadcasting is packaging a new half hour series, tagged "Songs for Presidents," spanning a campaign season from George Washington's time to the present.

The eight - week series will be carried by all WBC radio stations during presidential election time this fall. This package will be produced by WBC's national program division, "Music for America," written by Civil War historian Roy Meredith, with Roy Ross as musical director.

Solons Charge FCC Laxity On Payola
WASHINGTON — Charge that the Federal Communications Commission has been lax in acting on payola matters was hurled at FCC Commissioner Robert E. Lee when he appeared before the Senate Commerce Committee last week (27) for reappointment to the Commission. Members of the Committee criticized the Commission for preventing the growth of payola. Growth was due in part to weak regulation of broadcasting, FCC, the members said. (Continued on page 11)

New Allied Co-op For Indie catalogs
HOLLYWOOD — Allied Vice President Ned Herzstam last week called on small catalog labels to join a co-operative, he is forming called Consort (Consolidated Artists) which, he said, would allow smaller firms to enjoy many of the benefits herefor available to the big companies. In a letter to small catalog indies, Herzstam pointed out that record labels could be Allied by increasing its pressing business from a small catalog through their workshops, and would pay off Allied by increasing its pressing business from a small catalog through their workshops, and would pay off Allied by increasing its pressing business from a small catalog through their workshops, and would pay off. Creation of the Consort co-operative, Herzstam said, would prove beneficial to the industry. (Continued on page 12)

Recording Essential Booke See Us Only
NEW YORK — Only the recording industry can "bring back the bands," according to band booker Williams T. Black, president of Orchestrarz Inc., Chicago.

The Billboard's Research Aid Committee
WASHINGTON — The Billboard's Research Director, Tom Neumann, told the House Committee for not precluding Clark connections from the story to be told the Harris payola probes just week, for testimony clearing of confusion and lack of information who makes the statistician employed Billboard chart, ratings to determine the payola's weight. While Neumann's testimony, the last week was hit in Washington, D.C., by the public hearing session, mark ing him Clark connections and Neumann, other witnesses, including Bernard Lowe, of Cameo Records, and Harry Chippens, of Chips Distributing, were to be granted exec utive, private hearings by Sub judice counsel.

Recording Essential Booke See Us Only Key to Band Renaissance

"Until the day arrives that recording companies really begin to push bands again, it's going to be a tough struggle for all of us," singer Black, who will join The Billboard's page one story last week, "It's a band's job to keep their name out there. What a band needs is to work about three months of loca tions, and then take off for the other nine months on the road."

"Carlyle," states Black, "has been fortunate in that he has inve sted heavily in records which are still the life blood of the band business but finding recording indus tries that are interested in bands, it gets a bit of a challenge thing to do."

As an example, Black points out that Bobby Christian's band have "played more college dates the past three years out of Chicago than any other band in this area with a " (Continued on page 14)
Another FIRST from RAMROD RECORDS

TONIGHT WITH EDDIE FISHER

MONAURAL T-6002 STEREO ST-6002

Nationally distributed thru United Telefilm Records, Inc.
701 SEVENTH AVENUE NEW YORK 36 N Y JUDSON 6-1050
take off with during the month of May, all new releases and THE ENTIRE ANGEL CATALOGUE — available at including these great all-time best sellers —

SOVIET ARMY CHORUS & BAND

THE ENTIRE ANGEL CATALOGUE

DEFERRED BILLING
1/2 July 10, 1960
1/2 August 10, 1960
MAY 2, 1960 THE BILLBOARD  

ANGEL and see your profits soar!

12% CASH DISCOUNT!

including these powerful current releases—

A Gilbert & Sullivan "first" in Stereo!

Contact your Angel Representative today!
Dot Records proudly presents

A Great New Single By

PAT BOONE

"SPRING RAIN" | "WALKING THE FLOOR OVER YOU"

"THE NATION'S BEST SELLING RECORDS"
London News Notes

By DON WIDGER
News Editor, New Musical Express

Warner Brothers have just got a big toe up with its first British release—the Everly Brothers' "Cathy's Clown," issued April 8 to coincide with the Everly's first British tour, it came out of the gatemen's mouths with "Stuck on You," it had several hits (to drive the slot but be in the Top 12 and to crack the Top 40) and the following and continual chart success, Presley had made the British No. 1 million seller but the Presley fan is not particularly rare... . Second place is the newest British singer, Eddy Grant, he will carve a niche for himself as the first artist to have three No. 1s in a row.

"Shazam," Dune Eddy's new release on Decca's London label, has got potential entering the charts in its first week at No. 13... . Johnny Preston's "Cradle of Love" and Ella Fitzgerald's "My One Loves" (Carlton)....

...SINGS! London, May 5—A 1962 release by Decca's London label—The Shadows' "Time Flies"....

British pop was the stage to be seen at the annual Acker Bilk publicity tour, which has already seen stops here and also combining a variety of other events, "Happy Fella" opened Saturday night at the London, last week and (Barclay)....

TOMMY SANDS
Capitol's "ARTIST OF THE MONTH"

With His Exciting New "On-Stage" Album From The Copa Room Of The Sands Hotel, Las Vegas.

Impulse sales will soar when you put these point-of-sale, "Artist-Of-The-Month" displays into action!

Album jackets, easied for quick set-up on counter or in window.

22 x 22 full-color display with added reference to Tommy's previous album "When I'm Thinking Of You."

2-color wall or window streamer.

"Artist Of The Month" stickers for album jackets.

Attractive "Artist Of The Month" frames for wall or window.
"American Boy" in Limelight

Continued from page 4

Savoy Takes Over Coleman Label Catalog

NEW YORK — Savoy Records has acquired the entire catalog of Coleman Records, according to Sa-
nie Briscoe, chairman of the record company. The transac-
tion is said to have been made in the absence of public information. Similarly, the deal is said to have been made without the knowledge of F. M. Leighton, former president of King Records, who was chairman of the record company at the time of the deal.

The Coleman label was founded in 1950 by the late Ben Mallard, who was the. The label was later purchased by the late E. King, who was the owner of the label.

The Coleman label was well known for its country music, and its catalogue included such artists as the Drifters, who recorded "Oh, What a World.,"

Carlson told him that he was going to make a new album with the Drifters, who recorded "Oh, What a World.", but that the album was not going to be released.

Meanwhile, comments from Coleman's attorney, David H. Luntsford, are being made public, and the attorney is saying that he is being represented by the New York State Bar Association.

Kapp Signs New Subsid

NEW YORK — Kapp Records, which has been in operation for over a year, announced that it has signed a new recording contract with the Drifters, who recorded "Oh, What a World.", and will release the album "Oh, What a World." on its label, Kapp Records.

The album "Oh, What a World." is scheduled for release in the fall of 1961, and will be distributed by the Kapp Records label.

Jerry Blaine Home Robbed

NEW YORK — Jerry Blaine, head of the Concert Distributions set-up and the Jubilee-Josie labels, was robbed of $2,500 in cash and furniture last week at his home.

Police are still investigating the robbery, which occurred at about 3:00 a.m. on Sunday morning.

Blaine was at home at the time of the robbery, and it is believed that the robbers may have gained access to the house through a rear window.

The robbers fled with the cash and furniture, which included a stereo system, a television set, and several pieces of furniture.

The robbers are described as two young men, who were seen running away from the house.

They were wearing dark clothes and were carrying handbags.

The robbers are still at large, and the police are attempting to trace them.

Jill Carl, formerly the sales manager of the label, is now working for the label as an assistant manager.

The label's offices are located at 10 East 42nd Street, New York City.

FCC Laxity

Continued from page 4

Lee, a Republican, is up for re-

ACKERMAN PRESCRIBES FOR PAYOLA SICKNESS

WASHINGTON — An explana-
tion of the history and complexities of the music business is the subject of a new book by Paul Ackerman, chairman of the Harris Committee on payola. The book, entitled "The Billboard," will be published by the National Academy Press, and is expected to be released in the fall of 1961.

The book, which is based on Ackerman's testimony before the Harris Committee on payola, is expected to be a major contribution to the public's understanding of the music business.

In his introduction, Ackerman says that he has written the book "to provide a clear and concise explanation of the music business, and to give the reader a better understanding of the complexities involved."
Finner Tells About Clark

Finner admitted payments to "lazy" Mammarella, then producer of "Chicky's American Bandstand" shows, between 1957 and 1959, of about $3,500, with an additional $500 to Mrs. Mammarella when his father was out of town. This total may have been about $35,000 and was paid out of Universal Distribution's "very" funds to deejays in the Philadelphia area.

Deejay Larger

Some of the high spots in deejay largesse for the two-year period were $7,375 for deejay George Rennie, WPEN, $1,475 for deejay Barry, WDAS, $850 for deejay Bill Fupree, WHBG, $825 for deejay Hurst, WVUE, Philadelphia, $1,675 for deejay Mammarella, during installations of talent by the "listening" firm riding on the early heat. Fupree was also paid $1,475 in 1957 and $75; Billy Harris, WVCH, Chester, Pa., $220; George "Stu" Kyle meets with Texas outlets.

Argo Pacts Jazz Thrush

CHICAGO — Argo Records has signed Loren Alexander, the King artist, and has his first LP cover today. The album features the Ramsey Lewis Trio plus a number of the Coast base sidemen as support, and is called "Early in the Morning..." (The King, available on the Argo label).

Meanwhile, Argo affiliate, Chess Records, has signed Emile John, Buddy Guy and Lloyd Glenn to contracts and has run dates with one of the Scars.

Larger gross, not having to make all those payments. Finner said his "salaries" were for expert advise and Finner, whose partner in Universal, has been excused by the Company's rules, is now receiving any amount of pay per person." Moss pounded the table here for the testament admission that Rennie was for play, not for art.

Later, when Moss wondered whether Jamie Records paid for outside advice, when they had the top deejay right on the premium as owner, he said: "Art advice I had, but I had to, have air play? He indicated there were lists to just one program do for the Jamie Records, even a Dick Clark program.

Finner rocked the Subcommit tee by insisting that Clark "knew nothing of the payments" to deejays of the country, as all of without charge, got monthly financial statements. Counsel Lishman re- treated to believe Clark could have retained ignorant of payments to American Bandstand producer which claimed payments were years when they shared, a tiny desk-to- desk in the office, and a single phone between them.

1st Coat-Tail Ride

A Most of the coat-tail saga of a distributor firm riding the "list" payments, Finner said: "There was the fact that "Clark was brought in as he brought out our own talent, also our distribution. He said, 'We're going to do it through an organization.'"

"Eddy, by one of those coinci- dences which made Representative Moss appreciate, was managed by a talent firm also one-quarter owner of Clark at that time and know Eddy was a Clark SRO talent."

Now Finner acknowledged, it's all over. Clark has divested of his "salaries," he added. Mammarella gives no more advice. "We won't be allowed to pay them anything now." It was suggested Clark might still be listening to the wide-open market, and the firm should show a

Davis Album Tops Everett June Issue

NEW YORK — At the peak of Everett Records releases for June as an album by Bill Davis "Barry's" was released. Also in the company's line-up is "Barry's Little Ten-" present a Midas," by Gloria Lynne, ex-band leader Larry Lishman's study "Midas," and "Dancing in the Riviera" by Bob Azzam, his Or- chestra and Chorus.

The classical releases are led by "Faith of Rome," and "Fountains of Rome," by Respighi as interpreted by the London Symphony, conducted by Malcolm Sargent. "Pianist Jorge Bolet," the pianist from "Song Without End," also featured in a number of selections from the music of Franz Liszt.

News from the front office has sales-chief Charles Schick talking with distributors in California white Jay Kyle meets with Texas outlets.

Billboard's Research an Aid

Music Newspapers

Allied Co-Op

Continued from page 4

Continued from page 4

Continued from page 4

Continued from page 4

The Amusement Industry's Foremost Booking Guide

SALES RESULTS - the advertising columns of THE BILLBOARD!

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Roaring thru to HITSVILLE!

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PUT YOUR ARMS AROUND ME, HONEY
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NATIONAL RECORDING CORP.
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Payola Probe Develops Battle
- Continued from page 4

said his final conclusions were based upon a comparison between the number of plays given Clark-interest tunes on the Billboard charts and the non-interest tunes during the period, and the number of plays to which copyright royalties are paid in each case.

However, Goldstein's case was hit hardest by the admission of sunlight that Clark-interest tunes were given twice the play of the non-interest tunes (54 plays against seven for non-interest records), the popularity factor in these playings unconfirmed. Clark-titled "entitled" them to heavier play and provided them with impossible matters to a "fair" and "consistent treatment" for both kinds of records, Computech said. He failed to convince anyone of the fact, however.

Incidental to the hearings, but highly important to the music industry, was a suggestion by Census Bureau statistician Daly that the industry take a close check on the relation of popularity to frequency of play, by having a scientifically designed experiment of the purpose of the times.

The Computech study came up with the statement, among others, that all records played by Clark on his "5500,000 Within 30 Days" chart from August 15, 1957, to November 19, 1959, were given a "fair" and "consistent" treatment by Clark, and the rest were non-interest tunes, Computech said. A survey figure up to about 29 per cent.

From a study of Billboard chart ratings, Computech said "if 'favorable' scores were 24.5 per cent for the Clark-interest, and the rest for non-owned tunes. Computech also used copyright ratings which Clark himself said Goldstein, but on an "intuitive" basis, as "favorable" and "unfavorable" for both sets. Goldstein also said Caviths was paid for his work and that they allowed us to buy back issues."

Congressman Moss wondered why Caviths rate such "favorable" scores had been used at all, since earlier hearings had discredited lists sent them by distributors in the case of delayed statistic popularity lists.

Average life of a Clark-interest tune on the Billboard charts is about 7.8 weeks. During the 28-week average life of non-interest tunes 4.7 weeks. The study showed that Clark-interest titles were played 14.1 times per title, as against an average of 7.2 for non-interest tunes. More often, it was brought out by Computech's test.

Heavy scoring of the findings and tabulations by Representative Moss, Computech's president, was, in the opinion of Lushan included: Failure of the study to break down how often AM-Pac records and those of other companies bought by Clark were played, although they were technically non-Clark titles; failure to include the names of three subsidiary music publishing firms; BAI, Rock and Concord, in the general tabulation of Clark's music publishing, printing, pressings, distributors, and other artist and management fields.

More criticism, developed over tabulations and findings showing the number of Clark-interest tunes that were played, were this number be "could have played." In Clark's publisher, owned interests, the CPU-titled Cavith's Arch Music had 46 titles, of which 14 were played. About 13.6 per cent. According to Emanuel, only nine of the titles were played. During the period under study, making the Caviths figure about 46 per cent. Similarly, claim of 34 titles being played by Clark and Vanishing, was fort, with commit-tee findings at 77 per cent, as against Computech's 41 per cent.

Goldstein admitted the error in assuming records released. "It's our learning process in the music business."

Representative Moss asked how he had determined a figure of 9,740 titles a year distributed by Clark's Chips Distributing Company. No record of individual titles were kept by Chips, and Goldstein could only use catalogs and incomplete material to arrive at the figure.

"Irresponsible" Estimate

Moss, who rated the figure "irresponsible," and said: "We should disregard every figure you've brought up."

And the admission of the publishing firms, subsidiaries of Clark's record firms, Hunt and Swan Records, counsels Lushan: "Are you afraid of something from a Dick Clark company?"

He indicated the replies taken by those firms would not be shown in the Computech tabulations.

Pay TV Pact
- Continued from page 4

"renowy" film making. The company has agreed it will utilize only live music in all of its pay-you-see TV productions.

Under terms of the pact covering the initial pilot — a two-hour program of Clark's "Music Galore" — the company will undertake a two-year collective bargaining agreement for the employment and conditions of its employees.

The production is currently being recorded in New York City by 28 musicians, who will be paid less than $300 per week plus a 14 per cent pension-welfare contribution. The program is three hours of recording, providing not more than 30 minutes of music content.

In line with the AFM's continuing campaign to protect its members from television's "race to the bottom," a clause in the contract provides that the show's music will be performed by U.S. and Canadian musicians and no recordings will be used.

"Wax Only Key"
- Continued from page 4

Wax Only Key has broken up its roster of four record companies. More, it's axed its 28 samples for 28 records.

Clark's publisher, owned interests, included a 26 per cent increase in ratings by upstairs. An average of 41 per cent is high for Clark-interest titles with graphics that improved by 36 per cent, on a range between 300 and 350 points. High- est play was given to those in the highest 700 and over 1000 category, with 54.1 per cent, followed by Clark-interest tunes in the upper lower brackets, of 50.6 per cent, and the over-the-28-month period, Tests.

According to the company, the labels were interested in Clark's music, with the exception of two titles that sold well. However, Computech's conclusion was that the ratio of "pay TV" is handled in the same manner as the 28 records, and that the program for Clark's "Music Galore" to television.

According to the company, the Clark music, including "I'M A Little Sparrow," is to be on the roster of four record companies. More, it's axed its 28 samples for 28 records. Wax Only Key has broken up its roster of four record companies. More, it's axed its 28 samples for 28 records.

Capitol Prunes Its Single

Out of it's catalog of songs, Capitol has released a number of hits, but the number of songs released in the past has been relatively small.

On March 28 the Baysetters' recording of "Address Unknown" was dropped from their lineup for the "American Bandstand," and was included in composition of Clark's music with 10 of the latest hit. It included "Little Brown Jug," issued in version test section six (Chicago, and Mimeos to Bobbie Mannick's "Farewell Song" bow." "Little Brown Jug," issued in test section six (Chicago, and Mimeos to Bobbie Mannick's "Farewell Song" bow. See also "Atlantic," in version test section six (Boston, Hartford, Newark and New York City).

Capitol's program appears to be the first effort to determine sales potential of singles on a regular basis.
Still time to dive into a pool of profit!

MERCUERY OPERATION SPRING-BOARD SPLASHES OVER INTO MAY!

There's no holding it back! Operation Spring-Board will continue for just two more weeks until May 15, 1960. Take advantage of extra discount on Mercury's entire MG and SR catalog while still in effect, and get yourself an even bigger flood of spring profits!

HURRY... HURRY... HURRY... See your Mercury Distributor for full details now!

Extra Splash! These Hot Hits now available at this special saving!


MG 20473/MR 60235 Miss "D" presents a combination of evergreens and originals to a lush backdrop for great listening.

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MG 20485/MR 60161 Dynamic sound of David Carroll and his Orchestra delivering danceable ditties. A true star in stereo technique!

OPERATION SPRING-BOARD Positively ENDS MAY 15, 1960

CONTACT YOUR Mercury DISTRIBUTOR NOW!
**Victor Mailing-Testing Club**

CONTINUED FROM PAGE 2

The industry sources indicated a tremendous initial success with the test, the Digest spokespeople also noted an encouraging enough to continue testing. Plans call for mailing of the tests to 11,000 into the fall of this year, in many countries, with mass campaigns due to follow.

Meanwhile, a spokesman for the Columbia developments, hinted that we may be doing this too, declined to comment on his efforts.\(^*\)

The trade, however, has heard rumors from time to time about an expansion of the Columbia club overseas activities.

Columbia, it was noted, would face several potential obstacles in launching foreign club operations. For one thing, the company does not have its own foreign affiliates, but works thru the Philips firms in many countries. More serious perhaps, is the fact that Great Britain's huge Electrical and Musical Industries, Ltd. (EMI), controls the name Columbia. The firm would therefore be obliged to use another name on any overseas club offerings.

What Columbia's moves in the foreign club picture were uncertain, in view of the fact that until recently, EMI, owner of Columbia, has been known to be overly enthusiastic about club operations. It seemed certain, however, that these companies would be eventually obliged to make some public move in the Virgin project turns out as favorably as its proponents hope and indicate.

Observers close to the foreign club developments are not sure that any club operation involving disks dropped from the U.S., the question of duties would arise. This varies from country to country, but for example, in France the duty is 50 cents of the invoice price, and in Italy it's 28 cents. Taking this into account, distributors feel, would necessitate substantial changes in the basic pricing of club offers.

**Rights to Fox**

CONTINUED FROM PAGE 2

Don Records will release the original east coast album and has already released singles of the title song, "In the Style of Mailing Begin." "There's a Plot Afoot" and "Are You Afraid?" Other releases include "Our Lives," which will be worked on include "Lovely Lover," "I'll Be There," "If I Knew You!" and "Is This the Happy Ending?"

The material is scheduled for its first out of town opening in New Haven and then goes to Boston. The show has a continuous run of 135 performances at the Mermaid Theatre in London. Douglas Crawford is producing here, and the cast includes five members of the original production.

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**Probers Close In On Clark**

CONTINUED FROM PAGE 3

The hearings opened on a note of反而 witness, Billboard's music editor, Paul Ackerman, explained the music business and its record-dominated susceptibility to reorganization. (See separate story.) Editor Ackerman recommended strong anti-pyra legisla-

bition, but also saw the fair begin-

Thus, this was a new, self-imposed round of morality in the music industry. Ackerman was himself complicit in the game. A former chairman of the committee, and a member of the board of Seeburg.

Among the more fantastic high-

lights of the hearings, was testi-

mony that developer Clark had bought stock in Jamies Records, a Phila-

delphia manufacturing firm, for $125 and had realized over $31,-

750 in profits, thereby making his divestiture two years later, in 1959. A Real Parlay

Statistics were introduced by a former director of Capitol, to prove that Clark's buying of his own owned or "in-

tore records, was consistent with fairness for play with non-owned titles. Compac was hired by Clark to make the inter-

pretation, based on data provided by Clark, of every title played during 28 months of his American Broadcast.

Using the same data, a Georgia-
town University professor called in by the committee, proved the Congressman's satisfaction that the data could also show that Clark had given earlier, heavier and longer play to his interest-records, and that he had favored more interest disks owned by his em-

ployees and associates.

In last subtle facets of Clark's finances, a Philadelphia distrib-

utor who was part-owner with Clark of Jamies Records, paid over $50,000 to area dealers, out of United Sound Testing Company promotion funds. Payments totaling $3,700 were made during the two-year, pre-divestiture period, to Tony Mammarola, who produced Clark's early "Mallard Pressing, and went there "by coincidence." However, he ad-

mitted under probing that it seemed how got to them that Clark, as the composer, had exercised his option to re-

spected to certain aspects of the "American Boy" lyrics, which song earned him Presley fame. Also, one of those coinage which outraged Representative Martin, had come from pressing of some 50,000 disks, by Mallard, for a long period, and sold partly with repeated air plays of the "All American Boy" on Clark's show. (See report on in-

dividual witness stories.)

Just what over-all effect the ex-

plosion of the Clark domination would have on the music industry, and the airing of its secrets, was unknown quantity. One firm, Universal Distribution, acting through Jacks, the testi-

mony of Jamies Records, frankly admitted "business is bad" for them, since Clark pulled out of it, and diversifying and since the "advice" pipeline opened to the firm, has been cut by the Harris hearings.

Hurry Fine, part-time of the affiliated companies, admitted "free" advice, like "free" listings.

**New Thinking Puts Drive On Teen Albums**

CONTINUED FROM PAGE 1

There is no longer thought of as merely meaning collating all of one artist's hits into one big album, and then selling it out as an—album—but instead creating a whole new album for the new artist.

And out of these newly created albums, featuring the former single artists, are the only new records. Sometimes these singles are tucked in as items for kids to play, or as small letter-inches as possible, which title will not only sell as singles but will also be sold to the teenage market for the young group. In other words, the single record is being used to swing the young adults to album purchases. That this works is indicated by strong album sales by Bobby Darin, Daane Eddy, Fabian, and of course, Elvis Presley. It is interesting to note that the "twinkie" young trend single rates rock and roll art getting their hottest album sales by appealing to this same youthful buyer. Jamie, Chess, At-

more...)
Another Billboard Record/Phono Dealer

Branham Hi Fi

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

... is essentially a hi-fi store

... offering both records and albums

... handles phonographs selling from $39 to $3,000

... has been reading Billboard for more than 3 years

Sears, Roebuck & Co.

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

... is essentially a department store

... offering both records and albums

... handles phonographs selling from $19.95 to $499.95

... has been reading Billboard for more than 5 years

Halon Jewelry Co.

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

... is essentially a jewelry store

... offering both records and albums

... handles phonographs selling from $21.95 to $500

... has been reading Billboard for more than 4 years

Another Billboard Record/Phono Dealer

SOUTHWEST APPL CO

2155 W CERMAK RD

CHICAGO 111. ILL

6320 0240

Southwest Appliance Co.

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

... is essentially an appliance/record/phono store

... offering both records and albums

... handles phonographs selling from $20 to $500

... has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

GENE HI FI CENTER

0231

122 E TEXAS AVE

32KV

BAYTOWN, TEX

06007

GENE HI-FI CENTER

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

... is essentially a hi-fi store

... offers both records and albums

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

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

Haddads TV & Furniture Co.

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

... is essentially a hi-fi and furniture store

... offers both records and albums

... handles phonographs selling from $19.95 to $500

... has been reading Billboard for more than 3 years
**New Exec at Cap Phonos**

HOLLYWOOD — Capitol last week named Richard Zwichoff as phonograph division vice-president and general manager. He succeeds R. J. Welsh, who has resigned. Zwichoff has been with the company for 13 years, most recently as manager of the manufacturing and engineering division's administrative department.

**MIT WARNS ON EXHIBSPE**

CHICAGO — The National Association of Music Merchants has canceled the complete portion of its annual trade show that was scheduled for the 1960 Music Industry Trade Show, which was to be held at Palmer House, July 10-14. An announcement said the show will be held even with the additional room, many who want to stage displays at the function might be disappointed unless they put their observations in distribution.

**TAPE-RECORDERS NIP UPTURN OFF NEW SALES FIGS**

NASHUA, N. H. — The famed Little Brown Church of the southern New England hills, as sung in song by William Pult in Nashua, is being turned into a tape- recording idea to aggressive tape manufacturers. Church, 11, Utterback, pastor of the famed 125-seat church, where 1,000 couples and an estimated 100,000 tourists visit annually, is planning to tape record the nearly 35,000 weddings he's performed in his 13 years. He will have a young couple make the tape of their wedding as part of their nuptial memorabilia.

V-M Corporation, Boston, Mass., recently presented Rev. Utterback with a tape recorder. The church, which is a part of the Nashua music industry, is celebrating the 25th anniversary of its annual music festival. The church is the site of the annual music festival of the American Society of Music Publishers, which meets in Nashua.

**STORE GIVES DISK THIEVES NO BREAK**

DENVER — Pilerge in a department store, employees could be reasonably expected to keep a close watch over would-be petty thieves and would-be shoplifters. But when the location is a major department store with a heavy traffic of all types, the problem is almost overwhelming.

When May-Do F. & F. new Denver department store, built its $12,000,000, the problem was considerable. A lot of consideration went into the display and demonstration work. But if you watch 45 r.p.m.'s is enough to eliminate them from the inventory altogether.

The usual study, however, the Denver department store management came up with a practical fixture arrangement, which has proved effective enough to take care of the problem at hand. Instead of the usual isolated listening booths, and big, exposed display racks for 45 r.p.m. records, the records are boxed-up, and a record and sound department uses a system of three-sided "bookbins" which face directly into the cashiers' windows. The music systems business, was one of the co-founders and a vice-president of the Pilerge store, is in charge of the department. Perforated pegboard walls, rising to shoulder height, enclose a row of two-and-one-half feet. The heat in the room is enough to deter any theft.

Gordy, music systems, business, was one of the co-founders and a vice-president of the Pilerge store, is in charge of the department. Perforated pegboard walls, rising to shoulder height, enclose a row of two-and-one-half feet. The heat in the room is enough to deter any theft.

The October issue of Esquire will carry a special section entitled "Stereo Tape," on the manufacturer as in store displays... The John M. Oster Company of Philadelphia has been taken over distribution for the Philco Company in the Philadelphia territory. Oster will expand its sphere of influence to include sales of all the new equipment. The regional office was handled by the recent combination of the two companies, Philco Distributors, Inc., whose home base is in Long Island City, will handle the New York area. In addition, the company will handle its own sales at any branch offices. The New Baltimore sales force for Magnavox has been up. The service for Magnavox has been up.
NEVER before tone so big from a radio so small

Here's why the all-new Zenette is the world's finest performing pocket radio of its size.

BIGGEST SPEAKER ever in a radio so small. Special speaker design produces a richer, fuller tone at all volume levels. Zenith's own Wavernagnet® antenna receives signals strong and clear.

UP TO 50% MORE AUDIO OUTPUT (100 milliwatts undistorted) than many other small pocket radios. Uses ordinary flashlight batteries, not the hard-to-get special battery packs; you save up to 200% on battery costs. Leakproof battery compartment.

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Get on the Party

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WOODY WOODBURY'S

ALBUM No. 2 "LAUGHING ROOM"

"Woody Woodbury Looks at Love and Life" currently breaking sales records! Hitting top ten in key outlets all over the U.S. Now followed by a second smash even funnier than volume one: "Laughing Room"!

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Orders for 50,000 on hand before release date!

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Richmond, Virginia
Delta Record Distributors
1125 Broadway
Albany, New York
Ideal Record Distributors
335 Lyons Ave.
Newark, New Jersey
Ideal Record Distributors
549 West 30th St.
New York, New York
Bill Lawrence, Inc.
1409 Fifth St.
Pittsburgh, Pennsylvania
Metro Distributing Co.
661 Washington St.
Buffalo, New York
Records, Inc.
700 Commonwealth Ave.
Boston, Massachusetts
Schwarz Brothers, Inc.
901 Gerard St., N. E.
Washington, D. C.

WEST

B. G. Record Service
2113 N. W. Northrup Ave.
Portland, Oregon
B. G. Record Service
1408 Sixth Ave.
Seattle, Washington
California Record Distributors
3009 West Pico Blvd.
Los Angeles, California
Great Western Record Distributors
1364 S. Second St.
Salt Lake City, Utah
Music Service Co.
204 Fourth St., South
Grand Falls, Montana
New Sound
58 Julian Ave.
San Francisco, California

MIDWEST

A-1 Record Distributors
803 N. Hudson
Oklahoma City, Okla.
Big State Distributing Co.
1337 Chemical St.
Dallas, Texas
Choice Records
11316, Broadway
Kansas City, Missouri
Circle Distributing Co.
14 E. Second St.
Denver, Colorado
Counal Distributing Corp.
3727 Woodward Ave.
Detroit, Michigan
H. W. Daily, Inc.
314 East 11th St.
Houston, Texas
Esskay Distributors, Inc.
2814 North 16th Street
Phoenix, Arizona
Garriss Distributing Corp.
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Chicago, Illinois
Garriss, Inc. of Wisconsin
1507 W. State St.
Milwaukee 5, Wisconsin
Heilicher Bros., Inc.
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Minneapolis, Minnesota
Heilicher Bros., Inc.
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Omaha, Nebraska
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Toronto 13, Ontario, Canada
TOP-PROFIT APPROACH

Custom-Built Stereo Systems Get Results

By ROBERT LATIMER

DENVER—Two things are relatively sure in cracking the top-profit stereo market, states Mrs. Lou Morgan, record retailer of Denver. First, the dealer must buy his own "middleman," dealing direct with the manufacturer to take advantage of high-fidelity components. Second, for at least the next several years, the dealer must concentrate on the homeowner who wants a custom-built sound system. Mrs. Morgan has observed both of these factors, plus many more, in the development of "Lou Morgan Galleries" in an exclusive Denver residential suburb. Here, centering an area made up primarily of fine homes and populated with better-income residents, her stereo merchandising tightens the elaborate home installation, "tailored to the individual situation." The title of this unusual store, which carries a $5,000 record inventory, the five top expensive "custom lines" of equipment in the $10,000 inventory of stereo equipment, split between General Electric, Garrard, and Webster components, plus package sets, is keeping with the sort of selling job which it follows. Along the left side of the store, on the way back to the record department in the "gadget gallery," a unique collection of unusual gift items and "gimmicks" which Mrs. Morgan does not believe is duplicated anywhere. These are chiefly rare items exclusive with the Morgan store, and embracing such things as an "electric map" for automobile installation, dry cell batteries for portable use of electric shavers, unusual games, puzzles, novelties, etc. These, in combination with the Denver store's exclusive lines of television and stereo phonographs all in the top price ranges, back up the "gadget" title.

"We definitely want to stay out above the competitive market," Mrs. Morgan points out. "For that reason, we stocked TV sets only at the $500 and above classification, including RCA Victor, GE and some less expensive. We try to do just the same thing with high fidelity phonographs and tape recorders, contrasting the sort of prospects who can afford to indulge in his volume." The store is L-shaped, and features the usual sort of decor to be expected in a new shop. Combined plywood walls, tan wall-to-wall carpeting, modern display fixtures are incorporated with three sound-listening booths in two tones of tan, at the right wall of the rear counter, opposite the sales counter. There is one huge rack of high fidelity, and mid-priced phonographs and wood self-serve display units for more standard records, opposite the listening booths. The "gadget gallery" runs almost the entire length of the left wall of the store, with some 600 "lazories" involved.

Opulent Setting

High fidelity merchandising on both price and "packaging" basis, is concentrated in the base element, where there are two impressing showrooms. In one, six television sets up into the $1,200 price bracket are shown around the right wall, and a display of components on the right wall to impress the visitor with its opulence, includes comfortable modern chairs in which the prospect can lounge for "up-down selling." The components inventory is slightly above the $5,000 mark, including GE cartridge turntables, amplifiers, high-fidelity phonographs and tape players to enclose the left wall, and a display of components on the right wall. The room is deliberately built to impress the visitor with its opulence, includes comfortable modern chairs in which the prospect can lounge for "up-down selling." The components inventory is slightly above the $5,000 mark, including GE cartridge turntables, amplifiers, etc., plus the products of top turntable manufacturers, axial speakers, baffle, etc. Approximately the same amount is invested in "packages" which include RCA Victor, Philco's Phonorama, and others of the line.

Both variations on stereo are there simply because Mrs. Morgan expects to sell a lot of cabinet volume.

The BARON was designed to the playing potential of today's customer. By carrying miniaturization to every logical electronic component in the unit, Electro-Voice has created big organ performance in compact size. This new concept enables you to feature an electronic instrument which adapts to the individual's musical ability. Seventeen Automatic Chords are played on a standard key, make playing the BARON or BARONESS simple beyond comparison for the beginner. Yet the more advanced musician may select all of the automatic chords and play either instrument as a conventional 2-manual organ. The limitless flexibility of this assembly makes them a delight for the entire family.

The new Electro-Voice organ franchise can be the turning point in your business career. We welcome the opportunity to give you all details.

At last! It's here! A New Product Line for High Fidelity Dealers — a product line for the main market designed not only to bring in more customers but to help you interest them in the components you already handle. First new products in the line are the Baron and Baronesse — new ultra-compact all-electronic organs by Electro-Voice.

With your long background in the sale of high-fidelity equipment, an electronic organ line is logical for you. The E-V BARON and BARONESS are the first electronic organs manufactured by an electro-acoustic specialists, and are the first electronic organs which have kept the high-fidelity owner in mind.

This is the first organ line where distribution and sales will be almost exclusively handled through the men who are most thoroughly acquainted with all phases of electronics, with first priority to high-fidelity specialists. And, this is just the beginning. By 1961, Electro-Voice will offer a full line of electronic and electro-mechanical instruments with significant proprietary features...

Think what this franchise can mean to you:

• A product which has such broad consumer appeal that it can increase your store traffic immensely.
• A product with a total market saturation of less than 5%.
• A product which could create a desire among audiophiles to expand their hearing systems while giving them great benefits from their present equipment.
• A product which could establish the high-fidelity dealer as the logical source for good music regardless of its origin.
• A product designed, engineered and completely manufactured by a leader in electro-acoustics, Electro-Voice.
• A product with an established, thorough sales and advertising program in the tradition of Electro-Voice's pre-eminent leadership.
• A product which has the after-sales of high-fidelity during its original introduction to the public.
The actual cabinet plumbing much be built into their next home or, in the first modernization project carried out.

Dois Direct

Next, well aware of tremendous competition from radio parts and electrical wholesalers, and supply houses, Morgan began corresponding with component manufacturers until he was able to obtain a "direct deal," eliminating the middleman. "There simply isn't any room for the standard manufacturer, jobber, retailer set-up in this market. Mrs. Morgan said. "Therefore, we didn't commit ourse- uff till that problem was dis- posed of."

Once under way, the store began concentrating on the "home market. The ideal customer, Mrs. Morgan believes is the man who is planning a new home shortly and for whom Lou Morgan Gallery can install a "built-in" system.

"We are concentrating on the market because it is possible to be built into the way, into con- sistent cabinets, and become as much a part of the home as the plumbing or electric wiring. Mrs. Morgan pointed out, we make such installations practical, we have two engineers available, one an electronics man who is thoroughly qualified to match up the components to produce any specific effect the customer desires. The other a cabinet maker and in- stallation man, and can take care of the actual cabinet work, wiring, etc., as required. This is the sort of consumer who will unhesitatingly spend $500, or $1,000 for a home installation and it is in this market that we are looking for best re- turn.

Larger Brackets, Too

Morgan Galleries haven't over- looked the lower-income customers, however, Morgan says they will do their parts- envies in turn, ampli- fiers, coastal speakers, cardiods, and custom parts, which the cus- tomer is willing to pay several price ranges, "match the dollar up as your desires. Actually, a complete two- man sales and installation phonograph reproduction can be delivered by a} Morgan dealer for $215 or so. "The idea is that we just as well be equipped for the "do-it-yourself" market as for the man who knows nothing whatsoever about the subject, but wants improved music in his home. If the customer only wants to hear 12,000 cycles, we can oblige him, and as the man who wants higher responses elsewhere.

Promotions, in addition to the attraction of the handsome new store, incorporates television, newspaper and, most important of all, direct mail. Mrs. Morgan has pain- tingly made up a list of 1,500 homeowners in the $25,000 or more classification, and to each, upon opening, went a "pin-point" personalized letter. Letters bore a response of major interest in nearly offered, and "planted the seed" which Morgan developed into high fidelity volume later on. A month following his opening three years ago, a second "pin- point" letter was distributed to the same 1,500, as the first of a series which is keeping homeowners posted on the latest developments in sound, stereo, records, music, etc. Used since are planned- ional direct mail letters to each prospect, individually written, done with care, written in such a way that it will do for the prospect's home, etc. Another promotion has included cost operat- ing sponsering of the "Far- nham Playhouse" on Channel Two in Denver, with other mer- chants in the Crestom shopping district. Newspaper is used spar- ingly, for as Mrs. Morgan points out, "a newspaper with 300,000 circulation is a bit of folly, in view of the fact that we want to hit some 1,600 homes right in my own area. For that reason, we think that direct mail does the best stereo merchandising job for us."

The "bump note" for the first year of business, according to cables sent in some 5,000 music enthusiasts in customers' homes.

Grant, Keynor
New Sylvania Top Exes

NEW YORK — Sylvania Home Electronics Corporation has named two new officers to its top execu- tive echelon. Peter J. Grant is now president of the company's new marketing wing of Sylvania Elec- tronic Products, filling the gap left by the resignation of Robert E. Shaw.

Mr. Grant will vice-president and general manager of the same company is now Robert E. Keynor, who pre- viously served as vice-president of General Electric Company is now become his new- ly created executive division.

SE Grant Continues
Penetration Issue

NEW YORK — The American Sterling Electronic Corporation, well-known manufac- turer has a list of 15,000 shares of common stock by the Penetration Electronics Corporation of Chicago, the company, which ran up a net sales figure of $660,521, says magnetic tape recorders account for 94 percent of its busi- ness.
MAY MEANS MORE MILEAGE FROM
Like Love
ANDRE PREVIN
CL 1437 / CS 8233

Southern Scene
DAVE BRUBECK
CL 1439 / CS 8235

Legrand Piano
MICHEL LEGRAND
CL 1441 / CS 8237

And Then They Wrote
TEDDY WILSON
CL 1442 / CS 8238

Frankie Yankovic Plays
the All-Time Waltzes
CL 1443 / CS 8239

Lopez Playing
VINCENT LOPEZ
CL 1433 / CS 8229

The New Trio Los Panchos
WL 169 / WS 317

COLUMBIA #1 IN CONSUMER SALES
**VOX JOX**

By JUNE BUNDY

THE MADISON: In a recent article in "Ballroom Dance Magazine," "Dancing with You," comes this statement: "Dancing is an art that reaches all over the country are arguing over the Madison's origin." Some way it was named for a street in the Harlem counterpart section of Baltimore, others for a Detroit ballroom or a bar in Cleveland. Columnist's article also notes: "'Out in Los Angeles it isn't a 26-Cople people are putting Madison instruction sheet into every carry-home cardboard.'"

RED FAIR DEPT.: A Billboard story last week reports that London English bands have completed the switch-over of its entire station group to a 'good music format.' Lies — all lies. The misinformation resulted from a quick reading of the May 8 issue of the **Billboard** magazine, which states: "The 26-London Stations proudly announce a change to all-symphonic music, effective April 1." What we failed to catch — in small type at the bottom of the page — were two significant words: GMIMIX.

GMIMIX: Station KCOH, Houston, has a weekly award for what its execs call "best work at the mike," and a monthly award for the deejay who contributes the "best work" for a 30-day period. David Anderson, who has a spiritual music show on KCOH was a recent winner of the weekly award. Jocks at KONO, San Antonio, aired their shows from the station's Alamo during the recent 10-day run of the San Antonio Livestock Show and Rodeo.

CHANCE: Jerry Baker, programming Manager for WCRS, New York, has recently completed weekend programming "to match summer living and listening patterns." Jocks presiding over WCRS's four Saturday afternoon musical segments are pop Jo/keg Lee Jamson, 12:15-2 p.m. and 3:30-4:30 p.m. Bill Davis, Ed Joyce, 2-4 p.m.; Bill Codere, "mood music key to young adults cuddo by song stylists of two generations," 4-6 p.m.

On Sundays, Codere, formerly with WICC, Bridgeport, Conn., spotlights standards from 1 to 3 p.m. "World Concert Hall," (classical symphonic bands dinked with tape recorded performances of foreign artists) will be heard over WCRS's from 3 to 5 p.m. on Sundays.

"Sir Thomas" Gilbert has left WKBK, Mobile, Ala., to become "one of the Knights of the Turntable" at WKRK, sanctions Columbus, Ohio. Don XNL, Houston, has a new show from 8 p.m. to midnight, in addition to his old 1:15-4:15 p.m. program.

Rod Duddy, formerly with KOMA, Oklahoma City, has joined KQV, Pittsburgh, in the 9-12:30-a.m. slot, heretofore occupied by Johnny McKinney who has moved into the noon to 3 p.m. time period. New deejay lineup at KONO, San Antonio, is as follows: Ed Dunn, 5:30-8 a.m. and 10 a.m.-noon; Howard Edwards, 8-10 a.m. and noon-2 p.m.; Len Malek, 2-4 p.m.; Bill Davis, 4-6 p.m.; Buddy holiday, 6-8 p.m. Bill Davis, 8-10 p.m.; Ben Laurie, 10 p.m.-1 a.m.; George Cooper, 1-3 a.m.

New program director at WJZ, Cleveland, is Bruce McFarland, who has been Manager of the Belvedere radio station in Akron, O., to Cleveland. . . . Bill Stoupe, wholesale newsman, has been transferred from the KODO, San Antonio, station to KNUE, Alvarlo, N. C., has turned deejay, replacing Al Smith in the afternoon time slot. He will retain his other duties.

WAX WANTED: Bill Baker, WGRK, Greenville, Pa., needs Wax for "Tunes" show, "Vox Jox For Teens," also KOSY, Texarkana, Tex., writes "Skip the payola — just need stacks of wax in KOSY's booth Don't Des." The show struggle, if your discs are good, do turn them in here.

317 DEPT: Earl Richards, KBMW, Websterton, N. D., writes: "Our station's policy (on the FCC's 317 directive) is to give an announcement that some of our records were given to us by the record manufacturers and distributors. We announce this each time we play records, each day. Of course, our station is small and we are overlooked by almost all companies. Our programming guide is to follow the national charts and use our own discretion on the newer ones. We give new talent a break, but only if it's good."

RECORDS: Though the Emcees Distributors, Miami, recently sent the following note to Florida deejays: "Just yesterday we mailed your station our first package of records since the FCC ruling. I hope you are happy with our system to be tired and press agents all station, whether you are buying or giving pleasure to the source of supply. We package a group of new releases, under your purchase orders and enclose a return envelope with a form to let us know whether you wish to be billed for the records above. But if that group is accepted three disks (3) groups in every case, the packages are sent being to the attention of the program director.

THIS "N' THAT: Arlene Schubert, Robin Seymour's radio program, is playing at S2C, 8:30 to 10 p.m., early next Monday night over WMUH, Detroit. By the way, when you come downtown to Billboards New York office last week, but unfortunately varnished. Before we could introduce her to the Radio 26-staff, and ask for a fill-in on the Detroit deejay scene, . . . Ray Phillips, WTX, Springfield, Ill., is already showing up as a thoroughgoing "Tune Maker" and which will feature person-to-person telephone calls with artists to about their latest releases. Phillips needs telephone numbers — either artists' own or their managers or agents — to make the contact, which will be made at a monied convenient time and aired later over WTXA.
INTRODUCING
THE NEW
AND SENSATIONAL
16 YEAR OLD SINGING DISCOVERY

LORI PARKER

"YOU ALONE"

C/W

"GREEN WITH ENVY"

(PURPLE WITH PASSION, WHITE WITH ANGER,
SCARLET WITH FEVER, WHAT WERE YOU
DOING IN HER ARMS LAST NIGHT)

BLUES"

Orchestra and Chorus directed by Dick Jacobs

CORAL 9-62191

Packaged for more SELL-ability
in special color sleeve.
PAT BOONE, correctly making the European scene, is with us in a big way in his new album "The Floor Grows Too," with Dickie Donnelly, you miscalled patients of the colonic cancer. How Do You Know It's Love? How Do You Know It's Love? Frank's "Not My Kiss." Born in Toledo, Ohio, the young mother of five small daughters manages to find time for a few personal appearances. Palmained to open at the Sahara Las Vegas, August 4 for four weeks.

The CRAFTSMEN are a new entry on the Billboard charts, with their first on the Warwick label, "Rock-A-Bye Goodnight." George Harmon, the former lead singer of Joe Artes, lead gripper; AC Son, bongos and electric guitar; Bill Althouse, electric piano; Rich Maturo, bass, and Tom Serentisin, guitar. Boys were discovered playing at a local High School record hop, and now they are playing hops and TV and the music world.

BERNIE FRANK, singer from the Columbia single, La Vagabonda. France's "Fingers And Thumbs." He is a native of the Bronx, N.Y., and has been singing with the Chet Atkins' band for some years. A new song in the Trio's repertoire is "I'll Never Get Over You."


FRANK DELOW & HIS RAINBOW BAND, who made a successful appearance on the Columbia single, La Vagabonda. marble Armstrong of the Four Aces, lead singer of the Aces Brothers. Mr. DeLow was once a member of the Milky Way, a branch of the Navy. His father, a violinist and composer, arranged for him to stay away from music during a tour of Japan, however, he never gave up his love of music. In 1913, Frank joined his brother's big band and has been with them ever since. He is now working as a concert music director, at Capitol Records, and possibly in a show business in Hollywood's busiest musicians.

SICKY DOO & THE DOINS: The first Decca album under the new name of Sicky Doo and The Doins is on the Columbia single, La Vagabonda. Frank DeLow has been working with the band for some time, and has been credited with arranging some of their hits. Frank is a great arranger and producer, and has been working on some new material for the Doins. In addition to the swingy background provided by the Doins, the album contains music for other songs that are currently being recorded by other artists. 

MICKY DOO & THE DODINS: One of the most exciting new names on the Columbia single, La Vagabonda. Frank DeLow has been working with the band for some time, and has been credited with arranging some of their hits. Frank is a great arranger and producer, and has been working on some new material for the Dodins. In addition to the swingy background provided by the Dodins, the album contains music for other songs that are currently being recorded by other artists.

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For a weekly column of lively chatter, the featured writer will be one of Hollywood's busiest musicians.

PAT BOONE, correctly making the European scene, is with us in a big way in his new album "The Floor Grows Too," with Dickie Donnelly, you miscalled patients of the colonic cancer. How Do You Know It's Love? How Do You Know It's Love? Frank's "Not My Kiss." Born in Toledo, Ohio, the young mother of five small daughters manages to find time for a few personal appearances. Palmained to open at the Sahara Las Vegas, August 4 for four weeks.

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eddy arnold
LITTLE SPARROW 47/7727
sam cooke
YOU UNDERSTAND ME 47/7730
don gibson
JUST ONE TIME 47/7690
hank locklin
PLEASE HELP ME, I'M FALLING 47/7692
henry mancini
MR. LUCKY 47/7705
neil sedaka
STAIRWAY TO HEAVEN 47/7709

HOTTEST LABEL IN THE BUSINESS!

RCA Victor
CLARK SOLO APPEARANCE DRAWS COMMITTEE IRE

Continued from page 1

involved in any of his dealings, and held up deejay Persson's frank admis- sion as an example to be fol- lowed. Clark again said he'd swear to the contrary. "Continuously" took payola, he claimed, or favored his own enterprises— and at Prescott, since the Bos- ton deejay was the only one ad- mitted to receive payola, it appeared logical that claims of all other deejays that they had merely given advice or "listened" to records, or were just being friendly, in return for money, may have been the truth.

Moss called the attitude of Clark a "shocking thing" and said there must be more "brotherly love" and "pure affection" in this area of pay- ola than in any other field.

It was also brought out by Rep- resentative Derouen that Clark's signed affidavit denying payola, re- quired by his network of all their personnel, was a "specially worded" one, written by himself. It was testified that this affidavit could be signed even by a deejay who took payola without incrim- nating him. Other deejays at ABC had to sign ordinary affidavits, with no loopholes in wording. Derouen said the many had been used to cause Clark earned $12,000,000 for his parent company. As in Broadcasting - Paramount Thea- ters, while the other deejay had only $3,000,000 toward the company's gross.

Clark angrily jealouzed his "any affidavit." He said his only crime was in portraying a small in- sterventment. Derouen said his "is very common in the music in- dustry. That's why everybody is in theRecording business." The ever present matter of "Six- teen candles" came up again, with Moss accusing Clark of "really lay- ing it on," during his Band show, after he had acquired the copy- right, sending it from second to top place on Billboard charts in about two months' time.

Derouen also claimed that Clark had tried to throw Presley records, in comparison with the "unknown until you got him" sing- er, Dwayne Elite, in network plot on Clark shows. Clark scored in this exchange by noting that he had had a part in starting and boosting sing- ers in whom he had no interest at all, such as Bobby Darin, Connie Francis, Fabian and Frankie Aval- lon. In Clark's formal statement to the Harris Subcommittee, he in- stated that his diversified business corporations were a common pro- cedure among entertainers, since their futures were subject to "fickle" public taste. Alto he has divested of his music interests, now, he reiterated that he thinks "other high-placed talent" in the business have a right to the music enter- tainers own. (Inference was, why was Clark being probed, while others similarly engaged, were not?)

Again referring to earlier testi- mony between Clark and James Records (see separate story), Clark said Jamie was in the red in 1957 when Clark took a quarter-interest for $125, but when he pulled out in 1959, the company was making $574,613, with a clear profit of $22,034. Clark felt his cut of sales and profits was not exorbitant. Also coinci- dentally, Clark was the only one to work show when he joined the company, but a few months later was sitting daily show on ABC. Clark said he was paid to "listen" and to act as a "creative execu- tive"—not to push Jamie Records, on the air.

Clark refused to comment on earlier testimony that Tony Mamm-arella was on the list of those who received payment from Clark to deejays. Clark vowed he was ignorant of payments to Mamm- ella, and would only say he ad- mitted the man.

As for his Chips Distributing partnership with Bernie Lowe and Harry Chippita, Clark said he put in $10,000 for his interest, and be- tween 1955 and 1959, the com- pany made $43,800. On Clark's Swan Recording job, he said Mamm-arella and Bernie Funicck were the managers, and Clark just the "adviser" on selection of music. Clark got $20,000 from Swan for fiscal year ending November, 1958, and $25,000 for the next year. He told his 50 per cent interest in the firm, along with other divestitures in December, 1959, when ABC made this a condition of his re- maining in broadcasting.

He noted that the Globe Record Corporation, which put out records under the Hunt label, and were distributed by Am-Parr did not dis- tribute either Jamie or Swan, Clark's part-owned labels. Kinco Music, a subsidiary publishing firm under a Clark label, is being sold, as is the Globe Company. The forming of this Music in addition to his Decca Publish- ing firm was a "contrivance" trade practice, said Clark, in order to place different copyrights in the separate firm as appropriate. These two were BMI affiliates, and were signed over to Clark for $25,000 in 1958, in order to have an ASCAP publishing firm, he said.

Clark's merchandising corpora- tions included firms to negotiate contracts with United Artists for two pictures (Drilled Films Corpo- ration) and another one, to negot- iate Columbia Pictures. ABC and Triangle Publications were to own stock in some of the Clark merchandising enterprises, particularly Character Licenses, Inc., to license all goods bearing the Clark name or picture, but it was later decided to give it all to Triangle.

Clark Corporation was formed in 1957 to do music publishing shows and to handle record hops, origi- nally—but was later to become producer of American bandstand, which it still is.

Clark insisted that all his cor- poration accumulation "just grew," like Topsy—there was no "master plan." But he finally admitted that his being a "network TV person- ality might have made it possible to work with the others to give him a piece of the various cor- porations, or enable him to form his own.

He said he gave plenty of service in return. For example, in return for 50 per cent interest in "At the Hop," he advised on improving the song's lyrics. On Bernard Lowe's "Butterfly," he said at one time, he did go out and tell other deejays to play it because it was "big in Philadelphia." Clark got $7,000 out of the copyright, by oral agree- ment which he first denied making, later admitted, when counsel pro- duced a letter to Lowe giving him of the cut-in-agreement, "What did you agree to give in return?" counsel Lishman demanded. "Noth- ing," Clark insisted.

Justifying his formation of "Sixteen Candles" copyright for his January Music firm, Clark said the ar- rangement was made by his firm's manager, Miss Vera Hodes, with Lou Bedell of Century Records, the Globe's parent company (see separate story), in 1958, in order to have an ASCAP publishing firm, he said. Clark's merchandising corpora- tions included firms to negotiate contracts with United Artists for two pictures (Drilled Films Corpo- ration) and another one, to negot- iate Columbia Pictures. ABC and Triangle Publications

Introducing THE NEW PETER DE ANGELIS INSTRUMENTAL "Original CUBAR SHUFFLE" C-1042 It's the WHALE-IN-EST SWING-IN-EST single to come forth this year!! Announcing... on Chancellor of course!!

Chancellor

Distributed by AM-PAR Record Corp.

Calif. Distrib.

Continued from page 2

penditures were made. Latsunks had acquired the Grand Award, Command and Waldorf fanners in October, 1958. On February 29, this year, Clark terminated his past with Sun State and moved the three subed lines to Abo Diamond's Diamond Distributing Company, which has been handling the Am- Par line all along. Latsunks claims Clark knew he would switch the lines at the time he was prompted to shell out money for the pro- motion of labels another firm would be selling, hence the charges of "deceit and fraud."

His charge of breach of con- tract is based on his allegation that he was refused delivery of product he ordered during January and February, a period of 60 days during which he lost out on sales due to his inability to fill orders. Latsunks is represented by attorney Saul R Levene. At press time, the defendants had not filed an answer to Sun State's charges.

made no contact on "All-American Boy," or inferred that he would push the tune on the air. If the pressing went to Mallard Pressing and Ward Laboratories for press- ing at the time, before his dis- tinguish. He displayed gifts of jewelry and to him and his wife by Lou Bedell of Dore Records were actually "embarrassing," and Clark was re- sistant to accept them — but he had to, for the record label, was credited to "promotion" on, the Dore books.

There was some indication at Billboard's deadline (29) that Clark might be recalled before the Harris payola grobers again this week, for further questioning.
From the forthcoming Broadway musical...

Lock up your daughters!

2 fabulous singles

LOCK UP YOUR DAUGHTERS  B/W
MISTER JONES  ERIC ROGERS orchestra and chorus
1923

THERE'S A PLOT AFOOT  (cha cha)
WHEN DOES THE RAVISHING BEGIN?  (mambo)

EDMUNDO ROS and his orchestra  1922

Opening May 18 at the
Ambassador Theater
New York City

ORIGINAL BROADWAY CAST RECORDING
OF Lock up your daughters!

EXCLUSIVELY ON... LONDON
RECORDS
539 WEST 25TH STREET, NEW YORK
### MONO ACTION ALBUMS --- on the charts 39 weeks or less

<table>
<thead>
<tr>
<th>Title Week</th>
<th>Artiste, Label and Number</th>
<th>Weeks on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>3. THEME FROM A SUMMER PLACE</td>
<td>7</td>
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<tr>
<td>2</td>
<td>2. THE SONG OF MUSIC</td>
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<td>3</td>
<td>1. SWEET YEARS OF MUSIC</td>
<td>21</td>
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<td>4</td>
<td>3. ITALIAN FAVORITES</td>
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<td>1. SOLD OUT</td>
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<td>6</td>
<td>5. HERE WE GO AGAIN</td>
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<td>7</td>
<td>4. THIS IS DARIN</td>
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<td>5. FATHFULLY</td>
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<td>1. MR. LUCKY</td>
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<td>10</td>
<td>11. ENCORES OF GOLDEN</td>
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<td>11</td>
<td>4. THAT'S ALL</td>
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<td>12</td>
<td>10. BELAFONTE AT CARNegie HALL</td>
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<td>9. HEAVENLY</td>
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<td>12. GUNFIGHTER BALLADS &amp;</td>
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<td>16</td>
<td>12. BRITISH ISLES</td>
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<td>17</td>
<td>13. WOODWOOED LOOKS &amp;</td>
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<td>13. CONCERT IN RHYTHM, VOL. II</td>
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<tr>
<td>19</td>
<td>20. FOR THE FIRST TIME</td>
<td>26</td>
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### STEREO ACTION ALBUMS --- on the charts 19 weeks or less

<table>
<thead>
<tr>
<th>Title Week</th>
<th>Artiste, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2. THE SONG OF MUSIC</td>
<td>17</td>
</tr>
<tr>
<td>2</td>
<td>12. PERSUASIVE PERCUSSION</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>3. THEME FROM A SUMMER PLACE</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>5. PROVOCATIVE PERCUSSION</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>6. MR. LUCKY</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>13. SAIL ALONG SILVERY MOON</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>10. OPEN FIRE, TWO GUITARS</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>18. FIorelLO</td>
<td>13</td>
</tr>
<tr>
<td>9</td>
<td>11. STILL MORE SING ALONG &amp; MATCH</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>17. RACHMANNIKOFF: PIANO CONCERTO NO. 3</td>
<td>13</td>
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<tr>
<td>11</td>
<td>13. HEARD THE CROSS</td>
<td>18</td>
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<tr>
<td>12</td>
<td>19. FLOWER DRUM SONG</td>
<td>17</td>
</tr>
<tr>
<td>13</td>
<td>28. FIORELLO SING ALONG WITH MATCH</td>
<td>13</td>
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<tr>
<td>14</td>
<td>14. AMERICAN SCENE</td>
<td>6</td>
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### ESSENTIAL INVENTORY (STEREO ALBUMS) --- on the charts 20 weeks or more

<table>
<thead>
<tr>
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<th>Artiste, Label and Number</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1. SOUTH PACIFIC, Sound Track</td>
<td>50</td>
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<tr>
<td>2</td>
<td>12. BELAFONTE AT CARNegie HALL</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>3. WE'RE NOT READY, Original Cast</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>6. PETER STEELE, Original Cast</td>
<td>19</td>
</tr>
<tr>
<td>5</td>
<td>4. HERE WE GO AGAIN, Original Cast</td>
<td>12</td>
</tr>
<tr>
<td>6</td>
<td>8. BOOGIE WOODS, Original Cast</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>11. GUNFIGHTER BALLADS &amp; TRAIL SONGS, Original Cast</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>19. MUSIC FOR DINING, Original Cast</td>
<td>10</td>
</tr>
<tr>
<td>9</td>
<td>25. BOUDET, Original Cast</td>
<td>8</td>
</tr>
<tr>
<td>10</td>
<td>29. NEW ORLEANS, Original Cast</td>
<td>8</td>
</tr>
<tr>
<td>11</td>
<td>15. IT'S THE TALK OF THE TOWN, Original Cast</td>
<td>12</td>
</tr>
<tr>
<td>12</td>
<td>26. 5 AWFUL NICE, Original Cast</td>
<td>13</td>
</tr>
<tr>
<td>13</td>
<td>20. THIS IS DARIN, Original Cast</td>
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### ESSENTIAL INVENTORY (MONO ALBUMS) --- on the charts 40 weeks or more

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<tr>
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<th>Artiste, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>1. INSIDE SHERRY BERNSTEIN, ...</td>
<td>54</td>
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<tr>
<td>2</td>
<td>2. FROM THE HEART, Original Cast</td>
<td>64</td>
</tr>
<tr>
<td>3</td>
<td>3. MY FAIR LADY, Original Cast</td>
<td>213</td>
</tr>
<tr>
<td>4</td>
<td>5. LOU ALLEN, Original Cast</td>
<td>55</td>
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<tr>
<td>5</td>
<td>6. UTG, Sound Track, RCA Victor LPM 10125</td>
<td>48</td>
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<tr>
<td>6</td>
<td>7. KINGSTON TRIO, Original Cast</td>
<td>96</td>
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<tr>
<td>7</td>
<td>8. SOUTH PACIFIC, Sound Track</td>
<td>110</td>
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<tr>
<td>8</td>
<td>9. THE MUSIC MAN, Original Cast</td>
<td>114</td>
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<td>9</td>
<td>10. JOHN'S GREATEST HITS, Original Cast</td>
<td>105</td>
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<tr>
<td>10</td>
<td>11. JOHNNY'S GREATEST HITS, Original Cast</td>
<td>41</td>
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<tr>
<td>11</td>
<td>12. HEAVENLY ISLANDS, Johnny Mathis, Columbia L 1193</td>
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<td>12</td>
<td>13. SIXTY YEARS, Original Cast, Columbia L 4180</td>
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<td>13</td>
<td>14. HYMNS, Tommy Dorsey, Capitol L 758</td>
<td>147</td>
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<tr>
<td>14</td>
<td>15. PORGY AND BESS, Sound Track, Columbia L 5410</td>
<td>42</td>
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<tr>
<td>15</td>
<td>16. OPEN FIRE, TWO GUITARS, Original Cast</td>
<td>126</td>
</tr>
<tr>
<td>16</td>
<td>17. KING AND I, Sound Track, Capitol L 740</td>
<td>163</td>
</tr>
<tr>
<td>17</td>
<td>18. STILL MORE SING ALONG WITH MATCH, Original Cast</td>
<td>155</td>
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<tr>
<td>18</td>
<td>19. THE LOWEST, Frank Sinatra, Capitol L 1055</td>
<td>68</td>
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<tr>
<td>19</td>
<td>20. THE MAN, Original Cast, Columbia L 1302</td>
<td>56</td>
</tr>
<tr>
<td>20</td>
<td>21. THE FIRST, Original Cast, Columbia L 5350</td>
<td>58</td>
</tr>
</tbody>
</table>
REVIEWS OF THIS WEEK'S 'LP'S

**TOP SPOTLIGHT WINNERS OF THE WEEK**

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

**LIKE LOVE**

André Previn, His Piano and Orch. Columbia CL 1437 —Frank, who left his former label soon after a pop single hit. "Like Young," bowls on Columbia with a selection of Tchaikovsky's piano music. The title tune has much the construction of "Like Young," with the piano setting an interesting figure with strings moving in for the melodic content. The other numbers, like "Falling in Love Again," "In Love in Vain," etc., similarly feature Previn's unique style, elected by marks of strings in the big orchestra backing. A lot of nice programming fare and the set can find a solid demand.

**UNFORGETTABLE: DINAH WASHINGTON**

MERCURY SR 6023 —Stereo & Monaural—Dinah Washington proves why she's often called "Queen." She takes a brace of pop tunes and infuses them with her own sensitivity so that they take on the aura of classics. Her own type of blues feeling is injected into such songs as "I Understand," "This Love of Mine," "Alone" and "The Song Is Ended." Deserves and should win wide popularity.

**ALAN KING IN SUBURBIA**

Seeco SAM 2101 —Here's a comic who has turned out an album that's original in format and very funny in content. Furthermore, the subject matter is so near to the lives of so many millions of people that it "should strike a responsive note in a sufficient number to become a strong seller. Alan King has fashioned a virtual one-man revue on the tribulations of becoming and remaining a suburban homeowner. He alternates hilarious monologues with clever songs, snarls off on a high laugh level. Should fracture commuters and their friends.
announcing

MAY RELEASE AND MERCHANDISING PROGRAM

LITTLE GRASS SHACK
Chick Floyd & his Org-R.
LRP-3129 / LST-7129

COOL HEAT
Little Feat
LRP-3109 / LST-7109

EXOTIC SOUNDS OF THE SILVER SCREEN
Jim & His Orchestra
LRP-3159 / LST-7159

SING AGAIN WITH THE CHIPMUNKS
David Seville and the Chipmunks
LRP-3159 / LST-7159

EDDIE COCHRAN
LRP-3117

up to 15% Discount on qualifying orders

Deferred Payment
100% Exchange Privilege
Program limited to May

SEE YOUR LIBERTY REPRESENTATIVE Now

DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA, LTD., MONTREAL
spots. Of course, this is a collection of singles entries here and jocks particularly among the big networks were anxious to hear the Burt Bacharach and Hal David songs. This partly accounts for its early appearance on the Billboard charts, where it has been in the top tier for the past several weeks. In the next two months, the song is expected to continue its upward trend, with the possibility of it reaching the top ten within the next few weeks.

The success of the Japhet song, which has been played extensively on radio stations across the country, is likely due to its catchy melody and relatable lyrics. The song's success is also likely to be a boon for young Burt Bacharach and Hal David, who have previously had limited success as songwriters.

In conclusion, the success of the Japhet song is a testament to the power of music and the importance of hard work in the entertainment industry. With continued support from radio stations and fans, we can expect to see more great songs from Burt Bacharach and Hal David in the future.

* * *

**Additional Notes**

The song was also well-received by critics, who praised its catchy melody and relatable lyrics. It was also noted for its ability to connect with younger listeners, who have been clamoring for more music that speaks to them.

The song's success is also likely to have a positive impact on Burt Bacharach and Hal David's careers, as they have been working hard to make their mark in the music industry. With continued support from fans and radio stations, we can expect to see more great songs from them in the future.

* * *
RECORD MFRS. AND DISTS., SPEAK UP FOR SURVIVAL!

Presented below is the summary taken from the brief filed today (May 2) before the FCC by ARMADA

(The American Record Manufacturers and Distributors' Association)

in regard to Section 317:

1. In the matter of:

2. Broadcast stations are serviced without regard to size of community or broadcast wattage of the particular station with free records by our members; and

3. Between 150 and 200 new records are made available to broadcasters each week, of which only 20% ever receive airplay and only 8% become significant sellers, clearly indicating that there is no implied promise on the part of broadcasters to play free records; and

4. If stations have to buy records it will stifle the creation of new talent, place an unreasonable financial burden on broadcasters and bring financial catastrophe to the record industry. If stations have to give sponsorship identification to records, public distrust will curtail the broadcasting and recording industry; and

5. The receipt of a free record by a broadcaster does not constitute a valuable consideration (transmutation as there is no obligation upon his part, real or implied) to play the record; should the Commission find that receipt of the free record and subsequent airplay is a valuable consideration, then it should apply the De Minims doctrine meaning that the law does not

ARMADA believes that sponsorship identification as applied to free phonograph records is not required within the meaning of Section 317. We respectfully request that the Commission reinterpet Section 317 to achieve this result.

Respectfully submitted,
American Record Manufacturers and Distributors Association
1449 South Michigan Avenue
Chicago, Illinois

By:

Roy N. Scott, Jr.,
President

Counsel

THIS IS YOUR CAUSE. STRENGTHEN YOUR INDUSTRY STAND. WIRE YOUR APPROVAL TODAY TO:

ARMADA
1449 S. Michigan, Chicago 5, Ill.

The pick of the new releases:

SPOTLIGHT WINNERS
of the Week

Strongest sales potential of all albums reviewed this week.

- Continued from page 35

JAZZ

SOUTHERN SCENE

Dave Brubeck Quartet. Columbia CS 8215; CL 1439, (Stereo & Monaural) — The Brubeck ensemble is a swinging number that means an outstanding dist. The material consists of Southern favorites ranging from "Oh Susannah," and "Dancing Nelly Gray" thru "Nobody Knows the Trouble I've Seen" and "Darktown Strutters' Ball" to "Deep in the Heart of Texas." Brubeck's amiable piano, Paul Desmond's innovation alto and the live beat of Joe Morello on drums and Gene \n
WILLIAM BERGSMA

ILY GRAHAM INTERNATIONAL CRUSADE

CHORUS

With George Beverly Shea, Cliff Barrows, Director. RCA Victor LPM 2088 — Here are on the spot recordings of a flock of the choirs which pinned the famed evangelist on his round-the-world crusade. The album presents the choirs from Chicago, New York, Paris, London; Charlotte, N. C.; Frankfurt; Syd- ney, Gothenburg; Louisville, Ky., and Melbourne. George Beverly Shea appears in some of the 17 hymn selections which will only add sales appeal. The double folio contains an booklet detailing facts thru pictures, plus photos of the globe-girdling crusade. Set can account for heavy sales on the long pull.

SPECIAL MERIT

SPOTLIGHTS

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

CLASSICAL

ROGER SESSIONS ORCH. NO. 1; WILLIAM BERGSMA: MUSIC ON A QUIET THEME; RUSSELL SMITH: TETRA-

MÉRONG

Japan Philharmonic Symphony Orch. (Waltemate) (Strickland). Composers CRI 131 — Fine performances here of the Roger Sessions' First Symphony and William Bergsma's Music on a Quiet Theme. Russell Smith's "Tetramór" played by the Japan Philharmonic. Once more the label has come thru with first-rate recordings of contempo-"(continued on page 37)

BERLIOZ: DAMNATION OF FAUST

Orchestr Lamoureux, Paris (Markhevitch). Deutsche Grammophonic 12-65019 (FED-64; Stereo & Mono). Here is already a strong complete version of this work available, this one should face well sales-wise on the basis of Igor Markhevič's name. Very fine performances and handsome packaging. Can include Consolo Rubio, Richard Verreau, Michel Roux, Pierre Mollet.

CHILDREN'S

You CAN SING IT YOURSELF

Robin Christenson. Folkways FC 7625 — This is a fine sing-along type of album for kids. It's conducted by Robin Christenson, a young fellow who has the knack of making the group effort seem like fun. Some elementary school age kids help out, and youngsters exposed to this LP will, too. Contents are mostly familiar folk songs. Booklet has some interesting notes, along with lyrics and instructions for beginners on guitar and banjo accompanying.

VERY STRONG SALES POTENTIAL

- Continued from page 35

Order these new pop albums from RCA Victor, in Living Stereo and Regular L.P.

A hot singles star, in his first album. Musical landmarks from foreign cities include Under Paris Skies, London by Night. LPM/LSP-2321

The blend: the winning voices of the Ames Bros. The beat: the builtin bounce of songs like "I Wondered, Halfway." LPM/LSP-2382

Brilliant new arrangements of the great standards by organ virtuoso Marjorie Meinert. Includes Stardust, Rhapsody in Blue. A great high fidelity item! LPM/LSP-2168

A collector's item! The legendary Jimmie Rodgers featured in a big package of folk songs strummed and sung in blues, jazz, western and country styles. LPM-2112*

All his hits in one album! Novel performances of It's a Sin, Bouquet of Roses, Anytime, Something for everyone. LPM/LSP-2383

A Latin fiesta in the Catskills! The twelve cha-cha-cha numbers include Miami Beach, Cha, Managua Nicaragua. LSP/LPM-2187

Don Gibson, a low-down blues singer who's way up on the singles charts. Gibson wails his way through pop best-sellers like Lonely Street and Just One Time. LPM/LSP-2384

Spike Jones, the master of musical mockery, and his orchestra in rollicking take-offs that make his "Hardware Orchestra" infamous. Slow Worm, Chloe, others. LPM/LSP-2224*
LEGIT REVIEWS

Finian Revival Has All Old Charm

There aren't too many shows which can stand up as well after 13 years as "Finian's Rainbow," the opening production of the New York City Center Light Opera season. The cast assembled by Jean D'Asylum doubtless has much to do with the charm of the present version, but it's something more: a conglomeration of competent professionals could not blow the glow out of this particular bit of theatrical whimsy.

The music represented Burton Lane's top effort, while Yip Harburg's lyrics and the book by Harburg and Fred Saidy retain their full quota of charm while making a point about the insanity of racial inequality which is as pertinent today as when first produced.

The cast is a strong one, and after a few performances have worked out the kinks, this production directed by Herbert Ross may even rank with the original. Jean Carraubon dominates as the star of a T.V. film series titled "Here's Jeannie," shows new talent in the role of Molly McGuire, while the British veteran, Bobby Hovels (daddy of Sally Ann Hoves of "My Fair Lady" fame) offers an elfin portrayal of the title role of Finian in his American debut. TV comic Howard Scott started off weakly as the Ireprechan Og, but after the second act certain his characterization became one of the top-billed successes of the evening.

Bill McGuire was a pleasantly heroic Woody, and Anita Alvarez provided a lovely reprise of the role she created of Susan the Silent. Carol Bruce and singing ballads with a dramatic sense of "Nymph," Eddie Bruce brought back his original version of the broadly humorous role of Buzz, the Senator's right-hand man, while Derrell Johnson made a fine Senator Rawkins.

In sum, therefore, this revival must be counted as one of the joyous events of the season. It certainly could start a run on the Columbia original cast LP. -- Sam Chace.

West Side Comes Back With a Bang

Producers Robert E. Griffith and Harold S. Prince have done a mighty smart piece of theatrical business by bringing "West Side Story," back to its original Broadway home, the Winter Garden Theater.

The show impresses every bit as much on this, its second go-round as much and more it would seem that the vehicle, replete with its raw social message of gang warfare on the New York streets, its conflicts and the life of the street people, can take its place with "Porgy and Bess" as an American theatrical classic.

Much of the original cast has been reassembled for this return to Broadway, including top leads, Carol Lawrence and Larry Kert, both of whom, as "America" and "America" as they guide their delicate love thru a gang rumble to its tragic conclusion. But beyond this the dancing theme of the primary movement of this opera-styled musical show was a pace-setter in the trend that saw a choreographer, Jerome Robbins, acting as a director as well as choreographer, and he said that the show is just as fresh as ever. It's a symphony of movement based on the electric score of Leonard Bernstein.

A high point in the act finds the two separate gangs and the lovers all expressing their sensations for being separated, but beautifully integrated vocal themes, presented as a sort of mass counterpart to a mass gang rumble, with at times black, is preserved in dance form, and, in an effort in an effort in an effort to make that point, is preserved in dance form, and, in an effort to make that point, the idea of a "return of the West Side Story" will sustain for an even longer time than the continuing sale of Columbia's original cast album.

A. Ross Geverat.

** NIGHT CLUB REVIEW

La Raineri Impressive at Plaza

Katrina Raineri is a Neopolitan thrush who looks like Sophia Loren, has the arioso sound and hand movements of a dancer, and has a grand piano that shakes the rafters of the Plaza in New York's Plaza Hotel where she is now appearing. One of Italy's top night club acts and recording stars (she is on the Capitol of the World label here) Miss Raineri was the most impressive of the night caught C35 at the club via her delivery of ballads and rhythms in Italian, Spanish, French and English.

Back via modern musical arrangements, all the work of her husband Riz Orotelli, such as her memorable renditions of such songs as "Cio Cio Bambino," "Arrivedici Roma," "Valore" and "Ciao Malaparte." Her pacing was fine, her delivery strong, her voice well modulated and her vocalizing splendid. Miss Raineri is a class act who should do as well as swell zooms in the U.S. as she does in her native Italy.

Bob Rolotz.

Light of New Exec Post

NEW YORK -- Ezekiel Light, the a.d. chief of Grand Award and Command Music, Inc., was appointed veep and member of the board of directors of the Grand Award Record Company, a wholly owned subsidiary of the Am-Pac Record Corporation.
Now! The Fontane Sisters
with a great version
on Dot Records of
"(DOIN' THE)
LOVER'S LEAP"

b/w
"Come Home Eddie"
#16086

THE NATION'S BEST SELLING RECORDS
<table>
<thead>
<tr>
<th>WEEKS ON CHART</th>
<th>TITLE</th>
<th>ARTIST, COMPANY</th>
<th>RECORD NO.</th>
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<tr>
<td>1</td>
<td>57 89 94</td>
<td>Paper Roses</td>
<td>Atkins Brothers, Columbia 3155</td>
</tr>
<tr>
<td>2</td>
<td>26 46 49</td>
<td>Doggin' Around</td>
<td>James Brown, King 51198</td>
</tr>
<tr>
<td>3</td>
<td>40 39 44</td>
<td>Mountain of Love</td>
<td>Count Basie, Mercury 73478</td>
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<td>4</td>
<td>39 49 43</td>
<td>Fannie Mae</td>
<td>Billie Holiday, Columbia 23748</td>
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<td>5</td>
<td>82 39 37</td>
<td>Just One Time</td>
<td>Dion &amp; the Belmonts, Columbia 21556</td>
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<tr>
<td>6</td>
<td>29 11 19</td>
<td>The Don't Throw Away Motions</td>
<td>The Beatles, Capitol 2403</td>
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<td>The Don't Throw Away Motions</td>
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<td>15</td>
<td>10 11 19</td>
<td>The Don't Throw Away Motions</td>
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</table>
These records, at all those on the Hit 100, have begun to show NATIONAL sales breakthrough action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

**POP**

*HE'LL HAVE TO STAY* .......... Jeanne Black
(Central Songs, BMI) Capitol 4368

**BARBARA**

(Tompallions (Real Gone, BMI) Goldine 3001

*FOR LOVE* NO IF'S—NO AND'S .......... Lloyd Price
(Pri-Can) ABC-Paramount 10102
(Pri-Can, BMI)

**BEST BUYS**

**YOUNG EMOTIONS**

(RIGHT BY MY SIDE) ............ Ricky Nelson
(Nelson, ASCAP) Imperial 5663
(Hilliard, BMI)

**BURNING BRIDGES**

(ON LITTLE ONE) ............... Jack Scott
(Sage & Sand, SESAC) Top Rank 2041
(Starfires, BMI)

**ANOTHER SLEEPLESS NIGHT** ...... Jimmy Clanton
(Alden, BMI) Ace 585

C&W—No selections this week.
R&B—No selections this week.

**HOT 100: A TO Z**

A STAR IS BORN (A & M, BMI) Atlantic 8612
A STAR IS BORN (L.A. Rose, BMI) Star 426
A STAR IS BORN (Little Theatre, BMI) Columbia 820
APOLLO GREEN

**REVIEWS OF THIS WEEK'S SINGLES**

"The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

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

**THE PLAYERS**

APPLE BLOSSOM TIME (Broadway, ASCAP) (2:38)
ERB TIDE (Robbins, ASCA) (2:27)

**DUANE EDDY**

REBEL WALK (Greymark, BMI) (2:15)

**LITTLE WILLY JOHN**

A COTTAGE FOR SALE (De Silva, Brown & Henderson, ASCAP) (2:41)

**HOLLYWOOD ARGYLES**

ALLEY OOP (Kavelle-Maxwick, BMI) (2:36)

**RON HOFFMAN**

WHAT KIND OF A FOOL DO YOU THINK I AM (B. F. Wood, ASCAP) (2:22)

**ANTHONY NEWLEY**

DO YOU MIND (Peter Maurice, ASCAP) (2:15)

**FRANK SINATRA**

HAY-MAY STAY AWAY FROM MY DOOR (Shapiro-Berenstein, ASCAP, ASCAP) (2:35)

**THE FLEETWOODS**

TRULY DO (Ortico, BMI) (2:30)

**DORSEY BURNETT**

HEY LITTLE ONE (Sherman & Devorson, BMI) (2:17)

**JOHNNY AND THE HURRICANES**

DOWN YONDER (La Salle, ASCAP) (2:55)

[Continued on page 43]
There's 2 sides to this sales story!

IS IT BETTER TO HAVE LOVED AND LOST

THAT'S YOU

Both Breaking Big For
NAT "KING" COLE

RECORD NO. 4369

Capitol RECORDS
**POP TALENT**

**LINDA CLOVER**

As a kind of love (Shelton, BMI) (2:21) - COUNTING SHEEP OVER YOU (Shapiro-Bernstein, ASCAP) (2:19) — Here's a fine new thrall, who should be heard from plains, by singer and songwriter Linda Clover from both Brenda Lee and Teresa Brewer and she turns out a most salable song on these lines.

**JIMMY CURTIS**

The things we three (BMI) (2:15) — Without you (We Three, BMI) (2:26) — The talented new charter addresses themselves to two of our own tunes and he impresses as well. He's got, a good, slightly dramatic, teen-styled quality which should go over well. Both his sides here are ballads in the mildly rocking groove.

**SPOTLIGHTS**

**GYPSY RIBBON (Rauldio, BMI) (2:55) — MALAGUENA (E. B. Marks, BMI) (2:32) — The Crystals enter the instrumental combo world with an intriguing sound. Arrangements are novel and listenable or dancable and they can pick up a lot of attention, particularly on jobs.**

Read more about **SAM BUTERA AND THE WITNESSES**

**GENE SIMMONS**

**ALLEY-OOP (Kavelin-Maverick, BMI) (2:28) — Here's a personable cover of the Hollywood Argyles' wailing of the rock novelty based on the comic strip character Should get spins. Flip is "Jungle Walk," (Music Please, BMI) (2:29).**

**JOHNNY MORSETTE**

**DON'T YOU KNOW (BMI) — NEVER COME Running back to you (Kep, BMI) (2:32) — Two solid sides by Johnny Morsette, a young charter protege of the late great Johnny Suyetone. He lays into "In My Heart," a gangster, and comes over sweetly on the flip.**

**CARL BELEW**

**TOO MUCH TO Lose (Moss Rose, BMI) (2:43) — THAT'S WHAT I GET FOR LOVING YOU (Four Star Sales, BMI) (2:58) — Two sides that could spell counts for that "Get your chart and collect it. On top, here's a real go. Both sides are ballads, the top side a pretty new song, the flip a winner.**

**BILLY WALKER**

**I WILL BE TRUE TO YOU (Martin's, BMI) (2:27) — LITTLE Lovers (Cedarwood, BMI) (2:32) — The top-notch checklist featuring a fine flip. First side is a waltz with a tinkling piano effect backing the mellow vocal. On the flip, he offers a satisfying medium-rhythm cut. Nice wax on either side and either should be a winner.**

**GARY CANE AND HIS FRIENDS**


**SPECIAL MERIT SPOTLIGHTS**

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

**SPOTLIGHT WINNERS OF THE WEEK**

The pick of the new releases:

- **BOB DAVIES**
- **PETE RONA**
- **SCHRAMM**
- **DICK DOUGLAS**
- **DEBBIE DEAN**
- **LORETTA LYNN**
- **WABASH VALLEY BOYS**
- **INNERSHOT**
- **LUCINDA WILLIAMS**
- **JACK BOWERS**
- **RICKY SIMPSON**
- **KEVIN BUNKER**
- **BILLY JOEL**
- **MARTHA WASHINGTON**
- **JIM REEVES**
- **JERRY SPRAGGINS**
- **BECKY RAY**
- **JIMMY DORSEY**
- **SOUL TREASURY**
- **CATHERINE**
- **JIMMY DURANTE**
- **PETE DAVES**
- **KENNY ROGERS**
- **SHIRLEY MASTERS**
- **BROOK BENTON**
- **FRANKIE LLOYD**
- **JO ANN FOGHARTY**
- **BING CROSBY**
- **DAVID CARROLL**
- **MIKE DORSEY**
- **JOHN OLIVER**
- **GEORGE CLINTON**
- **THE CRAFTSMEN**
- **SAM BUTERA AND THE WITNESSES**
- **GENE SIMMONS**
- **JOHNNY MORSETTE**
- **CARL BELEW**
- **BILLY WALKER**
- **GARY CANE AND HIS FRIENDS**
- **THE HARRY AND 2:04)**
- **THE KRAMER BROTHERS**
- **SAMMY KAYE**
- **NORMAN ARNOLD**
- **THE COUNTRY WESTERN PRODUCTION""
**Best Selling Sheet Music in U.S.**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Title (Composer)</th>
<th>Last Week on Chart</th>
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<tbody>
<tr>
<td>1.</td>
<td>THEME FROM A SUMMER PLACE (Wimmark)</td>
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<td>2.</td>
<td>HE LL HAVE TO GO (Central Songs)</td>
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<td>3.</td>
<td>GREENFIELDS (Mendelssohn)</td>
<td>4</td>
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<td>4.</td>
<td>BEYOND THE SEA (Harron)</td>
<td>2</td>
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<td>5.</td>
<td>THE SOUND OF MUSIC (Williamson)</td>
<td>8</td>
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<td>6.</td>
<td>HARBOR LIGHTS (Chappell)</td>
<td>7</td>
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<td>7.</td>
<td>THE OLD LAMPLIGHTER (Shapiro-Bernstein)</td>
<td>9</td>
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<tr>
<td>8.</td>
<td>DO-RE-MI (Williamson)</td>
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<td>9.</td>
<td>MAMA (Southern)</td>
<td>13</td>
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<td>10.</td>
<td>TEEN ANGEL (Acuff-Rose)</td>
<td>8</td>
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<td>11.</td>
<td>AMONG MY SOUVENIRS</td>
<td>10</td>
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<td>12.</td>
<td>WILD ONE (Love)</td>
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<tr>
<td>13.</td>
<td>CLIMB EVERY MOUNTAIN (Williamson)</td>
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<td>14.</td>
<td>MISTY</td>
<td>1</td>
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**Best Selling Sheet Music in Britain**

(for week ending April 30)

- **Mr. Robin**
  - **THE SPECTORS**
  - **TREY 3 RECORDS**

**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.

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2. CLEVE DUNCAN

and The Penguins

3. YOU'RE AN ANGEL

4. MR. JUNKMAN

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"CRAZY LITTLE OLE FEELING"

b/w

"FANNIE MAE"

(Part Two)

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**Reviews of New Pop Records**

**GUARDS SENSATIONAL**

UNITED ARTISTS 126—Baritone chanting by Borgore and chorus on propell-fizzed glee with hearty lyrics. (RCA, BMI) (2:47)

**You Don't Want Me No More—**

Choral vocals with perfect ornamentation on musical sarcasms. (Dorothy, BMI) (2:39)

BILLY BARNES

**I Wish I Didn't Love You**—United Artists 128—Explosive renditions by Barnes on the telltale shoes with suavely

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41663

BARRY DE VORZON

(2:03).  

ALEVANO AND HIS ORK

**Norwich—COLUMBIA 41466—COLUMBIA 41466—Medieval tryst from a remembered in warm fashion by the art

STU LAND

*** A Hundred Grids—ALPINE 43—A line, nicely suited with Addle and pleasantly handled by Lord with a big chorus.

BARRY DE VORZON

(2:22)

George Cates

**Dolly Dooker—**

RECORD STORE DEALERS!

**Be Sure To Ask For**

**MY BABY DOLL**

**Doo Wop**

**Barry.**

is nicely turned out with good chanting and

Bob Heller


**ATTENTION, RECORD DEALERS!**

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**MY BABY DOLL**

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**By THE KEY BROTHERS**

on Gardena Record #102

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### FOLK TALENT AND TUNES

**By BILL SACHS**

**Around the Horn**

After five weeks on the West Coast, including a date at the Jackpot Casino at Contest-Elko, Neb., Tex Ritter and Red Stewart appear as special guests on the Red Foley TV show from Springfield, Mo., May 7, along with Rex Allen. According to Charlie Adams, of Red Foley's Music, "Vag abond Waltz" is breaking well for the King aggregation in Milwauke and Chicago. Johnnny Cash is in California for appearances May 6 and 7 in Los Angeles and May 8 and 7 in San Diego. Next week Johnny will make his debut on the Ernest Ford TV show. On May 13, he shows his wares in Sacramento, Calif., and on May 14 in San Francisco. He will appear in Minneapolis May 15, after which he tackles a string of Midwestern one-nights.

Ernest Tubb and his Texas Troubadours, Jean Shepard and Hank Snow, have just concluded a Canadian trek (May 6) and have headed for Denver, Colo., for a (Saturday) 7 show. Tubb takes his Troubadours to Angola, La., where he will play on May 19 at the Ray Price and his Cherokee Cowboy's show. A week later, the band begins a 10-day swing thru Texas and Oklahoma, and it is safe to predict that the group will make a repeat shot at the Shell House on North Denver's Long Island May 6-7, and Sunday (8) display their talents on the Ed Sullivan TV show. Early Monday (9), they'll wing it into Chicago for the N.O.A. Concord, after which they may string a show of Ohio one-nights.

Jack Roberts, who with his band crew appears each Saturday night at his home, the Shadow Inn, on Rt. 28 west of Ogden, Mon., will be in Salt Lake City, July 16. On Monday, the show will switch to KSL and then return to Ogden to his Shadow Inn. Mike Daniel will continue his performance as the new manager of the N. O. A. Concord. His show is now being sponsored by the N. O. A., with which he has been associated for over ten years. The show features C. J. and the Mohawks, who have been performing at the Concord for the past ten years. The Concord is located at 1333 S. State St., Salt Lake City, Utah. The show is scheduled to continue every Friday night and is open to the public. The Concord is also available for private parties and functions. The Concord is known for its fine dining, live music, and entertainment, offering a unique and enjoyable experience to its patrons.

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**WALK WITH THEE**

**Jimmie Rodgers**

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**RECORD CO.**

**Hollywood 46, Calif.**

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Reviews of New Pop Records

Good sales potential.

By Arthur Herbst

The album "Dandy" by Johnny Mathis was released on the Capitol label.

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**Reviews of New Pop Records**

**GOOD SALES POTENTIAL**

- A remarkable performance from the vocal with a hint of a lead by the Lennon-Connolly. Could prove to be an excellent addition to the group's repertoire. (Harrild, BMI, 6/22)

- A classic that combines a powerful vocal with a driving rhythm. Highly recommended for all listeners. (Dennis, BMI, 6/14)

- You're Looking Mighty Nice to Me — Reasonable reading of an old ballad, but still a hit in its own right. (Rudi, BMI, 6/18)

**MODERATE SALES POTENTIAL**

- A smooth and soothing performance that is guaranteed to appeal to a wide audience. (Kenny, BMI, 6/20)

- A solid effort that stands out in a field of competition. (Gay, BMI, 6/22)

- Stay With Me — Sensational. (Cochran, BMI, 6/23)

**THE TRENDS**

- Clean-A-Lug — RCA Victor 7373 — A daring attempt at a new sound in rock and roll. Vocal is superb, arrangement is highly effective. (Cochran, BMI, 6/23)

- The Beatles — Columbia 4168 — A traditional rock and roll approach that is sure to please fans. Vocal is excellent, arrangement is tight. (Gay, BMI, 6/25)

- The Searchers — Columbia 4169 — A strong effort by the group that showcases their vocal talents. (Cochran, BMI, 6/25)

- The Crystals — Columbia 4170 — A unique and innovative approach to their sound. Vocal is excellent, arrangement is highly effective. (Gay, BMI, 6/25)

**THE PHOENIX**

- The Platters — Ford 702 — A masterpiece that combines a powerful vocal with a driving rhythm. Highly recommended for all listeners. (Dennis, BMI, 6/14)

- The Four Playboys — RCA Victor 7372 — A classic that combines a powerful vocal with a driving rhythm. Highly recommended for all listeners. (Dennis, BMI, 6/14)

- The Four Playboys — RCA Victor 7373 — A daring attempt at a new sound in rock and roll. Vocal is superb, arrangement is highly effective. (Cochran, BMI, 6/23)

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- The Searchers — Columbia 4169 — A strong effort by the group that showcases their vocal talents. (Cochran, BMI, 6/25)

**RAV COWEN’S MAR-MANACHEL**

- "A Night to Remember" — Epic 6170 — Metaphoric-historical instrumental arrangement with an irresistible beat. Vocal is excellent, arrangement is highly effective. (Rudi, BMI, 6/23)

**THE FOUR PLAYBOYS**

- The Four Playboys — RCA Victor 7372 — A masterpiece that combines a powerful vocal with a driving rhythm. Highly recommended for all listeners. (Dennis, BMI, 6/14)

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**REVIEWS AND RATINGS OF NEW ALBUMS**

As with its predecessors, the package was not during a sensational all-comers recording. Many familiar names are heard here, and the album spotlights some of the best recordings of the year. Many are included, and the album spotlights some of the most interesting recordings of the year. Many are included, and the album spotlights some of the most interesting recordings of the year.

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**CHILDREN'S**

**PROFESSION:** Peter and the Wolf

Cyril Scott, the English composer, has written a children's opera, "Peter and the Wolf." The opera is based on the Russian folk tale of the same name, and it features music by Russian composer Sergei Prokofiev. The opera is about a little boy who goes out to play in the forest and discovers a world of creatures, including wolves, birds, and a hunter.

**CONCERT REVIEW:** As part of the celebration of the 100th anniversary of the New York Philharmonic, a special concert was held at Avery Fisher Hall in New York City. The concert featured a variety of music, including works by Beethoven, Mozart, and Tchaikovsky. The performance was led by conductor James Conlon, and it received high praise from critics and audiences alike.

**LOW-PRICE CLASSICAL**

**TCHAIKOVSKY'S CONCERTO IN F MAJOR:** Tchaikovsky's Concerto in F Major is considered one of the composer's greatest works, and it has been performed by many renowned orchestras and soloists. The concerto is known for its virtuosic demands on the soloist and its rich, colorful orchestration. It features a variety of themes and styles, and it is a favorite of both listeners and performers.

**LATIN AMERICAN CLASSICAL**

**LET'S CHA-CHA CHA AROUND:** The Cha-Cha Cha is a popular dance style that originated in Cuba. It is characterized by quick, upbeat rhythms and lively movements, and it has become a favorite of people all over the world. The Cha-Cha Cha is often performed at parties and social events, and it is a fun and exciting way to get up and dance.

**GOOD SALES POTENTIAL**

**HANOVERIA**

**SING ALONG WITH THE TEEN-AGERS:** The Teen-Agers, a popular American band from the 1950s, are known for their energetic and catchy songs. "Sing Along With the Teen-Agers" is a collection of their best-known songs, including hits like "Shake, Rattle, and Roll," "Jailhouse Rock," and "Hound Dog." The album features the Teen-Agers at their peak, with powerful vocals and driving rhythms.

**FORGETTED HITS:** The Forgetting Wax is a band that formed in the 1960s, and they were known for their unique blend of rock and roll, folk, and country music. "Forgetting Wax (1969-1974)" is a collection of their best-known songs, including hits like "Blackout," "Who Are You," and "The Last Time I Saw Richard." The album features the Forgetting Wax at their peak, with powerful vocal performances and dynamic instrumentation.

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**LOW-PRICE SPECIAL**

**THE MUSIC OF THE MILLENIUM 1900-2000:** The Music of the Millennium 1900-2000 is a comprehensive collection of music from the 20th century, featuring works by some of the greatest composers of the time. The album includes a variety of styles and genres, from classical to popular, and it is a must-have for anyone interested in 20th-century music.

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**RHYTHM FOR DANCING**

**ONE創新:** OLYMPIC: FRANK DE WATERS

**FOR SALE AT RECORD STORES NOW:** Rhythm For Dancing is a compilation of classic dance hits from the 1950s and 1960s, featuring hits by some of the biggest names in music. "Rhythm For Dancing" includes songs by artists like Elvis Presley, The Beatles, and The Rolling Stones, and it is a must-have for any dance party.

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**PAPA ROSES**

**NEW SELLING**

**SING-A-LONG WITH THE WEST ENDERS:** The West Enders are a popular English band from the 1960s, and their music is known for its catchy melodies and infectious beats. "Sing-A-Long With The West Enders" is a collection of their best-known songs, including hits like "Sail On," "The Look of Love," and "Can't Help Myself." The album features the West Enders at their peak, with powerful vocal performances and lively instrumentation.

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**PAPA ROSES**

**NEW SELLING**

**SING-A-LONG WITH THE WEST ENDERS II:** The West Enders are a popular English band from the 1960s, and their music is known for its catchy melodies and infectious beats. "Sing-A-Long With The West Enders II" is a collection of their best-known songs, including hits like "Sail On," "The Look of Love," and "Can't Help Myself." The album features the West Enders at their peak, with powerful vocal performances and lively instrumentation.
Reviews and Ratings of New Albums

**GOOD SALES POTENTIAL**

A good week was the material is played in this company. The albums are arranged on the ragged, compared to a lot of the others. It's a rare thing to see an album that has as much sales as this one. Records are well known for their long lasting powers, and it's no wonder that Clay and Holland would really love it.

**JAZZ AT THE OLYMPIC**

Knockout Cubbs, Quintet ORG ONE 81. (Stevie & Monstalker) — This group is not as unusual as it was. It’s the first time I've heard a group that falls into no school but provides a good sound. But more importantly, it has a band that is looking for something new. The music is the result of their efforts. It's a key point for the band. It is the first time I've seen a band that has something new to offer. It's a real swing number.

**DUBOIS: SYMPHONY NO. 5 --**

The London Symphony (Columbia, CS 1352). — The London Symphony Orchestra continues its domestic performance of the popular Dvorak Symphony by the Los Angeles Orchestr under Leonard Lopok. The sound is first rate and the composer is a good choice. The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**KAHATUCHECON: CONCERTO FOR PIANO AND ORCHESTRA**

Erik Satie, Ballet Suite on Guitar (Koch). — This rare guitar solo provides some indication of the composer's style. The music is more experimental. This fine rock concert is well sustained. It's a fine rock concert.

**KEMPSON: THREE PIECES: BOR-ROSE: ONCE UPON A TIME: REGINALD: DIYTHAN AND CONNIE DUNTE**

Robert Weir, Baritone (RCA). — The Los Angeles Sym-phony Orchestra continues its domestic performance of the popular Dvorak Symphony by the Los Angeles Orchestr under Leonard Lopok. The sound is first rate and the composer is a good choice. The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**NEW YORKER: HORN IN HIGH FIVEL--VIOLIN AND低温**

ANTON DAVIDER (Pianist), Baritone (Koch). — The Los Angeles Sym-phony Orchestra continues its domestic performance of the popular Dvorak Symphony by the Los Angeles Orchestr under Leonard Lopok. The sound is first rate and the composer is a good choice. The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**THE MUSIC OF FRANCISCO HENRY**

Leonard Bernstein, conductor (Columbia, CL 1364). — The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**MODERATE SALES POTENTIAL**

**GRAND GALA WALTZES**

Johann Strauss, Jr., waltzes (Decca, MS 500). — Strauss is known for his romantic style. The arrangements and the orchestra have the same feel. It could be an ideal project. The music is first rate and the composer is a good choice. The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**EXTRAVAGANT PIANO**

VICTOR NOSIK, pianist (Decca, MS 5063). — A well-known classical pianist is scheduled to record as soloist on a collection of opus of pop songs, complete with graphic and verbal sound track. Including arrangements by Sol Hurok and lyrics and arrangements by Ira Gershwin. (The New York Times, June 28, 1960.)

**NO MAN'S LAND**

Ralph Peer, Jr., vocals (Decca, MS 5065). — This collector item is without doubt the best recorded pop music of this season. The music is first rate and the composer is a good choice. The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**MODERATE POPULARITY**

**VOODOO: EXOTIC MUSIC FROM**

Robert Drakes, Tapa LPRINT (RCA). — This is an album that has a strong impact on the music scene. The music is first rate and the composer is a good choice. The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**HEROLD, PORTRAIT OF A CITY**

V. DeLong, Piano (Piano Records, Inc., PRL 399). — The music is first rate, with the same sound as on the piano. The orchestrations are very well done and the orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**LOW-PRIOR POPULARITY**

**JUKEBOX BROTHER**

Mack the Knife (Decca, MS 4041). — A fine collection of songs with a strong impact on the music scene. The music is first rate and the composer is a good choice. The orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**Reviews of New Pop Records**

**MODERATE SALES POTENTIAL**

**OVER THE RAINBOW**

Jack Henders, conductor (Philharmonic, FMP 03). — The music is first rate, with the same sound as on the piano. The orchestrations are very well done and the orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.

**MODERATE SALES POTENTIAL**

**SLOW MOVES**

Randy Newman, Piano (Piano Records, Inc., PRL 399). — The music is first rate, with the same sound as on the piano. The orchestrations are very well done and the orchestra is magnificent. There is much dedication on this occasion, but it could get sales if more beautiful music is written. It is first rate and the composer is a good choice.
ONE-PAY POLICY

Pacific Ocean Park
In Strong Start

SANTA MONICA, Calif.—Pacific Ocean Park pulled an attendance of approximately 160,000 during the first nine days of operation ending Sunday (17). Figures were down from the projected attendance for the first 30 days of operation.

Park is operating on a one pay gate, with adults paying $1.56 juveniles $1 and children under 6 free. All rides are free and the only other charges are for food, games, and Premium rides.

POD opened Saturday (9) and remained open daily through Sunday (17). It will run on a Friday-thru-Brownsville schedule until May 22 when it will open seven days a week.

The one price gate gate brought thousands to every ride and attraction. In addition an added ride was hurriedly obtained from Ponzio and installed to relieve the queues.

The park tied off the season with the closed Sea Circus parade on Saturday (9). Grand marshal of the procession was seven-year-old Jay Christian, son of the famous "Dennis the Menace" on CBS television. Riding with him were TV writers and father, Gloria Henry and Herb Anderton, and their neighbor, "Mr. Wilson," played by Joseph Kearns in the television series.

A Following Thomas were Janet Provost and Lasie, Rusty Hanners and Margaret, Lenore Chaplin, Donna Joel and Ricky Kelman, all CBS TV stars; Jerry Parker, Tom Bow, Shelly, Ferb, and Paul Peterson; Robert Rockwell, "the Man from Blackhawk," all on ACTV, and television actress Evelyn Rudie.

Clown act included Wally the Clown of Tomorrow; Matches and Patches, bicycle stunts, and members of the Hughes Aircraft Employment Party Corp. Novelty attractions included Ozzie's band and the Turtles of Oz from Sat television. Antique cars and the Huntingdon Park Bomber were also featured.

$2,500 each on a matching basis for premium payments, and 75 per cent of the amount they spend in premiums goes to the State Fair. The association has grown to a point where it now has 60 member fairs and, in addition, about 60 dozen-paying associate members.

The association is under the direction of Mr. Kelley, secretary of the Hillsdale Fair, the long-time secretary of the association and he has the added assistance of his wife, who is widely known in fair circles.

Tommy Steiner
Rodeo Set for Japanese Tour

SHREVEPORT, La. — Tommy Steiner, veteran contest rodeo producer, Tuesday set date for the Japan under the auspices of the State Department, it was announced here last week.

Steiner, here to produce the fifth annual Japanese rodeo, said plans are to take some 75 cowboys, cowgirls and Indians on the road. The big event, by air, will last from July 15 until September 1 and rodeos will be held at Tokyo, Yokahama and Osaka.

Michigan Holds 14th Management School

LANSING, Mich.—A recap of the achievements of the Michigan Association of Fairs and Exhibitions, provided at its completed annual two-day Fair School here Thursday (27-28) at the Hotel Porter, pointed up the organization's many achievements and bolstered its reputation as being one of the most effective state fair associations in the country.

The school was the 14th held by the association since 1947, when the organization was one of the first in the nation to hold a course on fair management. A. A. Okerlund and discussion and the periods devoted to questions and answers were meaningful. Talks, including one on insurance and several related to State aid, were enlightening and sparked much discussion.

The county fairs of the State received awards of $175,000 toward premium payments, up to $533,273 for mechanical, $43,871 for electrical installations.

New York—Ringleing Bros. and Barnum & Bailey Circus has filed suit against the City of Beatty & Colbi Bros. Circus and its owners.

The suit charges that the Beatty show is using a slogan, the greatest circus on earth, which is similar to Ringleing's right to another slogan, the greatest show on earth. Ringleing seeks an injunction against the Beatty show, forcing it to stop use of the slogan, and R-B also seeks $100,000 in damages.

According to L. (Doc) Cassidy, the Beatty Ringleing-Bornstein has owned the trade name, "greatest show on earth," since 1907 and that it has a secondary meaning identifying the Ringleing show. It also complained that Beatty show uses in its variants of the slogan against a background depicting the world, a manner similar to the use of Ringleing.

Ringleing charges that Beatty-Cole began use of the new slogan in the fall of 1959 and that the Beatty organization was content until Ringleing-Bornstein had the "greatest show on earth" entry. The suit states that Ringleing-Bornstein has owned the trade name, "greatest show on earth," since 1907 and that it has a secondary meaning identifying the Ringleing show. It also complained that Beatty show uses in its variants of the slogan against a background depicting the world, a manner similar to the use of Ringleing.

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Lexington and canvas, opening Tuesday after- noon at the matinee and full house at the evening performances.

The show is winding its way north again and will be back on Long Island for its 50th season under canvas, opening Tuesday (12) in Garden City.

Long Island Arena opened Tuesday, May 19. The opening day was anticipated. Toward the end of Easter week full houses were reported for Friday night. Final accounting showed a healthy profit for the opening.

Advance billing is being altered to fit the change of location. The No. 1 car this year is working three weeks ahead of the show in the new arena. During the previous season, two other cars spaced a week apart, were caught up by the recession. Advance billing went up 14 days ahead.

Lexington and canvas, opening Tuesday, opened slowly, but built better than was anticipated. Toward the end of Easter week, Nona Landen, Victor Landen, final accounting showed a healthy net profit to the show.

MOUNTAIN VIEW, Calif.—Arrow Development Company will set July 15 as moving day into its new plant. Meanwhile, extra shifts worked on the floor for the plant. This was shipped to 14 locations of custom-made amusement parks by the end of May. Walter Schultz, firm's second president, announced that the site of the new building has been expanded from three to six acres. Building with a total, floor area of 100,000 square feet and have another 60,000 square feet of office space. A total investment of about $40,000 will be used for ride installations in the works. At the present rate of construction, the building in its old quarters, a picket factory and a garage, is completed.

Arrow is completing its contract for Frozenland. Included in the deal are nearly $500,000 are eight dark cars of rides which are two days to complete this, Arrow is working a comple- mentary contract. The Venice Amusement employment will not run less than 50 people.

Orders shipped or soon to be de- livered include: Frozenland—two Mardi Gras Track Plants, nine new ride Guide mechanisms, one Splining Plant, one library of books, four 40 Freeway Cars, 40 1911 Cadillacs, Cave Dark Car Ride, Earthquake Effect Car, and Tornado Dark Ride. Wee-side Park, Santa Cruz, Calif., 19th Century Electric Mine Train (1) Adventure Village, Atlantic City—19th Century Mine Train, and Caverns, and Dark Car Ride.

Cooney Island, Cincinnati—Dark Car Ride.

Pinto Show, Chicago—New Dark Car Ride.

Kaye, Maryland—Six specials and two special three-seat Cadillacs.

Storytown, U.S.A., Lake George, N.Y.—Thirty specials and three special Cadillacs.

May 1960

BEARS BARNS OPEN OKAY; SETS 31-AUSPICIOUS CONTRACT

CUMBERLAND, Md.—Beers--Barnes Circus will appear at three stands in the highly populated area of this state this year. A statement was made by the company, the market will be sponsored by 31 volunteers. The show will open immediately after a meeting Sunday (1) of about 1,500 members of the volunteers that the directors will be the first volun-

Coyote; Bert Holt, Dieter Cristiani's Pinschers, Baranek's

The firm are the canvass of LeSourdville; Dieter Cristiani, his wife, and LeSourdville, general superintendent.

The park has scheduled week-

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**Talent on the Road**

**Cotton Carnival Inks Earp; Chi Police Show Sets Acts**

Hugh ("Wyatt Earp") O'Brien will be the name lure in the stage revue portion of the Cotton Carnival Revue, opening at Eastside Park, one nighter, set for May 13. "...Earl Newark, whose Trans World Daredevils are included, will travel a Police Thrill-Circuit, June 18-19, is also booking the acts that will augment the stock show acts and the family Betty Boop's way pole form which will have a "official" event at the winter a Carson, and the lead act ped ental act; Keltoy, trampoline; Barb; the Guits and Whimp the Whimpys. The Guit show is to be given the CAG, a small herd of rinder that is set to play the Western Canadian A fair tour. During ("Cizo Kid") Ronaldo and riper Mante Montana will appear at all performances of the four-day Western Jamboiree in the calgary Stampede, Johnny Cash will head the show two days and Red Foley for two.

**Jani Larabee writes from Atlanta that they're playing Army camps and club dates out of that city, along with Preston and Ray, Carole Carroll and Ray and Yo. Larabee has signed, for a 10-week summer tour for RCA, will play piano starting early in June and then the fair circuit thru Labor Day. The Larabee band will be recording a new A-steam house trailers. ... Alice Lou, former trombonist on the Law rence Welk show and a participant in the annual Neches River Festival, Beaumont, Texas, Red Allen has signed for the Southern California Exposition, Del Mar, which runs with 24-July-4... Dick Kenner, a pro visionalist with the Lawrence Welk organization, has signed a per sonal contract for $200 per week to go with the Welk show in Hollywood. ... Next headline at Chicago's Chez Paree is Joey Bishop, who moves into the niche May 6.

**TV SHOWCASE: Steve McQueen, Warren Brothers, Nelle Adams and Kay Starr will go on the G.P. Petrol Exhibit (Charley) Weaver Arquette, set for the May 4 "Today's show. ... Betty Lou and the Beach Boys will be for the Jack Frost show May 2. ... A future star, Corey added to the bill on the "Music on Ice" colorcast May 8. Johnny Desmond will host the show and talent will include Jacqueline de Bie, Skip and Bob, Andy Williams, Sue Ann Haines and Carl Reiner will visit Dinah Shore May 8... Added to the cast of the "Food Fun Fair" May 3 are the Great American Circus and Wina of Oro.

**'Opy' Unit Sets 82 Fair Days**

A "Grand Ole Opy" unit with the Lovin Brothers (Capitol Records) and the Nite Kickers will be a main event at the Nevada State Fair, and the Tennessee has been booked for 82 days of fair acts, according to the Alhambra-Shoecker office of Nashville, representative of the Louies. Itinerary includes Rugby, N. D., June 27-28; Virden (Man.) July 20-July 2; Weyburn (Sask.) Exhibits, 4-6; Estevan Exhibition, 7-9; Portage la Prairie (Man.) 11-13; Carman Fair, 14-16; Yorkton (Sask.) Exhibition, 12-14; Melfort Fair, 21-23; Loma (Neb.) 24-26; International Exposition, 28-30; Vegreville Exposition, August 1-3; Red Deer Exposition, 4-6; Saskatoon (Sask.) Exhibition, 9-10; Prince Albert Exhibition, 11-13; Fremont County Fair, 14-16; Montana Exposition, 17-19; North Central Kansas Fair Free Fair, 21-25; Greeley (Colo.) 25-28; South Dakota State Fair, 29-31; Windsor Fair, Spencer, Ia., 17-19; Corn Palace Festival, Mitchell, S. D., 19-24, and the Dakota Carolee Can- gers, Waterloo, la., October 1-8.

**New Weston Speedway Plans Amusement Center**

NEW WESTON, O. — Elders Speedway this year plans an expansion program that will definitely make it a complete amusement center. Earl B Dining of the family that owns the spot, announced.

Plans call for the addition of a motor-boat and fishing pond, a beach and two go-karts and a quarter midget auto race track. There will be a deer, rabbit, riding stable.

**Sweeney Inks Florida Fair**

TAMPA—Al Sweeney’s National Automatic Speedways, Inc., has again signed for the auto racing at the 1961 Florida State Fair. Dates are for both Wednesdays of the two weekends and also for both Saturdays, February 11 and 18. J. H. Hinson, fair manager, announced.

The events will mark the 40th year that racing is being sponsored by the Motor Control Association of which Sweeney has been held on the fairgrounds’ half-mile oval.

**Fleherty Routes Japan Dancers—Bazaar Too**

New Freedom: —Rodeo goes in advertising and premier exposure underway last week. The management of the Freedom Rodeo, in the Bronx was toured by a bouquet of press people after huge display kids in the area. The event is set for May 21 under the auspices of the New York Chapter of Freedom, theme of the park. A period of concentrated press on the Broadway show also attended, for atmosphere.

**2 ACT DISPLAY**

Hunts Trim Circus Time By 15 Min.

PALISADES, N. J.—The job of the 1960 Freedomland presentation, without the loss of any personnel. The new management for the Freedomland Revue, 15th JAC & Kim to 18... 52,000 will be in the beginning, 2:30 p.m. Under publicity... The outside screen will begin its first show tonight.

**Show Displays**

Field Day Fete Scheduled
For Feb. 17-26

INDO, Calif.—F. dates for the 1961 Riverside County Fair and Exposition, beginning February 17-26, R. M. (Bob) Fullenwider, secretary, manager said.

Traditionally, the fair is scheduled for the 40th anniversary of the county’s birthday when a two-bout is is featured.

Cash premiums in competitive departments of the fair in 1960 totaled $319,000... The total revenue amounted to $319,000, for... The fair enter fees program advertising, concessions, commercial exhibits, and miscellaneous income, amounted to 205,511 for the 1960-1961 season.

**Saskatoon Ex Erects 244G Barn-Rink**

SASKATOON, Sask.—Contract for construction of a combined barn and rink at the exhibition grounds has been let to the Saskatoon firm for $244,000. Construction will start immediately and the building should be ready for the horse show and livestock fair at the summer fair, July 18-23. It will be ready for occupancy by October 15.

The contract price includes portable equipment for 20 sheep and swine pens, a judging ring and an artificial ice rink. The 110-foot-long-120-foot building will be of cement block construction, and the roof will be supported by machinery and ice in the winter. Thirty feet of the building will be enclosed with a viewing area and lunch counter on the ground level and a large locker and toilet facili-

**Arena Burns**

ROCKY MOUNTAIN HOUSE, Alta.—Fire of undetermined origin destroyed the town’s arena recently. The 20-year-old building was valued at about $20,000.
DENVER — Stockholders of Magic Mountain have been asked to loan the company enough money to finish the amusement park so it can open for business this summer.

A special meeting was held recently to send a strong message to prospective investors that North of Myrtle Beach, South of Chicago, it's possible for the park to become a reality.

Lerfeld's stockholders, alumni, will meet at the park in a special meeting to decide whether to loan $25,000 to keep the park open. The meeting will be held 10 a.m. Monday.

Lerfeld said that there were 10 major concessions owners in the park, and that if he and his colleagues in the park's management were to continue to be in control, they must have the firm's help.

Applying for loans totaling $25,000, 10 of the 12 million stockholders said MFI had exhausted all its credit sources and were forced to call on its stockholders to help keep the park open.

Lerfeld has been asked to lend stockholders $25,000 to keep the park open. He added that stockholders "may well lose their entire investment" unless the necessary funds are obtained.

Lerfeld indicated that the company was planning to use the money to help keep the park open until July 30. That is when the new season is expected to begin.

The Denver meeting was high-lighted by questions asked by C. Burke Cahill, Boulder, Colo., construction executive. Cahill said he was against Lerfeld's plan for a new season.

Lerfeld said the company had raised $400,000, which it hoped to sell to stockholders to help keep the park open. In case of a failure, the management would be forced to cut contractors' liens and a mortgage on the real estate.

In June, the board of directors will meet to decide whether to accept the loan.

The Denver meeting was held in a room on the second floor of a hotel.

The stockholders were asked to finance a new season of the park. They were asked to lend the company the funds to keep the park open until the next season.

Lerfeld said that the company had raised $400,000, which it hoped to sell to stockholders to help keep the park open. In case of a failure, the management would be forced to cut contractors' liens and a mortgage on the real estate. The company would then be forced to sell the property.

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AMUSEMENT PARK OPERATION

Indianapolis Plans Area On Whitcomb Wiley Theme

INDIANAPOLIS IS MAKING preliminary plans for a proposed parklike area that would be linked with rehabilitation of a blighted neighborhood. To be called Lockshore Fair, the area would cover about four city blocks and center on the Lockerbie Street home of James Whitcomb Wiley, famed Indiana poet. The home is now preserved, but the surrounding area is said to be in bad repair. The idea calls for various public and private interests to take part in the project. They would redevelop other areas, restoreabile stone paving and gas lights, outfit stores in 1890 style and install an old trolley car. A minor portion of the area would be a children's park, themed to Wiley's poems. The plan, still, is not financing has not been determined. The Metropolitan Planning Department is looking to the possibility of the opening by 1966, Indiana sesquicentennial year.

Seeks $600,000 to Expand San Francisco Theme Park

AN EXPANSION of the Storyland in San Francisco's Fishlacker Playland is in the works. The original layout covers 3.5 acres and cost $246,000. Of that amount, 46 per cent was contributed and 54 per cent was paid by the city and county. Now an effort to raise an additional $600,000 is contemplated. Present park has admission prices of $0.25 and it offers an array of fiberglass storybook characters. There is a refreshment concession area and a picnic area.

Firm About Ready to Start California Gold Rush Park

CONSTRUCTION MAY START this summer on a theme park at Fort Smith, near Sacramento. The layout is to be called Gold Rush Park and will cost an estimated $4,800,000, according to word from California, where incorporation papers were filed in Placer County, by May 1. Opposite will be W. F. Murdock Jr., Randy Steffen and Peter Manino. The project has been discussed for more than a year and delays now seem to have been overcome. There is a plan for opening the park in 1961. The scheduled construction will follow receipt of a survey report that Stanford Research Institute, the survey indicated the project was feasible...is to cover 154 acres and includes many old mining tunnels which will be used in the theme.

Parks Opening New Season; New Companies Incorporate

KENNYWOOD PARK OPENED its season April 16, giving color to books to the first 1,000 children to enter. Spot has a number of changes, including new Allan Herschel's Roto Tower. Park opens Sundays only until May 13, when daily business starts. Riverpark Park, Chicago, has scheduled its annual preview party for the press at the Ambassador East Hotel for May 3. Columbia Gardens, Buena, Mont., opens May 29. Bayzer Corporation has been formed to operate a park in Joliet, Ill. At Miami, Baidhaz Kal-Lev, Inc., will be operated by Joseph I. Davis, and Jr. Turner, Inc., has been incorporated at Miami Beach by Herbert E. Sacks and others. Maurice Rosenthal, of Los Angeles, is the operator of LRR Corporation, which runs recreation center...Bounce-A-Leen is the trampoline rides, and L. Rykoff and others are in San Diego County. L. K. M. Centers, Inc., will operate trampoline center in San Diego County, California...Tige Hall sends letters to 500 senior classes to promote picnics for Long Beach Resort and Amusement Park, near Panama City, Fla...West View Park at Pittsburgh opens May 1, with a new Moon Rocket and a schedule of dance bands.

Edmonton Rodeo Offers 16G Purse For New Record

EDMONTON, Alta.—Basic prize money for the Edmonton Exhibition Association's week-long rodeo, which opened in the Gardens May 2, totaled $11,700, a new high. Entry fees are expected to boost the purse to better than $15,000. An added feature will be Canada's first stamping event, with top horses from Canada and the U.S. competing for $5,000 prize money.

Director of the 10th annual Rodeo is Herman Linder, of Cardston, Alta., and rodeo chairman is Cliff Ross.

Fort Smith Rodeo Inks Robertson

FORT SMITH, Ark.—Dale Robertson will be the same at the Arkansas-Oklahoma Rodeo to be held here May 30-June 4. Paul Latture, manager of the rodeo, is in the open air with main events. The 10,000 lariat has been set for May 29-June 3.

Bardez Med Show Preps for Tour

SARABOTA, Fla.—The Bardez Minstrels are making ready for their 27th tour, and will show under a 60 by 100-foot tent. Should be of the theater-type and stage will measure 24 by 30 feet. Troupe will include 25 to 30. Opening is set for early May.

MAD MOUSE TOPS AT MOBILE; GROSSES $1,500 IN ONE DAY

March 17, 1960

Allen Herschell Co., Inc. 104 Oliver St. North Tonawanda, N. Y.

Gentlemen:

We ran into the most inclement weather in Mobile at Mardi Gras that they have had in 50 years. However, on the last day, intermittent rain and overcast weather, the Allen Herschell Mad Mouse rode over 3,000 people at 50c per person. This was the third appearance in Mobile for a Mad Mouse Ride and we are going to have another one every April and late riding device you can think of, the Allen Herschell Mad Mouse lead the entire pack. It is definitely a repeat ride.

Very truly yours,

NETH SHOWS

Al Kunz, Owner

Edmonton Rodeo

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SHOWS EXHIBITED

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New York — With Easter weekend in Madison Square Garden edged toward a $2,000,000 windup last week. Reported comparison was $200,000 ahead of the same week of last year, when a record gross for New York was $1,814,000. There is no question the agreement contract is in negotiation, Ned Irish stated. It is understood the contract contains a clause prohibiiting the building from installing any other circus, a clause insisted upon by Hurok efforts to get a Russian unit here.

During Easter there were poor turnouts at the experimental 10 a.m. show. Marquees, however, were regarded as good by any standard. Morning houses were one-quarter full at best, but afternoon shows were excellent. Weekends were terrific, with turnaways on Saturday afternoon strong houses otherwise.

**Atlanta Shrine Tabs 40% Hike Over Last Year**

**ATLANTA—Shrine Circus here last year was 40 per cent ahead of last year in attendance and money, according to Potentate Norman W. Peltry. He said the circus, at Municipal Auditorium, was highly successful. This year’s producer was A. Dobkevitch, president, Georgia Shrine Circus. Shrine circus dates beginning October 14 and continuing into December.**

A delegation visited the circus in Kansas City in March and signed contracts on Friday (22).

Bob Atterbury will handle the bookings, assisted by Charlie Burris, and Gene Hamlil and his crew of riggers will also be at work. The route for the 1958 season has been announced, with Keller’s animal act was previously announced, will also have the following acts:

- George Hanfanfood Family, riding act, Frenesi, juggling, German Trio, perches, Trisko Troupe, high wire, Grosa Fteh, aerial act.
- Bounding Bottosk, trampoline, line-bar, novelty, Roland Tabor Sr. and Junior, acrobat acts, Vedeli’s elephants with Shirley Peterson, and the Lions. Also signed are the 16 Ha Sands Manhattan Rockets, dance line.

**Swedish Circus Has Several Acts Known in States**

MALMO, Sweden—Circus opened here April 14 and presented a number of acts known in the U.S.

Show starts off with the Dagen. Agnolvag and Hans OJstron; riding the tight-wire act of Loba. Dobkevitch, and an aerial clown, Truzo Bughey Krust’s; the comedy act bar of Theseus. with a number of exotic animals. Then come the Georgiev, uncyclycle; Five Elward, speed hand springs; Frank Jackson, liberty horses; and Fire Horse, dog act.

Second half has Kid O’Hara’s lions, tigers, bears and dogs, Fenn’s Flying Tigers, flying trapeze. Lane & Truzo, clown act; the Rene, Roger & Cellio Rivet clown trio and the terrorizing of the (7) Hortobagis.

**PHONEMON**

Circus show date, Stever and Vivike’s (Circus Contingent) Hosp Horror, Jan. 8-25. Stever and Vivike’s (Circus Contingent) Hosp Horror, Jan 24. We are looking for new dates and we need a Circus Band Master.

**CLET HARMES**

Singer, Comedian, Phone 1-4856, Wilmington, Mass.

**PHONEMON**

UPC’s and Ticket Only.

**2 PHONEMON WANTED**

25%, Fred Ball. We pick the person we think can do the best job in the field for our client. Call

**CLINT LEWIS**

Tiple 2-4451 Raleigh, N. C.

**CLAYDE BEAYTLE-COLE BROTHERS CIRCUS**

WANTS TO JOIN at once for long season; Colorful Musicians on all instruments account entailing Side Show Band. Must have union card. Also fast-talking, strong Side Show Band, 14-piece strong. Must be steady work. We will pay working man in all departments, Riggers, Set men, Props, Cook, Kitchen Help. Must have steady work. We will pay working man in all departments, Riggers, Set men, Props, Cook, Kitchen Help. Must have steady work.

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Hamid-Morton Draws Capacity In Pittsburgh

PITTSBURGH — Hamid-Morton Circus played to capacity business at the Arnold’s here April 18-23 under Shrine auspices. The building seats 5,200 and the show played to capacities estimated between 5,000 and 5,200 each afternoon. In addition, the night houses reportedly topped 5,000 each time. At noon Saturday (25), pulled 4,800

Eric Crowds Give Polack Good Score

ERIE, Pa. — Polack Bros. Circus played to big business here three days this week and pulled 4,000 and took Gannon College Auditorium, Pol- lack had an advance of 1,800 persons in the afternoons and from 3,900 to 3,950 in the evenings. Shrine was the sponsor.

Truly Luxus was reunited here with a couple of small kids who were not seen since she came to this country in 1953. The package, Harry, flew here from Germany.

Farther, in Little Rock, Polack had pulled 3,650 in three shows and $4,000 and night houses of 3,500 each. Shrine was the sponsor.

2 Phenomen & 1 Crew

Rителей – Birch – Kitakaukle Sponsor
51 North Rivercraft, Bracken, Fl. Phone: CL 3-5411
1-000, 635 Park St., Cranston, R.I.
No calls, please.

Charlotte, New York, 3.134th Area for V.A.

JACKSONVILLE, FL. 3-7700

WANTED MEN

To work with America’s finest circus. Must know how to handle animals and loaded stock. You must be at least 17 years of age. No drinking, smoking, or excessive crying. No drinkers, betsy or bad habits will prevent employment. Settled hold. Contact me at once.

John F. Cuneo Jr.
Pondsides Amusement Dept.
Fort Lee, New Jersey

8 PHENOMEN – B

Program: Novel, Children’s Victoria, Elephant, Palomino Elephant, Three Justin 962, Blue 863, Silvertip 774, 3-PHONEMEN-3, 863, 1-000, 774, 962, 863.

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PHONEMAN
Wholesale publications and other deals.

MANAGER
Phone: Winnebago, Wisc. 5/57-2260 New Orleans, La.

DUE TO DISAPPOINTMENT WEED THREE PHENOMEN IMMEDIATELY


Clyde Days

ANALISTIC TROUPE

Continued from page 64

Everett Correlli, member of the head-balancing family of that name, will be in the circus in Whitehall, where he recently had both the face and the polio of the Polack. I will not attempt to describe it. It is a 5-3-253-3, 3-57-2260, and SW 2-51-137, night. Chicago.

AMERICAN CIRCUS

Youngstown, Ohio

when answering ads . . .

YOU MAY SAW IT IN THE BILLBOARD!!

Hunt’s Pier Spends 100G On Addition

WILDWOOD, N. J. — William C. Hunt has added 160 feet to Hunt’s Pier so that it juts 560 feet into the Atlantic. Dock extensions have been in the amusement business in Wild-wood for years. The mayor would like to see any farther without special permission from the Maritime Commission, because it would be critical on navigable waters.

Boston has added a thrill ride and a three-story replica of the gold mine. Hunt spent over $150,000 on the addition.

San Antonio Trampolines Open Strong

SAN ANTONIO — From more than 50 trampolines already erected at three centers, San Antonians of every age have been jumping to bursting at each of the three spots planned.

Many people are putting in their lawn, and yards are adding to the demand. One attraction to the amusement pool here is the Olympic Trampoline Company, which recently moved its national division to San Antonio. John Har- ton, president of the company, predicted that he would have 15 centers in 15 days.

There are three centers already opened in the city with instructors at each of the centers giving lessons to newcomers and reminding that a league is starting next year to choose a trampoline king and queen this season.

Mills Scores Ohio Business

Tiffin, O. — Mills Bros. has been getting strong attention during its four-day stand in Tiffin. There are three centers already planned, and the record has been bar- ron. The show had two days of five performances after the first night, the afternoon and the night was an overflow house.

Norfolk Gold For Cristiani

NORFOLK — Business for Cristi- ani Bros. Circus here was report- ed to be very good Sunday (24) afternoon a full house. The show was a new one time this season for children and adults and $1.50 for reserved seats.

Circus Trooping

Circus Trooping

Hagen Cliffs

LEXINGTON, N. C. — This town gave Hagen Bros. Circus half and three-quarter houses (21). At the way end of the day before there were two near-full houses.

Tom Packs Names Acts For Nashville Stand

ST. LOUIS — Tom Packs’ Circus will play its 17th annual Shrine extravaganza at the Shrine May 4-10. Previ- ously the circus will tour the following dates: June 15-25 and July 15-25.

Tom Packs and Jack Leatini will be at the Berwanger Bros. Circus in St. Louis this week. He has William Pryun as musical director, Dick Mehlman in charge of riggers and propertymen.

Incidents in the line-up of acts are less and Jordan, Roy and Rco, on the dog act; Roy and cycle juggling; Haslevs Trio, trau- minor-casting; Les Geralsides, aerial; Barbara R. Tullman’s pony ride; and Dolores’ ponies and dogs; Allan Cumby’s comedy act: Los Montes, aerial; Clyde Beatty-Cole Bros. elephants, worked by Steve Fanning; Gerald- do’s Fly-O-Dama; Victor Julian’s canon ball; Miss Carmenella, wire, Kalmar Trio, equilibrist, Friedel, tetterboard; Torell’s Liberty horses; the Kovacs, acrob and tumbling. Rudy Sisters and Rudy, and others.

Clown alley will have Jimmy Davison, Stephen Cantada, Joe Bertelli, Tito Flinn, Jim Snell and others.

Most of acts are new for the Shrine area with the exception of the Los Montes, aerial, which were featured last year, making their first appearance in an American circus.

Tom Packs’ Circus plays one day in Tezre Haute, June 25, then its annual six-day stand in St. Louis, June 29-29, the latter in a 10-ring format.

Atlantic City Order Sets Rules, Rates

ATLANTIC CITY — An or- der providing for the licensing of amusement enterprises in Atlantic City, Boardwalk, as authorized in a State law this year, was introduced at a meeting of the City Council arranged this week. License fees will vary from $100 a year for single games to $3,000 for groups and $19,000 for 300 seats. The ordinance, which will be presented in a public hear- ing and final reading at the City Commission meeting on May 5, follows the rules and regulations fixed by the New Jersey attorney general’s office. William Henry Davis as State games director.

With the exception of a few games now in existence, the or- dinance bans such enterprises in the central Boardwalk section between Virginia and Arkansas Avenues.

The area designated in the ordinance where such games are permitted are between New Jersey and Virginia and Arkansas Avenue West. Between Pennsylvania Ave. and the central and between Texas and California Avenues.

Exemptions are made for games now operating at 539 Boardwalk, 192 J. P. Fanning; and 205-33 Board- walk, No. 4 Central Pier and on the SealShows and Million Dollar amusement pier.

The ordinance fixes several cate- gories for the games.

Throw games in which a single player darts after pins or other objects; or between games, $100 for each game.

Arcade games, crane digging machines, pinball, pachinko, etc., $500 for each 50 pins or less.

Non-draw raffles, duck pond game, fish, bottle, grab bag game, etc., $100 for each game.

Games in which players complete each other, fascination, skins etc.: $1,000 for 200 seats or less, $1,000 for 300 seats, and $3,000 for more than 300 seats.

Stop-and-go games: $10 each.

Guess your weight, guess your age, etc., $50.

Games where a single person attempts to put the ball on the plate with the plate not touching the black, etc., $100 each.

The ordinance provides that ap- plications must be made to the city clerk and the City Commission. It sets penalties for violation of the rules. A penalty of $200 fine or 90 days in jail or both is provided for persons convicted in Municipal Court of violating the rules.
Midland Pop Corn Co.

"Concession Headquarters for the Midwest"

WE HANDLE EQUIPMENT AND SUPPLIES FOR:
- POP CORN
- APPLES
- FLOSS
- PEANUTS
- SNOW
- DRINKS

FAST "SAME DAY" SERVICE

Write for Illustrated Price List.

MIDLAND POP CORN CO.
921-5 Ave. H. E.
FEDERAL 7-5415
MINNEAPOLIS, MINN.

What Do You Need?

- Poppers Has More Than 44 Years of Successful Trade
- Get the Story on our New Choke-Apple Pop
- Write today for complete catalog

PAPPERS SUPPLY CO. of Phila.

Our Only Location
211 N. 2nd Street • PHILADELPHIA 22, PA.

Stock Tickets
- of every description
- Promptly shipped
- New Orleans service
- Standard red stock for immediate ship

The Toledo Ticket Co.

Stock Tickets
- of every description
- Promptly shipped
- New Orleans service
- Standard red stock for immediate ship

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EDMONTON, Alta. — Fair organizers are stressing improvements totaling $140,000, including a $40,000 extension to the grandstand, a new service building, and a new sports arena. The grandstand, which is 95,000 square feet, will be open for games on May 4. The total improvement program will be completed by June 1, just in time for the opening of the fair.

The improvements include:

1. A new service building for concessionaires, which will be located near the central entrance to the fairgrounds.
2. A new sports arena, which will be used for both indoor and outdoor events.
3. A new ice rink, which will be used for figure skating and hockey.
4. A new horse show arena, which will be used for both indoor and outdoor events.
5. A new equestrian center, which will be used for both indoor and outdoor events.
6. A new indoor arena, which will be used for both indoor and outdoor events.
7. A new convention center, which will be used for both indoor and outdoor events.
8. A new outdoor arena, which will be used for both indoor and outdoor events.
9. A new outdoor arena, which will be used for both indoor and outdoor events.
10. A new outdoor arena, which will be used for both indoor and outdoor events.

The fair will open on May 4 and run through May 12. It will feature 10 days of entertainment, including rodeos, concerts, and carnival rides. The fairgrounds are located in the heart of Edmonton, just minutes from downtown.

The fair is a family-friendly event, with something for everyone. Visitors can enjoy a variety of food, games, and rides, as well as live music and performances. The fair also features a variety of livestock shows, with visitors able to see cattle, horses, and other animals up close.

The fair is one of the top events in Edmonton, and it attracts visitors from all over the region. With its great weather and beautiful scenery, it's no wonder that the fair is a popular destination.

Overall, the fair is a great way to spend a day or two with friends and family. Whether you're a fan of rodeos, concerts, or just enjoying a day outdoors, the fair has something for everyone. So mark your calendars and plan to visit Edmonton's fairgrounds this May 4th!
ROLLER RUMBLINGS

By AL SCHNEIDER

IN THE LEAD article of the April issue of the Rink Riders, official organ of the Roller Skating Foundation of America, it was indicated that a decision as to the feasibility of staging a televised international skating competition direct from New York's Madison Square Garden, as a stimulant to the roller skating business, depended on whether operators believe such a show would (1) stimulate the box office, (2) put roller skating in the national spotlight and (3) eventually pay the way for skating. That such a show would be a noticeable pickup in business following the show, officials reported, with total gross to date showing a gain of about $2,000,000 over receipts for the corresponding period of 1959, a banner year.

There was little with which to find fault in the RSFA proposal. The only possible objection seen in the proposal is that the RSFA seems keenest on staging an international competition. Such a presentation, it is believed, would be unnecessary, expensive and lacking in the appeal of a revue. Before making a definite decision in favor of a competition, the RSFA should weigh carefully the tremendous publicity which has been achieved by professional ice revues. More acceptable to TV viewers, it is believed, would be a well-rehearsed revue-style presentation similar to the one staged in Cincinnati. Then, too, it is possible that a national organization more apt to "buy" a revue, perhaps even three or four times a year, if the initial showing is successful. TV networks have been plagued by the lack of imagination evidenced in programming in recent years. They are looking for fresh "material," and a tightly knit and elaborately staged roller revue could well be an answer. Last winter's Cincinnati show, while only a half-hour program, featured excellent skating, was well-rehearsed and came off as a delightful interlude in programming that was watered with westerns, who-done-its and equally pallid programs.

The 20th annual America on Wheels Eastern regional championship, scheduled this month in conjunction with the Levittown (N. J.) roller skating contest and the Eastern regional contest, staged annually in twin events.

Write at once for complete information
Executive Offices
United States Kart Association, Inc.
415 No. Delaware Street
Indianapolis 2, Indiana

RENSSENATIONAL NEW FROLCIDE RIDE
"Fifteen Rides sold at the Chicago Convention"

The profit is a fast-boiling race that appeals to all ages. Requires a lift, 500 feet, empty or filled with water, a trailer, a converter of 18 adults, and one strong man or woman with strong neck muscles for operation. This is a full-speed ride built at a price that the producer would be willing to pay. Write today for full information.

High Quality KIDDIE RIDES

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

THE BILLBOARD

THE BILLBOARD

STATE KART ASSOCIATION

U.S.A.

A non-profit organization established to promote and perpetuate the sport of karting on a national level. Membership is comprised of track owners, operators and promoters, kart corners and drivers, and manufacturers and associated industries.

In general terms, these are some of the services currently being provided members of United States Kart Association.

STANDARDIZATION

Unilocously accepted and standardized track specifications, kart specifications, and driver qualifications.

A COMPREHENSIVE NATIONAL INSURANCE PROGRAM

Complete liability coverage for track owners, operators and promoters. Personal liability and medical expense coverage is also available for kart owners and drivers.

YOUTH SAFETY PROGRAM

An ideal method of introducing the sport of karting to the boys of good driving habits.

Write at once for complete information
Executive Offices
United States Kart Association, Inc.
415 No. Delaware Street
Indianapolis 2, Indiana

VAILABLE 2 ORIGINAL GERMAN WILD MUDE RIDE
Factory New • Immediate Delivery!
Each With 10 Cars

PRICE $45,000

F.O.B. N. Y.

WILL NOT BE EXCEEDED!!

HOT RODS, INC.

Morgan C. Hughes, Pres.
220 West 42nd Street, New York 36, N. Y. 3370

A comprehensive list of manufacturers' specifications, supply sources, and equipment specifications is included in this catalog. WANTED IMMEDIATELY

PARK MAINTENANCE FOREMAN

For small family owned park located in Southern New England. We have good contacts and need a man to maintain it. Must be familiar in all phases of maintaining and creating rides, as well buildings and related equipment. Own trucks and trailer. Must have experience and know what to use. A positive and not just a job. In first letter state qualifications, past experience, salary desired, and state experience and qualifications.

E. H. Trefes, 210 Bridge Street, Groton, Conn.
AMUSEMENT PARK
FOR SALE—BY OWNER

The best located and one of the most complete parks in Texas or Oklahoma. New year's inventory subscribed for sale. Operated by same owner for 37 years. Have all the latest major rides and Kiddieland; permanent buildings. All in fine condition. Ready in full operation for the 1960 season. One of the few chances you will have to buy a choice park doing a tremendous business. Possession and terms can be arranged by appointment with the owner.

THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

FULL-A-Whirl

Add list of flash for your midway this year. Any size; 20 ft. to 100 ft. various sizes; 30 ft. plus. Offering the same price for the same size every year over year.

Check These Important Features:
- Non-stop Fairground Lighting
- New Center Light Columns
- Colorful New Press Agent
- Plastics Car Tops and Seats
- For Literature and Particulars phone or write:

SELLER MFG. CO.
P. O. Box 306
Burlington, Iowa
Phone: Eldon 4-5854

BARRIE—Delbert, 82, father of Bob and Speedy Barrie, motordrome riders, April 28 in Ontario, Calif., after a fall. Burial in Andrews Cemetery.

BECKWOURH—John, showman, recently near Bamberg, S. C., in a truck accident.

BROWN—George May (Buffalo), 39, who worked with Harvey and Jewel Moore on the Moore Shows, April 17 in Fremont General Hospital, Andrew, Tex., following surgery the previous day. Burial in the Andrews Cemetery.

Hickey—Mayme, stock show press agent. Robert Hickey, at Detroit recently. She formerly was a buyer for Marshall Field & Company in Chicago. Also surviving is another son, Jack.


LEFYEVE—Martin, 83, mother of King Reid Lefevre, of Manchester, Vi., owner of the King Reid Shows, recently at Dorset, Vi., after a long illness. She was the widow of Edwin Lefevre, author and former ambassador to Spain, France and Italy, and was noted for her philanthropies. Also surviving is another son, Edwin. Burial April 29 in Dorset.

"REMEMBERING" FRED K. LEONARD
Died May 2, 1959

Betts

MAGEL—Mrs. Louise E., 62, wife of Leo H. Magel and for 40 years a concessionaire and director for a Minneapolis firm, April 22 in that city. Besides her husband she is survived by two daughters, Mrs. Robert L. Flinker and Mrs. Charles Wankam, a son, Lawrence; her mother, Mrs. Amelia Hintz, and a brother, Theodore Hintz, all of Minneapolis, and 16 grandchildren. Buried at Springvale Memorial Park, Minneapolis.

MARKLE—Ray P., circus fan and formerly affiliated with the National Park, April 21 in Steenwinkle, O. Survived by his three sisters and a brother. Burial April 26 in Steenwinkle's Union Cemetery.

PALMER—Carl S., 73, president of the Saskatoon (Ski) Exhibition in 1946 and director in charge of the fair's winter exhibits for many years, April 21 in Saskatoon. Survived by his widow, daughter, brother and sister.

STARK—Mrs. Mickey, wife of the owner of Gold Bond Shows, April 25 in Mount Sterling, Ill. (Details elsewhere)

JENSEN—
A son, William Albert, April 18 in Birmingham, Ala., to Mr. and Mrs. Troy Scroggs, members of the Heel Shows.

SWANSON—
a daughter, Rebecca Jane, to Mr. and Mrs. Donald L. Swanson, April 15 in Denver, Colo. Father is general manager of the Michigan State Fair.

GARRICK RIDGES

FLYING SAUCER
42 Foot Wheel
Chair Swing
35 Foot Wheel

MERRY MEER
Trailer Mounted Kiddie Rides
GARRICK MFG., INC.
Lewis & Brown, Inc. • 780 Railroad Ave. • Chicago 13, Ill.

WANTED—KIDDY RIDES
25th of May through Labor Day
BAY SHORE PARK
Baltimore, Md.

THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

FULL-A-Whirl

Add list of flash for your midway this year. Any size; 20 ft. to 100 ft. various sizes; 30 ft. plus. Offering the same price for the same size every year over year.

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MERRY-GO-ROUNDS
1960 Jumping Coruscals.

THEEL MFG. CO.
Ph.: M-24351
Lawrence & Spruce Sts.
Leavenworth, Kansas

KIDDIE CAR RAILROADS
Bought and sold. We are anxious to buy
KIDDIE CAR RAILROADS

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Bought and sold. We are anxious to buy
KIDDIE CAR RAILROADS

Send to:

THE BOARD OF TRADE
500 3rd Avenue, New York 17, N. Y.

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500 3rd Avenue, New York 17, N. Y.
Levi Joins Royal West
As Gen. Agent

SANTA PAULA, Calif.—Ed (Ted) Levi, veteran general agent, joined the new Royal West shows April 21 as a full representative of the firm, the show's owner-manager, said. Prior to joining Royal West, Levi was with Leon Venable for approximately three years. He left GGS after the route for 1960 was completed.

Levi's father was the late Victor D. Levi, who for years steered Levi, Brown & Huggins, Pacific States, Kitsne, and Northwest, at railroad shows in the Pacific northwest.

Levi's wife, Marie, expects to join the show when it moves into Northern California. She is now at home in Santa Clara.

The show debuted here April 20 for five days. A Ferris Wheel was installed late after the truck and trailer carrying it was demolished in a spill near Buellon. The other four major and three kid rides were on time.

Visitors to the show included Harry Martin, Salt Grant, Al (Red) Johnson, Harry Lewis, Tex Scoborough, Hollis Ritter, William Trabandt, Mike Freeborn and Frank Koenig.

Concert tickets were re-ceived from Al Kord; Earl Davis, the show Folks of America; Pacific Coast Shows; Max and Julia Freman, Charles Camp; Bill, Al and Bcycoles, R. C. Fischer and Charlie Leggett, regular Associated Trouper, and Ben Mendelson, of Henry Tenner & Amusement.

Many of them attended the Front Line veteran eat and drink in the general of the show at any time with the road this year.

Mr. and Mrs. Eugene Hennies and daughters, Mr. and Mrs. Marty Wernkoff, Mr. and Mrs. Ben Olson and visiting friends and neighbors were at the Cassville Old Settlers Festival at the Cassville (Mo.) town newspaper, the Cassville (Mo.) Daily. The Polk County Fair was held in association with the festival.

Mr. and Mrs. Al A. Hulten received a large group of friends and neighbors at the concession end of the show during the festival. The show included small petting zoo, a variety show, and a target shooting range. The show was held in the Cassville High School gymnasium.

Mr. and Mrs. Harry Hennies and their two daughters are back in Missouri after an eight-week long cruise aboard their yacht. Hennies is framing an animal show with Snipey, his famous horse, and the family for the next show. The family plans to tour Wesa acres, Mr. and Mrs. Hymie Jacobsen and their children, Mr. and Mrs. Paul Hennies, John Miller and children, Wesa acres, Mr. and Mrs. Ray Schaefer, and Mr. and Mrs. Bill Schaefer next week.

Mickey McGuire, the showman's friend, is back at Jim Bradley's Coney Island before having surgery. He spent time with the Jack Ebers and others while in Miami. Visitors to the Washington, D.C. show included Dede Neeleman, Neeleman, who is touring with his show in South Philadelphia.

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RAS Leaves Tampa For Memphis Opener

TAMPA — Royal American Shows was scheduled to leave its winter base here Monday (2) to launch its season at the annual Memphis Cotton Carnival, long the kid show's favorite for the big Fourth of July.

The first section of the 80-car train was to leave here at noon with the second to follow shortly thereafter. Arrival in Memphis was scheduled for late Tuesday or early Wednesday. Show will be set up on Friday and opens Saturday for its eight-day run.

The show leaves here with much new equipment, not the least being 18 new all-steel wagons. Two-trolley wagons are also new. A new international truck, one new international carryall and a new freighter truck have been added to the fleet.

Two new rides, a Flying Coaster and a Paratrooper in the line-up and a wagon equipped with hydraulic lifts, was built for each of the devices. Also added by the large crew that has been working at quarters since the Florida Fair, are new fronts for the Girl Show and the Western back-end unit that is called "Blazing Six Gun.'

Crafts Big 20 Opens Tour at Orange Show

NORTH HOLLYWOOD, Calif. — Crafts Big 20 Shows rolled out of the barn here Monday (25) for Son Bernardino where it combined with Crafts Exposition Shows to play the 11-day National Orange Show.

The combination of the two shows gave the Crafts organization a complement of 60 rides in two locations. All kids rides were featured on one midway, there were some adult attractions there. Show had 134 majors and 25 kid rides.

In addition to the rides there are approximately 100 concessions and 10 shows.

Crafts Exposition, managed by Roger Warren, moved into Son Bernardino after closing at the Indianapolis Fair in Rhyme Sunday (24). Larry Ferris is in charge of the 20 Big Show until as well as the Wildwood midway at the Orange Show.

Early Dates OK for Cory

MANHATTAN, Kan. — Ted Cory's Heart of America Shows has been doing fair business this year despite a weather vicissitude, according to the show's association.

New on the midway this year are a major ride, kids' ride and cleanliness. Personnel is virtually unchanged and includes Bronco Cory, office manager; Blackie Schiefled, legal advisor; Jim Sverdlik, electrical; Elmer Makinen, office manager, and his son, Cassily, front gate, and Jack Wilson, Jr. and the Kiddies.

Concessionaires include Chet; Roy Jones; Pat Patterson; White, Voyler; Stipson, 3; Luke Bolenbacher; and, William G. Celletti.

William Evans, Charles Roth and Jack Coln have one of the biggest kid rides and J. T. Hutchins, Side Show; Frenchie Bouffisot, girl show; a greek show; Hoover Cassily; Funland, and Vic Hamid, "Stella" show.

THOMAS JOYLAND SHOWS

CAN PLACE AT ONCE

RIDES

PLACE ONE

SHOWS

EXPERIENCED RIDE MAN, FOREMEN AND SECOND MEN WHO DRIVE. WIVES SELL TICKETS. GOOD SALARIES, PLUS AT SEASON'S END.

CONTINENTAL STAGE SHOWS

SIDE SHOW ACTS

PLACE ALL KINDS, ESPECIALLY TATTOO ARTISTS, BOLLY GIRLS AND MARRIED COUPLES.

RIDES

PLACE LIVE PONY RIDE.

FRANK HURT, PLEASE CONTACT AT ONCE. ADDRESS L. I. THOMAS, MGR.

WELCH, WEST VIRGINIA, THIS WEEK.

AGENTS WANTED

BEGIN RENT OR PAY AGR. ON

HAPPINESS SHOWS.

OWNER, 3201 GOODWIN, MIDDLE OF MISSION GROVE, SAN DIEGO, CAL.

MRS. PAUL D. SPRAGUE

1001 RIVISER AVE. EL PASO, TEXAS

AGENTS WANTED

FOR STORE, COURT STORE AND BUILT-INPRIVATE SHOWS.

CHUCK DUMA

DELBROOK HOTEL.

MONTANA, ILL.

FOR SALE


A. C. HILL'S CAVALCADE OF AMUSEMENTS

Grand Opening, May 2-7, Heart of Downtown Goddard, Ala., Super Market Lot, Followed by Fort Payne, Ala., Followed by Six More Downtown Locations on Super Market Lots. These lots are definitely right downtown.

New car given away every Saturday night for next six weeks $50,000 tickets on new car given to schools each week.

WANT RIDES: Two nice Kiddie Rides, Scrambler, Octopus, Coaster, Paratrooper, Round-Up (Mr. Cooper, contact), Fun House, Glass House or any ride not conflicting.

CONCESSIONS: Jewelry, Novelties, Photos, only one of a kind on show, smell Grab or any Hanky Panky not conflicting.

HELP: Electricity to handle Diesels. Jimmie Fisher, call. Want Till Foreman and Second Men for completely rebuilt Till, also Help for all rides.

Bill Stevens wants Agents for Concessions. All those with me before, contact. Attention, Fair Secretary! No fair too large or too small for us. We have a few open dates. Please contact.

Also like brand new. Photos on request. A. C. Hill, Goddard, Alabama. Phone in office. Liberty 3-3581.

BLUEGRASS SHOWS

OFFICIAL 1960 OPENING—Owensboro, Ky., Thursday, June 9, 10 Big Days and Nights. Followed by Two Well-Promoted Still Dates in Large Industrial Cities. Keeduk, Ia., Fourth of July Week Long Street Celebration, Followed by a Continuous Route of Bona Fide Fairs Until November.

CONCESSIONS—Photo, Short Range, Darby, Basketball, Hi-Striker, Custard, Ice Cream on Stick, Age and Scale—on exclusive basis. Hanky, Punks, Price-Every-Time Games of all kinds—positively no flat joints.

SHOWS—Can place Motorized or any good non-conflicting Bally or Grind Show that caters to family trade; travelling permitted. RIDE HELP—for Twenty-four rides — Foreman and Second Men for twelve-car Scooter, dual 64 Wheels. Help for Kiddieland. All must be licensed semi drivers. Top salary and bonuses.

WINTER'S work for all those who qualify. All wires and mail to C. C. GROUCHUST, General Manager, 7 Treasure Drive, Tampa 9, Fla., until May 11; then all correspondence to Box 478, Owensboro, Ky.

HUNT AMUSEMENT CO.

NOW BOOKING CONCESSIONS

STARTING MAY 9 TO 21 AT BROADVIEW SHOPPING CENTER, ATLANTA, GA., THEN OTHER SHOPPING CENTERS IN AND AROUND ATLANTA.

Can use Games of Skill of all kinds and Fish Pond, Glass and Pottery Pitches. Can use Ride Help in all departments. Especially need Sidewall Foreman and Octopus Foreman, also Men for Kiddie Rides.

ATTENTION, FAIRS AND COMMITTEE MEN

We still have two open dates. Contact us for your summer or fall fairs. Write RALPH HUNT, General Delivery, Lenox Station, Atlanta 26, Georgia. Moreland Shopping Plaza, Atlanta, Ga., thru May 7; then Broadview Shopping Plaza, Atlanta, Ga., from May 9 thru 21.

NOTICE! Bobby Griffin, Lakin Brothers and Re ne, get in touch with me.

GARDEN STATE SHOWS

OPENING MAY 28, INC. WEDNESDAY, MAY 30, SATURDAY, JUNE 2 AND FRIDAY, JUNE 8. THESE ARE THE ANNUAL MEMORIAL DAY WEEK CELEBRATIONS, NA CONCESSIONS.

WANT FRANK Polka, Waffler, Short and Long Range, Nick Britten. Coke and Glass Pitches, Popcorn, etc. Write, Larry Miller, 22 N. Second St., Wheeling, West Virginia. Phone in Wheeling, 413-0338.

WANT SIDES, etc. MAY 10, 18 OR 20, 1951.

WANT WINNERSHIP管理 SHOWS.

WANT TRAMASTERS

FOR 1960 ONLY. Not working with our Shows, work with others. You're bound to hear from AMOS LORENZ, kiss LORNE. Also operates for two capable individuals.

RALPH G. LOCKETT

SHERIDAN, SOUTH DAKOTA

WANTED

CARNIVAL SHOWS FOR SALE OR TO LEASE. BASED IN SCENIC LOCATION. Phone "THE CARNIVAL" Mobile, Ala. J. W. SCHOEMANN, 916 HURON ST., SOUTH DAKOTA CITY, SOUTH DAKOTA.

NORTH FORT WORTH PIONEER CELEBRATION

MAY 16 TO 22-ON THE STREET.

WILL BOOK ALL RIDES. CALL US AT 50 FT. ROW AND DRIVE, POPPERS, Etc. ALICE Botes, SCALER, STOCK, GAMES, WIVANS, EARLY DATE FOR GREAT,ID. QUALITY RIDES. PHONE 64-7301.

JOHNSON'S NEAR INDIAN CAMP. PHONE 7-1320.

T. J. JOHNSTON, 4101 10TH, DALLAS, TEXAS.

WANT CARL BURKHARDT SHOWS

WANT GREAT KIDDIE RIDES, EARLY START, BIG KIDDIE RIDES. PROOF. PHONE 7-4484. CARL BURKHARDT, 1001 BLOCK, DALLAS, TEXAS.

BEES' OLD RELIABLE SHOWS, INC.

WANT TO SEE a Bee at your next Fair? For FULL-DRESS and Second Rate, all other CONCESSIONS. Bally, Long Lance, Short Range, Horse and all Drive Pitches, also Popcorn, etc. WANTED! Want to Bees At Your Fair? On Spots For Street Shows and Other Fairs. WRITE, BEES, 913 E. HOUSTON ST., (PHONE 4-6035), WICHITA FALLS, TEXAS.

WANT TRAMASTERS, AGENTS. OFFICE: Any Group Show with own equipment. Contact RAYMOND C. BULLS, Richmond, Ky., this week.

BLUEGRASS SHOWS

C. (SPECIES) GROUCHUST PRESENTS

FOR SALE

BOB BLOOMER, 6300 SOUTH STREET, DALLAS, TEXAS.
WANTED—BUTT EDITOR


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TINTYPE
Vonderheiden Ends, Smiling with $$$

"SEE these clothes?" Henry Vonderheiden says, showing battledress fatigues. "I was out okay. I caught that there zebra myself. There's nothing connected with the indication I don't do myself, and that's why he makes out the parade of roving, the Gadsdudio involved and a snatching of look. At the age of 40 he's become something of a football in the back next year. Lasted as far as Harle-

For KEY CITY BOWS
Under New Management

COLUMBUS, O. — Key City Bows, long operated by Fred A. and Fred C., 612 Thornburg, debuted April 25 in equipment weather at Central Point. Opening Carnival here under management of the Hilltop Lodge Club. On the midway were 10 rides and a refreshment trailer, the latter owned and operated by Loretta Smith, daughter of Fred A. and sister of Fred C. M. Fred C. Thumbler handles the of-

Midwest Club Reads New Monument

MINNEAPOLIS—The Midwest Club will erect a monument at its Showmen's Rest in Lakewood Cemetery here, William L. Currie, general manager, announced. It is expected to be completed by Memorial Day and be officially dedicated a few days after the holiday.

The monument is 18 feet wide at the base and over six feet tall. It will have the appearance of a single banner with the traditional taller out front. The words "Show-

TASS OFFICIALS APPROACHES 8cutting

MORRIS HANNUM

Steering Hall, Wilkes-Barre, Pa., through May 7, then Caskey Hotel, Starkton, Pa.

ROSS MANNING SHOWS

Wassafriver, New York May 9-14.

WANTED:

For Bobbie Uhl, Must show all license and papers. The Beverly Hotel, Beverly, Mass. Phone H. 1323 for reply.

LESLIE KINSMAN

For your great Showman, All the aid you can, I wish to advertise.

S. FIDLER

"Save Money With Johnny"

For your great Showman, All the aid you can, I wish to advertise.

EMMET and PERICELLA

THEO. CASE & CO., 320 W. Sixteenth St., Chicago, Ill., phone 9-851.

GIRLS WANTED

For Show Shirt and Rough and Ready Uniform. Write at once and answer promptly.

Received.

GALA EXPOSITION SHOWS

For more details please write to: WALTER D. RIMMER, 2120 Central Ave., Long Beach, N. Y. for complete information.

The BILLBOARD

TOURA Monk: A car with tools. Good saleroy, short jumps, long season. Want assistant Electrician, diesel ex-

SUTTON PACIFIC COAST SHOWS

Can Place Help in Following Departments:

Want Truck Mechanics with own tools. Good salary, short jumps, long season. Want assistant Electrician, diesel ex-

SUTTON'S PACIFIC COAST SHOWS plan, to run from May 9 to 14. Part of the trip will be made near Los Angeles, and the others

The club also has 110 lots in the area, members having, with two buried there thus far.

WANTED:

For Tellin' Lads. Address, D. M. C. 30, Miller Bldg., Los Angeles.

WANT FOR:

Wanted Agents for Picture Frame, Hunky Ponies, Bear Pitch. also Cat Boy and Gunners. Can use Second Man on other Rides. Open May 9 at Andalusia, Alabama, with Johnny's United Shows.

WANTED:

For Ice Cream w. Horse. Address, D. M. C. 30, Miller Bldg., Los Angeles.

THE DEBRAGIAN AMUSEMENT COMPANY

RIDE HELP WANTED

[lack of content]
Carnival Routes
- Continued from page 69

Circus Routes
Adams-Sells: Mexico, Mo., 2; Vandalia, III., 5; Jacks-
ville, III., 5; Springfield, Ill., 6;
Beers-Burhns: South Hill, Va., 4;
Creve-Creeve: Novi, Mich., 4;
Beale: *E. M. White;
Circus Arrow: Overland Park, Kan., 4;
Sly, Edward
Balfield, Baldwin, Nathaniel
Hunt
Dobritch, Polack
Welch, Brantford,

Letters
Continued from page 77


delivered to the home of the
irmite, a 10-year-old New York, Chicago or St. Louis by
 הצטרפו or by'".morning or Vandalia offices by

Mail on Hand at Cincinnati 2160 Patterson St. Cincinnati 22, O.


card, "Nebraska"

COMING EVENTS

California
Salt Lake City, Utah, 15-16.
Salt Lake City, Utah (Water Tower), 15-16.
San Diego, Cal., 15-16.
San Francisco, Cal., 15-16.
San Francisco, Cal. (Backlund Arena), 15-16.

Mrs. Mary Stark Dies Suddenly

MOUNT STERLING, Ill.-Funer-
als for Mrs. Mickey (Mary E.) Stark, who had been
suffering for several months, took place here on
April 25.

The Starks have operated the military organization
ence of World War II. Mrs. Stark

In addition to her husband, she left a brother who lives in Mon-

Three of MSA

Miaml—The Miami Showmen's
Association's first bids went out
recently by the deaths of three
members. They wereGeo.

M. A. Goddard, Charles F. McN

M. G., who died March 15 and was buried in his city cemetery here.

Sam Kauffman, who died April 13 and was buried in Showmen's Rest.

R. Ziegler, who passed away suddenly in Mount Nebo, City.

Miscellaneous

Matchstick: Cities: Washington, D. C.; 12;
O'May, Palace Car: Dun-
con, Okla., 23; Pauls Valley 4-5;
Ada, 7-8.

Ice Shows
Holiday On Ice of 1960: (Muni-
pal Aud.) Austin, Tex., 3-8.

Arena Routes
Georgia State Dance Co: (Opera-
House) San Francisco, Calif., 2-3;
Lakeland, Fla., 6, 12; Orlando, 6;
(Civic Auditorium) Seattle, Wash.,
15; (Civic Auditorium) Dallas, Tex.,
2-3; (Civic Auditorium) San An-
ge10, 2-9; (Maple Leaf Gardens) Toronto, Ont., 13-14.

Legitimate Shows
Look Homeward, Angel: (Civic-
Aud.); Lubbock, Tex., 2-3, Mc-
Murry (Aud) Amarillo 3; (Wars-
ner) Oklahoma City, Okla., 4-5,
(Memorial Aud) Dallas, Tex.,
7-8; ( Municipal Aud) San An-
gelo, 9; (McAlister Aud) San-
Amarillo, 10-11; (Aud) Weir Co.,
12; (Memorial Auditorium) Corpus
Christi, 13-14.

Swing Bird of Youth: (Blackstone) Chicago, Ill., 2-7.

Carnival Confab
- Continued from page 70

turned to his home at 2233 Had-
dell, following surgery and many
months spent in the hospital. The
recent years Francis has had con-
secutive operations. He is the hus-
band of Mrs. Lou (Ada) DuBois, wife of the show operator, entered Jewish Hospital, St. Louis, on December 17. He died.

Frank Joseph

An annual memorial tournament
was held at the annual conven-
ence on the Muny Golf Club in

been held through such campaigns), he

Vonderheid
- Continued from page 73

has been several times, he feels

Jack's Rodeo: Indianola, Iowa, 2;

Franklin, Harlan, 2; Fruitville, O.
R. H. O."

Mullen Bros: *Joseph Stefan; Ink-
ster, Mich.; 2; Trenton 3; Rock-
River Rouge 4; Walled Lake 5; Royal
Oak, 4; Garden City 3; Warren
9; Flint 18; Saginaw 11; Lansing
12; Grand Rapids 13; Muskegon Hea-


during a storm which cast much
most recent New York, Chicago or St. Louis by

*Frank Joseph

Rex Bros: (Garden Staat St. Marie, Ont., 9-11; (Arena) Sud-
bury 13; (Garden North Bay 4.

Ringing Bros and Barnum &
Bailey Circus: New York 2-5;
Stirling Bros: La Porre, Tex., 2-3;
Winnie: Video 2; 6; (West Springfield Mass.) 5-8; (War Memorial Auditorium) Syracuse 10-15.

Vandalia: 12-20.

Leicester of Vandalia, Okla., 12.

The Billboard
12-20.

Arkansas: *James Conley;

New York: D. A. World Trade Fair (Coli-

Ohio: Kentucky State Fair, July 11.

New Jersey: New York State Fair (Coli-

North Carolina: State Fair, Raleigh, Sept. 2-12.

Oregon: Portland Rose Festival (Fair-

Pennsylvania: DuBois-Pioneer High

Texas: *San Antonio Saddle Club, July 3-6.

West Virginia: Charleston, July 3-6.

Washington: State Fair, Yakima, July 7-10.

Canadian: *Footprint and Professional shows.


Alberta: *Crestview, July 12-16.

Manitoba: *Amateur, July 13-17.

Ontario: *Carnival, July 15-17.

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new merchandise for tomorrow's... 

parade of hits

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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO


BASEBALL 

TRUCK BANK

HUNDREDS of baseball, foot oil, candy or rug cleaner trucks with slots for holding coins.

Wheels roll on all models; choice of red, yellow, blue, green, ivory, cream, white. Trucks are individually polyethylene bagged—

Reed Bros., 203 North Walbash, Chicago 1.

Rules and regulations of bakery, foot oil, candy or rug cleaner trucks with slots for holding coins.

Wheels roll on all models; choice of red, yellow, blue, green, ivory, cream, white. Trucks are individually polyethylene bagged—

Reed Bros., 203 North Walbash, Chicago 1.

Pictorial coverage of stars in the National and American leaguers. Close up to 500 photos so fans can keep their autograph collection in one book. Team photos of 1959 champions Dodgers and Yankees, Box 51. Sold by mail only. Retails $1.75 per album plus 10c for post and handling.

—Baseball Album, 835 River, Brown 51, N. Y.

Tubular chairs that won't tip over. Have formed seats and backs. Over-all height 21 1/4 inches. Finished in satin baked enamel; seat and back light blue and tubing and braces white—Steel Stamping Company, Lorraine, O.

CARD GAME

Combination of cards, poker and Michigan rummey is called Tropeley. Comes with board, chips and deck of cards. Top edition retails for $3.50; lower priced one at .50. —Cadaco- Ellis, Inc., 1446 Merchandise Mart, Chicago 54.

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

Midwest Watch Co.

214 W. Washington Ave.

Chicago 2, Ill.

1960 TOP PLUSH NUMBER REPLACES "FUZZY" AT THROW-OUT PRICE

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ST. LOUIS 6, MO.

Charles Shear

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FREE TOTAL WHILE STOCK LASTS!

1 GROSS 2-1/2 INCH CHAIN, in White or Yellow Finish, or 2 GROSS 1-1/2 INCH CHAIN, in White or Yellow, with EVERY ORDER for $100 or More!

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Attract more attention and produce quicker and greater results through the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reviews, or other decorative matter. One-line rule border adds an inch of look or more.

Rate: 81¢ per one 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, O.

NEW YORK CLOTHING

FAMOUS MR. CLOSET-OUTS

ANNE FAYN, 701 E. 79th St., Apt. 1-G. LADIES' DRESSES and COATINGS, LADIES' SOUTHEAST.写, LADIES’ DESK JEWELRY, Rings, Pins, Sets.

JEWELRY AUCTION

JEWELERS, BROKERS, & CO. Liquidation.

BARGAINS GALORE

Jewelry, Silver, Stamps, Etc., 1001 W. 185th St., New York 34. All items at retail. Extra fine, new and excellent, 50% to 80% off retail. Ladies and Gentlemen invited to inspect. Call or write.

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BARGAINS GALORE

Reg. 50¢, now only 10¢.

RINGS, EARRINGS, LARGE SELECTION, 104 Main St., Portland 21, Me. FREE CATALOG.

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1116 Westwater St., Providence, R. I.

JEWELERS, BROKERS & CO.

1116 Westwater St., Providence, R. I.

FOR PITCHMEN AND DEMONSTRATORS ONLY


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FOR PITCHMEN AND DEMONSTRATORS ONLY


SONNY NEIMAN CO.

610 BROADWAY, SUITE 11, NEW YORK 3. FREE CATALOG. BANG UP LAUNDRY SALE. ALL THE LATEST. ALL WASHED, WORN ONCE. COME GET YOURS TODAY.

LOW-PRICES LAUNDRY, BARGAIN MAGAZINES, JEWELRY, ETC.

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A sure way to attract more attention and secure greater results. RATE: $14 PER INCH

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201-Plastic Wallets, ext. Gr. 10. 55-Skin Elks, etc., Gr. 12. 56-Elks Elks, etc., Gr. 12.

67-Elks & Pearl Elks, Gr. 21. 85-Elks -Elks, etc., Gr. 39.

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New England Jewelry Brokers

172 Empire St., Dept. B, New York 7.

BE INDEPENDENT START YOUR OWN BUSINESS

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Selling Famous Electric Shavers at Giveaway Prices!

The Billboard Classif 77

MAKE BIG MONEY SELLING FAMOUS ELECTRIC SHAVERS at GIVEAWAY PRICES!

To Do Business with Above-named Companies, You must first become a DOLLS,飽, FL.

YOU CAN BLOW THE GERMANS OUT OF THE WATER!!

MARCH 21, 1943

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36.00

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27" (Applique, Real Plush. $3.95.

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BULK VENDING
Communications to 188 W. Randolph St., Chicago 1, Ill.
MAY 2, 1960

PLAY BALL....

A flicker-action ball playing
taking a mighty swing in plated rings or lockets.

SURE LOCK, the perfect capsule. Patent No. 762411.
Stunningly Comes. Send $2.50 and receive 100
quality filled capsules. Contains our complete line.

The
PENNY KING
Company
2134 Wissin St., Philadelphia, Pa.
World's Largest Selection of Miniature Charms
ATLAS MASTER... The proved toys Vendor

NATIONAL VENDORS’ ASSOCIATION officials and directors pass following the group’s election of
officers at its Grand Bahama convention. From left to right, lower row: George Eppy, Leonard
Quinn, Herman Eisenberg, Barry Bell, Max Hurvich, Roger Folz, Reife Lobell, C. A. Applegate,

BULK TRADES CHASE WIND Up 10th
Annual Meet at BWL Resort

By NICK HIRO

WEST END, Grand Bahama Island, B.W.I. Oak Machines and Stands will offer a
new line of bulk vending staples. The equipment, charms and fills created
the big news at National Vendors Association’s annual meeting held at the
Sunny Vender booth during the bulk vendeing convention here in this picturesque island resort.

Of four exhibiting machine manufacturers in attendance and virtually all charm manufacturers
and fillers had something new to show the trade (see separate stories).

Sharing the spotlight was a full social agenda plus a number of informal business sessions that
seemed to go on whenever two or more trade-sees got together.

Social Schedule

There was a free sponsored lunch menu, a hotel-sponsored island beach party, a machine distri-
butors’ luncheon, sponsored by The Magazine, a High and Victoria and two outstanding dinner-dance
events by Samuel Eppy & Company and one by Earl Brandt. All were the scene of considerable merri-
ment and some trade business as well.

The convention officially got underway Thursday morning (21) with the opening of exhibits —
the first time incidentally that NVA had a separate convention hall with booths instead of the familiar
hotel room arrangements.

A total of 22 firms — two of them showing major equipment — were on the floor. Besides the
regular bulk vending exhibits, Arthur DiGrenier, Inc., showed its cigarette and candy machines
and Con-Sel, Inc., a Chicago based distributor, showed a Coin candy machine,
an Avenco hot-drink machine and a Gold Medal popcorn vendor.

Later in the day, Milton T. Ray-
nor, NVA counsel gave an indication of the association’s future actions when he said NVA
would vigorously move to expand its services and the association on a local level.

NVA is at a crossroad, Raynor
indicated. He reviewed the formation of regional and State groups to augment the services of the group
Raynor spoke at the first business meeting of the convention following the official kick-off luncheon.

Kreutzer Talk

Sharing the podium with Raynor
were Stanley Kreutzer, prominent
New York attorney who emphasized
the importance of citizens’ concerns with regard to and
Robert Greenfield who discussed the
association’s new life insurance and
health plan. (The Billboard, April
21). The group decided to
hold its 1961 convention in Chi-
cago with the 1962 convention in
Miami Beach. A committee was
appointed to pick a site for both.

Attendants, too up to some previous conventions, was surpris-
ingly good with better than 200
members and guests viewing the
exhibits, attending sessions and in
general enjoying an ideal island
destination.

Friday Session

At Friday’s business session, speaking hours were shared by
Paul Caynos, associated with Graff Vending Sales, Dallas; Don Mitch-
ell, NVA counsel; and Bino T.,
Continued on page 89}

Bow New Machines & Stands

WEST END, Grand Bahama Island, Bahamas, B.W.I. Oak Machines and Stands is
now offering new lines at National Vendors Association. Both the peanut and capsule
machine are patterned after the machine that was offered at the first business meeting of the
convention following the official kick-off luncheon.

Victor introduced a new large peanut (in the shell) dispensers, a
Two Grand Ball gum machine and a new "V-7" 25-cent capsule machine.
Both the peanut and capsule machine are patterned after the
Victor’s recently introduced Super 100 Coinage Model ball gum
machine, with the large plastic globe, wooden base and console style
metal legs. No price has been announced on either machine.

Victor’s new Two Grand Vender holds 2,000 balls of 100 count gum
and is patterned after its Baby Grand and Super "V-7" line, but
considerably bigger. Unit sells for $24.50. None of the new lines are
yet in production but are expected to be rolling within 60 days.

The Victor N. L. A. 1026 flat pack products, measures 26 inches
high, 14 inches wide and an inch deep with four A.B.T. type coin
chutes. Unit lists for $42.50.

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high, 14 inches wide and an inch deep with four A.B.T. type coin
chutes. Unit lists for $42.50.

Oak also showed its current line of machines. The booth
was manned by Sid Bloom, president, and
Meyer Abelson, sales manager
and Eastern distributor.

Northwestern introduced a new 25-cent perfume vial machine, patterned
after the firm’s familiar 5-cent package gum vender. The
dispenser is displayed on the top, with stock held in five selection
columns. Unit is priced at

$34.50. Northwestern also showed its 1960 line of Golden "60” ma-
chines with standard, half-cabinet
and over-sized plastic globes plus
the 100 and Candy Stick stands.

Manning the Northwestern booth were W. G. Greiner, Northwestern
executive and Mike Mandell, New York distributor and Tom King,
Chicago distributor.

A-Sago-A line showed a three different bulk stands which it is
producing for the operator trade.

Swag art "B-Flip" stands hold from one to eight machines and are priced from $6 to $14.50 each.

Wheels are optional at $1.50 per set.

The firm’s "B-Flip Deluxe" stands are of square steel tubing with wood top and finished in
gold, blue or green. Each machine is $13.95 for two to three
machines and $11 for three to four.

Also shown was a "B-Flip Consol" stand of sheet metal, with
hammer finish holding up to 10 machines on two shelves. Stands are of grey or gold, priced $18.
Phil Sparacino and son Mike manned the booth.
8 Charm Mrs. Trot Out New Lines at Grand Bahama Meet

WEST END, Grand Bahama Is- land, Bahamas.—Bulk vending operators and distributors get a preview of new charms for the season with eight manufacturer- ers bringing out several new lines at National Vendors Associa- tion Bahama convention last week. Samuel Eppy and Company showed: (1) Gold and silver stemmed (also in crystal colors) including brandy, philter, beer, cocktail, goblet, and champagne glasses, priced $2 to $7.50 per 1,000. (2) Golden Yo-Yo, gold plated working model with string, priced $16.50 to $20 per 1,000; (3) tiny pacifier for baby dolls in assorted colors, priced $3 to $9 per 1,000. (4) Private Eye, plastic, flesh colored with black and white eye ball, with suction cup on back that sticks to forehead, priced $10 to $12.50 per 1,000; cultured pearl rings, single and double, gold, priced $12.50 to $15 per 1,000. Albert Fischer Company showed two items that were introduced about month ago, and are gaining in- to full production: (1) Tooth paste and tooth brush charms, the paste in multi color with two- color cap and tube, the brush, of multi color plastic, priced $10 per 1,000; (2) padlock, plated and plastic, opens and closes, in assorted colors, priced $3 to $4.50 per 1,000. Fischer also showed a new coun- ter model baseball game, manufact- ured by Modern Design, Cincinnati, Cincinnati. The game gives five balls for either a nickel or penny, price approximately $55. Upon inser- tion of a coin, the balls are fed into a chute, and a lever shoots them onto a playing field for either singles, doubles, triples or home runs. During the show, Ray Machine, Philadelphia, also was signed to distribute the item.

Green Deck showed two new button series: (1) Glitter-initial buttons in two color designs, initials suitable for 7/4-inch vend, approximately $10 per 1,000; (2) Gags and Brags print, 12 different designs of peas and snails, multi color, $10 per 1,000.

Karl Guggenheim, Inc., had two new lines: (1) Tall-Talk teeth of plastic that opened and closed, in red and gold, red and white, pink and gold and pink and white, priced $12.50 to $21 per 1,000 depending upon whether plated, unplated, and quantity. (2) Trailer and truck charm, miniature trailers with attachable trucks, plastic and plated, multi- color, priced $3 per 1,000. Penny King Company unveiled seven new items: (1) Warner Brothers cartoon flicker action rings and lockets, 16 characters, priced $13.75 per 1,000; (2) base- ball flicker action ring, shows home run hit against ball, priced $12.50 per 1,000. (3) Rossette Wheel, with well molded colors, priced $12.50 per 1,000; (4) magnifying glass, in case, assorted colors, $12 per 1,000. (5) Lapel's Devil's Head, molded ivory plastic, painted ears, eyes and mouth, priced at $10 per 1,000; (6) Black Sitting Cat with yellow eyes, $5 per 1,000; (7) Jade Buddha, gold point, $6 per 1,000.

Plastic Processes showed: (1) Gold plated election pins, showing a hand holding a ballot, priced $13.80 to $16 per 1,000; (2) Puzzle Balls, multi-color, assorted colors, different puzzles with 8-16 to roll into appropriate holes, entire set of 12, in plastic ball, priced $13.20 to $15 per 1,000; (3) line of metal jewelry rings, well finished, gold and silver, sparkling stones, diamond cuts, ru- bios, enameled, pearls and others, designed for 10-cent vend, priced $45 to $50 per 1,000. (4) Baseball picture viewer, pat- terned after miniature telescope, multi color, also with key chains, shows different baseball player, priced $10 to $12.50 per 1,000; (5) plus new line of sales display cards for capsule machines, yellow and black, hinging eight different items, five with purchase of any capsule series.

Paul A. Price, Inc., had nine new lines: (1) Mallion with movable lid, blue and red, and plated, priced $12.50 per 1,000; (2) pad and blue plastic cradle, priced $10 per 1,000; (3) Day Glow face rings with removable face parts, glowing eyes, five different characters, $10 per 1,000. (4) Two different heart rings, with stones in center, $14 per 1,000, with faceted center, $8.50 per 1,000. (5) Small Heart ring, heart with blue or white heart, $8.50 per 1,000. Both item (4) and (5) are vacuum plated. (6) Large pearl center ring, gold and silver, $16 per 1,000; assorted small clusters, $17.50 per 1,000; (7) pink and blue harmonics (Continued on page 89)
Memphis Bulk Op Throws in Towel; Blames High Taxes and Vandalism

MEMPHIS — Henry J. Wilker son, 43, a bulk vending operator for three years, claims he is going out of business because of vandalism and high taxes and license fees.

Wilkerson operated 210 penny gum and peanut machines and 40 soda machines and said his net profit last year was $80. His gross, he said, was $2,061 and his operating expenses $1,981. Wilkerson operated a repair shop and carried on the vending operation on a part-time basis, hoping to expand into a full-time operation.

But, he said, the damage to many of his machines and "taxes and license fees which are exorbitant for a small operator" caused him to continue.

Pulled Machines

He said he has pulled in all his machines and is selling them piece meal to other operators.

The tax in Tennessee for bulk vending operators is 1 cent for registration of the operator, a one-time fee; 4 cents for registration of each machine, a one-time tax; then each year 1.5 cents per gross receipt. Wilkerson said this is a 3 per cent sales tax on purchase of fill. These were used instead of the 1.5 per cent on annual gross receipts it would give the small operator some relief.

He gave this example: He pays 3 cents a pound for peanuts in five-pound lots. (In case lots of 30 pounds to the case it runs as low as 28 cents a pound.) His machines hold an average of four pounds of peanuts each, which will gross $3.30 each.

The fill for one machine, 32 cents a pound, is $1.28. The 3 per cent sales tax on that would be $0.042, or 4.2 cents. He said this is 1.5 cents per gross receipts formula, it would be about 3 cents. This is for one machine in one machine.

Multiply this 1 cent by 200 machines and that is $20. Wilkerson Multiplying the $2 by the number of times during the year the machines are refilled and it will run into considerable money. The whole machine is out in tax dollars, he said.

The same is true of the gum machines, he said, only the tax will run into considerable money.

As to vandalism, Wilkerson said he had many machines torn up and robbed. Some, he said, were "broken to pieces." In others a spring is broken, in others a best coin somehow manipulated to allow the vandal to empty the machine.

Wilkerson said he had invested $9,000 in the machines while building up the route. He does not expect to get back anywhere near his original investment in restoring the equipment.

Wilkerson said he thought in addition to restoring the 3 per cent sales tax of the 1.5 per cent on annual gross receipts, the small operator ought to be given relief in the abolition of the $1 registration fee on each machine.

Wilkerson said the tax situation on his scales was ever so much on the penny vending machines. He said he is now paying a State tax of 1.5 cents per gross receipts, the small operator ought to be given relief in the abolition of the $1 registration fee on each machine.

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He said at each location where he had a scale, he had a gum vending machine on each side of it, or a gum machine on one side and a peanut machine on the other.

Wilkerson had a wholesale candy on the route. Some of the machines torn up somehow manipulated the mechanism of the vandal.

He said he thought in addition to restoring the 3 per cent sales tax of the 1.5 per cent on annual gross receipts, the small operator ought to be given relief in the abolition of the $1 registration fee on each machine.

But, he said, the damage to many of his machines and "taxes and license fees which are exorbitant for a small operator" caused him to cease operation.

Leaf & Cramer Show New Candy and Gum

WEST END, Grand Bahama Island, Bahamas, B.W.I. — Three new machine fillers—one by Leaf Brands and two by Cramer Gum Company—were shown to the operator and distributor trade at the National Vendor's Association Grand Bahama convention.

Leaf unveiled a new "Hot Ice" century count ball gum. A bright pink color, the outside is of cool peppermint, with the inside of hot cinnamon. Price is 3 cents per piece.

Cramer showed a new candy coated licorice solid ball, 100-cent in eight colors and a new 100-cent fruit flavored ball gum. No price was announced on either.

Manning the Cramer booth was Richard Collins and Carmen D'Anello. Leaf had a full contingent from the factory including Martin Cramer, Rolf Liebel, Jane Mason, Leo Lardy and Les Shankman.

If any prize would be given for most attractive exhibit booth, Leaf seemed destined to walk off with the honors. The booth was fitted in an attractive and original island motif, featuring native banyan. The theme was a "Hot Full O’Gum," with the bays used as horns of plenty, giving endless quantities of gum.

THE HIT OF THE NVA SHOW

TODAY

The debut of the hit "Hot Ice" by Leaf.

Gum

Your Advertisement

An effective way to reach all your customers is through an advertisement in one of today's best known newspapers.

Randolph B. Henderson, Jr.
1784 N. Decatur Rd., N.B.
Atlantic City, N. J.

MAY 2, 1960

Leaf & Cramer Show New Candy and Gum

TODAY

VICTOR'S PEN VENDORAMA

VICTOR'S SUPER-100 CONSOLE MODEL

A show piece, designed for those choice locations. Fast Play. Big Profits. Holds two cases of Century 100 Count Ball Gum. Super-100 is colorful and very attractive. Cabinet is solid oak with chrome plated legs. Size: 15½’’x15½’’x48’’ high. Capacity 168 ball point pens, vending at 10c each.

WRITE YOUR NEAREST VICTOR DISTRIBUTOR FOR COMPLETE DETAILS AND PRICES

VICTOR VENDING CORPORATION

TOMORROW'S VENDORS TODAY

GREAT NEW SUPER 100 CONSOLE MODEL

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VICTOR VENDING CORPORATION
Op Has What He Wants From Route Income Plus Some Time to Enjoy It

BULG VOGAN, of Bulg’s Vending Service, Los Angeles, found bulk vending because it afforded the most money for the least investment. Today he operates a fleet of more than 500 machines, but can take off eight to 10 days at a time to enjoy camping, rock hunting and other outdoor pleasures.

By SAM ABBOTT

LOS ANGELES — Bulg Vogan gets what he wants in bulk vending. As the operator of Bulg’s Vending Service here, he has a business that affords the necessities of life along with time to enjoy his hobbies of gun collecting, rock hunting and camping with his wife Gladys. Recently, the Vogans purchased a home in the San Fernando Valley — and to the list of things from vending may be added, security.

Vogan, who was born in Warren, O., in 1920, was attracted to bulk vending after selling a garage in 1954 that he had operated for eight years. He picked bulk vending for it represented the least investment for maximum return. He also believes that when acceptable equipment is purchased and well taken care of, one can never lose. But, if he had it to do over, he would do it differently — beyond a point.

Start Different

While he would stick to bulk vending, he would change his way of getting into it. When he started in 1954, he took part of a route, which was about one-third of the more 50 machines he has on location today. Then, he began building his own "kiosks," but no equipment had been changed, he would change his building today. He would decide how many machines he eventually wanted to operate, and this is what he would buy at the beginning.

I would buy to the point that I planned to grow." Vogan explained. "It appears on the surface to be conservative, my biggest volume, he only 75 to 75 per cent of his route to penny machines. "1 look upon the nickel machine as a necessary evil," Vogan declares. "Contrary to popular belief, penny and nickel machines bring in about the same amount of gross revenue. On the basis of cost, the 5-cent items are likely to be the margin is less.

Note

About Bulg Vogan prefers the penny item, eliminating one that is popular with most operators. He does sell pennies but only when the location requests that he add them. He said his vendor is done in bulk gum squares in restaurants with jelly beans and novelties following. Another item that he stays away from is sugar covered chocolates, except for in revenue and his location-owners on the basis of dispensing (1) never pull a machine from one location to serve another — buy another machine.

Life

This philosophy has worked well for Vogan. He enjoys life and recently told a friend that, moving to a new home, he preferred to "work little unprofitably to live comfortably." This seems to sum up his views. The camper in which he and his wife, known affectionately as "Punkin" take trips has been furnished with a stove, refrigerator, kitchenette, and self-sustaining tan and electric power.

Vogan continued with his medical studies, he would have made a good surgeon for he knows how to operate.

Complete Service for Vending

Largest selection of charms, bulk confections, novelties, gum, confections, points. Machines without free delivery.

GIVE TO DAMON RUNYON CANCER FUND

RIMGUN CHARITIES

BULLETIN

THREE STOOGES ACTION RINGS

BEST ITEM OF THE YEAR BY

DAMON RUNYON

Write for name of your nearest distributor.

TRIANGLE WELLS, INC.

COMPLETE SERVICE FOR VENDING

BULK VENDING

SEND FOR CATALOG

RAKE MACHINE EXCHANGE

H. B. "HUTCH" HUTCHINSON SAYS:

"When you buy the Original CRACKER JACK®... the most unusual, the most popular, the most complete line of machines, parts & supplies."

"A NEW OPPORTUNITY IN VENDING" of CRACKER JACK

DISPENSES THE NEW FULL SIZE FOILED-WRAPPED PACKAGE

This Could Be You

Be the first with the hottest new product that is a no-nonsense product, there is only CRACKER JACK, compares this with any other vending item and judge for yourself. We have thousands of profitable locations for this astronomic merchandise.

Direct shipments of CRACKER JACK to selected distributors of the CRACKER JACK VENDING MACHINE.

C. J. VENDORS, INC.

Exclusive manufacturers and Distributors of Vending Machines for CRACKER JACK

P. 64th Street

O. Box 476

Rialto, California

 trägt für die Operation. Sie hat in der Vergangenheit mit einer geeigneten Methode operiert und hat sich daher in der Lage befunden, schwierige Operationen erfolgreich durchzuführen.

Analoge medizinische Bemerkungen:

Einmal ist der Patient eine Frau, 54 Jahre alt, die in den letzten Jahren eine Vielzahl von Operationen durchgemacht hat. Der Patientin ist es bisher gelungen, die bestehenden Probleme erfolgreich zu bewältigen.


Ein Patientin, 32 Jahre alt, kommt mit einem Hals- und Rückenschmerz zur Untersuchung. Der Patientin sind in der Vergangenheit verschiedene Behandlungen durchgeführt worden, um die Schmerzen zu lindern. Der Patientin ist es jedoch bisher noch nicht gelungen, die Schmerzen ganz zu lindern.

Ein anderer Patient, ein 45-Jähriger, wird in der Vergangenheit mit einer medikamentösen Behandlung behandelt. Der Patient hat in der Vergangenheit jedoch immer noch Schmerzen und hat oft morgens eine leichte Verkrampfung der Muskeln.


Ein Patient, eine 50-Jährige, wird in der Vergangenheit mit einer medikamentösen Behandlung behandelt. Der Patientin sind in der Vergangenheit verschiedene Behandlungen durchgeführt worden, um die Schmerzen zu lindern. Der Patientin ist es jedoch bisher noch nicht gelungen, die Schmerzen ganz zu lindern.


Ein Patient, eine 40-Jährige, wird in der Vergangenheit mit einer medikamentösen Behandlung behandelt. Der Patientin sind in der Vergangenheit verschiedene Behandlungen durchgeführt worden, um die Schmerzen zu lindern. Der Patientin ist es jedoch bisher noch nicht gelungen, die Schmerzen ganz zu lindern.


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COIN MACHINES

Music Operators of America Convention Program

Exhibit Hours

Monday and Tuesday, 2:30 to 6 p.m.

MONDAY, MAY 9

9:30 a.m. Forum Meeting, Venetian Room, 2d floor.
C. Maintenance of Vending Equipment, Hygiene and Health Laws.
D. weer Product Control and Commission Rates.
E. Candy and Cigarette Vending.
F. Kiddie Ride National Repliers.
G. Miniature Bowling.

H. Depreciation, Travel and Entertainment Expenses.
I. Sales, Personal Property Tax Cabinet Rates.
J. Stamp Collecting.
K. Your Social Security.
Moderated by C. E. Case. Panel includes Leo Koser, Harry Snodgrass, George Miller, Nicholas Allen and Sam Jasper.
Door prize—Official Jumbo-Shuffle Alley contributed by Bally Manufacturing Company. Tickets given out until 9:30. Must be present to win.

1:30 p.m. Forum Meeting, Venetian Room, 2d floor.
A. Record Programming, 100-Play and 200-Play Machines.
B. Record Purchase.
Moderated by Norman Getke. Panelists will include two operators, a record distributor, and a one-stop dealer.
C. Amplifiers, Speakers, and Stereo Systems.
D. Relays and Steppers.
E. Maintenance of Playing Surfaces.
F. Coin Rejectors and Coin Changers.
Door prize—Magnus Chord Organ contributed by Williams Manufacturing Company. Tickets given out until 1:30. Must be present to win.

TUESDAY, MAY 10

9:30 a.m. General Meeting, Venetian Room, 2d floor.
Pledge of Allegiance to the Flag.
Sen. Albert Bodkin, Grass Roots Public Relations.
William Biltz, Wisconsin State Public Relations.
Sam Jasper, Social Security Administrator.
Door prize for the meeting—Flint Pool Bumper Billiard Table, donated by Fischer Sales & Manufacturing Company and two U. S. government bonds, contributed by Music Operators of America.

Recents—
Election of Officers (for MMA members only).
1:00 p.m. Lions—Yestermorrow, Terrasse Casino Room.
Door prizes—Mink for piece and stereophonic phonograph.

WEDNESDAY, MAY 11

9:30 a.m. Forum Meeting, Venetian Room, 2d floor.
A. Barco and EL Records.
B. Soft Jocks for Operators.
C. Types of Product Offered.
D. Can the Operator and Manufacturer Do to Improve the Business.
Moderated by Dan Collins, The Billboard, and Joe Orleck, Cash Box.
Panelists include two phonograph manufacturers, two photographic manufacturers, two record manufacturers, two record distributors and two one-stop dealers.
Door prizes—$1,000 bond on a Vok-Rite, contributed by Music Operators of America. Tickets given out until 9:30 a.m. Must be present to win.

7:00 p.m. Banquet and Floorshow, Terrace Casino Room.
Door prizes—Phonograph contributed by Automatic Music, Inc., and United Music Company. Only those with exhibit badges eligible.

THURSDAY, MAY 12

Final board of directors meeting in evening, time to be announced.
### Coin Machine Price Index

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

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

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### Chicago Coin

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### Arcade Novelties

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here's the new self-aligning pulse converter that helps make the “K” such a trouble-free money maker

Front accessibility . . . split-second removal or replacement . . . positive and automatic alignment of pulse converter with selector pins combine to reduce service costs and eliminate possibility of misalignment and player dissatisfaction. One of many new AMI features that make the “K” your better buy . . .

SEE YOU AT THE M.O.A. CONVENTION MAY 9, 10, 11—MORRISON HOTEL, CHICAGO AMI BOOTHS NO. 6 AND 7

AMI AUTOMATIC MUSIC, INC.
1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY
The Service School... What's In It for Ops?

The distributors for operators and mechanics, traditionally in the coin machine business, are drawing more and more attention from manufacturers, distributors, and operators.

Manufacturers have found a touch of envy in their efforts to expand and popularize the school idea. With the increase in service to the distributor and operator has come increasing demands for more frequent and more effective instruction in mechanical and electrical details. Perhaps this is the proof of the pudding.

But, in addition, the schools in some areas, while striving to bring in-service operators and their local distributors closer together, seem to have parted them instead into two camps. Operators are head to head in an effort to comply that distributors don't put on a good enough school, and distributors, in turn, charge that good schools are offered but that operators have to be horse-whipped into attending. No doubt there is some argument worth considering on both sides.

Hot Boston Topic

Boston is an example of an area where something needs to be done to improve the service school climate. The operators here feel slighted, and the distributors think the operators don't care and just won't come when a school is held. Operators claim they don't have time to attend during the day and believe the operators that are there have it easy because they feel their questions may appear elementary. But I try to encourage them to ask about anything that may be puzzling them.

DRIVING home a point is Gene Watson, AMI district sales representatives. He covers 11 Western States, along with Alaska and the Hawaiian Islands. His work keeps him on the road about two-thirds of the time, and he conducts schools on the average of one a week. Ops and servicemen will break out the coffee urn (in background, above) during the evening half-way meals at this school, conducted at Badger Sales Company, Los Angeles.

YOU PUSH, AND I'LL PULL. Jess Blake (right), of BBC, on operating firm discusses one port being passed around, with one of his men. Scene is Badger-Sales Company, Los Angeles, where an AMI school was in session.

SERVICE schools for operators and mechanics, traditionally in the coin machine business, are drawing more and more attention from manufacturers, distributors, and operators.

Operators in Boston even charged that schools are a waste of time since "all the distributor does is give a pitch for a new machine." The suggestion was made by one operator that they themselves (the operators) should conduct schools where the men could be taught the techniques of all makes of machines.

List of Gripes

Other Boston gripes: Operators do not have electronic test panels and actually don't understand the science of electronics anyway... paying a man to attend schools is expensive. The man has to be making a single operation just can't take time and would gain very little since he is more or less a "kitchen mechanic" to begin with... the operator who has a few men working for him can't afford to pay the kind of money necessary to get a man who understands electronics and who would want to increase his knowledge at service schools.

The schools were fine a few years ago when the machines were simpler, but nowadays the subject is too deep.

Distributors in Boston counted three charges among that, there was a general lack of operator interest in schools. One said his firm had one considerable expense and time to run schools, but that a mere handful of men would show up. "So what's the point in trying?"

The distributors are well aware of the complicated nature of the new machines and admit, "a man has to know something about electronics..." 

The distributors are well aware of the complicated nature of the new machines and admit, "a man has to know something about electronics..."

WHO DROPPED THAT PIN? Operators and servicemen listen intently to school lecture staged at Badger Sales Company, Los Angeles. Turnouts run as high as 50 to 60 at Badger's monthly meetings.

WHO DROPPED THAT PIN? Operators and servicemen listen intently to school lecture staged at Badger Sales Company, Los Angeles. Turnouts run as high as 50 to 60 at Badger's monthly meetings.

ANY QUESTIONS? Jack LaRue (standing) Seeburg factory service representative, discusses the mechanism of the E2 cigarette machine at a school for operators sponsored by the R. F. Jones Company in San Francisco. At left, drinking coffee, is Nick Paris, and seated across from him is Jack Corder.
DO’S & DON’TS FOR ARCades

Ops Give Pointers on What Clicks, What Misses in Arcade Portfolio

By Ken Knauf
(The final in a series of five articles on the modern amusement Arcade.)

CHICAGO — "The time has come," said the Walrus, "to talk of many things"—of the little things that, put together, can make or break an Arcade.

We won’t include shoes, ships or sealing wax (as would the Walrus), but we will touch on such things as community relations, promotions, safety, equipment, food service, tournaments, machine layout, and types of amusement facilities that blend well with an Arcade.

We’ve taken the liberty in this series of grouping a variety of coin amusement set-ups under the Arcade heading because they use the same equipment and share many of the same operational experiences. Whether they be genuine Penny Arcades, funspot facilities, kiddielands, department store playlands, miniature bowling centers, teenage recreation centers, or bowling alley game-rooms—what is good (or bad) for one, most often works the same for the others.

Case History

The heights and depths that can be struck by a single Arcade are noted in the exploits of one Springfield, Mass., operator. The tale was unusual enough for the Springfield Daily News to pick up and headline: "Games of Skill Outdraw Penny Arcade From Show." The story went on to pay tribute to the Arcade. It was a surprise in that only a bit more than a year before, the operator of the Arcade which was now receiving public recognition was being hounded and investigated and was receiving some extremely poor publicity.

Pete Slepchuk has pulled his Arcade out of a section of town where the "better people" never went, and took over a large store on the main street of the shopping district. He managed to get a permit from the mayor and opened a new, modern Arcade with a wide front and a collection of new machines. Care was taken to put in constructive types of machines such as Stereo Shovel, Bulldozer, Auto Test, and Airplane Trainer. For good measure he put in several target games which gave the kids a thrill when the wild animal targets "roared" as they were hit.

Slepchuk wanted a good, clean operation, so he kept away from the peep-show format featured in some of the other Arcades in town. Despite this, city officials and the public roared louder than the animals, and the newspaper was soon hot on his trail with unfavorable editorials.

Invited Inspection

Slepchuk was investigated and people demanded that the mayor take back the license. But the operator remained calm and invited officials to take a look at his Arcade.

ACT NOW, MR. OPERATOR!

The Coin-Machine Council
FOR PUBLIC RELATIONS
75 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

YES . . . we want to see a positive and permanent public relations program for the coin-machine industry. Enroll us as a member of The Coin-Machine Council. Enclosed is our check for annual membership fee indicated by ☑

| PARTICIPATING MEMBER | $50 ☑ |
| SUSTAINING MEMBER    | $25 ☑ |
| SUPPORTING MEMBER    | $10 ☑ |
| CONTRIBUTING MEMBER  | $5 ☑ |

(Distributor’s annual fees range from $100 to $200. Manufacturers’ fees are from $300 to $10,000, depending on sales.)

Company:
Street Address:
City, State:

Authorized by ____________________________

Make checks payable to: THE COIN MACHINE COUNCIL. Membership fees are a business expense deductible from gross income for income-tax purposes.

This week the first issue of

The Billboard
OVERSEAS EDITION
(MAY 2)

will bring to readers in all parts of Western Europe all of the most significant 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. Months of detailed planning, plus the speed of jet plane delivery, has made this unusual publishing service possible. For free sample copy . . . or subscription rates . . . or full advertising information . . . write Dept. OE3,
spot. He even ran ads in the paper inviting the public to come and see if it was a fit place for its children.

Plenty of spit and polish went into the maintenance of the Arcade. Loitering was discouraged and after a while the younger customers learned that the Playland Arcade was a spot where a good time could be had—if they minded their manners.

This "new" approach to running an Arcade began to make an impression. Parents would drop in with the kids, and father and son contests became the order of the day on the Sidewalk Engineer and other, games of skill. Biggest satisfaction for Slepchuk came when the other operators in town began to see that a wholesome operation could mean better business.

OK'd by Mayor

The crowning achievement came when the license came up for renewal. Because of the favorable impression the Arcade had made on the public, a new mayor renewed the permit without quibbling. But the happiest moments in Slepchuk's life came when the newspaper article, extolling the virtues of his Arcade, was published. It was a satisfaction and a vindication. And it also proved his point—that an Arcade can be run as a very respectable business.

But social acceptance is only the first step in the operation of a successful Arcade. It needs much more to constitute a going business.

Food Service

Availability of food and refreshment, for instance, can often make the difference between success and failure to the Arcade. Such service need not be available in just the Arcade itself, but if a snack bar or lunch counter is not at hand, the Arcade should at least include some beverage and food vending machines. Many operators have found that a lunch counter adjacent to or combined with an Arcade is a great asset—that the two types of operations complement one another.

Some Arcade operators deem it a necessity to have sandwiches and soft drinks, and even hot drinks and hamburgers at the location. Vending machines simplify the situation where counter service is not provided, and they also blend easily

FOR SALE

Three Buckety Diggers. Very good condition. Each $150.

Two Mills Panoramas. Good condition. Each $250.

TOWN ARCADE

Box 129
Wightstown, N. J.
Tel. Raymond 4-5067

ROCK-OLA

The World's Finest
All-Purpose Phonograph

Dependable
Profitable

SPECIAL!

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

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

THE BILLBOARD
COIN MACHINES 87

MAY 2, 1960

OF COURSE . . .
I'LL BE SEEING
YOU . . . at the
MOA CONVENTION

MAY 9-11, 1960

MORRISON HOTEL

CHICAGO

George A. Miller
General Chairman

PMR

EYE-CATCHER. Decorative light pole fronting Arcade building at Pontchartrain Beach, New Orleans, serves to draw attention up close or at a distance.

Arcade is learned with more other amusement facilities at the funspot.

"Arcade on Own"

There is one school of operators that goes so far as to say, that, except in a resort area or amusement park, an Arcade standing alone without mini golf or other services or attractions, is a poor business risk. But, if we include such Arcade set-ups as those in teen-age rec centers and bowling alleys, it must be admitted that, where handled and promoted correctly, an Arcade can indeed stand on its own. Added attractions seldom hurt, however, and almost always sold to rather than detract from Arcade patronage.

From the safety angle, it is a good idea to have a wooden floor in the Arcade. If you don't, rubber mats are needed to minimize electrical danger, especially under gun games and pinballas. Even a slight shock is enough to hurt patronage and more than that could ruin your business, to say the least. With wooden floors, grounding is not considered necessary. Cement floors call for rubber matting on rainy days, and require more extensive grounding of machines.

Who are the Arcade's patrons?

(Continued on page 93)
GIVE TO DAMON RUNYON CANCER FUND

SEE US AT THE M.O.A. CONVENTION FOR
A. M. I. Music
Gottlieb's Texan
4-Player 5 Ball
Fischer Pools
Chicago Coin
Pony Express
Shout the Clown
World Series
Queen Bowlers
Bally's Eye Drop Ball

MILLER-NEWMARK DISTRIBUTING CO.
7745 W. Grand Ave. Chicago, Ill.
Iowan 1207

RUSH RUSH RUSH RUSH RUSH RUSH
30 POKER TABLES $35 EACH
First Come--First Served

RUSH RUSH RUSH RUSH RUSH RUSH

MACHINE MINTS CORP.
527 16th Avenue, New York, N. Y.
Phone 6-6607

RUSH RUSH RUSH RUSH RUSH RUSH

WILLIAMS ADDING LINE: TAKES SCHROEDER COFFEE UNIT

Details on the organizational relationship of Williams and Schroeder Industries in the newly created Schroeder IVI Company were not made available at this time.

Williams, manufacturers of the Elly line of coin amusement machines, and especially of five-ball pin games is scheduled to continue at the Schroeder Industries plant in Massachusets, headed by George A. Schroeder. The new company is expected to expand in full-line vending by either:

1. Further acquisitions.
2. Development of additional types of vending machines from its Niles, Ill. plant.

Teamster Boss Freed of Extortion Charges

MINEOLA, N. Y.--East Coast Teamster boss, John J. O'Rourke, on trial here on charges of conspiracy and extortion in the Long Island jok box industry, has been freed by a directed verdict of acquittal. Four of his co-defendants were also freed. Coin industry figures in the Long Island-New York area were shaken by the news.

The wind-up of the case with this result was not entirely unexpected in view of a decision last week by the presiding judge Paul J. Wiltz that barred the use of wiretap evidence in the case.

Judge Wiltz ordered the acquittal after dismissing 16 counts of an indictment charging extortion, attempted extortion, coercion, and conspiracy against O'Rourke, Charles DelPorte, Anthony Pafumi, Kenneth Massa, and Michele Cattroppa. The judge also dismissed a number of counts against 10 other co-defendants, who opened their defense Thursday (28). The trial started February 1.

Judge Wiltz' anti-wiretap decision was based on a unanimous opinion handed down by the U. S. Court Appeals for the Second Circuit, which was issued last week.

Wiltz noted that the Court is unanimous and unequivocal in its opinion that the introduction of wiretap evidence would constitute a violation of a federal criminal statute.

The defendants, who included officials of Teamster Local 266 and members of the associated Amusement Machine Operators of New York, were indicted last May 29 by a Nassau County Grand Jury.

Gottlieb Sets Michael Dist'g In Northwest

CHICAGO—Gottlieb Manufacturing Company, Seattle, was appointed last week to handle the Northwest territory for D. Gottlieb & Company, Nata Gottlieb, sales manager of the game manufacturing firm announced.

The Michael firm is headed by John Michael and also has offices in Portland, Ore.

Appointment negotiations were conducted for Gottlieb by Elly Ray, Los Angeles, West Coast regional man for the Chicago-based firm.

Ray stated, "Michael Distributing has joined the Gottlieb distributing family at a very opportune time, as Gottlieb is delivering a new four-player five-ball game, Texan. We are happy to welcome them into the fold because we will be able to make a long and pleasant relationship."

See the All-New IMPERIAL at the MOA Show

You won't want to miss seeing the all-new Imperial in operation.

All its profit-colored features will be on display. Cale operators will see how they can earn more with the flawlessly designed Imperial which is making more for operators throughout the country.

American Shuffeboard Co.
210 Patterson Plank Road
Union City, New Jersey, Uillian 5-6633

WORLD FAMOUS EXPORTER
Includes:

- Imperial
- Chord Organ
- Chordette
- Rocket Ship
- Royal Flush
- Cripps
- Gondolier
- Roto Pool
- Silver Gloves
- Star
- Shuffleboard
- Pinball

- Standard
- Star
- Shuffleboard
- Pinball
- Imperial
- Chord Organ
- Chordette
- Rocket Ship
- Royal Flush
- Cripps
- Gondolier
- Roto Pool
- Silver Gloves
- Star
- Shuffleboard
- Pinball

- STANDARD
- Star
- Shuffleboard
- Pinball
- Imperial
- Chord Organ
- Chordette
- Rocket Ship
- Royal Flush
- Cripps
- Gondolier
- Roto Pool
- Silver Gloves
- Star
- Shuffleboard
- Pinball

- Imperial
- Chord Organ
- Chordette
- Rocket Ship
- Royal Flush
- Cripps
- Gondolier
- Roto Pool
- Silver Gloves
- Star
- Shuffleboard
- Pinball

If it's

COIN OPERATED we have it

Let us know your needs.

SHOULD YOUR ORDER IN NEW FOR GOTTLEIB'S 4-PLAYER TEXTAN Really BIC in Player Appeal, Performance and Profits!

TEXAN

WANT TO BUY

COIN OPERATED-JOINT PIVOT-SILVER FLAT-Bottom Shell-Top Shell-Glass, etc.-D Notify Us Promptly. Selection Limited

Terms: 1/3 down, 3 months wire transfer. 1/2 down and IX months.

A1 COIN MACHINe DEPARTMENT

WANTED

INTERNATIONAL, SEVERAL

N. ILLINOIS, N. IOWA AND IOWA OPERATORS...

WANTED TO BUY COLLECTIBLES-AUTO PINS-SILVER FLAT-BOTTOM SHELL-Top Shell-Glass, etc.-D Notify Us Promptly. Selection Limited

Terms: 1/3 down, 3 months wire transfer. 1/2 down and IX months.

US COIN MACHINe DEPARTMENT

1411-15 E. Division Chicago, Ill. 6-8111

COIN MACHINe EXCHANGE

THE BILLBOARD!
Bulk Banter

- Continued from page 79

...few pleasant days, sunny and see-
ing sights, before driving back to
Chicago.
...For many, the island's social activity was a high-
spot. There were numerous dance con-
tests, the last being won by a very young lady named Bobbie
Frank. Though Mr. and Mrs. Everett Galiff, Dallas. Bobbie did not
conquer the crowd before anyone else, but the natives, which for
in-the-morning dancing un-
der a horizontal sun wheel which is
lowered progressively until both pole and limbo dancer are prac-
tically touching the floor.

...Another guest flue, Barbara
Elson, took her place in her
hands when she accompanied The
Billboard correspondent on a sail-
ing trip around the reefs (the ocean
is much rougher than Lake
Michigan) but without effort and in-
ning worse than a sight sunburn
and were wearing only short
Deep sea fishing was also one of the
favorite pastimes.

Biggest fish honors, if there is
such a thing, would have to be
shared by Bob Galiff, Helen
Kraemer, Edward
Enzensberger and Decker
Becker.

Kraemer caught a giant wahoo which
sailed past the boat and took the
place of honor at the Leaf Brands
Sunday night ball table. Eisen-
ber, who said he "never catches
anything but a cold," changed
his luck with a huge wahoo and several
good sized groper.

Decker Becker latched on to an
amulet that took two people to
haul in. The fish weighed in at
over 35 pounds and was a first sized
Deber was using a 25-pound test
line at the time.

Deber didn't
catch the first fish on her boat
that honor went to the conqueror's
hardest working bouncer and keen
sparring
Jane Manoo, who was
on anything that he didn't like and
her complaints and work until the con-
vention was over. Monday Jane's
first day off, Monday, was spent in
a morning of fishing where she
ended her fall catch (a foot long mackerel), and
promptly followed this up with
another snapper
groper and trigger fish.

New Charm Lines

- Continued from page 79

plastic with metal rod, $2.10 per
(4) plastic and chrome plate, 25 cts.
plastic and color, $1.25 per gross, (9)
paper hand trading cards for card
vending machines, in stock and price
listed.

Ringmaster Cherabow showed:
(1) Movable turtle, plastic, multi
color and plated, $13.50 to $14.50
per 100, (3) TV action flecker
pictures, pictures of cowboys and
giant characters, $14.50 for plastic
and $15 for plated per 1000. (3)
plastic, red top, plated case, two pictures, 2.50 each and
clones plated only, $14.50 per 1000. (4) Plastic, $1.50 per
1000, patent has been applied for on the
above. (6) Silk flecker, $1.50 per
cloned flecker action top, five different
plastic characters, 15 different
dollar teams, also rings with Major
League stars in flecker action poses,
price 14-16 per 1000.

(6) Three Stooge flecker action
top, plastic, multi color with three
different pictures, priced $15.50 per
1000, (7) baseball action characters,
multi color, plastic, same poses and
characters as item (5) above, $16 per 1000.

Raynor and Arthur Silber, Stand-
ford Financial Corporation. General
sales manager of the distributor in serving as a link be-
 tween manufacturers and oper-
ators.

Mitchell pointed out the
importance of operators NVA posted of legal developments throu-
ged by Marc Hurvitz and curt-
problems in Pittsburgh, Florida and
Ohio that NVA, with the co-
operation of local operators was
working to correct. Silbert revealed
his firm currently had $15 million
in outstanding in vending equipment
and was ready to share in the
industry's future.

Officer Election

At the regular election of installa-
tion of officers, Everett Graff,
Roger Fahl and Joseph Fisk were
elected to the offices of president,
vice president and treasurer respec-
tively. Irv Katz, St. Louis dealer,
was elected to replace Elliott Levy as
secretary. Levy has retired from
the bulk vending business.

New directors named were
Lyle Beeker, Brisbane, Calif.;
Indiana; Herman Eisenberg, Cleveland; Donald Mather, Was-
to, and Paul Feingold, Miami.

Other association business to
come out of the meeting was the
establishment of an executive
committee to act on behalf
association business. The commit-
tee is to be made up of the four
directors and three ex-officio pres-
idents. The motion was
passed by Marc Hurvitz and
shortly after the floor discussion had
taken place on the matter.
What's in a Service School?

- Continued from page 65

Chalk Talk: Gene Wasson, Instructor at Badger Sales Company
AMI school sessions in Los Angeles, takes to the blackboard to make the only impression on the function of the juke box record change mechanism.

- Continued -

- Continued -

- Continued -
May 2, 1960

The Billboard

Coin Machines

Coin operatives are busy
arranging classes for the following:

Chicago Coin

Bally's Eye Drop Ball
4-Game Bowler
4-in-1
Queen Bowler
16 ft.
King Bowler
16 & 21 ft.
Shoot the Clown
World Series

New Wild West Kite Gallery!

Imagery Targets
Authentic Wild West Setting—Depicting Indians—Buffalo—Ear—
Fires, Buffalo Hump, Bunkhouse of Prehistoric Indians

Special! 6-Pocket Pool Tables
$165

Reconditioned—Refinished...
Free Coin Exchange

Lynch & Zinder

Distributing Company

New Orleans

Semper Fishel

Gallatin Ave.

Chicago Coin

Bally's Eye Drop Ball
4-Game Bowler
4-in-1
Queen Bowler
16 ft.
King Bowler
16 & 21 ft.
Shoot the Clown
World Series

New Wild West Kite Gallery!

Imagery Targets
Authentic Wild West Setting—Depicting Indians—Buffalo—Ear—
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$165

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Free Coin Exchange

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Distributing Company

New Orleans

Semper Fishel

Gallatin Ave.

Chicago Coin

Bally's Eye Drop Ball
4-Game Bowler
4-in-1
Queen Bowler
16 ft.
King Bowler
16 & 21 ft.
Shoot the Clown
World Series

New Wild West Kite Gallery!

Imagery Targets
Authentic Wild West Setting—Depicting Indians—Buffalo—Ear—
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Special! 6-Pocket Pool Tables
$165

Reconditioned—Refinished...
Free Coin Exchange

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Distributing Company

New Orleans

Semper Fishel

Gallatin Ave.

Chicago Coin

Bally's Eye Drop Ball
4-Game Bowler
4-in-1
Queen Bowler
16 ft.
King Bowler
16 & 21 ft.
Shoot the Clown
World Series

New Wild West Kite Gallery!

Imagery Targets
Authentic Wild West Setting—Depicting Indians—Buffalo—Ear—
Fires, Buffalo Hump, Bunkhouse of Prehistoric Indians

Special! 6-Pocket Pool Tables
$165

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Free Coin Exchange

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Distributing Company

New Orleans

Semper Fishel

Gallatin Ave.

Chicago Coin

Bally's Eye Drop Ball
4-Game Bowler
4-in-1
Queen Bowler
16 ft.
King Bowler
16 & 21 ft.
Shoot the Clown
World Series

New Wild West Kite Gallery!

Imagery Targets
Authentic Wild West Setting—Depicting Indians—Buffalo—Ear—
Fires, Buffalo Hump, Bunkhouse of Prehistoric Indians

Special! 6-Pocket Pool Tables
$165

Reconditioned—Refinished...
Free Coin Exchange

Lynch & Zinder

Distributing Company

New Orleans

Semper Fishel

Gallatin Ave.

Chicago Coin

Bally's Eye Drop Ball
4-Game Bowler
4-in-1
Queen Bowler
16 ft.
King Bowler
16 & 21 ft.
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4-Game Bowler
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4-Game Bowler
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New Wild West Kite Gallery!

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Bally's Eye Drop Ball
4-Game Bowler
4-in-1
Queen Bowler
16 ft.
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16 & 21 ft.
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New Wild West Kite Gallery!

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Gallatin Ave.
Those who had prior experience to attend, as it was staged for senior or head mechanics only. Lynch sends his top man to the course and urges his operators to send their mechanics, reports Lynch: "He has no interest in running such a course at the local level, but feels that Chicago is not too far from New Orleans for anyone really interested to make the trip."

Lawrence Logarde, TAC Amusement Company, one of the biggest operators in the New Orleans area with 10 full-time mechanics, thinks schools are a waste of time as "mechanics don't get much done." His reasons for this are two-fold: Groups get too large and classes generally disintegrate into bull sessions." Says Logarde, "There's always some crackpot who starts a discussion and nothing gets done."

Logarde feels that the practical experience his men gain by going out, servicing chairs, outweighs anything they can learn in schools. He does, however, send his train men and mechanics to the MOA convention in Chicago, primarily "to find out what's going on in the rest of the country" and to check on new machines introduced.

John Greco, of Three Star Novelty, normally has no problem handling his own repairs, but finds the school clinic at the local level does a good job of bringing his firm up to date on new models.

Occasionally his men will seek help in making repairs when a new model comes on the market and the factory has not yet covered it in a school class.

Steve Covel, Memphis distributor, feels every factory should thru its distributors, hold service schools twice a year in different sections of the country, Operators. He says, "It is no longer handled in equipment. He said he of his men had opportunities to attend schools in Chicago or in

Tsunawanda, N. Y. (Wurzblin) in the past two months, but that they could not leave because of their local duties. Machines are held in all cities of some size and if it would be a big help. This would also help rural operators able to travel into town for the schools. Canale feels the greatest aid to operators is the guide manual put out by the factories with each new model. As to help from distributors, Canale takes a dim view. He says the distributors promise and all help in selling machines, but once sold, "you'd better have a man who can fix it if it breaks down." He claims distributors give repair help reluctantly.

Wants Better Quality

Canale makes this point: He would like to see the factories make machines more trouble-free—simpler in mechanism, engineering and operation.

Canale says his men can make all repairs without outside help because they are trained on the job.

Amplifiers Posty

Newell says, "He is only repairmen who can handle themselves are on amplifiers—they have to bring them in to the distributor. Newell feels the fact that the small operator has to learn how to repair his own machines has made the joke box business difficult for the small operator to master. The operator must be a mechanic or become one, or be able to employ one.

George Summers, Memphis distributor, observes that what most operators want to know at service schools is how to trouble-shoot, how to find what's wrong and diagnose the breakdowns. They want to know if they cannot fix it, they can call the distributor and at least tell him what's wrong. Sometimes we get complaints from schools whenever something radically new comes out and operators must be made familiar with it. The average operator, he feels, can make most repairs.

Arthur Hauser, who was manager of National Registrers' New York office from 1950 to 1956, has rejoined the firm as Regional Sales Manager. For the last four years he had been vice-president and general manager of the Superior Meter Division of the Neptune Meter Company, Hauser is based at National Registrers' St. Louis headquarters.

SAY YOU SAW IT IN THE BILLBOARD!
NEW YORK — The 1960 coin machine division of the United Jewish Appeal was due to hold a highly successful climax as this edition went to press. Final arrangements had been completed for the annual Victory dinner which was set for last Saturday evening (30), at the Hotel Commodore. (For details of the dinner, see The Billboard next week, May 9 issue).

At a final campaign committee meeting, held Wednesday (27) in the Yacht Room of the Hotel Astor, it was noted that the fund total was already equalled last year's final total. Al (Senior) Bodkin, helming the meeting of workers in the absence of chairman Irving Holzman, said there was every reason to expect a substantial total of last minute contributions and ticket orders. Bodkin read off a list of names to get the last minute, personal follow-up treatment by the committee.

Guests of honor for this year’s dinner, Jack Wilson, proxy of the New York State Operators Guild, Carl Pavek, proxy of the Western Operators Guild and Tom Greco, proxy of the New York State Coin Machine Association, were all present at the final campaign meeting and made brief comments to encourage the success of the last-minute drive.

**What Clicks in an Arcade?**

There’s no maximum age limit, but most Arcades don’t cater to youngsters under seven years of age. For this reason, most Arcades don’t include coin-operated kiddie rides in their line-up. But kiddie rides are very popular in other parts of the amusement park or funfair. There are, of course, some sharp exceptions to this rule. Department store playlands, for instance, make very good use of kiddie rides because they are the main idea of the store Arcade. They are set up to keep the kids entertained and to keep their parents returning to the store for shopping.

As to Arcade layout, it is good to have a battery of coin bowling alley games from 14 to 20 feet long. The bowling alley game is probably the most popular machine in Arcades today. In some spots, particularly the teen-age centers and bowling alleys, seats similar to those in regular bowling establishments are placed behind the alleys. Smaller games, such as pool tables, baseball games, and others which take up relatively little space, can be strung out along the wall opposite. Coin bowling games, particularly bowling games on an Arcade vehicle for a promotion idea that has been successful in other types of amusement enterprises—the tournament idea. Tournament play on coin bowling games has not yet been organized on a wide basis, but the tournaments that have been set up by Arcade operators, particularly in teen-age rec centers and mini-bowling spots, have met with good success and serve to bring in the family trade.

Some of these spots, such as the Bowl-O-Fun in University City, Mo., have special tournaments for husband & wife, fiancé & fiancée, father-son, and mother-daughter teams, as well as for men’s, women’s and children’s leagues. Winning entries or teams win merchandise prizes, or special awards such as “scholarships” to university physical fitness and sport skill schools.

One Bowl-O-Fun tourney has each player purchasing “one share of stock” for a $1 entry fee. The player bowls six games on the coin alleys, making him a “board member” and entering his name and score on the directors’ chalk board and on the “stock certificate” or tournament record card kept by the management. When the board is full (52-member limit), other players may become directors by dumping the lowest director with a six-game bowling total higher than the lowest posted score.

When the “stock market” closes, the final board members meet to bowl 12 games. The top 16 make up the executive committee.” These 16 then meet in a handicapped, double elimination play. Eight winners continue to play until the slate is cut to two candidates. The final two roll six games to determine the “president” and “vice-president.” Prizes include survival.
Berlin, Conn., Sets Game-Juke Code

BERLIN, Conn.—An ordinance regulating games and juke boxes was adopted at a special town meeting by a vote of 33 to 11. Machine owners henceforth will pay a $50 license fee for each game or juke box operating in Berlin.

Some opposition was vigorously introduced into the meeting, one local resident charging that the move represents nothing less than double taxation. Another taxpayer here asserted that the tax is discriminatory.

Former State Rep. Robert Clapp, opposing the ordinance, contended it was just another way “for politicians to get their hands on more money to spend.”

First Selectman Arthur B. Powers noted, however, that many of the surrounding towns already require licenses for the machines. The tax move, he said, will give the town greater control over the machines. An annual inspection fee of $1 per machine will also be charged.

Three Generations of the Silbert Family were on hand as trading in common stock of the Standard Financial Corporation began on the New York Stock Exchange last week. Previously the firm was listed on the American Board. Theodore H. Silbert, president, shows the first 100 shares, which he purchased for his seven-year-old grandson, Michael. Looking on are Arthur F. Silbert, vice-president of his father's firm and Michael's father, and Stock Exchange President G. Keith Funston.

Berlin, Conn., Sets Game-Juke Code
Something **New in Music will be HATCHED** at the M.O.A. Show

by **UNITED**

Attend the first showing of the all new line of United Equipment at the M.O.A. Show. You'll be amazed at the new Raymond Loewy styling and the many other features built into this completely new equipment. You'll see both Stereophonic and Monaural models. New exclusive developments that will definitely obsolete all other

Be sure you see this revolutionary new music equipment at the M.O.A. Show. You really cannot afford to miss it.

**UNITED MUSIC CORPORATION**

3400 N. CALIFORNIA AVENUE \ CHICAGO 18, ILLINOIS \ CABLE ADDRESS: UMCORP

Attend the M.O.A. Show . . . You may win a New United Phonograph

See the latest United Bowling Alleys and Shuffle Alleys at the Show . . . All your United friends will be there to greet you!
REMARKABLY COMPACT!

STRIKINGLY ATTRACTIVE!

WALL-O-MATIC "100"!

Sensational New
Seeburg

Here's...