

New Alfred Music Books for Guitar Players & Drummers

PORT WASHINGTON, N. Y.—Alfred Music has released three new guitar instruction books, two drum methods and a new movable chord chart.

The firm has also enlarged its selection of combination recording-instruction book guitar courses. There are now six basic and five complete courses offered on records for guitar, drum and organ. Each course includes an instruction book and one or two long-playing records. Some of the records have a combo background on one side to permit the student to play along. Folk, r&b, rock, and Flamenco courses are offered for guitar on record at prices ranging from \$4.95 to \$6.95 retail.

Drums

The just-released guitar publications are "Book 3 of the New Guitar Course and the New Electric Guitar Course," by Alfred d'Auberge and Morton Manus; "Book 2 of the Palmer-Hughes Guitar Method," "Book 4 of the Popular Guitar Course" by Palmer-Hughes, and "Second

Solo Book With Special Add-a-Part Feature," arranged by Joseph Castle. The books are offered at \$1.50, \$1.50, \$1.25 and \$1.25, respectively. A new chord chart is offered at 75 cents.

The new drum books are "Reading, Rudiments and Rolls," by Joel Rothman, at \$2.95, and "Reading and Rolling in 6/8 Time," by Joel Rothman, at \$2.

Alfred Music has been publishing educational music since 1928, and has just inaugurated a publishing program for choral music in the elementary, junior and high schools.

Music Show Seminar Will Dissect the School Market

CHICAGO — Dealers seeking improved penetration of the school instrument market should note that during this year's Music Show a special seminar will be devoted to that subject.

Sponsored by the National Association of Band Instrument Manufacturers, the session will be held June 24 at 8 a.m. in the Grand Ballroom of the Conrad Hilton Hotel.

Guest speakers at the session, to speak generally about the topic "Protecting Your Market," will be Charles J. Lacke, superintendent of schools in St. Fran-

cis, Wis.; Forrest L. McAllister, editor and publisher of the School Musician, and Marion Karnes, president of Karnes Music Co., with stores in suburban Chicago.

The breakfast session will focus on retail relations with the school market and how music stores can improve their overall penetration in band instrument sales. The meeting is being arranged by Richard Craft of Amrawco, Richard Richardson of Musser, Inc., Charles Bre-dick of G. LaBlanc Corp., Claude Wampler of H. & A.

Milton Cross a Music Show Speaker

CHICAGO—Noted Metropolitan Opera broadcast announcer Milton Cross will speak at the opening-day luncheon of the 67th annual Music Show here June 24.

Cross has been described by The New York Times as "The last vestige of what is now called the Golden Age of Radio." He has been Met announcer for 30 years.

The Music Show, sponsored by the National Association of Music Merchants, will be held at the Conrad Hilton Hotel.

Selmer, Ted Kexel of Frank Holton & Co. and James Graham of Wurlitzer.

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New 'Thick-Body' From Kent Firm

NEW YORK—Kent Musical Products has introduced two "thick-body" semiacoustic guitar models to its line at \$110 and \$135.

The lower-priced Model 840 has a highly polished body with bound F-holes, tortoise shell celluloid pickguard, adjustable bridge, two pick-ups, heavy-duty cast tremolo unit, adjusting rod in the neck and is 41 inches long.

The other new Model 841 has pearl position markers, mother-of-pearl headpiece decoration, individual tone and volume controls, flamed maple sides and back and is 42 inches long.

Kent is a subsidiary of Buegeleisen & Jacobson, Inc.

Endorsement

Arranger - composer - conductor Alvy West has signed a Thomas Organ endorsement-of-product contract.

Strings in New Blister Packs

CHICAGO — Recoton Corp. is now making its Black Diamond guitar string sets available in blister packaging for improved impulse sales.

A complete assortment comes with a free display. Recoton has been making its Bravo line of guitar accessories available in blister packs for some time.



Besides the Sho-Bud, you'll discover Baldwin has a full line of guitars, amplifiers, and banjos. Just the thing to turn out the best music this side of Nashville.

Speaking of banjos, the Baldwin banjo (formerly Ode) is a thing of beauty with attention given to every detail. You must pick on one to know.

So the next time you want to make some fine music, head for your nearby Baldwin dealer. He's got what it takes. Or write for a free color catalog.

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CHARLES J. LACKE, superintendent of schools in St. Francis, Wis., will participate in a special school instrument sales seminar at the Music Show in Chicago June 24.