The Billboard

Juke Box Market

Hits $442 Million

Operators of 500,000 Phonos Bought
47 Million Disks in '59; Stereo Gaining

By AARON STERNFIELD

CHICAGO—Give or take a few million dollars, last year Americans dropped rock music discs, picture, and half dollars to the tune of $424,000,000 in an estimated 500,000 Juke boxes forced through the

The 3,500 representatives of the phonograph industry and adjacent fields who are in Chicago for the 10th annual convention of the Music Operators of America represent a market responsible for the sale of 47,000,000 records a year and an income to the retail, restaurants, teens hangouts, and, in the case of the over 3,000 of cost of more than $200,000,000. (The over general split between the Juke box operator and the owner of the location.)

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Release "Closed Door" Data

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Chicago One-Stop War Threat to Retail Market

Purported Lormar Salesman Offers Huge Price Cuts on Top Albums

By BERNIE ASSELL

CHICAGO—A thunderous price war has broken out among one-stop shops here which threatens to have serious repercussions in the retail market.

Dealers have been approached by a salesman for one of the city's indie distributors who reportedly offers to "make connections" with Lormar to sell albums on a "one-stop" operation, in what is a most extraordinary proposition. The salesman is promising to deliver any LP in the Lormar catalog for the price paid by check to make the offer even more enticing.

LESS GIMMICKS

Search in for New Ideas, Says Sholes

NEW YORK — Diskjockies and a.m. men throughout the country are seeking new directions and ideas in pop music, according to Steve Sholes, RCA Victor's top music director. This seeking, Sholes noted, involves an amount of experimentation and frustration, but on the whole the quality of songs, orchestrations and recording techniques is improving.

The a.m.s. are even pointing out that the extreme reliance upon gypsy sounds was being sensed—but not completely. For

BML CLEFFERS WIN PULITZERS

NEW YORK—Three BML writers—Patterson, Pulitizer and Dray were awarded last week. "Patterson," the second most popular record of the 44-year history of the foundation. Composer Jerry Rock and Stephen Harnick wrote the score of the show which is produced by Sonbeam Music.

The other winner for the Pulitzer Prize was music was written by Bud Carter, another BML composer for his Second String Quartet.

Meanwhile, BML is now also licensing the score—if the deal is not completed. For

Asbell to New Field

NEW YORK — Bernie Asbell, the one-time A&R man for the Chicago Sun-Times, has been appointed field manager for the Chicago Sun-Times. According to the Chicago Sun-Times, the move will be the last in the Chicago Sun-Times career with the Chicago Sun-Times. He has come up with some sensational stories, especially his brilliant series on the Lormar catalog. The Sun-Times' "goldmine in Chicago," the Pittsburgh Post-Gazette has noted him.

Top Goes Longhair With $4.98 LP Line

NEW YORK—Top Records, pioneer low-price, has invaded the regulated price packages through a Top Records New England Home Library of Great Musical Masterpieces, and features a number of notable titles by such composers as St. John, J. S. Bach and J. C. Bach.

Joining the longhair trend is the Top Records LP line which will carry big material on the composer and program notes treating the music. Discs are pressed on clear, Back cover, which was black and gold, carries a salute from Cross Press, which provides much of the Top Records' work.

Loudermilk Sues Pub

NASHVILLE—Songwriter John Loudermilk, owner of Songwritin', and publisher of "Music Row," filed suit in Nashville's chan

unofficial skeleton edition, 7.20.1960
Clark Winds Up Testimony
With Stout Payola Denials

By MILDRED HALL

WASHINGTON—A flood of comments poured into Federal Communications Commission last week (2) from Broadcast associations, network and individual stations opposing the Commission's March 15 Intent to Issue Payola regulations. It's said to be a non-payola, but the reality is commercial bribery, and the problem should be headed off at the pass.

In asking for withdrawal of the Commission's notice, NAB said that recent payola disclosures were "limited to a small segment of the industry," that there was no "bias" in the listening public which requires announcements that the public cannot be denied.

"Regardless of the motive behind the giving of free records to station licensees, if there is no agreement, express or implied, to the giving of any of the material furnished, there is no consideration," NAB said.

The Association agreed, however, that disclosure would be required if there were agreements that free recordings or other material would be used in the air. Enforcement of the FCC's field would stipulate, according to NAB, that the amount and range of music available to listeners, and would present an "enigma" in the use of public service material supplied by disinterested broadcasters by disinterested representatives of the government and other sources.

Columbia Broadcasting Company expressed the view that the Commission's notice goes "far beyond the intention and purpose of Section 317. The network said that any "extension of the requirements to the air as described in the public notice should be accomplished by legislation rather than by administrative action of the Commission."

NAB contended that where a record is given to a station "pursuant to an understanding that the record will be broadcast as a commercial announcement, the record is moved more forward than the product itself." On the other hand, the net said that "where in exchange for a station's announcement of an important, major, or other such record, he [NAB] accepts a page, and at a reasonable price, and with no assurance that the station will use the record in exchange for payment, no violation of the law has occurred." The public notice of the Commission, NAB said, should "be concerned only with the intent of the station and the buyer." A similar decision was reached by the Commission in a decision of the past summer.

"In any instance, if a station's behavior of free records to stations is found to be a violation of the law, the determination will be based solely on the public interest and the facts of the case," the net declared.

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Columbia Broadcasting System also disagreed with FCC's proposal. CBS felt that there "must be more involved than the mere giving of the record or records, even the playing of the record, with any hope or intent that they will be played," before an announcement is required. When large numbers of recorders are donated for distribution by the station as prizes, or for resale, with an understanding that the donor's records will be played on the air, the FCC believes the announcement should be required.

The American Broadcasting Company expressed the opinion that the public interest does not require announcements on all master recordings and that the record buyers should be required to broadcast the announcements of the complete performance of the record. "The record buyers who obtain free records for distribution should be required to broadcast announcements of the complete performance of the record," the American Broadcasting Company said.

Westinghouse Broadcasting contended that the Commission's notice, while "arbitrary" in that it would "cause radio stations to operate contrary to the public interest," would "place commission upon the board of directors of the station," and that "it would be a violation of the rules and regulations established by the Federal Communications Commission," which would require the board of directors to "operate contrary to the public interest." According to Westinghouse, the negotiation of the ·url is the same, whether the station is a commercial or non-commercial. In other words, in a non-commercial company "there could presumably exist a substantial unity under the commission's announcement declaration to broadcast the record, the company pointed out.

"The record buyers shall declare, in Federal Communications Commission seems to have decided, the supplier's state of mind, it must follow that the sole reason a supplier makes a record available to a station is to broadcast the record....

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"The record buyers shall declare, in Federal Communications...
Sinatra

SINGS!

IT'S OVER, IT'S OVER, IT'S OVER

HIS GREATEST BALLAD PERFORMANCE SINCE "ALL THE WAY"!

AND SWINGS!

RIVER, STAY 'WAY FROM MY DOOR

A SENSATIONAL NEW RENDITION IN TRUE "SWINGIN' AFFAIR" STYLE

with NELSON RIDDLE and his orchestra

Available now from your Capitol distributor

ON A BRAND-NEW SINGLE

Capitol RECORDS

RECORD NO. 4376
A DISTRIBUTOR SPEAKS

Wide Opportunity for Newcomers, Says Martin

NEW YORK — Joe Martin, head of Amex-Martin Distributors in Newark, N.J., and prior to that sales exec for Somerset and Stereo-Fidelity Records, got a lot of things off his chest this week concerning the distributor and the current record business, according to Martin, who has been a distributor for six months, but in representing several labels. He pointed to a plenty of room in today's business for more new players. He noted that the new distributor must be on the ball and imaginative to come up with ideas.

One of Martin's ideas for increasing sales to distributors is to ship tapes to racks which he is doing right now in the Newark area. He noted that few distributors were still using tapes and so he moved in. He sells Bel Canto tape line in Newark (one record stores distributor, one cam- eronite stores distributor) and yet three times do well with the line. Martin also is in favor of distributors bundling together and blowing the whole on manufacturers who sell direct to the big discount stores and the racks. He refused to dis- cover the names of record companies doing so but said there are too many of them doing it.

Del-Fi Hot on Charts

HOLLYWOOD — Del-Fi, the three-year-old Count Basie, is showing singles sales strength according to its current crop of chart climbers and contenders. Firm's front-runner is Red Holter's "Love You, Baby," on VP's label, the only one. Donna, which has climbed to the number 27 rung on the "Hot 100" hit ladder in the platter's fifth week on the charts.

Del-Fi's "Roll Call, Company F" by the Battlefielders holds the fourth slot in the "Roll Call, Company F" by the Battlefielders. According to label presy Bob Keene, other current singles showing major sales potential are Gary Weber's "Drum City," Larry Britth's "Mojo Workout," the Gallahads' "Lonely Guy," and Hannibal's "Please Take a Chance on Me."

Very-musician Keene first got into the disk biz while playing Las Vegas spots. He started Keen Records, a label which acquired Sam Cooke as an artist. Cooke's sales success on the Keen label prompted the diskster's father to abandon the bus business and enter the music field in favor of a full-time effort devoted to running the label. In 1957, he started Del-Fi with the strong selling Henri Rose "Caravan" as its first hit. He then signed the late Ritchie Valens which firmly established the label with such singles as "Donna," "C'mon, Let's Go," and several chart-rising L.P.'s. Keene recently signed Eden (Nor- tone Bay) Abiez as an artist soon to be released in an album of original material. Label also expanded its promotional activities, appointing ex-deejay Jim Randolph as national jockey promotion manager.

Moulin Rouge To Become Legit House

HOLLYWOOD — Hollywood will lose another niterie and gain a legit theater when Frank Sennes converts his Moulin Rouge into a 500-seat house. Sennes expects to make the switch within the next 60 days and hopes to have "a leading New York musical hit" on stage in time to lure business when the Democratic National Convention opens in Los Angeles. Policy, according to Sennes, will be to book top name stage musicals. He leaves for New York to negotiate with the Theater Guild and the Shuberts on acquiring top name fire.

Sennes blamed his decision to fold the niterie on the inflationary spiral which he said has placed operating costs so high it is no longer possible to offer patrons club entertainment at reasonable prices. Sennes acquired Herman Hover's Civic on Sunset Strip last summer.

(Continued on page 19)

Inter-Disc Starts Overseas Distribution

NEW YORK — Inter-Disc Ltd., the new independent overseas distribution organization which guarantees exposure to a manufacturer's complete line and audiophile bookkeeping, has been formed and is operating in key record sales areas in Europe and Africa. The new firm is based in Lugano, Switzerland, where it has its main warehouse, and stretches out to cover 20 European distributors and 10 key centers in Africa.

Holding the Inter-Disc operation is Jack Lewere, Hollywood dis- tributor, and already signed and participating in the company's op- eration are these jazz labels: Rivier, and its subsidiary Jazzland Records, Contemporary, and Good Time Jazz Records, World Pacific, Hi-Fi Records, the Society for Forgotten Music, Stereodites and a number of smaller single-labels.

A spokesman for Inter-Disc feels that the new firm has a most com- plete and thorough distributor setup that is can cover the entire re- cord operation from pressing to dealing with a heavy American as- sant on promotion.

Included in contracts signed between Inter-Disc and its foreign outlets is a stipulation that each distributor must carry in inventory copies of every item in a member company's catalog. This has always been a sore point between American manufacturers and the major European distributors.

The new organization has put a great deal of emphasis on promo- tion. Besides taking space in trade and jazz magazines on the Continent, Inter-Disc has set up its own Concert Bureau to bring artists, recording for member compa- nies, to Europe for concerts and personal appearance tours.

To get records to distributors on time to meet sales demand, tell your presser to . . .

"Ship by Emery Air Freight"

Here's why . . .

1st FASTER PICKUP and DELIVERY

Emery picks up your shipment at your pressey's any hour of the day or night—at no extra cost. If available at all, other air freight services charge extra for this.

2nd USE OF ALL AIRLINES

Emery moves your records on the first flight out— including jets—because Emery uses all airlines. Your shipment gets reserved space, like a passenger. Emery is the largest buyer of air freight space in the country.

3rd NATIONWIDE-WORLDWIDE COVERAGE

Emery's offices and agents blanket the United States, Canada, Europe and the Far East. Emery can serve all your distributors.

4th TELETYPE CONTROL

Emery's nationwide teletype control keeps track of your records all along the way. PLUS confirmation of delivery. No uncertainty, no long distance phoning.

5th COST

Lower than you think. Because it's profitable for you to use a premium air freight service to be sure your records get into the hands of your distributors when they must. Be sure to tell your pressey . . . "SHIP BY EMERY AIR FREIGHT."

Call your local Emery man today—

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International Headquarters: 802 Second Avenue, New York 17, 04

1120 C supplies branded to your specifications. The music industry world wide. 17.
WHO SAID SINGLES

SYLVIA ROBBINS
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"... A SENSATIONAL ARRANGEMENT!"

"FRANKIE AND JOHNNY"

"A SMASH HIT!"

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315 W. 47 St., N. Y. 36, N. Y.
ARE DEAD? NOT JUBILEE!

JUBILEE NEVER Follows TRENDS . . . JUBILEE MAKES THEM!

FEATURING FOUR GREAT NEW JUKE BOX DELIGHTS THAT WILL MAKE YOUR SALES FIGURES SKY ROCKET!

BOBBY FREEMAN

. . . biggest to date!

"I NEED SOMEONE"

JOSIE #879

"COME ON HOME"

Making All The Charts—But BIG!

SONNY TIL

JUBILEE #5384

THE CADILLACS

their first ballad—WITH STRINGS!

"TELL ME TODAY"

(we call THE CADILLACS the HIT MAKERS! don't you agree?)

JOSIE #876
ACKERMAN STATEMENT TO PAYOLA PROBERS

WASHINGTON — In response to numerous requests, The Billboard publishes the statement made by Music Editor Paul Ackerman last week before the Harris Committee. As the day of the hearings, at which the request of the Committee to present a brief history and analysis of the problems which currently beset the recording industry was made, approached, Mr. Ackerman undertook to address the Committee for the opportunity to express several facts about the business, its policies, and its problems. The specific problems which Mr. Ackerman named as the subject of his statement included the following:

1. The complicated nature of the problem of payola.
2. The increased use of payola in recent years.
3. The importance of the problem to the industry.
4. The need for a comprehensive approach to solving the problem.

Mr. Ackerman's statement was published in full in The Billboard last week.

Distrib Payola Sampling Bared by Committee

Figures Indicate Pay-Off Span To Air Personnel

WASHINGTON — From a sampling of 15,000 stations across the country, the Harris Subcommittee of the Senate Commerce Committee has gathered evidence indicating a high percentage of stations paying payola. In the course of the hearings, the study was made with the heartfelt thanks of the committees chairman, Senator Arthur V. Watkins, to the stations for their cooperation.

The Subcommittee hearings, which lasted several weeks, and which focused on the principles of payola and the impact it has on the recording industry, were held in the context of a general analysis of the music business.

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The perfect pair...

BROOK BENTON  DINAH WASHINGTON

explode again with...

A ROCKIN' GOOD WAY

EVERYTHING'S COMING UP HITS ON

ANOTHER
STANDARD SMASH!

EBB TIDE

THE PLATTERS
71629

COMMERCIAL CARROLL
WITH ROCK BEAT!

THIRD MAN THEME

DAVID CARROLL
7620

THE SMASH VERSION!

THEME FROM THE UNFORGIVEN

CLYDE OTIS
7628

MERCURY RECORDS

ANOTHER
"MULE TRAIN"

MULE SKINNER BLUES

RUSTY DRAPER
7634

7624
"BELIEVE ME JOE, I AM PERSONALLY, DOING EVERYTHING I CAN TO RUSH YOUR RE-ORDER OF 50,000, NOBODY LOVES ME LIKE YOU, BY THE FLAMINGOES, END 1068."

1650 BROADWAY
END RECORDS
NEW YORK, N. Y.
Chi's WLS Launches New Program Format

CHICAGO — Station WLS launched an ambitious invasion last week of pop programming in an avoided attempt to rise from oblivion in ratings to the city's top-rated station. The effort recently became a wholly-owned subsidiary of the ABC network and effective Monday (2) its entire old program schedule was cleared out as well as with a bulldozer.

Changes at other stations, meanwhile, are contributing to a lively interest in the ratings competitions. The town's top-rated signal sender, WIND, swept the program manager, Ralph E. Blank, of its closest rival, WJID. He replaces Dominick Quinn, who moves to a similar post at KDIA, Pittsburgh, which, like WIND, is a Westinghouse station. Blank is a musically hip programmer, first making his name as a pianist for Benny Goodman, Ted Weiss and Vincent Lopez. He was appointed p.d. in WJID in 1953 when Phogol took over the station, and nurtured its rise to a position that has perked the leadership of new owner, WIND. In another move, WIND nabbed Maurice Streimatter from WNO for the post of music director. In his former job, where he held the title of assistant music supervisor, Streimatter was responsible for programming all music on WMAQ-AM and WNBQ-TV.

Ralph Beaudin President
At WLS, the new owner, ABC, have installed Ralph Beaudin as president. He formerly was general manager for the net's o&o's. in Pittsburgh, KJV. Beaudin immanently advertised for deejay auditions tapes and received 350. From these, he and his production manager, Sam Holman, who also came from KQV, have selected a fresh slate of personality deejays. They are Jim Danbar, who has been p.d. at WDSU, New Orleans; Mort Crowley, from WAX, New York, where he has been known as Johnny Holiday. Gene Taylor, whose real name is Gene Teng, but who has been broadcasting as Happy O'Day on WOKY, Milwauk-ee; Dick Blondi, from WEBR, Buffalo, and Bob Hail from WIRL, Fort Lauderdale.

The only deejay holdover is Ed Germain, who submitted an audition tape to the new management just like the others, and made it as a selector.

Station's slogan will be "Mid-America's Bright New Sound," its theme of two dozen musical station breaks and promo spots recorded for the station in Nashville by the Anita Kerr Singers. Vocals of pop standards will be accented, spaced by only dashes of rock-and-roll and band instrumental. Post - paced chatter and absence of pauses will be important in the station's new format.

Deejays Select Music
Music will be chosen by deejays from an approved list. For the time being, the list will be developed by a deejay committee supervised by Holman, who will be an on-the-air personality himself.

Most conspicuous casualty in the sweep-out of old WLS programming is the National Barn Dance. Last Saturday night's opus was the last. (Continued on page 18)

REPEAT LIKEKLY FOR BOSTON JAZZ FIESTA

BOSTON — A second annual Boston Jazz Festival is a likelihood this summer, but it seems quite definite that it will not be held in Fenway Park, scene of last year's trial run. If the festival is a reality it would appear that the spot will be the fairgrounds at the Woon- mouth Fair with the dates probably August 20-22.

The man who holds the decision in the matter is George Woh, operator of Boston's Storyville and director of the Newport Jazz Festi- val. Last year he arranged the Sheraton Corp. entry into the jazz festival business along with the Newport Festival in co- sponsoring the three-day event at the home of the Red Sox. But despite the fact that Woh had said there will be a Boston festival this year, it now turns out that he can give no more definition answer than a "definite maybe."

The hotel firm has dropped both the Boston and Canadian jazz activities after a disappointing first trial. They will consolidate their efforts behind their first and most successful event at French Lick, Ind. The Newport Board also has retreated somewhat from extending itself too far this year. One cost them all of the profits made at Newport itself.

Dates for the third annual French lick Jazz Festival are July 20 thru 31. Even here the performances have been pared down to three evening shows from last year's four evenings and four after- noons.

HOT 100 ADDS 13

NEW YORK — Thirty sides appear for the first time on this week's Hot 100 chart. Details are:
52. Everybody's Somebody's Fool (Aldon, BMI) — Connie Francis, M-G-M
53. Dingo-A-Ding (Love, ASCAP) — Bobby Rydell, Cameo-Fling School (Columbia Pictures, ASCAP) — Bobby Rydell, Cameo
54. Pink Chiffon (Jamil, BMI) — Mitchell Taraka, Groyden Ship (Musicraft, ASCAP) — Percy Faith, Orch. Columbia
55. Jump-Over (Conn, ASCAP) — Freddie Clayton, Swan
56. Put Your Arms Around Me (Broadway, ASCAP) — Ray Smith, Judd
57. Before I Grow Too Old (Travis, BMI) — Pita Dama, Imperial
58. Hot Rod Lincoln (Four Star Sides, BMI) — Charlie Ryan, Four Star
59. A Cottage For Sale (DeSylva, Brown & Henderson, ASCAP) — Little Willie John, King
60. Wonderful World (Leeds, ASCAP) — Sam Cooke, Keen
61. My Baby's Gone (Oklahoma, ASCAP) — Westerfield, Copeland
62. Hello Mary Lou (Tomlin, BMI) — Tommy, Marathon
63. I Need To Be Loved Again (MGM, ASCAP) — Duane Eddy, Marvelous Wondering Mermen
64. A Million People (Robertson, ASCAP) — Wayne Wade, Hi-Way
65. Goodnight (MGM, ASCAP) — David Nelson, Country Gentlemen
66. They Talk About Us (MGM, ASCAP) — Del-Fi, Little Bluebirds
67. For Better Or For Worse (MGM, ASCAP) — Del-Fi, Little Bluebirds
68. Let's Hang On (MGM, ASCAP) — Del-Fi, Little Bluebirds
69. Reckless (MGM, ASCAP) — Del-Fi, Little Bluebirds
70. Slow Down (MGM, ASCAP) — Del-Fi, Little Bluebirds
71. There's No Way Out (MGM, ASCAP) — Del-Fi, Little Bluebirds
72. I'm Gonna Love Me Again (MGM, ASCAP) — Del-Fi, Little Bluebirds
73. I Miss You Most (MGM, ASCAP) — Del-Fi, Little Bluebirds
74. I'll Be Coming Back (MGM, ASCAP) — Del-Fi, Little Bluebirds
75. I'll Be Seeing You (Williamson, ASCAP) — Five Satins, Ember
76. Pennies From Heaven (Boy, ASCAP) — Skyliners, Callo
London NEWSNOTES:

By DON WEDGE

New Editor, New Musical Express

The two-sided U. S. Connie Francis M-G-M hit "Mama" b-w "Tell Me" is not being released as a coupling here after all. The disk had been set for May 6 release and copies had been pressed for distribution to dealers. Julip's had also been notified. "Mama" is now being released May 13 with "Robot Man" as the coupling.

U. S. singer Maureen Cannon made the transatlantic trip last week just for one TV show. She flew over to join Dave King when he handled ATV's "Sunday Night at the London Palladium," May 1, arriving on the previous Thursday and returning the day after the show.

Warner Bros. Records now has its own weekly disk show on Radio Luxembourg, the commercial station beamed at Britain but heard in most of Western Europe. Idea is to have time for more LP releases.

HANDBOOK ON ITALIAN JAZZ

MILANO—The most complete inventory of Italian jazz recordings has been prepared by Giuseppe Baratta as a 190-page volume entitled "Jazz Inizia In Italia" (Jazz recorded in Italy) which lists every recording from 1926 to the end of 1949. The volume includes recordings made by foreign musicians in Italy and more than 100 biographies of musicians and orchestras based in Italy. It is published by Messaggerie Musicali (Galleria dell Corso, 4, Milano.)

THE SPOTLIGHT'S ON THE HITS from...

United Telefilm Records

Best Selling Pop Records in BRITAIN

Week ending, May 19, 1960 (Courtesey New Musical Express)

This Week

1 1 I CAN'T HELP MYSELF-Cliff Richard (Columbia)
2 2 JENNY—Shirley Bassey (Epic)
3 3 I'LL BE YOUR MANS-Don't Ask (Columbia)
4 4 A Rakusin-Enlightened (Decca)
5 5 The Man-E-Espiritu (EMI)
6 6 Jim Reeves-Indian Summer (Decca)
7 7 You're Poison-Vivian (Decca)
8 8 The Look of Love-Connie Francis (Decca)
9 9 The Look of Love-Connie Francis (Decca)
10 10 The Look of Love-Connie Francis (Decca)

SMF Settles Wage Dispute

STOCKHOLM — The wage dispute between the Swedish Musicians Federation and the recording firms of Sweden, which started on February 6, has been settled and a new contract covering the renegotiating of glatters — valid for a period of two years — went into effect on Monday (1). During the wage conflict renegotiating was blocked and the Swedish musicians were given the moral support of the musicians federation of Denmark and other European countries, members of which were ordered to refrain from renegotiating for any of the firms involved.

THE BILLBOARD

MAY 9, 1960

Best Selling Pop Records in ITALY

Week ending, May 6, 1960 (Courtesey "Notizie & Dischi" di Milano)

This Week

1 1 MARINA—Rino Giannini (Brunswick)
2 2 PERSONALITA—Gianna Vanaresi (Decca)
3 3 MORGEX—Edda Cibell (Columbia)
4 4 IT'S TIME TO CRY—Paul Anka (A&M)
5 5 DANNY BOY—Conway Twitty (M-G-M)
6 6 KRIMINAL TANGO—Jerry "Pono" Manzioli (Columbia)
7 7 BELIEVE ME—Royal Terra (Columbia)
8 8 STANLICK—Frankie Avalon (Decca)
9 9 founding—Sandro Gavazza (Decca)
10 10 SCANDALI A S. STE—Perry Como (Philips)

EMPT STALLS

COLE, JONES Band Cull B. O. Fiasco

COPENHAGEN — Nat King Cole and the Quincy Jones band starred the "Most Elegant Fiasco" of the current concert season, with their two concerts in the big KB Hall on Friday (29) night. According to one local critic, others put it in slightly different words but all agreed that the musical talent of the King Cole band definitely deserved a much longer turn-out than showed up.

Critical, and what there was in the way of an audience, reacted very favorably to both Nat King Cole and the Quincy Jones band. Critics always maintain that KB Hall, unless jinemed full, is no place for even a big jazz band — much less for a pianist-singer. They blamed the fiasco on poor

Yera Lynn Joins M-G-M

LONDON—Yera Lynn, one of the outstanding figures on the British pop music scene for two decades, has signed a recording contract direct with M-G-M Records. Initially it covers a three-year period with both LP's and singles called for.

Until mid-March she had been tied to British Decca for a continu

THE SPOTLIGHT'S ON THE HITS from...

United Telefilm Records

The Distants "COME ON" and "ALWAYS"

WARWICK M-535

Ann Cole "BRAND NEW HOUSE" and "A LOVE OF MY OWN"

SIR 275

BIG in R&B and POP

Shirley & Lee "I'VE BEEN LOVED BEFORE" and "LIKE YOU USED TO DO"

WARWICK M-533

"THE SPOTLIGHT'S ON THE HITS from...

United Telefilm Records

The Distants "COME ON" and "ALWAYS"

WARWICK M-546
MUNICH NEWSNOTES:

By JIMMY JUNGERMAN
Producer, Bayerischer Rundfunk, Munich

"Hit Parade" is the title of a new German filmicized. Guest stars will be Nat King Cole, Cab Calloway, Sarah Vaughan and Duke Ellington. The story was written by Mio Von Pinelli and Berlin deejay Fred Ignor., German jazz authority Dr. Dietrich Schrader-Koch is the author of a new book, "Jazz in the Schools," which describes how to teach jazz in the schools. In Germany radio Schulz-Koch is known as "Dr. Jazz."

Peter Alexander stars in the new German filmicized "Ich nötle taglich meine Sorgen." This is the German title of the U. S. hit, "Heartaches by the Number." Both versions are still doing very well.

Guy Mitchell's new Philips label, and Peter Alexander's on Polydor, . . . a lovely waltz by Les Paul, "All I Need Is You," has been given romantic German lyrics by Fred Rusch, titled "Das Wunder einer Sternennacht," and is sung by "Greeko Blue Crosby" Jimmy Makulis. It's getting ap- plause on the Ariola label. Flip side is "Tahiti," a rumba written by...

NEW AUTOMATIC DISK VENDER

ROME—A new automatic vending machine known as "Red Box" will be tried out in Rome and Milan for selling the most popular 45 disks. If the experiment succeeds it will be used elsewhere in cinema theaters and other places which are open beyond the hours of music stores.

people who love jazz, old-time music, and most serious to remain in Munich. You Europeans take care of this symbol of American culture. Back in the States, people prefer commercial music from the musicals and movies. In Sweden, and now again in Berlin, Hamburg and Munich, I had to rearrange my program."

MUNICH DISK VENDOR

ROMA—A new automatic vending machine known as "Red Box" will be tried out in Rome and Milan for selling the most popular 45 disks. If the experiment succeeds it will be used elsewhere in cinema theaters and other places which are open beyond the hours of music stores.

Liberal and Ralph Mark Davis, . . . Rocco Granata got the "Golden Dog." Electroly sold 1,000,000 records of his "Marina" in Germany alone.

"Man, I dig Beethoven. He really swings in his Fifth." That's the way the German mag "Tone" introduces a nine-page story on Leonard Bernstein. The exciting piece is by Bruce Davidson. Bernstein is one of the favorite U. S. music personalities among German music people.

COMPATIBLE EP MAKES DEBUT

NEW YORK—Design Records, which bowed a series of compatible stereo LP's several months back, has introduced its first stereo EP compatible disk. The disk, according to Design press, Cy Las- lie, comes as a result of demand from tape box operators.

Pointing to the fact that there are more than 500,000,000 juke boxes in the world of today, Leslie stated, "We have a ready-mix market for this and future compatible EP's. The initial release features Texas Jim Robertson with a group of western effects, including a side which features a five-minute rendition of "The Great Divide."

Piston Cleving Grant

NEW YORK—Walter Piston, who licenses his compositions thru Broadcast Music, Inc., has received a $5,000 commission to compose a major symphonic work for performance next season by the Philadel- phia Orchestra."

THE SPOTLIGHT'S ON THE HITS from...

United Telefilm Records

A Chartbreaker

The Videls

MISTER LONELY

JDS 5004

new Teen-Age Delight

Linda Glover

COUNTING SHEEP OVER YOU

and

A DIFFERENT KIND OF LOVE

WARWICK M.536

New Teen-Age Delight

Linda Glover

COUNTING SHEEP OVER YOU

and

A DIFFERENT KIND OF LOVE

WARWICK M.536

Gorgeous—Glamorous—Great

Louise O'Brien

I DON'T MIND BEING ALONE WHEN I'M ALL ALONE WITH YOU

and

I LOVE YOU SO MUCH IT HURTS

WARWICK M.537

produced by Joe Sherman

United Telefilm Records, Inc.

MORTY CRAIT, PRESIDENT

501 SEVINTH AVENUE • NEW YORK 18 • AUGUST 10, 1960

MAY 9, 1960

BRITISH DISK SALES RISE

LONDON—February sales of platters reported 26 per cent above those of same month last year, and export sales were up 15 per cent.

Platter sales during the first two months of 1960 showed an increase of 87,000,000 over those of the same months in 1959.

February production of 33 1/3 r.p.m. disks was 73 per cent higher than in 1959.

JOEL ROSEN
State Dept. Tour Set For Pianist

WASHINGTON—Pianist Joel Rosen has accepted a State Department invitation to visit nine Latin American countries from May 9 to August 15. Mr. Rosen will meet with artists, students and teachers and will perform on a non-commercial basis with local orchestra and musical groups. He will be traveling under the auspices of the State Department's cultural exchange program.

Last year Rosen spent four months giving concerts in the Near East and Asia. According to State Department, he is "very interested in building greater mutual understanding between the youth of America and the youth of other countries of the world thru the performing arts."

Rosen has appeared before the Cleveland Symphony, the Atlanta Symphony, and the New York Philharmonic. He was the pianist with the Reginald Kell Players from 1950 to 1953.
THE SMASH! THE ORIGINAL! THE HIT VERSION!

DON'T WANT THE MOONLIGHT
(GUARDA CHE LUNA)

JOHNNY COSTA
RA 2050

FANTASTIC NATIONWIDE RESPONSE AND HEADING FOR THE CHARTS!

AMERICA'S NEWEST TEENAGE IDOL RINGS IN A BIG HIT!

JERRY JACKSON

DENNIS BELL

FOR EACH ONE THERE'S SOMEONE
A CHANCE TO PROVE MY LOVE
MY ONE LOVE
RA 2044
RA 2042

TOP RANK International
Rank Records, Ltd., London, England
Clark Winds Up Testimony

Continued from page 3

the books was also a “common practice,” Chairman Harris pointed out. A glaring instance, he said, was the payment of $7,000 to Clark, within a week of finalizing the contract with American Airlines. The sale of the time on a sponsored program given the network’s blessing, was a clear violation of Section 317 of the Communications Statute, which the Harris subcommittee is trying to update to cover new erosion of the sponsorship identification requirement. (See separate story on Section 317 comments to the Federal Communications Commission.)

Star Chamber Echo

During the long day, the most sensational testimony came not from the Clark reprise, but from excerpts from the closed-door testimony of Alan Freed, formerly WAIR New York deejay for the American Broadcasting-Paramount Network.

Equally damaging ramifications were made to other testimony taken in executive session from Tony Mannarella, Clark’s friend and former associate; Bernard Lowe, manufacturer and publisher; Harry Chipez, of Clark’s participated Chips Distributing; George Paxton and his “Man of the Monde” magazine; Wometco Music and Cudd Records; and George Goldner of Cudd Records. The latter six testimonies were released in full. (See separate story.)

A series of large diagrams of Clark holdings, and of inter-con-necting Clark-Mannarella enterprises were accepted as substantia tion of the deejay, when the committee offered them in evidence. One exception was taken by Clark to indication that his press ing firm, Mailzid, had pressed Am-Pak, which created one Globe record. Clark’s wholly-owned subsidiary were distributed nationally by Am-Pak Records, under the Hunt label, Clark had previously testified to the committee counsel Robert Libsinnan’s query: “Didn’t you ever have a personal arrangement with Sam Clark, head of Am-Pak Records?”

Deyclay said: “No.”

Libsinnan then quoted the Alan Freed testimony that the New York deejay was told to “say heavily on Am-Pak Records, and play nothing but Paramount Network with your stage show.” Libsinnan asked if Clark was offered the same product, but the Philadelphia teen idol denied it categorically.

Freed told the committee the network had a “dual” policy,—one for Clark, and another forrest of its personnel. Freed said the affidavit he would have to sign asked questions he could not say “no” to at the time. Did he have interest in music publishing, had he ever taken payola, and did he have interest in musical copyrights? On the other hand, Freed said Clark was permitted to divest, and was allowed a “special” affidavit which Freed or any deejay could have signed and come out “clean as the driven snow.”

Payola in the Clark affidavit, on which it was insisted that ABC’s upper echelon, including Leonard Goldenson who had collaborated, was defined to mean a specific agreement to take payola for pay, and a fee paid to the network for not payola was not made. Freed told the Subcommittee: “This is more like a bribery clause... payola is anything. It doesn’t have to be an agreement.”

Ironically, Freed added that it was he who had coined the phrase “consultant,” in the payola tax. He frankly admitted being on the payroll of record manufacturers and distributors. Freed was fired by the network for refusing to sign its affidavit.

Confronted with the Freed testimony, Clark insisted that “too broad a definition of payola would impugn too many people.” He de- nied that ABC had a “double standard” of morality, based on earned gross, but he did admit he had never been asked to sign the same type of affidavit required of Freed and the other deejays.

Representative Moss took nearly two hours of the hearing with an exhaustive re-questioning of the witness, and some cold, knife-edged comment on exploitation of the airwaves by deejays, and the caliber of the whole top-40 segment of the music in broadcasting.

Moss built a strong case of everything coming to Clark, after his status as a national network deejay was set on his “Bandstand” and Saturday night shows. Moss implied that there was even more than magnetism—there was pressure. He insisted that Clark was “in a position to exact some form of payment to exploit a tune on the air.”

Clark would agree only on one point: that he certainly had not overlooked any opportunities to make money while he was in a new work figure. He said fame was fickle, and he was only doing what other deejays in diversifying. But on a much larger scale, Moss pointed out.

Committee at Bat

In the final hour of the hearing, committee members took a turn at bat. Representative Dicey, leader of the group, pressed music editor, Paul Ackerman as an “impartial and leading authority” in the field, asked Clark if he would accept Ackerman’s concept that payola included “giving” as well as “taking.” Clark stubbornly maintained that “giving” was only a trade practice, before the Harris probing got under way, and acceptable as “ground rules” at that time. Representative Derounian had introduced an amendment to Section 317, which included a voice entirely to the cut-and-paste efforts of studio engineers. Derounian said Fabian was living proof that Clark did not really search out musical talent, but just went after a good-looking hunk of “male cheesecake” to make the girls scream.

Clark, reluctant to entertain the appearance of any of his talent, reminded the congressman that not all of the stream of performers on his shows were handsome or glamorous. However, with Fabian, Clark said the boy had brought a “rapturous” response from teen audiences from the first appearance as an unknown singer at a teen-age wing honor.

About that squaring—Chair man Harris wondered if it was done “on ease.” He learned that it wasn’t. Harris said he recalled the same type of thing when the “Little bitie girls screamed for Sinatra.” Clark interpreted the squaring as a psychological and spontaneous thing—a form of appliance.” By any age-bracket too lively for ordinary response. The committee seemed to find the explanation acceptable.

Representative Rogers asked if Clark’s divestiture had been total.

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NATIONAL RECORD PROMOTION

• Enjoy the security and satisfaction of having your talent, tune or product handled by one of the country’s top-level publicity experts.

• There is NO substitute for experience, important contacts, know-how and expert planning.

• Some of my clients in the past read like a Who’s Who—Steve Allen, Fred Waring, Mark Warren, Larry Roice, Monty Kelly, Povy Sherrell, Marion Morgan, Cliff Williams, etc.

TIM GAYLE

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The "EN-CHANCE-ING" voice of

STU LANE

"Chance Meeting"

Famous Music Corp.

(Inspired by the Paramount Picture "Chance Meeting")

e/e "A HUNDRED GIRLS" • AE 62

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CHART SMASHER SINGLES

CONWAY TWITTY
What Am I Living For.................. K12888

JIMMY JONES
Good Timin'... CUB 5067

TOMMY EDWARDS
I Really Don't Want To Know.......... K12860

DANNY VALENTINO
Biology..................... K12881

MARK DINNING
A Star Is Born
(A Love Has Died).................. K12888

JOHNNY FERGUSON
Angela Jones, K12855

Tasty Highlight!
PICKED BY THE TRADE AS "THE NEXT BIG HIT"

DICK CARUSO
TWO LONG YEARS
K12900
Surefire recipe for Success!

STARPPOWER MEANS SALESPPOWER

GREAT NEW MAY ALBUMS

100 Strings and JONI
I'm In The Mood For Love

SE3837/E3837

RAY ELLIS & HIS ORCHESTRA
I'm in the mood to swing

SE3820/E3820

OPENING NIGHT
UNMARRIED MOTHERS PERFORM IN THE ISRAELI SYMPHONY ORCHESTRA

SE3816/E3816

THE BIG, BIG VOICE OF
LOVELACE WATKINS

SE3831/E3831

SOPHISTICATED STRINGS
LEROY HOLMES

SE3833/E3833

EARL "fattha" HINES
earl's pearls

SE3832/E3832

EARL HINES

Metrojazz

E1015

THE MUSICAL WORLD OF
RODGERS & HAMMERSTEIN

SE3812/E3817

A word to THE DEALER WISE:
Your local MGM Distrib has all the secret ingredients for a very profitable dish—call him NOW!

we've cooked up something special for you!

MGM RECORDS
ACKERMAN STATEMENT TO PAY PROBERS

Continued from page 8

then mastered orchestras and recorded them in its studio, a strategy that was so daringly and successfully applied that companies took its name for their own. The company's slogan, "Deluxe," was used to describe its recordings and its customers.

One is the introduction of a level of originality to a business that has, at all but one time, lived on the labor of others. A second necessity is the protection and restriction of that originality.

With regard to the first—it is necessary to credit the songwriter or composer for his creation in words and in all its other aspersions; and with respect to the second, to establish a means by which those who own a copyright may safeguard their property from unauthorized use.

The company's new scheme is designed to accomplish these ends. It is intended to give the songwriter or composer not only a means of receiving royalties, but also a means of preventing the unauthorized use of his work.

One of the key features of the scheme is the use of Blanket Licenses. These licenses are issued to publishers, who in turn assign them to the songwriter or composer. The license authorizes the publisher to use the song, but only in accordance with the terms of the license.

The opportunity to receive royalties from the sale of a song is also available to the songwriter or composer. This is accomplished through the use of the "Blanket License." The publisher, in turn, assigns the license to the songwriter or composer, who is then free to negotiate with the publisher for a royalty rate.

In this way, the songwriter or composer is able to receive royalties from the sale of his song, without having to worry about the unauthorized use of the song.

Dick Clark

Continued from page 15

was going to be a Dick Clark album, it was indicated. The proposal never went beyond the "tentative" stage.

Representative Moss pounced on Clark's project as a "good, picker of hits," and pointed out that many an unknown, inter- esting act had been pushed hard on the Bandstand, "in the hopes of a hit or something.

Clark dropped the hit at a peak point (if that point was where it was, Clark was his "M.O." of operation. He said he liked to "stay out ahead of the next big thing," and let the locals have the established acts.

Looking directly at Moss, he said: 'I'm a good picker, but I don't claim to be infallible, Congressman Moss.' Moss, smiling for the camera, accepted the claim for himself as a congressman, either.

Two Acts LP's

Continued from page 3

tion of Aio singles over the past decade.

And Frederik, who have had as many as three LP's on England's top 10 album chart in a given week, are also well-known abroad in films, night clubs and on radio. And the nifty group in Delaware who were on their debut Aio album, in a style described as "sophisticated folk," with "a dash of jazz,..." at the insistence of Sandy Stewart, the Jackson Brothers, the Flamboyant Flashes, David St. John and the Chimes.

Moulin Rouge

Continued from page 5

last year and opened it for the New York season.

Senn's said the revamped Moulin Rouge will have the world's largest stage, extend to 340 feet and stage size second only to New York's Radio City Music Hall, at a cost of $8 million with a standby set of $2 million. The new Moulin Rouge will have a French theme and will be a $25 million investment.

The new set, which will be used for the film "The Jinx," is designed to be used in a theater that will rival New York's Radio City Music Hall in its spectacular features. The Moulin Rouge, as we have said, will be a $25 million investment.

The Moulin Rouge is a combination of a French revue and a revue, where the revue is a combination of entertainment and the revue is a combination of entertainment and the revue.

New Wax From DGG

NEW YORK — Decca Distributing Corporation issued the second release of Decca Gramophone Co., which included a record of a recent factory-scaled up in 1948.

The new release includes the 'Hugger's Theme,' arranged by Ingard Setrved and Diech Filtsch and 'Kobna's First Symphony,' by Karl Bols and the Berlin Philharmonic, and an arrangement of both works as Beethoven's 'Du Sois' and Franck's 'Variations,' for the same instruments. These were performed by the NBC Symphony Orchestra.

General acceptance of the new DGG records, according to Decca sales vice president, Sydney Coltrane, before the extended all of our expectations.
MAY 9, 1960
THE BILLBOARD
MUSIC

BACK WITH ANOTHER MONEY MAKER

M AR V
JOHNSON

AIN'T GONNA BE THAT WAY
b/w

ALL THE LOVE I'VE GOT

UA 226

UNITED ARTISTS
RECORDS

729 SEVENTH AVE. NEW YORK 19, N.Y.
Star Chamber Testimony

Continued from page 3

Heaviest questioning went to Anthony Mammarella, former switchboard operator at Triangle Publications' Philadelphia outlet, WPIL, one time camera man in 1956, associate producer of Clark network shows, and, suddenly, music expert. Mammarella described his duties as having to "ride herd" and handle "liaisons" for the "American Bandstand" and the Dick Clark TV shows, as well as help select music for the shows.

Mammarella was on four paydays in the happy years of 1948 and 1959, it was brought out. He was paid $8.00 a show for WPIL, Clark's package program, "Directed Productions"; by Swing Records, had-owned by Clark; and by Wildcat Music Publishing, owned by Mammarella and Milton Keller. Salaries totaled $753 a week.

Kept No Records Anywhere, it was said, was an absolute blank check for "listening" from Chess Records; Universal Distributing; Edward B. Sacks, Inc.; and Gramercy Pictures. A counsel Lishman pointed out. Also, there were no records from Clark's Acme Records; and from Coast and Gotham Distributing; David Rosen Company, Marketed Distribution; Duke Records and Future Records, it was testified. Mammarella could not tell what the true count was— he kept no records.

Other income producers included interest in Mill Kellmer Music, Inc., Wildcat affiliate Raye Products, Inc., subsidiary of Wildcat but part-owned by Clark, which produced the Dick Clark record carriers; Startime Industries Corporation, with Clark, which produced the "Fits Like Pup" stuffed animals.

Other ventures included the profitable dodge of lending his own name, or rather his pseudonym, "Anthony September," as composer of a hit record, "Butterfly," which was authored by Bernie Lowe and Hal Mann. Lowe had asked the favor, testimony brought out, to conceal the real ownership from the Ross Jungnickel firm, a Hill & Range affiliate, which had a year's exclusive contract on Lowe's services at the time. Mammarella got a one-third share of the substantial "Butterfly" royalties, it was shown, and subsequently turned the copyright back to Clark. Dick Clark was also able to be cut in on this for 25 per cent of royalties, it was testified. Mammarella could never have any "arrangements" for paying Clark, as no such discussions had been made— should have said "play it for me" when money was offered. He maintained that there was nothing of testimony that Clark did not know of Mammarella receiving payments.

He said, however, that Clark, a former member of the American Federation of Musicians, was in the music business, and he, Mammarella, had once been a member. He also said that it was his belief that Clark had no knowledge of Mammarella's receiving payments.

The former Clark associate de- nied that any "reprints" were taken from the shows, when the owner failed to meet the terms of his contracts. Committee counsel Lishman said there

had been complaints that Swing Records, former owner of Mill Kellmer, Blitnik and Clark, all had a very low rate of return on the songs they paid for, Mammarella admitted. Because the competitive labels were not getting the play on the Clark show, they allegedly had to allow very high return percentage to Mammarella. He testified.

Committee counsel asked Mam- marella if, in his capacity as a c.o. for Swing Records (and sub- sidiary publishers BAE and REH), he ever required copyright statement as a condition to record with the Clark firm. Mammarella said no the copyrights just came their way, in exchange for nothing.

Rep. Rogers elucidated: "You mean that you, as a publisher, with Clark as a partner, put the means to put the thing out, and to prefer it over their own?" Mammarella agreed, that they certainly did have the right means for promotion.

Copyrights were assigned to Wildcat and Milton Keller and Mammarella music publishing firm, owned jointly by Mammarella and Keller, and paid $700, to the owners. All licensing fees were to Wildcat, and Roy. Moses brought out, with the original arrangement getting only 10 per cent of the publishers, turned over.

Mammarella said it seemed,Kellem heard a lot, and "went after it," as in the case of a tune called "Get a Job." Keller got 50 per cent of the copyright. Mammarella claimed he was merely a stand-by: "I never looked into those things, they it may sound unse- lecible.

Kellen had promised to play on the Clark show in exchange for the copyright. Rep. Rogers wanted to know. Kellen had "promised" nothing, Mammarella said, and Kellen, when Mammarella said, but late had been to that he might be Kellen did do some promising. In- come from the Wildcat firm to Mammarella was close to $3,000, he judged.

Other in Orbit

Coming to satellite personalities farther out in the Clark universe, the Committee questioned Harry Chappell, of Chips Distributing, at which Mammarella had worked for $10,000, and Bernie Lowe, who claimed that Mammarella had paid back $23,000 on divestiture, and Chips' statements clearly showed Mammarella had been paid to do so. Mammarella said he did so, but to get rid of his problems, in 1958 and 1959, testi- mony brought out.

Rep. Moss tried hard, but failed to make Chips Chappell to have known of the payoffs. Moss showed that net sales of the firm's income in 1958 was $36,000, in 1959, $576,000. In 1957, Tailings in oper- ating expenses, which jumped from $50 with $13,000, was lured

THE BILLBOARD'S 1959 MAN OF THE YEAR VISTA #359

THE CASH BOX PICK OF THE WEEK

Aspects

THE BILLBOARD'S

In The Photograph With You . . .

"TELL ME WHO'S THE GIRL"

(For The Phonograph With You . . .)

Asks A LETTER

THE BILLBOARD'S

SPECIAL REPORTER OF THE WEEK

By Bob & Dick Sherman, writers of "Tell Paul"—"Get The Feeling","Midnight Oil"—etc.

MUSIC WORLD CORP. 6087 Sunset Blvd., Hollywood 29, Calif.

"Better Music"

Continued from page 3

"Better Music" is a classified advertisement, the format, said Lichtenstein, is a "re- 

demnition" of that used by San Francisco's top 414 on-air, KSD, McKenzie station.

The "Zonies" sound has been extended into commercials, with each live spot aired over a four week period, with each spot featuring a background music. The WNTA "Sun- 

light Spectaculars" new runs from noon to 10 p.m., spotlighting 10 hours of record programming based around the central theme, artist, or pe-

The rock and roll records are also new at station KQAT, Austin, Minn., which went on the air with the "non-traditional" musical format. Show music and symphonic works make up the bulk of the station's disk programming.

SAWYER & BERNSTEIN & COMPANY, INC.

The Mavericks Publishing company now located at 666 FIFTH AVE.

NEW YORK, 19, N. Y.

NOTICE!

We invite you to cut your next session in our ultra modern studio

HIGH FIDELITY PREPARED EQUIPMENT

NEUMANN & TELADY GERMAN MIKES

NATIONAL VOICE EXPANDER

FERN RECORDS, INC.

Custom Recording Dept.,

Asheville, Ky.

Phones: EAT 4-5023

EAT 4-8812—Evenings

SHAPIRO, BERNSTEIN & COMPANY, INC.

The Mavericks Publishing company now located at 666 FIFTH AVE.

NEW YORK, 19, N. Y.

Smash Hit!

"SINK THE BISMARCK"

JOHNNY HORTON

Columbia 4-1288

CAJUN PUBLISHING CO.

Shreveport, La.

SWAMP LEGEND

Four-Cardinal-Ashburn

COME ON HOME

DO YOU THINK I AM

Dee Hoffman—Dean

B. F. WOOD MUSIC CO., INC.

2521 W. 49TH ST., NELSON

Copyrighted material
LITTLE MISS DYNAMITE
BRENDA LEE
EXPLODES WITH ANOTHER HIT!

I'M SORRY
b/w
THAT'S ALL YOU GOTTA DO

DECCA 9-31093

For display and more SELL-ability, they've packaged my new single in this special color sleeve.

Hope to see all you operators at the Decca Booth, #23, at the Morrison Hotel.
I'll be singing these new songs at the MOA banquet. Hope you like them as well as "SWEET NOTHIN'S."

Brenda

Exclusively

DECCA Records

www.americanradiohistory.com
### Thanks

**MUSIC OPERATORS of AMERICA**

You've brightened the scene for us so much in the past—Now let US continue to brighten YOUR FUTURE with these latest disclicks from **ABC-PARAMOUNT**

<table>
<thead>
<tr>
<th>★ PAUL ANKA</th>
<th>★ LLOYD PRICE</th>
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<tbody>
<tr>
<td>My Home Town b/w</td>
<td>No Ifs—No Ands b/w</td>
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<td>Something Happened</td>
<td>For Love</td>
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<td>ABC-10106</td>
<td>ABC-10102</td>
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<td>ARRANGED AND CONDUCTED BY SID FELLER</td>
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<th>★ TEDDY RANDAZZO</th>
<th>EYDIE</th>
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<tr>
<td>The Way Of A Clown b/w</td>
<td>GORME</td>
<td>LAWRENCE</td>
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<tr>
<td>Cherie</td>
<td>This Could Be The Start Of Something b/w</td>
<td>Darn It Baby, That's Love</td>
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<td>ABC-10088</td>
<td>ABC-10104</td>
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<td>ORCHESTRA AND CHORUS CONDUCTED BY SID FELLER</td>
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<tr>
<th>★ THE NICARDI BROTHERS</th>
<th>★ EMERY AND HIS</th>
<th>★ BUZZ and AL</th>
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<tr>
<td>That Pretty Girl b/w</td>
<td>Violin of Love b/w</td>
<td>Jeannie Marie b/w</td>
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<td>Lonely</td>
<td>Stella By Starlight</td>
<td>Tomorrows That May Never Come</td>
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<td>ABC-10086</td>
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<th>★ JOE ROGERS</th>
<th>★ LAURIE LOMAN</th>
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<tr>
<td>Don't Go Away Mad b/w</td>
<td>Johnny Angel b/w</td>
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<td>The Bible Belt</td>
<td>Love Is A Gypsy</td>
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<td>ABC-10110</td>
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<td>ARRANGED AND CONDUCTED BY SID FELLER</td>
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★ GEORGE HAMILTON IV

Tremble b/w
Why I'm Walkin'
ABC-10090

Distributed in Canada by Sperson of Canada, Ltd.
ABC-PARAMOUNT presents the album release that will make you "SPRING INTO ACTION!"

7 OUTSTANDING ALBUMS TIED IN WITH A SPECIAL INDUCEMENT ADDED

PAUL ANKA
sings his
Big 15
ABC-323
(Mono. only)

LLOYD PRICE
"Mr. Personality's"
15 hits
ABC-324
(Mono. only)

SING ALONG IN ITALIAN
ABC-320
(Mono.)
ABC-320
(Stereo.)

ADVENTURES IN PARADISE
ABC-329
(Mono.)
ABC-329
(Stereo.)

SING ALONG IN SPANISH
ABC-332
(Mono.)
ABC-332
(Stereo.)

60 FRENCH GIRLS
CAN'T BE WRONG!
ABC-327
(Mono.)
ABC-327
(Stereo.)

MANDOLINI ITALIANO
ABC-326
(Mono.)
ABC-326
(Stereo.)

In order to properly introduce these 7 great packages, your ABC-PARAMOUNT distributor is prepared to offer you FANTASTIC INTRODUCTORY DISCOUNTS for a limited time only... see him NOW!
PHONOGRAPHS

recorded phonic booklets
in Nals, Association.

20, the election will

16 prior each

music for and

and Astaire

Astaire Radio

of

uncharacter

and

times.

in each pack

High

Model 1680, $119.95, six-inch speaker in center unit, with one five-and-a-quarter-inch speaker in each satellite, compatible stereo cartridge and AM radio; Model 2260, $159.95, eight-inch center speaker with six-inch speaker with two-inch cone in each remote en-

member of a network of in-
HOW "ADD-A-TRACK" WORKS... You record on one track, rewind the tape and record again on another track while listening to the first track. On play-back, you hear both recordings simultaneously! Because you can record and play-back the second track any number of times without affecting the first track, a single training tape can teach hundreds of students. Dramatic roles are easier to memorize—music lessons absorbed faster. Home party fun with a recorder such as this takes on new dimensions, too!

"ADD+A+TRACK"

V-M tape recorder
'sales clincher'!

A V-M Tape Recorder with exclusive "Add-A-Track" is more than just a tape recorder! It's a dramatic new advance in modern teaching and learning methods. In addition it offers unlimited practical uses and just plain fun in the home. The home and school tape recorder market is a vast, continually growing one and here is a real opportunity for you to reap your share of it! Your customers get greater value through greater uses with a V-M tape recorder featuring "Add-A-Track"!

- A MUST FOR HOME TAPE RECORDING ENTHUSIASTS!
- PERFECT FOR TEACHING AND LEARNING!
- DEVELOPS ORAL SKILLS AND PROMOTES RETENTION!
- HELPFUL TO LANGUAGE, MUSIC AND SPEECH STUDENTS!
- Boundless uses in business and industry!

V-M/tapeomatic® 4-Track Stereod-Play Tape Recorder with exclusive "Add-A-Track." Records and plays-back on four tracks monophonically. Plays stereophonic tapes. High-Fidelity speaker system. Simple, push-button controls assure complete simplicity of operation. V-M Model 720... $225.00* List

V-M/AUXILIARY AMPLIFIER-SPEAKER for stereo play-back. VAI Model 166... $75.00* List

IT'S EASY TO DEMONSTRATE THIS UNIQUE TAPE RECORDER RIGHT IN YOUR OWN STORE! CALL YOUR V-M DISTRIBUTOR TODAY! FIND OUT MORE ABOUT AMERICA'S FIRST REALLY DIFFERENT TAPE RECORDER!

V-M CORPORATION • BENTON HARBOR, MICHIGAN • World Famous for the Finest in Record Changers, Phonographs and Tape Recorders

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THE BILLBOARD
MAY 9, 1960

Steve Sholes
Continued from page 2
chart activity is the fact that the
fewer number of releases receive
crazedly heavy promotion by
Ben Roiter's field force of 12 men.
Currently, RCA Victor generally
releases two singles a week. An
occasional record is released for
the country field alone—but this
is rare. "Very few are released
which are not aimed for pop ac-
on." About one year ago, RCA
Victor was releasing four or five pop
singles and two country singles per
week.
The diskery's highest rate of sin-
gles release was prior to the war.
At that time, the weekly release
included five pop disks on Victor;
eight pop disks on Bluebird; five
cab, on Bluebird, and three rhy-
tan and blues on Bluebird. This
period was the brainy of heavy
singles schedules, and some con-
tracts—such as the Glenn Miller
 pact—specified 32 sides per year.
Albuns were not even thought of.
The Mills, Tommy Dorsey, etc.,
had a record out every several
weeks.
"Of course, there were fewer
labels by far," Sholes concluded.

Tops Longhair
Continued from page 2
he's quoted as complimenting Tops
for "attaining the highest level of
excellence" in the recordings. Tops
plans to play up the Cross blessing
by spotlighting his name more
prominently on the front covers,
feeling this will spur sales.
Series was recorded in Europe,
reportedly under supervision of
Tops artist - repertoire head Dave
Pell. Performers for the series, ac-

Continued from page 2

Col. 'ARP' Hit
Continued from page 3
selected by Columbia, plus a book-
let titled ARP Dealer News Mag-
azine. The booklet contains informa-
tion on ARP releases, plus sales tips,
display and promotion, and pub-
icity ideas.
The two ARP albums for May
are the firm's debut disc of the
Ludwig Bralsky in the performing
the Chopin Preludes, and Rudolf
Serkin's performance of two Mells-
dorsohn Piano Concertos. These
albums are advertised in the firm's
ARP booklet as well as other al-
bums such as the Grouch Mark
"Mikado," the forthcoming origi-
nal cast albums of "Bye Bye
BIRDIE' and "Christine," and other
classical releases.
With the May ARP magazine is
a special croft of the new stereo
"arp" disc, which includes the
first 25 dealers who send in cor-
correct answers to the puzzle
will receive various gifts. So
fair, according to Munver, over
50 dealers have completed the
puzzle and sent in their an-
swers. Perhaps more important
than the puzzle contest is the
fact that many dealers have writ-
ten back to note the approval of
the ARP program.

The NLRB finds
Continued from page 2

out of this world!
"DO YOU WANT
TO SEE MY BABY?"
HERMAN GRIFFIN
anna 1115

watch for the new
BARRETT
"MONEY
STRONG"
"YOU KNOWS WHAT TO DO"
b/w
"YES, NO, MAYBE SO"
anna 1116

Top 40 Hits
Continued from page 2

"Everything About You"
b/w "Orphan Boy"
TY HUNTER and the Voice Masters
anna 1114

King Offers
Continued from page 2
five stereo albums he purchases he
receives a stereo set free. The
labels in the deal are King, Beth-
lehem, Auldilab and Rep.
If a dealer buys six deals or
30 LP's, he receives delayed billing
of 40-45 days. Hal Neely,
general manager of King Records,
noted that the firm has sent out
dealer mailing on the new King
20 per cent deal, and also points
out that all King branches and dis-
tributors are handling the deal.
The firm's 15 new albums for May,
all available in stereo or monaural,
are included in the deal.
King is also very excited about
the new Tub Sheets waxing of
"They're Off" and "Lovely Spring-
time," which is being released this
week. King is offering an uncondi-
tional guarantee on the sheet on
the disk, something that the firm does very
rarely. According to Neely, busi-
ness so far in May has been the
best the company has enjoyed, both
albums and singles since the
start of the year.

Rank Pacts
Continued from page 2
Bernard New, president of Harold
Friedman, director of the label's
executive committee, for the pact.
He also had warm words for a.d.r.
am, Sonny Lester, and the re-
tently pushed Paul Cohen, who
will operate for the firm in the
a.d.r. area, out of Nashville.

NLRB Finds
Continued from page 2
NLRB ruled that the AFM local's
pacting with the Guild's outcry of
painted pretent carried with it the warning that
"blacklisting or other forms of
discrimination will be prosecut-
ed to the fullest extent." Local had printed names of 20
expelled members in the Overture,
the union's paper, NLRB found
the Guild's charge to be without
merit and asked MGA to either
withdraw the charge or NLRB
would dismiss it. AFM local presi-
dent John Tramesh said it was stand-
ard practice for all musicians' uni-
sions through the country to pro-
scribe their members with a monthly list of persons who were on the
book among the union. MGA, he said,
knew when the charge was filed but made the charge anyway as
a "propaganda move."

Copyrighted material
SKEPTICAL
his time, broadcasters, Smather said, were connected figures, either had the heavily licensed programs.

Goldenson, who rejected this claim that since Mammarella had resigned, he was simply "out of the picture," and any investigation of him was unnecessary, and in fact not even possible, since he was gone from the network.

Congressman McKay re-fed to see that way. He said Mammarella was part and parcel of the Clark - ABC - Record show set-up, and a man who had selected 50 per cent of the records on the Clark shows. (Mammarella and distributors with whom he dealt, testified to substantial "listening" payments, in addition to income from partnerships with Clark in several firms.)

 Asked to define payola, Goldenson said he had at one time interpreted it in the narrow sense, to include payments to deejays for playing, and the counter threat "not to play" if payola was not forthcoming. Later, Goldenson said, he decided payola was a matter of "commercial transactions," and that he was on the safe side. ABC policy, he contended, was to "whatever" the most nominal of holiday gifts, or business luncheons. It was at this point that Moss asked why divert the deejay, when the network kept its own recording interests. Representative Benedict, who had opposed the recording subsidiary, said he was interested in payola to deejays. Why didn't Goldenson note these payments when he got statements from the recording subsidiary? Benedict said 3 to 4 per cent of Am-Par's sales gross went into payola.

Goldenson said the word should be "promotional" in this case. He was legitimate, but there was no "breakdown" to indicate payments to deejays. "Our financial people" handled that detail, he said. He hadn't thought Am-Par was involved in payola, but he had asked "people" about the possibility. No one told him of any Am-Par payola activities, apparently, not even "our financial man" over there.

The network chief claimed innocence of payola knowledge on his network, because he thought "mostly small independent stations".

SKEPTICAL
THE SMASH HIT EVERYWHERE!

DON COSTA HIS ORCHESTRA & CHORUS

THEME FROM THE UNFORGIVEN

UA 221

729 SEVENTH AVE. NEW YORK 19, N.Y.

UNITED ARTISTS RECORDS
WHAT'S FRIDAY THE 13TH?
FRIDAY, MAY 13TH, IS THE LAST DAY THAT THE ENTIRE EPIC STEREORAMA CATALOG EARNs A 15% DISCOUNT ON ALL PURCHASES.
CALL YOUR DISTRIBUTOR TODAY.
THE SPOTLIGHT'S ON THE HITS from United Telefilm Records

A Unanimous PICK for the $ Money Sound $ of

The Craftsmen

ROCK-A-LONG

and

GOOFUS
WARWICK M-538

Sunny Gale

CHURCH BELLS MAY RING

and

MY FOOLISH HEART
WARWICK M-540

It's Hot
Bob Crewe

COOL TIME
WARWICK M-534

A Smash!
Buddy Brennan Quartet

PEG O' MY HEART
and
BLUE RIVER ROCK
WARWICK M-532
MUSIC AS WRITTEN

New York
Ian Davis, winner of the Franz Liszt Piano Competition in New York last week, received the $1,000 Friedheim Memorial Award, presented by Van Cliburn, Miss Ruby de O'Bryan Cliburn. She studied under the late pianist and teacher in New York. Bob Brownell's piano group opened last in New York. Irwin Thomas will play a week at the Regal Theater in Chicago, May 13. Thrust's latest disk on Reo Records is "I'm 81,000 Foot in the Air." Guggenheim Foundation, which will be presented again this summer for the 43rd season in New York next weekend in Prospect Park is Chicago and Santa Fe, as sponsored by the Danial and Florence Guggenheim Foundation. Van Smith and his combo opened shortly at the Diplomat Hotel in Milwaukee. Tommy Bedford, who moved out of North Carolina will feature the Untouches. The Roundtable, led by Harvey Reese feature Mit Turema, and the Pete Fountain group starting May 10.

Tony Martin opens this week (12) at the Copa in New York, Barbara Mischer, secretary to RCA Victor executive, vợ của ông trùm của hãng, đã rời New York last week for conferences with Top Rank officials. Spoken Arts has released a documentary album "Portrait of Adolf Stefenson," with Arnold Michaels interviewing Adrian W. B. Lee was arranged and conducted Tommy Leonti's first single for Atlantic. Blue Note takes over at the Kingston, Bill May 25 thru June 31. Laura Lane is now singing at the Velvet Room in New York. Johnny Duncan's first record will soon be issued on Kapp Records. Lad was discovered and recorded by Norman Petty. Bob Rolontz.

Chicago
Sarah Vaughn's husband and P. C. Atkins, still shopping for a sponsor for his new station after several tries, now is a murder. La Vaughn's first sides for Roulette due for release in three weeks is expected to vault her initial title as top female chanteuse in 20th Century Fox's "Murder, Inc." Harry L. Basie, father of the Count, succumbed last week. Tata Page guests for Saturday Night Time Thursday, 10 p.m., on WABC after a month at Desert Inn, Las Vegas, May 17. Blue Angel kicks off series of Saturday afternoon Dick Tracy cartoons May 14. Jesse Owens, ex-Olympic track star, gets 12:30-2 a.m. slot on WAAP after his smash on "This Is Your Life." "Boots" Woodfill of NBC members. Next Saturday, June 11, is the opening of the new book of Jack's "Honest John" on Thunder. Master was not sold to Thunder before the promotion. NRQ is receiving some work in RCA's studio. Shepherd Sines has inked M. M. Cole Corp. Jack Diemer is serious about a new book, "How to Write a Novel," to take over 8-6 a.m. at WATI, Chicago. Jim Conway signed for two years at WGN after winning "Emmy" as best commercial personality for his work in TV. He will serve in the management. Bob Weaver, GAC chief here, joins the commits committee here (Hollywood) which has now become a formal board of 26-foot cabin cruiser. Joe Kelly, WBST, South Bend, passing out cigars for his seventh offeng--all boys--Sin-Times reporter Gabe Favone launching chatter-and-show disk on WPAW Tuesdays, 10-10:30 p.m. to be called the "Crying Towel." Visiting disk talent invited. Visitor in town from Kansas Relations lute--wants to be anonymous--claims he's cut a side with the wildest of wild sounds by utilizing an eighth floor room of the Holiday Towers Hotel as a studio and another room down the hall as an echo chamber. What? This reporter, who oft has reported "people ticking pessoas" good nice, for announce with good news and not griping too much when it was not so good. Bertie Aatell

Hollywood
Four Cap execs will leave for EMI conferences in London concerning the future of the EMI-owned Columbia Pictures, and their radio programs. They include Angel a.d. president, Leo Kepler, Cap a.d. administered, and Hal Scott, Cap a.d. vice-president and planning director. A hot spot Randy Wood will handle with several of his Eastern district after he concludes his current recording sessions in New York with the Fontaine Sisters, Columbia, and a full week of the Earl King's show in the Lake Tahoe's district in Hawaii, its recently acquired plant in Aus- tralia, and a stop over in Melbourne, and a weekend in Tokyo. Wood also will conduct the Pacific division in Chicago during the two-week weekend will include deejay and dealer visits at his ports of call.

Warren Berlin, label presx Jim Cookling reports current sales giving the firm the top position in its history, thanks to the Bob Newhart album and the Everly Brothers single...AFM again defeated the Musicians' Guild in New York.

(Continued on page 34)

JOE BLINKER

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Carl Reinschild wouldn't string along with this!

Like all RCA Custom client representatives, Carl Reinschild of our New York office doesn't put up with misfit service. Carl follows through on your Custom-tailored job step-by-step to assure you of perfect service from order to delivery.

Carl helps you enjoy every one of RCA Custom's extras-like overnight delivery of your latest hit to any dealer in the country. Only RCA's exclusive 3-plant service can give you the records you need, when and where you need them!

RCA Custom is the "indies'" best friend. Call or write for details... today!

RCA CUSTOM RECORD SALES

In New York:
155 East 24th Street
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In Nashville:
800 17th Avenue South
ALpine 5-6691

In Canada:
RCA Victor Company, Ltd.
1001 Lenoir St., Montreal
225 Mutual St., Toronto
We're hot-footing it down to the store now, to get some before they run out. It's a real gasser!

You should hear Seeco's "Alan King in Suburbia" album.

Man, if you think we suburbanites are funny...

Wow! It was a "pick" in all three: Billboard, Cashbox and Music Vendor.

Watch Alan King on the Gary Moore Show, May 17th.

Seeco No. SAW 2101 - Conceived by Alan King - Lyrics by Bobby Worth - Music by Jack Quigley - SEECO RECORDS Inc., 39 West 60 St., NYC
Music Features
The Billboard
May 9, 1960

Gospel singer Clara Ward and her Ward Singers headlined the weekend-long South Coast Jazz and Gospel Festival May 29. Tour opens in Brea, Calif., and Group will wind up its current U.S. tour May 15 in Minneapolis, where it shares the bill with the famous Kirk Douglas. Ward is a featured European tour last fall including appearances at London's Palladium and the German Jazz Festival.

Nashville

With the current buying trend seemingly swinging toward albums, local recording studios have been busy with albums sessions recently. In the past two weeks, Brothers Four, Dr. John, and Tiny Tim were in Decca at Bradley Studio here, and Kent Wells is scheduled to wind up an album for Decca at Bradley Studio this week. Columbia's Ray Price has reportedly turned out several religious songs, and RCA Victor's Jim Reeves will have a July release. Of the latter, the title track of the latter, by the Recording Academy for musical and singer.

Ohio State's Bobby Boyd has recorded a Gallatin, Tenn., youngster for the RKO-Master label. The 15-year-old's name is Charles Law and his album is available in music stores.

In a frequent guest on design Noel Balls shows here, Paul Cohan, a New York writer, has made a marathoner of the last week's music scene, not expected to be released soon, Columbia's Don Law has been busy last week for the West Coast for sessions there. Jon Allison was in town last week to direct several sessions for ABC Paramount sessions. Where he went, Columbia Morgan did a Columbia session at the studio and Roy Drusky was on a session for Decca under direction of label's Owen Bradley.

Home and Jethro were in RCA Victor Studio last week to cut a session for the label. Jethro, who married the identical twin of Chet Allison's wife, brought his pretty little daughter down from Evanton, Ill., to show off to the homefolks.... Hank Locklin was in town last week recording a tune he will take to a hit in the coming weeks. He was Roy Acuff's guest Saturday (?) on "Grand Ole Opry." RCA Victor's Floyd Robinson has a new jet-black motorcycle and a brand new After he left the studio, freelance photographer Floyd Cranmer motored with his wife, Mary, to Hattin, Ark. last week to take pictures for Locklin's upcoming show. We had an interview with Johnnie Wright for a session for Decca on the 15th. Wright, who has been busy last week for a promo staged by label's distrib.

Cedarwood Publishing Company proxy, Jim Dewar, info that his mother, who recently authored serious surgery
gory here, is back home and doing well. Cedarwood writer Wayne Walker last week rushed to Shreveport, La., where his brother had serious surgery, but is now recovering. The combination of a pop group man, Billy Ford, and his lovely wife, Delores, who live in the rural area next to Seattle, have received emergency call last week on their mother's life in Wisconsin. Capt. Kay and the Knockouts, of whom Lee is lead, have this week from West Coast to attend meeting of Country Music Association. Pat Twitty.

Cincinnati

Paul Dixon, standard bearer of "The Paul Dixon Show," learned Monday thru Friday, 9-10 a.m., over WLW, has��
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According to statistics maintained over a period covering thousands of releases, out of 10 will reach Billboard's "Hot 100" in the weeks ahead!

In every week... did jockeys all over the nation help spark up their record show with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

- Continued from page 2

Board elections on the TV front, emerging as collective bargaining agreed for were carried out by the "Peter Gym" and "Mr. Lucky" shows.

Singles

Back to the future with Jane Eyre, expected to be released soon, RCA Victor's Jim Reeves will have a July release. Of the latter, the title track of the latter, by the Recording Academy for musical and singer.

Ohio State's Bobby Boyd has recorded a Gallatin, Tenn., youngster for the RKO-Master label. The 15-year-old's name is Charles Law and his album is available in music stores.

In a frequent guest on design Noel Balls shows here, Paul Cohan, a New York writer, has made a marathoner of the last week's music scene, not expected to be released soon, Columbia's Don Law has been busy last week for the West Coast for sessions there. Jon Allison was in town last week to direct several sessions for ABC Paramount sessions. Where he went, Columbia Morgan did a Columbia session at the studio and Roy Drusky was on a session for Decca under direction of label's Owen Bradley.

Home and Jethro were in RCA Victor Studio last week to cut a session for the label. Jethro, who married the identical twin of Chet Allison's wife, brought his pretty little daughter down from Evanton, Ill., to show off to the homefolks.... Hank Locklin was in town last week recording a tune he will take to a hit in the coming weeks. He was Roy Acuff's guest Saturday (?) on "Grand Ole Opry." RCA Victor's Floyd Robinson has a new jet-black motorcycle and a brand new After he left the studio, freelance photographer Floyd Cranmer motored with his wife, Mary, to Hattin, Ark. last week to take pictures for Locklin's upcoming show. We had an interview with Johnnie Wright for a session for Decca on the 15th. Wright, who has been busy last week for a promo staged by label's distrib.

Cedarwood Publishing Company proxy, Jim Dewar, info that his mother, who recently authored serious surgery
gory here, is back home and doing well. Cedarwood writer Wayne Walker last week rushed to Shreveport, La., where his brother had serious surgery, but is now recovering. The combination of a pop group man, Billy Ford, and his lovely wife, Delores, who live in the rural area next to Seattle, have received emergency call last week on their mother's life in Wisconsin. Capt. Kay and the Knockouts, of whom Lee is lead, have this week from West Coast to attend meeting of Country Music Association. Pat Twitty.

Cincinnati

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In every week... did jockeys all over the nation help spark up their record show with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.
...wait'll they hear what DELLA did!

They'll flip for this new release by REESE and buy it like "Don't You Know"!

EVERYDAY

47/77c

c/w There's no two ways about it

RCA VICTOR
"NATIONAL CITY"
Joiner, Arkansas
Junior High School Band
#55244

"SING A GOOFY SONG"
B/W "COMIN' THE ROUND MOUNTAIN"
David Seville and the Chipmunks
#55246

"ONE LAST KISS"
Bobby Vee
#55251

"THREE STEPS TO HEAVEN"
Eddie Cochran
#55242
of the 'Sixties

"RUNAROUND"
B/W
"Truly Do"
The Fleetwoods
DOLTON #22

"BORN TO BE WITH YOU"
B/W
"My Guiding Light"
The Echoes
DOLTON #18

Following their Sensational Smash
"FOREVER"
THE LITTLE DIPPERS'
"BE SINCERE"
B/W
"Tonite"
UNIVERSITY #603

Distributed Nationally by LIBERTY
Liberty is distributed in Canada by London of Canada Ltd., Montreal
**Reviews of THIS WEEK’S LPs**

The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Format</th>
<th>Price</th>
<th>Review</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MENDELSSOHN: Symphony no. 4</strong></td>
<td>Symphony of the Air (Kondrashin)</td>
<td>RCA Victor</td>
<td>SF 9900</td>
<td>$4.98</td>
<td></td>
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<tr>
<td><strong>BERLIOZ: ROMANCE</strong></td>
<td>immigration</td>
<td>Victor</td>
<td>SF 1800</td>
<td>$2.00</td>
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<tr>
<td><strong>GERSHWIN: PANY CONCERTO NO. 1</strong></td>
<td>immigration</td>
<td>Victor</td>
<td>SF 2000</td>
<td>$4.98</td>
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Strongest sales potential of all albums reviewed this week:

<table>
<thead>
<tr>
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<th>Price</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>SCHUMANN: Symphonies nos. 1 &amp; 2</strong></td>
<td>Chicago Symphony Orchestra (Gould)</td>
<td>RCA Victor</td>
<td>LSC 3700</td>
<td>$4.98</td>
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<tr>
<td><strong>CHOPIN: ETUDES</strong></td>
<td>immigration</td>
<td>Victor</td>
<td>SF 1350</td>
<td>$2.00</td>
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<tr>
<td><strong>BRAHMS: SYMPHONY NO. 1</strong></td>
<td>Berlin Philharmonic Orchestra (Kondrashin)</td>
<td>RCA Victor</td>
<td>LSC 3900</td>
<td>$4.98</td>
<td></td>
</tr>
</tbody>
</table>

**MONOPHONIC CLASSICAL ALBUMS**

1. TCHAIKOVSKY: 1912 OVERTURE; CAPRICcio ITALIAN <br> Minnesota Symphony Orchestra (Dorati), Mercury MG 50054
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1 <br> Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LM 2252
3. SIXTIES OF MUSIC AMERICA LOVES BEST <br> Assorted Arrlsh, RCA Victor LM 6074
4. THE LORD’S PRAYER. . .The Mormon Tabernacle Choir (Condie), Columbia ML 5386
5. LANZA SINGS CURSO—CURSO FAVORITES <br> Mario Lanza-Enrico Caruso, RCA Victor LM 2293
6. GERSHWIN: RHAPSODY IN BLUE <br> Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol SP 8343
7. TCHAIKOVSKY: 1912 OVERTURE; Ravel: BOLERO <br> Morton Gould Orchestra, RCA Victor LM 2245
8. GROFE: GRAND CANYON SUITE <br> The Philadelphia Orchestra (Ormandy), Columbia ML 5286
9. RACHMANNINOFF: PIANO CONCERTO NO. 3 <br> Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2255

**STEREOPHONIC CLASSICAL ALBUMS**

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1 <br> Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LSC 2252
2. TCHAIKOVSKY: 1912 OVERTURE; CAPRICcio ITALIAN <br> Minnesota Symphony Orchestra (Dorati), Mercury SR 90054
3. OFFERBACH: GAITE PARISIENNE; KHATCHATURIAN: GAMLE BALLE SUITE <br> Boston Pops (Fiedler), RCA Victor LSC 2267
4. LANZA SINGS CURSO—CURSO FAVORITES <br> Mario Lanza-Enrico Caruso, RCA Victor LM 2293
5. RACHMANNINOFF: PIANO CONCERTO NO. 3 <br> Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2255
6. RODGERS: VICTORY AT SEA, VOL. 1 <br> RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2253
7. GROFE: GRAND CANYON SUITE <br> The Philadelphia Orchestra (Ormandy), Columbia ML 6033
8. TCHAIKOVSKY: 1912 OVERTURE; RAVEL: BOLERO <br> Morton Gould Orchestra, RCA Victor LM 2245
9. RODGERS: VICTORY AT SEA, VOL. 2 <br> RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2255
10. GERSHWIN: RHAPSODY IN BLUE <br> Leonard Pennario, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343

**FABULOUS STYLE OF THE EVERYLY BROTHERS**

Cadence CLP 3400 — Here is a sampling of some of the Everyly’s finest hits, achieved prior to their label change. Tunes include such well-remembered things as “(Til I Kiss You) ’Let It Be Me,” “Take a Message to Mary,” plus several new offerings which the critics should be quick to spot. A fine collection, neatly packaged with a great ivory type cover photo which should generate plenty of action from the fans.

**BYE BYE BIRDIE**

Original Cast. Columbia KOL 5510 — The hit Broadway show comes to wax with its brightness intact and its vivacious charm. It features sparkling performances by the entire cast, including Chita Rivera, Dick Van Dyke, Paul Langse, Dick Gautier, Michael Hollend, Susan Watson, Ray Medford and the large chorus and orchestra. It is smartly packaged and has an attractive cover. Should sell solidly due to the impact of the show.

**ELMANN JUBILEE RECORD**

Mischa Elman. Vanguard VSD 2648. Stereo & Mono. — This tribute to Mischa Elman, for his 50 years (actually 52 years) as one of our great violinists, could appeal strongly to his many, many followers. It contains excellent work by Elman on a group of romantic favorites, including the “Meditation From ‘Thais’”, “Traumerei,” “Ave Maria,” “Humoresque,” and Beethoven’s “Minuet in G.” The recording is excellent and the cover photo is among the best of the season. Highly recommended.

**CHOPIN: THE 24 PRELUDES**

Alexander Brailowsky, Pianist. Columbia MS 6169. (Stereo & Mono). — Released "in honor of the 150th anniversary of Chopin's birth," this package has strong name power and commercial appeal. Brailowsky's striking technique and particular flair for Chopin's works are brilliantly highlighted on the 24 Preludes.

(Continued on page 41)
HOW ABOUT THAT!

THEIR ALBUM SKYROCKETING LIKE THEIR HIT SINGLE!

"THE BROTHERS FOUR"

Lp (CL 1402/CS 8197) featuring the smash single "GREENFIELDS"

FROM COLUMBIA

#1 IN CONSUMER SALES
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

- **Low Price Classical**
- **MAHLER: DAS LIED VON DER ERDE; SYMPHONY NO. 2** IN C MINOR
  
  Soloists: Akademie Kammerchor, Singverien der Musikfreunde, Vienna Symphony Orch. (KLEMPERER).
  (3-12). Vox VRX 115—Each of these two works normally requires two disks. Here they are packaged together on three and sold as a "Vox Box" at $6.95.
  
  From the standpoint of both price and performance, this constitutes a major bargain and Klemperei's name is certain to mean sales. This being the Mahler centennial year, the composer's works have been receiving wide exposure. These re-issues, the not quite up to the latest releases in quality of sound, offer fine renditions of two of his best works at very reasonable cost.

- **Children's**

  **THE GRASSHOPPER AND THE ANTS**
  
  Sterling Holloway, Disneyland ST 1965—This old fable is presented with Sterling Holloway doing the narration in his eternally youthful sounding cracked voice. But the surprise is the quality of the script, which is highly literate as well as humorous, and does not talk down to the cocheps. The result, spaced of course with the famed Disney tune "The World Owes Me a Living," is a top children's LP, which can be recommended on any level. Colorful cover will help it sell.

- **Religious**

  **HYMN OF HEAVEN ON EARTH**
  
  St.line Choir-St. John Lateran Choir. Chancellor CHV 8006. (Stereo & Monaural)—A most ambitious piece of packaging by the label that's better known for its Frankie Avalon and Fabian. This choir and organ offering was recorded in the Vatican's Sistine Chapel in Rome and presents a number of the best-known and some lesser-known Catholic hymns and traditional items of the church. The dual fold cover contains a booklet with a number of splendid color photos of the chapel, including photos of both the late Pope Paul XII and the present Pope John XXIII. Without question, this should garner much attention.

**SPECIAL MERIT SPOTLIGHTS**

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

- **POP**
  
  **NEW YORK'S A SONG**
  
  Ralph Burns Orch. Decca DJ 9068—This is a noteworthy new album by Ralph Burns and his orchestra. It could be called an up-to-date version of "Manhattan Tower," although having an original musical score, it has tunes about New York ("Manhattan," "I Happens To Like New York," "Lullaby of Broadway," etc.), with each tune preceded by the actual sounds of New York. The album contains striking photos of the city—12 pages—plus essays on New York by Lois underwater and Gilbert Millstein. All in all a remarkable performance, musically, pictorially, and lyrically as well.

- **JAZZ TALENT**
  
  **LES McCANN LTD. PLAYS THE TRUTH**
  
  Pacific Jazz 3x2—Les McCann, a new young pianist who has a chance to make a name for himself in the jazz world. He plays piano with a style of his own, and with a churchy feel that is often called "scat" or "funk" these days. He is modern and up-to-date but retains both feeling and melody in his playing. Tunes here include his own "The Truth," and "A Little Play for God & Co.," and some standards including "I'll Remember April," and "How High the Moon." A talent worth watching.

- **SPECIALITY**
  
  **FUN WITH DRUM STICKS**
  
  Various Artists. Music Minit One MNO 125—An ideal display item for DJs. The attractive box has two full-sized drum sticks visible in a cutout. The disk features some well-known jazz musicians including a drummer, enabling the buyer to supply his own beat. Anyone who has had the yen—and there must be millions—now has the chance at $1.98 list to satisfy it on the like of "The Lady Is a Tramp," "Preacha," "I'll Take Romance," and Duke Ellington's "Cottontail." Instructions are included.

**TERRIFIC FOR DANCING**

The most exciting dance LP in years

**BILL BLACK'S COMBO**

**SAXY JAZZ**

**12002**


Attention: Dealers—Rack Jobbers—One Stop

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**STATION**

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FOR HIGHEST ACHIEVEMENT IN BLENDING RECORDED SOUND AND MUSIC

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RECORDS & TAPES
KAPP PRESENTS MEDALLION RECORDS & TAPES


Medallion means: act now! Contact your Medallion distributor. EVERY KAPP DISTRIBUTOR IS A MEDALLION DISTRIBUTOR.

THE SOUND OF TOP BRASS
The Peter London Orchestra
Fascinating portraits in brass, painted in wonderfully exciting sound. Includes: Cachita • Among My Souvenirs • Sable Dance • Mambo #5 • You made Me Love You • The Toy Trumpet • Holiday for Strings • and others.
*ML 7500 • MS 7500 • MST 47000

THE SOUND OF MUSICAL PICTURES
The Medallion Concert Band
Pictures in sound! Objects and events move before you in a wide panorama of living sound. Here is music you can almost see. Includes: The Midnight Fire Alarm • In The Clock Store • Ben Hur • Chariot Race • and others.
*ML 7501 • MS 7501 • MST 47001

THE SOUND OF STRINGS
Michael Leighton • His Orchestra
A sparkling showcase of string instruments—subtle textures and bold contrasts in startling new sound. Includes: Cheek To Cheek • Imagination • As Time Goes By • Sleepy Lagoon • I Had The Craziest Dreams • and others.
*ML 7502 • MS 7502 • MST 47002

THE SOUND OF A CHORUS
Carlos Ramirez
A collection of magnificent Latin American songs, kindled into choral music of unequalled fire and excitement by the Comparsas de Mexico, featuring Carlos Ramirez. Includes: Guadalajara • Cielito Lindo • and others.
*ML 7503 • MS 7503 • MST 47003

*MLs Monophonic • MS; Stereophonic • MST; 4 track Stereo tape

www.americanradiohistory.com
**Reviews and Ratings of New Albums**

**VERY STRONG SALES POTENTIAL**

### POPULAR

- **CLASSICS WITH A CHASE**
  - Clarksdale Blues, Lightnin' Slim & His Okie, RCA Victor 7641 1939—\$3.98—Another popular package which one will receive considerable programming consideration for jukebox. The themes and the conductor/arranger present three versions of "Fusco Country Dust," "I'm a Fool," and "Mama Love You."
  - Sadie Valentine sings on the bulk of the band, while the soloists are dressed in fashionable ensembles with modern effects on the other dates. Sadie Valentine is a charming vocalist.

- **THE WORLD IN MY ARMS**
  - Ella Fields, Elektra ERK 177—\$3.98—This set of 15 songs with 3 additional tracks is a real find when one is in search of impressions and warmth in a small song. Ella Fields is an excellent vocalist.

- **RAISSIE KANE**
  - Jack Kane, Signature SM 432—Jack and Jerry Kane are an excellent team of two who are highly respected in the field of modern music. Their arrangement of "The Love Theme," a sentimental song, and "The Boy Next Door," a popular tune, is done with great sensitivity and emotion.

- **THE BIG BAND DIXIE SOUND**
  - J. Beaud, London PS 116—The British jazz band is also known for its excellent arrangement of "I'm Coming Virginia," and "West End Blues." The band's rendering of "West End Blues" is a real find in the field of modern music.

- **MADISON TIME**
  - Brice Form, Edison 8111—The Brice Form Trio is highly respected in the field of modern music. Their arrangement of "1 2 3 4," is a real find in the field of modern music.

- **PUT ON YOUR DANCING SHOES**
  - Williams United Artists M 767—Here's a nice job of updating the hit ballad of the same name. The song is arranged with excellent and smooth feeling.

- **SUNSHINE BOYS—THE WORD**
  - Warner Bros. Records LP 801—This album is one of the most popular in the field of modern music. The songs are arranged with great sensitivity and emotion.

### JAZZ

- **CAN SING-ANYTHING GOES**
  - Harry Roy and the Melody Scherzer, United Artists JA 165—An outstanding package which one will receive considerable programming consideration for jukebox. The themes and the conductor/arranger present three versions of "Can't We Be Friends," and "Ain't She Sweet?" The arrangement of "Ain't She Sweet?" is a real find in the field of modern music.

- **TERRY WILSON**
  - And Then They Were, Columbia CL 158—Terry Wilson is a charming vocalist. He sings "This Is My Story," "For Better Or For Worse," and "The Best Things in Life." The album is arranged with great sensitivity and emotion.

### COUNTRY & WESTERN

- **WE COL. FIDDLIN' DIXIE STYLE**
  - Rex Clark, Tennessee Hill, Country Gentleman, The Earl, Mary Kaye and others, Various Artists, Steed 314—This is a real find in the field of modern music. The band's rendering of "The Blues," and "The Blues (And I Love You Too)," is a real find in the field of modern music.

- **OUT OF THE GREEKIES—THE SONGS OF JESUS IN THE AMERICAN LITE NACH AUSSCHNITTE**
  - The album is arranged with great sensitivity and emotion.

### OTHER

- **STEREO"**
  - The album is arranged with great sensitivity and emotion.

### SOFT""
MAY is Country MONTH on DECCA

Be sure and contact your local Decca representative for complete details about these great albums!
MADE WITH THAT “CATHY’S CLOWN” SOUND

#1 IN ENGLAND

THE EVERLY BROTHERS

NEVER BEFORE RELEASED

IT’S EVERLY TIME

CATHY’S CLOWN IS #1

NOW ON WARNER BROS. RECORDS

THE EVERLY BROTHERS

ALL NEWLY RECORDED SONGS

PRE-SOLD BY “CATHY’S CLOWN”

COMPLETED SMASH TOUR IN ENGLAND

CATHY’S CLOWN IS #1

IT’S EVERLY TIME

THE EVERLY BROTHERS

PRE-SOLD BY “CATHY’S CLOWN”

MADE WITH THAT “CATHY’S CLOWN” SOUND

NEW ALBUM - NOW AVAILABLE ON WARNER BROS.

12 GREAT SONGS!

IT’S EVERLY TIME!

THE EVERLY BROTHERS

the first name in sound

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BURBANK, CALIFORNIA
Greetings,
M.O.A.
from
Chancellor Records

FRANKIE AVALON / FABIAN
CONCERT REVIEW

Collegeiate Chorale at Town Hall

The Collegeiate Chorale presented a concert at Town Hall last Tuesday (3) consisting of three finely performed choral works, two of which were of some interest as oddities and proved pleasant listening. The third is a genuine masterpiece. The latter was Mozart's Grand Mass in C Minor, (427), in which the composer turned out one of the most difficult yet captivating and moving choral works ever written.

The Collegeiate, conducted by Mark Orison, proved up to the assignment. The leading soloist was strong, superbly for the most part, by soprano Adele Addison, with mezzo-tenor Mario Meynagh also handling her arias well. Miss Addison, however, had to be at the top of her form for the extremely difficult vocal demands made by Mozart, as in the "Et Incarnatus Est". The Collegeiate, which must have participated only in group efforts, but did well when called upon.

The other two works were Handel's youthful "Psalm 112", sung with some fine choral work and "Glorious Majesty"; and Brahms' "Nunel", a mellifluous choral work with shifting colors and harmonies which were ably handled by the Collegeiate Chorale. Sam Chase.

Lawsuits Follow Anking Deejays

NEW YORK—Decays Eddie Clark and "CursorPosition" ox-<ref>the-oxford</ref>ford have received some convincing proof of their</ref>lowing, but neither jock is very happy about it. The two have </ref>certainly switched stations and in both cases the rejected outlets have taken the matter to court.

Clark's old outlet, Storz station WHB, Kansas City, Mo., filed an injunctive suit last week seeking to prevent Clark from working as deejay and announcer for new employer, KABC, same city.

SORD Sets Scene

Continued from page 8

A folk artist who has two LP's on Folkways.

Among the other features being filled up for the convention is a talk by Irving Bernstein, music director of the New York co-op movement. Randolph, who owns the Recordung Record Shop in East Orange, has already been invited, Spectro said.

Following his meeting here with the Board of Discs Incorporated, The Billboard he was "impressed with their sincerity and seriousness about the whole undertaking. Their accountant is a man who also helped set up the R.G.A. and he is very cerry opera, so he's had plenty of experience in this kind of thing." Spectro continued, "He's able to tell our boys in the Florida Asso-<ref>fection and</ref>ciation and Northeastern Boys, of whom have asked about it that this outfit is headed in the right direction. The Billboard is interested in accomplishment, of course, that's all part of the growing pains. They'll all be inured in due time. It can be a great thing for all of us."

Meanwhile, in New Jersey, Ran-<ref>phillips</ref>dolph said that ordering for the co-op would start next week, with full-line stocking to be completed around June 1. "We'll carry close to 180 labels and every re-<ref>gram</ref> and every pop hit," he said, "and we're planning to line our needles of needles, racks, covers, clothes and other accessories."
LIKE WOW!

Andre Previn's new Columbia LP (CL 1437/CS 8233) is in the stores only one week and

LIKE D.J.'S all across the country are programming the title song, “Like Love”

LIKE A SINGLE so here it is!

“LIKE LOVE”

b/w “LOVE ME OR LEAVE ME” 4-41683

CALL YOUR COLUMBIA DISTRIBUTOR LIKE NOW!
These records, at all those on the Hot 100, have begun to show NATIONS sales breakthrough action this week for the first time. Under our wriggle to dealers, jive box space and disk listeners as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*)."
THE HOTTEST FIVE IN THE HISTORY OF JAMIE-GUYDEN DIST. CORP.

DUANE EDDY
His Biggest to Date!
BECAUSE THEY'RE YOUNG
b/w Rebel Walk
Jamie #1156

MITCHELL TOROK
The Artist Who Gave You "Caribbean"
PINK CHIFFON
b/w What You Don't Know (Won't Hurt You)
Guyden #2034

Greatest New Sound in the Business
THE BLACKWELLS
UNCHAINED MELODY
b/w Mansion on the Hill
Jamie #1157

A Natural! Breaking in the Northwest!
TWO DONS
FUNNY HONEY
b/w Out in the Cold Again
Guyden #2030

The Artist Who Gave You "Linda Lu"
RAY SHARPE
FOR YOU MY LOVE
b/w Red Sails in the Sunset
Jamie #1155

Any Stations That Would Like to Have Our Dee Jay Service, kindly write:

The “Romance” side is a revival of the wonderful tune, made famous by L.B. Dubois. The record is backed by the Leonard-style orchestra. Older and youngsters can go for this. It is an expressive reading of a Willie Dixon hit of a few seasons ago, which also has been successful on the charts. (RCA Victor, ASCAP) (2:09)

JOHNNY COSTA 
DOWN ON THE MOONLIGHT GUARDA CHE UNA (Poor, BMI) (2:26) — Here’s a mighty smart Latin-based chunk of these pages. Costa’s sensitive reading by Costa and his left hand piano touches. Arrangement has a spongy sound and it’s worth going. Good, all-audience flip. Flip is “I Don’t”, previously reviewed as part of a different coupling. (Joe-Peck, BMI) (2:09)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

ROY ORBISON
ONLY THE LONELY (Acuff-Rose, BMI) (2:24) — Here comes that song again (Pab-Combine, BMI) (2:24) — walking, rocking. Memphis scene, has a solid outing here. Top is a listen-able ballad with fine vocal support. Flip is an appealing tune helped by a warm chorale and rock backing. Either side could step.

MONTRELL 421

CHUCK BERRY
BYE BYE JOHNNY (Berry-Arc, BMI) (2:05) — A wonderful new Chuck Berry record featuring the singer in a driving mood, similar to his waxes of “Johnny B. Goode,” a few years ago. Speed has Barry in a rendering mood on the flip singing “Troubled Life Blues.” (2:10)

Charlton 1754

JIMMY REED
FOUND LOVE (Conrad, BMI) (2:29) — WHERE CAN I GET IT FROM? (Conrad, BMI) (2:26) — Two sides from Jimmy Reed. With “Found Love” in the “Kansas City” styled beat. Reed warbles this with feeling, and comes through another strong vocal on the “Where Can You Be” side.

Vee Jay 347

THE LITTLE DIPPERS
BE SINCERE (Tree-Studio) (2:55) — TONIGHT (Tree, BMI) (1:42) — The group ups their usual melodic blend work. Both sides are strong contenders.

University 603

BILLY GRAMMAR
DOWN SOLDIER (Cedarwood, BMI) (3:09) — Grammar warbles with heart and feeling on a moving folk-flavored saga, featuring a first person narrative of the Igston Soldier. A dual market item. Flip is “Princess of Persia” (Cedarwood, BMI) (2:19). Everest 19553.

Country & Western

FRANKIE MILLER
BABY Locked Her Dolly (Stanley-Rayon State, BMI) (2:45) — RAIN RAIN (Stanbury, BMI) (2:13) — Miller gives an emotion-packed performance on “Baby Locked Her Dolly,” a sick seeker with moving lyrics. Fill is a flavescent country side with a rocking rhythm and pop as well as c&w. appeal. Stanbury 496.

The PETERS

JEFFREY McGONALD
Gonna Get You From That Crowd (Pamper, BMI) (2:54) — EVERGLADES (Fairway, BMI) (2:20) — The stylish country charter has a good top side. A top side moves at a quicker tempo, while the flip is an interesting folkish effort with strong pop appeal as well. Watch this charming.

Columbia 1667

Sacred

GEORGE JONES
HAVE MERCY ON ME (Glad, BMI) (2:03) — IF YOU BELIEVE (Glade, BMI) (2:25) — Two fine sides from an already sacred sides here, spotlighting the warbler’s true, authentic country sound. Should do well in c&w, as well as the sacred field.

Mercury 71415

Spiritual

THE HARMONIZING FOUR
I LOVE TO CALL HIS NAME (Conrad, BMI) (2:15) — GIVIN’ TO HIS NAME (Pkeh) (2:16) — Two fine sides with tremendous zeal and spirit. Top side moves at a rhythm clip with virtuoso performances. The flip is in slower tempo but it’s equally moving and convincing.

Yee Jay 880

THE SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding sales potential. The new releases of the week reviewed by the Opinion of The Billboard Music Staff, they deserve

Dakota Staton
ROMANCE IN THE DARK (Duchess, BMI) (2:19) — MY BABY (Aro, BMI) (2:09) — The smart thrust has his good efforts here.

Pep

Nina Simone
DON’T WORRY BABY About It (Victor) (2:09) — Your Love Has Gone (Victor) (2:06) — Nina Simone’s vocal style is the basic idea for this touching tune. Her voice has a spongy sound and it’s worth going. Good, all-audience flip. Flip is “I Don’t”, previously reviewed as part of a different coupling. (Joe-Peck, BMI) (2:09)

© 1960, ASCAP

This record which is featured in the magazine is a very good one. It received a great deal of exposure. It was a smart choice.

Imperial 4372

Della Reeves
A Man and Two Women About It (Victor) 7906 — A ballad, with a fine chorus, with some strong backing here. Reeves has a spongy sound and it’s worth going. Good, all-audience flip. Flip is “I Don’t”, previously reviewed as part of a different coupling. (Joe-Peck, BMI) (2:09)

© 1960, ASCAP

This record which is featured in the magazine is a very good one. It received a great deal of exposure. It was a smart choice.

Imperial 4372

Ella Fitzgerald
A Little Less Conversation (Vocalion) 7906 — A ballad, with a fine chorus, with some strong backing here. Reeves has a spongy sound and it’s worth going. Good, all-audience flip. Flip is “I Don’t”, previously reviewed as part of a different coupling. (Joe-Peck, BMI) (2:09)

© 1960, ASCAP

This record which is featured in the magazine is a very good one. It received a great deal of exposure. It was a smart choice.

Imperial 4372

Billie Holiday
A Little Lost (Vanguard) 7906 — A ballad, with a fine chorus, with some strong backing here. Reeves has a spongy sound and it’s worth going. Good, all-audience flip. Flip is “I Don’t”, previously reviewed as part of a different coupling. (Joe-Peck, BMI) (2:09)

© 1960, ASCAP

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Imperial 4372

This record which is featured in the magazine is a very good one. It received a great deal of exposure. It was a smart choice.

Imperial 4372
**Best Selling Sheet Music in U. S.**

This Week: Tunes are ranked by orders of their current national selling importance at the sheet music stores level.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>THEME FROM A SUMMER PLACE</td>
<td>(Witmark)</td>
</tr>
<tr>
<td>2</td>
<td>GREENFIELDS</td>
<td>(Mantovani)</td>
</tr>
<tr>
<td>3</td>
<td>HE'LL HAVE TO GO (Central Songs)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>THE SOUND OF MUSIC</td>
<td>(Williamson)</td>
</tr>
<tr>
<td>5</td>
<td>THE OLD LAMPLIGHTER</td>
<td>(Shubert-Bernstein)</td>
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<tr>
<td>6</td>
<td>DO-RE-MI</td>
<td>(Williamson)</td>
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<tr>
<td>7</td>
<td>BEYOND THE SEA</td>
<td>(Harms)</td>
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<tr>
<td>8</td>
<td>HARBOR LIGHTS</td>
<td>(Chappell)</td>
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<tr>
<td>9</td>
<td>SIXTEEN REASONS</td>
<td>(American)</td>
</tr>
<tr>
<td>10</td>
<td>MR. LUCKY (Southgate)</td>
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<tr>
<td>11</td>
<td>CLIMB EVERY MOUNTAIN</td>
<td>(Williamson)</td>
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<td>12</td>
<td>MAMA (Southern)</td>
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<tr>
<td>13</td>
<td>TEEN ANGEL</td>
<td>(Acuff-Rose)</td>
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<tr>
<td>14</td>
<td>AMONG MY SOUVENIRS</td>
<td>(S. Ivory, B. Henderson)</td>
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<tr>
<td>15</td>
<td>MISTY</td>
<td>(Octave)</td>
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</tbody>
</table>

*For weekend ending April 30*


One Man's Dreams—Crosswell (Blind pencil)

Running Back—Southern (Big Brother-Glad)

Beyond the Sea—Chappell (Harris)

Someone Else's Baby—R. F. Wood (-)

You Got What It Takes—Roberts (Jackson)

Poor Mil—Mills (Mills)

Handy Man—Shawlin (Sonics)

Circa's—Southern (Tennis)

**PLEASE NOTE**

The Best Selling Record in British 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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(continued on page 97)

**For DJ Programming**

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Vernon Green and The Medallions

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95c... 2.47...

93.09... 3.71...

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**GOOD SALES POTENTIAL**

TODDAR

***

**IT'S TIME FOR ROSE HARBURAY**

Sons CHP 46—Miss Harnburay being a very smooth swing quality to a group of graduates, and fewer known others. Listen, it was nice. Sonatas include "But Not For Me," etc. Also to be heard is "Furioso," etc.

*** SWINGING DORES

Birna Dow, Columbia CD 8212, CL 1494.

The quintet by Waite Scott conjures a swinging effect to the side of the groups. They are usually of the group, and fewer known others. Listen, it was nice. Sonatas include "But Not For Me," etc. Also to be heard is "Furioso," etc.

*** STANLEY MURPHY AT THE ROSE SHOULDER BALL

United Artists' 1905—Stansley Muffley follows the tradition of Easter Lane on records, and a lesser time performing one of the occasional times plays in the Lane. The quartet is a joyful swing style, ranging from standards to current pop and occasional numbers. It is nice to know that the group were featured in the recent film "Easy," etc.

*** THE MUSIC OF A. L. LITERAL AND GORDON ROBINSON

Columbia 17366—The group is a familiar favorite to those who are familiar with his music. The group is a joy to know, and has been featured in the recent film "Easy," etc.

*** TO MOTHER

Lawrence Welky, Dit LP 2526, Choral & Harmonial—Here's a truly swell look of performance dedicated to the Weil family, in "moms," etc. The group is a joy to know, and has been featured in the recent film "Easy," etc.

*** MORE SWINGING STRINGS

Klangende Strattens, 78 RPM 325—A swingy effort to ask some other member are the British swing ensemble. As the lady says, the sound is unusually good. Selections include the following swing sections of a Boyd of old standards, hits of the big bands such as "Christian," "Juke the A-Train," and "Washington." Package is given a big sound in the front cover, behind which appears another dance, both of which are a real success with a record that doesn't disappoint.

*** HAPPY FLATFORD

John Flatford, Signature SM 1403—

"Happy" Flatford is a group of boys, all of which are well-known for its swing. The group is a joy to know, and has been featured in the recent film "Easy," etc.

*** WINDSOR-SHINE

All-American and Miss Latin-American Sounds, Harmon-RE 1101 (Norwood)-The well-known and national American sounds from the Columbia film, "Wind," players, included are "Mambray," "Cuddle," "Marriage," "Karl Wells for Me," etc. The group is a joy to know, and has been featured in the recent film "Easy," etc.

*** I COULD HAVE DANCED ALL NIGHT

Ted Tocotini and the 6-0, Harmon R 225, RE 1104 (Norwood)—The group is a joy to know, and has been featured in the recent film "Easy," etc.

*** LONNIE MCBROWNE AND HIS FOUR IONS

Pathfinder 7074 (Chorale & Harmonial)—Lonnie McBrown is a group of boys, all of which are well-known for its swing. Selections include "In a Green Garden," "The Boogie Woogie Bugle Boy," "Waltz of the Flowers," etc.

JAZZ

*** LENNY McBRONGE AND THE IONS

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*HEAR THE JAZZETT* has been a number one group, and has been featured in a number of establishment groups. The group is a joy to know, and has been featured in the recent film "Easy," etc. The group is a joy to know, and has been featured in the recent film "Easy," etc.
FOLK TALENT & TUNES
By BILL SACHS

Around the Horn

The Lovin' Brothers are set for Carrboro, N.C.'s "New Domination Barn Dance." May 28

The Lourin Brothers are set for Carrboro, N.C.'s "New Domination Barn Dance."

The Selling Efficiency

Selling Efficiency, a promotional effort to sell more records and titles by selling over 1000 copies at once and current and future bites by title and artist names, is being successful. Sales are up. The first three months' trial, $12.00, on a set of 1000 copies, is being successful. The third month's trial, $10.00, to the first 1000 copies and any other titles are being successful. The third month's trial, $10.00, to the first 1000 copies and any other titles are being successful.

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YOU'LL BE SORRY — Catchy waltz by Ferrell and group on early M.R. chitlin strip. (May-Berr, BMI, 1:35)

FRANK D'ONNO

War Peace All Over — MERCURY 1952 — Here's a hearty party tune with Frank Loesser's "Make Happy" tuck. Suggestive lyrics, rough vocal, nice upbeat. (United, BMI, 2:28)

FLAME DE ROY

Can This Be Love — MALA 416 — A pleasure button. De Roy covers it in a romantic fashion in strings and trombone which his backing. For the non-rock and roll dancers. (Lubricate Recs, BMI, 1:28)

FLYING MINER

Smart's Chautauqua — MERCURY 1952 — You & I at the lion's den, a lot of Chautauqua, and miner Miner with it in catchy style. Smart's organization backing. Cool as ice, Lubricate BMI, 2:21

FLYING MINER

I'm a Fool for You — Miner Miner with it in catchy style. A very nice Chautauqua reading of a Johnny Cash song. Could sell an upline, but flip it more over. (Pep, BMI, 2:17)

FLYING MINER

Roadside Rebels — EASTERN 79 -79 story about Tennessee Tenor's and the Spanish American War is in this story. This one of the Battles of Old New Orleans. Discs entertainers throughout the time. (Good & Van Buren, BMI, 2:21)

FLYING MINER

Two Trees — This is the story of a man between two good trees (not independent) but take both love, and the killing that results. (Bantatwe, BMI, 2:21)

FLYING MINER

Better Get Rich — CAROL 401 — Man with a very high voice. But flip it more over. (Bantatwe, BMI, 2:21)

FLYING MINER

Eager at the Gate — MALA 406 — A song about Tennessee and the Spanish American War is in this story. The Battles of Old New Orleans. Discs entertainers throughout the time. (Good & Van Buren, BMI, 2:21)

BUNKER HILLBILLIES

Oh Mother, Please Don't Call — SEVILLE 100 — Sportsmen-sounding kid chorus about a mountain master. Standard was for the baseball team. (Western Folkways, BMI, 2:21)

BUNKER HILLBILLIES

Little Loner — Small-town choir gives good account of themselves on bright novelty about kid baseball story. Flip is better side. (Ballad, BMI, 1:56)

SAFARI

Fina is a Girl — KIDDO 101 — Excellentbacked vocal lead on vocal record. Good record. (Junior, BMI, 1:16)

SAFARI

She Is a Girl — KIDDO 101 — Excellent backed vocal lead on vocal record. Good record. (Junior, BMI, 1:16)

SAFARI

Steps to Love — Fancy churning by lead singer and group on early c. & r. strip. (Junior, BMI, 1:16)

SAFARI

Drivin' Man — WARNER BROS. 2411 - Traffic noises from an automobile. In a very nice vocal record. For the ear. (Junior, BMI, 1:16)

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**MODERATE SALES POTENTIAL**

**COURY LEE & DELLA**

*Be the One* - MECCA

2:09-200 - This disc charts with aid, to a very soft-voiced backing. (Columbia, BMG) (2:09)

**TERI ANDRA**

*For a Little Love* - Vocalion

4:00-1730 - A ballad with a good beat. (Columbia, BMG) (4:00)

**BOBBY BEND**

*Swingin'* - Vocalion

4:02-200 - A rather nice ballad. (Columbia, BMG) (4:02)

**TONY DODGE**

*The Legend of Terra Sile* - SQUARE

4:11-170 - A rather nice ballad. (Columbia, BMG) (4:11)

**JACKIE McLEAN**

*Blue Note* - JIMMY NARDI

B:10-21-64 - A rather nice ballad. (Columbia, BMG) (B:10-21-64)

**JIMMY NEWMAN**

*A Lovely Work of Art* - MECCA

2:53-200 - A pleasant number, with some nice guitar added. (Columbia, BMG) (2:53)

**BILLY THOMPSON**

*A Little Closer Than the Flowers* - STAR

D:5-200 - A singer, deep by nature is the traditional style, with some interesting percussion. (Columbia, BMG) (D:5-200)

**BILLY BROWN**

*Just Have It Out* - MECCA

2:55-200 - A pleasant number, with some nice guitar added. (Columbia, BMG) (2:55)

**DEAN NEUMANN**

*The Last Letter* - Vocalion

4:04-1571 - A rather nice ballad. (Columbia, BMG) (4:04)

**JIMMY LEE**

*All of Me* - MECCA

2:54-200 - A pleasant number, with some nice guitar added. (Columbia, BMG) (2:54)

**R&B Readers of New Pop Records**

**Country & Western**

**LITTLE RICHARD**

*We Used to Live Up There* - MECCA

2:45-200 - This disc charts with aid, to a very soft-voiced backing. (Columbia, BMG) (2:45)

**JIMMY LEE**

*All of Me* - MECCA

2:54-200 - A pleasant number, with some nice guitar added. (Columbia, BMG) (2:54)

**STANLEY BRANFORD**

*Rhythm Train* - MINTONE Train - MECCA

2:45-200 - This disc charts with aid, to a very soft-voiced backing. (Columbia, BMG) (2:45)

**TODD CONNER**

*Commandments for Parents — CA-

1960.705 A sort of snare rollup that has been used, in which one needs the snare rollup, to the father's house. (Columbia, BMG) (1960.705)

**EDDIE DISING**

*Here's a Man Who Loves* — CHER

1960.803 A pleasant number, with some nice guitar added. (Columbia, BMG) (1960.803)

**EARLY BIRDSONG**

*Who's Your Lady* — COLUMBIA

1960.903 A lively tune, with some nice guitar added. (Columbia, BMG) (1960.903)

**BILLY BROWN**

*Someone Came Calling* — COLUMBIA

1960.904 A lively tune, with some nice guitar added. (Columbia, BMG) (1960.904)

**ED RUTNER**

*That Girl's In Love* — COLUMBIA

1960.905 A lively tune, with some nice guitar added. (Columbia, BMG) (1960.905)

**JIMMY LEE**

*All of Me* - MECCA

2:54-200 - A pleasant number, with some nice guitar added. (Columbia, BMG) (2:54)

**R&B Readers of New Pop Records**

**GOSPEL READERS OF NEW POP RECORDS**

**RELIGIOUS**

**ADAM AND THE RHYTHM KNIGHTS**

*Don't Live Here No More — CHER

1960.906 A lively tune, with some nice guitar added. (Columbia, BMG) (1960.906)

**JIMMY LEE**

*All of Me* - MECCA

2:54-200 - A pleasant number, with some nice guitar added. (Columbia, BMG) (2:54)

**BILLY BROWN**

*Someone Came Calling* — COLUMBIA

1960.904 A lively tune, with some nice guitar added. (Columbia, BMG) (1960.904)

**JIMMY LEE**

*All of Me* - MECCA

2:54-200 - A pleasant number, with some nice guitar added. (Columbia, BMG) (2:54)
The Billboard's Musicularity Charts ... POP RECORDS

1959, May 6

1. Reviews and Ratings of New Albums
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2. Reviews of New Pop Records
   - Continued from page 98

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4. Good Sales Potential

5. Low-Powered Popular

6. Cannes

7. Billboard's Musicularity Charts

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10. Barnet Returns To Capitol Fold

11. Cover, Jones
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13. Decca

14. Western

15. Popstuff

16. Decca C&W

17. Deal for May

18. New York

19. May is country

20. During the month, a "Baker's Dozen" deal on all Decca singles, plus an additional 10 per cent discount on any 12 sets from the country catalog and get an additional LP of their choice. A "Baker's Dozen Super Deal" for every country EP's (minimum order of 12). To add in appeals to the best, three new country LP's are being released, two of which are lined up with "Baker's Dozen," Jackie Martin, and an all-time, all-star array of great country cats.

21. Barnet Returns To Capitol Fold

22. Hollywood

23. Charlie Barnet returns to Capitol for this fold last week after a decade ago he left it. His first recording under his new contract for Capitol is recorded at a five, new Capitol, and with a quartet, A.T. pres. Dave Cavanaugh and Curly Wilcox will be responsible for his sessions.

24. Cole, Jones

25. Judgment of the concert promoters, and the failure of jazz fans to turn out.

26. Cole and the Quincy Jones band did not seem profitable to moderate, whether parties and occasionally held to the radio stations, and the musicians appear to share the their lack of box-office success.

27. There seems to be activity in the buying of dance hits on the May 9 Marlene Dietrich show, in which the concert halls, but there may be a last-minute bash for the ultra-high-priced tickets. Norman Granz and Richard Carpenter have not done as well as usual, and their recent shows have failed to attract the larger audiences. In addition, many of the box-office operating at present.

28. Vera Lynn

29. Continued from page 12

30. Vera Lynn's 25-year spell.

31. In 1952 she was a memorable pop hit hit in "The Billboard" best-seller recording chart with "A Hundred

32. Vera Lynn's best seller, released on the London label.

33. Her other big U.S. sellers include "Can't Bring You True," "Yes, and "Again." She also has had several successful dance hits.

34. A big attraction on the Continent, she visited Holland last week as part of a particularly spectacular trip to Liberation Day.

35. In Britain she is among the top ten, and is the winner of the prize in the annual Royal Variety Performance next Monday night at the London Palladium. She has begun her fourth BBC TV series.

36. Capitol here issued "That's You" and "Is It Better to Love Her first"

37. I'd include Peggy Lee's Capital smash "Latin in a Love,Mauvish "I Can't Do It"

38. The King's Of England "I'm A Youngster (A)" HMV, and the famous "I'm A Youngster (B)" which is issued by "Eliza Fitzgerald Sings Swing Time" over three months before and volumes 3 and scheduled for May.

39. Decca C&W}

40. Deal for May

41. New York

42. May is country

43. During the month, a "Baker's Dozen" deal on all Decca singles, plus an additional 10 per cent discount on any 12 sets from the country catalog and get an additional LP of their choice. A "Baker's Dozen Super Deal" for every country EP's (minimum order of 12). To add in appeals to the best, three new country LP's are being released, two of which are lined up with "Baker's Dozen," Jackie Martin, and an all-time, all-star array of great country cats.

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51. Vera Lynn

52. Continued from page 12
KANSAS BUYS 420G SPEC TO MARK 61 CENTENNIAL
Set for Topeka, Wichita; Dailard To Produce, Wilson Writes Music

TOPEKA, Kan. — A $420,000 musical spectacle, which will depict the management and development of the Kansas Centennial Exposition, will be produced by Wayne Dallard, will be the highlight of the Kansas Centennial next year.

Contracts for the spec, which will have a company of 100, including a 43-piece symphony orchestra and a 30-piece choral group, have been signed for the week of Wednesday, Apr. 30, by Eldred Stacy of Music Corporation of America, Chicago, who had conducted negotiations for the show, and Dallard, who is in charge of the show.

Kansas Governor George Docking, senior member of the management of the Mid-America Fair here and chairman of the Kansas Centennial Commission, who made the final decision and was present at the meeting, represented the state in the contract.

Two Shows Set

The musical spectacular will be presented for two weeks both here and at Wichita. The site here will be the Mid-America Fair, the site at Wichita, the site of the Kansas Exposition. Dates for the Topeka stand have been set for June 30-July 17. Those for Wichita have been penciled for July 24-Aug. 4. During both engagements the spec will be idle two nights, as the professional actors will be under Actors Equity contract and thus work only six nights.

Titled “The Kansas Story,” the spec will have a story line based on Kansas history. Researchers will begin work within the next few weeks on the script, while the cast is being assembled.

Seven stages will be used in the production, with action to cross-fade from one stage to another, according to the script.

With the end of the spec, extras, square dancers and a portion of the choral group will be non-professionals and will be recruited from various schools and churches of Kansas. All of the cast, with the exception of the professional actors, will work in pantomime. All of the voices will be by a vocal cast located in a glass booth.

Producer Dallard is well known in the musical world for his productions. He produced “The Orel Story” on the occasion of the En-

AWAIT NORTH'S BARNUM-BAILEY EUROPEAN PLAN

NEW YORK — A decision is expected next week to place to frame a Barnum & Bailey Show for a European tour next winter. John Ringling North's 1958 survey of European cities was less favorable than had been predicted. The show is expected to take about three months, and booking offices will have to get under way soon. Unit would move by rail.

Decision on the unit is North's to make and there seems to be reason to expect an early and favorable an-

100 SHOW NEWS

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circuses

carnivals
driving shows

amusement

parks

auditoriums

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driving shows

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Ottawa Fair

Awards Show

To GAC-Hamid

OTTAWA — The Central Canada Exposition here, which announced its forty-seventh year's mandate for its night grandstand show to be produced by the Hamid Agency, it was announced here last week.

The show, for six nights during the week of August 22, has not been determined as yet, but a semi-name is included. Only definite part of the bill will be the Manhattan truckers with 24 of the girls set to back the acts. The line will be the same one that plays the Western Canada circuit of a Fair for GAC-Hamid.

Seattle Labor

Pledge to Expo

SEATTLE — Foreign and domestic exhibitors at the 1962 Century 21 Expo here will be supplied with information on current wage rates and working conditions and whether the acts are union or non-union. This pledge has been made by the Labor Day Council and Seattle Building and Construction Trades Council.

Two conditions must be submitted letters of agreement to Joseph E. Gandy, Century 21 president, affirming that "as long as they do not do the work of skilled craftsmen who in the normal course of their daily work do like work for local con-

Indiana Fair

Adds Gates

INDIANAPOLIS — The Indiana State Fair held two gates at the south entrance of the Coliseum to better control traffic and crowds, officially announced.

Other plant improvements include a large 10-acre display area in front of the Boys' 4-H Club Building, and a new 12,000-square-foot building for the Administration building, and new lighting in all grandstands and the Riding Building.

The fair recently awarded contracts for the construction of the Indiana Co-op Company, tents to the American Tent and Awning Company, and badges to Bastian Brothers.

Orange Show Gains

Despite Rain, Cold

SAN BERNARDINO, Calif. — The 49th annual National Orange Show Exposition here for the week ended Sunday, Oct. 22, was opened.

Alt. To Town Gives $25,000 for Arena

VEGREVILLE, Alta. — Town council has granted $25,000 to the Veggerville Arena Association to help build the arena on a 3-acre site, which is part of the $72,750 made available by the provincial government for recreation purposes.

Cincinnati Shrine

Netted $81,000

CINCINNATI — Cincinnati Shriners Circus, which played April 4-9, netted $81,000 and broke records of the shows. The show was produced by Al O'driscoll. Shrine committee recently held meeting and presented checks to various circus producers regarding next year's circu-

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SEATTLE 21 EXPO NAMES

WHITNEY AS CONSULTANT

SEATTLE — George K. Whitney, Jr., owner of San Francisco's Whitney's-of-the-Bay, has been engaged by Century 21 Expo as consultant for amusement and concessions. The fair will be held here April 21-October 1, 1962.

Whitney spent two years in a similar post during organization of Disneyland and was in charge for the first two years of operations as director of rides and amusements.

In accepting the position of consultant, the Spec, Whitney's first project is to develop concepts for the entertainment of the visitors of the fair.

"Children will be the major consideration in this area," Whitney said. "We have started these studies already in discussion with Seattle Park Department officials with view to developing some long-term attractions for the kiddies." Whitney is also consultant engineer and general manager of holdings that include the Cliff House, Sutro Ice Rock, Play-land, and all the concessions along the ocean front of Golden Gate Park.

The new consultant was deputy director of the U. S. pavilion at the 1933 Chicago World's Fair when the death of his father required his resignation from that post to assume active management of the San Francisco organization.

Whitney will maintain his home in San Francisco but will commute between there and Seattle.
California Rough For Kelly-Miller

Business Light; Conflicting Rules Cause Complications; Howe Joins

LONG BEACH, Calif.—Al G. Kelly, 14-year veteran of the circus business, has been in California since April and has been up against extremely rough weather conditions, which he says is the most trying season of his career.

Kelly’s company was in a devastating storm late last week. New Mexico and Arizona were exceptionally good for the show.

The show was knocked out in New Mexico in late March, and Kelly was forced to change plans. The show had been scheduled for April, but was delayed due to the storm. Kelly decided to move the show to Arizona, which was a better alternative.

The show is scheduled to return to California in late April. Kelly is looking forward to a successful season in the state.
SYRACUSE, N. Y.—The New York State Fair is evidently a wide variety of talent, all of it free to those who pass through its gates, as the department of C. F. Creel, director, announced.

All grandstand attractions, except the horse races, and its Empire Court offering visiting Arkansas Arkansas Arkansas

Only the Coliseum events—Hubert Castle's Three-Ring Circus with fifteen hundred wild animals, including the famous Rampage and his orchestra, in closing day, September 10, with a popular price dress will be held behind a paid gate.

Guy Lombardo and his orchestra will be presented September 6-10 in Empire Court on a four-days schedule (noon, 1, 4:30 and 8:30 p.m.).

The grandstand night program will be divided. The first segment, which will be held July 16, will be a grandstand show headed by Don Robertson, plus the Miss American Pageant girls, and the Amos Canes Boys; Ken Bone and the New Grey Mare, Barbara Austin, Candy Bright, and the Many Love of Hollywood Twins, and Homer Garrett's Hollywood Sideshow Drivers.

The second segment, September 6-10, will offer a show headed by Kaye and Russell Collins Kids, the June Taylor Dancers, Ann Marion, Red Arpo and the latest in equipment and his orchestra.

All of these attractions were booked thru Eldred Staff of Mobil Corporation of America.

Syracuse—The New Wallace Clark Circus opened last night in this city skipping the afternoon show because of a storm in the area. Show was one of the finest shows ever presented in Syracuse.

LANCASTER, Calif.—The new Wallace and Clark Circus opened July 22 in Lancaster with a sensation. In the afternoon show, which was the first in a series of seven in this area, there were several notable acts.

Talent Scout of the Wyatt (Hugh O'Brian) Earp show, current with the Fox network, has added another major attraction to the Marshall, the Hollywood Square Dancers. Original are a variety of talents in a variety of acts and the name of the group is the Lomax Show.

It was announced that the group will perform in this area the second week of August.

The group consists of two women and two men who perform on the street and in the Showman's Wharf and are not paid for their performances. The group includes a variety of talents, including dancers, singers, comedians, and comedians.

A retired actor, who has been in the film industry for more than twenty years, has added his name to the group. He is a former major star of the Broadway stage and has appeared in several films. He brings a new dimension to the group's performances, providing a mix of traditional and contemporary acts.

The group includes a dancer who specializes in tap and tap dance, a singer who has performed in several musicals, and a comedian who has starred in several sitcoms.

The group's performances are designed to be family-friendly, making it an appealing option for audiences of all ages. The group's repertoire includes a variety of routines, ranging from classic routines to modern interpretations.

The group's performances are scheduled for various venues, including theaters, fairs, and festivals. The group has already performed at several events and has received positive reviews from audiences and critics alike.

The group's goal is to bring quality entertainment to audiences around the world, and they are dedicated to providing a unique and unforgettable performance experience. With their diverse talents and engaging personalities, the group is sure to captivate and delight audiences of all ages.

The group's performances are scheduled to continue for the foreseeable future, and they are committed to expanding their reach and bringing their unique brand of entertainment to new audiences every day.
Danish's Tivoli Launches New Season, Guards Parade

COPENHAGEN'S SUMMER Tivoli started its season on Sunday (1), and crowds were already streaming through the gates shortly after 9. By noon there was a large crowd circulating around the park and patronizing the many restaurants.

The usual many improvishments to be noted, including the installation of a large number of additional benches and chairs on newly laid-out terraces, with shrubbery and attractive flower plots. Many benches of a modern type, are covered by a plastic roof which makes them ideal in either sunny or rainy weather.

Major changes were made in the Sæby building, which forms the late Nimn dine-dance restaurant, the Ballkenskogen and the Bois, all of which of course are now being operated by Paul Guttentag. The open-air dining balcony of the Bois has been made suitable for year-round use by the erection of a glass and wood structure that provides a good view of the center of the park and the open-air stage and can still be used for hot weather or wintry daytime.

On both Sunday (1) and Monday (2) there were parades by the Tivoli Guards bands and the union workers, a special concert in the park and in the Concert Hall. Exterior displays of fireworks were offered on both nights.

The pay gate on Sunday was over 64,000, which did not equal last year's gate of 68,890, but the receipts for the day will undoubtedly exceeded last year's, as the weekend evening admission tickets, which the bonus price has been upped to 2 crowns, an increase of about 6 cents. Also the rides, restaurants and dance halls did heavy business up until midnight.

Batts Tour East Europe; Montana Resort Reopening

The HARRY BATTs are on their second tour of Europe that takes them to several Russian and Eastern European cities. Batt is on the board of directors of the World Trade and Travel Mission. In late April they made Berlin, Leningrad, Moscow, Warsaw and Prague just last week. Their third tour during the summer in Canada and a Looper. Other major rides bring the total to 24 rides in all. Each ride is a game and a restaurant. Gerry Crowlah is manager.

At Clinton Lake, B. C., the first phase of the five-year project, Frontier Town, is to be completed by May 1. Completed since last fall, all the Frontier rides are a giant Frontier Village, the biggest in Canada, and a Looper. Other major rides bring the total to 10 rides including 2 new rides, Halls games and a restaurant. Gerry Crowlah is manager.

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Riverton Fair Names State and Staffers

RIVERTON, Conn. — Perry Ramion of West Hartford has been elected president of the Union County Agricultural Society of Barkhamsted, Colebrook and Hartland, Inc., sponsors of the annual Riverton Fair, this year to be held Oct. 8-9.

Also serving are Stuart M. Brown, Torrington, vice-president; Stanley A. Ramion, West Hartford, secretary; Mrs. Grace D. Seymour, Robertsville, assistant secretary; Mrs. Ruth D. Everett, Robertsville, assistant treasurer; Alfred L. Mesinger, Riverton, assistant secretary; and Robert Allan, West Hartford, assistant treasurer.

The annual Riverton Fair is scheduled for Oct. 8-9 and is featured by livestock and agricultural exhibits, the Home Demonstration contest, craft show, children's events, a horse and pony show, and a country fair. For further information, write: Riverton Fair, Route 120, Litchfield, Conn.

FAIR-EXHIBITION MANAGEMENT
Liberate to Assist Ky.
State Piano Festival

LOUISVILLE—Kentucky State Fair will hold its first Kentucky State Fair Piano Festival Sept. 30-Oct. 2, with liberale set to make arrangements and rehearse the selected students.

Invitations have been mailed to 700 Kentucky teachers asking them to nominate their best students for the event. Advanced piano students in junior or senior high schools, colleges or upper grades of rural schools will be eligible. They will participate in a 50-plane ensemble, playing two concerts daily under the direction of Liberace.

A series of auditions will be held throughout the State to select the top pianists who will appear on the huge stage to be built in the fairgrounds elsewhere.

Festival's aim is to display Kentucky's talented youth in a festival atmosphere and provide an opportunity to perform in a large ensemble with a nationally recognized artist.

The fair will pay the expenses of the successful students while they are in Louisville and provide other recognition.

Food Theme Chosen for 114th
N. Y. State Fair at Syracuse

SYRACUSE — Food will be the focal point for this year's 114th New York State Fair, which begins Aug. 25. The fair's theme does not include which of the exhibit effort is keyed. "Spotlighting Food in the Empire State" is the theme announced by fair director Harold L. (Cap) Creal.

He cited available research figures showing sales in both food stores and eating places in New York State surpassing $450 per person. More is spent for food by every American family than for any other budget item. The theme, Creal said, gives added significance to the fair's all-foods exposition which is portrayed in the food and related products. More than 30,000 square feet of space has been reserved for this year's display in the Food Building.

Cashman Charters Changes In Ohio State, County Fairs

COLUMBUS, O.—Changing communities are bringing about changes in Ohio's 94 county fairs and independent fairs. Sam Ohio's fair director of director of market development and research of the Ohio Farm Bureau Federation, has declared. Cashman was manager of the State Fair from 1954 to 1956.

Writing in the Farm Bureau Advisory Council Guide for May on "How Can We Improve Our Fairs?" Cashman said: "Agriculture and industry are making such rapid strides in Ohio that the fair program must be portrayed in new ways.

"All of our county fairs started at a time when Ohio was predominantly rural," he pointed out. "Travel was by horse and buggy, and there were no radio and television. The fair served an educational purpose in bringing new ideas to farm people and in portraying a place where they could meet one another and enjoy themselves.

"We need to ask ourselves in 1965 if our fair is still serving these purposes or if we need new goals and purposes to justify its existence," he stated.

"Ohio farmers are also very much concerned about the future of the Ohio State Fair. They know that in recent years it has been under attack."

Farm Bureau resolutions insist that the Ohio State Fair continue to be the responsibility of the State of Ohio and the State of Ohio and that it be cut out. Other Farm Bureau resolutions suggest that a study be made of establishing a board or commission, representing all phases of our educational and social life, that would have the authority to establish policy and employ a manager.

DALLAS—Livestock premiums totaling $38,732 will be offered by the 1960 State Fair of Texas for its Diamond Jubilee Exposition, Oct. 8-23.

The premiums for the Pan-American Livestock Exposition and Junior Livestock Show are the most ever announced for the fair, exceeded only by the 1959 Fair by $1,534. The premiums this year do not include premiums for the State Fair Horse Show, which will be announced later. In addition, the fair will offer $3,028 in poultry show premiums.

The Pan-American will offer a total of $62,691 for beef and dairy cattle, swine, sheep, Angora goats and turkeys awards. Junior Livestock Show premiums for dairy cattle and beef heifers, steers, pigs, lambs and hens will total $21,640.

Pan-American Premium List includes 1,000 for Angora, Brabham, Charolais, Hereford, Santa Gertrudis and shorthorn beef cattle; $18,600 for Ayrshire, Guernsey, Holsteins-Frisians, Jersey and milking shorthorn dairy cattle; $7,900 for miniature beef cattle, $5,050 for sheep, $718 for Angora goats and $650 for special henshed awards.

The junior show will award $4,335 in the junior dairy show, $3,825 for beef heifers, $3,742 in the junior steer shows, $4,204 for pigs, $2,005 for lambs and $480 in henshed awards.

The Pan-American Livestock Exposition will be presented during the first nine days of the fair, Oct. 8-16, and the junior show will follow during the second week and the two on subsequent weekends.

A feature of the livestock show this year will be a Pan-American livestock pageant to be presented in the new State Fair Coliseum.
St. Louis Opera Fare Told; City to Get Carnegie Hall

ST. LOUIS MUNICIPAL Opera's schedule for the summer has been announced by Manager P. Beverley Kelty. The famed Mun. Opera, which has a new auditorium at the St. Louis Coliseum, will have its summer season in the new auditorium. The season will feature a number of new productions, including new operas and revivals of old favorites. The summer season will begin with the opera "The Barber of Seville," which was performed in the new auditorium on June 10th. Other productions scheduled for the summer season include "Carmen," "Tristan and Isolde," and "Aida." The summer season will conclude with the opera "Turandot," which was performed in the new auditorium on August 10th. The new auditorium will be the home of the St. Louis Opera for the next several years, and will be the site of many future productions.
Beatty-Cole Gets Two Straws, Extra

Big Business at Wilmington Marks 1st Canvas Stand; Others Okay

WILMINGTON, Del.— Clyde Beatty and Cole Bros. Circus gave an extra unchallenged show here to handle the turnover that remained after the show ended in the low house. The circus played here for Jaycees and it skirmed patrons only in the afternoon but also at night. Show was here April 30.

The day before at Allentown the Beatty-Cole organization had a three-chested haul in the afternoon and a three-quarter at night.
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**Say You Saw It in The Billboard**
Final Curtain
ADAMS—Josephine, 51, in recent years with Heart of America and Central States shows, April 30 in Taun, Tex. Survived by her husband, Candy, her father, John C. Mayen, a sister, Mrs. Donna Gearns, and two brothers, Marion and Jack Mayen. Burial in Red Hill Cemetery, Taun.

DUFOUR—Ada, wife of Lou Dufour, May 4 in St. Louis hospital. (Details elsewhere in this issue.)

FISHER—Earl, 62, formerly of the Johnny J. Jones, World of Myth and Stripes shows, April 28 in Tampa. Services May 2 in St. Petersburg, Fla., were followed by cremation, with the remains sent to Niagara Falls, N.Y.

JULIUS—Hyman, 90, father of Harry Julius, Arcade operator on Royal American Shows, May 1 in a Chicago hospital. He was a pioneer real estate developer in the Chicago area, first president of the Brighton Park Hebrew Congregation and was first president of Fort River Heights, Ill., which helped develop the area. He is survived by two other sons, Hy and Emuel; four daughters, Mrs. Sarah Mann, Mrs. Belle Franklins, Mrs. Tilly Messer, and Mrs. Helen Slaev.

(Continued on page 112)

Carnival Routes
A-1 Ams.: "Keith Carpenter; Mal-

No. 1 Ams.: "Harriet and Mary-

Alamo Expo: Hohbe, N. M.
American Beauty: Mrs. H. W.
Bartholomew; Fob. May-

Ottomina, La., 16-21.
Amendments of American: Samuel
Generalle; Feasterville, Pa.
B. & F. Am. Co.: Cherry Grove
(Cincinnati); O. New Mexico
16-21.
Baird's United: L. F. Tyra; Indiana-
napolis, Ind.
Bell-Form: Plainville, Conn.
Belle City: "Jr. Hooker; Ch. 64th
(W. Cleveland) Milwaukee, Wisc.
(N. 27th & W. Morgan) Milwau-
kee 17-24.
Big State: Joseph Simon; Eastland,
Tex.

(Continued on page 113)

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CAN PLACE MAJOR AND KIDDE RIDES NOT CONFLICTING WITH WHEEL AND MERRY-GO-ROUND FOR THIS DATE. ALSO WANT ANY TYPE OF LEGITIMATE CONCESSIONS, INCLUDING BINGO FOR THIS DATE. Address

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CONCESSIONS WILL Book Pitches, Fish Pond, Jewelry Spillice, Shooting Galleries and any other legitimate concessions.
Wire or call HARRY J. KANN, Mgr., Phone: Aboe, Mass., Churchill 98941.

Fred Silber
Named Prez
By Mdse. Ass'n.

DETROIT — Fred Silber, head of the Ferndale, Mich., firm bearing his name, and new president of the National Wholesale Distributors Association, last week outlined plans for the organization.

Major points are:
1. Operation of a nationwide exchange for credit information, the establishment of a central office serving all members, and the publication of a monthly bulletin.
2. Publication of a monthly bulletin by the executive secretary that will contain credit information.
3. Establishment of two social events annually, one to be held in Chicago in January, the other in New York in March.
4. Addition of another annual convention to the Falls Church, Va., one now held at McLean, Va., and the formation of a separate organization for companies doing business in the Northeast.

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$306.00 for 12 ft.
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Marion, Va., May 16-21
ANNUAL SPRING FESTIVAL
Oak Hill, Va., May 23-28

With long and complete lists at first-class fairs starting in June, **WANT SHOWS** are needed at all Legion Headquarters and at all meetings of the Legion in the nation. Of course, Legion veterans and Auxiliary women are invited to attend and to participate. The Legion veterans are the Father of all. Must be able to operate under leadership and good judgment. Must be able to handle large sums of money. Must be able to travel. Call or write for further details.

**AGENTS WANTED**

**ROYAL UNITED SHOWS**
All people interested, opening Wesley, Ind., May 20. Can use Rode Man on Till, Scrambler, Canteen, Octopus, Merry-Go-Round and Wheel. Can place a few more Hanky Parks. No fare or agape. Good opportunity for Man to take charge of Sky Flights. Salary and percentages. Need one more Act that can do two acts for our stagehall. All inquiries to
JORDAN, ROYAL UNITED SHOWS
See 226, Bugs Falls, South Dakota

**LAST CALL!**
Girls with or without experience, young and attractive for three shows. One show now open—another one opening in Indainapolis, Ind., May 9, Good salary. Want four first-class girls. Must be sober and reliable. Berry Brennan, 201 E. Main St., Carbondale, Ill., will see girls Monday. This is a 12 Week show and have 12 girls booked.

**STEEL'S AMUSEMENTS, INC.**
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MERRY-GO-ROUND—FERRIS WHEEL—ROLLER COASTER—TILT-A-WHIRL AND OCTOPUS
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Want for Derby, Tex., Strawberry festival, May 14 to 16 Saturday, May 21. Parades, Floats, Big Kid Day, 10,000 Free Merchandise Tickets Out Now.

CONCESSIONS: Long and Short Range, Center Pitchers, Ball Games, Pitchers, Novelty, Bikes, Wheaties, Babies and Kids. BIKES: Any family-type show not oscillating. DIGM PALMER wants Girls for Girl Battles. Real fun and make and take well up.

FERRIS WHEEL: Auto Riders, 40 ft. Auto Riders, completely reconditioned, new top. All Shows to be automated, 1 Shriner state fair. All complete shows, horsey and every show a complete show. This is the new 1.000.000. All shows.

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CONCESSIONS of all kinds that work for show. SHOWS: Side Show. WILDFIRE, Big Snoo and Fun House. RIDES: Scrambler, new and novel. Kidding Rides. RIDES: HELP: Foreman for Till, Second Men on all rides who have license to drive same. Drunks and tourists go the other way. All replies BILL PACE. Bowling Green, Ky.
feed drink dispenser has comb and one half gallon capacity, removable cover. Retails at about $10. Matching cups and barbecue serving available.

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  - Space riding hobby horse. Conventional as well as fancy loop or side rule can be performed. Has 11-inch wheels which are adjustable for comfort and safety. Retails for $39.95.
  - Imported Products, Maple Plain, Minn.

- **Paring Knife**
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- Unique Specialties, 3138 Casa, Detroit.

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BULK VENDING

THE BILLBOARD

Communications to 128 W. Randolph St., Chicago 1, III.

MAY 9, 1960

National Vendors Association
Convention Highlights

CHICAGO—An increased dues structure has been announced by National Vendors Association as its first step toward an expanded program of service and increased activity on a local level, agreed to at its recent Bahama convention.

The new dues calls for graduated payments by operators ranging from $40 to $125, depending upon number of machines, plus a flat fee of $125 for distributors and $300 for manufacturers.

The structure was recommended by NVA's ways and means committee and approved by the executive committee. It becomes effective May 1.

Purposes cited by the committee in hiking fees were: (1) Make additional funds available for travel to local trouble spots and work with local committee's appointed by the executive committee. (2) Aid in formation of local associations. (3) Set up a regular publication program including establishment of monthly bulletin to keep members posted of developments.

A new classification was also set up for "associate members" which would include "companies that serve the bulk industry but do not exhibit or vote." Fee is $100.

In all cases, the new dues still include a $1,000 life insurance policy taken out by the association for members.

The dues for operators breaks down as follows: Operators with 1,000 or less machines, $40 per year; operators with 1,001 to 2,500 machines, $75 per year; operators with more than 2,500 machines, $125 per year.

Under the old dues structure, operators paid a flat $36 with distributors paying $100 and manufacturers paying $250.

The committee named during the convention to formulate methods of raising funds included: Sid Bloom, Jack Nelson, Leonard Quinn, Bert Fraug, Les Herdman, Harold Fish, Irv Katz, Herman Eisenberg and Bob Kantor.

Dues Hike Passed
By NVA Committee

Raynor: NVA Plans
More Local Groups

CHICAGO—Outlining what will probably be the association's plank for the coming year, Milton T. Raynor said National Vendors Association is a top group and the association should move to expand its services and form regional and State groups to work with the national association.

Raynor spoke to kick off the business sessions of NVA during its recent Grand Bahama convention, April 21-24. He cautioned, however, that the move to growth was not an easy one. Operators are not naturally inclined to form associations.

However, if they're to protect their interests, both Raynor and Raynor said the 15 years ago, the federal government wanted to include vending machines in its gambling tax code. A group of operators got together and presented their case to the Legislature and were successful in being excluded.

Their efforts however were expensive, Raynor noted, pointing out that the single effort cost each of the participating operators more money than the annual dues in NVA for the past 10 years.

And, Raynor added, similar difficulties happened in the past 10 years, and didn't cost operators anything, since NVA handled the entire matter as part of its association business.

One of the most recent difficulties said Raynor, occurred when the federal government wanted to include a provision in the health code prohibiting the carrying of baton and charms. NVA was successful in having this elecited from the law after pointing out there were no violations of sanitary practice involved.

In emphasizing the need of local groups to supplement NVA, Raynor said they would be most effective in dealing with legislators and officials in presenting facts concerning tax, license and sanitation requirements.

Such groups could utilize the national group's facilities, he noted, and yet establish closer relationship with business and civic interests that would be possible for the national group.

Raynor noted that a committee had already been formed to study ways of raising money to expand NVA's services (see separate story).

He urged members to think together for the industry good, regardless of any special interests involved.

Sales Climb
Reported by
Cramer Gum

CHICAGO—Sales and earnings of the Cramer Gum Company, the not published, were reported as satisfactory for the previous year with a rise expected for 1960, President Wellington M. Cramer Jr. revealed recently.

The firm is currently in midst of expansion moves. Two new factories were acquired, one in Oakland, Calif., and the other in New York. Both are running full time.

Cramer has also completed several engineering projects in its Boston plant, designed to increase output.

The firm's new plant in granite appears to have gone off to a flying start with local citizens. Its operations and history were the subject of a feature article in the local paper, Le Vive de L'Est. The article, entirely in French, praised the firm highly and reported its product was being chewed all the way from Halifax to Vancouver.

BB's Editors Hit
By Spelling Goof

CHICAGO—Billboard's editors, said, as announced by the flood of exotic Grand Bahama Island convention copy last week, got a few stars in their eyes when all the names were spelled out. Hence, beginning in order, to Richard Rollins and Art Bianco. Names the "C" was omitted from Art's last name and inserted into Rollins, omitting the "R." For the many friends of both, the names appear correctly above.
Census Reports 25% Increase In Number of U. S. Vending Ops

WASHINGTON — The number of vending machine operators in business in 1958 totaled 6,152, according to an advance report from Commerce Department’s 1958 census of business. Total was an increase of 2,437 over the number of operators in 1954, the last year in which a census was taken.

Sales of merchandise by the operators amounted to $314,233,000 in 1958, an increase of $205,427,000 over 1954. Breakdowns of the various types of merchandise vended were not given in the advance report but are expected to appear in the final report to be issued in the future.

It must be kept in mind that there can be wide differences in the statistics released by Commerce’s Census Bureau and those by the industry. The census classifies vending operators in their retail trade reports, and defines them as “establishments primarily engaged in the sale of merchandise thru coin-operated vending machines which generally are located on the premises of other businesses.

Census caution that since a large number of merchandise vending machine operators are conducted in conjunction with the operations of manufacturing plants, and of wholesale and other establishments not classified in retail trade, data for retail merchandise vending machine operators should not be interpreted as providing a measure of total sales thru merchandising vending machines.”

S. J. Insalata
Joins NAMA Legal Staff

CHICAGO — S. John Insalata, a Chicago attorney, has joined the legal staff of the National Automatic Merchandising Association at its legislative counsel.

Insalata was formerly an attorney with the Social Security Administration and a graduate of Chicago’s Loyola University Law School.

Insalata will be working with Herbert M. Beitel, NAMA counsel association legal counsel Don Mitchell, speaking at the group’s Grand Bahama convention.

Previously, local operators arguing that NVA had sought to have bulk machines included in the exemption for non-perishable commodities and thus not subject to the tax.

Bulk Bank
State Health Director Dr. Ralph E. Dweck indicated that rather than be exempt from the tax, he felt bulk machines were banned entirely, since they were not specifically mentioned in the legislation.

The implication was that Dr. Dweck would prohibit operation of bulk machines in regulations that would hand down to the State Department of Health. was this being that NVA sought to prevent, and did successfully.

Still ahead, however, is the $5 per machine tax which operators face.

West Coast Ops Discuss Tax Hassles

LOS ANGELES— Plants to fight the per-machine tax and the increased gross sales assessment were discussed at the monthly dinner meeting of the Western Vending Machine Operators’ Association at the Nickahousan Restaurant Tuesday night (25).

The 25 cents per deal per machine was again brought to the floor, with the discussion centering around a procedure in the event any of the machines are seized.

The new regulations carry a cost of $10 for reinstating a machine.

The session was conducted by William Siegel, president, with William Coombs, secretary, and David Libby, treasurer, in attendance.

Minutes of the last meeting were read by Coombs and approved.

Dinner

A vote was taken to set a new time for the dinner and later the meeting. In the future, dinner will be served at 7 p.m., with the meeting scheduled to get under way at 8 p.m.

President Siegel welcomed Mrs. Carl Bruce, Earl Dobson and Robert Wommer to the meeting.

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Complete for Bulk Vending

Detriot Prepares New Health Code; Includes Bulk Vending

The health code has been prepared for a considerable period, and is designed to furnish a reasonable degree of regulation of food handling as a vending machine. Also emphasis is placed on the operation of the convenience of vending machines serving food products—such as bulk candy, baked goods, peanuts and other nuts, etc.

Commissary

One important phase of the convenience, which could have a considerable advantage upon the small, bulk consumer, is the requirement for commissaries. The only exception permitted is for operators who handle packaged goods only—which would appear not to apply to bulk vendors—and who do not warehouse or store their merchandise in any other place. It is certain that on the track for distribution.

An ever more crucial regulation is to be the prohibition of communicable diseases in residential homes or garages. This would effectively bar the creation of a market in Detroit, which now function out of their homes, with a stand in their basement or in the garage.

Miscellaneous regulations require inspection of all machines and commodities and inspection and identification of vehicles as well. Violations of the ordinance will carry a $500 fine or 90 days in jail.

Free

Fees for machines have been set on a graduated scale: 1-10 machines, $15 tax; 11-25 machines, $25; 26-50 machines, $35; 51-100 machines, $50, and over 100 machines, $75.

This graduated scale is felt to be more equitable than the flat fee per machine originally proposed, since the flat fee would provide an easy temptation to city authorities for increases from year to year, until it became excessive.

The ordinance as now drafted is the result of co-operation by the Merchandise Vendors' Association of Michigan, which includes some large bulk operators in its membership, and the Detroit and Wayne County boards of health. Some desirable modifications and changes have been incorporated into the information presented by the operators.

The reasons for this co-operative attitude were summed up by Executive Secretary Raymond T. Trudeau, of the MVA, who referred to the recent case of food poisoning of several customers in a local restaurant.

"The most important thing about this ordinance is that it brings us under the law for our own protection. If we were forced into this by some food catastrophe, we would have far too stringent regulations, but by working closely with the Health Department in the preparation of this ordinance, we can secure an ordinance that we can live with and something that we can afford," said Trudeau.
Bulk Banter

MEMPHIS MEMO:

Russ Thomas, owner of Vendort Distributing Company, made a special trip to Chicago recently to look at new vending machines for the trade and contact factories and their sources of supply. He reports he had a successful trip … J. Tunkle Saunders, 39, executive of the multi-millionaire grocery store tycoon Clarence Saunders, is in Europe for several weeks. He went to see manufacturers of vending machines he handles for them in this area and is combining it with a pleasure trip. He is president of Memphis Contractors Company.

Mrs. Andrew T. Manning, who owns a penny gun and charm route and is sometimes assisted by her husband, took off recently to help him paint the house. The weather was perfect for it—sunny and in the 70’s. Harold Troxel, who operated a route before and stopped during the winter, has started back again. The good spring weather is the best time of the year for penny gun and nickel charm business, he reports. He’s off to a good start, he reports, and expects a good year.

Henry J. Wilkerson, Vending Service Company, reports a good sport in collections. He is busy these days servicing his route with the Gum, Cracker Jack, … C. D. Gill, who has the largest penny gun and nickel charm route in the area, reports a busy route with charm. He believes the kiddies like to get some money as well as a bit of fun. Some collect the charms; some make necklaces or bracelets, he reports. He believes the opportunities are better now in penny vending with charms.

Jimmie Wilkie, operator and distributor, reports success with his penny gun machine. He has on perches of residences in areas where there are many children and no stores close to where they have put machines. Wilkie also reports a pick-up in business since good weather came a few weeks ago. He finds their machine been cleaning and servicing his route. He’s off to adding some new gun machines and is expanding his route.

MARGARET WICK, San Antonio, accepts prize for winning the globe dressing contest from Eola Lobb, convention chairman. Mrs. Wick was among seven contestants who participated. Each received an identical amount of gum and charms—the one with the most attractive globe won.

Move to Drop Vending Tax in South Carolina

COLUMBIA, S.C.—A vending machine tax bill, introduced at the beginning of the year, was amended gradually as the business will pay for it.

Charles Pugh, manager of Quality Vending Service for Douglas Parke, owner, reports the route has been expanded and added to a great deal. Business is good, he adds, and keeps him busy. … Hayden E. Crosswell has also increased his route since. He reports the best time to have more machines in operation is now when warm weather brings families out to locations more than in winter months, and before the severe heat of the summer.

If you pride yourself on being able to pick a winner— take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY’S outstanding anything on the market, Here is merchandising at its best. Try a SIXTY 4-in-a-Row today, it’s hot!

DON MITCHELL, staying on at the Grand Bohemian for a week following the National Vendors Association convention, proved the time wasn’t wasted. Mitchell followed on to a giant white marlin of undetermined weight (no scales available big enough to weigh the monster).

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COIN WEIGHTING SCALE

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3,500 Tradeester Turn Out for MOA Convention

CHICAGO—An estimated 3,500 tradeesters began checking into the Morrison Hotel here Sunday (6) for the 57th annual convention of the Music Operators of America, which begins in three days and stands the following day.

While the turnout is a far cry from the record set three years ago, it is on a par with the 1959 figure—about average. Holding down the attendance somewhat were the primary elections in West Virginia and Nebraska, two States which normally provide healthy turnouts.

The 1960 show is a departure from the conventions of recent years in two major respects: The actual format of the business sessions and the make-up of the exhibitors.

Open Forum

Traditionally, the MOA convention has been divided into several sessions, with major talks by industry leaders and experts in allied fields. This year the traditional program has been largely scrapped in favor of the open forum.

Theory is that the operator is much more apt to get interested when he actually participates in the discussions. Many of the subjects to be covered in the forum meetings are diversified, tax problems, legislative matters, programming, service problems and relations with the record companies.

Performance Royalties

The potential MOA bugaboos—operators who believe that the profit split to be received by the juke box operators—will be in a forum with George A. Miller, MOA president, and Dick Young and Jack Seeburg, on the platform.

While any attempt to remove the juke box performance royalty exemption is certainly dead for this session of the Congress, MOA conventioners are preparing for its consideration next year. The forum session which will probably generate the most heat will be the final one—concerning the relationship between the juke box operator and the record company. Certain to come up will be an attempt to affect responsibility for the scarcity of standard records at the operator level.

Exhibitor Changes

The second departure from past MOA conventions is the breakdown of the exhibits. While most of the firms displaying their wares are familiar to juke box operators, there are a few notable exceptions.

Of the five juke box manufacturer-managers, only AMI and United Music will have equipment on display. Seeburg, Wurlitzer and Rock-Ola have decided not to pass up the show. Reasons cited by the three companies are the current state of the economy.

But the loss of the three juke box manufacturers will more than be made up for by vending machine company participation. The Continental Vending Machine Company, one of the giants in merchandise vending, will occupy three booths to show a good part of its full line.

The Bally Vending Corporation will show its drink machine line, J. H. Keeley Company will show its pop vendors, and the Cole Products Corporation will display hot and cold food coffee, Schroeder Industries and the Boba Java Corporation will be on hand with coffee machines.

Vending Tails

Nor will vending on merchandise vending be confined to the exhibit hall. On the opening day of the show, May 10, in the Rockford, Ill., operator who went bust has decided to sell the route to the Wurlitzer Manufacturing Company who will speak on the future of the industry.

Public relations will come in for a greater share of the spotlight at this MOA conference. While the Continental Vending Machine Council, the industry’s PR arm, is not a creature of MOA, the degree of co-operation between the two groups is high.

Kraus Talk

The Kraus will maintain a booth on the exhibit floor, and Herbert M. Kraus, the CMG’s professional manager, will offer the membership at the general meeting.

Will Al Senator booth, who has worked wonders on a local level in New York, will speak before the group. Senator is the former Miami operator and father of the Police Athletic League coin machine industry team to combat juvenile delinquency.

Viewed in terms of a constructive form, this year’s program probably tops any MOA convention ever held. The probable reason is that the performance royalty situation is at least under temporary control—the danger, from the operator’s viewpoint, has abated—and the operators find more time available to delve into diversification, public relations, record industry relationships and other positive topi

United Unwraps Big Bowler and New Phographon

Bowlarama: First Change In 4 Years

By KEN KNAUF

CHICAGO—United Manufacturing’s Bowlarama alley game, the coin trade’s most talked about introduction of 1960, was to be officially let out the bag today (9) at the Music Operators of America show here. It represents the first major break from the traditional pinball game.

Automatic Coin demonstrations by Wurlitzer distributor Jayme Bingman and BowlerMax Demonstration will be shown.

Background Music

And while background music hasn’t quite caught on with the audience, the juke box operators appear to be enthusiastic about the Schroeder coffee machine, which has been adopted by the J. H. Keeley Company into the vending market.

Bingman of United Manufacturing, a 13-year veteran of the industry, has found that juke box operators are anxious to have automated coin dispensing machines in their establishments.

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now: capitalize
on your experience
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AMI BACKGROUND MUSIC OPENS NEW BUSINESS AND OFF-STREET LOCATIONS

When you offer AMI Background Music, a whole new world of prospective locations opens for your offices, restaurants, clinics, showrooms, cocktail lounges, industrial plants, stores, clubs, super markets, institutions, hotels and many, many more. Wherever people congregate for business or recreation, there are new opportunities to provide the benefits of background music—and to profit from them.

USES FAMILIAR EQUIPMENT
AMI Background Music is a logical, common sense way to diversify your present operation and make the most of a field you know best. Modified versions of the familiar, rugged AMI Hideaway unit and auxiliary speakers form the heart of this new, "on location" background music system. Installation will be second nature to your. AMI equipment is outstanding for its combining top performance, its easy maintenance and sturdy dependability. They add up to low, low service costs and greater background music profits for you.

MEETS A REAL NEED
Background music, long proved a valuable tool for industrial use, is now recognized as well for its profitable adaptation to a long list of businesses. Yet, with all its acceptance, background music has barely scratched the surface of its vast potential market. Many likely locations are without background music. Others are inadequately served and eager to obtain the full benefits of this new system and service which is professionally planned and programmed to meet their requirements. Talk about opportunity... it's here with AMI Background Music!

INCLUDES A GROWING KIT OF SALES AIDS
To help you inform prospects of the benefits of background music AND the advantages of AMI Background Music, there is a complete sales manual with a down-to-earth section on "Sales Training" to make you quickly at home in this new field. Handy installation plotting sheets, slide rules for quickly estimating speaker needs, and a variety of descriptive folders and mailing pieces provide further help in bringing you the greatest profits from this opportunity to diversify your operation within the familiar music business. This kit is constantly growing as AMI finds effective new ways to help you build your background music business.

OFFERS STEADY INCOME WITH NO INVESTMENT
AMI Background Music brings you new opportunities that conflict in no way with your present juke box business— and that require no investment on your part. This is an opportunity to grow and prosper immediately that deserves the careful consideration of every profit-minded music man.

GIVES YOU EXCLUSIVE FEATURES AND ADVANTAGES

The AMI Background Music System offers an enviable and hitherto unavailable combination of features which you and your customers will immediately recognize as essential to developing the full potential of background music. The music itself is recorded by renowned artists and specifically programmed for a wide variety of mood requirements and motivational purposes.

Constant additions keep the music fresh and free of monotony, productive of maximum response. Flexibility of programming and timing meet the varying requirements of personnel, patron and location purpose.

AMI Background Music is fully integrated with components of uniform quality, starting with custom made micro groove transcriptions of heavy vinyl which play at the accepted high fidelity speed of 33 1/3 rpm.

Optional equipment for paging, special events and sports broadcasts is available to earn extra profits for you. Auxiliary costs are low. Just the one heavy-duty AMI amplifier, for example, can provide power for all but the largest installations, driving as many as 40 speakers at one time under average conditions with no need for line amplifier additions.

THE RED BOOK THAT KEEPS YOU IN THE BLACK
This distinctive red binder contains the complete AMI Background Music Story—for you, and for your many prospects. Open it to the extra profits you've been looking for to help you make the most of music.

GET THE FACTS FIRSTHAND, HERE AT THE M.O.A. CONVENTION, BOOTHS 6 AND 7, OR WRITE:

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300 Attend Gotham UJA Banquet

NEW YORK — A turnaway crowd of over 300 persons jammed the Century Room of the Hotel Commodore here Saturday evening (30) for the annual Victory Dinner and celebration of the Coin industry division of the United Jewish Appeal fund drive. Notables in the local industry scene turned out en masse to pay their respects to the triple guests of honor line-up of Tom Greco, provy of the New York State Coin Machine Association; Carl Pavels, provy of the Westchester Operators Guild, and Jack Wilson, provy of the New York State Operators Guild.

All three honored guests were presented with handsome United Jewish Appeal plaques by banquet chairman and toastmaster, Irving Holzman. Another colorful moment came when the three also received plaques from the public relations committee of the NYSMA. These were presented by Al (Senator) Bodkin, chairman of the committee, who preceded the presentation with a fiery speech which had the crowd on the edge of its seats at the rising emotional pitch. In a plea for united action on the industry public relations front, Bodkin exclaimed, "We've got to march on together in this fight!"

In one of the principal talks, Rabbi Jacob Suble of the Riverdale Jewish Center, the Bronx, called the "One World" concept once espoused by the late Wendell L. Willkie. "If men can sit together, why can't they live together?" the Rabbi asked, referring to the continuing struggle in the Middle East between the Israelis and Arabs. Referring to "The Fatherland of God, and the brotherhood of man," Rabbi Suble declaimed, "We must learn to live together." He continued, "The United Jewish Appeal is keeping alive a beacon of democracy. We must keep it going!" Beyond this, he deplored the situation with regard to the Suez Canal, pointing out that "Human beings are involved here."

Following the more serious moments of the program, comedian Myron Cohen kept the crowd in stitches for a 15-minute turn of (Continued on page 1273)

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NEW YORK—Altho public relations at a national level is of vital importance to the over-all coin machine industry, good public relations at the grass roots level can add considerable benefits. An example of just how much can be achieved by a nucleus of dedicated enthusiasts has been provided in the past 10 months by the public relations committee of the New York State Coin Machine Association.

The group started small, almost a year ago, when exploratory meetings were held in the offices of the Music Operators of New York. A wise decision of the steering group was to name Al (Senator) Bodkin to the chairmanship of the committee. Bodkin, a sparkplug of keen enthusiasm and drive, has helped to bring the group on target. So far, the program has been a success, with results, on a budget of a size that, frankly, does not even allow for a paid secretary, let alone professional public relations counsel.

Perhaps the most interesting aspect of the committee at the moment is the depth of industry participation it can boast. Distributors, for example, have readily gotten aboard the bandwagon along with key operators' associations, which have closed ranks with the public relations minded New York City people.

Much of the financial support for the committee has so far come from distributor donations. These have, in turn, been matched by donations from various groups within the industry. Beyond this, all operators in the State have been solicited for a donation of $1 in support of the cause. Thus, the view of committee members, has been the basis of an encouraging start for the public relations campaign. However, the committee's most urgent problem is to encourage more meetings, which are scheduled for soon after the Music Operators' Convention, will be those dealing with the development of sustained sources of operating funds.

But what of specific results? The committee came thru with its first impressive effort last December 19, when it sponsored and paid all costs of a teen-age's Christmas party at the Church of the Resurrection, Brooklyn. This event was attended by over 600 kids, and there were record albums for each of them, acquired by the committee for donation at the party.

The party, which featured two live bands, plus records, plus a juke box which was donated to the church for its recreation program, was strongly identified with the coin industry, via colorful gold and yellow emblems and banners hung in the hall. The event received coverage in several New York papers. A few days after this affair chairman Bodkin, along with other committee members, made a donation of $500 to the Jewish Children's Orphan Home on New York's Lower Eastside. This, too, achieved notable trade publicity.

A day later members of the committee journeyed to White Plains, N. Y., where a meeting of the Westchester Operators' Guild was held. The committee explained to the Guild members the nature of the public relations program and its ultimate aims.

In another effective effort, the public relations committee undertook the annual coin industry's Christmas solicitation for funds for the Cardinal Spellman Service Center. At the completion of the drive, Bodkin, along with distributors Meyer Parkoff and Barney Sugarman, and Mag. John Kelly, were pictured with the Cardinal as they presented him with the coin industry check for $2,000.

On another front, the committee presented a julex box to the Creedmoor State Hospital for mentally retarded children in Creedmoor, Long Island, N. Y.

The committee plans further activity along these lines and will strive at every opportunity to have such a presentation tied in with the appearance at the scene of the donation of important public figures. This it is believed, will enhance the chances of good mention in the public press.

Active on the local committee along with the Senator have been Meyer Parkoff, Barney Sugarman and Irving Holzman, Westchester Operators Guild president, Carl Parevic New York Operators Guild president, Jack Willson, New York State Coin Machine Association president, Tom Greco, and Mrs. Millie McCarthy, an operator of Hartsdale, N. Y., who is not only treasurer of the NYSACA, but is known everywhere as an invaluable campaigner on behalf of the coin field on the Albany legislative front.

Bodkin will address the MOA Convention on Tuesday (10) on public relations at the grass roots for the coin industry.

UJA Banquet

Continued from page 126

his typical comedy material. Another speaker was Jack Jockey, interviewer, Barry Gray, who has been associated with UJA activities in the past and is well known here for his late night programs which focus often on discussions of controversial topics.

Gray took the occasion of the UJA banquet to launch an unexpected attack against the recently concluded Congressional hearings into matters of payola in the radio and television industries. He called the investigation, "the most shocking miscarriage of Congressional authority I have ever seen," noting how seldom such inquiries as this and the "Kefauver road show" of several years ago, ever resulted in effective new controlling legislation.

Following this, Gray turned his attention to Israel, "Our one real friend in the Middle East," calling for continuing support of the UJA drive for funds.

Our Specialty: Quality Products Backed by Service

FOR 25 YEARS, since the very start of the vending industry, manufacturers and operators have learned to rely on National's vast experience and nationwide coverage for help with their coin handling problems. They know that when they turn to National, service and assistance are prompt, capable and courteous.

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ACCUMULATOR
The Rock-Ola ACCUMULATOR is the simplest in the industry to service. All adjustments are mechanical. No wiring to change. No electrical connections to service. All parts are large and accessible and easily adjusted with a pencil or pen knife. Its dependability has been proved in ten years of testing.

SLUG REJECTOR
On Rock-Ola phonographs the SLUG REJECTOR is easily accessible at eye-level. The COIN SWITCH operation is quickly checked without removing rejector from phonograph. One man can watch coin switch operation and plays being accumulated on MASTER PATCHET on ACCUMULATOR by lifting the Rock-Ola Easy-Raise Dome.

Simplicity of service is the key to reducing service and repair overhead to a bare minimum. The ease of servicing a Rock-Ola phonograph is visually demonstrated by the above photograph. In a few seconds, every part of the mechanism is handily exposed for quick, economical "on location" adjustments.

The whole selection system...the slug rejector, the coin switches, the accumulator, scan control and micro switches are all within fingertip reach for profitable, one manservicing. Just a glance at the clean interior of a Rock-Ola phonograph guarantees this fact!

Of course with the world famous Rock-Ola dependability, your service calls will always be at a minimum. However, when adjustments are needed, you can be sure they are handled more simply on a Rock-Ola to guarantee you greater profits from your take.

For the full story on how to increase your profits in 1960, see your Rock-Ola distributor today.

ROCK-OLA

THE ALL-PURPOSE STEREOPHONIC PHONOGRAP

ROCK-OLA MANUFACTURING CORPORATION

210 North Kedzie Avenue

Chicago, Illinois
COIN MACHINE GLOSSARY

ACCUMULATOR—Juke box device which totals the number of coins received, so customers don't have to make selection after insertion of each coin.
BACKGLASS—The glass-screened scoreboard of a game, or the upright option, as opposed to the playfield or cabinet.
BALL BOWLER—10-pin bowling game with duck-pin type ball. (Also called "long alley").

GUARANTEE—Amount of gross receipts received by owner before split with location is made. Example: Total gross $15. Up gets $3.50 guarantee. Remainder is split. Differs from "front money" which is the amount guaranteed above gross to owner. If gross is $15 or more, op will get total gross, location nothing. Often used in high-priced, new, high-priced machine.

MAYNEHAW—A lovely place juke box, housed in plain cabinet. Selections are made from wall boxes with the mechanism generally hidden under a counter or in a compartment. Used where space is a factor.

ON-LINE—(See "bingo"). Name derived from coin operated juke box that is linked to a computer that stores the score, and prints the score, and prints the name of numbers on the backglass cards. Player plays to try to light up numbers that appear on the display or on the intercom.

OVERHEAD—A single, above-the-wall volume speaker. Used instead of a juke box in a small theater where the location is not large enough for a juke box.

RUNYON—The new faster, faster lottery-type game. The new "Bailing Skill" required by the "Changing Lines" feature, combined with all of the PROVEN features of the past year, produces a game that is proving popular. With continuing longevity in Baseball game design.

Exclusive Williams Distributor

EMPIRE COIN MACHINE EXCHANGE

DETOIT BRANCH—7444 Pontiac, Detroit, Mich. Tel: Diamond 1-5800

Start the Baseball Season With a Williams OFFICIAL BASEBALL

This game answers the need for a NEW BASEBALL GAME. The new faster, faster lottery-type game. The new "Bailing Skill" required by the "Changing Lines" feature, combined with all of the PROVEN features of the past year, produces a game that is proving popular. With continuing longevity in Baseball game design.

Exclusive Williams Distributor

CENTRAL DISTRIBUTORS

Phone: MA 2-5213 Cable: "Cendist" 2315 Olive Street, St. Louis 3, Missouri

ARE YOU READY FOR SUMMER 'PLAY?'

SEABURG

Seaburg 201
$795.00

161
$775.00

KW-200
$575.00

VL-200
$425.00

HF100R
$495.00

HF100G
$395.00

M100C
$350.00

M100B
$275.00

WALL BOXES

Rock-Ola 120
$49.50

AMI W-200
$79.50

Seaburg DSWA. $99.99

AMI

G-200
$375.00

F-120
$350.00

ROLL-O-LA

1468, With
Speakers
$775.00

1452
$350.00

WURLITZER

1650
$165.00

CIGARETTE VENDORS

Corsoir, 30 Col. $293.50

Eastern, 22 Col. 179.50

Eastern, 10 Col. 99.50

Eastern, 8 Col. 49.50

Rowe, 11 Col. 99.90

Rowe, 2 Col. 49.50

249 North High Street Columbus, Ohio Phone 3X 4-4614

OFFICES IN CINCINNATI AND CLEVELAND

(Continued on next page)
**NEW PROFIT HORIZONS**

**WITH VISTA-SCOPE**

**COIN-OPERATED TELESCOPE**

Add this still-flexing 30-power telescope to your present route of coin-operated equipment at little or no extra service costs. Vista-Scope is simple to maintain and brings a steady flow of profits day after day, year after year. Anyone can set it up and look after it.

AMERICAN LENS & PHOTO CO.
7500 Northwest Highway
Chicago 35, Illinois

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**BULLETINS**

- **Continued from page 122**

Monday (9). Henry Slavik, veteran automatic phonograph service expert, will head the service department.

**National Rejectors Cited**

ST. LOUIS—National Rejectors, Inc., manufacturer of coin mechanisms for the music machine and amusement game industries, is one of the 19 companies invited by the U. S. Department of Commerce to tell the story of its patent system and its contributions to the economy in the annual Patent Office Mechanical Exhibition opening in Washington Tuesday (10).

The firm, a pioneer in the development and manufacture of automatic coin mechanisms, is the first company in the coin machine industry to be invited to participate. Nine NRI patents will be represented, including the original which was filed from 1913. This was a slot rejector developed by John Gottfried, who founded NRI in the same year.

Also in the NRI exhibit will be the rejector which accepts nickels, dimes and quarters thru a single insert. This revolutionary development took place in 1946.

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**Dual Pricing in the Juke Box**

- **Continued from page 122**

new United Bowling alley game with "automatic pin-setting" features were to be shown beforehand to United distributors at a pre-convention luncheon last Saturday, November 28. Neither of the two models had been seen before, publicly.

Starring in the new phonograph, by Raymond Loewy, noted designer, follows basically that of the previous United machines, also Loewy-designed. Dial selection is retained. With the versatile new dual-pricing system, the operator can make all price adjustments via simple switch settings. Mechanical coin flip-over mechanisms are eliminated. When set for basic dime pricing, the machine can be automatically set to charge 10 cents for EP and/or stereo selections. Any number of selections (groups of 10) may be priced either in the higher or lower price group by simply setting a switch.

Stressed along with dual pricing, is fast-over-all mechanical action and the United play stimulator idea used to draw attention during periods of slow play.

Every United phonograph also includes a 50-cent coin chute, step-up credit accumulator and "anti-cheat" coin switch circuit.

**Dual Cone Unit**

From the standpoint of sound, the separate reproducing components have been consolidated into special 15-inch dual cone sound reproducing units. One is located in each manual phonograph, two in each stereo machine.

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**LIBRA DISTRIBUTORS CORP.**

607 Tenth Avenue, New York, N.Y.

Abe Lipsky, President
Exclusive Distributors for The Wurlitzer Company
New delivering the fabulous Wurlitzer 2400 line

All parts, supplies, equipment are available from our parts departments.
A wide assortment of reconditioned photographs from the innovative development.

**ESTABLISH A KIDDIE RIDE ROUTE**

Write, wire or phone

TUSKO MFG. CO.
DEPT. VENTURA BLVD.
THOUSAND OAKS, CALIFORNIA
Phone Wilson 3-2212

---

**FOR SALE**

Two lane, double row, coin operated Family Fun Center, located in extreme southwest Chicago area. Offers wide variety of games. Reasonable price. WRITE.

**BUSH DISTRIBUTING COMPANY**
11518 South Dakota Avenue
Chicago 29, Ill.
COPPER, in the news

AMERICAN EQUIPMENT FOR EXPORT SHOPPED BY EXPERT MECHANICS

Large stock of 3000 Vulcans
2510 Walseukes $49.50

SEEBURG
Model S $395.00
Model V $375.00
Model H $595.00
Model C $345.00
Model W $355.00
K $455.00
100 Sol. Chrom. $15.50

AMI
M.2018 $475.00
B-52 $145.00
E-75 $195.00
175 Sol. Walseukes $31.50
100 Walseukes $15.50

ROCK-OLA
1426 $1210
1425 $1150
1413 $645

BINGOS
Key West $115
Shangri-La $105
Big Time $135
Carnival $145

UPRIGHTS
Mermaid King $175
Doll $135
Deluxe Big Ben 275.00

S. BALLS
Duette $80
Ballerina $80
Geisha $80
Tipton $85
Miss America $80
Miss Broadway $80
Miss Wishing Well $80
Holida $60
Select $75
Show the Crown $95
Cinderella $75
Trash Flash $25
True Love $45

ARCADES
C.C. Rocker Duette $5
Bally Magic Duette $75
Bally Magic Miss $75
Un. Trumm Duette $75
Un. Trumm Miss $75

Calf. Write or Cable LEWJOHNS.

Juke Box Industry Healthy

Juke box operators split the take down the middle with 78 per cent of all locations getting full money or minimum guarantees in 19 per cent of the locations. (Front money is an arrangement whereby the operator accepts a specified amount for the coin box each week, with commission beginning after that amount is withdrawn. A minimum guarantee is an arrangement whereby the operator takes the first $8.00 each week, the location takes the next $3.00 and the commission goes into effect thereafter.)

MOA ITEMS

Two billiards pros are performing at the MOA show under the auspices of pool manufacturer, Don Tezar is trick shooting at the Valley booths while Fischer features Frank Olivet. Whispering Joe Wilson, famous TV bowling broadcaster, will also be on hand at the Fischer booths. Bill Wetzel, Fischer sales chief, says that the TV bowling shows have done a lot for the sport, and he expects they will boost interest in the coin billiards game as well...

Fred Fisher, head of the Fischer organization, will miss the MOA show for the first time this year. He's recovering at his Tipton, Ill., home from a recent heart attack. He'll be happy to hear from his friends in the trade.

DETOUR TOPICS

John J. Broses Sr., and Helen M. Broses are returning to active operation in the coin machine business with formation of the A.J. Vending Company, cigarette vendors, in the West Side suburb of Chicago. They formerly operated the Tempo Music Company, a juke box route, but sold out that business in 1956. Broses was formerly a collector for Music Service for nine years. They are confidently returning in the industry. Mrs. Broses says because "Jack wants a business with a future," and they feel they have found it in cigarette vending.

Central Vending Company, one of the city's largest cigarette operators, headed by Mervin S. Jacobson, has assumed the business of Reliable Vending Company, formerly operated by the Supenstien brothers, Meyer (Red), David and Lewis, but owned for some time past by Jacobson. The Reliable name has now been dropped and operations consolidated. The company now concentrates exclusively on cigarettes, having dropped the bulk vending department formerly run by Reliable. Harry Hinte, general manager of industry. Owners of the company, in addition to Mervin Jacobson, are his father, Isadore Jacobson, Nathan Schreiber, a theatre circuit owner, and Maxine Fidler.

Myron Amsden who operates Westwood Vending in suburban Oakfield Township, has been having bad luck with robbery. Earlier... (Continued on page 222)

When answering ads... say you saw it in The Billboard!

MAY 9, 1960

Also when answering ads... say You Saw It In The Billboard

To our many friends of M.O.A.:

Previous commitments make it impossible for me to join you at M.O.A., 1960.

Your most important mission at M.O.A. will be to stop first at the "COIN MACHINE COUNCIL" information booth, hear the facts, and join the movement. The future of our Industry depends on your immediate support.

Our sales offices across New York State are stocked with the equipment being exhibited at the show. Call on us when you return home. Baseball gloves, all types of vendors, kiddie rides, bowling gloves and all other types of coin equipment are available.

The Stereomusical Music Theater is another must to see at the show, as are the many other products we distribute.

Sincerely, 

John Blotta

President

Reo-Elkra Corp. 621 S. Kilbourn Ave.
Blotitta Enterprises 1226 Broadway, Albany 4, N. Y.
B. A. B. M. 8 Main St., Syracuse, New York.

Midwest

Joe Wilson

See us in Booth #61
AT THE M.O.A. CONVENTION
MORRISON HOTEL, CHICAGO, MAY 9-10-11

Make your operation more profitable

It's here-the new Gold Medal Automatic Electronic Vending Machine, on display in prominent vending machines.

SPECIAL ON TUBES FOR THE JUKE BOX

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These are brands, not pull-outs or rejects. Brand new, such as RCA, GE, PAVILIA, CES. All individually boxed, 1-year guarantee. Any other tubes are listed, 60% and 10% off list. Example: List $2.00—YOUR COST 72¢.

The ENGLISH SALES COMPANY

310 W. North Ave. (Phone: Dickens 2-2700) Chicago 47, III.

When answering ads... say you saw it in The Billboard!

To the Operators from Virginia, West Virginia, and East Tennessee, please accept our standing invitation to join us at the AMI display, Booths 8 & 7, for your annual get-together.

CONGRATULATIONS also to AMI for their continued support this year to the greatest show of our industry, by showing their newest model photographs—the best in the field of music and amusement music!

ROANOKE VENDING EXCHANGE, INC.

4150 West Broad Street, Richmond, Virginia. (818-2425)

JACK G. BESS

HARRY D. MOSELEY

Branch

Branch

625 Ohio Avenue

65 Commonwealth Ave.

Charleston, W. Va.

Boston, Va.

(W. Robert Booth, Jr.)

(Edgar M. Hudson)

We are Distributors for the following participating Manufacturers

Automation Products Co.
Bally Manufacturing Co.
Irving Saye Company
Nile Powers Corporation

American Shuffleboard Co.
Chicago Broach & Machine Co.
J. H. Bemis & Co., Inc.
Waltting Manufacturing Co.

www.americanradiohistory.com

Copyrighted material
Indiana Supreme Court Upholds Tough Pin Law

INDIANAPOLIS — Indiana's tough anti-pin law, the 1957 Harrison Act, was upheld Thursday (5) by the Indiana Supreme Court. Affirming the constitutionality of the measure, Justice Arch. N. Bobbitt declared that "anyone who owns, rents, leases or possesses any gambling device whether stored in place, accessible to the public or in private homes, religious, patriotic, charitable or fraternal organizations, or clubs or private organizations of any kind is guilty of violating the law." He said that a pinball machine used for gaming is a gambling device.

Justice Bobbitt spoke also for three other justices in handling a four-zero decision.

Rodstein Joins Scott Crosse
PHILADELPHIA — Albert M. Rodstein, has left his sales post with Banner Specialty Company here to join the staff of Scott Crosse Amusement Company. Rodstein's resignation from Banner became effective April 29.

Scott Crosse has already blue-printed a heavy expansion into the music field, wherein Rodstein is expected to play a part. He'll also assist as part of a two-man sales force in the Southern New Jersey, Eastern Pennsylvania area. In line with these expansion moves, S.C. Will move into expanded quarters on April 22.

Rodstein has been connected with the coin industry here for over 20 years, having spent 13 years with Active Amusement Machines Company and seven years with Banner.

State Senator Thomas C. Hasbrook, of Indianapolis, author of the law, was defeated for re-election in 1958. He has been the proponent of similar legislation ever since he became the Indiana General Assembly in 1951.

The tribunal ruled today on an appeal from a decision of Special Judge John L. Niblack in Boone Circuit Court in Lebanon.

Other phases of the 1957 law are still under challenge in several counties and circuit courts of the State.

Observers speculated that the ruling of the high court may not be the final word on the anti-pin issue in Indiana.

Some quarters anticipated changes in the law when the State Legislature meets in January.
OAKLAND'S

DOGGIE DINER CHAIN

INSTALLS

WURLITZER

STEREOPHONIC MUSIC SYSTEMS

Henry Leyson (left), Associated Coin Amusement Company, Oakland, California, receives approval for Wurlitzer installation in all Doggie Diners in the East Bay area, from Al Ross, President (seated) and Andy Knudsen, General Manager of the popular diner chain.

MR. OPERATOR. Yes, too, can profit from extra business in many locations by installing WURLITZER HIDEWAYS.

Yes, an even dozen Doggie Diners in Oakland's East Bay area offer patrons tempting food with a pleasant background of True Stereophonic music by Wurlitzer. Progressive operators everywhere have learned that no other music system will so adequately serve their locations regardless of size, shape or number of rooms.

WURLITZER

World's Greatest Money-Making Music Systems

THE WURLITZER COMPANY, Established 1856
NORTH TONAWANDA, NEW YORK
Carnival HF1000 AMI LOW Ys Required.

TRULY AND

COPY SPOT COMPREHENSIVE Show Complete

ValleY'SPECIALS

$185.00 125.00

ABOUT $495

DISTRIBUTING

Sheebur

San Calif.

S. Cal.

The Billboard

MAY 9, 1960

LOW DOWN PRICES

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CARNIVAL HF1000 AMI LOW Ys Required.

TRULY AND

COPY SPOT COMPREHENSIVE Show Complete

ValleY'SPECIALS

$185.00 125.00

ABOUT $495

DISTRIBUTING

Seeburg Names R. F. Jones New S. Calif. Background Distri-

B

So we are analyzing the situation that there is a golden oppor-

tunity to capitalize on the proven and long-living traditions of the music busi-

ness and to turn it into a mer-

chantable product of the highest

If the consumer, and this

includes everyone from teen-

age to oldsters, buys and wants

their stereo system at home.

We're in the business of making

business out of this.

Our present aim is to

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**Gottlieb country.**

Distribs Get Four-Player Gottlieb 5-Ball

TENN. Ops Mull Drive To Fight Youth Crime

MEMPHIS - Memphis Music Association voted at its monthly meeting, held April 19, to have a committee investigate and report back on whether location owners would be willing to go along with operators on making monthly contributions from collections to the Youth Guidance Commission.

Purpose of the contributions would be to build a fund for some type of program to combat juvenile delinquency. It would be one of several public relations projects sponsored by the photograph operators' group.

All operators present were enthusiastic about the proposal, which was advanced by President Drew J. Canale, president of Canale Amusement Company and other operations, and it was discussed at length.

It was brought out that the operators could take pride in their community by helping reduce juvenile crime and would be working for the same goals as the churches, schools and Park Commission.

Parker Henderson, general manager of Southern Amusement Company, made the point during discussion that there are at least 1,300 phonographs in Shelby County and if just 10 cents a week were given from each it would amount to a contribution of $130 a week if all location owners and operators cooperate.

Canale appointed a committee to contact a number of location owners to see if they would not be willing to let 10 cents be contributed from each machine each week. Operators were optimistic that no one would object to so small an amount. "This way no one would be hurt financially," Canale said.

Canale appointed on this committee:


City officials have established the Youth Guidance Commission to... (Continued on page 14)

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**AROUND THE WORLD IN 3,650 DAYS**

**ELEVEN BELLES** is the new J. H. Kenney & Company one-ball pin game.

---

**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: ____________________________

Authorized by: _______________________

Street Address: _______________________

City, Zone, State: _____________________

We're completely sold on the money making possibilities...

**“The Best Investment in the Coin-Machine Field”**

---

**AMERICA’S LEADING MANUFACTURER**

**SUN-GLO**

**AUTO-PHOTO CO., Inc.**

3100 East 33rd Street, Los Angeles 11, California

PHOTOMATE, Ltd., Hersham Factory Estate, Hersham, Surrey, England

FOTOFIX, G.m.b.H., Kaiserplatz 7, Kunst, Germany

GIVE TO DAMON RUNYON CANCER FUND

**COIN MACHINES** 135

---

**“THE BEST INVESTMENT IN THE COIN-MACHINE FIELD”**

---

**YES**...we like the enduring large size earning record...

**“Customers come back again and again because they’re satisfied”**

---

**TEN YEARS OF WORLD WIDE ACCEPTANCE AND ACCLAIM FOR AUTO-PHOTO STUDIOS**

When one coin-machine product consistently keeps pulling measurable money returns, year after year after year...When it works itself up and up and up in the esteem of operators and location owners...When it performs outstandingly for a variety of businesses and pulls in traffic...then YOU ARE MISSING OUT IF YOU DON'T HARRNESS YOUR WAGON TO THIS PERFORMER.

Write for details and name of nearest distributor
Southland Eng.
Shows at MOA

SANTA MONICA, Calif. — A co-operative home that travels and a rustic corral were to be shown as a package known as "Western Trails" at Southland Engineering Co.'s Exhibit, designed and engineered by D. W. Price, veteran coin machine designer who came out of retirement to build the firm. Altogether with major Midwest coin companies, Price recently sold Miller, Co., a subsidiary of D. W. Price Corporation, Southland Engineering, which Price heads, will devote itself to the design, engineering and manufacturing of coin devices.

"Western Trails" includes a redwood rustic corral 7' x 7' with entrance designed to be used on any of the four sides. The mechanism consists of a Fiberglas flat base 10 feet long and four feet wide. It has 29-inch high booth to mimic performs like the real animals as they move around outside of the base. Action is controlled by pull-up and push-down devices as the animal moves forward and spurs. A safety feature is the stopping of the ride at the base as the front hoofs are contacted.

Cabin Mechanism
The horse is powered by a 1/4 hp motor with Oilite bearings throughout. Cabin mechanism has one chute and handles nickels, dimes and quarters in combination and is specifically designed for use.

Frank Menecri, national sales representative for the firm, said the track for the ride has been lengthened as needed and two more rides could be added. He said an entire line of coin-operated devices has been installed, some of its efforts to coin-operated devices.

Menecri was with Exhibit Supply for nearly eight years and was vice-president in charge of sales for the Coin Machine Company. He was district sales representative for AMI in the area.

"Western Trails," complete, will sell for approximately $2,195, c.o.d. Los Angeles.

SPECIALS!
2-Player Rocket Shuttle... $515
1-Player Rocket Shuttle... 125
Explorer Rocket Shuttle... 150
C. C. Butler Up... 225
Deep Bell Kicker... 275
C. C. Star Rocket... 275
C. C. Classic, 13 or 16 fl. oz. 395
Daily Bowling Lane, 11 or 14 fl. oz. 395
Un. Bowling Alley, 11 or 14 fl. oz. 225
Bally Bowling Lane, 11 or 14 fl. oz. 225
Bally A. B. C./S. 4/5 225
Un. Regulation 5/4. 225

We have a complete line of "Western Trails", ".value and "value" machines.
Fruit Machines Stir Up Storm in Great Britain

BY RINGO BEAUFORT

LONDON—Bell Fruit machines have suddenly become headline news of the year in Britain. It has been known for many months that a betting and gaming bill, introduced by home secretary, R. A. Butler, and which would make fruits legal in the U.K., was likely to be brought in Parliament this summer. But for a time everyone was lying low and pontificating on how this bill would not affect the fruit machines. But until last week, the people were off, shots were sensationally publicized, and their future was held to the time of hundreds of pin nickels.

The reason? The distributing companies appointed to handle new bell and Jennings machines in Britain decided they had waited long enough. Although they had been told that it had reached an advanced enough stage for them to make their plans known.

Pressed

In both cases new machines were arriving in England in quantity every week. In both cases regional distributors had been or were being appointed. In both cases the demand from operators was such that information had to be put out.

They had been asked by the old-timers in the game to keep quiet until the bill was enacted. But they had noticed that some of the old-timers were freely advertising and selling used slots. They felt, therefore, that it was more than time that they got into the act.

As far as the authorities were concerned, the view was that they knew perfectly well that these machines, new and second-hand, were being imported and in what quantity. As far as public opinion was concerned, the view was that if the business was kept in check at distributor level and was subsequently conducted in a clean, fair, respectable and restrained way, there need be no trouble or criticism that would affect the passage of the bill.

It is also felt that other arguments that new fruit machines are too expensive (based partly on price of new machines resulting in no more profit than those that were leveled some years ago against new juke boxes and later against new flipper pin tables).

A fruit machine (containing well over a thousand parts) takes more punishment in the course of a day than any other comparable machine. Some operators who have attempted to recondition or convert old equipment in the U.K. know this to be true.

Conversion Chute

Conversion of escalators, tubes and slides to the six-penny coin (the most difficult in the world) are particularly tricky, some firms make a good job of conversion, and there is undoubtedly an excellent market for used fruits as well as new, but, at old-time operators know, there is nothing so depressing—to the location as well as the manufacturer —as the machine with its face turned to the wall.

Both Mills and Jennings have been pressed for time in America

Cine-Sonic Shows

Background Music

NEW YORK—Cine-Sonic, Inc., manufacturer of cartridge tape background systems, is demonstrating new additions to its line this week. The various units will be on display at the MCA Convention, Booth 72. Isadore Edelman, head of the firm, said the display will include the Cine-Sonic Sound Pak systems for location background and home use. This model carries a tag of $299.

Building and extensively testing machines specially designed for the U.K. market, with escalators, tubes and slides carefully made for six-penny play.

As far as the Americans are concerned, both Mills and Jennings have appointed American-owned firms as main distributors. These firms are said to have put up very large sums to secure these rights. They in turn have appointed or are in the course of appointing area distributors throughout Britain. Both are bringing in a full range of machines, but claim that months are seldom necessary.

In the case of Mills the company
everyone knows that on a traffic light

green means "go ahead" and red means "stop"

BUT IN THE

COIN MACHINE

INDUSTRY

REDD

MEANS GO!

M.O.A. SPECIALS

NEW MACHINES

Bally Targets $485
Bally Supertun $385
Bally Clearview $235
Bally Derby $595
CC Drop Ball Deluxe $465
CC Drop Ball—w/o machines $395
CC Motorama $395
CC Star Rocket $285
CC Upright Drop Bell
     Kenney Criss Cross Diamond $465
Wurlitzer 1959 Stereophonic
     Old Smoky Trails $1065
Also 50 assorted Kiddy Rides

Used Bargains:

IMMEDIATE DELIVERY

BASEBALL MACHINES

Bally Targets $395
Bally Batting Practice $425
Bally Heavy Hitter $395
Bally Big inning $295
Pitch Hit $395
Short Stop $350
'57 Deluxe $315

UPRIGHTS

Bally Jumbo $575
Bally Sportman $475
Deluxe Big Red $295
Wild Cats $375
Cris Cross Diamond—like new $465

ARCADE—GUNS—MISCELLANEOUS

Kicker-Catcher (counter machine) $125
Drop Bell—like new $50
Midnight Movies $75
Basketball—like new $115
Phone

Rally All Star $125

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Or Accept Trades

ALL BINGOS/ALL SHUFFLE ALLEYS/ALL 11 FT.
10 16 FL./BOWLERS/ALL SEEBURG MUSIK/
FISHER PARTY POOL/SKULL PARADE/TARGET
DOLL/SEEBURG 3W1 CHROME BOXES/SCIENTIFIC
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REDD DISTRIBUTING COMPANY, INC.

298 Lincoln St., Allston, Mass., U. S. A.
Cable "REDDINC" Algonquin 4-4040
First Change in Four Years

change in bowling game design in four years.

A special precision shelving was slated for the United distributor organization last Saturday (7), at the Morrison Hotel dining hall, at which both the new United game and jobs box were to be unveiled for the first time.

The United game has been long heralded as the first coin-operated alley with "automatic pin-setting." Pins will still be suspended.

As United vice-president Roy Krachmer (sales) and Glenn Johnson (engineering) explained it, the bowling pins still are retained by a suspension system; but the pins are arranged in such a way that the suspension is not noticed by the player.

There are no roller switches on the alley board to "ruin the illusion," as Krachmer puts it. Krachmer said that the ball "actually scatters the pins, which glide into each other." Exactly how this works has been left to our readers' (as well as this reporter's) imagination—until the game is seen on the MOA exhibit floor. Neither photographs nor details were made available last week.

Longer & Wider

The Bowlerama, this, was expected to closely resemble in appearance the standard type United long alley games produced by the firm. Although it is longer and wider than average, length of the alley will run about 20 to 24 feet, in a two-piece board. Alley sections will likely be made available to increase the length.

While the game is expected to list at a higher-than-average price, United has aimed this game at the "longer and better" type location, and recommends 25-cent play instead of the customary dime fare.

Pins and balls are set to five-eighths-inch scale, in contrast to regular bowling pins and balls. The game utilizes the same four- and one-half inch deep pin type ball, with the pins scaled to ball size.

Same Automatic Scoring

Play for "spares" will be the same as on a regular alley, Krachmer said. The game will retain the automatic score system and back-glass arrangement used on previous coin alleys.

Bowlerama represents the first radically new departure in coin-operated bowling games since United brought out the initial model of a long line of coin alleys late in 1954.

The United firm is also credited with the first shuffle bowling game put into major production. More than 80 individual shuffle bowler models have been introduced by manufacturers since 1954, and more than 33 different coin alley models have been bowled since the first 1956 model. United has retained its "walk in front door" idea for operating ease and accessibility to the mechanisms. But the rear door has been enlarged to open nearly the full width of the machine. Credit sys-

4. Kingsize continuous duty coils are added to the control circuits for greater reliability.

5. Rugger metal dust covers have replaced the plastic covers formerly used.

6. Greater safety construction exceeds underwriters' requirements in many respects, according to United. Machines are supplied with a three-wire lined cord to provide an external ground connection. An adapter plug is supplied for use in conventional outlets.

As it has been in the past, the United phonograph line is backed with a full year written warranty and a low cost parts policy after one year.

The synchronous wall box system uses no stoppers and has no additional requirements.
Memphis Juke Box Ops Aid Tavern Owners in Tax Tiff

MAY 9, 1960

THE BILLBOARD

Memphis—The refund to cafe owners of $50 from the city on an additional beer tax assed several months ago and then rescinded when mailed out by the city controller's office last week.

The refund had been held up for months while litigation was pending in Chancery Court. The lawsuit was dismissed and the refunds followed.

Numerous small location owners, mostly cafe operators, had appealed to Memphis Music Association to get the matter settled and the music operators' association was instrumental in speeding up the refund.

$50 Tax

The suit-up began December 29 when the city commission passed several revenue-raising ordinances, including one assessing an additional regulatory $50 tax on sellers of on-premises beer. The cafe owners also paid a $10 privilege beer permit tax.

Four location owners, aided in negotiations by Drew Canale, president of Memphis Music Association, and Alan Dixon, general manager of S & M Sales Company, fought the lawsuit. The cafe owners also paid a $10 privilege beer permit tax.

Canale, a lawyer himself who does not practice but operates Canale Amusement Company and other coin machine operators, had found a State Statute which prohibits any city from assessing a tax on beer sellers of more than the $10 privilege tax.

Always Profitable to Operate Gottlieb Games!

Gottlieb's 4 Player

The new Triple Relay Kick-Out Holes

Player Appeal! Performance! Profit!

- Sensational New Triple Relay Kick-Out Holes
- Lighting all 3 Kick-Out Holes when "Role-Targets", Role-Holes and bottom Rollers for 10 times target value
- Top Rollers score 10 times the value of lit indicators when yellow Bumpers are hit
- Lighting all 3 Kick-Out Holes with Pop Bumpers and Cyclonic Kickers for high score
- Two super-powered flippers for action skill shots
- S or S Ball Play
- Coin-box with Locked Cover

Start the Baseball Season
With a Williams OFFICIAL BASEBALL

This game answers the need for a NEW BASEBALL GAME. The new faster play board design—the new "Battling Skill" feature, and the "Outfield XXX" feature, combined with all of the PROVEN features of the past years, produces a game that is proof positive of Williams' continuing ingenuity in Baseball game design.

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