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FCC Lays Down New Payola Rules

Freebies, Record Hops, Junkets, Plugs Chief Targets; Mixed Views on Proposals

By MILDRED HALL

WASHINGTON — The Federal Communications Commission last week (17) lambasted a variety of payola practices, particularly freebies and record hop promotion in broadcasting, and has laid down the law on disclosure requirements for all these types of payola.

From a study of replies to its payola query of last December, the FCC has found that licensees, employees and indie contractors have been sneaking many forms of plugs, musical or otherwise, into program material, in return for equally varied types of "consideration."

The agency promises strict enforcement of the Communications Statute requiring sponsor identification for all programming material aired, whether paid for directly or indirectly. FCC says it will not punish licensees retroactively, but "watch out for any future violations," is the dictum.

No Future Excuses

No excuses will be accepted in the future that a payola practice was overlooked because it is a "common practice in the industry." Broadcasters found by the inquiry to show willful misrepresentation, or serious neglect of their responsibilities in preventing payola will be considered on a case-to-case basis, the Commission announced.

Main areas of payola reported are: (1) Freebies supplied to stations and/or employees and indie contractors for air use, or as listener prizes, or record hop giveaways. (2) Promotion of outside activities, principally record hops, which use on-the-air promotion to benefit those involved in the hop, including label providing the records. (3) Acceptance of "junkets" in exchange for promotion of some local enterprise in the guise of a legitimate news "remote" broad-

cast. (4) Plugs and "sneaky commercials, including movietune plugs, fed into regular programming without acknowledgment that the plugs were paid for in any way."

Freebie Payola

In more detail, the FCC says freebie acceptance constitutes payola. Any use of free records in regular programming, or as prizes by station or at a related record hop, require sponsor disclosure. It is not enough to announce the label — disclosure must be made that the record was furnished free, and by whom. FCC says even the "subscription" disks which stations get more cheaply from record companies require announcement of a "nominal" charge.

In the opinion of the FCC, receipt of freebies by a station has the "practical effect of being an inducement to play those particular records," and the supplier had this fact in mind when donating them. "As a practical matter, quantities of records are given to broadcast stations for no other purpose than as an inducement to obtain preferential air exposure for certain recordings in which the donor has a financial interest." FCC believes this is especially true of copious donations of disks for giveaways as prizes or at record hops.

In the record hop area, whether it is given in the name of sweet charity or whatever, FCC says benefit accrues to licensee, employee, label, performer, or deejay emcee, when such hops get on-the-air promotion. Hence all such hops must get on-the-air identification of those

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IRE TO HEAR TAPE PLAYBACK RESEARCH DATA

CHICAGO—Another milestone meeting in the history of magnetic tape recording playback should occur next Wednesday (23) at the Waldorf-Astoria meeting of the Institute of Recording Engineers, when both Dr. Peter Goldmark, motivating force behind the Minnesota Mining and Manufacturing-CBS Laboratories' projected tape recorder, and Marvin Camras, of the Armour Research Foundation, both are slated to present papers on separate future tape playback machines. While Goldmark's appearance has already been widely heralded, Camras' appearance has only been made public with receipt of the IRE programs.

Camras, holder of many basic patents governing magnetic tape recording, when contacted, said only that he will show improved revisions of fundamental tape playback instruments shown November 12, 1958, at ARF headquarters. It's rumored that Camras will present two major improvements. Camras has further automated his principle of using a leader tape on a conventional reel-to-reel tape, which, when fed thru the tape playback unit, automatically feeds into the second reel. Camras also debuted a circular three, five and seven-inch circular tape cartridge, which utilized automatic feed thru a drop from a stack of cartridges into a playback slot, where the tape played back automatically, and when the machine was halted, tape rewound automatically.

Camras will introduce "two
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Reader's Digest, RCA Deal Highl'ts New Sales Method

Magazine Offers 12 LP's for \$16; Initial Pressing 1 1/2 Mil Disks

NEW YORK — Another method of merchandising disks thru other than retail outlets is being tested by Reader's Digest in conjunction with RCA. This came to light thru receipt of a promotional mailing by Reader's Digest, offering a boxed set of 12 classical LP's at a price of \$16 for monaural product and \$17.85 for stereo classical product.

Reports were that the initial pressing order, on the basis of initial testing, totalled 1,500,000 disks; altho a much larger sale is ultimately envisioned.

A spokesman for Reader's Digest stated the project was definitely not a club. It was reported that the Digest might ultimately have in mind a door-to-door selling campaign. This was not confirmed altho a spokesman for the magazine stated the publication had a door-to-door service in connection with its Condensed Book Club.

The spokesman also stated that it may be assumed that if the initial project sells well, other projects would be developed. One such project under discussion, it was learned, is a package of show music.

The 12 classical LP's in the present offering constitute material newly recorded overseas by RCA execs. The repertoire is of the war-horse type, such as "The Brandenburg Concerto No. 1," "Rite of Spring," etc. Talent includes such orchestras and conductors as the London Festival Orchestra, the In-

ternational Symphony Orchestra, the Accademia di Santa Cecilia, the Oslo Philharmonic, Sir Adrian Boult, Rene Leibowitz and Massimo Freccia.

Equal Billing

RCA and Reader's Digest share equal billing in the promotional material, on the record label itself, and on the box which contains the package of 12 disks. The label legend states: "Recorded and manufactured especially for Reader's Digest by the Custom Record Division of the Radio Corporation of America."

The promotional material emphasizes the themes of value and quality — pointing out that the package of 12 is worth "up to \$59.76." The promotion material also states: "The records in your 'Music of the World's Great Composers' album would cost you up to \$4.98 if purchased separately in a store..." The promotion also includes entertainment and cultural values for the entire family. There is also included in the box of 12 a "Guide to Appreciation," an illustrated brochure with hints on "good listening."

Reader's Digest and RCA Victor, as well as RCA, are apparently planning the project with vast horizons in mind. The initial mailing was stated to have been "a large one." The magazine has over 11,000,000 subscribers and a tremendous international circulation numbering in the millions. It was learned recently that the magazine

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NEWS OF THE WEEK

Ringling-Barnum Does Bonanza Business at Greensboro, S. C. . .

Ringling-Barnum circus and the Greensboro (S. C.) War Memorial Coliseum combined to do business that was termed "fantastic." Total attendance for the six performances was 48,003 plus another 6,674 who saw the program being taped for network television. . . . Page 44

Crosby Record Production Firm Swings With Bing . . .

The Bing Crosby record producing firm, Project Records, is swinging these days with three albums produced by the firm already out on big-labels. Seven albums are projected for this year with possibilities of the Crosby firm going into its own distribution. . . . Page 2

ASCAP Under Fire by Fred Fox On Two Fronts in Washington

ASCAP publisher board-members and their policies came under attack on two fronts in Washington last week. Attorney for Fred Fox, of the Sam Fox Publishing firm, told the FCC that ASCAP publisher distribution made payola profitable in exchange for massive performance

money from tunes used in network TV background music. He asked FCC to set up rulings to head off alleged publisher payoffs to TV network program directors, etc. At the same time, the Fred Fox plea to the Supreme Court for the right to intervene in recently negotiated ASCAP Consent Decree was made public. Also in the same week, ASCAP took off after broadcasters and BMI, accusing them again of acting as a combine to push rock and roll. . . . Pages 2 and 3

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Some Stations Now Buy Disks

NEW YORK — Since the payola probes started a few radio and TV stations have started to purchase their records from local distributors. One of the stations doing this is WFIL in Philadelphia, as well as other Triangle-owned radio and TV stations. A few stations in Chicago have also started to buy their records.

Altho it is widely believed that most radio stations receive albums and singles for free, only a few thousand singles are sent out to radio stations by the largest firms on new releases, and the album list is even less on new releases. Stations in small towns and small city markets usually purchase albums from the larger companies on a subscription plan basis.

Disk Aid for Subscriptions

NEW YORK — The Reader's Digest record library, altho a king-sized promotion, is not a novel method on the part of consumer publications to build circulation. Back in the 1930's newspapers thruout the country ran special promotions on 78 r.p.m. classical disks to build circulation. During the 1950's many newspapers offered special low-priced LP classical disks as subscription builders.

However, this has become less common since the introduction of the low-price \$1.50 and \$1.98 LP. There was also a period about a year ago when it was believed that the Time-Life magazine chain was ready to enter the record business, but this fell thru. Life magazine, however, is co-operating in the promotion of the Bing Crosby, Rosie Clooney RCA Victor two-LP disk, "How the West Was Won," which is based on a series of articles in Life magazine in 1959.

BLAZING A TRAIL

Crosby Disk Firm Success Pattern

By BOB ROLONTZ

NEW YORK — The pattern of independent production of records now being set by the Bing Crosby disk firm, Project Records, may well turn into a pattern for the future for big name acts on records. For the Crosby record production unit, which started about six months ago, now has three LP's out and selling with large labels, has seven more in the works, a full schedule of disks to be waxed during 1961, and is toying with the idea of handling its own distribution in the future. And, to put the icing on the cake, the Crosby outfit, headed by Sy Rady, with Crosby and Basil Grillo in executive capacities, is now dickering for big name acts to make records for the label.

To date, the Crosby outfit has set distribution deals on three of the records it has produced. Two of them, "The Trapp Family Singers," and "Sing Along With Bing," are being handled by Warner Bros. Records, and according to Rady, are selling well. The latest disk to be issued is called "How the West Was Won," and was released last week by RCA Victor. This set features Crosby, Rosie Clooney,

Jimmy Driftwood and the Mormon Tabernacle Choir, and it is based on the series about the West in Life Magazine. This story has been sold to TV as a spectacular to be presented by Crosby on ABC in the fall, which of course, is expected to add a healthy hype to its sales.

Built Around Crosby

The albums which have been cut or are being cut for the Crosby label, are generally built around Crosby so far, with a few exceptions. Those coming up for the fall season include a set called "Bing and Stachmo," which will feature Crosby and Louis Armstrong, with musical direction and lyrics by Johnny Mercer and backing by the Billy May band. There also is an album coming up called "The Crosby Brothers," which will feature at least three of the young Crosby clan, with Bing entering every now and then to whistle a few bars. There is an album on the upcoming list titled "Bing Goes Bongo," on which Crosby will be spotlighted with percussion, and which Bill Thompson will arrange

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All NARAS Nominees Get Honors

HOLLYWOOD — The National Academy of Recording Arts and Sciences last week decided to bestow tangible recognition upon the Grammy Award finalists, thereby enhancing the importance of being selected as one of the five nominees in each of its award categories. Nomination Certificates, in the form of Perma-Plaques, were sent to the diskeries whose releases placed in the "top five" golden circle during the first two Grammy Awards.

Labels were asked to distribute the plaques to the artists and engineers who won the honors. Plaque text contains the name of nominee, category in which he was selected, disk title and year nomination was made.

Labels receiving plaques for redistribution include Am-Par, Angel, Atco, Audio-Book, Caedmon, Cadence, Capitol, Challenge, Columbia, Coral, Decca, Disneyland, Dot, Fantasy, Kapp, Liberty, London, Mercury, RCA Victor, Roulette, United Artists, Verve and Warner Bros. Policy of honoring nominees will be followed in future NARAS awards.

Compatible Disks Debut In Key Stores

NEW YORK — Fifteen key retail stores across the country have advertised Design Records' new \$1.98 compatible albums over the past two Sundays (13, 20). These included Macy's, Schirmer's and Doubleday's in New York. The other key stores were Jordan Marsh in Boston, May Company in Cleveland, May Company in Denver, Rike's in Dayton, Ohio; Shillito's in Cincinnati, Lyon & Healy in Chicago, J. L. Hudson in Detroit, Shuster's in Milwaukee, Thalheimer's in Richmond, Burdine's in Miami, and Famous and Barr in St. Louis.

Atlantic Sets 2 Jazz LP's

NEW YORK — Atlantic Records is releasing two new jazz albums this month. "Pyramid," by the Modern Jazz Quartet and Charlie Mingus' "Blues & Roots." Bassist Mingus, who usually plays with a small group, heads up a big band on his new LP, featuring an all-star group. All the compositions in this package were written and arranged by Mingus.

MEET A MUST FOR SPINNERS, WARNS DJA

NEW YORK — DeeJay Jim Hawthorne, president of the Disk Jockey Association, Inc., has issued a frantic appeal asking spinners and record programmers across the country to attend the DJA's first annual membership meeting in Minneapolis, April 8, 9 and 10.

In a letter inviting jocks to register for the meet, Hawthorne stated, "If you were told that your very existence in the radio industry was dependent upon whether or not you answered this letter, you no doubt would act immediately! This is exactly that! Your yes answer will mean in essence that you enjoy working at your profession!"

He added, "I cannot overstate the importance of this meeting to you and me, and if you can attend, you are signifying that you believe in not only your own future, but that of your station's and the entire broadcasting fraternity!" DeeJays and programmers do not have to be a member of DJA to attend the meet.

Oscar Awards To Spot Big Disk Names

NEW YORK — Gogi Grant, Frankie Laine, Sammy Davis Jr., and Joni James will be spotlighted on the 32d Annual Academy Awards Oscar show over NBC-TV April 4, 10:30 p.m.-midnight.

The four artists will warble the 1959 movie tunes nominated for Oscars this year. Miss Grant will sing "Strange Are the Ways of Love"; Miss James, "The Five Pennies"; Laine, "The Hanging Tree"; Davis, "High Hopes." Still unassigned is "The Best of Everything," but it is rumored Johnny Mathis may chant the tune, which he recorded for Columbia last year.

NEW YORK — Bill Mulligan, former RCA Victor Custom salesman in Indianapolis, has been moved to New York as manager of Custom sales planning and service. He will report to Emmett Dunn, manager of Victor Custom record sales.

NARM Sets Las Vegas Meet Plans

NEW YORK — The National Association of Record Merchandisers (NARM) will hold its second annual convention at the Tropicana Hotel in Las Vegas March 30 to April 2. NARM, which comprises 51 members (30 regular and 21 associate), is headed by Jim Tiedjens of Milwaukee. It is made up of rack merchandisers who sell records via supermarkets and chains.

One of the features of the meet will be a panel session between rack jobbers and record manufacturers. Rack men will be Eddie Snyder of Washington, Pete Wambach of Harrisburg, Pa., Harold Goldman of St. Louis and Al Driscoll of Columbus, Ohio. Record men will include Bill Gallagher of Columbia, Irwin Tarr of RCA Vic-

ASCAP Links 53% 'Top 50' to Payola

WASHINGTON — At least 53 per cent of the records which achieved top popularity in 1959 were released by companies involved in payola, according to an estimate by the American Society of Composers, Authors and Publishers. ASCAP made the claim in a supplementary statement to the Federal Communications Commission last week (16). FCC had requested ASCAP to document charges made during recent FCC hearings that payola was "rampant" among broadcasters.

ASCAP takes the opportunity to propose stringent rules against station licensees accepting any sponsorship of music on the air, by any party with financial interest in the tune, with or without announcement. ASCAP strongly criticizes FCC's proposed anti-payola ruling which would require public "disclosure" of tune sponsorship. The music performance licensing society feels this is too permissive, and the mere disclosure might become routine and ineffective. FCC proposal might even be a "step backward" in the payola field, ASCAP feels.

Control at Station

"The problems of payola should be controlled at the broadcasting station," says ASCAP President Stanley Adams. So saying, he reaffirms ASCAP contention that broadcasters and Broadcast Music, Inc., are responsible for the push on rock and roll. He proposes that the FCC makes rules prohibiting any two or more broadcasters from combining to own or control a music-licensing organization.

The ASCAP claim that 53 per cent of 1959's "Top 50" tunes were released by companies cited for payola, starts with a Billboard listing of 277 tunes that made the top-50 list in that year. (The Billboard, December 1959). Of these, 107 tunes were released by companies cited in Federal Trade Commission's 60 complaints issued thru March 14, ASCAP claims. It finds an additional 39 tunes were product of eight or more labels accused of payola during the Harris (D., Ark.) Subcommittee hearings, as reported in Broadcasting magazine. The total of 146 tunes out of 277 gives the alleged 53 per cent.

ASCAP says the percentage will undoubtedly go higher when FTC acts on the other 95 cases it has docketed for investigation. The Society quotes FTC statement that

payola involved 255 deejays in 56 cities in 26 States. Information was given the Harris Legislative Oversight Subcommittee on March 4, and is used in ASCAP proof that payola was widespread and rampant, as claimed.

Altho the ASCAP response to the FCC was supposedly to have backed charges made by Stanley Adams on January 11, the Society's proof leans most heavily on FTC citations and Harris payola hearing testimony and trade stories which came out after that date.

ASCAP proposal for halting broadcast payola would be a sweeping prohibition by the FCC, forbidding any station from taking payment for sponsorship of performance of a musical work, by anyone with a financial interest in said work. Station employees would be forbidden to take pay for play or selection of tunes from any third party, whether or not the latter had any interest in the musical work. Employee's pay for programming selection would come solely from his employer in the station.

ASCAP would make the same activities a criminal offense, in a statute which includes above pro-

(Continued on page 42)

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Reopened Consent Plea to High Court

Fox and Allied Pubs Claim Interests Ignored; Cite Intervention Precedent

WASHINGTON — In a plea to the Supreme Court to reopen consent decree proceedings finalized recently between ASCAP and the Justice Department, attorneys for Sam Fox Publishing Company and other ASCAP firms, cite strong precedent for the right to intervene when the interests of a party concerned are inadequately represented by existing parties to the decree. Attorneys tell the Supreme Court that competitive interests of small publishers have been ignored or overridden in negotiations between representatives of the "dominant" ASCAP board members, and the attorney general.

The plea to intervene, now publicly on file at the Supreme Court, and awaiting decision is simply dated "March." Court sources say decisions by the Justices on such pleas usually take up to five or six weeks after entry.

The plea notes that Judge Sylvester Ryan, of Federal District Court of New York, on motion of Justice Department, first promised all parties in interest the right to be heard from at the scheduled

October hearing. But during the hearing, "the Court summarily and without findings or opinion, denied appellants' motion to intervene in the proceeding."

The lower court indicated that it was denying plea of appellants' Sam Fox Publishing Company, Movietone Music, Pleasant Music Publishing, and Jefferson Music Company, because these were not parties to the original antitrust consent between the American Society of Composers, Authors and Publishers, and the Justice Department. Also, Judge Ryan said appellants were sufficiently represented by their Society's board, and by Justice Department.

Precedents Claimed

To this, it is argued in brief of attorneys Charles Horsky, of Covington and Burling, in Washington, and Herbert Cheyette, of New York, that numerous court cases set precedent for intervention in consent proceedings when third parties concerned are not represented fairly, but are subsequently to be bound by consent terms. Federal Rule 24, (A) (2) sets forth the right, appellants claim.

To the second argument, attorneys note that ASCAP board interests, far from representing smaller publishers, have been diametrically opposed to the competitive interests of the smaller publisher-members. And as for representation by Justice Department, the agreement it reached with ASCAP's directors was in painful contrast with its statement of violations by ASCAP management of both the letter and the spirit of the 1950 decree.

"The slight concessions wrung from the dominating board members in the principle of members" in the proceedings are of little or no help to smaller members, appellants hold. "The general principle of representation should not obscure the realities of this particular antitrust suit."

Quoting from Justice Department's own statement in support [\(Continued on page 43\)](#)

Victor Gives 'Greenwillow' Top Treatment

Big Ad Program, Giveaways Back Original Caster

NEW YORK—The RCA Victor original cast album of the Frank Loesser musical, "Greenwillow," which is shipping this week, is getting Victor's A No. 1 promotional push. It is understood that Victor is putting \$100,000 behind the promotion, the first part of which consists of two free Greenwillow albums to the first 2,500 record dealers who send in coupons to the diskery taken from trade paper ads. The two album giveaway, (one stereo, the other monaural) adds up to 5,000 LP's given out to exploit the album. (Victor also used a giveaway plan [\(Continued on page 12\)](#))

SORD Board Holds Special Meeting

Florida Conclave Highlights Moves to Encourage Co-Op Buying by Dealers

CORAL GABLES, Fla. — Wide awake indie disk dealers are now getting as much as 25 per cent off normal dealer cost on records, according to reports presented here this week at a meeting of the executive board of the Society of Record Dealers of America. The board was called into what was called "extraordinary special session" at the University Court Hotel here Monday (14) and Tuesday (15).

Mike Spector, prexy of the organization, who operates Spec's Record Shops here, reported that at last some dealers are "getting smart" in their buying and are thus helping to "stem the tide against discounters."

It was also reported that even tho the four top major diskeries have all extended a 10 per cent

return privilege, local distributors are not always living up to the terms. This beef was echoed by most of those present. It was agreed that wherever this occurred, dealers involved would communicate direct with the record companies, notifying them of the distributors' attitude. "We will put as much pressure on about this as we possibly can," said Spector.

Lou Shapiro Report

Considerable interest was shown at a report from Lou Shapiro, a dealer of Jersey City, N. J., dealing with the start of a dealer co-op buying operation instigated by the Association of Record Dealers of New York and New Jersey. Shapiro reported that a warehouse has already been put into operation and that at least 20 member dealers have acquired stock in the co-operation at \$1,000 a share. Spector pointed out that tho SORD itself cannot participate in such [\(Continued on page 43\)](#)

ASCAP Board Under Crossfire

Fox Attorney Blasts Tactics to FCC; High Court Gets Intervention Plea

WASHINGTON — ASCAP publisher board-members and their policies came under attack on two fronts here last week (16). Herbert Cheyette, attorney for Fred Fox, of the Sam Fox Publishing Company, told the Federal Communications Commission that ASCAP publisher distribution made payable profitable, in exchange for massive performance money from high-paying tunes used in background music for networks. He asked FCC to set up rulings to head off the alleged publisher-payoffs to network program directors et al.

At the same time, the Fred Fox plea to the Supreme Court for the right to intervene in recently negotiated ASCAP Consent Decree was made public at the Court here. Brief by Fox attorneys alleges that the decree negotiated between

"dominant" ASCAP publisher board members, and Justice Department, violates the competitive interests of the smaller publisher-members it was presumably to protect. Supreme Court's answer could come within a five or six-week period, The Billboard was informed. (See separate story.)

In the same week (16), the American Society of Composers, Authors and Publishers took off after broadcasters and Broadcast Music, Inc., accusing them of acting as a combine to push rock and roll. The oft-made accusation was part of ASCAP's reply to a request [\(Continued on page 11\)](#)

New Treatment For Drama Wax

NEW YORK — 20th Century-Fox Records has made its first venture into the original-cast Broadway show field with the acquisition of the recording rights to "The Andersonville Trial," smash Broadway drama set in the Civil War period. Play stars George C. Scott, Albert Dekker and Herbert Berghof.

Henry Onorati, diskery chief, stated the transfer of the drama to disks would entail a new concept—the addition to songs and background music to the spoken word category of recording. The disk version, in brief, will be a drama with music. It will be cut this week, and is scheduled for April release.

This will be the second of the label's recently announced Master Art series, the first one being the documentary, "Masters of the Congo Jungle."

Onorati feels that by imparting musical values to the spoken word, the market and catalog potential of that field is vastly increased. He plans production of other plays on [\(Continued on page 43\)](#)

ALAS, FOR THE GOOD OLD DAYS

HOLLYWOOD — Al Jarvis during yesterday's (20) kick-off of his new KLAC adult-aimed Sunday (10:05 a.m. - 2 p.m.) platter show, struck an interesting "how-times-have-changed" note. He recalled that during the mid-thirties, he operated a Hollywood Boulevard record store, the Stomp Shop, which boasted as one of its prime features, a small recording studio.

"There," Jarvis fondly reminisced, "musicians could have a professional record made for only 25 cents. But today, that same recording engineer would charge considerably more for his services, for he is Glenn Wallichs, president of Capitol Records."

Goody Franchises Name to Dealers

NEW YORK — A new chapter was added to the Sam Goody story with the disclosure this week that Goody would soon enter into arrangements with disk dealers in various sectors of the country for franchised use of the Goody name.

First step in the process was the sale by Goody of his interests in Pittsburgh and in the Goody Green Acres operation in Valley Stream, N. Y. Both locations will continue to operate under the Goody name on a franchise basis, with Goody to receive a royalty of the net profits.

The Pittsburgh Goody operation was bought out by the Shapiro interests, operators of a chain of disk outlets in that city known as National Record Marts. In Valley Stream, Jack Imber, a partner in the store until now, bought out the Goody interest. It's expected that Imber may well add the franchised Goody tag to other stores he contemplates operating in the Nassau County area. It's likewise believed a possibility that Goody's name will be ultimately seen in various Pittsburgh outlets, in addition to the original Goody downtown store.

It is also known that various other franchise arrangements are under study by Goody in other regions of the nation. It was announced that the Goody New York staff will be available for consultation on merchandising problems for all franchised outlets.

Levy Named Col. Ad Head

NEW YORK — Bill Levy is the new director of advertising and sales promotion for Columbia Records. He replaces Art Schwartz, who left the firm a few weeks ago. Levy will handle trade and consumer ads and also sales promotion to Debbie Ishlon, head of creative services at the company.

Columbia Records also appointed a studio photographer for the firm. He is Henry Parker, and he is under the jurisdiction of Bob Cato, Columbia's new art and advertising director.

Dot Sets 21 Welk Albums During 1960

HOLLYWOOD — Dot will release 21 Lawrence Welk albums during this year, according to plans mapped last week by label prexy Randy Wood and Welk manager Sam Lutz. Contents will range from rag-time piano to waltzes, from polkas to Dixieland jazz and will spotlight such featured members of the Welk corps as accordionist Myron Floren and guitarist Buddy Merrill.

Heavy Welk release schedule indicates Wood will accelerate the same technique he introduced during the past year wherein he focused an unusually abundant number of album releases on his label's top artists. In Welk's case, for example, Dot produced a total of 11 packages during 1959 and recently pin-pointed a full month's sales campaign on pushing his wares. According to its figures, Dot's "Lawrence Welk Month" drive reaped a quarter of a million dollar gross sales volume.

Dot's device marks a departure from the usually accepted pattern whereby a label issues only a few albums by a given artist and concentrates its sales efforts to push those packages. Wood's album sales innovation is to blanket the market with a mass concentration of multiple releases by a given artist. Sales push is then intensified by the sheer weight of the product.

RIAA Cuts Gold-Disk Check Fee

Certification Of Sales Cost Reduced to \$150

NEW YORK — The Record Industry Association of America, Inc., has cut the price of the cost for certifying sales of records or albums proposed for Gold Record awards to \$150. The certification fee was originally set at \$350 in 1958 and subsequently reduced to \$300. The present price slash was made by the RIAA Board of Directors in a move to spark a more widespread use of the RIAA certification plan. A substantial part of the cost involved will now be paid from the general funds of the association.

Under the Gold Record Certification plan, the RIAA has sales [\(Continued on page 43\)](#)

Unpublished Kern Tunes For Musical

NEW YORK — A group of hitherto unpublished tunes by the late Jerome Kern will provide the score of a new musical, based on the old Charles Boyer - Olivia DeHavilland movie, "Hold Back the Dawn."

The songs — between 18 and 20 — will be culled from approximately 75 unpublished Kern melodies (including ballads, waltzes, tangos, beguines and rhythm items) which have been locked in the safe of the composer's publisher, Chappell, since shortly after his death in 1945. Negotiations for the rights to the music have been with Kern's daughter, Mrs. Jack Cummings.

Some of the songs with lyrics by Dorothy Fields were recently waxed in an Atlantic album by baritone George Byron, who married Kern's widow Eva in 1951. She died last November and Mrs. Cummings is now executor of her mother's will and a trustee of her father's estate.

New Indie Distributors, R&B, DJ's Team to Keep R&R Swinging

Pattern Follows 'Closed Door' Policy of Big Time Outlets

By REN GREVATT

NEW YORK — Small, hard-working and sometimes hungry new distributors plus small indie, rhythm and blues-oriented stations and jocks are giving noticeable indications of becoming the prime solace for the little, indie diskery. The new success formula, which some see as a re-incarnation of what obtained in the swinging early fifties, has evolved not only as a result of payola inquiries but owing as well to the current pre-occupation of the industry with album merchandising.

The pattern has emerged as a direct result of so-called "closed door" policies toward new indie diskeries in the singles field, on the part of long-established indie distributors and radio stations in key markets.

With regard to the distribution picture, there are several interesting facets. For one thing, it has been noted that the larger diskeries today are often viewing singles in many cases as promotion for album product. This accounts at least partly for the growing "freebie" problem, in which manufacturers tend to "write off" the potential profits of a single in favor of album sales.

'Write Off' Attitude

With major accounts on this kind of kick, important distributors often find themselves in the position of not having time to devote to pushing a single, particu-

Zerga to EMI Music Firms

HOLLYWOOD — Joe Zerga will become international manager of EMI's music publishing firms and will resign as vice president and general manager of Capitol Records' subsid, Ardmore and Beechwood music firms. He will base his operations at EMI's headquarters, Hayes, England. His resignation is scheduled to become effective April 30 but he may remain here beyond that date should his successor not be named by then.

He had been with Capitol, an EMI subsid, since 1948, and prior to heading the Cap music firms during the past four years, served its artist-repertoire department in various capacities.

NAB SETS RADIO MONTH THEME

WASHINGTON — The theme for National Radio Month, to be celebrated in May, will be "Radio... Heartbeat of Main Street," according to John F. Meagher, NAB's vice-president for radio. Theme will emphasize that radio stations are the focal points of the communities they serve.

NAB's public relations service will distribute to all NAB radio members a complete Radio Month kit, which will contain spot announcements, speech texts, mat for use in printed material, list of program and promotion ideas, fact sheet, and a sample proclamation.

Radio members also will receive a special disk of jingles, produced again this year by Faillace Productions, Inc., New York.

larly from a smaller label. It has also been noted that new indie diskeries are meeting increasing difficulty in getting a distributor even to take their line.

It is now understood, that some important distributors in various key areas have been asked to sign agreements with the bigger companies they handle; stating that they will not take on any new indie disk lines.

This situation has resulted in distributors mulling the possibility of starting subsidiary distributorships for the express purpose of

being "available" to the newer indie record lines.

Beyond this, the situation is being seen as a golden opportunity for new indie distributorships who are willing to get in there and hit hard at getting disk exposure thru stations, while at the same time maintaining close liaison with stores in their areas.

In New York, this has already reflected in the start of two new distributorships, Cambridge and Yankee. Yankee was started only seven weeks ago by Ed Rashbaum.

(Continued on page 12)

DEALER CALLS THE COPS

Truck-Selling Distributor Lands in Toils of Law

NEW YORK — Decisive action on the part of one Roanoke, Va., record dealer put an end, at least temporarily, to one case of the latest get-rich-quick schemes in the record-selling industry. Reference is made to the gypsy-like truck selling that is blasting morale and cutting into the profits of record distributors thruout the country.

In a report to The Billboard, Zane Leeper of Globe Record Shop of Roanoke, told of how he was accosted by representatives of "Mobile Records, Inc.," and invited to choose from any of the records this "gypsy distributor" had stocked in the rear of his Volkswagen Micorbus. His price was 5 cents above wholesale, but "Mobile Records" had many of the top hits—hits, as a matter of fact, that Leeper had unsuccessfully tried to procure thru legitimate sources; hits which could have been certain sales. The truck seller also promised him immediate delivery with no shipping costs.

Leeper did not buy the disks but instead, turned the illegitimate truck selling "distributor" in to the police. He was arrested and assessed \$211 for an Itinerant Wholesaler license. Since he did not have the money with him, his truck and merchandise was impounded by the city until he could get the amount from Pittsburgh, his home base.

Allen Distributing of Richmond, who operate in the Virginia, West Virginia territory, and who passed this story along to The Billboard,

has advised their customers to have any and all truck sellers in their territory arrested.

Both Allen and the Globe shop realize, however, that arresting these moving record merchants is not really the answer.

In another section of his exclusive report, Leeper poses this question in connection with the truck seller: "How is it possible for someone to pay the same price for a record that you (the distributors) do, pay the expense of operating a truck, pay the salesman, and deliver a record all the way from Pittsburgh, for only 5 cents more than our legitimate distributors? The evils in our industry stem from the manufacturer... I think we dealers are expected to sell enough records to pay production costs and royalties, and leave the manufacturer the huge spread between the small cost of manufacturing a record and the high distributor cost to use a cushion to permit them to sell at a small margin to discounters, rack jobbers, one-stops and truck salesmen."

MATURE LISTENER NOW JARVIS 'BALLROOM' AIM

By LEE ZHITO

HOLLYWOOD — Veteran disk jockey Al Jarvis has refashioned his "Make Believe Ballroom" format to be aimed directly at the mature listener. Switch in audience target is concurrent with his switch in stations, moving yesterday (20) to KLAC from KFWB.

The pioneer platter spinner (he's been at it since 1932) has a two-fold purpose in changing the format: (1) Adults do the buying, hence adult-aimed program gives

Newport Jazz Fete Longer

NEWPORT, R. I. — The Newport Jazz Festival, which takes place in this Rhode Island town each Independence Day season, will have one extra day to run this year. The annual jazz bash will be extended to five days over the usual four from June 30 to July 4. A budget of \$110,000 has been set aside to conduct the affair.

The Newport Folk Festival, which was innovated last year, and which precedes the jazz festivities, has also had its time extended and will run from June 24 to 26.

SHARE NATIVE SONS

34 States Claim Top Disk Talent

By JUNE BUNDY

NEW YORK—Best selling record artists are indigenous to certain states and cities, according to a study of The Billboard's Spring Spotlight on Records quarterly. (March 14 issue).

Home town listings for some 223 artists listed in the quarterly's "Today's Top Record Talent" feature represented 34 states, but six of the states account for almost half of the artists.

New York and California, as might be expected, were No. 1 and —claiming 29 and 24 artists as respective native sons, while Tennessee and New Jersey tied for fourth place with 14 each.

The emergency of Nashville as a major recording center and the continuing trend toward the popularity of rockabilly and country

Sinatra-Capitol Relations for '60 Serene

NEW YORK — Frank Sinatra and Capitol Records appear to have settled their recording difficulties, at least for 1960, anyway. First sign of the settlement was when Sinatra okayed Capitol putting out the "Can Can" album from the flick in which he stars. It is reported that Sinatra has also agreed to record four singles for Capitol during 1960 and has also agreed to make new stereo albums of all the tunes he waxed during his Columbia tenure. These albums are still selling well for Columbia both thru dealers and in the Columbia Club.

After 1960 is over, it is understood that Sinatra may go on his way and form his own label, as he has been wont to do for the past few years. Whether he will or not, however, is still dependent upon Sinatra's feelings come 1961 when his pact with Capitol is over.

sponsors more purchaser potential per dollar than the teen-type shows; (2) "good music" (i.e. non-frantic) trend is under way and by fall, Jarvis predicts, even the youngsters will have turned their backs on rock and roll.

The Jarvis switch is significant in that he has been accurate so far in anticipating changes in music trends. He was the first to go to an all-swing format during jockeydom's early days here. He was the first major jockey in the area to load up on rhythm and blues when the craze first flowered. And, he was among the first to tip the programming scales in favor of rock and roll.

In his new KLAC time-slot (Sundays only, 10:05 a.m.-2 p.m.), Jarvis combines specially selected platters with a well-stocked bag of programming gimmicks which he feels will deliver his desired mature listenership. Latter includes contests with adult appeal, a feature tagged "Knowledge College" (questions asked with answers given several disks later intended to hold listeners), "Hall of Records" links day to interesting date in the past topped with tracks of yesteryear diskery leading into modern-day version of same selections.

(Continued on page 12)

and western-flavored pop disks was undoubtedly responsible for Tennessee's strong showing over such large population states as Illinois, Michigan and Missouri.

For example, a recent Billboard story pointed out that more than 50 per cent of RCA Victor's pop hit singles in 1959 were cut by a.&r. exec Chet Atkins in Nashville. Columbia's Nashville-centered a.&r. man, Don Law, sliced Johnny Horton's big hit "The Battle of New Orleans," and Archie Bleyer made all of the Everly Brothers' click platters in Nashville.

The top 10 disks on the "Hot" (Continued on page 12)

Decca Hails New Singles From Album

NEW YORK — Decca Records this week was crowing about at least three active new singles which were taken from current album product. Promotion chief, Lenny Salidor, noted these as "On the Terrace," from Harry Lubin's album of "Alcoa Presents... Music From One Step Beyond"; "Crazy Arms," by Bob Beckham from "Just as Much as Ever," and Earl Grant's "House of Bamboo" from "Grant Takes Rhythm."

On the other hand, Salidor noted a switch in the case of "Chi Chi Merengue," by the Eloise Trio. The single was released in front to acquaint dealers with the new group and establish acceptance for a forthcoming album. Immediate reaction to the disk caused the label to move up the album release date to April 1.

200 in Army Show Finals

WASHINGTON — Some 200 contestants will take part in Army entertainment contest finals, to be held at Fort Belvoir, Va., June 10-17.

A panel of six judges will select acts from the three-night finals to perform in the world-touring soldier show, "Rolling Along of 1960."

A "recorded" phase will also be conducted at both local and command levels, and will consist of three categories. The first is dramatic group which may include a scene from a play or original material.

Second and third categories are small chorus (to 20 singers) and large chorus (more than 20 singers).

After leaving Fort Belvoir, "Rolling Along" will begin a nine-month tour, appearing at major military installations thruout the world.

ALBUM TITLE CORRECTION

NEW YORK — Due to a tabulation error, "The Student Prince and Other Great Musical Comedy Hits," by Mario Lanza on RCA Victor has been erroneously listed on The Billboard's best-selling monophonic, action LP chart. The correct album is "The Student Prince" — a later edition of the Romberg score, also sung by Lanza. It appears this week in the 18th position on the chart.

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The Record that's
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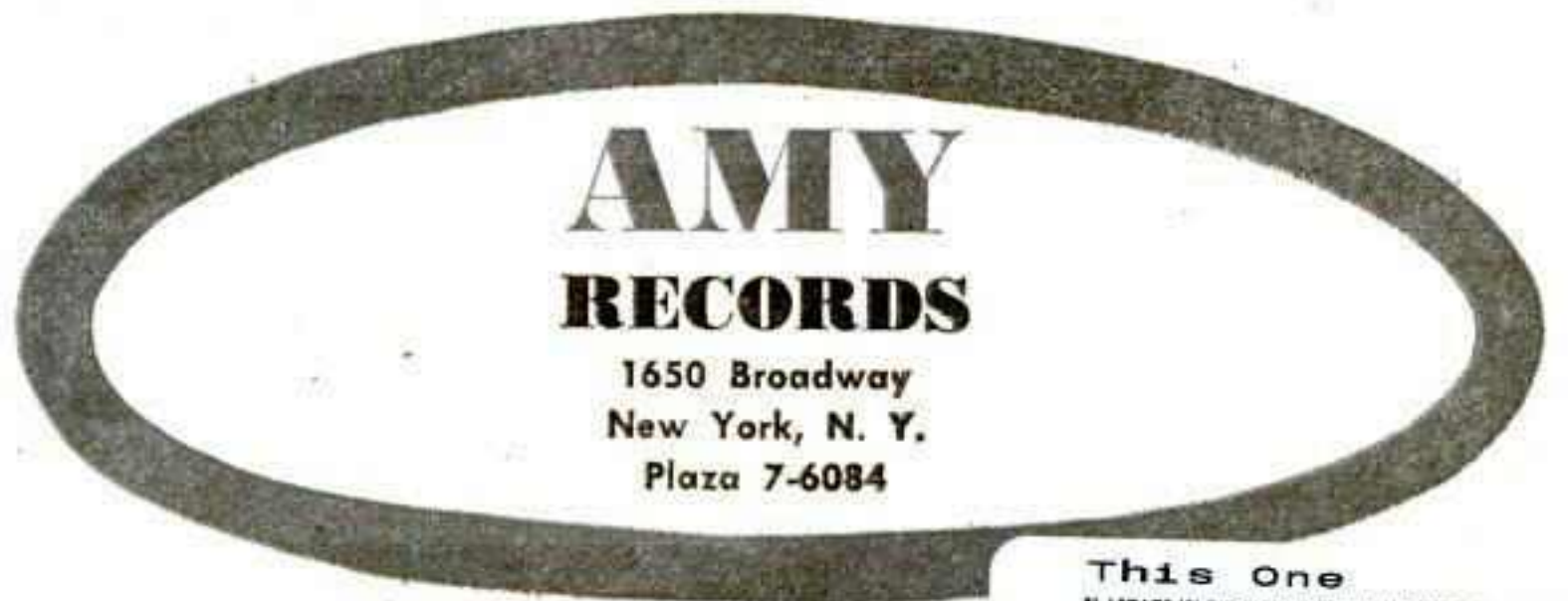
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BIG BUSINESS TIE

Huge Sales Outlets In Premium Disks

By BERNIE ASBELL

CHICAGO—A boom for disk manufacturers—and many will say a new bane for dealers—is the growth of LP's and EP's as business premiums, frequently offered for less than \$1 each on sales tie-ins.

Sometimes the disks are specially recorded. Sometimes they are close-outs of catalog items. Most often, they are new compilations of old material. But always, the quantities are huge.

A new outburst of interest by merchandisers can be expected in disk premiums as a result of a comprehensive feature in a recent issue of Advertising Requirements magazine, containing a roundup of many recent disk tie-in promotions.

A promotion that sold a cool million EP's was one offered by Coca-Cola in 1957, six Tony Bennett tracks for 25 cents. The disk included such warmed-over smash hits as "Rags to Riches," "Because of You" and "Cold, Cold Heart." In 1958, Westinghouse pushed 280,000 LP's thru appliance dealers for \$1.29 each, entitled "Benny Goodman Plays at the Brussels

World's Fair." Both these offers utilized Columbia material.

Columbia sold another Goodman package to Texaco, featuring 10 Goodman standard numbers plus a performance of Texaco's "Swing Into Spring" campaign song. Texaco gas stations unloaded 500,000 pressings at \$1 each.

RCA Victor has had success in realigning old material on seven-inch disks for bargain-price giveaways. It packaged Melachrino Strings for Botany, and others entitled, "Hires Root Beer Presents RCA Victor's Sound Spectacular for '59" and "Sabena Belgian World Airlines Presents Holiday Abroad: Selections from New RCA Victor Albums."

One example of specially recorded material was a package pressed by Victor for Four Roses. It was an LP entitled "Sing With the Four Roses Singing Society," featuring 18 arrangements of old favorites. It sold 280,000 copies at \$1.

A talent bonanza was scooped up in a premium disk by The Watchmakers of Switzerland, TV sponsors of last year's NARAS banquet. The disk, called "The Golden Ones," features a dozen formidable names from as many labels: Nat King Cole, Perry Como, Doris Day, Fats Domino, Ella Fitzgerald, Kookie Byrnes, Julie London, Patti Page, Debbie Reynolds, Carleton Carpenter, Billy Vaughan and Roger Williams, each in one of the star's established hits. First pressing order was for 70,000 copies. They were offered by mail for \$1 on the TV program and thru watch dealers.

Top Records has enjoyed brisk movement thru premium channels (Continued on page 42)

Liberty Adds N. Y. Staffers

NEW-YORK — In a move to increase sales and promotional activity in the New York City area, Liberty Records has appointed Bob Scaff as Eastern promotional manager and shifted Eastern divisional manager Erv Bagley from Philadelphia to the label's New York City office (headed by Jane Gibbs, manager of Liberty's New York operations).

In addition the office personnel of Liberty's headquarters here has been augmented. Scaff formerly served with Concord Distributing Company, Cleveland, where he handled distribution of all Liberty and allied labels in that area.

BEAU GESTE

'After You, My Dear Gaston'

NEW YORK — George Goldner of Gone Records and Ahmet Ertegun of Atlantic Records pulled an Alfonse and Gaston act this week. Goldner had released last week a new record by the Flamingos with the tunes "Nobody Loves Me Like You" as one side and the oldie, "Besame Mucho," as the flip. After the record samples had shipped he heard that the Coasters on Atco were releasing a two-sided recording of "Besame Mucho" this week. He called Ertegun and suggested that the two firms would be better off if they didn't have to fight each other on the same tune. Ertegun agreed.

Goldner called back the Flamingos record, and replaced "Besame Mucho" with "You, Me and the Sea," and put the "Besame Mucho" tune in an album. Ertegun, delighted with Goldner's gesture, has told his promotion men Norm Rubin and Len Maxwell, to tell jocks to work on both the Coasters new record and the Flamingos new recording as well.

Juke Operator Sets Disk Air Promotion Firm

WASHINGTON — A novel idea for a nationwide network of promoters to plug new releases to deejays is being put into operation here by Hirsh De La Viez, owner of a juke box operation, Hirsh Machines, Inc. The new firm is called Record Promotion, Inc., and its services in presenting records to deejays in the U. S. and Canada will be available to anyone wanting to expose a tune on the air—from the songwriter or publisher, to the label or distributor.

De La Viez feels this is a practical answer to the business of promoting records to deejays. He hopes those interested will welcome the change from old-style, uncertain "payola" promotion, to a modern, businesslike, guaranteed operation, complete with IBM machines, punch-cards, addressographs, territorial assignments and national spread.

The promotion service will not "hype" records by claiming they are sure-fire hits. Instead, the promoter will call the attention of the deejay to the tune, ask for his opinion (Continued on page 43)

HOT 100 ADDS SIX

NEW YORK—Six new sides appear in this week's edition of the Hot 100 chart. Essentials are:

- 82. Shazam (Gregmark, BMI)—Duane Eddy, Jamie.
- 86. Clementine (Tweed, ASCAP)—Bobby Darin, Atco.
- 90. Night (Pearl, BMI)—Jackie Wilson, Brunswick.
- 92. Wake Me, When It's Over (Robbins, ASCAP) — Andy Williams, Cadence.
- 94. Words (Melody Trails, BMI)—Pat Boone, Dot.
- 100. Someday (Duchess, BMI)—Della Reese, RCA Victor.

COPENHAGEN FANS PICK QUALITY OVER BARGAINS

By TED WOLFRAM

COPENHAGEN — The inhabitants of Copenhagen seem to be in a spending mood this year, but not so much for "bargains" as for quality. In the entertainment field the biggest hit here is "My Fair Lady," which is in its third month and still playing to sold-out houses, and with people still cuing up early in the morning, in front of the box-office, on the slim chance of getting a pair of tickets.

The activity in the concert field centered largely on "benefits," but for these high-salaried talent was engaged and the concerts were handled by concert agencies — with admission prices on same level as those of "My Fair Lady." The most important benefits were those given to augment the pension funds of the Royal Opera Orchestra and the Danish National Radio Symphony Orchestra. Both took place in Tivoli's Concert Hall, and both were sold out as soon as tickets went on sale.

'Extra' Concerts

In both of the above cases the talent bookers immediately ar-

ranged "extra" concerts, on a commercial basis, for the soloists — pianist Arthur Rubenstein and violinist David Oistrakh. These two concerts were also held in Tivoli Concert Hall, with ticket prices about a third lower as there was no orchestra nor guest conductor. Both were sold out.

On top of these money-pulling concerts the Danish National Radio-TV networks organized a huge, three-hour-long show and concert in Tivoli Concert Hall in connection with the UN fund-raising campaign for refugee relief. This show netted more than 1,000,000 Danish "crowns" (\$145,000) from ticket sales and donations sent in from radio and TV listeners and viewers.

While "Holiday on Ice," playing major part of February in the big KB Hall, drew full houses and turn-aways during this concert period, three big jazz concerts, around the beginning of March, did not draw capacity altho they were well received. The Quincy Jones band, which has been with Harold Arlen's "Free and Easy" musical, on a short-lived tour, was unable to get a hall in Copenhagen, but gave two concerts in near-by Malmo, Sweden, where it did moderately well, drawing some "fans" from Copenhagen.

The English jazz band of Chris Barber, which on previous appearances has registered sell-outs, drew (Continued on page 42)

Bills in Hopper To Up Postage

WASHINGTON — Bills to re-adjust postal rates upward have been introduced in both Senate and House, and if passed, will raise special fourth-class rates allowed for mailed sound recordings, from 9 cents for the first pound and 5 cents each additional pound, to 10 cents and 6 cents, respectively.

Once again, a bill by Rep. Torbert MacDonald (D., Mass.) to exclude popular music, aimed particularly at rock and roll, from the fourth-class rates, has been temporarily shelved by the House Post Office Committee. Committee staffers say members decided to devote major effort to the rate-raise legislation. The "temporary" shelving of the MacDonald measure practically assures burial in this session of Congress, just as a similar bill was buried last year.

Rate raises proposed in Bill S. 3192 by Sen. Everett Dirksen (R., Ill.), and H. R. 11140, by Rep. Tom Murray (D., Tenn.), chairman of the House Post Office Committee, at request of Postmaster Summerfield, include: a raise to 5 cents per ounce for first-class mail, and a 1-cent raise on post cards. Second-class rates, which include magazines, would go to 1 cent for copies weighing two ounces or less and 2 cents for copies in excess of two ounces, or zone pound rates, if latter are higher.

Airmail would go to 8 cents per ounce; individual third-class mail would go from 3 cents for first two ounces and 1½ cents for each additional, to 4 cents and 2 cents, respectively. Pound rates for bulk mail from 16 cents to 18 cents per pound.

Rate revisions would become effective July 1, 1960, in the measures, which are endorsed by President Eisenhower.

Give Away 'Teddy' Disks

ROME — Producers of the song film, "The Teddy Boys of Song," are pressing all of their numbers on plastic disks which will be given away at first-run showings of the film thruout Italy. It is the first time such songs will be offered this way instead of being plugged via a tie-in sales campaign with a record company.

'NUDA' BANNING HITS 'LIBERO'

ROME — By seizing all copies of Domenico Modugno's "Libero" in both Rome and Milan, a move which will doubtless be followed thruout the country, police made a collector's item of the Fonit disk. Seizure was not aimed at the song which won second prize at the recent San Remo Festival but at the lesser-known Modugno composition on its reverse side, "Nuda."

Considerable church opposition had been expressed to the lyric, "I would like to hold you nude in my arms," and the number had been barred by RAI from radio and television. Fonit plans to re-issue "Libero," one of the top-selling records in the country, with a new coupling immediately, without waiting for a final decision. Meanwhile, the record has been nudged out of second place by Joe Sentiere's "Quando Vien La Sera" ("When Evening Falls").

Pennsy Dealers Seek Charter

PITTSBURGH — The Independent Record Dealers' Association of Pennsylvania have asked Common Pleas Court for a charter "to propogate ideals on which the record industry was founded."

Several officers listed on the charter application said the move had nothing to do with counteracting publicity incident of payola.

Treasurer Vincent Lascheid said "this is strictly a co-operative buying thing."

He explained the dealers believe they can save money buying records collectively rather than as independent merchants.

Secretary Ernest Kuban observed:

"We are trying to survive. We are slowly being forced out of the business. We want to buy collectively."

He charged the main problem was preferential pricing by certain unnamed record distributors. He said that about 30 operators of retail record shops in Western Pennsylvania are members of the new association. The group wants to be chartered as a non-profit organization.

Another SPECIAL-VALUE FEATURE OF

THE BILLBOARD RECORD INDUSTRY SOURCE BOOK & DIRECTORY ISSUE



A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products—coming in the . . .

April 18 Issue

A
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PRODUCTION

**“WHO’S OUR PET,
ANNETTE”**

b/w

“A. B. C. LOVE”

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NEWS REVIEW

6 Unusual Baroque Albums

Good taste is apparent thruout in a series of new LP's collectively called the American Society Concerts-in-the-Home, an offshoot of Bell Records. A commodity all too seldom present, this excellence of judgement is to be noted in the content, performance and packaging of the six LP's from the series reviewed.

The bulk of the repertoire dates from the Baroque period and constitutes works not in the catalog at all or, in a few cases, available in but one or two other versions. This, in itself, is unique at a time when most labels seem to be rushing to duplicate the sure-fire war-horses. Performances all are of genuine excellence, with variations from one disk to another, of course. Packaging features full-color reproduction, each of a different Picasso work, with no printing to mar the art. This may not offer the dealer content, but it can perhaps prove an even greater eye-catcher by virtue of being different. The reproductions include three sketches and three crayon drawings, two of the latter being in color.

In all cases, the music is performed under the direction of Daniel Saidenberg, well known for the past two decades as conductor of the Saidenberg Little Symphony, specialists in Baroque works. His efforts here are on a very high level and deserve commendation.

The initial release, SAS 1001, features Handel's Double Concerto in F, better known in its transcription as an organ concerto, but recorded here for the first time in the original version. The work is made to order for stereo, with two wind ensembles, one on each side, answering and echoing each other. The releases, available either in stereo or mono, feature a relatively conservative approach to stereo directionality, but one which is quite effective when offered an opportunity like this. A Vivaldi flute concerto and Geminiani Concerto Grosso also are attractively heard on this disk.

SAS 1002 includes Telemann's "Don Quixote Suite" and three short works by Handel; none of the latter is elsewhere available. SAS 1003 contains the incidental music from Purcell's "Gordian Knot United," Boyce's brief overture-like Symphony No. 8, and two Trio Sonatas, one by Pergolesi in G and another by Telemann in C. Latter works are particularly effective in stereo, since they utilize three musical threads — two soprano parts (one for each speaker), and a bass part (which is most effective when centered).

SAS 1-4, similarly, features a brilliant performance of Bach's Trio Sonata No. 1 in C, and Handel's Concerto a Quatre No. 1 in D Minor, which is similar in form. The reverse side features Beethoven's popular Quintet in E Flat for Piano and Winds, Op. 16.

SAS 1005 comes closest to duplicating standard repertoire, altho providing the first stereo versions of two popular chamber works: Mozart's Quartet No. 17 (The Hunting), and Haydn's Quartet Op. 76, No. 5. Both are given vibrant performances by the Claremont String Quartet.

Finally, SAS 1006 features French organ and harpsichord works of the 15th and 16th century, as played by Paul Maynard. The outstanding material in the collection are five organ compositions by Francois (Le Grand) Couperin, which reproduce beautifully on the Baroque-styled organ of New York General Theological Seminary.

These releases, mostly off the beaten path, required courage as

FCC Lays Down New Payola Rules

• Continued from page 1

who benefit and how, the agency rules.

FCC scores the hops for use of live recording talent at a fee "substantially less" than prevailing or union pay scales. In exchange for record promotion, the Commission has found that the operator of the record hop is partially or fully reimbursed by a record distributor or manufacturer for the fees paid to performers.

The agency says it has found "widespread record hop plugging on stations where the station itself or its employees had some financial interest in the enterprise." Such announcements have been labeled "promotional" non-commercial spot announcements, or overlooked entirely, in some cases, a far as logging on station report to the FCC is concerned. In latter case, the excuse has been that the hop promotion was just part of the deejay's ad-lib patter. Also part of the payola, is frequent airplay of those records which will be given away at the hop, or records featuring talent to perform at the hop.

Even when the hop is for charity, with everything ostensibly "donated" free, if free disks provided have the effect of inducing on-the-air mentions, or record spins, the accompanying announcement must state that records are being provided, and by whom, the FCC warns.

Also in the music line, FCC says identifying "jingles" associated exclusively with one sponsor who holds the copyright, cannot be sneaked into a program without sponsorship identification, even when the jingle is played on an instrument, and no words are sung.

Similarly, frequent spins of music from a movie showing locally, in return for the movie house taking spot announcements, will have to be accompanied by identification.

The latter two types of payola are included in the FCC's fourth category, "plugs and sneaky commercials." This also covers sneak mentions or pictures of products not officially sponsored on a program, in return for which station or personnel get goods or services.

The Commission appears to be confident that requiring all of

well as discernment, and the manufacturer should be commended for both. Mono versions list at the standard \$4.98, stereo at \$5.98.

American Society: SAS 1001, SAS 1002, SAS 1003, SAS 1004, SAS 1005, SAS 1006.
Sam Chase.

these disclosures for heretofore unidentified payola will be a serious deterrent to the statute violations.

The few responses so far received to the FCC's request for comment on its proposed anti-payola rulemaking generally favor the idea, but fear that licensees will be held too strictly to account for infractions they cannot prevent. A group of broadcasters, including WTOP, the Washington Post station here, Great Western Broadcasting, and others, recommend a softer wording. Licensees would be required to take steps "reasonably calculated" to prevent payola.

Columbia Broadcasting System feels the same way, and also finds the rule ambiguous. If licensee is to be responsible for actions of its officers, employees and outside contractors, the latter should be covered by the ruling, too, says CBS. Final date for comment on the payola ruling is March 22.

Digest-RCA Deal Opens Sales Vista

• Continued from page 1

held a meeting which was attended by 10 of its international division managers. The purpose was to study the disk project with regard to overseas distribution.

At the level of Reader's Digest, the moving spirit of the project is A. C. Cole, vice-president and general manager. Late last week Cole discussed aspects of the project with George Marek, RCA Victor chief.

It was known that execs of the RCA Victor Book-of-the-Month Record Club were studying the RCA - Reader's Digest project. An exec of Book-of-the-Month, queried whether he believed the new venture would impinge on the market established by the club, stated that only time would tell.

The disks are being pressed at RCA Victor plants in Rockaway, N. J., Indianapolis and Hollywood. They are not purchasable at any outside source.

One source of information disclosed that the next set of disks likely to be produced for the magazine may be recorded in the United States, and will sell for a slightly higher rate than the current package.

Another Billboard Record/Phono Dealer

GENE HI FI CENTER	0331
GENE BRANSCOME	90212
122 E TEXAS AVE	32K6
BAYTOWN TEX	060007

GENE HI-FI CENTER

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

- . . . is essentially a hi-fi store
- . . . offers both records and albums
- . . . handles phonographs selling from \$29.95 to \$1,000
- . . . has been reading Billboard for more than 18 months

Gisele

one of America's greatest artists
now exclusively Everest!



LPBR 5069; SDBR 1069 (STEREO)

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The magnificent voice of Mackenzie! The priceless sound of Everest at one price for stereo and monaural!

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SMASH ENCORE

FROM
THE RUNNING BEAR KID

JOHNNY PRESTON

*

CRADLE OF LOVE

71598



MORE NEW SMASH HITS OF

IT COULD HAPPEN TO YOU Dinah Washington 71560

APPLE GREEN June Valli 71588

PROMISE ME THOMAS and 2223 MILES Patti Page 71597

SPARKLING BROWN EYES George Jones 71583

TOKEN OF LOVE Benny Barnes 71600

ASCAP Board Under Crossfire

• Continued from page 3

by the FCC that it back up statements made by ASCAP President Stanley Adams during recent FCC hearings. Adams had said payola was "rampant" among broadcasters. (See separate story.)

Similar charges of a broadcaster-produced era of rock and roll were made by anti-rock crusader Gloria Parker, and by Barney Young, representing Colored Performing Rights Society of America, and two other equally small music performance rights groups: Life Music, Inc., and National Juke Box Music, Inc. Miss Parker says that songwriters are starving, altho \$30,000,000 is distributed for 100,000.00 broadcast tune-plays annually. She blames the situation on the "pompous broadcasting fraternity," because they do not keep records of all performances. Gloria wants the FCC to make the logging of music a requirement for all broadcasters. She says rock and roll is a "funeral parlor" for the music of Oscar Hammerstein and Irving Berlin and other ASCAP writers.

Cheyette Blast

The Cheyette blast at publisher-payola told the FCC that three factors in the ASCAP distribution have made payola inevitable, to snag lush net background music deals: 1. Surveying of network performance on a 10 per cent basis, as against one-out-of-500 local radio plugs caught. 2. Attributing to network performances two thirds of ASCAP income, altho only one-fourth of ASCAP revenue is derived from that source; 3. Granting of arbitrarily high values by ASCAP board to certain compositions (of which 63 per cent were owned by ASCAP board members, it was reported by the Roosevelt House Small Business Subcommittee in 1958.

Factor one makes certain a network play will get into ASCAP survey, and the other two factors raise performance royalties high enough to make paying for the plugs profitable, the statement points out.

"The moral was simple to any businessman, for whom one-third to nine-tenths of his income depended on it." Even under revised Consent Decree, a ratio of value of 100 to 1 for identical use of tunes is allowable, altho cut down from former allowance of payment up to 1,000 times greater for a board publisher-owned tune than for one owned by a lesser member.

Cheyette quoted stories in trade

PARIS RECORD LENDING CLUB

PARIS — This city appears to have a record club which does not seem to have any "commercial" angle as it only handles classics on a loan basis. It does not call itself a club but is known as a disk library.

The "Discotheque de France" (Record Library of France) is operated by "Association Loisirs" (Leisure Association) and is located in the Theatre Marigny, on the Camps - Elysees. At present it has a library of 6,000 French and foreign recordings of the classics, but expects to have 10,000 in 1961.

A membership card costs 60 cents; annual dues are \$5.40, plus a weekly charge of 40 cents. Members can take out two records for a period of two weeks. Records are delivered to suburban subscribers via a "Disk Bus." The library has a room equipped for auditions of the loaned platters, and also gives recorded concerts daily at 12:30 p.m.

publications, bluntly pointing out the take of big ASCAP firms represented on the board, particularly for music backgrounding network TV and radio afternoon and quiz shows. On these shows, "music was chosen for production of the greatest performance royalties under the ASCAP survey," and one trade story quoted, flatly stated that such deals were bought and paid for.

Apropos of fast money, it is pointed out that "only one new publishing company has broken into the top 20 in terms of the size of ASCAP revenue since the war, and this did so as soon as it was formed." It is Melody Music, Inc., owned by Barry and Enright, TV packagers. Latter were storm centers during recent Harris (D., Ark.) TV quiz show hearings for alleged fraud on "Tic Tac Dough" and "21." The two own a radio station, WGMA, Hollywood, Fla., whose license renewal was held up by the FCC pending further investigation of the character of its ownership.

In further documenting, the statement quotes Roosevelt (D., Calif.) Small Business hearing testimony that one ASCAP board publisher got over \$80,000 in one year for use of five notes as a theme on a network radio quiz program. Court case of Lombardo vs. Adams showed that another theme, comparably used, gained more than \$340,000 over a seven-year period for its composers and publisher board-members.

The only action ever taken by the Society against this type of "rigged" performance payoff, says Cheyette, was a resolution against any attempt to influence music programming on the Ed Sullivan show. Presumably, "all other shows" are free from such prohibition, and in effect the payola practice is "sanctioned by the board."

Indirect Payola

The payola method outlined was the setting up of a record, on which 40 high-paying tunes belonging to a single ASCAP board member were played on the organ by a quiz show musical director. "Here the music director shared mechanical royalties, plus whatever arrangements were made with the publisher. The record is distributed by the publisher for use as background music on network shows, where each performance will produce handsome, predictable ASCAP royalties."

To remedy the situation, action is recommended on three fronts: 1. ASCAP's Consent Decree should require an independent agency to survey music use, instead of permitting the ASCAP board (self-perpetuated over decades), to conduct the survey themselves, as is presently the case. 2. All broadcast licensees should be required by the FCC to file periodic reports of every use of music on its station. 3. The right of the station to li-

Decca-Arden Fashion Tie

NEW YORK — Toni Arden and Decca Records are engaged in a tie - in promotion with Junior Theme, a dress manufacturer, which has brought about joint efforts in various markets between Decca branches and stores handling the Junior Theme line in the given market.

Miss Arden posed last week in six new dress designs being promoted by the company for spring and summer, in colors inspired by "Besame Blue," "Pop Pink," "Hi-Fi Green" and "Record Black." Gal will also shortly debut in pictures with a dramatic role in 20th-Fox's "Murder, Inc."

OLYMPICS ROME NITERY SPARK

ROME — The Eternal City is apt to become a little Las Vegas so far as talent is concerned during the Olympic Games period and possibly for a week or two before and after the games, which will take place between August 25 and September 11.

With the announcement by the new Casa Cugat that it will present recording names including Abbe Lane, Lena Horne, Johnny Ray and Frankie Laine and similar calibre, other night spots are planning to follow suit. These will probably include Bricktop's, Belvedere delle Rose, Rancho Grande, Casina delle Rose and a new locale to be opened by Robert Alda, American film and recording star.

cense ASCAP music would depend on agreement of the Society to distribute its revenue to members on a per-use basis, founded on the broadcast logging reports filed with the FCC.

However, the ruling proposed would allow for variation in payments according to the type of music use (featured play as against background, etc.). Also, performance rights groups would pay their share of expenses involved in the music logging by broadcasters to the FCC. (In this connection, members of the Harris Subcommittee were angered by deejay and station-librarian claims of listing of all records played over the air—but no such lists could be found by committee probers.)

Big Miller Pic, Radio Tie-Up

NEW YORK — Universal-International is re-releasing its all-time top-grossing film, "The Glenn Miller Story," this week, via a special promotional tie-up with local radio stations WNEW and WRCA when the movie opens here at the RKO Palace Theater Tuesday (22).

Ex-Miller vocalist Ray Eberle and his band will appear on the stage of the Palace in the evening, and on Saturday, March 26, jazz clarinetist Sol Yaged and a five-piece combo will present three hour-long sessions in the lobby—featuring only tunes associated with the late Miller.

Station WRCA will originate three of its deejay shows from the Palace lobby on opening day. Ed Herlihy will broadcast from noon to 2 p.m.; Art Ford, 4-6 p.m. and Wayne Howell, 7-9 p.m. All of the programs will feature Glenn Miller disks.

On the same day WNEW deejays William B. Williams and Dick Partridge will feature special Glenn Miller salutes and a Glenn Miller contest on their respective programs.

Local deejays and newspaper mea will also be visited by Martha (Continued on page 43)

Patti Page In Honolulu

HONOLULU — Patti Page appeared at the Waikiki Shell for the Sportorama - Outdoor Show here last week (March 11-20) following Victor Borge who presented two concerts March 4 and 6.

Miss Page drew 4,000 on opening night, with tickets priced at \$2 and \$1. Show was sponsored by Max Winter Enterprises and the Honolulu Advertiser. Borge drew a total crowd of 8,000 with tickets priced at \$6.60, \$4.50, \$3.50 and \$2.



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(Exclusively written by PAUL ANKA)

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Arranged by Joe Sherman

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Our Apologies to
WADE FLEMONS
for a typographical error in
his name in the full page
SHAW ARTISTS CORP.
advertisement in the
March 14th Billboard

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THEME FROM A
SUMMER PLACE
PERCY FAITH—
COLUMBIA #4-41490
MUSIC PUBLISHERS
HOLDING CORPORATION

Smash Hit!
"SINK THE
BISMARCK"
JOHNNY HORTON
Columbia 4-1568
CAJUN PUBLISHING CO.
Shreveport, La.

WHAT DO YOU WANT?
Ersel Hickey—Epic 5-9357
Craig Douglas—Jaro J-77016
Adam Faith—Cub K-9061
Bobby Vee—Liberty F-55234
ST. JAMES INFIRMARY
Hal Waters—Colpix CP-146
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IN THE BILLBOARD

'IT'S ON THE PLATTER'
Stickers on Albums
Spotlight Hit Singles

NEW YORK—The Merchandising and sales execs in charge of albums at both large and small record firms have come up with a new gimmick to spur album sales that could be called "pasting on the stickers." The stickers are necessary when a single record issued out of an album turns into a smash hit. This is when the sales and merchandising execs suddenly discover—to their chagrin—that the album whence the single record came is often titled in such a way as to give no evidence that the single hit selection is also contained in the album. To correct this, the diskeries usually print up stickers to be pasted on the albums already out in the field so that dealers—and their customers—will know they can obtain the hit in the album as well as on the single.

Some of the recent examples of "pasting on the stickers" are the Bobby Darin album of "That's All," on Atlantic, the Columbia album of "Hits From the Movies" and the Marty Robbins album of "Gunfighter Ballads." Darin's album contained "Mack the Knife," of course, and after it broke as a smash single the Atlantic execs quickly got on the ball and attached stickers to the cover of the albums out in the field so that everyone could see that it contained the hit.

Over at Columbia the firm this week had all of its field men pasting stickers on the album of "Hits From the Movies" so that the title now reads "Featuring Percy Faith's Original Theme From 'A Summer Place'." The Faith hit was originally issued as a single, but was later put into the movie hits album as but one of 12 single sides with movie themes. Right now Columbia is reading stickers for the Marty Robbins album of "Gunfighter Ballads," which contains both "El Paso" and "Big Iron," so that prospective purchasers will know they can buy the Robbins' hits in the LP.

The stickers and the advertising of the single hits on the album bring up some interesting aspects of today's record business. One is simply that a single hit from an album helps sell the album to those who want the hit on an LP rather than a 45 r.p.m. single, as

well as fans who have already bought the single and want to have more recordings by the same artist. It also points up the interdependence of albums and singles and the importance of merchandising an artist who has real potential on both types of disks. Carlton Records noted the importance of this recently when the firm had an album by Paul Evans ready for release simultaneously with the release of his second single "Mid-

Team to Keep R&R Swinging

Continued from page 4
an alumnus of the Sam Weiss organization. The new outfit has already acquired such lines as Clock, Mala, Mohawk, Amy, Del Canta, Ron, Ric, Love, Fortune, Rondo and Rondolette in its brief tenure.

Cambridge started a few months back by Pete Garris, who was formerly with Bruno as well as Weiss, has acquired Duke, Peacock, Backbeat, Panart, V-Tone, Vim, Treasure, Mark-X and Triple-X.

Garris, among others, noted the increasing importance to the indie distributor of r.&b. jocks and stations. He pointed to such disks as "Rockin' Charlie," by Bobby Peterson and "If I Knew," by the Cruisers as among those that are moving for him strictly as a result of play by r.&b. jocks. "Those two records were never even touched by the stations we used to count on for plays," said Garris.

Closed Door Policy
The closed door policy with the bigger indie stations is seen as a logical outgrowth of Congressional investigations into payola and the alleged tie between payola and rock and roll. Promotion men have complained ever since the stories started to break from Washington that they "can't get in to see anybody anymore." As a result they have turned to the smaller, rhythm and blues stations where as one put it: "We don't have to pay a cent but they play our records."

This has resulted, according to reliable informants close to the teen scene, in a growing share of audience in the teen brackets for the swinging r.&b. jockeys. These sources explain the popularity of the r.&b. jocks in easily understandable terms. For one thing, these jockeys have played down the spiritual end of programming during the week, reserving this for Sundays. By the same token, they have broadened their own programming to include many types of pop disks but always including the basic kind of rock and roll the teens want most.

On the other hand, the teeners note, they like the r.&b. boys because they are "hip," a quality they say is sometimes hard to find among the pop deejay fraternity of the post-payola era. They also like the r.&b. jock's sense of humor and excitement and his down-to-earth touch.

One of the hottest of the current crop in this league is Douglas (Jocko the Spaceman) Henderson, who recently took over an evening slot on WADO, New York, lately known as WOV. Many of the kids are talking about and listening to Jocko these days according to the teen-age sources. But there are a number of others who have become the airplay targets of the promotion men with the newer indie distrib.

In Cincinnati, they are talking about Bugs Scruggs and Jockey Jack Gibson on WCIN, while other hot New Yorkers include the well-

34 States Claim Top Talent

Continued from page 4
100" this week include Jim Reeves' "He'll Have to Go," cut by Atkins; Brenda Lee's "Sweet Nothings," recorded for Decca by its Nashville-based a.&r. man, Owen Bradley, and "Teen Angel" by Mark Dinning who is managed by veteran Nashville publisher Wesley Rose of Acuff-Rose Music.

Another interesting sidelight on night flyer" following up his first hit "Seven Little Girls." More and more firms have noted that an artist who comes thru strongly in singles can sell a lot of albums if the album is issued with dispatch.

the hometown tally is that 16 of the best selling artists were born in foreign countries. Canada led the international parade with six names—Paul Anka, Dorothy Collins, the Crewcuts, the Four Lads, Jack Scott and Percy Faith. Faith, Scott and Anka are Nos. 1, 6 and 7 respectively on the "Hot 100" this week.

London-born artists making the "Today's Top Record Talent" listing were Frank Chacksfield, Marty Wilde, Mantovani, Melachrino, and Cliff Richard. Showing up with one best selling disk name each were Belgium with Rocco Granata; Germany, Frank Metis of the Islanders; France, Jacky Noguez; Holland, Willy Alberti, and Yugoslavia, Ivo Robic.

Cities claiming the most best selling artists were New York City, Philadelphia and Los Angeles; followed by Nashville, New Orleans, Pittsburgh, Memphis, Kansas City, Mo., and San Francisco.

In addition to the six states named in the first part of this story, states and the number of current best selling record stars born in each were as follows: Ohio, 10; Illinois, 10; Oklahoma, eight; Missouri, seven; Michigan, seven; Massachusetts, six; Kentucky, six; Virginia, six; Washington, six; Texas, five; Georgia, four; Arkansas, three; Alabama, three; South Carolina, two; Arizona, two; Hawaii, two; Mississippi, two; North Carolina, two.

States chalking up one home-grown artist each were New Mexico, Connecticut, Nebraska, Colorado, Florida, West Virginia, Kansas, Indiana, Utah and District of Columbia.

Jarvis Aim

Continued from page 4
Among contests is Jarvis' "Over 21" with listener needing more than 21 points to win. He'll also air "mystery voice" routines. Gimmicks also include series of fast throwaway lines cut in from voice tracks of a fictitious character tagged "Begonia" (in real life, Marilyn Jarvis, the jockey's wife). Another regular feature is "P.T.A.—The Playhouse 10 Actors," consisting of 10-second comedy playlets. Jarvis says he'll draw his disks from the "Top 40,000" programming, that is, whatever he feels is deserving regardless of chart position. He will not feature rhythm and blues or rock and roll, altho he may air a few grooves of it to show his listeners, for contrast sake, the difference in his platter fare. He intends to provide exposure to non-charted new diskings.

KLAC proxy and General Manager Mort Hall signed Jarvis after the latter completed a seven-year stand at Crowell-Collier's KFVB. Jarvis generally is considered to be the first of the deejays, introducing the platter spinning concept at Los Angeles' station KELW (forerunner of today's KABC) in 1932. Later that year, he moved to KMPC (located at the time in Beverly Hills and then owned by the MacMillan Petroleum Corporation, hence the call-letters) and became the first to use the "Make Believe Ballroom" tag.

'Lady' Marks 4th Birthday

NEW YORK — In honor of the fourth anniversary of "My Fair Lady" this month, Lerner & Loewe's have purchased a special supplement in the Sunday New York Times of November 27, to advertise the show. The 16-page supplement will contain stories about the show, plus ads for Columbia's album of "MFL" and others, and pictures of the stars. Supplement was set by Norman Rosemont, exec of Alfred Productions, the L. & L. production company.

IHFM Show Set for Sept.

NEW YORK — Institute of High Fidelity Manufacturers will hold its 1960 New York High Fidelity Music Show at the New York Trade Show Building September 6-11. The show, which had been canceled for performance at the Coliseum only last week, will offer a number of innovations at this year's show. The institute is now negotiating with name talent who will perform at regularly scheduled shows for the public, and there will be a full day set aside for exclusive trade previews.

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RECORDED TAPE BEEF

Philly Dealers Hit Ad, Package Lack

By MAURIE ORODENKER

PHILADELPHIA — "There's no Hit-of-the-Month on pre-recorded tape," say dealers in the Philadelphia area. "Tape just doesn't move like records. It's impossible to say that one tape is out-selling another. What is popular today on tape is the type of music which will always have universal appeal, such as light classical music and show tunes."

Most dealers who have a complete and extensive selection of tape in their inventory say, without a doubt, that the biggest demand is for four-track stereo tape. The selection of music on pre-recorded tape is still quite limited. Although there are a few jazz tracks, they are not desirable enough to appeal to the customer who would like to invest money in pre-recorded tapes.

In general, when a customer comes into the store, he knows exactly what he wants, whether two-track or four, and usually has a specific track such as "My Fair Lady," picked out to purchase before he has stepped inside the door.

A department head at Radio Electric, which carries Bell cartridge units, had this to say: "Bell

and Victor cartridge units are moving very quietly — to be truthful, they're moving about as well as they have been promoted. The trend is still toward reel-to-reel tape, and it seems the country isn't quite ready for cartridge units yet. People like the idea of having three speeds to choose from, instead of being able to play back tape on only the three-and-three-quarter speed—which is a disadvantage of the cartridge unit."

"What's wrong with the tape business? We'll tell you what's wrong with it!" scream dealers all over Philadelphia. Besides the price factor and the limited selection of pre-recorded music, both of which are high sales deterrents.

(Continued on page 16)

Brand Names Picks Award Winners

NEW YORK — The Brand Names Foundation has named the winners in its Retailer-of-the-Year competition. The top-ranking winners were chosen—one first place-award and four Certificates of Distinction in each of 25 different retailing classifications — from 571 finalists.

First Place Awards in the Music Store category went to Jacobs Brothers, of Philadelphia, and Citations of Distinction winners were led by Billboard subscriber Kitt Music Company, Washington; Ludwig Music House, St. Louis; Tom Clark Music, Grand Junction, Colo., and Newton Piano Company, Norfolk.

Special congrats go to Billboard subscriber Lachmere Sales Company of Cambridge, Mass., who walked off with first-place honors in the Appliance Store division. Certificates of Distinction went to Polk Brothers of Chicago; Engle Electric of Lackland, Fla.; Pidgeon Stores of Des Moines and Athens Appliances of Athens, O. Leader in the Department Stores Class II section was Waller-Scott of San Diego, Calif., with Certificate of Distinction going to Billboard subscriber Fowler, Dick & Walker of Wilkes-Barre, Pa.; the Fahy Store of Rome, Ga.; S. F. McRae, Jackson, Miss., and Zollinger Harned of Allentown, Pa.

EIA Clarifies Definition Of Industry

WASHINGTON — In an effort to make more explicit what it considers a much too general Labor Department definition of the electronics industry, the Electronics Industries Association has submitted a clarification of industry to the government body which they hope will be used in the forthcoming survey preliminary to the Walsh-Healy wage determination hearings.

The new clarification separates the electronic industry into two classes which are determined by the type of product a manufacturer makes. It is intended to replace the Labor Department definition which identifies the electronics industry as being devoted to the manufacture of electrical apparatus and sub-assemblies therefore involving the use of electronic tubes and/or solid state semiconductor devices.

According to the EIA, the new proposal, which is the result of a poll taken among major electronics manufacturers, will do away with the inclusion of other electronic industries now covered by the Walsh-Healy wage determinations, such as the electronic components and tube semi-conductor industries. The new clarification would also eliminate "difficulties that would arise if the definition is framed in terms of apparatus and sub-assemblies involving the use of electron tubes and semi-conductors," the group announcement said.

Over 156 Mil Radio Sets in U. S. Homes

NEW YORK—According to the unofficial figures of the Radio Advertising Bureau here, there are now an average of three radios in each American home.

The new massed total brings to 156,394,000 radio sets which are in working order in the United States. The compilation breaks down like this: 106,007,000 home sets; 40,387,000 auto radios, and 10,000,000 sets which are in public places. Interesting, too, is the Bureau's 18,167,000 sales figure for 1959 for 4,000,000 of these receivers were Japanese imports.

Zenith Asks Okay for FM Stereo Air System

CHICAGO — Zenith Radio Corporation, long a front-runner in FM broadcasting with its 21-year-old WEFM outlet here, oldest in the nation, and a leading producer of FM receivers, this week sought FCC authorization for a new compatible FM stereo broadcasting theory. The Zenith FM two-channel broadcasting system permits broadcasting of a monaural and monophonic signal simultaneously and, in addition, offers an opportunity to send out a different monaural signal for storecasts and various types of background music.

The Zenith system transmits a main carrier and two sub-carrier signals. Those listening with conventional FM receivers receive a

monaural signal, while stereo receivers would simultaneously receive on channel via the main carrier with the other channel on a sub-carrier. The other sub-carrier would carry the monaural commercial background music, which can program an entirely different type of music. In its petition, Zenith claims that their compatible system is the only one that permits the stereo broadcast without displacing the commercial background music which is a major source of income for FM stations. Cost of Zenith broadcasting equipment "will not be significantly different from that required by any other system," Zenith reports.

NEW AUDIO PRODUCTS

Compact Tape Display

Orr Industries, maker of Irish Brand recording tape, has put together a new promotional display case for their product. They announced from Opelika, Ala., that the new display case stands six feet high, is black and green and will hold nearly \$1,000 in merchandise.

7 Portables Bow

With the portable radio market an important adjunct to many dealer income sources, some interest may be stirred up by a line of seven transistor portables introduced by the Motorola Corporation of Chicago, which range in price from \$24.95 to \$54.95.

In the Model XT18 the company considers it has the first practical cordless radio. The XT18 is powered by two battery packs that has 12 D cell power, and will run on average use for 900 hours.

Also introduced are models X14, 15, 16, 17, and 19, and the model L20, the Ranger.

Speaker System Baffle

A new ceiling baffle meant for use with hi-fi stereo speakers mounted on heating, electrical and air conditioning fixtures, has been marketed by Utah Radio & Electronic Corporation of Huntington, Ind. The baffles, which come in many shapes and sizes, are applicable with speaker equipment ranging from 3½-inch to 12-inch models. Most attractive, by company report, is the 12¾-inch diameter fixture which is louvered for the full 360-degree sound dispersal of an eight-inch speaker.

13 Heads in 1

The Magnecord Series 100 Stereo tape recorder head is a new item in the line of Midwestern Instruments. The new unit records and reproduces half-track monaural, two-track stereo and quarter-track stereo. It is a three-head assembly which features a stacked stereo erase head, an in-line two-track record and reproduction head, and stacked in-line quarter-track reproduction head. There's also a separate head applicable to quarter-track playback.

The new unit may be used as a direct replacement for existing heads on the Series 100 Magnecordette equipment, and sells for \$65.

Diamond Needle Drive

Qualitone Industries of Tuckahoe, N. Y., has instituted a new line of diamond needles called the Karns "eternal" diamonds, which are imported from Switzerland. The new line is being kicked off with a stepped-up merchandising and promotional campaign, the highpoint of which will be a product show featuring the company's display of new packaging ideas and concepts. It will also show off an equally new line of rack items in the phonograph and tape fields.

3M Mulling MBS Tie-Ins

CHICAGO—Minnesota Mining & Manufacturing is studying the possible purchase of an interest in the Mutual Broadcasting System, both 3 M and the network confirmed this week. The St. Paul-based major manufacturer of a wide range of products from blank recording tape thru coated abrasives, said "we have been approached by the owners of Mutual," while Robert Hurligh, prexy of the network, said that a third party, whom he did not identify, had opened the negotiations. Hurligh said he had personally visited the home base of the 3 M firm.

Stromberg to Reorganize Hi-Fi Sales

ROCHESTER, N. Y. — A general reorganization and intensification of the hi-fi sales operation was announced here by the Leon J. Knize, consumer products sales manager for Stromberg-Carlson. Under the new plan, high fidelity sales are to be split in four parts,

OVERSEAS RADIO SETS 162½ MIL

WASHINGTON — At the end of 1959 there were 160,667,000 radio sets in the world outside the U. S., its territories and Canada, according to the U. S. Information Agency. Total was 8 per cent higher than a year earlier.

Biggest rise, U. S. I. A. said, was in Communist Eastern Europe, half of it in the Soviet Union. Communist China made a large gain, as did the Near East, South Asia and Africa.

U. S. I. A. said the rapid growth of television seemed to be an increasing factor in holding down radio receiver increases in some countries, particularly the United Kingdom and Japan.

one for each section of the country and will be administered by four regional managers. The company plans, too, to double its field sales force.

Slated to become regional managers are Roy Raymond, who will handle the Northeastern U. S.; L. J. Ulrich, director in the Southeastern U. S.; Eugene P. Feeney, who will supervise the Midwestern U. S., and West Coast, Alaska and Hawaiian chief, Donald E. Carroll,

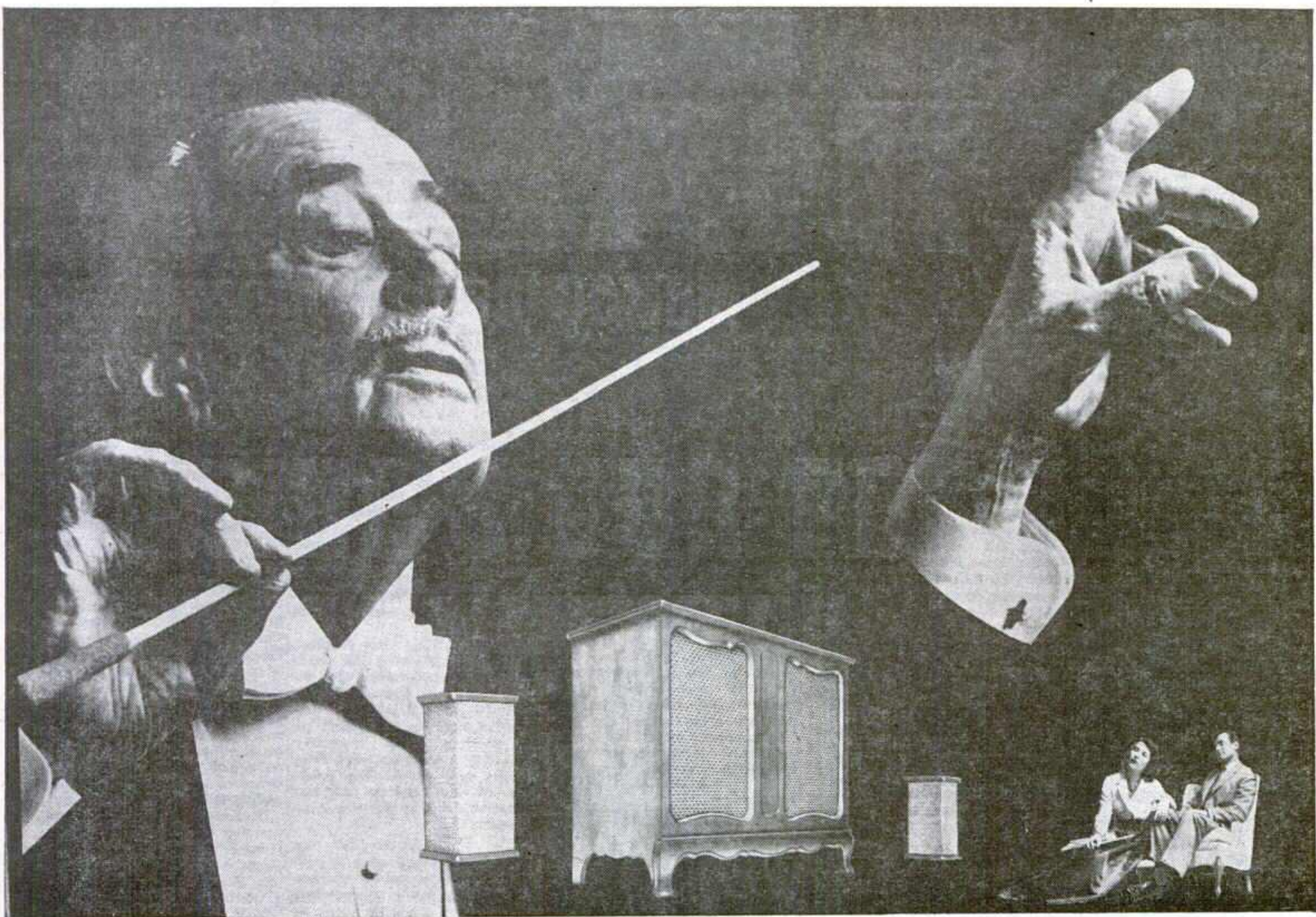
Tape Distrib, Photo Supply House Tie-Up

CHICAGO — The fusion of a record and tape distributor with a major photographic supply wholesaler was in the wind this week, with Art Velan, veteran head of Advance Distributing, a pioneer in the wholesaling of pre-recorded tape, huddling with Perry Winnaker of Hornstein Photo Sales here. While neither would comment on the "sales arrangement" which is being worked out between Advance and Hornstein, it was known that talk centered around the Hornstein sales force handling the different tape libraries stocked by Advance. Both men are attending the important photo dealers' national convention in St. Louis next week, it was learned.

HI-FI RECEIVER IN SMITHSONIAN

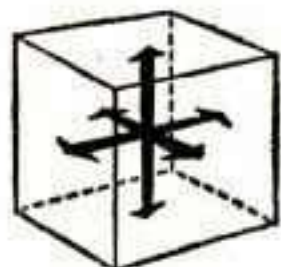
WASHINGTON — The nation's first high fidelity receiver was presented to the Smithsonian Institute last week by Avery Fisher, president of Fisher Radio Corporation, who designed and constructed the receiver in 1937. The set, called the Fisher Philharmonic Futura, will become a part of the permanent collection of the Division of Electricity of the Smithsonian's Museum of History and Technology.

At the presentation ceremonies, Fisher said he believes the development of the "high fidelity hobby" in this country has had a "greater cultural impact on the American home, and increasingly that of the rest of the world, than any other force except the printed word."



Superb French Provincial Mark 13. Maximum Music Power Output—53 watts. 6-speaker Panoramic Sound System. Matching Companion Speaker or new "TOTAL-SOUND" speakers (SS3 shown) extra cost. Stereo AM-FM radio included in Mark 13-D

RCA VICTOR *brings you* TOTAL-SOUND STEREO



**Total-Sound fills the entire room—wall to wall, floor to ceiling—
gives the most glorious new high-fidelity stereophonic sound everywhere
in the room. Your customers no longer have to sit in front of the set!**

For over half a century, "Victrola" phonographs have led the world in the reproduction of sound. And these are the finest instruments we've yet produced—in both quality and performance.

Now, RCA Victor has produced the *ultimate* in high fidelity—TOTAL-SOUND STEREO. Your customers don't have to be experts to appreciate it. Nothing to assemble. They just sit back and enjoy the most glorious music ever heard!

RCA Victor TOTAL-SOUND STEREO gives high-

fidelity, wide-separation stereophonic sound *in every inch of the room!* With this new RCA Victor "TOTAL-SOUND" system your customers no longer need to sit right in front of the console . . . the console can be placed *anywhere in the room.* Think of the flexibility (an important sales feature) this gives customers in furniture arranging and in decorating!

These superb RCA Victor instruments are unquestionably among the most versatile in the

world! Your customers can buy the multi-speaker console alone . . . and then add a companion speaker. Or, for the ultimate in high-fidelity stereo, add twin "TOTAL-SOUND" speakers as shown above! It's as easy as plugging in a light cord!

Here, suddenly, is the last word in stereo—stereo that plays *all* records better . . . even old favorites! Set up a demonstration and prove to customers RCA Victor TOTAL-SOUND STEREO is ready and right . . . right now!

Specifications subject to change without notice



THE MOST TRUSTED NAME IN STEREO

CO-OP PROMOTIONAL STUNT SELLS STEREO

By ROBERT LATIMER

ALBUQUERQUE, N. M.—Mel Ross, stereo dealer here, has a flare not only for unusual, colorful promotions to build sales, but likewise for getting co-operating business firms to carry a lot of the cost.

Witness the clever "Night on the Town" stunt which Ross used during late 1959 to bring an all-time record number of stereo prospects into his downtown store.

Seeking something to "wake up" the Albuquerque market to the pleasures of stereo, Ross went into a huddle with himself, and came up with the idea of a "Night on the Town Contest." Realizing that many couples, thru habit, simply don't get out for an evening in the downtown district more than a few times per year, and that the average housewife thus had little or no opportunity to listen to stereo, Ross decided to offer a pleasant dinner in a leading downtown hotel dining room, a corsage for the housewife, and a movie, as a free drawing prize with no strings attached. In order to carry the idea to the public, he contracted 100 television spots, all one-minute types, interspersed between popular news and music programs thru the day, on two top Albuquerque radio stations. Before signing for so large a radio coverage, he went to two co-operating distributors, who agreed to pay \$100 toward the \$200 cost.

Co-Op Deals

Then Ross picked a famous din-

ing room, the Lamp Lighter Room in Albuquerque's Cole Hotel as the site for the "Night on the Town" dinners. When the program was thoroughly explained to the hotel management, the latter agreed to serve the dinners without charge, in return for extremely valuable publicity via the radio beams.

Encouraged with this success, the Albuquerque stereo dealer then went to a florist who offered the same sort of free co-operation in return for radio mention, and to a local association of movie theater owners, who likewise offered complimentary tickets to any theater desired.

Armed with this tremendous co-operation, Ross put the radio show on the air, inviting Albuquerque residents to drop in to either of two stores in the city, and to fill out an entry blank to qualify for nine "Nights on the Town" to be given over a three-week period. There was no other stipulation than that the entrant come into either store. Instead of handing the entry blanks out over the counter, however, Ross saw to it that the blanks were carried in salesman's pockets at each store which meant that every entrant had to contact a salesman, and usually, remained for a demonstration of stereo, high fidelity, new television, or other appliance lines carried.

The nine "Nights on the Town" were awarded over the space of three weeks, and the names of winning couples announced via the 100 radio spots. Each winning couple was picked up by taxi, with an orchid corsage for the housewife, whisked to the hotel, to order any dinner they pleased from the menu, and then give their choice of a downtown-district movie theater, plus transportation home. Ross himself acted as host for each event, and made a memorable evening of it for each couple.

Volume Up 65%

This unique stunt captured the Albuquerque public's fancy more resoundingly than anything else which the local stereo industry has ever attempted. There were at least 50 entrants registering each day over the three-week period, rising to around 65 per day during the final week. During the three weeks, store volume at both locations rose more than 65 per cent, and helped Ross close out 1959 with a \$50,000 volume during October, \$41,000 in November, and \$42,000 for December. One week in each month was devoted to the "Night on the Town," and the resulting increase in traffic was enough to break all existing sales records for similar months.

One of the best features of the unique stunt, of course, was the fact that the New Mexico dealer

Motorola '60 Stereo Phono Sales Up 71

CHICAGO — Altho Motorola's phonograph sales in 1959 hit an all-time peak for the firm, stereo disk playback unit sales thus far in 1960 are 71 ahead of last year, according to W. E. Laswell, who attributed the sales increase to a number of factors, placing major emphasis on Motorola's three sets of amplifiers and speakers, which produced separation in the one-piece sets.

Motorola, Laswell said, was a pioneer in swinging to all-in-one stereo consoles and he also said console sales were helped because all Motorola consoles are AM-FM equipped and because of the success of the association of Motorola audio with Drexel furniture cabinetry. Dealer reaction, he added, has indicated that the three different (classical, pop and country and western) stereo LP starter library packages, which firm offers as dealer sales promotion, has helped the growth.

Despite recurrent rumors in the trade, Laswell denied that Motorola is readying to make the Minnesota Mining and Manufacturing-CBS Laboratories one - and - seven-eighths inches per second tape playback. "We are ready to start producing tape playback on an assembly line operation with a relatively short notice," he said, "but at present we feel the marketing climate for any tape venture on our part isn't correct."

TV Exposure For 'Side Man'

NEW YORK — Because the Wurlitzer Side Man, the new electronic "rhythm section" recently marketed by the Wurlitzer Company, needs visual demonstration to be comprehended, the manufacturer will embark on a concentrated network TV program.

The introductory campaign will be run on NBC's "Today" and "Jack Paar" shows in the latter part of April and on thru May. It will be repeated in July and August on the same shows and resumed again in October before a heavy Christmas promotion.

shared the "freight" with his distributors, the hotel, florist, and theaters so effectively that his net cost for the entire promotion was only \$200.

"The most important thing of all, of course, was the fact that we got hundreds of people to listen to stereo and form a real appreciation for it," the dealer said. "The benefits of the contest will carry on over into 1960."

Hit Ad and Package Lack

• Continued from page 14

people prefer to either borrow or buy stereo records and record their own tapes. It's less expensive and they get exactly what they want.

But the big problem is this: Manufacturers do not provide enough point-of-purchase advertising aids necessary for a retailer to advertise and move his tape inventory. The average dealer doesn't quite know what to do with the tape. He has to hide it on the shelves, since most stores don't have the set-up or the inventory for customers to thumb thru tapes like they do with records.

"The packaging could be improved." Stereo tape recordings are confusing the general public. Everyone thinks the boxes are really 45 r.p.m. records, because of their size and labeling, and no one is interested in 45 r.p.m. records these days.

Manufacturers need attractive jackets and a completely revised way of packaging the tape to make them as marketable as the current crop of long playing album covers. This, combined with a suitable point-of-purchase display for retailers, might be the answer to the problem.

Executives from Shore Brothers, and Mort Farr's said: "It seems that the manufacturers are not sure enough of themselves. We think the public is ready for pre-recorded tape, but it just isn't being promoted. The companies seem to be keeping the whole thing a deep dark secret. The public needs education and the only way to reach them is by the proper use of advertising."

"The whole pre-recorded tape concept needs clarification by both the manufacturer and the distributor. Someone has to communicate the entire concept to the public to clear up the misconception. The industry isn't channeling their advertising in the right directions. It's the same trouble we had with monaural and stereo misconceptions, and that has not been completely licked."

The consensus in Philadelphia

is "concentrate on education thru advertising" and get retailers point-of-purchase displays "if the pre-recorded tape business is ever going to be successful."

IRE to Get New Data on Tape Playback

• Continued from page 1

different tape changer methods," he admitted. It's understood that he will show a simple changer, which merely plays back the circular cartridge in sequence as they are piled on the changer spindle, while another console unit is equipped with push button mechanism which makes selectivity possible. Primary strength of the ARF mechanism stems from the fact that Camras, it's understood, feels that the automation he's devised will be applicable to present reel-to-reel machines thru a conversion kit.

The Institute of Radio Engineers International Convention which is to be held jointly at the New York Coliseum and the Waldorf-Astoria Hotel today, is expected to draw some 65,000 experts from all phases of the electronics industry. The session will bring together engineers from 40 different countries and something like 25,000 pieces of electronic equipment will be on exhibit and there will be 54 technical sessions at the Waldorf and/or the Coliseum.

The show will be kicked off this morning (21) by a message from Pioneer V, the American satellite on its way into orbit around the sun. Among the 850 exhibits are a transistor radio the size of a billfold, cigarette pack-sized computer, and a miniature TV camera.

RCA Makes Own Tape in New Plant

NEW YORK — RCA is now manufacturing its own magnetic tape at its new tape plant in Indianapolis. RCA will manufacture tape for commercial, professional and home recorder use. Up to now RCA Victor purchased its tape from outside suppliers.

The Indianapolis plant is now in operation and RCA states that it will turn out 2,000,000 feet of magnetic tape this year. Sales of pre-recorded tape will be under the RCA Victor Record Department Division. Sales of blank tape for professional and commercial use will be under the Electron Tube Division. At the beginning RCA magnetic tape output will be concentrated on audio tape; later the plant will turn out tape for computers, etc.

FREE RADIO INSURANCE

COPENHAGEN — The Philips firm, which does not resort to "high pressure" sales campaigns, is offering an unusual sales deal but publicizing it very elegantly, with its usual type of display ads in the news sheets.

What the firm offers, for free, is an insurance policy with each purchase of one of its "Portalet" portable transistor - equipped radios. Policy provides insurance against loss, theft or destruction of the radio during two years.

Motorola '59 Sales Jump

CHICAGO—A 33 per cent sales increase in 1959 was the highlight in Motorola's annual report issued this past week. The same document reveals that the company earnings were up 92 per cent in 1959 over 1958, and that both the sales and the earnings figures were new records for the company. Net sales for 1959 were \$289,529,444 and net earnings were \$14,171,237 or \$7.17 per share.

The appliance company also revealed that its net investment in plant and equipment is now 20 per cent higher than this time last year and that employee profit sharing had reached nearly \$45,000,000 for 1959. Working capital at the conclusion of the past year stood at \$57,061,000, approximately \$2,500,000 higher than in 1958.

Darin, Eddy Leave For British Tour

HOLLYWOOD — Bobby Darin and Duane Eddy departed last week for a month's co-starring tour of England and Scotland. This will mark their first personal appearance in the British Isles. Pair will perform in Lewisham, Edmonton, Leicester, Glasgow, Liverpool, Birmingham, Bristol, London, Leeds, Sheffield, Manchester, Castel and Guildford.

music sounds best on 4-track 7 1/2 ips tape



on 20th FOX

ALL YOU HEAR IS BEAUTY

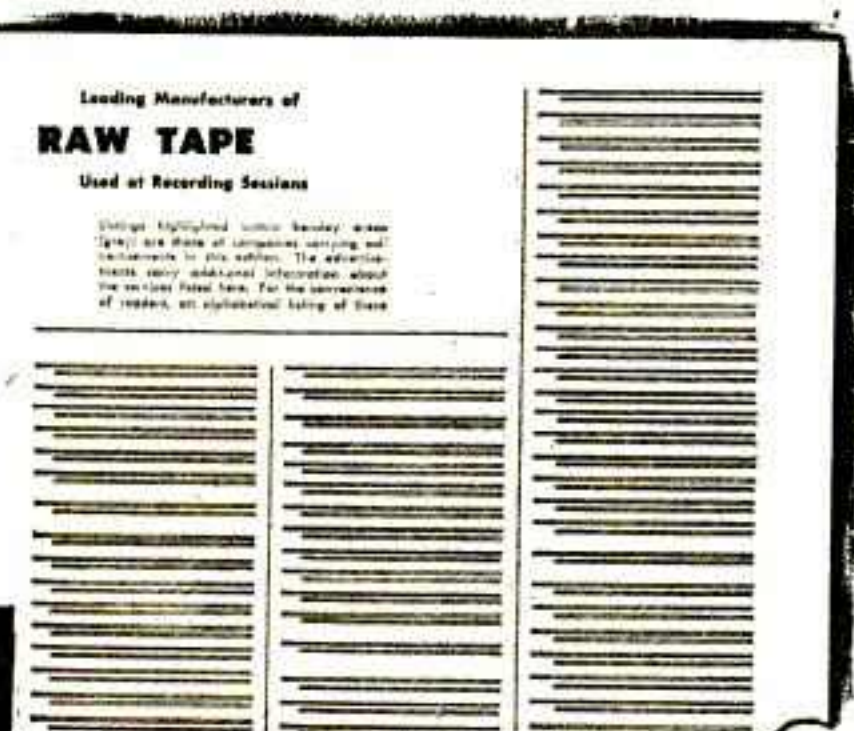
Another SPECIAL-VALUE FEATURE OF

THE BILLBOARD

RECORD INDUSTRY

SOURCE BOOK

& DIRECTORY ISSUE



A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products—coming in the . . .

April 18 Issue

JUST RELEASED!
THE SINGLE OF THE YEAR!

ON THE TERRACE

b/w **THEME FROM ONE STEP BEYOND**

Music Composed and Conducted by **HARRY LUBIN**
9-31070

TAKEN FROM **THE ALBUM OF THE YEAR**
FROM THE TV SHOW OF THE YEAR

DECCA
RECORDS
Presents



a New
World
of Sound...



DECCA
Records

DL 8970 (Monaural)
DL 78970 (Stereo)

VOX JOX

By JUNE BUNDY

GIMMIX: Deejays are asked by the President's Council on Youth Fitness to help promote "National Youth Fitness Week," May 1-7, via plugs on their shows for the drive which utilizes the slogan, "Fitness Can Keep U. S. Strong." . . . Phil Stout, WTOA, Trenton, N. J., and Johnny Carlton, WFIL-TV, Philadelphia, recently co-hosted a record hop and "Teen Beat" stage show at the Lambertville Roller Arena, Lambertville, N. J., with all proceeds going to "The New March of Dimes."

GAB BAG: Harry Michaels, program director of WJZ, Decatur, Ill., writes, "Your listing of April-Spring tunes (see last week's Vox Jox) was probably a boon to many deejays like myself, but I was dismayed to see you overlooked one tune I always play at this time of year, 'April in Fairbanks,' from 'New Faces of 1956.' I think other jocks may be interested in this little swinger, particularly with Alaska celebrating its first 'April in Fairbanks' as a state."

Jim Rutledge, WMLS, Sylacauga, Ala., writes, "Amid all the columns in Billboard, rare is the note from the deep Southern stations. Here's a little station that pipes solid music from 7 p.m., three hours of nothing but good instrumental, name bands, unknowns and all; and now and then the old line jazz, blues or solid standards on Album Review. So just a note to let you know that all the South isn't program-nervous because the boy is coming home in March."

THIS 'N THAT: Dick McGrath and Bob McNeil, WSWA, Harrisonburg, Va., are taking their "Meet the Mac's" show on the road. They'll air their afternoon show from a different school in their area each day. The boys need "faster service on pop releases."

Jim "The Joker" Throckmorton and Jack Lawyer, WJPG, Atlantic City, N. J., have joined forces with the local YMCA to present weekly "Swing Inn" record hops, which are attended by about 1,200 teen-agers. . . . Buddy McGregor, new program director of KLIF, Dallas, needs wax.

PEPSI PICK HIT: Otis Eversole Jr., program director of KBI, Muskogee, Okla., is promoting a "Pic Hit Gimmick," whereby the station's "Highlight Hit" (pick hit of the week) disk is sold each week at local record stores for 69-cents and six Pepsi Cola bottle caps. The special is good on each disk only during the week the "pick" is featured on KBIX.

PROGRAMMING TIPS: Bob Allen, KIOA, Des Moines, Ia., helps his listeners slim down by playing exercise instructions from "The Good Housekeeping Plan for Reducing Off-the-Record" album. He follows up each exercise with a disk featuring a suitable beat for the gymnastics.

A special hour-tribute to Leonard Warren—who died on stage at the Met, March 3—was aired by WABC, New York, last Tuesday (15). Guesting with WABC commentator Don Lowe was Rise Stevens who appeared in many operas with the late singer. She discussed highlights of Warren's career with Lowe and played some of his best-known recordings.

CHANGE OF THEME: Rol Hopkins, WLOB, Portland, Me., has succeeded Frank Fixaris as temporary chairman of the Greater Portland Disk Jockey Association. Hopkins will serve for the next four months. The group recently held the annual Heart Fund Hop in co-operation with the Maine Heart Association. . . . New staffers at KISN, Portland, Ore., are Bob Stevens, ex-program director of KVAN, Portland, and Ed Leahy, formerly "Mr. Moon" on a local TV show.

New Morning Mayor at WERC, Erie, Pa., is Tom Torrance, who will continue to supervise the record library. Also new at WERC is Cliff Shilling, formerly with WICU, same city. . . . Tom Loftin, ex-KOKL, Okmulgee, Okla., and Sid Braden, ex-KAMO, Rogers, Ark., have joined KBIX, Muskogee, Okla. Loftin has taken over the 6-9 p.m. time and Braden handles the 9 a.m. to noon slot.

(Ronn) Terrell Metheny has been named music director of WOKY, Milwaukee. He will continue to air his daily 10 a.m.-noon and 3-6 p.m. deejay shows under the name of Mitch Michael. Notes Metheny, "I'd appreciate anything you can do to let my friends now that Ronn Terrell, Mitch Michael and Terrell Metheny are me, myself and I."

Joe Brooks, formerly publicity-promotion chief for Decca Records' Philadelphia branch, has joined WIP, Philadelphia, as music director. He replaces Dan Curtis, who will concentrate full time on his WIP deejay duties. . . . New spinner at WIP, effective April 1, will be Dick Carr, of WCUE, Akron, O.

Veteran deejay Al ("Make Believe Ballroom") Jarvis has taken over the 10 a.m. to 2 p.m. time slot at KLAC, Hollywood, thereby ending a long-time association with KFWB, same city. . . . Wink Martindale, who recently resigned from his TV record show on KHJ, Los Angeles, has signed an exclusive contract with NBC-TV.

Lee Manson, ex-program director of WNHC, New Haven, Conn., has taken over the p.d. post at WCKR, Miami. Also new at WCKR are Roger G. Berk, director of radio and station manager Alan Henry. . . . Jim Palmer has moved from WPEO, Peoria, Ill., to WMBD, same city, where he will emcee a daily afternoon record show and also act as assistant program director.

Mrs. Pat Roper, program director of WGBF, Evansville, Ind., since 1931, was named "Evansville Woman of the Year," for 1959 by the Quota Club, a national women's service organization. . . . Dean Collins, ex-WGH, Norfolk, Va., has taken over the 2-6 p.m. show at WPGC, Washington.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'Angela Jones' Solid Hit for Ferguson

New M-G-M recording artist, Johnny Ferguson, was born on March 22, 1937, in Nashville. He graduated from Hillsboro High School and attended Peabody College for one year.

While he was attending high school, he worked part-time at Radio Station WNAH in Gallatin, Tenn., and at WAGG in Franklin, Tenn. During the summer of 1958 Ferguson worked as an announcer at Radio Station WJAT in Swainsboro, Ga., where he was in charge of their Friday night record hop.

Ferguson is also a songwriter. He wrote and recorded two of his songs on another label, "Sad, Sad Day" and "Candy Love."

He has made many personal appearances with noted artists. His favorite sport is baseball and his hobby is collecting folk songs.

The young singer's disk debut for M-G-M, "Angela Jones," is currently moving on the charts.



'Greenfields' First Hot Disk for Brothers Four

The Brothers Four, who individually answer to the names of Bob Flick, Michael Kirkland, John Paine and Richard Foley, met as fraternity brothers (Phi Gamma Delta) at the University of Washington. They are all natives of the State, stand six feet or more in height and range in age from 20 to 22.

They played their first date at the Colony Club in Seattle, but their big break came when Dave Brubeck's manager, Mort Lewis, caught them at the Hungry "i" in San Francisco and signed them to a personal management contract.

Soon after they were signed by Columbia Records and began to make network TV and night club appearances.

"Greenfields," currently climbing the charts, is their first big disk.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MARCH 26, 1955

1. Melody of Love
2. Sincerely
3. Ballad by Davy Crockett
4. Tweedle Dee
5. Ko Ko Mo
6. How Important Can It Be?
7. Earth Angel
8. Hearts of Stone
9. Open Up Your Heart
10. That's All I Want From You

MARCH 25, 1950

1. Music, Music, Music
2. Chattanooga Shoe Shine Boy
3. If I Knew You Were Comin' I'd've Baked a Cake
4. Rag Mop
5. I Said My Pajamas
6. There's No Tomorrow
7. Cry of the Wild Goose
8. It Isn't Fair
9. Daddy's Little Girl
10. Candy & Cake

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, sends the following round-up of distributor events over the past month. The shuffling of sales rosters continued during February. Emil Reitman is no longer with Records Unlimited, Inc. He now covers the State territory for James S. Martin. At Taylor Electric Company, RCA Victor distributes, Bob Maxwell replaced Pete Stocke as up-State representative. Don Berman, formerly with Tops Records, now handles the Madison territory. Neil Cummings is on the sales roster for John F. O'Brien, headquartering in Green Bay. Al Ripley is now with Capitol Records.

Marty Schwartz of James S. Martin reports strong action on "White Silver Sands" by Bill Black's Combo on HI, "(Welcome) New Lovers" by Pat Boone and "Am I That Easy to Forget" by Debbie Reynolds on Dot. Top LP is "Theme From 'A Summer Place'" by Billy Vaughn on Dot. Tops at Dell Distributing, according to Rolf Voegelin, are "What in the World's Come Over You" by Jack Scott on Top Rank, "Too Much Tequila" by the Champs on Challenge and "Sixteen Reasons" by Connie Stevens on Warner Bros.

Vern Sherkow, Sherco Distributors, lists "P. S., I Love You" by Jimmy Darren on Colpix and "Love Is a Prison" by Captain Stubby & His Buccaneers on Jamie. Dan Sabin of Taylor Electric Company names "He'll Have to Go" by Jim Reeves, "Delaware" by Perry Como and "The Old Lamplighter" by the Browns. Strongest LP's are "Teensville" by Chet Atkins and "Sixty Years of Music America Loves Best." Rik Froio, M. S. Distributing Company, reports strong sales for "Tall Oak Tree" by Dorsey Burnette on Era, "Forever" by the Little Dippers on University and Bobby Darin's Atco EP, "Clementine."

Strongest platters at Capitol, states Bob Thompson, are "Down By the Station" by the Four Preps, "Six Pack to Go" by Hank Thompson and "Down by the Riverside" by Les Compagnons de la Chanson. Decca's Kendal lists "Dear Johnny" by Sandra Dee and "Endless Love" by the Chestnuts and "Peace of Mind" by Teresa Brewer on Coral. Top LP is "The Fire House Five Crashes a Party" on Goodtime Jazz. Maurie Goldstein of Music Distributors claims big sales for "Beatnik Fly" by Johnny & the Hurricanes and "What Do You Want to Make Those Eyes at Me For?" by Sunny Gale on Warwick and "Mama" b-w "Teddy" by Connie Francis on M-G-M. Li'l Wally's polka LP's on Jay-Jay are strong. Garmisa of Wisconsin, notes Harry Beckerman, has winners with "Footsteps" by Steve Lawrence on ABC-Paramount, "Don't Throw Away All Those Tears" by Frankie Avalon on Chancellor, "Harbor Lights" by the Platters and "Apple Green" by June Valli on Mercury.

John O'Brien has "Midnight Special" by Paul Evans on Guaranteed, "Tender Love and Care" by Jimmie Rodgers and "Summer Set" by Monte Kelly on Carlton. Bill Farr, Morely-Murphy Company, Columbia distributes, mentions "Theme From 'A Summer Place'" by Percy Faith, "El Paso" by Marty Robbins and "All Is Well" by Johnny Mathis. Best LP's are "Old Sweet Songs" by Frank DeVol, Mitch Miller's "Sing Along" sets and "Faithfully" by Johnny Mathis.

NEW YORK: Most promising newer items at Columbia Record Distributors are "Madison Time" by Ray Bryant, "I'll Bring You a Rainbow" by Tony Bennett, "Solitaire" by Jerry Vale and "Got a Date With an Angel" by Kitty Kallen.

Mike Kelly of Mayfair Distributors, Inc., reports action on "I Was Such a Fool" by the Flamingos on End, "Dark Eyes" by Pete Bennett on Cupid and "Suddenly" by Nick De Matteo on Guyden. Best-selling, newer releases are "Pledging My Love" by Sanford Clark on Jamie, "Little Serenade" by Pierre Cavalli on Jamie and "The Midnight Ride of Paul Revere" by Troy Ferguson on Sharp.

NEWARK, N. J.: Joe Martin of Apex-Martin Record Sales, Inc., sends word that he's getting strong sales on "The Madison" by Al Brown on Amy, "If I Knew" by the Cruisers and "Rockin' Charlie" by the Bobby Peterson Quintet on V-Tone, "Cindy" by Teddy Vann on Triple-X and "Chumba" by Gabriel & the Angels on Amy. Others include "Betty Lou" by Bird Rollins on Harvard, "Rosemary" by Larry Hall on Strand, "Dream On" by Richard Barrett and "Eight o'Clock Scene" by the Casals on Seville, "Where's My Love" by Jamie Horton on Joy, "Night Train" by Buddy Lucas on Vim.

Best LP's are "A Gasser" by Annie Ross on World Pacific, "Caught in the Act" by Frances Faye on GNP and "Sing Along With the Honky Tonks" on Somerset.

SAN FRANCISCO: Stan Cumberpatch of New Sound called to report strong sales on "Love You So" by Ron Holden on Donna, "Chattanooga Choo Choo" by Ernie Fields on Rendezvous and "Summertime" b-w "Caravan" by Santo & Johnny on Canadian-American. Newer releases that have been going well include "Cindy" by Teddy Vann on Triple-X, "Say You" by Art & Doty Todd on Dart, "Five Foot Two" by Don Johnson on Kandy, "Honey Love" by Narvel Felts on Pink and "How Deep Is the Ocean" by Toni Fisher on Signet.



*A song with
a message
and a moral!*

**SOUL
SEARCHING!**

SENSATIONAL!

THE BROWNS

Featuring Jim Edward Brown

"TEEN-EX"

c/w

"THE OLD LAMPLIGHTER"

RCA VICTOR 47/7700

CHALLENGING!

**EMOTIONAL
IMPACT!**



A smash hit at the "Interlude" in Hollywood!

A smash hit at "The Sahara" in Las Vegas! Now...

for the first time on record

RAY ANTHONY

Sings

Tres Chic



record no. 4358



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HOLLYWOOD, CALIFORNIA

MUSIC AS WRITTEN

New York

Golden Crest Records has signed **Joe Venuti** to a long term waxing pact. . . . **Jimmy Carroll**, **Jack Russell** and **Beverly Luria** will star at Cotillion Room of the Hotel Pierre in New York this week in the "Evening With Lerner & Loewe" Show. . . . **Freddie Cannon** arrived in Australia this week (22) for an eight-day tour. . . . "Biddle Dee Dee" pop tune from the **Walt Disney** flick "Toby Tyler," has been cut by the **Mitchell Boys Chorus** on Disneyland. . . . **CO-ED Records**, the label owned by **N. B. Mayhams**, now has foreign distribution set for all new singles coming out over the next few months. . . . **Mark Durbin** is now at the Magic Inn in Seattle, Wash.

Kai Winding has ankleed **Columbia Records** and plans to cut his own tapes, which he will lease to record labels. . . . **Denyse Ange**, young Canadian thrush, in New York on a visit recently. . . . **The Brook Benton-The Coasters Show** at the **Howard Theater** in Washington last week, broke all house records in spite of the raging snowstorm. . . . **Jackie Wilson** opens at the **Fontainebleu** in Miami starting April 13. This week the lad opened at the **Club Zanzibar** in Nassau. . . . **Paul Anka** is set for a group of Eastern clubs starting this week, and will appear in **Boston**, **Philadelphia** and **Buffalo**, prior to opening at the **Copa** in New York on June 23. . . . **Leroy Holmes** has signed **Gisele MacKenzie** to an exclusive **Everest** recording pact. Formerly the thrush only cut albums for the label.

Hirsh De La Viaz has started a national record promotion firm called **Record Promotion**. Firm is now covering jocks in Washington-Baltimore, Richmond-Norfolk and Southern Florida. **Paul Robertson** and **Mitch Manning** are working with **De La Viaz**. . . . **Lorraine Lester** has been signed by **King Records**. . . . **Philadelphia Orchestra** starts its second major tour this week playing nine concerts in 10 days in the South and Midwest. . . . **Brook Benton** opens at the **Cloisters** in Hollywood this week (23) for four weeks. **Manager Dave Dreyer** will be at the opening. . . . **Trumpeter Leon Merriam** opens at the **Paris** in the **Sky** night club in East Orange, N. J., on March 28 for five weeks. . . . **Dick Rahmey** has started a new label, **Richcraft**, with headquarters in Brooklyn.

Lennie Welch, of **Cadence**, is set for a week at the **Howard Theater** in Washington starting April 1. . . . **Jo Stafford** has been invited to the **Command Performance** for the **British Royal Family** on May 16, 1960. . . . **The Upsetters**, now on **Gee Records**, are on tour with **Little Willie John**. **Upsetters** were previously the **Little Richard** band. . . . **Jay Livingston** and **Ray Evans** have penned the theme song for the forthcoming **Broadway** show, "Viva Madison Avenue." Tune is "Viva Madison Avenue Samba." . . . **Vanguard Records** will issue next month the first recording of **Ernest Bloch's "America."** Project is under the joint sponsorship of the **Harkness Foundation** and **Vanguard**. . . . **Mahalia Jackson** will appear at **Constitution Hall** in Washington on March 23 under the sponsorship of the **Interdenominational Church Ushers Association**. **Bob Rolontz**.

Hollywood

You can expect **Dot Records** to register a protest with the **Motion Picture Academy**, either openly or behind the scenes. Label is miffed because the Academy snubbed **Dodie Stevens**, its top-selling teen-ager, in assigning a vocalist to perform the Oscar-nominated "Five Pennies" song for the forthcoming awards presentation program. It was **Dodie's** strong seller, and what's more, **Dot** issued the original sound track album of the **Danny Kaye-Louis Armstrong** starrer. However, **M-G-M** Producer **Arthur Freed**, who is producing the Awards show, decided to assign the tune to **M-G-M** Records vocalist **Jonie James**.

Management Consultant Bruce Rozet was appointed to **Capitol Records'** newly created post management planning administrator, reporting to **Cap** veepee **Dan Bonbright**. Concurrently, **Ron Beyl** was elevated from his slot as exec staff analyst to another newly created job, director of the management review and development department. He will report to **Rozet**, along with **Organization Planning Director Larry Robbins** and **Profits Planning Department Director Bob Poling**.

Imperial prexy **Law Chudd** returned from a week's swing around the label's **Midwestern** distribs. Purpose: **Sales confabs**. . . . **California State's** annual **March** inventory tax has slowed dealer orders to a meager trickle. **Merchants**, unwilling to pay a tax on stock, are keeping orders to the barest minimum. **Retailers**, according to a **distrib** survey, are buying only fast-moving merchandise, the top charted product which they are certain won't last long on their shelves, or releases customers have placed on order.

Dot will seek to cash in on **Debbie Reynolds'** strong-selling single, "Am I That Easy to Forget," by using it as the title tune of an album currently being rushed. Single, according to **Dot**, promises to hit the half-million mark.

Billy Vaughn's "Theme From A Summer Place" LP is selling like a single, according to **Dot Records** who predicts a half million sales mark is in sight. . . . **Capitol Records** is currently dividing its merchandising department into a "planners" and "doers" group similar to the organizational pattern recently introduced in other areas of the firm. **Reshuffling** is expected to be completed by next week.

Joe Allison becomes professional manager of **Cliffie Stone's** four publishing firms. More recently, he accepted the post of artist-repertoire director for **Liberty's** newly formed country and western division, a position he will continue to hold in addition to remaining a deejay at **Long Beach's Station KFOX**. Another facet of his professional

(Continued on page 24)

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by **Billboard's** review staff, as well as those featured by the record companies in their major **Billboard** ad promotions.

To help you spot the ones you need, when you need them, all artist items are carried in strict alphabetical sequence.

AL BROWN'S TUNETOPPERS have the original record of the new dance craze, **The Madison**. The dance had its beginning in Baltimore about mid-February and came to the attention of **Amy Records** thru it's sales topper, **Walter Blumberg**. Here's how it got on record: **Walter Blumberg** was on a promotion tour when a **Baltimore** distributor insisted he see a new dance being done by **Al Brown's Tunetoppers** featuring **Cookie Brown** at a local club. **Blumberg** was so impressed that he had **Buddy Smith** (**Amy's** a.&r. director) come see the dance and it's recording possibilities. They both agreed it was fun and thus the original **Madison** record was born.

WALTER BRENNAN, the veteran movie and TV actor, makes his debut on **Dot Records** with **Dutchman's Gold** b-w **Back To The Farm**. **Dutchman's Gold** is based on the famous folk tale and narrated by **Brennan** over soft chorus and orchestra assistance from **Billy Vaughn** and his aggregation.

RAY BRYANT & HIS COMBO offer another recorded version of the new dance, **The Madison**, titled **The Madison Time**, on **Columbia**. **Bryant's** rendition comes in two parts and there's a swingin' ad-lib assortment of crazy **Madison** Time calls. The 28-year-old former piano accompanist to **Carmen MacRae**, **Ella Fitzgerald** and others is rapidly developing into a major jazz name. **Ray's** early experience centered around the **Philadelphia** area. Currently he and the boys are doing the scene at **Basin Street East**, N. Y. C., until **March 31**.

FREDDIE CANNON, who is scoring with **Chattanooga Shoe Shine Boy**, departed last week for a week's tour of **Australia** that will last till **March 28**. It's **Freddie's** first visit to that continent. He plans a series of one-nighters in the **Chicago** area upon his return and in **May** he is off to a three-week engagement in the **British Isles**, his second trip to **England** in less than a year.

BIRTHDAYS OF THE WEEK:
March 23, **Johnnie Guarnieri**,
March 25, **Anita Bryant**, **Frankie Carle**, **Arturo Toscanini**, **March 27**, **Sarah Vaughan**.

TONI FISHER follows her hit, **The Big Hurt**, with two strong entries: **How Deep Is The Ocean** b-w **Blue, Blue**, both picked by **Billboard**. There's an interesting story in the way **Toni** made the record scene. A demo she had cut was handed to **Wayne Shanklin** (a.&r. man) who was impressed by her voice and tried four months to locate **Miss Fisher**, who had retired in despair from professional singing, as she had received no encouragement. When **Shanklin** finally located **Miss Fisher** and heard her sing in person, he knew his hunch was right that here was a great new recording and entertainment personality.

ERNE FORD has a new **Capitol** album of popular religious songs titled **Sing A Hymn With Me**. **Ernie** has proven to be a top ranking favorite with songs such as these which he features on his weekly TV show. Among those he sings in this special presentation are: **Onward Christian Soldiers**, **Oh How I Love Jesus**, **The Church In The Wildwood**, **I Love To Tell The Story**, **What A Friend**, etc.

FOUR PREPS, **Don Clarke**, **Bruce Bellard**, **Glen Larson** and **Ed Cobb** are in **The Billboard** Spotlight with their newest, "Hear It From Me," a gentle rockballad, b-w **Got A Girl**, a rhythm side sung in an exuberant fashion.

SONNY JAMES, the young man from **Hackelburg, Ala.**, who hit the million mark with **Young Love**, is on the scene with his first release since signing with **National Recording Corporation**: **Jenny Lou**, a fine sounding record with **James** heard in dual-track style. **Flip** is **Passin' Through**, an up-beat bouncer.

ROD LAUREN, who has success with his first record, **If I Had A Girl**, sings his way into the **Billboard** Spotlight Circle with his second, **Listen My Love**, a winning ballad. **Flip** is **This I Know**. Both were recorded February 9 in **Hollywood**, and have the backing of **Shorty Rogers'** orchestra (22 pieces including 10 violins). **Rod** hails from **Fresno, Calif.**

DELLA REESE will include her newest **RCA Victor**, **Someday** b-w **Faraway Boy**, during her engagement at the **Cloister Inn**, **Chicago** beginning **March 22** for three weeks.

JIMMIE RODGERS has two potent sides in **Joshua Fit The Battle o' Jericho** b-w **Just a Closer Walk With Thee** — both given a moving rendition by the young singer who sold over a million with **Honeycomb**, **Kisses Sweeter Than Wine** and **Secretly**. The **Roulette** recording artist and his wife are expecting the arrival of their first child, due any day now. **Jimmie** is scheduled to guest on the **Pat Boone** TV show **March 24** and will appear at the **Cave Supper Club**, **Vancouver, B. C.**, **April 4** for two weeks.

JACK SCOTT, the young **Detroit** singer, is swingin' with his first release on the **Top Rank** label, **What In The World's Come Over You**, and his first **Top Rank** album, **Remember Hank Williams** — a performance of the great **Hank Williams'** most memorable hits including **Your Cheatin' Heart**, **Cold, Cold Heart**, and **Half As Much**.

JOHNNY TILLOTSON and **ARCHIE BLEYER** combine their talents on two of the greatest **Rock-'n'-Roll** ballads, **Earth Angel** and **Pledging My Love**. **Johnny** does an impressive singing job and **Mr. Bleyer** supplies the lush orchestral backing. **Johnny** is the 21-year-old from **down Jacksonville, Fla.**, way who is one of the newest names on the **Cadence** roster.

JUNE VALLI is climbing on the **Hot 100** with her newest **Mercury** wax, **Apple Green**. **Miss Valli**, a native **New Yorker**, likes to cook **Italian** dishes, sew, knit and ride horseback, when she can find the time. She will guest on the **Don McNeil** **Breakfast Club** radio show **April 4** thru 8.

JERRY VALE is performing his latest **Columbia** release, **Solitaire**, at the **Frolics**, **Revere, Mass.**, until **April 2**. He opens at the **New Wrights Supper Club**, **New Britain, Conn.**, **April 4** for one week.

DINAH WASHINGTON: Born **Ruth Jones** in **Tuscaloosa, Ala.**, **Dinah** was given music lessons by her mother and by the time she was 11 was singing and playing the piano in a **Baptist church** on **Chicago's South Side**. She and her mother formed a singing team and toured the country for 10 years. In 1942 she broke away from gospel singing to try the popular and blues fields. Since then, **Miss Washington** has become a favorite rhythm stylist, as evidenced by her **Mercury** hits, **What A Diff'rence A Day Makes**, **Unforgettable Baby** (with **Brook Benton**) and her current hit albums, **Dinah Washington** and **Dinah Washington The Queen**.

PROMOTION DAYS AND WEEKS: **March 21** is **National Teen-Agers Day**; to foster better relations between teen-agers and adults. **March 21** begins **National Television Technicians' Week**. **March 25** begins **Jewish Youth Week**, and it's **Independence Day** in **Greece**, **Lady Day** in **England** and **Ireland** and **Maryland Day** in **Maryland**. **March 27** begins the **20th Annual Rugby Week** in **Bermuda**, competition with teams from the **U. S. & Canada** competing with local teams.

See you in a week. **TOM ROLLO**.

THIS WEEK'S NEW Money Records

an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space **Billboard** ads.

SINGLES

- ABC LOVE—Junior and His Friends.....ABC-Paramount
- CHATTANOOGA SHOE-SHINE BOY—Freddie Cannon.....Swan
- CRADLE OF LOVE—Johnny Preston.....Mercury
- I LOVE THE WAY YOU LOVE—Mary Johnson.....United Artists
- LISTEN MY LOVE—Rod Lauren.....RCA Victor
- ON THE TERRACE—Harry Lubin Ork.....Decca
- TEEN-EX—The Browns.....RCA Victor
- THE MADISONS—Al Brown's Tunetoppers.....Amy Records
- THIS I KNOW—Rod Lauren.....RCA Victor
- TRES CHIC—Ray Anthony.....Capitol
- WHO'S OUR PET, ANNETTE—Junior and His Friends.....ABC-Paramount

ALBUMS

- GISELE MacKENZIE IN PERSON AT THE EMPIRE ROOM—Gisele MacKenzie.....Everest
- GREENWILLOW—Original Cast.....RCA Victor
- THE FUGITIVE KIND—Original Score.....United Artists

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

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

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THE FIRST 2500 DEALERS TO MAIL IN THE COUPON WILL EACH RECEIVE FREE 2 ORIGINAL CAST ALBUMS (ONE LIVING STEREO AND ONE REGULAR LONG PLAY) OF BROADWAY'S NEWEST HIT MUSICAL—"GREENWILLOW"



Frank Loesser's best score in years. Winingly performed by Anthony Perkins (in his musical show debut) and other stars of the original Broadway cast.

RUSH YOUR COUPON NOW!

RCA VICTOR, BOX 38B, ROCKAWAY, NEW JERSEY GW
 If my name is among the first 2500, please send me 2 albums of "Greenwillow" (1 regular L.P. and 1 Living Stereo). I understand winners will be chosen by date of postmark, not by date of receipt.

DEALER'S NAME _____
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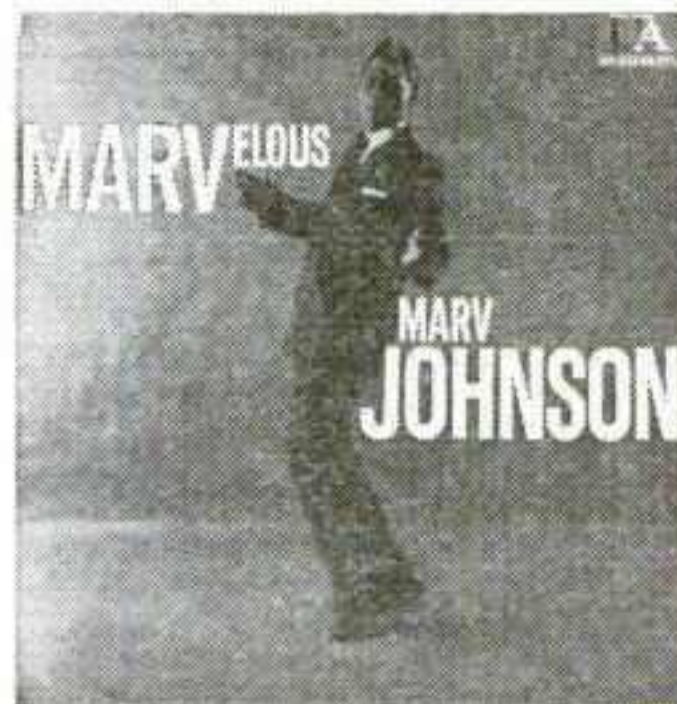


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SELLING
LIKE A
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UAL 3081
(UAS 6081 Stereo)



PUBLISHER: JOBETE MUSIC CO. INC. PERSONAL MANAGEMENT: BERRY GORDY, JR.

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

FOR THE WEEK ENDING MARCH 25, 1960

The Billboard TOP LP'S

MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast Columbia KOL 5450	14
2		3. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists RCA Victor LM 6074	17
3		2. FAITHFULLY Johnny Mathis Columbia CL 1422	10
4		4. HERE WE GO AGAIN Kingston Trio Capitol T 1258	20
5		5. HEAVENLY Johnny Mathis Columbia CL 1351	27
6		7. OUTSIDE SHELLEY BERMAN Verve MGV 15007	17
7		6. ITALIAN FAVORITES Connie Francis M-G-M E 3791	7
8		10. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LOC 6006	20
9		8. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CL 1349	13
10		9. THAT'S ALL Bobby Darin Atco LP 33-104	25
11		12. THIS IS DARIN Bobby Darin Atco LP 33-115	3
12		36. ENCORES OF GOLDEN HITS Platters Mercury MG 20472	2
13		14. OLDIES BUT GOODIES Assorted Artists Original Sound 5-001	27
14		11. FABULOUS FABIAN Chancellor CHL 5005	13
15		17. MORE JOHNNY'S GREATEST HITS Johnny Mathis Columbia CL 1344	35
16		16. TEENSVILLE Chet Atkins RCA Victor LPM 2161	5
17		19. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CL 1331	28
18		21. THE STUDENT PRINCE Mario Lanza RCA Victor LM 2339	1
19		28. "TWANGS" THE "THANG" Duane Eddy Jamie JLP 3009	9
20		27. CONCERT IN RHYTHM, VOL. II Ray Conniff Columbia CL 1415	3

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		15. LET'S ALL SING WITH THE CHIPMUNKS Liberty LRP 3132	17
22		22. THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MGV 15009	8
23		25. PORGY AND BESS Sound Track Columbia OL 5410	36
24		24. BLUE HAWAII Billy Vaughn Dot DLP 3165	36
25		34. WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereoaddities MW 1	3
26		23. SWINGIN' ON A RAINBOW Frankie Avalon Chancellor CHL 5004	13
27		30. FOR THE FIRST TIME Mario Lanza RCA Victor LM 2338	20
28		32. GENIUS OF RAY CHARLES Atlantic LP 1312	5
29		— THEME FROM A SUMMER PLACE Billy Vaughn Dot DLP 3276	1
30		29. NO ONE CARES Frank Sinatra Capitol W 1221	31
31		20. SANTO AND JOHNNY Canadian-American CA 1001	10
32		26. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1389	13
33		31. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia ML 5386	23
34		— MY LORD, WHAT A MORNIN' Harry Belafonte RCA Victor LPM 2022	1
35		— ANNETTE SINGS ANKA Vista BV 3302	1
36		33. COME FLY WITH ME Frank Sinatra Capitol W 920	12
37		37. FIORELLO! Original Cast Capitol WAO 1321	11
38		— QUIET VILLAGE Martin Denny Liberty LRP 3122	25
39		— CONNIFF MEETS BUTTERFIELD Ray Conniff Columbia CL 1346	11
40		39. GYPSY Original Cast Columbia OL 5420	36

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN . . . Verve MGV 15003	48
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	104
3		4. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	58
4		3. MY FAIR LADY, Original Cast, Columbia OL 5090	207
5		— KINGSTON TRIO AT LARGE . . . Capitol T 1199	40
6		6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	99
7		5. GIGI, Sound Track, M-G-M 3641 ST	90
8		8. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	57
9		11. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	55
10		7. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	89
11		9. THE MUSIC MAN, Original Cast, Capitol WAO 990	108
12		10. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	62
13		13. HYMNS, Tennessee Ernie Ford, Capitol T 756	141
14		15. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226	45
15		— KINGSTON TRIO . . . Capitol T 996	40
16		14. SOUTH PACIFIC, Original Cast, Columbia OL 4180	303
17		19. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	52
18		16. THE KING AND I, Sound Track, Capitol W 740	178
19		17. OKLAHOMA! Sound Track, Capitol SAO 595	211
20		20. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	57
21		12. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	49
22		21. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	69
23		23. GEMS FOREVER, Mantovani, London LL 3032	57
24		18. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	55
25		24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	62

STEREO ACTION ALBUMS --- on the charts 19 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast Columbia KOS 2020	11
2		2. PERSUASIVE PERCUSSION Various Artists Command S 800	9
3		6. PROVOCATIVE PERCUSSION Various Artists Command S 806	9
4		4. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LSO 6006	18
5		5. FAITHFULLY Johnny Mathis Columbia CS 8219	7
6		7. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia MS 6068	19
7		8. LET'S DANCE AGAIN David Carroll Mercury SR 60152	11
8		10. STILL MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8009	12
9		13. QUIET VILLAGE Martin Denny Liberty LST 7122	19
10		12. FIORELLO! Original Cast Capitol SWAO 1321	11
11		— BOUQUET Percy Faith Columbia CS 8124	2
12		11. SAIL ALONG SILVERY MOON Billy Vaughn Dot DLP 25100	10
13		14. CONNIFF MEETS BUTTERFIELD Ray Conniff Columbia CS 8155	12
14		20. CONCERT IN RHYTHM, VOL. I Ray Conniff Columbia CS 8022	19
15		16. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1005	12

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		17. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056	7
17		19. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn RCA Victor LSC 2355	7
18		26. IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 8143	6
19		— KINGSTON TRIO Capitol ST 996	5
20		18. NEW ORLEANS Pete Fountain Coral CRL 7-57282	4
21		22. 'S AWFUL NICE Ray Conniff Columbia CS 8001	5
22		23. WITH THESE HANDS Roger Williams Kapp KS 3030	18
23		15. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CS 8158	6
24		21. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8043	9
25		25. TILL Roger Williams Kapp KX 1081	18
26		9. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould RCA Victor LSC 2345	19
27		27. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CS 8184	12
28		29. FLOWER DRUM SONG Original Cast Columbia OS 2009	11
29		28. LET'S ALL SING WITH THE CHIPMUNKS Liberty LST 7132	10
30		30. THE EDDY DUCHIN STORY Sound Track Decca DL 7-8289	4

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	44
2		2. MY FAIR LADY, Original Cast, Columbia OS 2015	44
3		3. HEAVENLY, Johnny Mathis, Columbia CS 8152	26
4		— HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	20
5		9. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	42
6		5. GIGI, Sound Track, M-G-M SE 3461 ST	44
7		8. OKLAHOMA! Sound Track, Capitol SWAO 595	42
8		4. GEMS FOREVER, Mantovani, London PS 106	33
9		11. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	44
10		13. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	21
11		10. THE KING AND I, Sound Track, Capitol SW 740	32
12		7. STRAUSS WALTZES, Mantovani, London PS 118	28
13		14. MUSIC MAN, Original Cast, Capitol SWAO 990	40
14		6. ONLY THE LONELY, Frank Sinatra, Capitol SW 1053	24
15		— BLUE HAWAII, Billy Vaughn, Dot DLP 25165	33
16		15. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	39
17		16. GYPSY, Original Cast, Columbia OS 2017	23
18		17. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	42
19		20. 'S MARVELOUS, Ray Conniff, Columbia CS 8037	22
20		— MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	23

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOGRAPHIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . . . Assorted Artists, RCA Victor LM 6074
2. THE LORD'S PRAYERThe Mormon Tabernacle Choir (Condie), Columbia ML 5386
3. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
4. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
5. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
7. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
8. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P 8343
9. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia ML 5286
10. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

1. THE LORD'S PRAYERMormon Tabernacle Choir (Condie), Columbia MS 6068
2. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
3. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
4. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
5. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
7. OFFENBACH: GAITE PARISIENNE, KHATCHATURIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LSC 2267
8. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
9. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol SP 8343
10. BEETHOVEN: SYMPHONIES NOS. 4 & 5
The Columbia Symphony Orchestra (Walter), Columbia MS 6055

BEST SELLING LOW PRICE LP'S (List price \$2.98 or less)

- STEREOPHONIC**
1. Soul of Spain, Vol. 2
101 StringsStereo Fidelity SF 9900
 2. Soul of Spain, Vol. 1
101 StringsStereo Fidelity SF 6600
 3. 101 Strings Play the Blues
.Stereo Fidelity SF 5800
 4. Symphony for Glenn
Hamburg Philharmonic OrkStereo Fidelity SF 5400
 5. Hawaii in Stereo
Leo Addeo OrkRCA Camden CAS 510
 6. Concerto Under the Stars
101 StringsStereo Fidelity SF 6700
 7. Opera Without Words
101 StringsStereo Fidelity SF 8700
 8. The Music Man
Various ArtistsLion SL 70091
 9. My Fair Lady-The King and I
Various ArtistsStereo Fidelity SF 2700
 10. Gypsy
Jack Sterling QuintetHarmony HL 11016

- MONOPHONIC**
1. Soul of Spain
101 StringsSomerset P 6600
 2. Perry ComoRCA Camden CAL 511
 3. Good Housekeeping's Plan for Reducing
Off the RecordHarmony HL 7143
 4. Huckleberry Hound
Daws Butler and Don MessickColpix CP 202
 5. South Pacific
Al Goodman OrkRCA Camden CAL 421
 6. Silver Screen
101 StringsSomerset P 7000
 7. Hawaii in Hi Fi
Leo Addeo OrkRCA Camden CAL 510
 8. 101 Strings Play the Blues
.Somerset P 5800
 9. Sound of Music
Norman Paris QuartetHarmony HL 7235
 10. Backbeat Symphony
101 StringsSomerset P 11500

BEST SELLING POP EP'S

1. Gunfighter Ballads and Trail Songs
Marty RobbinsColumbia EPB 13491
2. Heavenly
Johnny MathisColumbia EPB 13511
3. Genius of Ray Charles
.Atlantic EP 619
4. Kingston Trio at Large
.Capitol EAP 1199
5. Fireside Sing Along With Mitch
Mitch MillerColumbia EPB 13891
6. Hymns
Tennessee Ernie FordCapitol EAP 1-756
7. Here We Go Again
Kingston TrioCapitol EAP 1258
8. Songs by Ricky
Ricky NelsonImperial EP 162
9. Ricky Sings Again
Ricky NelsonImperial EP 159
10. Peter Gunn
Henry ManciniRCA Victor EPA 4333

Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

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

Pop

14 MORE NEWIES BUT GOODIES



Various Artists, Mercury MG 20581 — Mercury has rounded up another batch of recent single waxings, including such hit sides as Johnny Preston's "Running Bear," Dinah Washington's "What a Difference a Day Makes," etc. Also featured are sides by the Platters, Brook Benton, Patti Page, Rusty Draper, Sil Austin, Elton Anderson, George Jones, Sarah Vaughan and others. A solid buy for pop fans.

GREENWILLOW



Original Cast, RCA Victor LOC 2001; LSO 2001 (Stereo & Monaural) — Frank Loesser's score for "Greenwillow" is certainly one of his most attractive. It is interpreted by Tony Perkins, Cecil Kellaway, Pert Kelton and other members of the Broadway cast with winning appeal and charm. The score boasts a flock of unusual and interesting songs — "Faraway Boy," "Summertime Love" and "Never Will Marry" to name a few. Packaging is attractive, and the sound is excellent.

I AM NOT A NUT, ELECT ME



Lenny Bruce, Fantasy 7007—The humorist has another package with likely big sales in view. He lashes out at travel, entertainers, night clubs and a varied flock of subjects. Each topic is subject to his witty brand of humor. Crowd reaction to the selections, which were recorded during club appearance, adds to the over-all appeal. Interesting cover will command interest.

HOW THE WEST WAS WON (2-12")



Bing Crosby, Rosemary Clooney, Desert Mormon Choir, Mormon Tabernacle Choir, Jimmie Driftwood and Sam Hinton—This handsome set is sure to attract. The striking cover and informative booklet are perfect complements to the fine album contents which are interpreted by a stellar line-up of artists. The two-disk set offers a heap of Americana in narrated and song form. Strongest potential.

Jazz

PYRAMID



Modern Jazz Quartet, Atlantic 1325—Here's another solid sales package by the Quartet, featuring their usual inventive, tasteful treatments of standards—"High High the Moon," "It Don't Mean a Thing"—and originals, including the title theme, a gospel blues-flavored item with fascinating tempo changes inspired by a Mahalia Jackson performance.

Children's

MOTHER GOOSE NURSERY RHYMES



Sterling Holloway, Disneyland DQ 1211—Sterling Holloway, with a sort of pixieish voice, is the focal point of a nicely imaginatively produced set of Mother Goose. There is a sort of loose, story-telling continuity between the various verses and songs all of which should serve to hold the attention of the kiddie klan. A Disney chorus sings the many tunes. "Humpty Dumpty," "Peter Piper," "Sing a Song of Sixpence," etc. are all here. A solid buy for the youngsters.

International

BRENDAN O'DOWDA SINGS IMMORTAL IRISH BALLADS



Capitol ST 10213 (Stereo & Monaural) — This item is loaded, with universal appeal, and all folk collectors will appreciate the authenticity of the ballads, the fine writing, great lyrics and the sincere and tasteful presentations by the talented artist. Fine backing and arrangements add to the attractiveness of the tunes which were all penned by the late Percy French, who was both a fine songwriter and artist. Truly a package that should be pushed by dealers. Attractive cover.

Sacred

THE STATESMEN ON STAGE



RCA Victor LSP 2188 (Stereo & Monaural)—A gas of a performance by the famous gospel group. This, in line with a growing trend, was recorded live from the well-known Ryman Auditorium in Nashville, and the enthused response of the live audience is catching. The boys outdo themselves with a thoroly exciting presentation including many stomping, rhythmic upbeaters. There are 16 offerings done with great vocal pyrotechnics, that should satisfy fans of the Statesmen in particular and gospel material in general. The spirit was on everybody here.

Specialty

SOUNDS OF PARRIS ISLAND



Gold Star Records—This is, literally, a blow by blow reconstruction of what it means to go thru 13 weeks of training at a U. S. Marine boot camp. From the arrival of the trainees to the graduation exercises, one hears the sounds of the recruits being processed, lectured, drilled, dressed down and generally shaped into a fighting unit. Alumni may find the sounds of bellowing drill sergeants like music; others will get an education in Marine training procedures from this disk.

(Continued on page 29)

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★ ★ ★ ★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **LONELY BLUE BOY**
Conway Twitty, M-G-M E 3818—Twitty's big single hit, "Lonely Blue Boy," is included in this package, which blends with r.&r. hits like "Heartbreak Hotel," etc., with such oldies as "Blue Moon," and "My Adobe Hacienda." A spinnable package for jocks with young audience.

★★★★ **AFTER SIX**
Dick Hyman, M-G-M E 3827 — Title alludes, presumably, to dancing and entertainment after 6 p.m., and the liner notes are by Bert Bacharach, fashion expert, who comments on the "After Six" tuxedo worn by Hyman and others on the cover. In any event, a very fine package of sophisticated music for listening and dancing. Hyman's keyboarding is superb; he plays virtually all idioms with fluency, and his trio provides smart backing. The side includes show tunes, Latin rhythms, ballads, etc.

★★★★ **PARADE**
Original Cast, Kapp KD 7005-S (Stereo & Monaural) — Jerry Herman's latest revue, "Parade," boasts several clever situation songs, a fair share of ballads and interesting monologs. It continues to run solidly off Broadway. Star Dody Goodman is featured in several amusing skits, as are Richard Tone, Fia Karin, Charles Nelson Reilly and Lester James. The numbers have been effectively trimmed to include the show's best material. Accompaniment is by two pianos, bass and percussion.

★★★★ **WHERE THERE'S LIFE**
Russ David Ork, RCA Victor LSP 2191 (Stereo & Monaural)—The keynote here is brightness and a joyous approach to pop songs which all have "Life" in their titles. The arrangements are playful and sparkling, as in "Ah Sweet Mystery of Life," "Life Is Just a Bowl of Cherries" and "Give Me the Simple Life." The LP's title is derived from a well-known TV commercial and the product of the sponsor, a prominent beer manufacturer, is shown on the cover. Resulting plugs should help sale of this album.

★★★★ **THE BIG HURT**
Toni Fisher, Signet WP 509 — The lark, who had a big singles hit with her recording of the album title tune, warbles to strong effect on a fine array of tunes, including standards and new material. Her sultry pipes are used to advantage on such fare as "Take Me in Your Arms," "Gloomy Sunday," "Speak of the Devil" and "The Big Hurt." Strong chances.

(Continued on page 31)

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The pick of the new releases:
SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 27

SOUND
BAND OF THE IRISH GUARDS

(Jaeger) Capitol ST 10232 (Stereo & Monaural) — The excellent ensemble presents a program that includes works by Mendelssohn, Mozart, and Bennett. The various arrangements are effectively tailored for the band instrumentation. A wide range of tones and colors are achieved under Major Jaeger's direction. Sound in this set is hard to beat, and buffs will have a ball demonstrating it.

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

THE FABULOUS JOSEPHINE BAKER

RCA Victor LSC 2427 (Stereo & Monaural)—Fabulous is the word for Josephine Baker. Virtually a legend for 35 years since she became the idol of Paris; this outstanding recording provides a glimpse of her dynamic talents. Her own individual style seems eternally youthful whether turned loose on a novelty, sentimental ballad or torch song. Her forthcoming trip here, with the attendant excitement, should help sales. Highly recommended for radio programming.

GILBERT & SULLIVAN SONGBOOK

Ralph Hunter Choir, RCA Victor LSP 2116 (Stereo & Monaural)—The accomplished mixed choral group turns out a de luxe package that, quite likely, a flock of Gilbert and Sullivan fanciers have been waiting for. These are 13 ever-popular melodies by the famous pair from a half dozen operettas, "H.M.S. Pinafore," "Pirate of Penzance," "The Mikado," "Trial by Jury," "Patience" and "Princess Ida." The arrangements for accompanying ork are delightful and fit well with the payoff job by the Choir. Eight copies of lyrics of all the tunes are included for a song party. Folder type package should do well.

POP TALENT

LOVE IS NOTHING BUT THE BLUES

Dick Williams, Capitol ST 1330 (Stereo & Monaural)—Williams applies a pleasant baritone to a flock of standards. He makes an impressive album debut, and he's nicely backed on the tunes by the Jack Marshall ork. Set has been well recorded in stereo. Selections include "Love Letters," "Somewhere Along the Way" and the album title tune. Fine programming fare for jocks.

POP DISK JOCKEY PROGRAMMING

CAN-CAN

Nelson Riddle, Capitol ST 1365 (Stereo & Monaural)—The Nelson Riddle ork serves up sparkling and colorful terp arrangements of the Cole Porter music from "Can-Can." Several of the composer's tunes, not in the Broadway score, are utilized in the film. Sound in stereo comes thru to strong effect. Numbers include "I Love Paris," "It's All Right With Me" and "Just One of Those Things." Displayable cover will help.

JAZZ

THE GREAT WIDE WORLD OF QUINCY JONES

Mercury MG 20561 — This is the first recording by the newly formed Quincy Jones band, and it's a swinging waxing. The band features arrangements by such top names as Ernie Wilkins, Bill Potts, Al Cohn, Ralph Burns, and Jones himself. The sections play with verve and solos by Phil Woods, Jimmy Cleveland, Lee Morgan, Julius Watkins, and others, are very attractive. Tunes include "Lester Leaps In," "Air Mail Special" "Cherokee" and "Chant of the Weed." Strong modern big band wax.

CLASSICAL

MOORE: SYMPHONY IN A; PERRY: STABAT MATER

Japan Philharmonic Symphony Orchestra (Strickland) omposers CRI 133—A very good performance of the attractive Symphony in A Major by composer Douglas Moore, plus a capable reading of Julia Perry's "Stabat Mater." The Japan Philharmonic Symphony Orchestra, newest of the five major Tokyo symphonic groups, performs creditably, and the work of soprano Makiki Asakura is assured. Two well-performed works of contemporary American composers.

HOVHANESS: MEDITATION ON ORPHEUS

Japan Philharmonic Symphony Orchestra (Strickland).

WOOD: POEM FOR ORCHESTRA

Asahi Orchestra of Tokyo (Korn)

KELLER: SYMPHONY NO. 3

Japan Philharmonic Symphony Orchestra (Strickland) Composers CRI 134—The position of Alan Hovhaness as one of America's finest contemporary composers is verified by his new work, an arresting and always interesting opus with some highly original touches. It is adeptly performed by the Japan Philharmonic, which also presents Homer Keller's "Third Symphony," a somewhat less inspired effort. The Asahi Orchestra of Tokyo plays Joseph Wood's short romantic "Poem for Orchestra," a compact and melodious work.

OPERA

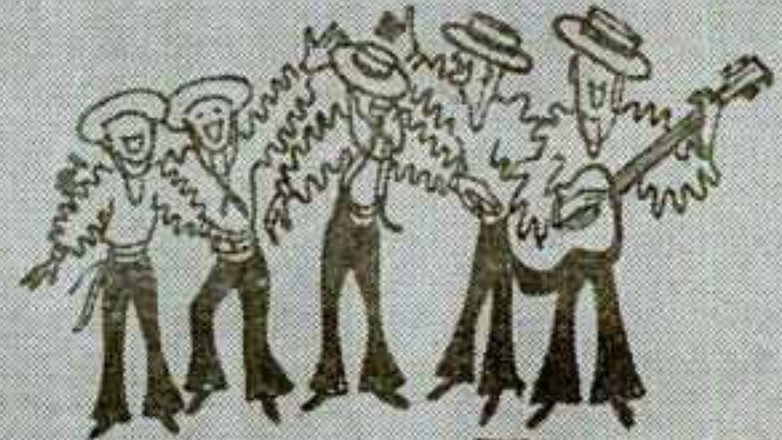
LEONARD WARREN

RCA Victor LM 2453—The late artist's fans will find this memorial

album a worthy tribute to Leonard Warren's talents. Included are arias from several of the operas in which he appeared. A brief, but dedicated liner lends a quality touch. Dates of performances are listed after each selection. Striking cover photo.

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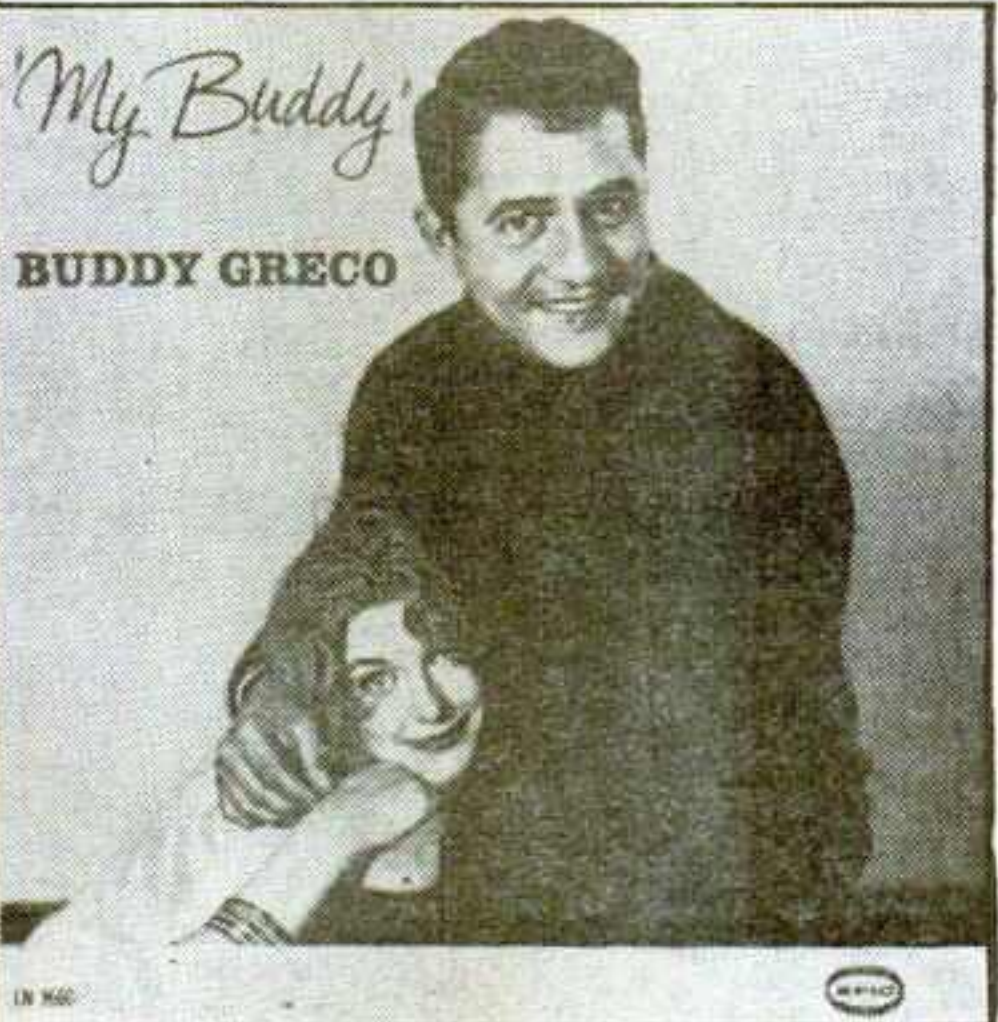
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REMEMBER WHEN • THE MERRILL STATON CHOIR—A wonderfully warm and nostalgic collection of turn-of-the-century songs, sung by one of the country's finest choral groups. Included are "Little Brown Jug," "Grandfather's Clock," "The Man on the Flying Trapeze," and eighteen others.
LN 3664 BN 559*

VIVA FRANCIS BAY & THE BIG DANCE BAND—Europe's top Latin big dance band arranger and leader, Francis Bay, presents his inimitable style, combining the excitement of the Latin beat with driving but subtle swinging phrases on "Brazil," "Anna," "Mambo #5," and 9 others.
LN 3673 BN 561*

*STEREORAMA

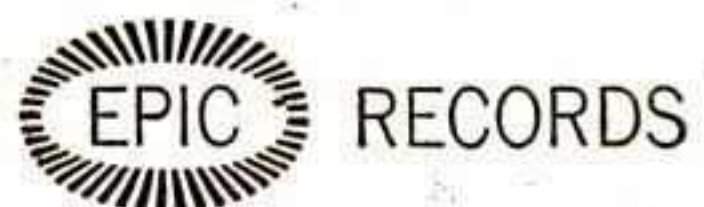
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BIG DANCE BAND

THE WORLD
OF WONDERFUL MUSIC
IS YOURS ON



Reviews and Ratings of New Albums

★★★★
VERY STRONG SALES POTENTIAL

Continued from page 29

LOW-PRICED POPULAR ★★★★★

★★★★ MORE PETER GUNN
Sound-Stage All Stars. Hamilton HLP 1125—A bright new recording of additional selections culled from the much-watched "Peter Gunn" TV show. As usual, the Mancini music is catchy and listenable, and the ork, under the direction of Pete Candoli, plays it in swinging jazz style, that will appeal both to jazz buffs and pop fans. Best sides are "The Little Man Theme," "Goofin' at the Coffee House" and "Blues for Mothers."

★★★★ MORE EDDY ARNOLD
Camden CAL 563 — A strong collection of previously issued singles by Eddy Arnold, who is back on the hit lists again with his new recordings. The tunes contained here include "Little Bit," "The Day You Left Me," "Unbreakable Heart," and "Just a Little Lovin'." Should have good sales, especially on racks.

★★★★ RODGERS & HAMMERSTEIN SONGBOOK
Richard Kiley. (2-12"). Camden CBL 192 — An excellent two-LP set featuring musical comedy singer Richard Kiley performing the best known Rodgers and Hammerstein tunes from "Oklahoma," "Carousel," "State Fair," "Allegro," "South Pacific," "The King and I," "Me and Juliet," "Pipe Dream," "Cinderella," and "Flower Drum Song." Good orchestral backing by

the George Siravo ork. The liner notes are informative and the set is packaged smartly.

CHILDREN'S ★★★★★

★★★★ DONALD DUCK & HIS FRIENDS
Disneyland DQ 1212 — Jiminy Cricket and the familiar Donald take part in a loosely-knit story idea that forms a framework, around which are woven a flock of sing-along tunes that most old gangs love to sing. The kids will like the story-telling gimmick, but the new angle for them is the tunes—"Hall Hail the Gang's All Here," "Clementine," "Alouette," etc., the lyrics for which are reprinted on the back cover. Can prove popular with a wide segment of youngsters.

LOW-PRICED CLASSICAL ★★★★★

★★★★ SHOSTAKOVICH: SYMPHONY NO. 7
Czech Philharmonic (Anceri). (2-12"). Parliament PLP 127 — This is the symphony which, composed shortly after the German invasion of Russia, was given a triumphal premiere here by Toscanini. Celebrating the defense of Leningrad, it remains a moving and powerful work. With only two other versions available, this splendidly performed low price edition by the Czech Philharmonic should compete on a favorable basis. Demonstrate the frighteningly repeated "Invasion" march theme in the first movement.

★★★
GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ STEEL GUITAR
Speedy West. Capitol T 1341 (Stereo & Monaural)—A mighty snappy album production with West, a brilliant man with his fast moving fingers, giving out with a fancy exercise on the 24-stringed instrument. He's in the spotlight practically all the time in front of a rhythm quartet. A lot of the Western, ranch-styled sound here and it can make a lot of people want to dance, or just listen. Sample titles would include "Speedin' West," "Railroadin'," etc. A lot of these sides would rate as great juke box singles.

★★★★ BABY, THEY'RE SINGING OUR SONG
King Sisters. Capitol ST 1333 (Stereo & Monaural)—There is a medley of 14 songs on the first side, and Side Two has a medley of 11 tunes. The King Sisters apply their listenable, modern harmonies to a flock of oldies. Tempos and types are nicely varied. Drop the needle at any point of either side for highly pleasant results. A winning jockey album, and it also has strong chances sales-wise.

★★★★ DALE ROBERTSON PRESENTS HIS ALBUM OF WESTERN CLASSICS
Roland Shaw. RCA Victor LSP 2158 (Stereo & Monaural)—The arrangements of the Western classics were done by Roland Shaw. Selections include the theme from the TV'er, "Wells Fargo," of which Robertson is the star, "Across the Wide Missouri," "Boots and Saddle" and "High Noon." Cover photo of Robertson may help attract some sales.

★★★★ HAWAII CALLS
Various Artists. Capitol ST 1339 (Stereo

& Monaural)—Various artists interpret a flock of tunes of Hawaiian origin or those that deal with the island in their themes. A listenable variety of fare is included—"Hawaiian War Chant," "Hawaiian Wedding Song," "Blue Hawaii," etc. The set has been effectively recorded in stereo, and can be an easy-sell item.

★★★★ SONGS FOR A RANEY DAY
Sue Raney. Capitol ST 1335 (Stereo & Monaural)—Several of the tunes in the lark's latest LP have been selected to take phonetic advantage of her last name. She warmly renders "I Get the Blues When It Rains," "Blue Tears" and others like "Impossible" and "Wrap Your Troubles in Dreams." The set is listenable thruout. It's a very spinnable package for jocks, and it should prove a good seller also.

CARMEN MacRAE
★★★★ What Has She Got? — KAPP 327 — Miss MacRae turns in a fine reading of an attractive bouncy theme. Light ork backing backs the listenable effort. It should move well. (Korwin, ASCAP)

★★★★ Big Town — Sultry tune is sold well by the lark over a lovely, mood arrangement. Good jockey material. (Garland, ASCAP)

★★★★ HAMMOND GONE CHA CHA
Jackie Davis. Capitol ST 1338 (Stereo & Monaural)—Organist Davis serves up a listenable set of cha chas that should appeal to fanciers of the popular Latin, terp step. Included are "The Glow Worm," "A Woman in Love" and "Perfidia." Fine sound and an attractive cover will help lure sales.

★★★ CRAZY TIMES

Gene Vincent. Capitol ST 1342 (Stereo & Monaural)—Vincent, primarily a rockabilly artist, will surprise many listeners with his approaches in this set. The some of the tunes are done with his traditional zest, others are performed with a much smarter feeling. Tunes include "Accentuate the Positive," "Crazy Times" and "Hot Dollar." Set will appeal to teen and adult buyers.

★★★ CARIBBEAN

Mitchell Torok. Guyden GLP 502—Torok sings many of his own songs here—including his smash composition of 1953, "Mexican Joe." Also material by Boudleaux Bryant and Torok's wife, Romona Redd. Good package, with pop appeal. Some of the other titles are "Caribbean," "Guardian Angel."

★★★ STEP OUT SINGING

Tommy Edwards. M-G-M E 3822—Edward styles the tunes in his latest set in a lightly swingin' groove. Included are his current hit singles, "Don't Fence Me In," "Tangerine" and "Over the Rainbow." Tasteful arrangements by Leroy Holmes nicely back the singer. Set allows for fine programming, and it should prove a strong seller.

JAZZ ★★★★★

★★★ BLUES & ROOTS

Charlie Mingus. Atlantic 1305 — Charlie Mingus gets a chance in this set to display some earthy, down home, churchy style of music, mainly cast in the blues form. Some of it is very exciting but a lot of it seems superficial in spite of the shouts and yells. Mingus, as usual, is superb on bass, and Jackie McLean and Pepper Adams come thru well, too. Best sides are "Moanin'," "Tensions" and "My Jelly Roll Soul." Mingus has been better represented on wax, altho this is an interesting set.

CLASSICAL ★★★★★

★★★★ ENESCO: OCTET IN C MAJOR
Rumanian Symphony Orch. (Silvestri). Arlia ALP 119 — An excellent recording of Enesco's "Octet in C Major," performed by the String Ensemble of the Rumanian Symphony Orchestra, under the direction of Constantin Silvestri. This work, rarely performed, was daring when it was first presented, and even today its unresolved chords and uneven rhythms place it squarely in the modern idiom. The recording is good, and the packaging is attractive. An LP for the connoisseurs.

FOLK ★★★★★

★★★★ TINKLING
Nitoz Gonzales. Capitol ST 10233, (Stereo & Monaural) — Gonzales and His Manila Rondalla offer an interesting program of native Filipino dances. Liner notes for the set give background info about some of the dances included that will help contribute to the enjoyment of the set. Sound is good. Likely limited sale, however.

LOW-PRICED

INTERNATIONAL ★★★★★

★★★★ SOVIET ARMY CHORUS & BAND
Parliament PLP 128 — Material on this album is representative of songs from various parts of the Soviet Union. Songs are sad, haunting, some with balalalka backing. Voices and arrangements are excellent. A good buy at the price.

INTERNATIONAL ★★★★★

★★★★ THIS IS FELIX CABALLERO
Secco CELP 444 — Chanter has a fine tenor voice, in the legit style, and he renders the performances in Spanish, his native tongue. Included are "Green Eyes," "What a Difference a Day Makes," "Without You" and "Orchids in the Moonlight." His tonal quality is highly romantic.

SPIRITUAL ★★★★★

★★★★ SISTER ROSETTA THARPE
M-G-M E 3821 — In addition to true spirituals, Sister Tharpe also performs some inspirational sides here, such as "I Believe." Other material includes "Walk All Over God's Heaven," "Without Him," etc. Good cover.

RELIGIOUS ★★★★★

★★★★ A TIME TO SING
Fague Springman. Word W 3077 — Springman is indeed an impressive baritone stylist and has a voice which fits the religious groove unusually well. To the accompaniment of full orchestra, he offers such well-known oratorio selections as "Largo" from Handel's "Xerxes"; "O God Have Mercy" from Mendelssohn's "St. Paul"; plus Sullivan's "The Lost Chord," and "The Lord's Prayer," by Malotte. A rewarding program of devotional material.

★★★★ WHITE SISTERS
Word W 3099 — The White Sisters

offer listenable vocal settings of several hymns and sacred songs. They are accompanied by Harold De Cou, who also did the arrangements. Selections include "Someone," "In Times Like These," and "Saved By Grace." Devotees of this sort will find the set an attractive item.

★★★ MAJESTIC THEMES

Claude Rhea. Word W 3087 — Tenor Claude Rhea's voice, which seems close to operatic in range and timbre, is well suited to the repertoire he presents on this record. It consists of devotional and sacred music as well as adaptations of such other works as the folk song "I Wonder as I Wander." Excellent support given by the Concert Orchestra of London. Above average quality among religious records.

★★★
MODERATE SALES POTENTIAL

LOW-PRICED POPULAR ★★★★★

★★★ A SALUTE TO KEN GRIFFIN
Bill Simon. Lion L 70134 — Bill Simon recreates veteran organist Ken Griffin's style on a group of Griffin favorites—"You Can't Be True, Dear," "You Tell Me Your Dream" and other pleasant standards. Moderate sales potential.

LOW PRICE POLKA ★★★★★

★★★ POLKAS
Various Artists. Audio-Lab AL 1543 — Clarinet, accordion and trumpets take the lead at various points in this pleasant

Massey-Ferguson Sets Foley Series On Keystone Net

SPRINGFIELD, Mo. — A new 63-program series, "Radio Jubilee," built around country music's Red Foley, has been bought by Foley's television sponsor of the past two years, Massey-Ferguson, Inc., farm-equipment manufacturer, who will place the show for three-day-a-week runs on selected affiliates of the Keystone Broadcasting System.

To date, the line-up of stations contracted to carry the quarter-hour series numbers 120, according to John B. Mahaffey, RadioZark vice-president, who set the deal for Foley.

Format, according to Mahaffey, leans heavily upon typical Foley novelty tunes and his trade-marked "songs of inspiration." Announcer will be Massey-Ferguson's TV spokesman, Joe Slattery.

and sometimes rollicking set of polkas. There are a dozen tunes altogether by a number of unbilled bandleaders and their groups. Good sound, and the price is right, but there'll be plenty of competition from the names in this field, all of whom have their own separate followings.

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The Rocking 50s
Atlantic's Ten Year Survey of the Teen Hits

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THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING MARCH 12

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	THEME FROM A SUMMER PLACE	By Steiner—Published by Witmark (ASCAP)	9
2	2	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	10
3	3	WILD ONE	By Lowe-Mann & Appel—Published by Lowe (ASCAP)	6
4	4	HANDY MAN	By Blackwell-Jones—Published by Sheldon Music (BMI)	10
5	5	WHAT IN THE WORLD'S COME OVER YOU	By Jack Scott—Published by Peer Int'l & Star Fire (BMI)	9
6	11	PUPPY LOVE	By Paul Anka—Published by Spanka (BMI)	3
7	5	TEEN ANGEL	By JNR-Surrey—Published by Acuff-Rose (BMI)	11
8	7	BEYOND THE SEA	By Trenet-Lawrence—Published by Harms (ASCAP)	8
9	8	BABY	By Clyde Otis-Murray Stein—Published by Meridian-Play (BMI)	6
10	13	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	5
11	12	HARBOR LIGHTS	By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP)	6
12	14	FOREVER	By Buddy Killen—Published by Tree (BMI)	6
13	10	LET IT BE ME	By M. Curtis-P. DeAnce-G. Becaud—Published by Leeds (ASCAP)	9
14	9	RUNNING BEAR	By J. P. Richardson—Published by Big Bopper Music (BMI)	14
15	19	DELAWARE	By Irving Gordon—Published by Gunston (ASCAP)	4
16	18	LADY LUCK	By Price-Logan—Published by Pri-Gan (BMI)	5
17	16	BEATNIK FLY	By T. King & I. Mack—Published by Duchess (BMI)	3
18	21	O, DIO MIO	By Hoffman-Manning—Published by Topper (BMI)	2
19	27	MAMA	By Barlow-Brito—Published by Southern (ASCAP)	2
20	—	SINK THE BISMARCK	By J. Horton & T. Franks—Published by Cajun (BMI)	1
21	—	THIS MAGIC MOMENT	By Pomus-Shuman—Published by Rumbalero-Tiger-Tredlew (BMI)	1
22	25	(WELCOME) NEW LOVERS	By Charles Singleton—Published by Roosevelt (BMI)	2
23	17	MIDNIGHT SPECIAL	By Milton Schnapf—Published by Jones-Milbern (BMI)	5
24	30	LITTLE BITTY GIRL	By C. Ballard-F. Tobias—Published by Sequence (ASCAP)	5
25	—	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	1
26	—	AM I THAT EASY TO FORGET	By Carl Belew-W. S. Stevens—Published by Four Star (BMI)	1
27	22	EL PASO	By Marty Robbins—Published by Marty's Music (BMI)	17
28	26	LONELY BLUE BOY	By Weisman-Wyse—Published by May (ASCAP)	9
29	—	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	1
30	—	MONEY	By J. Bradford Gordy Jr.—Published by Jobette (BMI)	1

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.
- HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- WILD ONE**—Bobby Rydell, Cameo 171.
- HANDY MAN**—Jimmy Jones, Cub 9049.
- WHAT IN THE WORLD'S COME OVER YOU** — Jack Scott, Top Rank 2028.
- PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- TEEN ANGEL** — Mark Dinning, M-G-M 12845.
- BEYOND THE SEA**—Bobby Darin, Ato 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- BABY**—Dinah Washington & Brook Benton, Mer 71565.
- SWEET NOTHIN'S** — Brenda Lee, Dec 30967.
- HARBOR LIGHTS**—LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.
- FOREVER**—Little Dippers, University 210; Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.
- LET IT BE ME**—Everly Brothers, Cadence 1376.
- RUNNING BEAR**—Johnny Preston, Mer 71474; Smiley Wilson, Freedom 44025.
- DELAWARE** — Perry Como, Vic 7670.
- LADY LUCK**—Lloyd Price, ABC-Paramount 10075.
- BEATNIK FLY** — Johnny and the Hurricanes, Warwick 520.
- O, DIO MIO**—Annette, Vista 354.
- MAMA** — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591.
- SINK THE BISMARCK** — Johnny Horton, Col 41568.
- THIS MAGIC MOMENT**—Drifters, Atlantic 2050.
- (WELCOME) NEW LOVERS** — Pat Boone, Dot 16048.
- MIDNIGHT SPECIAL** — Paul Evans, Guaranteed 205; Gateway Singers, Dec 29972; Tiny Grimes, Atlantic 865; Gordon Jenkins/Weavers, Dec 28272.
- LITTLE BITTY GIRL**—Bobby Rydell, Cameo 171.
- GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp 323.
- AM I THAT EASY TO FORGET** — Carl Belew, Dec 30842; Skeeter Davis, Vic 7671; Debbie Reynolds, Dot 15985.
- EL PASO** — Marty Robbins, Col 41511.
- LONELY BLUE BOY** — Conway Twitty, M-G-M 12857.
- SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- MONEY** — Barrett Strong, Anna 1111.

CONCERT REVIEW

Hanna Ahroni Scores at Town Hall

The remarkable young Israeli singer, Hanna Ahroni, showed herself to be not only a talented artist but a show-wise personality who captured the attention of the Town Hall audience and held it at her concert last Saturday (12). Altho the Decca artist does sing some songs which fall into the general folk category, she is really not a folk singer at all, but an international entertainer. Her next engagement, at Las Vegas' Thunderbird, surely should enable her to point this up.

The program consisted of several Israeli, Hebrew and Yiddish songs, a group of Spanish flamencos and Portuguese fados, a South African and French song, and a Negro spiritual. Her style in some cases can be called derivative, as in the emulation of the best aspects of such a chanteuse as Amalie Rodrigues in the fados and flamencos, even to the niceties of phrasing. In at least one instance, "Tani Tani," Miss Ahroni's interpretations surpassed even the unforgettable Miss Rodrigues'.

Miss Ahroni was at her very best in gay and youthful numbers with an upbeat, and fortunately these constituted the bulk of her program. A striking young lass of about 24, she is also blessed with a vivid and frequently reed-like voice of wide range which naturally recalls that of Yma Sumac. Miss Ahroni puts her vocal blessings to more use than mere coloratura display, however, achieving a major degree of conviction and feeling.

What criticism can be made lies with her choice of opener, a lengthy Israeli "rhapsody dedicated to the 10th anniversary" of that nation's birth. While it displays her voice adequately it is not the sort of opus to catch the attention of the average audience. It would have been more appropriate after a less complex work had introduced her talents; her second half opener, from the "Song of Songs," would have been a much stronger opening work.

Miss Ahroni was presented under the auspices of Art D'Lugoff, who is achieving considerable stature by the calibre of talent he has been sponsoring, not only at his "Village Gate" club, but in concert. Latter have included Carlos Montoya, Alfred Deller, Mahalia Jackson, Rey de la Torre and Carmen Amaya, and a collection of talents which tag D'Lugoff as a potential S. Hurok.

* * *

NIGHT CLUB REVIEW

Bruce Could Be Fine Comic-But

Lenny Bruce will probably always remain an enigma to his friends, as well as his enemies. Within minutes he can switch from a brilliant, incisive comic, training his guns upon the upside-down morality of the world, to a vulgar, tasteless boor, who seems to think that to get his ideas across it is necessary to hit the audience over the head with a mallet. He showed off his wildly erratic style at the Blue Angel in New York last Tuesday night (15), when he started his act with a fascinating, entertaining and philosophically comic 15 minutes which had the audience eating out of his hand, and then suddenly descended into the depths of gutter comedy which supposedly was a plea for racial tolerance — but which turned out to be a perverted use of the word. Lennie Bruce's act is too well known to talk about his use of four and five-letter words, whether in context with his characterizations or not, but even this is less disturbing than his ability to control his apparent need to destroy himself in front of the audience. Bruce could be a great comic, and occasionally he reaches the heights, but he doesn't stay there for long. His need to lecture his audience on his own guilt feelings is too much. Whether the Blue Angel regulars, or owners Max Gordon and Herb Jacoby, will ever recover from the Bruce booking — his first at the Angel — is somewhat problematical, tho it is true that Bruce has pulled his regular followers and filled the room each night.

On the bill with Bruce are Robert Clary and thrush Pat Scott. Clary is as pleasant as ever, getting big hands for his "I'm in Love With Miss Logan" and "Lucky Perre," as always. Pat Scott's thrushing is enjoyable, especially her selection of material, which is apt for the Blue Angel crowd.

Bob Rolontz.

* * *

MOVIE REVIEW

'Summer' a Real Photo Poem

"Jazz on a Summer Day," Bert Stern's flick based on the 1958 Newport Jazz Festival, is a lovely and entrancing film that should please both the jazz fan and the square alike. It is a film of incredible photography, with some of the most poetic camera work in years. It is actually a documentary story of the Newport Jazz Festival, but the story line is the jazz, the audience and the breath-taking beauty of Newport in the summer — both the land and the sea. Everything about the film, the color, the shots of the youthful audience enraptured at Newport's Freebody Park, and the close-up of the jazz musicians and singers, has a touch of art and class and a feeling for simple and very human things.

The artists in the picture include Gerry Mulligan, Louis Armstrong, Mahalia Jackson, George Shearing, Dinah Washington, Jimmy Guiffre, Anita O'Day and Chuck Berry. The audience includes kids who like jazz, of whom there are many. The film is a Galaxy Attractions presentation and a Raven Films Production. Bert Stern produced and directed the film; George Avakian was musical director, Aram Avakian edited the film. The film runs for 85 minutes. It should do well in art houses across the country, especially in large cities and college towns where the jazz fans are many.

Bob Rolontz.

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FOR WEEK ENDING MARCH 27

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia	41490	△	11
2	2	2	3	HE'LL HAVE TO GO	Jim Reeves, RCA Victor	7643	S	13
3	3	4	10	WILD ONE	Bobby Rydell, Cameo	171		8
4	4	3	2	HANDY MAN	Jimmy Jones, Cub	9049		13
5	8	8	9	BABY	Brook Benton and Dinah Washington, Mercury	71565	S	9
6	5	5	5	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank	2028	S	11
7	9	17	41	PUPPY LOVE	Paul Anka, ABC-Paramount	10082	S	5
8	11	13	16	SWEET NOTHIN'S	Brenda Lee, Decca	30967		14
9	7	6	4	TEEN ANGEL	Mark Dinning, M-G-M	12845		14
10	10	12	15	HARBOR LIGHTS	The Platters, Mercury	71563	S	9
11	8	7	6	BEYOND THE SEA	Bobby Darin, Atco	6158		10
12	12	11	13	FOREVER	Little Dippers, University	210		9
13	13	9	8	LET IT BE ME	The Everly Brothers, Cadence	1376		11
14	15	16	19	LADY LUCK	Lloyd Price, ABC-Paramount	10075	S	8
15	16	19	27	BEATNIK FLY	Johnny and the Hurricanes, Warwick	520		6
16	18	21	18	MIDNIGHT SPECIAL	Paul Evans, Guaranteed	205		9
17	19	29	61	O, DIO MIO	Annette, Vista	354		5
18	24	34	50	(WELCOME) NEW LOVERS	Pat Boone, Dot	16048	S	4
19	21	47	47	THIS MAGIC MOMENT	Drifters, Atlantic	2050		5
20	22	27	28	LITTLE BITTY GIRL	Bobby Rydell, Cameo	171		8
21	29	46	62	MAMA	Connie Francis, M-G-M	12878	S	5
22	44	64	80	GREENFIELDS	Brothers Four, Columbia	41571	△	5
23	14	10	7	RUNNING BEAR	Johnny Preston, Mercury	71474		23
24	25	22	23	DELAWARE	Perry Como, RCA Victor	7670	S	7
25	36	39	39	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot	15985		10
26	27	14	12	LONELY BLUE BOY	Conway Twitty, M-G-M	12857		13
27	52	45	43	MONEY	Barrett Strong, Anna	1111		8
28	30	69	—	SINK THE BISMARK	Johnny Horton, Columbia	41568		3
29	32	50	55	SIXTEEN REASONS	Connie Stevens, Warner Bros.	5137		8
30	42	70	—	WHITE SILVER SANDS	Bill Black's Combo, HI	2021		3
31	17	15	11	WHERE OR WHEN	Dion and the Belmonts, Laurie	3044		13
32	40	49	70	EL MATADOR	Kingston Trio, Capitol	4338		5
33	23	26	22	ROCKIN' LITTLE ANGEL	Ray Smith, Judd	1016		12

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	35	41	53	ABOUT THIS THING CALLED LOVE	Fabian, Chancellor	1047	S	4
35	26	18	14	DOWN BY THE STATION	Four Preps, Capitol	4312		13
36	20	20	17	TRACY'S THEME	Spencer Ross, Columbia	41532	△	12
37	34	35	52	CHATTANOOGA SHOE SHINE BOY	Freddy Cannon, Swan	4050		5
38	53	79	—	I LOVE THE WAY YOU LOVE	Mary Johnson, United Artists	208		3
39	39	66	60	STRING ALONG	Fabian, Chancellor	1047	S	5
40	31	23	34	TALL OAK TREE	Dorsey Burnette, Era	3012		8
41	28	30	40	OUTSIDE MY WINDOW	Fleetwoods, Dolton	15		6
42	38	31	29	EL PASO	Marty Robbins, Columbia	41511	△	20
43	68	84	—	FOOTSTEPS	Steve Lawrence, ABC-Paramount	10085		3
44	60	71	84	STARBRIGHT	Johnny Mathis, Columbia	41583	△	4
45	37	25	25	COUNTRY BOY	Fats Domino, Imperial	5645		8
46	64	80	—	JUST ONE TIME	Don Gibson, RCA Victor	7690	S	3
47	54	62	77	TEDDY	Connie Francis, M-G-M	12878	S	4
48	49	36	24	BULLDOG	The Fireballs, Top Rank	2026	S	11
49	50	74	75	DON'T FENCE ME IN	Tommy Edwards, M-G-M	12871	S	5
50	51	55	72	ANYWAY THE WIND BLOWS	Doris Day, Columbia	41569		5
51	41	38	37	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay	333		6
52	61	63	89	THE SAME OLD ME	Guy Mitchell, Columbia	41576		4
53	65	—	—	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor	1048		2
54	45	57	51	FANNIE MAE	Buster Brown, Fire	1008		8
55	47	56	63	LAWDY MISS CLAWDY	Gary Stiles, Carlton	525		5
56	74	68	56	HARLEM NOCTURNE	Viscounts, Madison	123		13
57	46	32	31	LUCKY DEVIL	Carl Dobkins Jr., Decca	31020		16
58	66	72	82	SUMMER SET	Monty Kelly, Carlton	527	S	4
59	48	37	30	TOO MUCH TEQUILA	Champs, Challenge	59063		10
60	33	33	71	ALVIN'S ORCHESTRA	David Seville and the Chipmunks, Liberty	55233		5
61	56	58	54	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence	1372		10
62	80	90	93	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town	1076		6
63	69	53	38	CHINA DOLL	Ames Brothers, RCA Victor	7655	S	8
64	75	89	—	APPLE GREEN	June Valli, Mercury	71588		3
65	55	24	20	YOU GOT WHAT IT TAKES	Mary Johnson, United Artists	185		21
66	67	75	85	CHATTANOOGA CHOO CHOO	Ernie Fields, Rendezvous	117		4
67	88	—	—	BIG IRON	Marty Robbins, Columbia	41589	△	2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	71	91	96	MOUNTAIN OF LOVE	Harold Dorman, Rita	1003		4
69	76	—	—	AT MY FRONT DOOR	Dee Clark, Abner	1037		2
70	70	40	33	SHIMMY, SHIMMY, KO-KO BOP	Little Anthony & the Imperials, End	1060		16
71	79	85	90	STEP BY STEP	The Crests, Coed	525		4
72	62	42	36	CRAZY ARMS	Bob Beckham, Decca	31029		12
73	57	61	68	ANGELA JONES	Johnny Ferguson, M-G-M	12855		5
74	58	48	49	BAD BOY	Marty Wilde, Epic	9356		7
75	81	81	97	ROAD RUNNER	Bo Diddley, Checker	942		4
76	89	—	—	CARAVAN	Santo and Johnny, Canadian-American	111		2
77	86	100	—	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol	4342		3
78	99	—	—	LONELY WEEKENDS	Charlie Rich, Phillips International	3552		2
79	100	—	—	TEENAGE SONATA	Sam Cooke, RCA Victor	7701	S	2
80	77	60	66	PARADISE	Sammy Turner, Bug Top	3032		6
81	96	—	—	THE OLD LAMPLIGHTER	The Browns, RCA Victor	7700		2
82	—	—	—	SHAZAM	Duane Eddy, Jamie	1151		1
83	97	—	—	RUBY	Adam Wade, Coed	526		2
84	43	28	21	PRETTY BLUE EYES	Steve Lawrence, ABC-Paramount	10058	S	18
85	73	67	64	JUST A LITTLE BIT	Roscoe Gordon, Vee Jay	332		6
86	—	—	—	CLEMENTINE	Bobby Darin, Atco	6161		1
87	84	—	—	STRAIGHT A'S IN LOVE	Johnny Cash, Sun	334		2
88	82	88	95	YOU DON'T KNOW ME	Lennie Welch, Cadence	1373		4
89	98	—	—	DON'T DECEIVE ME	Ruth Brown, Atlantic	2052		2
90	—	—	—	NIGHT	Jackie Wilson, Brunswick	55166		1
91	95	99	—	JAMBALAYA (ON THE BAYOU)	Bobby Comstock, Atlantic	2051		3
92	—	—	—	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence	1378		1
93	59	44	42	TOO POOPED TO POP	Chuck Berry, Chess	1747		6
94	—	—	—	WORDS	Pat Boone, Dot	16048	S	1
95	63	54	46	ETERNALLY	Sarah Vaughan, Mercury	71562	S	7
96	94	78	76	LET IT ROCK	Chuck Berry, Chess	1747		8
97	78	43	32	GO, JIMMY, GO	Jimmy Clanton, Ace	575		16
98	72	76	65	SLEEPY LAGOON	Platters, Mercury	71563	S	5
99	85	52	35	TIME AND THE RIVER	Nat King Cole, Capitol	4325		8
100	—	—	—	SOMEDAY	Debra Reese, RCA Victor	7706	S	1

& TOMORROW'S TOPS

BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

- *TEENAGE SONATA Sam Cooke
(Marks, BMI) RCA Victor 7701
- *BIG IRON Marty Robbins
(Marty's Music, BMI) Columbia 41589
- *SHAZAM Duane Eddy
(Gregmark, BMI) Jamie 1151

- *WAKE ME, WHEN IT'S OVER Andy Williams
(Robbins, ASCAP) Cadence 1378
- *CARAVAN Santo & Johnny
(American Academy of Music, ASCAP)
Canadian-American 1111
- *CLEMENTINE Bobby Darin
(Tweed, ASCAP) Atco 6161

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. IT COULD HAPPEN TO YOU Dinah Washington, Mercury
2. CRADLE OF LOVE Johnny Preston, Mercury
3. IF I KNEW The Cruisers, V-Tone
4. MR. LUCKY Henry Mancini, RCA Victor
5. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR?
..... Ray Peterson, RCA Victor
6. CINDY Teddy Vann, Triple-X
7. OOH POO PAH DOO Jessie Hill, Minif
8. CHERRY PIE Skip & Flip, Brent
9. STAIRWAY TO HEAVEN Neil Sedaka, RCA Victor
10. TAMIAMI Bill Haley & His Comets, Warner Bros.
11. TWO THOUSAND, TWO HUNDRED, TWENTY-THREE MILES
..... Patti Page, Mercury
12. WHY I'M WALKING Stonewall Jackson, Columbia
13. SIX-PACK TO GO Hank Thompson, Columbia
14. I ONLY WANT YOU The Passions, Audicon
15. GOODBYE, KANSAS CITY Wilbert Harrison, Fury

HOT 100: A TO Z

About This Thing Called Love	34
Alvin's Orchestra	60
Am I That Easy to Forget	25
Angela Jones	73
Anyway the Wind Blows	50
Apple Green	64
At My Front Door	69
Baby	5
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REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

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

THE COASTERS

BESAME MUCHO (PARTS I & II) (Peer Intl., BMI)—The Coasters apply their distinctive sound to the popular oldie on side one. Side two has a long tenor sax solo by King Curtis, and the group comes in again later on the side. Both sides build in excitement thruout. **Atco 6163**

JERRY WALLACE

YOU'RE SINGING OUR LOVE SONG TO SOMEBODY ELSE (Vera-Taj, BMI)—**KING OF THE MOUNTAIN** (Thunderbird, ASCAP)—"You're Singin'" is a snappy, '20's-type ditty with bright brass and banjo backing. "King of the Mountain" is a cute medium-beater on which he is also given strong support. Both are neatly sold by Wallace, and he could have clicks with either. **Challenge 59072**

THE FIREBALLS

FOOT-PATER (Dundee, BMI) — **KISSIN'** (Dundee, BMI)—The group should keep their hit string unbroken with their latest waxings. "Foot-Pater" is much along the lines of their previous winners. "Kissin'" is also in the rocker groove. **Top Rank 2038**

JERRY BUTLER

A LONELY SOLDIER (Conrad, BMI)—**I FOUND A LOVE** (Conrad, BMI)—Butler gives out with fine deliveries on both sides. "A Lonely Soldier," a rockaballad, tells of a soldier who's unhappy, because he's been away from home so long. "I Found a Love," a change of pace, shows a smart reading of a jazz-flavored tune. **Abner 1035**

ANITA BRYANT

PAPER ROSES (Pambill, ASCAP)—**MIXED EMOTIONS** (Roger, ASCAP)—"Paper Roses" is an attractive, country-flavored waltz. "Mixed Emotions," the oldie, is a warmly sold ballad. Both sides are well-handled by the artist, and either can go all the way. **Carlton 528**

JOHNNY CASH

SEASONS OF MY HEART (Starday, BMI)—**SMILING BILL McCALL** (Cash, BMI)—"Seasons" is a fine country ballad that gets Cash's usual, effective vocal. "Smiling Bill McCall" is on the novelty side, and the tune tells a cute tale. Both have dual-market appeal. **Columbia 41618**

THE FOUR LADS

GOONA GOONA (Korwin, ASCAP) — **YOU'RE NOBODY 'TIL SOMEBODY LOVES YOU** (Southern, ASCAP)—"Goono Goona," an Hawaiian-type tune with cute lyrics, is given a bright reading by the foursome over a cute arrangement. "You're Nobody" is done in a light, rock framework and shuffle tempo. Both sides are strong confenders. **Columbia 41629**

DODIE STEVENS

AMIGO'S GUITAR (Cedarwood, BMI) — **CANDY STORE BLUES** (Leeds, ASCAP)—The talented, young thrush gives a pop twist to "Amigo's Guitar," Kitty Wells' recent c.w. click. "Candy Store Blues" is nicely revived in a smart reading by the chick. Both have the hit sound, and either can score. **Dot 16097**

THE UNTOUCHABLES

POOR BOY NEEDS A PREACHER (Ultra, BMI)—The new group could have a winner with their first try. They handle the clever bit of material brightly, nicely assisted by a pounding arrangement that includes strings. It's an interesting side with strong chances. Flip is "New Fad," (Ultra, BMI). **Madison 128**

THE BLUENOTES

I'M GONNA FIND OUT (Jan-Pat, BMI)—**FOREVER ON MY MIND** (Jan-Pat, BMI)—The group offers strong sides to follow their "I Don't Know What It Is." They give a quality sing to "I'm Gonna Find Out," a bright medium-beater. "Forever on My Mind," a ballad, is also sold with strong appeal. **Brooke 116**

DON WINTERS

THAT'S ALL I NEED (Cedarwood, BMI)—**SOMEDAY BABY** (Acuff-Rose, BMI)—Winters chants two rockers in fine style. "That's All I Need" has a spiritual flavor. "Someday Baby" is a rocker with Latinish traces. Chorus and ork work on both side is most helpful. **Decca 31067**

THE ISLEY BROTHERS

HE'S GOT THE WHOLE WORLD IN HIS HANDS (CHAPPELL, ASCAP)—**HOW DEEP IS THE OCEAN** (Berlin, ASCAP)—The Isley Brothers could have another "Shout" with either of these fine outings. "He's Got the Whole World" is given a spirited belt. They take attractive, melodic liberties with "How Deep Is the Ocean" and read the tune as a rocker. Both can step out. **RCA Victor 7718**

(Continued on page 37)

ROD LAUREN'S SECOND SMASH SINGLE LISTEN MY LOVE c/w THIS I KNOW

47/7720



Reviews of THIS WEEK'S SINGLES *(continued)*

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 35

Pop

TOMMY SANDS



THAT'S LOVE (Grace, ASCAP)—**CROSSROADS** (Grace, ASCAP)—Sands comes thru with two fine vocal efforts on attractive tunes. "That's Love" is a smartly-delivered medium-beater that tells of the settings and ingredients for love. "Crossroads" is a pretty ballad on which he's lushly backed. **Capitol 4366**

JAN AND DEAN



WHITE TENNIS SNEAKERS (Hillary-Ultra-Admiration, BMI)—**CINDY** (Hillary-Ultra, BMI)—The duo can score again with either of these potent bids. "White Tennis Sneakers" is about the teen fad. "Cindy" is a rockabilly tribute to a gal. Both sides can score. **Dore 548**

THE CASUALS



EIGHT O'CLOCK SCENE (Rush, BMI)—**TEACHER CRUSH** (Rush, BMI)—The new group scores effectively on two strong sides. "Teacher Crush" is done with a sort of Everly Brothers approach. "Eight o'clock Scene" is a rocker. Both should catch on with spins. **Saville 105**

ELTON BRITT



LOST HIGHWAY (Acuff-Rose, BMI) — **A CONVICT AND A ROSE** (Shapiro-Bernstein, ASCAP)—Britt applies handsome readings to both tunes. "Lost Highway" is a strong saga-type item that is sung with feeling and sincerity. "A Convict and a Rose" shows a plaintive warbling stint on a Latin-flavored ditty with weeper lyrics. **ABC-Paramount 10080**

Country & Western

JIMMY SKINNER



LONESOME ROAD BLUES (Skinner, BMI) — **TWO SQUARES AWAY** (Skinner, BMI)—Skinner should have chart items with these attractive sides. "Lonesome Road Blues" has a sort of gospel flavor. "Two Squares Away" is in a folkish groove. **Mercury 71606**

EDDIE NOACK



SHAKE HANDS WITH THE BLUES (Glad, BMI)—**SUNFLOWER SONG** (Glad, BMI)—Noack turns in two fine performances. Top side is a listenable honky-tonker. Flip is a bright medium-beater. Both will score with traditional fans. **D 1124**

WYNN STEWART & JAN HOWARD



WRONG COMPANY (Jat, BMI) — **WE'LL NEVER LOVE AGAIN** (Jat, BMI)—"Wrong Company" is delivered along traditional lines, and the pair gives it an emotion-packed reading. "We'll Never" also gets a traditional approach, and they handle the tune with listenable harmonies. **Challenge 59071**

Sacred

THE LOUVIN BROTHERS



JUST SUPPOSE (Central Songs, BMI)—**I SEE A BRIDGE** (Central Songs, BMI)—The Louvins attractively render two inspirational songs with their usual fine approach. They give both sides excellent outings, and they should prove strong items for the market. **Capitol 4359**

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

POLLY BERGEN

FOUR SEASONS (Stratford, ASCAP)—The lark renders the lovely, new George Weiss-Jule Styne tune with a quality vocal. Spins of the pretty tune, which has the sound of a standard, should please. Flip is "It Might as Well Be Spring" (Williamson, ASCAP). **Columbia 41617**

CORINA MINETTE; TOMMY THOMAS ORK

HELL HAVE TO STAY (Central Songs, BMI)—**YOUNG AT CHA CHA CHA** (Young at Heart) (Cherio, BMI)—Top side is the answer song to "He'll Have to Go." The thrush reads it prettily over complementary backing. Spinnable side should go well with listeners. Flip spots a bright cha cha instrumental reading of the oldie that also provides spinnable wax. **ABC-Paramount 10097**

HARRY LUBIN

THEME FROM "ONE STEP BEYOND" (Harrose Enterprises, BMI) **ON THE TERRACE** (MUSIC FROM "ONE STEP BEYOND") (Harrose, BMI) — Lubin, conducting a big symphony orchestra, etches two intriguing instrumental sides. Both are from the LP, "One Step Beyond." Both are arranged with inventiveness and color. Jocks should like both, and they can also break strongly sales-wise. **Decca 31070**

VAUGHN MONROE

BALLERINA (Jefferson, ASCAP)—Monroe revives his old click for a listenable first etching on his new label. It's been up-dated with a bright chick chorus backing the singer. Ork backing by Don Costa is clever and interesting. Flip is "Love Me Forever" (Home Folks, BMI). **United Artist 214**

POP NOVELTY

JACKIE RAE

THEME FROM "A SUMMER PLACE" (Witmark, BMI)—**THE MOON GOT IN MY EYES** (Joy, ASCAP)—Rae impresses with two fine efforts. "Theme From 'A Summer Place,'" could be given new life via the artist's fine reading. "The Moon Got in My Eyes" is also neatly wrapped up, and this, too, should get spins a-plenty. **Epic 9366**

VERY STRONG SALES POTENTIAL

CRASH CRADDOCK

★★★★ **LETTER OF LOVE** — COLUMBIA 41619 — Attractive reading of pretty ballad with beat by the chanter. He's nicely supported by the chorus and ork. (Sherwin, ASCAP)

★★★★ **ALL I WANT IS YOU** — Lovely ballad is nicely wrapped up by Craddock. This should also move strongly. (Andick, ASCAP)

SHEB WOOLEY

★★★★ **LUKE THE SPOOK** — M-G-M 12882 — Wooley and speeded voice friends give out brightly on this cute novelty. It's his best in a while, and this could get attention. (Channel, ASCAP)

★★★★ **MY ONLY TREASURE** — Deep-voiced reading of a countryish rockaballad provides a good coupling. This can also get sales, tho flip appears a bit stronger. (Channel, ASCAP)

JAMIE HORTON

★★★★ **HEARTBREAKIN' DOLL** — JOY 237 — The "My Little Marine" gal provides a bright dual-track reading of a rockabilly ditty. Both sides are well done, and either could step out. (Joy, ASCAP)

★★★★ **WHERE'S MY LOVE** — The lark delivers an appealing reading of a cute Paul Anka tune. She has a salable sound. Fine backing helps. (Spanka, BMI)

JOHNNY SMITH

★★★★ **MY DEAR LITTLE SWEETHEART**—ROYAL ROOST 701—Lovely waltz gets a fine reading from the guitarist over a string-filled ork. Excellent programming material. (Planetary, ASCAP)

★★★★ **ONCE IN A WHILE**—The evergreen is tastefully styled by Smith. Lush ork backing sets a listenable framework. Also a fine side for deejays. (Miller, ASCAP)

AL ALBERTS

★★★★ **NO LOVE BUT YOUR LOVE**—M-G-M 12884—Tune is based on "Pagliacci." Alberts reads it in big voice over a lush and pretty arrangement. Worth Watching. (Artists, ASCAP)

★★★★ **SOUTH OF THE BORDER**—Swingin' approach by the singer on the oldie. It's done with a jazz feeling. Ork backing by Ray Ellis is first-rate. (Shapiro-Bernstein, ASCAP)

GORDON MacRAE

★★★★ **YOU WERE THERE** — CAPITOL 4357 — Bluesy ballad with beat is given a fine belt by the singer. Light piano triplets in the backing lend an interesting touch. It's one to watch. (Joy, ASCAP)

GORDON MacRAE and SHEILAH MacRAE

★★★ **Our Love Story** — Cute tune is nicely wrapped by the MacRaes. Jocks may take to it, but flip appears the money side. (Korwin, ASCAP)

CATERINA VALENTE

★★★★ **DOWN BY THE RIVERSIDE (QU'IL FAIT BON VIVRE)** —LONDON 1913—Tune is currently going well for Les Compagnons de la Chanson. The thrush gives the ditty a sprightly belt in French over an exciting arrangement. Fine side for jocks. (Zodiac, BMI)

★★★ **Sweetheart, My Darling, My Dear** — Medium-beat tune has Latin traces. The lark reads it nicely over a pleasant setting. Good coupling. Lyrics are in English and French. (Arcadia-Verlag, ASCAP)

★ ★ ★ GOOD SALES POTENTIAL

D. D. (FOOTS) FORD

★★★ **D. D.'s Madison (Parts 1 & 2)** — POTOMAC 902 — Instrumental of a tune with the dance rhythm that's currently popular in the Baltimore-Washington area. Good jockey side, and the tune has a chance, if the dance catches on. Side two is more of the same with tenor and organ spotlighted. (Dazzler-Potomac, BMI)

DUKE MITCHELL

★★★ **I'll Be With You in Apple Blossom Time** — VERVE 10206 — Over a smart, stylish arrangement of the oldie, Duke Mitchell comes thru with a Louis Prima-ish reading of the oldie. An exciting side. (Broadway, ASCAP)

★★★ **Tik-A-Tee, Tik-A-Tay** — On this side Mitchell sells an Italian novelty with sparkle, and the backing is sock all the way. This has a chance. (E. B. Marks, BMI)

JOHNNY TWIG

★★★ **Gina** — VERVE 10185 — Bright, happy instrumental reading of a familiar sounding melody by the Johnny Twigg combo here. Could get jock spins. (Vivid, ASCAP)

★★★ **Sax-O-Phun** — On this side the lead has a lot of fun with his sax work. Two pleasant sides. (Robbins, ASCAP)

EDDIE HEYWOOD

★★★ **Out of Bounds**—MERCURY 71603—Attractive melody is played well by Eddie Heywood here over lush string backing. (Brenda, BMI)

★★★ **There You Are** — Another pretty effort is played with feeling by Heywood and again the backing is rich. (Brenda, BMI)

BILL CHAPPELL

★★★ **She's Gone Forever** — YUCCA 121 —Chappell handles this snappy up-tempo effort with a good performance as he tells about the girl he loved who has now gone to heaven. A good waxing. (Fairway, BMI)

★★★ **Lovey Dove** — A bright rocker receives a creditable reading from the chanter on this swinging side. Lad has a good sound. (Fairway, BMI)

JOHN LOREN

★★★ **Tell It Like It Is** — GEE 1059 — Bright rhythm tune is chanted with appeal by Loren over rocking assistance by a combo and a male group. (Figure, BMI)

★★★ **Tell the World** — Rockaballad is nicely handled by Loren. Side should move as well as the flip. (Wildwood, BMI)

MICHAEL COLDIN & THE SOPHOMORES

★★★ **Roll Out the Green Carpet, Mr. Springtime** — 20TH FOX 189 — Cute, infectious waltz is given a pretty group reading. Fine jockey side. (Novelty, ASCAP)

★★★ **The Legend of Rip Van Winkle** — Coldin and the chorus tell the classic legend of Rip Van Winkle. Tune is sprightly and cute, and it should come in for spins. (Glory, ASCAP)

THE FOUR DUKES

★★★ **Baby Won't You Please Come Home** — IMPERIAL 5653 — The oldie is given a bright go by the Four Dukes over a sprightly arrangement. The side can sell. (Pickwick, ASCAP)

★★★ **John Henry** — Stylized reading of the old folk classic. It's an interesting adaptation that can catch on. (Post, ASCAP)

INTERLUDES

★★★ **No One for Me** — VALLEY 106 — Pretty ballad is given a quality reading by the lead with fine group backing. Light accompaniment helps. Side rates exposure. (Valley, BMI)

★★★ (Fort) **Lauderdale** — Cute tune also gets a fine group outing. The tune is done with a slight Latin flavor. Good jockey material. Both sides rate exposure. (Valley, BMI)

PEARL BAILEY

★★★ **New Shoes** — ROULETTE 4233 — Amusing novelty is sung by the star with her usual sock showmanship. (Planetary, ASCAP)

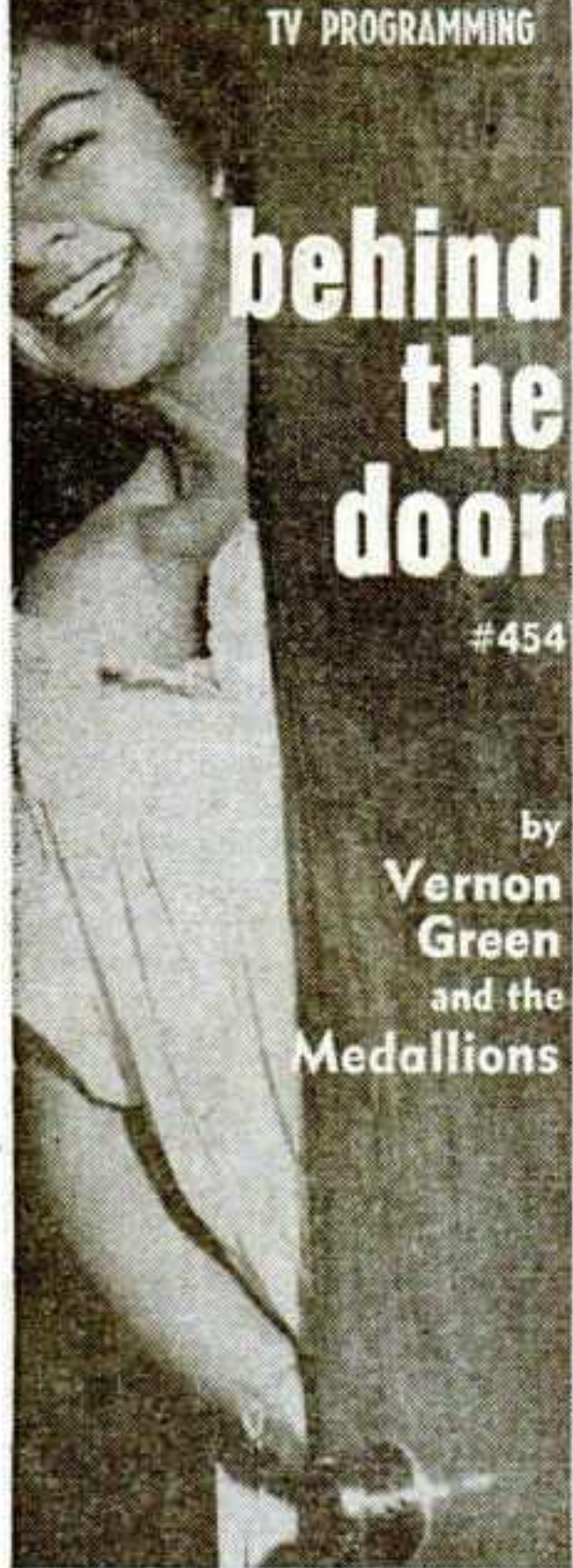
(Continued on page 41)

(Continued on page 40)

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• Best Selling Sheet Music in U. S.

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark)	1	6
2.	THE SOUND OF MUSIC (Williamson)	6	7
3.	RUNNING BEAR (Big Bopper Music)	3	9
4.	TEEN ANGEL (Acuff-Rose)	5	8
5.	CLIMB EV'RY MOUNTAIN (Williamson)	4	11
6.	DO-RE-MI (Williamson)	2	13
7.	BEYOND THE SEA (Harms)	8	4
8.	EL PASO (Marty's Music)	7	11
9.	DELAWARE (Gunston)	13	4
10.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson)	9	11
11.	HARBOR LIGHTS (Chappell)	15	2
12.	HE'LL HAVE TO GO (Central Songs)	14	4
13.	FOREVER (Tree)	—	1
14.	MY FAVORITE THINGS (Williamson)	—	2
15.	LET IT BE ME (Leeds)	10	5

• Best Selling Sheet Music in Britain

(For week ending March 12)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Why—Debmar (Debmar)	What Do You Want to Make Those Eyes at Me For?—F. Day (Feist)
Looking High, High, High—Robbins (Robbins)	Way Down Yonder in New Orleans — L. Wright (Shapiro-Bernstein)
Voice in the Wilderness—Chappell (Chappell)	Little White Bull—P. Maurice (—)
Delaware—Leeds (Gunston)	Poor Me—Mills (Mills)
On a Slow Boat to China—Morris (Frank)	Harbour Lights—P. Maurice (Chappell)
Royal Event—Noel Gay (—)	Running Bear—Southern (Big Bopper)
Pretty Blue Eyes—Maxana (Almino)	Summer Set—Cromwell (Hollis)
Beyond the Sea—Chappell (Harms)	Oh So Wonderful—Kassner (—)
Starry Eyed—L. Wright (Manson)	Raw Hide—Leeds (Erosa)
Heartaches by the Number—Joy (Pamper)	Misty—Bregman, Vocco & Conn (Octave)


• Best Selling Pop Records in Britain

(For week ending March 12)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1.	RUNNING BEAR—Johnny Preston (Mercury) 1
2.	DELAWARE—Perry Como (RCA) 3
3.	POOR ME—Adam Faith (Parlophone) 2
4.	THEME FROM A SUMMER PLACE—Percy Faith (Philips) 6
5.	YOU GOT WHAT IT TAKES—Marv Johnson (London) 9
6.	WHAT IN THE WORLD'S COME OVER YOU?—Jack Scott (Top Rank) 14
7.	WHY—Anthony Newley (Decca) 5
8.	BE MINE—Lance Fortune (Pye) 12
9.	ON A SLOW BOAT TO CHINA—Emile Ford (Pye) 4
10.	FINGS AIN'T WOT THEY USED T'BE—Max Bygraves (Decca) —
11.	SUMMER SET—Acker Bilk (Columbia) 10
12.	PRETTY BLUE EYES—Craig Douglas (Top Rank) 11
13.	A VOICE IN THE WILDERNESS—Cliff Richard (Columbia) 8
14.	WAY DOWN YONDER IN NEW ORLEANS—Freddie Cannon (Top Rank) 7
15.	HANDY MAN—Jimmy Jones (M-G-M) —
16.	WHO COULD BE BLUER?—Jerry Jordan (Parlophone) 16
17.	LOOKING HIGH, HIGH, HIGH—Bryan Johnson (Decca) 15
17.	WILD ONE—Bobby Ryuell (Columbia) —
19.	COLETTE—Billy Fury (Decca) —
20.	BEATNIK FLY—Johnny and the Hurricanes (London) —

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The Billboard HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING MARCH 20		WEEKS ON CHART
				TITLE	Artist, Company, Record No.	
1	1	1		HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643	16
2	2	2		EL PASO	Marly Robbins, Columbia 41511	20
3	4	4	5	ANOTHER	Roy Drusky, Decca 31024	10
4	6	6	6	YOU'RE THE ONLY GOOD THING	George Morgan, Columbia 41523	11
5	7	7	7	WISFUL THINKING	Wynn Stewart, Challenge 59061	13
6	3	3	3	THE SAME OLD ME	Ray Price, Columbia 41477	24
7	9	16	—	JUST ONE TIME	Don Gibson, RCA Victor 7690	3
8	5	5	4	NO LOVE HAVE I	Webb Pierce, Decca 31021	14
9	8	8	8	RIVERBOAT	Faron Young, Capitol 4291	19
10	10	9	9	AMIGO'S GUITAR	Kitty Wells, Decca 30987	20
11	14	30	—	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692	3
12	13	10	11	TIMBROOK	Lewis Prufft, Decca 31038	15
13	15	28	—	AM I THAT EASY TO FORGET	Skeeter Davis, RCA Victor 7671	3
14	18	—	—	PINBALL MACHINE	Lonnie Irving, Starday 486	2
15	11	11	10	THERE'S A BIG WHEEL	Wilma Lee & Stony Cooper, Hickory 1107	23
16	30	23	14	RIVERBOAT GAMBLER	Jimmie Skinner, Mercury 71539	10
17	—	—	—	HOW FAR TO LITTLE ROCK	Stanley Brothers, King 5306	1
18	12	15	17	EYES OF LOVE	Margie Singleton, Starday 472	8
19	19	12	18	DEAR MAMA	Merle Kilgore, Starday 469	7
20	17	17	—	ABOVE AND BEYOND	Buck Owens, Capitol 4337	3
21	23	21	—	I'M CRYING MY HEART OUT OVER YOU	Lester Flatt & Earl Scruggs, Columbia 41518	6
22	29	25	—	UNTIL TODAY	Elmer Snodgrass & the Musical Pioneers, Decca 31048	6
23	—	—	—	A SIX PACK TO GO	Hank Thompson, Capitol 4334	1
24	16	13	20	NOBODY'S DARLING BUT MINE	Johnny Sea, NRC 049	7
25	22	14	12	MARY DON'T YOU WEEP	Stonewall Jackson, Columbia 41533	10
26	—	—	—	FAMILY BIBLE	Claud Gray, D 1118	1
27	24	24	16	STRAIGHT A'S IN LOVE	Johnny Cash, Sun 334	6
28	26	—	—	TROUBLE IN THE AMEN CORNER	Archie Campbell, RCA Victor 7660	2
29	—	—	—	BIG IRON	Marty Robbins, Columbia 41589	1
30	—	—	—	MAKE THE WATER WHEEL ROLL	Carl Smith, Columbia 41557	1

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Bob Berry is reported attracting attention with his new one on the Bandera label, "It's the Way You Are." . . . Rex Allen is in Houston for the filming of "Tomboy and the Champ," in which he is starred. . . . Organist Jimmie Richardson, who heads up Marcile Records, with headquarters in Shelbyville, Tenn., has just released a new single and an album, both of which are being distributed by Music City Record Distributing, Nashville. Sessions were cut at the RCA Studios in Nashville. Single spots "The Wash Cannon Ball" and three non-country tunes. Included in the album set are "Slippin' Around" and "This Ole House." Richardson, who is set on a long string of horse shows with his organing, plays the equine fiesta at the River Downs Race Track, Cincinnati, the first week in May.

Ramblin' Lou, of Station WJLL, Niagara Falls, N. Y., has Mac Wiseman set for five dates in that sector, opening March 23 in Corning, N. Y., and following with Turners Corners, Ont., 24; Syracuse, N. Y., 25; Potsdam, N. Y., 26, and Gasport, N. Y., 27. Lou also has Grandpa Jones booked in that area April 20-24. . . . Uncle George Featherstone, who for 12 years promoted c.&w. music at Wonderland Ranch, Dunnville, Ont., has sold the ranch to devote his full time to his real estate investments. . . . Jimmy Driftwood has a new album, "The Westward Movement," on RCA Victor's April 1 release list. He has just wrapped up another, tentatively titled "Tall Tales," under Chet Atkins' watchful a.&r. ear in Nashville.

Catering to the resurgence of country music popularity in the rich agricultural area surrounding Independence, Ia., the Gayla Ballroom there has bought a line-up of c.&w. talent from Jim McConnell, of Top Talent, Inc., Springfield, Mo., for April, May and June. Tex Ritter plays there April 27; Roy Acuff and gang move in for May 11, and the Wilburn Brothers will be the features May 21, Don Gibson headlines May 28, and Johnny Horton, with Tillman Franks, tops the bill June 11. McConnell is presently lining up a two-week jaunt thru the East for the Wilburn frerers. . . . George R. Price, of LaGeorge Music (Air Records) Company, Venice, Calif., advises that his firm has terminated sponsorship of its Songwriters' Workshop.

Carl J. Evans Sr., of Tampa, reports that the new "Suwanee River Jamboree" bowed with a bang March 12 at Live Oak, Fla. Opening show featured Frank Evans, Willie Matthis, Terry Nichols and other regulars, with Little Eller Long and the Country Cloggers as special guests. March 19 features were Herb and Kay Adams, regulars with the Ernie Lee show over WTVT-TV, Tampa. . . . The gospel singing Blackwood Brothers set for Baltimore March 22 and Easton, Md., March 23. . . . Lee Morgan soon celebrates two years on the staff of WLS, Chicago, with her group known as the Midwesterners. Lee and the combo are heard occasionally on the station's "Smile Awhile," and regularly on "Dinner Bell" and the "National Barn Dance" every Saturday night. Miss Morgan and the Midwesterners are elated with the action being tendered their new releases, an LP titled

"Remember Me," and a single coupling "Remember Me" and "Swiss Chalet." Leon Sash has recorded one of Lee's compositions, "Dear One," on Columbia's Harmony label. It's called "Hi-Fi Holiday for Accordion."

Johnny and Jack and Kitty Wells are routed for Albuquerque, N. M., March 22; Lamar, Colo., 26; Pueblo, Colo., 27; Salt Lake City, April 1, and Idaho Falls, Idaho, 2. Kitty's new one on Decca, "Left to Right" b.w. "Memory of Love," is due for release this week. . . . Station WSM's "Noontime Neighbors" shows, heard Monday thru Friday, 12:05-1 p.m., has T. Tommy Cutrer emceeing, with John McDonald, WSM farm director, giving out with the news. . . . Lonzo and Oscar's new release on the Starday label couples "Blue Loves" with "I Lost an Angel." . . . Vi Muszynski, of Bandera Records, Chicago, has a session coming up soon on Bob Perry and Betty Foley. The pair will cut an EP together, with Betty waxing four sides on her own. . . . Roy Acuff and his lads stop off in Worcester, Mass., April 1; North Attleboro, Mass., 2, and Hartford, Conn., 3.

Columbia last week released the new Lester Flatt and Earl Scruggs album titled "Songs of Glory," comprising 12 of their most-requested hymns. The lads play a three-day stand at Johnson City, Tenn., opening Tuesday (22), and follow with Springville, Tenn., March 31; Old Hillsboro, Tenn., April 1; Robbinsville, N. C., 4; Howell Hill, Tenn., 7, and Center Town, Ky., 8. . . . Other "Grand Ole Opry" bookings are as follows: Faron Young and Roy Drusky, Sioux City, Ia., March 22; Scottsbluff, Neb., 23; Omaha, 24; Enid, Okla., 25, and Wichita, Kan., 26; Ferlin Husky, Fort Worth, March 26; the Louvin Brothers and Ray Price, Barksdale Air Force Base, Louisiana, March 25; George Morgan, Minneapolis, March 30-April 2 and April 6-9; Jim Reeves, Houston, March 26; Fort Worth, April 4; Rusty and Doug, Congerville, Ill., April 9.

Tommy Duncan has rejoined the Bob Wills band, which has a release coming up soon on the Liberty label. . . . Wade Ray and his show group, currently holding forth at the Golden Nugget, Las Vegas, recently signed to record for Bill Lowery's NRC label and have an album release, "Wade Ray Swings at the Nugget," due out soon. . . . Eddie Noack, now working out of Oklahoma City, is sporting a new release on the "D" label, "Shake Hands With the Blues" b/w "Sunflower Song." . . . Jim Hadley, whose new release on the Buddy label couples "I Remember" with "Midnight Train," opens his new nitery, Mac Kinaw Dells, 23 miles east of Peoria, Ill., April 9, with Jim Reeves and the Wilburn Brothers as special guests. Holding forth regularly at the spot for Friday and Saturday night dances will be Hadley and his Drifting Rangers and the Dells Quartet.

Music Corporation of America has signed Leon McAuliff and His Cimarron Boys to an exclusive seven-year pact. Leon's personal manager, Don Thompson, negotiated the deal. McAuliff and his lads are on tour this week for Hap Peebles, Wichita, Kan., promoter, and next Sunday (27) play for promoter Smokey Smith at the KRNT Theater, Des Moines.

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Reviews of New Pop Records

Continued from page 37

★★★
GOOD SALES POTENTIAL

★★★ Not Now John — Funny talk-sing type dialog between Miss Bailey and Harry Edison on okay novelty. (Planetary, ASCAP)

HARRY JAMES ORK
★★★ Doodlin' — M-G-M 12880 — Tasty swinging instrumental side with stand-out trumpet solo work on solid rhythm tune. Should pull play. (Silhouette, ASCAP)

★★★ I'll Take Care of Your Cares — Attractive vocalizing by Ray Sims on relaxed, pleasing ballad, featuring James' lush trumpet work on backing. Nice jockey side. (Remick, ASCAP)

JOHNNY FAIRCHILD
★★★ A Fool or a Wise Man — ACE 586 — Plaintive rockaballad is handed feelingful reading by Fairchild. Both sides are dual market items. (Ace, BMI)

★★★ You'll Find Your Way — Fairchild wails effectively on emotional up-tempo rockaballad. (Ace, BMI)

FIVE KEYS
★★★ Rosetta — KING 5330 — The Keys are in a sort of jump groove in this fairly swingin' tribute to Rosetta. They turn in a good performance, and the side can create interest. (Mayfair, ASCAP)

★★★ Gonna Be Too Late — Spiritual type tune is solidly belted by the quintet. Leisurely paced side should also attract. (R-T, BMI)

KIMO LEE
★★★ If You Don't Like It, Don't Knock It — ADDISON 15005 — Lively rhythm-rocker with catchy beat is sung with verve by Lee. (Orford, ASCAP)

★★★ Right Kind of Love — Strong ballad with effective backing is wrapped up in pleasing vocal by Hawaiian-born Lee. (Tweed-Walden, ASCAP)

JOE MEDLIN
★★★ My Dream — MERCURY 71590 — This is based on a Tchaikovsky theme, which was once popularized as "Our Love," about 20 years ago. Medlin handles the new lyrics with style, which could give the melody a rebirth. Pretty wax. (Ark-La-Tex, BMI)

★★★ Sweet Slumber — A stylish old tune done with a nice, crooning touch — a la Russ Morgan, by Medlin. A dreamy side for the romance-minded. Late night programming possibility. (Advanced, ASCAP)

PETE BENNETT
★★★ Swingin' — CUPID 623-14-15 — Essentially a rocking instrumental, with chicks' voicing used as part of the arrangement. Good side, which mirrors the title well. (Ecstasy, BMI)

★★★ Dark Eyes — A swinging version of the p.d. melody. Like the flip, an instrumental, with chicks' voices blending with the arrangement. An organ comes in midway to pick up the effect, as do horns. (PD)

"BIG" TINY LITTLE
★★★ That Honky Tonkin' Love Song — CORAL 62179 — Vocal duet, with honky tonk piano. Contrasting male and female voices are effective. Smartly done. For deejay programming. (True-Blue, ASCAP)

★★★ The Gang Song — Honky tonk piano, with chorus comprise the proper setting for this one. A lively, gang sing effect. (Northern, ASCAP)

RHYTHMETTES
★★★ High School Lovers — CORAL 62186 — A lyric in the teen groove. The

chicks sing with fresh-sound voices, to a tasteful backing including chapel bells, reminiscent of school days. (Mitchell, ASCAP)

★★★ Snow Queen — From the U-I release, "The Snow Queen," comes the song. Sleigh bells and a gay wintry atmosphere are part of the scene. Well sung. (Northern ASCAP)

NICK ADAMS
★★★ Johnny Yuma, the Rebel — MERCURY 71607 — In march tempo is this folk-oriented item. A rousing band arrangement and a Western (not c.&w.) flavor mark this one, sung by the star of the TV show. (Witmark, ASCAP)

★★★ Ballad of Scatter Gun Hill — A ballad of combat, and of a man's prayer for his loved one. Very effective. (Oviv-Hallmark, ASCAP)

TEDDY REDELL
★★★ Judy — ATCO 6162 — Chanter has a fine sound. In fact, he brings to the label a touch of the Memphis-style country-tinged quality. (Progressive, BMI)

★★★ Can't You See — A haunting repetitive rhythm pattern is an effective background for Redell's vocal here. Melody line has a Western folk flavor. (Progressive, BMI)

DE JOHN SISTERS
★★★ Be Anything (But Be Mine) — UNITED ARTISTS 213 — The gals debut on the label with an attractive reading of the oldie. It's a nice chirping stint that should attract plays and sales. (Shapiro-Bernstein, ASCAP)

★★★ Yes Indeed — Snappy reading of the evergreen. Backing is smart, and they handle it well. Side might move with spins. (Embassy, BMI)

JOHNNY BURNETTE
★★★ Don't Do It — LIBERTY 55243 — Countryish rocker gets a peppy outing from Burnette with a bright chorus and ork assist. This, too, can move. (Metric, BMI)

★★★ Patrick Henry — Side starts with a narrative and then leads into a sprightly musical tribute to Patrick Henry. It could catch on. (Kenco, ASCAP)

LILLIAN BRIGGS
★★★ Be Mine — CORAL 62193 — Tune is currently big in England by Lance Fuller. Fuller's version is also out in this country. Side will be facing rough competition. Okay performance, however, on the rockabilly sort. (Peer Int'l, BMI)

★★★ Not a Soul — Bluesy item is sultily sold by the lark over fine, mood backing. Spinnable side for deejays. (United Artists, ASCAP)

BUDDY KAIN
★★★ First Dance — MYERS 106 — Beguine is nicely handled by Kain with a colorful ork and chorus assist. Side might create interest, if exposed. (Myers, ASCAP)

★★★ Jump Rope Hop — Rocker novelty is belted vigorously by the lad with peppy ork and chorus backing. Flip appears the side to watch. (Myers, ASCAP)

NOEL BOGGS QUINTET
★★★ Beer Barrel Polka — SHASTA 132 — Happy outing on the oldie by the crew. Catchy instrumental side can collect coin. (Shapiro-Bernstein, ASCAP)

★★★ Little Coquette — Same comment. (Feist, ASCAP)

LITTLE BOBBY ROACH
★★★ Mush — FIRE 1013 — Little Bobby Roach performs this rocking instrumental smartly here. (Fire, BMI)

★★ More Mush — Same comment. (Fire, BMI)

BUDDY COVELLE
★★★ Lorraine — CORAL 62181 — Rockabilly outing by the singer on a sprightly, countryish effort. Moderate appeal. (Timpkin, BMI)

★★ I'll Go on Loving You — Ballad with beat also has country overtones. Covelle gives the tune an okay reading, but flip appears a better effort. (Bolens, BMI)

LITTLE CAESAR
★★★ I Hope That It's Me — JACK BEE 1005 — Little Caesar sings soulfully here. It's a ballad with a modified triplet figure. (Downey, BMI)

(Continued on page 41)

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING MARCH 20

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
				THIS WEEK	LAST WEEK
1	1	1	1	BABY, Brook Benton & Dinah Washington, Mercury 71565	9
2	2	2	2	MONEY, Barrett Strong, Anna 1111	9
3	4	3	3	LADY LUCK, Lloyd Price, ABC-Paramount 10075	6
4	3	4	5	HANDY MAN, Jimmy Jones, Cub 9049	8
5	11	30	—	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	3
6	6	11	9	FANNIE MAE, Buster Brown, Fire 1008	16
7	5	5	12	THIS MAGIC MOMENT, Drifters, Atlantic 2050	4
8	7	6	8	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	6
9	8	8	7	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	8
10	10	14	21	WILD ONE, Bobby Rydell, Cameo 171	6
11	9	7	16	WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028	6
12	12	10	15	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804	6
13	21	22	6	RUNNING BEAR, Johnny Preston, Mercury 71474	12
14	14	29	—	BABY, WHAT DO YOU WANT ME TO DO, Jimmy Reed, Vee Jay 333	3
15	18	27	—	WHATCHA GONNA DO, Nat King Cole, Capitol 4325	3
16	24	—	—	LITTLE SUSIE (Part 4), Ray Bryant, Signature 12026	2
17	16	9	4	SWEET SIXTEEN, B. B. King, Kent 330	10
18	17	—	—	HARLEM NOCTURNE, Viscounts, Madison 123	2
19	—	—	—	PARADISE, Sammy Turner, Big Top 3032	1
20	20	18	19	TALK THAT TALK, Jackie Wilson, Brunswick 55165	17
21	13	20	—	SHAKE A HAND, LaVern Baker, Atlantic 2048	3
22	26	24	29	HARBOR LIGHTS, Platters, Mercury 71563	4
23	28	16	14	SHIMMY, SHIMMY, KO-KO BOP, Little Anthony and the Imperials, End 1060	10
24	23	15	18	I'LL GO CRAZY, James Brown & the Flames, Federal 12369	5
25	22	13	10	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	21
26	29	—	26	GO, JIMMY, GO, Jimmy Clanton, Ace 575	9
27	15	12	20	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	20
28	19	19	—	WHERE OR WHEN, Dion and the Belmonts, Laurie 3044	3
29	25	21	27	DON'T LET THE SUN CATCH YOU CRYIN', Ray Charles, Atlantic 2047	7
30	27	—	—	LONELY BLUE BOY, Conway Twitty, M-G-M 12857	2

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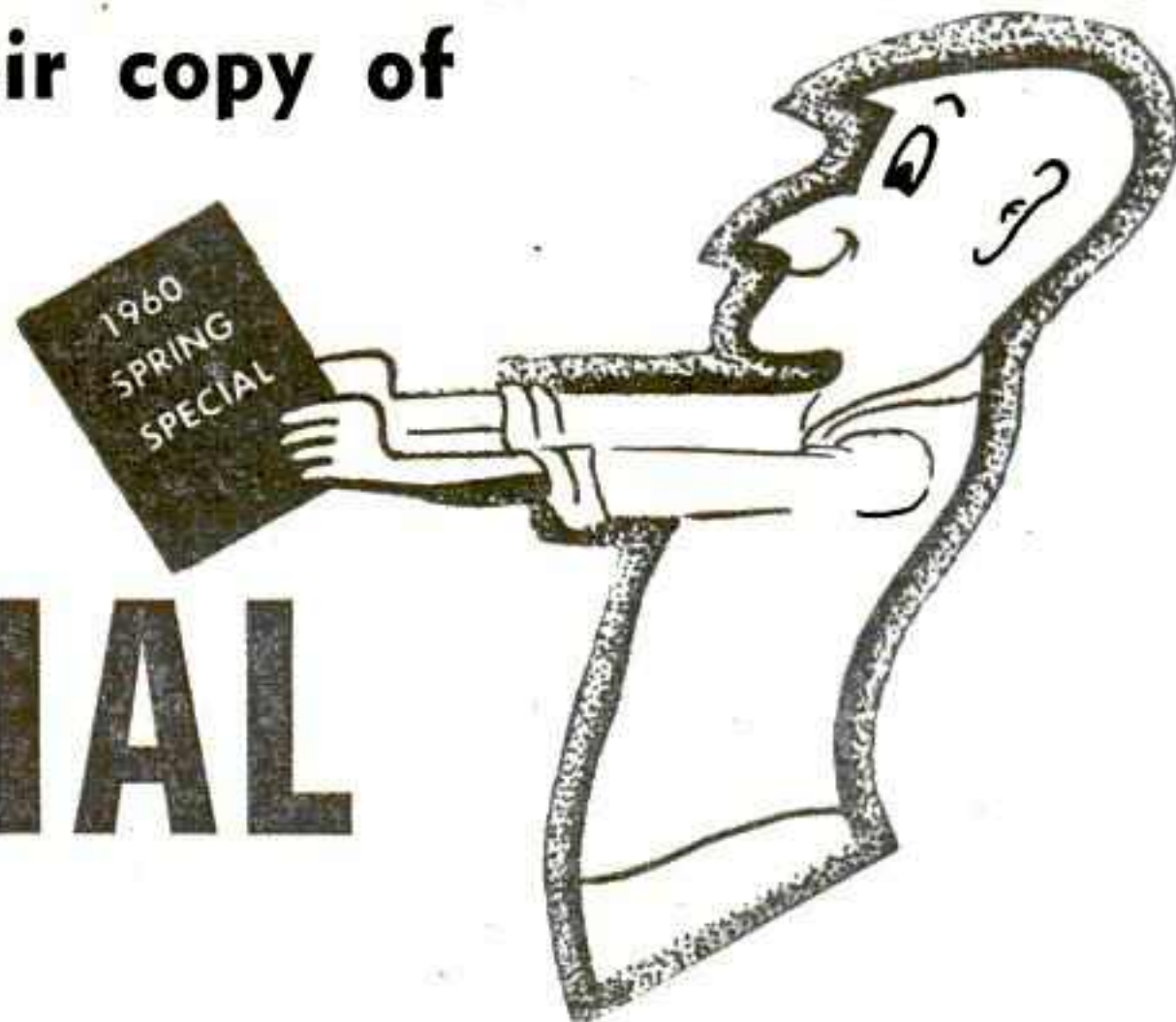
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- 1960 Rodeo Dates, a field growing in importance and popularity.
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ARENA, AUDITORIUM NEWSLETTER

Chattanooga Remodeling Awaits July Bond Issuance

CHATTANOOGA'S REMODELING program for the Memorial Auditorium will get started about mid-year, according to Tommy C. Thompson, manager. The city commission voted \$750,000 for air conditioning, new seats, new stage curtains, escalators and redecorating. Work and buying awaits issuance of the bonds, which is scheduled for July. Thompson points out that the building is 39 years old and badly in need of the new equipment and refurbishing. Meanwhile the building is busy with a heavy schedule of auditorium-arena attractions. This year's is the 13th annual appearance for "Holiday on Ice" in Chattanooga.

Association Committee Reports Survey Progress

COMMITTEE MEMBER Lin Lueddeke reports that much progress has been made toward accumulation and publication of the IAAM's survey of auditorium-arena operation. One edition was circulated among the limited number of participants last summer. In the past five months the effort has been expanded. It now covers reports from 82 buildings and there are some new chapters. Lueddeke, manager of the Oakland (Calif.) Auditorium, undertook the solicitation of information and compilation. He figures that these now involve 19,500 answers, with each participating building answering many. Don Jewell, manager of the new Memorial Coliseum at Portland, Ore., has been rewriting and updating the narrative. Francis Deering, manager of Sam Houston Coliseum, Houston, is in charge of producing the book in bound form for members of the association. Lueddeke reports that he is enthusiastic about the work accomplished by the committee.

New Building in Michigan; Chicago Flower Show Opens

THE NEW L. C. WALKER SPORTS Arena at Muskegon, Mich., will open about October 1. It will have 4,000 permanent seats plus bleachers for 2,000 and a 200 by 85-foot hockey floor. George S. Dellinger is the manager. . . . Frank Dubinsky's second annual Chicago World Flower and Garden Show is at the International Amphitheater March 19-27. He reports the show will use 140,000 square feet this time and that it expects to top last year's attendance. This year there is no conflict in dates between Dubinsky's flower show and Grover McDonald's home and garden show, since the latter has switched to fall dates. . . . General Electric has published a bulletin about a new-type installation for pole-type transformers for floodlighting installations.

Maryland Building Draws Business With Key Shows

WICOMICO MEMORIAL YOUTH and Civic Center at Salisbury, Md., is coming along well during its first year, but is short on show attraction bookings, according to W. Marsh Gollner, manager. "Water Follies" did very well and wants to come back, he reports. The Harlem Globetrotters had a sellout and were well received. An auto show had to be canceled, but a sportsmen's show did very well, he continues. A country music show was okay except for a late arrival that necessitated some stalling. Gollner has sought an ice show without success. Next major attraction is Mahalia Jackson, booked for April 14.

Auditoriums, Arenas Book Varied Events in March

OKLAHOMA CITY CIVIC AUDITORIUM will have a Motor Sports and Auto Show April 30-May 1, produced by L. William Baker. National Ballet of Canada will be in the building March 29. Shrine Circus is due April 18-24. . . . Second Annual Southern West Virginia Home Show will occupy the Charleston Civic Center March 23-27, reports Manager Bill Bolden. . . . Cincinnati Music Hall's attractions include Greater Cincinnati Antiques Show, March 24-27. Manager Charles Bauer Jr., notes that the Cincinnati Symphony completes a tour on Tuesday (22). . . . Manager Herman J. Penn has started his campaign to book Christmas parties for Greenville (S. C.) Memorial Auditorium. He has a Passion Play March 28-31 and "Look Homeward, Angel" on April 15. . . . Basketball is going great in many arenas this month, among them Allen County Fair War Memorial, Fort Wayne, Ind., and the Lansing (Mich.) Civic Center. Lansing has a sports and boat show March 23-27, Marty Robbins on April 22, Roger Williams on April 30, and Shelley Berman on May 3. . . . Seattle Civic Auditorium is in the midst of a sports show (19-27). . . . Hockey and public skating occupy the schedule for the Armory at Louisville. . . . Queen Elizabeth Theater at Vancouver has the British Columbia Music Competitions Festival this week. . . . Ellis Auditorium, Memphis, had the Vienna Choir Boys on March 17. Hamid-Morton Circus plays there March 19-25, and "Holiday on Ice" was there March 9-15. Van Cliburn was in earlier. . . . March at the Franklin County Veterans' Memorial, Columbus, O., meant appearances of Vienna on Parade (5), a seven-day furniture sale, the Dispatch-Journal Boat Show (22-28), including an appearance by Guy Lombardo, and on March 25 a show by Victor Borge. He goes the next day to the Opera House at Chicago.

Italian Opera Troupe Coming For Fall Tour

NEW YORK — Italian Opera Company will tour the U. S. next fall and winter, bringing over a 130-person company including major chorus, ballet and orchestra. Arrival in this country is set for September and the first date will be October 3, not in New York.

Silvester Zaccaria, representing the troupe and booking it independently, said an Eastern debut is planned, with New York saved as the closing of a tour estimated to run as long as six months. Luigi Infantino, tenor, is a major performer and other artists of the La Scala, Rome Opera and San Carlo cluded. Italian Opera Company is based in Milan. Ino Savini and Loris Gavarini are to tour as conductors.

Other artists are: sopranos, Disma De Cecco, Rena Canachi, Antonietta Mazza Medici, Rosalie Maresca, Maria Luisa Cioni and Norma Machoni; mezzo-sopranos, Maria Luisa Castellano Franca Sacchi, Beatrice Toscana and Nicoletta Carruba; tenors, Raffaele Lagares, Mario Laurenti, Lorenzo Sabatucci, Pietro Di Vetri and Francesco Moreale; baritones, Carlo Meliciani, Antonio Campo, Vittorio Primas, Mario Basiola Jr., Salvatore Primativo and Gianpiero Malaspina; basses, Ugo Novelli, Franco Ventriglia and Marco Guelfi; prima ballerina, Guiliana Barabaschi; prima ballerino, Gino Ancona.

Demolition Starts At Ebbets Field

NEW YORK — The last ball hurled in Ebbets Field is a steel one being swung by a crane as part of demolition work. Brooklyn's venerable ball park started tumbling down last week to make way for an apartment house project. The ball park was opened in 1913 and has been used only sporadically since the Dodgers moved to Los Angeles. The \$23,000,000 housing development will have a Little League Field, also called "Ebbets Field."

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Hours, Prices for N. Y.'s 4 Circuses

NEW YORK — The Ringling circus got to New York first with the mostest this month, and on the basis of its early advertising campaign the advance sale thru last week was far outdistancing that of any recent year. Notable was a heavy increase in subway, railroad and outdoor billing, plus a return to old-style illustrations and wordage.

Bill Fields, press chief, has been rotating newspaper illustrations, with no repeats from day to day. The first press go-around was made Tuesday (15), to win story space ahead of St. Patrick's Day, and reception was excellent. Radio and TV advertising have been heavy, too.

Ringling is one of four circuses hitting the metropolitan area at one

time altho none is first in. That tag is pinned on Pan American Circus, which played suburban Paterson, N. J., and White Plains, N. Y., buildings a month ago. The Wirth and Beatty-Cole shows are 25 miles from each other on Long Island and have been taking space in the press out there, to the exclusion of New York City newspapers.

Palisades Amusement Park has not released much in the newspapers, restricting itself to outdoor billing in New Jersey and sniping around New York City. The first newspaper ad was of the "wait" nature. Title chosen is "Royal International Circus presented by Hunt Bros." Its show is 96 performances long.

Show Times, Prices

Following is the performance and price schedule for each of the circuses:

Ringling: In Madison Square Garden, March 31 to May 15. Shows 2 and 7:30 p.m. midweek. Night shows are 8:30 Fridays and Saturdays, 6:30 Sundays. Easter week shows are 10 a.m. and 2:30 p.m., with Friday and Saturday being 10 a.m., 2:30 and 8:30 p.m. Adults, \$2, \$3, \$4, \$5 and \$6.50.

Shrine Show Draws 81,000 At St. Paul

ST. PAUL—St. Paul Municipal Auditorium handled total attendance of 81,210 for the Shrine Circus produced by Orrin Davenport. Show ran March 9-13. The auditorium seats 8,500 persons for the circus and this total was exceeded at three of the performances when extra seats were brought in. This was 3,102 higher than last year's total attendance.

Attendance records show March 9, night 2,985; March 10, afternoon 5,257, night 2,067; March 11, afternoon, 6,524, night 7,661; March 12, morning 8,804, afternoon 9,741, night 5,321; and March 13, afternoon 8,760 and twilight 4,070.

Kids under 12 half-priced Monday thru Friday afternoons and Monday thru Thursday evenings, except Easter week.

Royal International (Hunt): At Palisades (N. J.) Amusement Park, April 15 to May 24. Shows 3:30 and 8 p.m. Mondays thru Fridays. Easter week and all Saturdays and Sundays, 1:30, 4 and 8 p.m. Center reserves, \$2.75 for adults, \$1.75 for kids. End reserves, \$1.95 for adults, \$1 for kids. Includes park admission, free parking.

Wirth Circus: In Island Garden Arena, West Hempstead, N. Y., April 1-24. Shows daily and Saturdays, 2:30 and 7:30 p.m. Sundays 2:30 and 6 p.m. Saturday mornings 10:30 a.m. April 4-8, 3:30 and 7:30 p.m. Adults, \$2, \$3 and \$4. Kids, \$1, \$2 and \$3. Free parking.

Beatty-Cole: In Long Island Arena, Commack, N. Y., April 15-24. Shows Saturdays, 10:30 a.m., 2 and 8 p.m. Sundays, 1:30 and 4:30 p.m. Midweek, 2 and 8 p.m. All ages, \$2, \$3 and \$4. Kids half price at night.

CIRCUS TROUPING

By TOM PARKINSON

REPORTS ARE THAT Little Bob Stevens will reopen his Stevens Bros.' Circus this season. Equipment has been moved from Coffeyville, Kan., to Alamo, Tex. Dick Loter is contracting for the present. Stevens has had concessions on Hagen in recent seasons. . . . The Clyde Beatty-Cole Bros. Circus delivered a tiger to the Kelly-Miller show last week; went on to Muscatine, Ia., to buy a small elephant, then returned to Hugo, Okla., to load another elephant and a camel the show was buying from K-M. . . . Pete Cristiani is back with the family show and is to have the concessions again this season.

Cotton Fenner, of the Feld organization, was in Chicago recently setting up the Ringling-Barnum stand at the International Amphitheater for June 2-12. . . . Beatty-Cole has contracted to play Atlantic City, May 7-8; Asbury Park, May 19; Long Branch, 20; New Brunswick, 21 and Philadelphia, May 22-30. . . . Cristiani Bros. Circus has booked Toledo for the Grotto, June 18. . . . Carson & Barnes is planning to open March 24 at Commerce, Tex. . . . Bailey Bros. Circus plays Paris, Tex., April 5 and Muscokee, Okla., April 7-9.

Royal American Shows has purchased several of the surplus Ringling wagons. Included are two donniker wagons and a show wagon to be used for hauling an automobile. The carnival also bought the circus' sanitation truck. . . . Work of tearing down buildings at the Ringling quarters in Sarasota is reportedly moving fast. Steel from the old buildings is to be moved to Venice, Fla., for the new ones. Sarasota newspaper figures that the show saved an estimated \$58,343 in taxes since 1941. No records are available for earlier years of the show's stay in Sarasota. Sum represents total of rebates given to the show by the county because of advertising the circus did for the area. . . . Jack Niblett, English circus writer who was in this country a few seasons ago, expects to return to the U. S. this summer for five weeks and to visit shows in that time.

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Ed Sullivan's Sunday (20) special circus show on TV was the result of efforts by Al Dobritch. He called from Paris to New York with the idea, came back to New York for a conference and in a matter of very few days was back in Paris to set up the filming. Most U. S. acts whose film clips were added to the French film had appeared on the Sullivan show originally thru Dobritch also.

Atayde Bros. Circus recently completed a successful 15 days at Guadalajara, Mexico, and is working its way toward Pueblo for a two-week stand. Business has been good and better than in Mexico City. . . . Circo Union opened at Guadalajara March 10 for two weeks. Joe Lempke's Chimps leave Circo Union soon to join Gil Gray Circus.

CFA members in Norwalk, Conn., have formed the Tom Thumb Tent. Officers include Lenox J. Currie, president; Charles Moad, vice-president, and Eugene J. Chariott, secretary-treasurer. . . . Opening of the new circus movie, "Toby Tyler," at San Antonio was the occasion for a meeting of the CFA there. Among those meeting at the Hertzberg Room at the library for a party prior to the movie were Leonard Farley, Tom Scaperlanda, the Raymond Gerhardts, Everett L. Houser, Dr. and Mrs. R. F. Hartman and Alan Davidson. Visitors at the Hertzberg Collection recently have included Davidson, Brace Helfrich, Wally Beach, the John Arters, the C. G. McMahaons, the Scaperlandas, the Ger-

hardts, Harold S. Dale, A. B. Garretson, Bob Towner and the Hartmans. Mrs. McMahon is the former Mrs. Ola Donovan Odom.

Charles Hilderra has been playing California dates, store shows and other engagements recently. He opened with Ring Bros. Circus at its Novata, Calif., stand, first of a string of shopping centers. He has some fairs set for late summer. . . . Sverre Braathen, CFA, authored an article about circus bandmasters on occasion of the annual meeting of the American Bandmasters' Association. The association met at Madison, Wis., early in March, and those attending included Karl L. King.

Clowns at the Minneapolis Shrine Circus included Gene Randow, Harold Simmons, Leo Francis, Joe Coyle, Bozo Cary, Billie Burke, Lawrence Cross, George LaSalle, Jack and Ruby Landrus and Grimaldis. . . . Buster Olle is clowning in Florida schools now and will be with the Beatty-Cole show this season. His wife, Esther, will be with the show also. . . . Evelyn Currie's story of recapturing an escaped animal at Kansas City was told not only in regular news stories and photos on the wire services, but also in a UPI story that carried her own byline. . . . D. Roger Francis is promoting a Magic-Rama Show in Pennsylvania. . . . The Erwin Pages, formerly with Henson Bros. Circus, visited the All-American Circus at Huntsville, Ala. The Matt Lawrishes also visited at Florence, Ala.

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TURNING BACK THE PAGES: Opening Ringling's publicity campaign in New York were Babe Boudinot and his billers plus press men Bev Kelly, Frank Braden, Frank Morrissey and Allen Lester. . . . Hamid-Morton date at Memphis grossed \$76,000. . . . Hunt Bros. wanted a horse trainer. . . . Austin Bros. Railroad Circus wanted people. . . . S.L. Cronin was readying his new Cronin Bros. Circus. . . . Noel Van Tilburg's Minneapolis Shrine show was nearing a \$100,000 gross.

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Calgary Building Debt Adds Up to \$1,300,000

CALGARY, Alta.—Construction of necessary buildings at the exhibition grounds, such as the \$2,000,000 Big Four combined exhibits building and curling rink, has put the Calgary Exhibition and Stampede, Ltd., into debt to the tune of \$1,300,000.

This was revealed by Mervyn A. (Red) Dutton, president of the exhibition board, in an address to the Calgary Junior Chamber of Commerce.

"I am making this statement at this time because there seems to be a feeling among a small segment of our citizens that the exhibition board and all that it constitutes is owned by a number of wealthy businessmen and that the organization is simply rolling in money," Dutton said.

Dutton said the board hoped to be in a position to pay off its debt within the next 10 years and at the same time leave a moderate surplus on operations in order to take care of the year-to-year improvements on the plant and facilities.

While the land and all the buildings and facilities at Victoria Park (the fairgrounds) are owned by the city of Calgary, and thus by the citizens as a whole, the exhibition board is developing and building up the exhibition and stampede from annual revenue and without assistance from civic funds, he reminded.

He said none of the directors or the numerous committee members receive pay or allowances from the exhibition board, and that the only paid employees are the few permanent staff members who handle the exhibition and stampede and its numerous associated activities the year round.

The stampede has brought international fame to Calgary and still ranks as the greatest tourist attraction in Canada, Dutton said.

He defended the recent decision to boost the 25-cent gate price to 50 cents and said it was the first increase in 42 years. Stampede patrons will receive the greatest entertainment value for their money to be offered anywhere in North America, he said.

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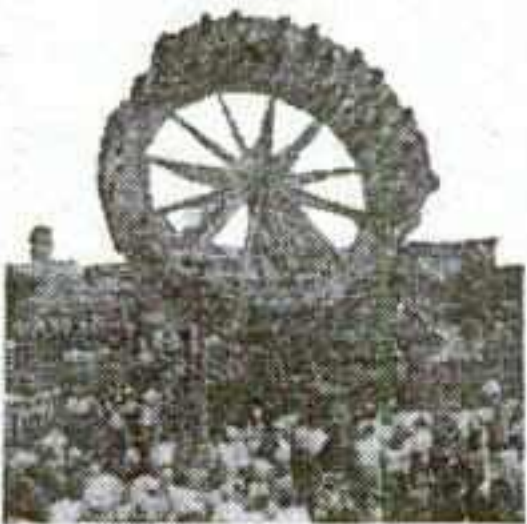
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THE FINAL CURTAIN

BOZZA—Roxie, 45, March 16 of a heart ailment in St. Elizabeth Hospital, Belleville, Ill., where she had been a patient for the past year. Survived by her husband, Tom, carnival concessionaire, and two daughters. Services March 18 in East St. Louis, Ill., after which the body was sent to Mount Vernon, Ill., for burial.

CHALFEN—Mrs. Morris, wife of the producer of "Holiday on Ice" and her three children, March 17 in an airline crash near Tell City, Ind. (Details elsewhere.)

COONS—Mrs. Anita Hanly, 64, wife of Claude Coons, formerly with the old John Robinson Circus band, recently in a Lexington, Ky., hospital. Besides her husband, she is survived by a son, Frank W., Albuquerque, N. M.; two sisters, Mary Jo and Katherine S. Hanley, Lexington; a brother, George A. Hanly, Miami, and four grandchildren.

DUFFEY—Rose, tattooed woman known professionally as Rose Conway, recently in New York. She formerly worked at Coney Island, New York, and in Hubert's Museum, New York. Police are holding the body in the morgue. Anyone knowing of relatives are requested to contact New York police.

FRAIN—Mrs. Andy, wife of the head of the ushering services, March 17 in an airline crash near Tell City, Ind., (Details elsewhere.)

LUCE—Ben, 88, an outdoor showman for over 60 years, March 12 in Inglewood, Calif. Survived by his widow, Mabel; a daughter, Corinne; a granddaughter and three great grandchildren.

MAZLEY—Hodie Ray (Bill), 22, son of Mr. and Mrs. Cecil R. Mazley, of Central States Shows, March 1 of carbon monoxide poisoning. He was subjected to fumes from a diesel motor while working aboard a salvage boat. Well known to showfolks, he formerly trouped with the Central States Shows. Besides his parents, he is survived by a sister, Mrs. Florence Stewart, and a brother, Lee Ray. Masonic funeral took place in Aransas Pass, Tex.

MURGATROYD—Sydney, former circus and carnival man, February 10 in Santa Clara, Calif., of a heart attack. Survived by his widow, the former Mary McKeone; a daughter, Mrs. Mary Ann Hamblen, San Francisco, and a son, S/Sgt. Michael E. Murgatroyd, Chanute Field, Ill. Burial in Alta Vista Memorial Park, Palo Alto, Calif.

PEPPLE—T. Dwight, 82, former general agent of Polack and Russell circuses, one-time show producer, and pioneer carnival man, at Chicago March 17. Details elsewhere in this issue.

SBARBARO—John A., 70, long-time member of the Showmen's League of America, March 17 in an airplane crash near Tell City, Ind. (Details elsewhere).

SCOTT—William M., 85, former producing clown with Ringling Bros.' Circus, March 8 in DuBois, Pa. Survived by a sister. Services March 11 and burial in Beulah Cemetery, DuBois.

Carnival Routes

All American: Bamberg, S. C.
Bee's Old Reliable: Loxley, Ala.; Ozark 28-April 2.
Big State: Falfurrias, Tex.
Deggeller Show of Shows: St. Petersburg, Fla.
Greater Kastl: Carlsbad, N. M.
Page Combined: Titusville, Fla.
Peter Paul Ams.: Sanford, Fla.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 21-April 12.
United Expo.: Bryan, Tex.; Waco 28-April 2.
Victory Rides: Abilene, Tex.

Circus Routes

Davenport, Orrin: Dayton, O., 24-April 2; Columbus 4-9.
Hagen Bros.: Pompano Beach, Fla., 21; Fort Lauderdale 22; Boca Raton 23; Homestead 24; Key West 25; Marathon 26; Sweetwater 27.
Hamid-Morton: Memphis, Tenn., 21-25; Wilkes-Barre, Pa., 30-April 2.
Kelly-Miller: Greenville, Tex., 21; Waxahatchie 22; Mineral Wells 23; Abilene 24; San Angelo 25; Midland 26; Pecos 27; El Paso 28; Las Cruces, N. M., 29; 28; Las Cruces, N. M., 29; Silver City 30; Safford, Ariz., 31; Globe April 1; Casa Grande 2.
Polack Bros.: (Fairgrounds Coliseum) Louisville, Ky., 24-27; (Fairgrounds Coliseum) Indianapolis, Ind., 31-April 3; (Barton Coliseum) Little Rock, Ark., 8-9.
Ringling Bros. and Barnum & Bailey: (Ice House) Haddonfield, N. J., 23-24; (Trade & Convention Center) Philadelphia, Pa., 25-29; (Garden) New York 31-May 15.
Wirth: (Island Garden) West Hempstead, N. Y., April 1-24.

Miscellaneous

Lavelli, Tony, Show: Ashland, Ky., 21-22; Portsmouth, O., 23; Lexington, Ky., 25-26; Bowling Green 28; Shively 29; Paducah 30-31.
Matchstick Cities: Daytona Beach, Fla., 21-23; Lakeland 24-26; Clearwater 28-April 2; Ocala 4-9.
O'Day, Marie: Quanah, Tex., 21; Vernon 22; Wichita Falls 23-26; Gainesville 28.
Piccola Teatro di Milano: (Her Majesty's) Montreal, Que., 22-27; (Royal Alexandra) Toronto, Ont., 28-April 2.

BIRTHS

DUNN—
A daughter, Frances Noreen, March 8 to Mr. and Mrs. R. W. Dunn in St. Marks, Fla. Grandparents are Mr. and Mrs. H. L. (Ky) Archer, carnival troupers.

SWIFT—
A daughter, Barbara Alice, March 11 in Sioux Falls, S. D., to Jane and Jackie Swift. Father is general representative of Royal United Shows.

Legitimate Shows

Dark at the Top of the Stairs: (War Memorial Aud) Fort Lauderdale, Fla., 23; (H. S. Aud) Ocala 24; (City Aud) Savannah, Ga., 25; (Royal) Columbus 26; (Twp. Aud) Columbia, S. C., 28; (War Memorial Aud) Greensboro, N. C., 29-30.
Look Homeward, Angel: (National) Washington, D. C., 21-26; (Ind. U Aud) Bloomington, Ind., 28; (Continued on page 55)

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PORTEMONT MAPS 24-FAIR ROUTE

Will Split Show to Play Four Annuals; Adds Helicopter, New Front Gate Arch

GANTT, Ala. — Final make-ready on Johnny's United Shows is under way here at winter quarters and the show is just about ready for a route that will include 24 fairs, five spring stands, an Air Force installation and a July 4 celebration.

Johnny Portemont, owner-manager, said the show will be split into two units on four of the fairs booked. The entire show will open May 16 and close November 19. Prior to the bow, a ride and concessions unit will play dates in southern Alabama.

Portemont and Lloyd Kelly drove to North Tonawanda, N. Y., to pick up a new Helicopter at the Allan Herschell plant. Eddie Hall brought in six additional light towers. Work here has been going on most of the winter. A new fiber glass front arch with nylon marquee is being built and red and white nylon tops will flash up most of the shows and concessions.

On the back end a new rock and roll unit is planned and Jules Catarzi will bring on a Rolloplane, Turtle Show and Monster.

Portemont recently purchased 30 acres south of Andalusia where a new home is planned plus winter quarters and trailer park facilities.

Staff, in addition to the senior Portemont, includes Johnny Portemont Jr., co-owner and general manager; John Terry Portemont III, "ride owner and consultant"; Marilyn Portemont, secretary-treasurer; Charlie Hines, advance advertising; Eddie Hall, general superintendent; Ray Jackson, towers and front, mailman and agent for The Billboard; Eddie Hart, artist; A. Ward, maintenance; William (Bill) Anderson, electrician; Ted Woodward, general representative.

APRIL BOW

New Show Framed by Rosenfeld

INDIANAPOLIS—Sol's Greater Shows will hit the road for the first time, opening in mid-April, Sol Rosenfeld, owner-manager, announced. Rosenfeld recently acquired rides from the estate of the late Smith brothers of Spencer, Ind.

This will be the first attempt at show ownership on the part of Rosenfeld, who has been in the business for some time. Plans are to carry five major and two kid rides, two shows and close to 20 concessions, he said. Ohio, Indiana and Illinois will be played and the show will carry its own diesel light plant.

Jack Williams is general agent and business manager and will manage the office-owned concessions. Mrs. Rosenfeld will have her bingo in the lineup.

Tampa Club Gets \$10,432 From 3 Shows

TAMPA—The treasury of the Greater Tampa Showmen's Association has been enriched by a total of \$10,432.74, profits from jamborees held on three shows this winter, President Dick Gilsdorf announced.

Shows and the amounts turned in were: Royal American Shows, \$6,126; Blue Grass Shows, \$2,394.11; James E. Strates Shows, \$1,912.63.

Chet Fowler, chairman of outdoor events, announced that the annual "Hit-the-Road" barbecue would be held April 3 at Ralston Beach. Close to 700 pounds of ribs and 300 of chicken will be served.

Joe Sciortino reported 933 paid up members. Bill Stophel announced a total of 350 pints of blood and \$1,500 in cash in the blood bank.

Three Eastern Fairs Still Sans Midway

ALLENTOWN, Pa. — Decisions on both the midway and grandstand entertainment awards are expected next week for the Greater Allentown Fair, manager Ed Leidig reports. Allentown, Bloomsburg, Pa., and the Maryland State Fair in Timonium are the major Eastern fairs whose contracts have not been announced as yet.

Leidig said four carnivals are competing for the date, played in recent seasons by the James E. Strates, World of Mirth and Reithoffer Shows.

CARNIVAL CONFAB

TED GOLOSKIE of Providence is fielding his own show this season. . . . Dave E. Fineman set to open with the Prell show in Fayetteville, N. C. . . . Other front-end doings include Tommy Carson with Ben Wolfe's midway and Sheik Rosen to debut with Johnny Denton's Gold Medal Shows. . . . Reports have Sam Generallo promoting the Saturday matinees on Amusements of America this season after having handled it for years with L. I. Thomas. Tony Mason bossing work projects in Sumter, S. C., under supervision of John and Babe Vivona. It is understood Dutch Whiteside may be a regular on the Vivonas' midway this spring.

Plenty of carnival action in store around Philadelphia, the area to be visited by Sal Bonafino (Bunny's Rides), Oscar Magdole Amusements, M. D. Shows, Quinn and Essner (Active Bazaar), and the Strates and Vivona shows. . . . Phil Cook, touring for the Lenz insurance firm, got snowbound in Henderson, N. C. Dined with Joe Gilman there. Also had a freezing visit with Homer Scott (Georgia Amusement Company) in Toccoa, Ga. In company with brother Sol, Phil will be visiting Johnny Venditto, Larry Carr, Gene Burr, Lee Hill, Oscar Buck, Harry Kahn, Reid Lefevre and the Lagasse clan on a Northern sales trip. . . . Mr. and Mrs. McVee will have their cookhouse on Penn Premier Shows this year. . . . Mr. and Mrs. Mark Reilly left Florida March 11 on the S.S. Evangeline for a 10-day Caribbean cruise. Mrs. Elizabeth Murphy is returning to the O. C. Buck Shows' office this year, she reports.

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Simon (Piccolo) Hadji, concession agent, worked for Mike Todd Productions' exploitation of "Scent of Mystery" in New York. He drove a 1925 Renault taxi, used in the film, around Times Square with Eddie Fisher, Elizabeth Taylor and Peter Lorre as passengers. . . . Mae Hong, King Reid Shows press agent, working ahead of two Columbia Pictures films in the Midwest during March. . . . Louis Scherer got snowbound driving from Providence to Brooklyn for How-Reit Shows meetings, and had to hole up at the Hotel Taft. . . . Harry Alexander's talkathon Wednesday (9) was grueling but important, for it was the third and final reading as the National Showmen's Association revised its bylaws.

Jack Stern, Eastern concessionaire, is in Central Park West Nursing Home, 22 West 74 Street, New York, convalescing after a long illness. . . . Pat Schilly, of the World of Mirth Shows, brother of Frank Schillizzi, is in Veterans Hospital, East Orange, N. J. . . . Thomas A. Holzman, also of World of Mirth, is laid up at the V. A. Hospital, Bay Pines, Fla., and would like to hear from friends. . . . Al and Camille Howard and their son were weekend house guests of the Pat Reithoffers in Dallas, Pa. A cocktail dinner was held in their honor, followed by dinner at Irem Temple Country Club. Present were the Howards, Reithoffers, Mr. and Mrs. Bill Goodman, and Mr. and Mrs. Edward Morgan. Morgan is attorney for the Reithoffer Shows operation. . . . Virginia Leonard is membership chairman for the NSA Ladies' Auxiliary, with Dolly McCormick and Bess Hamid as vice-chairmen.

William (Bill) Naylor, veteran outdoor tub-thumper, stopped off recently at the St. Louis office of The Billboard en route to Hot Springs for a vacation. Bill suffered a fractured arm in a fall on the ice last December and thus his annual January trip to the spa was postponed several weeks. . . . Visitors to the Gantt, Ala., winter base of Johnny's United Shows have included Mr. and Mrs. Lee Creson, Harry and Nina Sutton, Charlie and Rosie Lampkin, Junior and Mrs. Mary Lamay, Mr. and Mrs. Bob Brown, Joe Salidino and daughter, Shirley, Hub and Winnie Luehrs

and family, Mr. and Mrs. Charlie Hodges, Mr. and Mrs. E. Strohl, Mr. and Mrs. E. Allen, Henry Kennedy, P. C. (Bill) White, Mr. and Mrs. Ernie Farrow, Mr. and Mrs. I. V. Hulme, Joe Fontana, Mr. and Mrs. Fred Cantrell and Mr. and Mrs. Bob Yabroudy. Mrs. Lloyd Kelly left Gantt recently to pick up a new popcorn trailer in Marine, Ill. Jack and Luchie Owens came in after some jewelry operations in Louisiana stores. Also arriving were Whitey and Lucille Bryant, Harry Harris and Mr. and Mrs. Bob Carroll.

Frank Joerling

Barbara LeMay, exotic dancer, recently opened at Club 50, East St. Louis, Ill., and would like to hear from friends. . . . H. M. (Toots) Reves is in Brooks General Hospital, San Antonio, and requests mail. . . . Robi DeMar, girl show operator, recently purchased a 120 by 30-foot top and 150-foot bannerline from Charles Hodges, show operator with Gooding Amusement Company. . . . Lions Club of Taylor, Pa., has awarded midway contract for its 1960 Memorial Week Celebration to Garden State Shows, the latter's manager, R. H. Miner, agreeing to present four major and four kiddie rides and 18 concessions. Garden State has also been signed for the Great Bend Township & Baras Centennial, Great Bend, Pa., July 17-23, according to E. Empett, committee secretary. . . . Bill Ackley Sr. advises that contrary to reports circulated a couple of years ago, he is still alive and active with the J. J. Klein Enterprises. His daughter, Sandra Elaine, who was born on World of Mirth Shows, recently won a queen contest in Presque Isle, Me.

Howard Piercy recently underwent an operation in Dr. Carter Moore's Memorial Hospital, Franklin, Ky. Other troupers on the sick list are Horace Gordon, Route 3, Box 115, Montgomery, Ala., and John (Framingham Red) Shaughnessy, formerly of the Continental Shows, in Veterans' Hospital, Togus, Me. All would like to receive mail from friends. . . . The Dale Maddens are back at their home in Lake City, Ia., after working seven weeks in and around St. Joseph, Mo. They are currently preparing equipment for their shopping center unit.

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FLASHBACKS: 15 Years Ago—Max Goodman announced at Hot Springs winter quarters that, despite rumors to the contrary, Wonder Shows of America would go on the road for the 1945 tour. . . . Tommy Fuzell sold his Spitfire to H. W. Bartholomew and Joe H. Sharp. . . . Showfolks of America, San Francisco, raised more than \$2,500 for its sick and death fund at its annual spring party chairmanned by Dan Michaels. . . . James M. Rafferty's R & S Shows kicked off the Eastern season, opening a 32-week tour at Southport, N. C. Walter Nealand handled the press.

Byers to Open In Orange, Tex.

COUSHATTA, La. — Byers Bros. Shows will leave its winter base here late in March and will open its '60 season at Orange, Tex., Carl Byers, owner, announced.

Season will see the show in Texas, Arkansas, Louisiana, Missouri, Iowa, Wisconsin and Oklahoma. One new fair added this year is the Great Jones County Fair at Monticello, Ia., and the show will repeat at the Dubuque, Ia., annual. Equipment will be divided for July 4 celebrations at Red Oak and Osceola, Ia.

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★ SHOWS: Can place Wildlife (Burton, contact). Glass House, Monkey-Animal, Motordrome, and any good and novel-type Family Show, Snake Show (Renton, contact).

★ HELP: Want for No. 2 Unit, Foremen for Ferris Wheel, Merry-Go-Round, Kiddie Rides, Chairplane and Frolic. Second and Third Men on all Rides. Want Paratrooper and Rolloplane Foremen. Winter quarters now open.

★ Mary and John Kupinsky, contact Art Lewis. Have good proposition for manager for office-owned Custard and Popcorn. Kenneth Johnson, contact. NO. 2 UNIT OPENS SUMMER, S. C., MARCH 31, FOR SHAW A. F. BASE PAYDAY. Can place Sit-Down Crab for this spot. (Have for sale several Grind Show fronts, priced to sell!)

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HELP Can place Foremen for Wheel, Rolloplane, Octopus, Tilt, Rockoplane and Herschell Kid Ride. Also Second Men on all Rides. Must have license and drive semis. Top salary. Long season to the ones who can cut it, plus bonus. Winter quarters open. Huff, Frenchy, Blue Eyes, Rex Hayl, Hilton, Little Joe and Heffner, come on in. Also all others who are contracted. Address all mail and wires

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RIDES Can place Scrambler, Paratrooper or Wild Mouse.

CONCESSIONS Can place Photos, Age, Scales, Short Range, String, Basket Ball, Fishpond, Ball Games and any other legitimate Concessions that work for stock. (Arkey, Lee, West, Chism, answer.)

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SHOWS: Want Girl Show with own equipment, any other Shows, Fun House, Dark Ride.

RIDES: Want Scrambler and one other major Ride not conflicting. Can place Pony Ride due to disappointment. Lou Clark, can use your Ride Front Location. Larry Sanders (Girl Show Operator), call me collect, Roy. (No collect wires or phone calls.)

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Record Past Presidents Turnout Made for Meeting Called by Olson

Continued from page 44

from those traditionally set for both its and the Showmen's League convention activities. Prior to the start of the closed session of the board of governors, Masterson, Fager and Wynne, all Showmen League members, were introduced to the group.

Before closing their meeting, the board voted to merge the previously appointed committees for the presidents party and the banquet and ball into the banquet and ball. As a result, Maurice (Lefty) Ohren and Sam Levy Jr., will be co-chairmen, with Bill Carsky, Bernie Mendelson, Charles Zemater Jr. and Frank Taylor as the other members.

In the League's formal session, prior to the board of governors meeting, Lou Dufour paid tribute to M. J. (Mickey) Doolan, who died June 7, 1957, for Doolan's

high ideals and philanthropy. Doolan, Dufour pointed out, in his recently executed will, left the League \$6,750 and "symbolized our concepts of brotherhood."

A moment of silence was observed in honor of T. Dwight Pepple, a League member, who died early Thursday morning (17).

J. L. Clayton, president of the Showmen's Guild of Australia, attended the general meeting and gave high praise to Olson for the manner in which he conducted the proceedings.

Reported on the sick list at the regular meeting were O. J. (Whitey) Weiss, in Tampa; Pat Finnerty, Miami; Charles McDougall, Santa Rosa Hospital, San Antonio; Lou Keller, Roy Marietta, Harry Ferris, all in Chicago.

Al Kunz Picks Up Velare Space Wheels

CHICAGO—Al Kunz, owner-manager of Heth Shows left here Thursday (17) for Long Beach, Calif., to arrange for delivery of the Velare Double Space Wheels, which he purchased in January. The ride will be moved to Harry Batt's Ponchartrain Beach Park, New Orleans where it will open for business on April 10.

Kunz was here to attend the special meeting of the Showmen's League of America on convention plans. As a member of the SLA nominating committee, he also attended that meeting on Thursday afternoon.

A crew of 34 men are busy in winter quarters at Birmingham, Ala., readying rides, shows and equipment for the season. Complete show will bow late in May but a shopping center unit of 11 rides is out at present and two school units will go out in April for an eight-week tour of Birmingham schools.

A new Dodgem building is

being constructed and a new front for the Devil's Daughter show. The Heth Octopus was recently returned from Eyerly Aircraft where it was overhauled and King Amusement has delivered a new Fun-house.

Nat and Dorothy Mercy are in quarters after a talent tour. The Galyon Siamese Twins will be features of the Heth back-end and the Mercys will also produce Club Havana, Hawaiian Village, Side Show and four other units.

Kunz disclosed that he has placed orders for three new Tandem wheel semis to carry the Dodgem and Tilt-a-Whirl, Chevrolet tractors and one Chevrolet pick-up.

He will attend the March 24 meeting of the International Showmen's Association on his return from California. Kunz is 1960 president of the club.

McCrary Buys Sky Wheel

NORTH TONAWANDA, N.Y.—The Allan Herschell Company has received another order for one of its new Sky Wheels, this one from E. D. McCrary, former owner of 20th Century Shows and now an independent ride operator.

George Moses, Allan Herschell sales manager, said orders on the wheel are being taken still subject to final pricing and delivery.

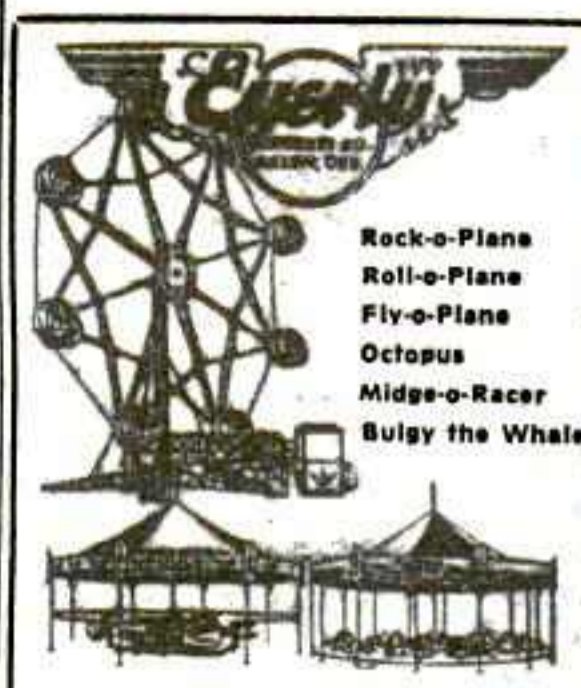
Miami Fem Club Names Nom. Group

MIAMI—The Ladies' Auxiliary of the Miami Showmen's Association has appointed its nominating committee which will organize a slate of officers for 1961.

Named to the committee were Agnes Grosso, chairman; Virginia Feldman, Kay Leisure, Lola Kockonover, Evelyn Taylor, Alberta Mack and Rose Lang. Alternates are Kitty Glosser, Dora Pierson, Peggy Hirsch and Pat Rickter.

A fashion show will be held in the clubrooms on March 16 with Peggy Heiman and Estelle Bell in charge. Members will do the modeling. A hit-the-road party is set for March 19.

The past-president's card party was reported a big success. Proceeds went to the old-age fund.



Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midge-o-Racer
Bulgy the Whale

USED RIDES FOR SALE

Ride	Quantity	Ride	Quantity
Flying Coaster	(1)	Chair Plane	(2)
Caterpillar	(2)	G-16 Train	(4)
Merry-Go-Round	(4)	"1865" Min. Train	(1)
Dodgem Build'g	(1)	Turnpike	(2)
Dodgem Cars	(24)	Jr. Hot Rod	(1)
Twister	(1)	Buggy	(2)
Looper	(1)	Rocket Ship	(2)
Hot Rods	(10)	Tank Ride	(1)
Roller Coaster	(2)	Roto Whip	(1)
Boat	(2)	Tubs-of-Fun	(1)
Auto	(2)	Many, many more.	
Jolly Cat	(1)		

No lists furnished. State what you want.

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Westbrook Names 200 To Posts at Miami Club

MIAMI — A list of 200 names, more than ever before, has been set up by Harry (Buster) Westbrook to populate the committees of the Miami Showmen's Association. The directors this year are increased in number from 50 to 65. In addition, 24 "Miami Beach representatives" have been appointed, plus a "convention committee."

Complete committee list is as follows:

Directors — Zelig L. Bass, Louis Bell, Leo Bistany, Shep Blumberg, William C. Bryant, John Campi, Johnny Canole, S. Tommy Carson, Is Ceilin, Ben Cohn, Dick Coleman, Phil Cook, Sydney Daniels, Danny Dell, Jack Essner, Nate Farber, Dave Fineman, Patty Finerty, Ben Glasberg, Ep Glosier, George Gordon, Max Goodman, Specs Groscurth, Joe Grosso, Al Hamid, Carl Hanson, Jeff Harris, Eddie Horwitz, Al Howard, Harry Katz, Al Kuntz, Lew Lange, Charles Lenz, Murray Levitt, Art Lewis, Morris Lipsky, Willie Lish, Joe Marchiano Jr., John Miller Sr., Harry Modele, Bob Negus, Pete Norman, Paul Olson, Roland Page, John Portemont, Abe Prell, Louis A. Rice, Mike Roman, Harry Ross, Dutch Salus, Harry Schreiber, Claude Sechrest, Jimmy Stabile, Jimmy Strates, Joe Straus, Whitey Tara, Newell Taylor, Mickey Timmins, Dominic Vivona, Rip Weinkle, Harry Weiss, Jack Weiss, Dutch Whiteside and John Wilson.

Ambassadors of good will — (West) Harry Ross, (Canada) Willie Lish, (East) Shep Blumberg, (Midwest) Louis A. Rice, (Maintenance) — Ben Glasberg, chairman, Eddie Horwitz, co-chairman, Al Hamid, Vic Hamid, R. G. Brown, Finance — Bill Cowan, chairman, Dave Endy, Bob K. Parker, Nate Farber, Max Goodman, Picnic — Mike Roman, chairman; Joe Ross, co-chairman, Jimmy Stabile, Sam Generallo, Tom Shatkey, Lou Kramer, Dixie Malanga, Hymie Rosenblum, Paul Vilco, Nelson Wilkins, Funeral and cemetery — Mike Roman, chairman, William J. Tucker, Jimmy Finn, Harry Heiser, J. D. Frisbie, Relief — Mike Roman, chairman, Jimmy Stabile, Joe Ross, Entertainment — Joe Ross, chairman, Mike Roman, co-chairman, Jimmy Stabile, Tony Mason, Joe Boston, Larry Marcassio.

House — John Campi, chairman, Ben Glasberg, Charles Wright, John Hoffman, Tom Sharkey, Eddie Horwitz, Al Hamid, Joe Marchiano Jr., Earl Bennett, John O'Rourke, Milton Finkelstein, Bill Roe, Bar — Harry Schreiber, chairman, Rip Weinkle, Harry Katz, Bob K. Parker and Charles Wright, all co-chairmen, Ways and means — Newell Taylor, chairman, Louis A. Rice and Morris Lipsky, co-chairmen, John Portemont, Midwestern chairman, Shep Blumberg, Eastern co-chairman, Charles Wright, award books chairman, and Phil Cook, Al Kuntz, Hal Eifort, John Campi, Johnny Canole, Roland Page, William (Bill) Page, George Gordon, Ben Cohn, Pete Norman, Rod Link, Morris Vivona, Ep Glosier, Paul Olson, Lloyd Serfass, John Hoffman, Dave E. Fineman, Harry Schreiber, Joe Marchiano Jr., Bucky Allen, Ben Glasberg, Danny Dell, Jack Essner, Specs Groscurth, Is Ceilin, Barney Corey, Al Dorso, Harry Modele, E. E. Farrow, Sam Prell, Ben Herman, Harry Weiss, Jack Weiss, Al Hamid, Bob Negus.

By-laws — Wallace N. Maer, chairman, Jack Weiss, co-chairman, Bill Cowan, Lew Lange, Phil Cook, Building management — Sam Prell, chairman, and all officers. Building emergency — Sam Solomon, chairman, William J. Tucker, Cliff Wilson, Nate Farber, Blood bank — Whitey Tara, chairman, Charles Wright, co-chairman, Whitey Byus, Ben Glasberg, Sydney Daniels, Alton Pierson, Mike Roman, Al Rossman, Jimmy Stabile, Barney Tassell, Pud Hartman, Bingo — Harry Weiss, Joe Cennema and Guy Markley, co-chairmen, Tommy Arger, Al Dorso, Danny Dorso, Howard Drayer,

Bib Negus, Gene O'Donnell, Max Pincus, Ben Weiss, Yearbook — Harry Schreiber, chairman, Newell Taylor and Dutch Saltus, co-chairmen, Tylers — Russ Erdell, chairman, Joe Arons, Vic Hamid, Eddie Horwitz, R. G. Garner.

Membership — John Miller Sr., chairman, Lew Lange and Ben Glasberg, co-chairmen, Nate Cutler, Phil Cook, George Gordon, Newell Taylor, Willie Lish, Louis Bell, Claude Sechrest, Ben Cohn, Murray Levitt, John Hoffman, John Campi, Abe Prell, Harry Schreiber, Charles Travers, Eligibility — Alton Pierson, chairman; Jimmy Stabile, Whitey Tara, Rip Weinkle, Ben Glasberg, Convention — Max Sharp, chairman; Bob K. Parker, Sydney Daniels, Leo Bistany, Max Goodman, John Vivona, Oscar Buck, Sam Prell, Ben Weiss, Bill Cowan, Bucky Allen and all past presidents, Auto award — Nate Farber, Sydney Daniels, Harry Katz, Zelig L. Bass, Newell Taylor, Fights — Harry Katz, chairman; John Campi and Art Lewis, co-chairmen.

Christmas party — Sydney Daniels and Willie Lish, dual chairmen; Nelson Wilkins, Jack De Marco, Al Goldstein, Robert Mainster, Alexander Cunningham, Sid Markham, Christmas baskets — Whitey Tara, chairman; Mike Roman, Alton Pierson, Nate Farber, Lew Lange, Harry Schreiber, Bill Hornfield, Spots Motola, Willie Lish, Nelson Wilkins, Newell Taylor, Louis Kramer, Charles Jacobs, Tom Sharkey, John Campi, Banquet and ball — Max Sharp, chairman; Nate Farber, co-chairmen; Sydney Daniels, Bucky Allen, Lew Lange, Jack Weiss, Publicity — Irwin Kirby, chairman; Roy Jones, Phil Cook, Presidents party — Max Sharp, chairman; Rip Weinkle, Nate Farber, Mickey Timmins, Lew Lange.

Pepple Dies

Continued from page 45

promoter and uncle of Irving Polack. A few seasons later he joined Polack Bros. as a promoter and special agent. Next he went to Russell Bros. as agent until 1939, when he rejoined Polack as agent. He retired from the Polack show two years ago and opened an office in Chicago to produce and promote shopping center shows and to book acts. He intended to give up the office at the end of this month and write his autobiography.

Survivors include a sister, Mrs. Ada Blanche McCormick, Escondido, Calif.; a niece, Mrs. Henry R. Stauffer, of Ashland, O.; a nephew, Col. George E. McCormick, Escondido, Calif., and several great nephews, including Richard Stauffer, Wheaton, Ill.

Legitimate Shows

Continued from page 52

(Memorial Coliseum) Evansville 29; (Ellis Aud) Memphis, Tenn., 30-April 1; (H. S. Aud) Huntsville, Ala., 2; (City Aud) Asheville, N. C., 4. Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 21-April 16.

Ice Shows

Holiday on Ice of 1960: (Exhn. Hall) Miami Beach, Fla., 21-27; (Armory) Tampa 28-April 3. Ice Capades, 19th Edition: (Expo. Bldg.) Little Rock, Ark., 22-27; (University Fieldhouse) Wichita, Kan., 28-April 3. Ice Capades, 20th Edition: (Stadium) Chicago, Ill., 21-27; (Arena) St. Louis, Mo., 28-April 3. Ice Follies of 1960: (Memorial Aud) Buffalo, N. Y., 22-27; (Arena) Minneapolis, Minn., 30-April 17.

Arena Routes

Georgian State Dance Co.: (Garden) New York 27-30; (Arena) New Haven, Conn., April 3 (matinee); (Music Hall) Cleveland, O., 6-7. New York City Opera Co.: (Eastman) Rochester, N. Y., 21; (Loew's State) Syracuse 22; (Symphony Hall) Boston, Mass., 23-24; (Bushnell Aud) Hartford, Conn., 25-26.

BAKER UNITED Shows

"A Clean Modern Midway"

Opening middle of April, Indianapolis, Ind.

CONCESSIONS: Can place Foot-Long, Pronto Pups (must be clean and attractive) Age and Weight, Hoopla, Duck Pond, Pitch-Till-You-Win, Short Range, Balloon Darts, Bird Pitch, Coke Bottles, High-Striker, Glass Pitch, Ball Games or any clean, legitimate Concessions that work for stock. (Roy Dearduff, contact me at once.)

HAVE BINGO, POPCORN, FLOSS AND SNOW BOOKED.

RIDE HELP: Can place Wheel Foreman and Kiddie Ride Foreman, Second Men on all rides. Must drive semis and have licenses. No cars.

SHOWS: Can place Glass and Funhouse, Snake, Fat, 10-In-1 and Monkey. NO GIRL SHOWS. (J. W. Roach, Contact.)

FOR SALE OR TRADE—Special-built 24 ft. Office Trailer ready to go. Will trade for rides, trucks or other equipment.

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HELP WANTED—Foremen for #5 Eli Wheel, 8-Tub Short-Arm Octopus. Second Men on Tilt, Octopus, Wheel and Merry-Go-Round.

RIDE SUPERINTENDENT—Who knows above rides and can handle same. An exceptionally good job for a good, sober man. (BILL PRATT, contact).

Best of working conditions for all above. Good salary and bonus if you stay. Best of equipment. Short jumps, only one stand a week. Best of motor equipment. All must drive semis.

CONCESSIONS—Can place small Cookhouse or Sitdown Grab, Photos, Long and Short Range, Pitches, Hanky Panks. We carry only one of a kind.

SHOWS—Place Shows with own equipment.

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Good territory for Penny Arcade and Dark Ride. Grab Joint, Hanky Panks and Photos, all do well here. NO FLATS or doubtful games. Help wanted for office-owned Concessions.

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SHOWS: Girl Show, must have two or more girls, any other family-type Shows with own outfit. Can use Penny Arcade.

RIDE HELP: Flying Scooter, Rolloplane and Ferris Wheel Foremen. Also want Foremen for Kiddie Rides. Prefer man who repairs organs. Ride Help who are working for us, report at Greenville, Ohio, Winter Quarters April 20. Also want Transformer Electrician.

COMMITTEES, we have a few open dates for Ohio and Indiana. This show has 14 rides, owned by office.

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JAMES H. DREW SHOWS

WINTER QUARTERS NOW OPEN

Wanted: Ride Men in all departments. Also capable Foremen for new trailer-mounted Paratrooper and new 12-car Scooter. Want Second Men on all Rides. Must be licensed semi tractor drivers. CONCESSIONS: Have opening for Long and Short Range, Photos, Novelties, Prize-Every-Time and outright sales. NOTE! John Barfield, answer. SHOWS: Want to hear from family-type Grind and Bally Shows.

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Want Cookhouse that will cater to show people. Also place Hanky Panks of all kinds. Want Fun House and other Grind Shows of merit. Want Electrician that can handle big show, experienced with transformers. Must be sober, reliable, have references and drive truck. Highest wages. Address: 801 E. 78TH STREET, MINNEAPOLIS, MINN.

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12 RIDES—Want for long season Fairs & Celebrations Mich., Ohio, Ind., and late fall Faira Miss., Ala. Open near Detroit May 1. Cookhouse, Hanky Panks, Corn, Apples, Floss sold. One Alibi, must have Hanky Panks, IH Striker, Long and Short Gallery. Help: Foremen on some Rides, Second Men that drive. Must be entirely reliable. Want Scenic and Show Painter now.

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OPENING THE MIDDLE OF MAY

WANT SHOWS: Can place family-type Shows and Fun House. CONCESSIONS: Short and Long Range, Center Pitches, Novelties, Cookhouse, Jewelry, Photos, Ball Games, Darts, Pitch-Till-U-Win, or any type Concessions working for stock. RIDES: Can use two Kiddie Rides. HELP: Can use First and Second Men on all rides that have license to drive semis. FOR SALE OR TRADE: Complete set of Arcade Machines, around 50, all good, enough to frame an arcade, priced right or will trade for Bulgy, or any Kid Ride that is in good shape. RAY WILSON, Owner; R. D. REID, Mgr., Astoria, Illinois.

USED CANVAS FOR SALE

2—good A. H. Little Beauty Merry Tops, \$50.00 each; 1—100 ft. Little Beauty Sidewall, \$30.00; 8—Rocko car covers, \$20.00; 2—Caterpillar Ballies, \$15.00 each; 1—small front marquee and 2—25 ft. pees sidewall, \$35.00; 1—24x34 gable end Top, only \$35.00; 1—100 ft. 8-ft. striped sidewall, \$50.00; 1—80 ft. khaki sidewall, \$25.00; 1—8x8 top and sidewall, no bally, \$10.00.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Parcel Post

- List of names and addresses for parcel post, including: Cagle, M., books, 20¢; Ackerman, Joe P.; Adams, Donald L.; Ainsworth, George; Alcorn, P. J.; Aldham, James B.; Aldridge, J. C.; Alfonso, Ronald; Alford, Fred; Algar, R. E.; Allen, Dale H.; Allen, David; Anderson, M.; Anderson, Norman; Armentrout, F. S.; Arnold, J. C.; Arnold, R. P.; Ashley, Bonnie; Barner, Charles; Aston, Eddie J.; Atterbury, R. L. (Bob); Aubrey, Red; Augustus, James; Auskins, Clarence D.; Bales, W. W.; Bair, Clarence H.; Baker, Hugh; Baldwin, Jerome G.; Ball, Eytzell; Banks, Melvin; Barchinger, Linn; Barner, S. R.; Barry, Michael T.; Barwick, A. E.; Battles, Arthur H.; Bauman, M. J.; Beaman, Joe E.; Bearden, Earl; Beardson, J. H.; Beattie, Robert; Beecham, Floyd; Beecham, Glen; Bell, Frederick; Bell, H. T.; Bell, Walter L.; Benedict, A.; Benfield, N. R.; Bennier, J.; Berge, Richard; Beresik, George; Berretta, R. A.; Berry, J. C.; Beverly, Fred; Bickford, P. J.; Bie, Frank (Big Rabbit); Bishop, John; Bissell, Delores M.; Black, Jay C.; Blackman, Willie; Blair, D. L.; Blair, R. F.; Blaisdell, C. A.; Bland, Frank; Blount, Emmett; Bock, Willie S.; Boddie, Sam; Bodine, R. F.; Bohn, L. E.; Bolden, Andrew; Bolden, Archie L.; Boston, Louis M.; Bowkin, Wm. C.; Boudy, Bob; Bouthie, Sonny; Bower, Lefty & Mrs.; Bowers, Jerry; Bowman, Wm. E.; Boyer, Otto; Breace, J. W.; Bresnican, Martin; Bridgeford, G. D.; Bridgeforth, F.; Brillhart, Gary; Britton, D. B.; Brock, Willie S.; Brookshire, K. E.; Brooks, A. L.; Brooks, Glenn; Broudy, Paul M.; Brown, Bert; Brown, Donald; Brown, E. O.; Brown, Earl; Brown, Earl M.; Brown, J. J.; Brown, James; Brown Jr., Joel; Brown, Louis M.; Brown, Robert; Bruce, Groves G.; Bruce, Russell L.; Bryan, Horace; Bryan, Robert; Bryan, Robert E.; Bryani, H. C.; Byers, Sammy; Bryson, J. C.; Bullabough, Marshall G.; Burbal, Joseph; Burnett, James V.; Burke, Jack; Burkley, E. H.; Burns, Joe W.; Burns, Raymond; Burnside T.; Burnside, L.; Burton, Charles; Buskirk, Raymond; Butland, J. B.; Buus, Harold Emil; Byrd, G. W.; Byrd, Wm.; Byrdson, B.; Byrnes, Robert J.; Cadatt, James A.; Calhoun, Roy; Calloway, Leo; Calloway, R.; Camp, R. J.; Campbell, Samuel H.; Cantwell, Charles; Cartise, George; Cashman, J. W.; Cassidy, G. H.; Caughran, P. H.; Center, Leonard H.; Chaudron, Jay; Christ, A.; Church, Charles; Church, Cowboy; Clanton, Ruben; Clark, Tommy; Clayton, John H.; Clemens, H. A.; Clenney, J. L.; Cobb, Charlie; Cobb, Paul; Cochran, D. O.; Coen, Richard; Coker, William; Coie, Amex; Coleman, Leroy; Coleman, Willie; Collins, D. J.; Collins, Ricki; Conyers, Martin; Cook, Bill; Cook, Harlan; Cook, L. L.; Cook, Robert; Cooke, J. M. (U. S. Reptile & Jungle Circus); Cooper, Bobby; Cooper, L. S.; Cooper, Noah; Cooper, Richard; Corbett, H. B.; Corey, Joseph E.; Corlin, D. R.; Cortes, Rita; Costello, Victor; Courteau, R. P.; Covington, Craig; Cox, G. 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H.; Holland, Charles D.; Holloway, Isaac; Holmes, Thomas; Holt, Bill (Hawalian); Homer, Early; Honeycutt, J. B.; Hooper, McKinley; Hope, Kent; Hopkins, John H.; Hornes, John; Horney, Edward; Horowitz, Eddie; Horton, D. L.; Howard, Curtis L.; Howard, Harold (Tex); Howard, Vernado; Howey, John Charles; Howington, Dennis; Hoy, Edith; Hoy, Joe & Edith; Hudson, Smith; Hufstader, Wm. W.; Hughes, C. D.; Hunt, Lester; Hunt, Walter Lee; Hupperti, G. J.; Hurd, Walter; Huston, E. H.; Hutchins, Harold; Hutchinson, J. A.; Indan, Yellow; Irby, Freeman; Irons, J. W.; Isaacs, Charles; Isabell, T. L.; Isehoven, Joe; Isom, Lowell; Ivy, Spencer; Jackson, Charles; Jackson, Lawrence; Jackson, Louis C.; Jackson, Peggy; Jackson, Sam R.; Jacob, J. R.; James, Dennis; James, Henry; Jacques, Eugene; James, Jessie; Jeffery, Esaac; Jenkins, Ronald; Jobs, A. M.; Johnson, Joseph W.; Johnson, Bart; Johnson, C. W.; Johnson, Dennis R.; Johnson, E. L.; Johnson, LaVerna; Johnson, R.; Johnson, Sam; Johnson, Swede & Mable; Johnson, William; Johnston, Santora; Jones, Avery B.; Jones, Fred B.; Jones, Larry; Jones, James; Jones, U.; Kabage, Richard; Kahn, B. M.; Kanton, F.; Kauti, Roland; Kelley, Merle; Keltner, T. D.; Keizer, George A.; Kelly, G. M.; Kelly, Kevin; Kelly, Pete; Kemp, Darrell; Keys, Jimmy; Kessler, Richard; Kesting, L.; Kimp, James T.; King, James W.; King, Kenneth B.; King, Riley; Klein, Jerry; Klick, Peter T.; Klunkowal, S.; Knight, Danny E.; Knowles, David E.; Kolaski, John W.; Kotum, George; Kozy, Frank J.; Krause, S. G.; Kuehl, W.; Kunder, Bruce; Kuns, Martha; LaDuke, Peggy; LaMay, Peaches; LaPaige, Bert; La Vasser, George; LaVoy, Mrs. Marie; Labadie, Lawrence; Labrause, F. P.; Lajala, Rudy C.; Lamar, D. M.; Lambert, Thomas; Landon, W. F.; Lancy, Clarence W.; Lanes, M. D.; Lanier, L. C.; Lankford, Lester & Mrs.; Larry, Eddie; Larsen, Donald L.; Larson, James C.; Launger, A. J.; Laurie, R.; Laverne, Luther; Lavin, Glen; Lawson, Louis; Lawson, Ronald G.; Lawrence, Ann L.; Lee, James; Lee, Virgil; Lefebure, Mrs. J. A.; Legions, J. L.; Lehman, Herb; Leslie, O. A.; Levan, Kenneth; Lewis, Frank H.; Lewis, Ray T.; Lewis, Richard; Lindberg, R. E.; Lindholm, H. R.; Lindquist, D. G.; Lindquist, W.; Lint, Ted; Little, Frank C.; Livermore, Theodore; Livingston, James; Loas, Leo A.; Logan, Clarence; Logan, L. T.; Loh, James M.; London, D. M.; Long, H. E.; Lopez Jr., F.; Lopez, Pete; Lott, Roy Leon; Love, Lester; Lowry, John & Mrs.; Lykens, Donald W.; Lynch, Alfred J.; Lynch, Marvin; McCants, John L.; McClelland, Dan W.; McCormaughy, H. E.; McCrady, J. R.; McCraie, Booker; McCraw, Edward J.; McDermott, H.; McDermott, Joan; McDermott, William; McDuffie, Eugene; McElmurray, C. W.; McElmurray, D. J.; McFarland, L. G.; McGhee, Eddie L.; McGibbon, Charles; McGill, R. L.; McGlothorn, L. C.; McCraft, Warren; McGraw, Harold; McKay, Jack R.

(Continued on page 60)

FOR SALE OR TRADE

Two late model Evans Long Range Galleries on Dodge and Chevrolet: 10-Car Allan Herschell Auto Ride; Smith & Smith Chairplane, has 20-foot tower; Middle Airplane, G-12 Train, Live Pony Ride, 10 Tops and Frames, 10 late model Trucks.

George (Red) Heller

Box 215, Kennett, Mo. Phone: Tuxedo 8-4895

WANTED

Oglethorpe County Civic Club desires to sponsor Carnival at Third Annual County Fair. Need 6-8-ride carnival. One week in September or October, 1960. Contact R. C. HOUSER, Fair Chairman Winterville, Ga. Ph.: RI 2-2743

HETH SHOWS

"World's Largest Motorized Midway" Can place 2 Photo Galleries for Birmingham Colored School lots for Unit #1 and Unit #2 starting April 4th for 8 weeks. Also place Short Range, Jewelry and a couple Sium Joints. Place Immediately, Carpenter to work in winter quarters shop on new Dodgem and Show Fronts. Want to hear from Man that can do Publicity work and light General Agent duties ahead of the show. AL KUNZ, Owner & Mgr. P. O. Box 5515, No. Birmingham, Ala. Western Union, Birmingham, Ala. You won't be able to reach me by phone until after March 25th. Phones: WO 1-5921 and FA 3-2631

\$350 CASH REWARD

for location of DON YARBER Young ride man; wife, Margaret, and small child. One finger missing, slender, short haircut, last with Dobson Shows. For reward, call collect. GEORGE TURNER Victor 2-9888 Oklahoma City, Okla.

DAVID E. KELLY

About 59, gray hair, glasses, usually has Flats. Last with Thomas Joyland. Kelly, call me collect at Victor 2-9888, Oklahoma City, Okla. Insurance claim GEORGE TURNER

Wanted for Unit #2

JOHNNY DENTON SHOWS OPEN APRIL 1 Pin Store Agents, Razzle Store Agents, Skillo Agents, Six Cats Agent and Gunner, Pea Pool Dealer, Chet, Danny Duling, Durham, Brownie, Billy Van Doren, call me.

WILLIE LEWIS

ATlantic 2-4933 RICHMOND, VA.

FOR SALE

G-12 Train: Allan Herschell Coaster, \$4,500; used in park weekends only. Midgo Racers, other Rides. Complete Arcade, 28x48, blue top, etc. J. J. FREDERICK 2263 Newton Detroit 11, Mich.

FOR SALE

Allan Herschell Two-Abreast Little Beauty Merry-Go-Round, fluorescent lighting, electric motor, wooden horses, excellent condition, complete with Fruhauf Van, \$6,900 cash. BERNARD THOMAS Midway 7-2407, Lennox, S. Dak.

BIG SAVINGS

New Wells Cargo, Yellowstone, Avlon Fan, Holiday Rambler, Franklin, Pathfinder. Contact me for discount on any make trailer. "Save Money With Johnny" JOHNNY CANOLE 8861 N.W. 18th Ave., Miami, Fla. Phone: PLaza 1-0206

HAVE FOR SALE

German Hot Rods, used two short seasons, newly painted, excellent shape, 325 ft. track, extra spur, single phase rectifier, ride good as new. Reason for selling, don't have room for it. Bargain. Address: ALEX DE FLOREO 1626 Samms St. Port Orange, Fla. Telephone: C. L. 3-3475

Thank You

MR. & MRS. DAVID ADAMS World of Mirth Shows For your new 20th Century Mobile Home purchase. "Save Money With Johnny" JOHNNY CANOLE 3861 N. W. 18th Ave., Miami, Fla. Phone: PLaza 1-0206

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Rides for "Fourth of July Celebration" at Tuscarawas. Write Chamber of Commerce Tuscarawas, Ohio

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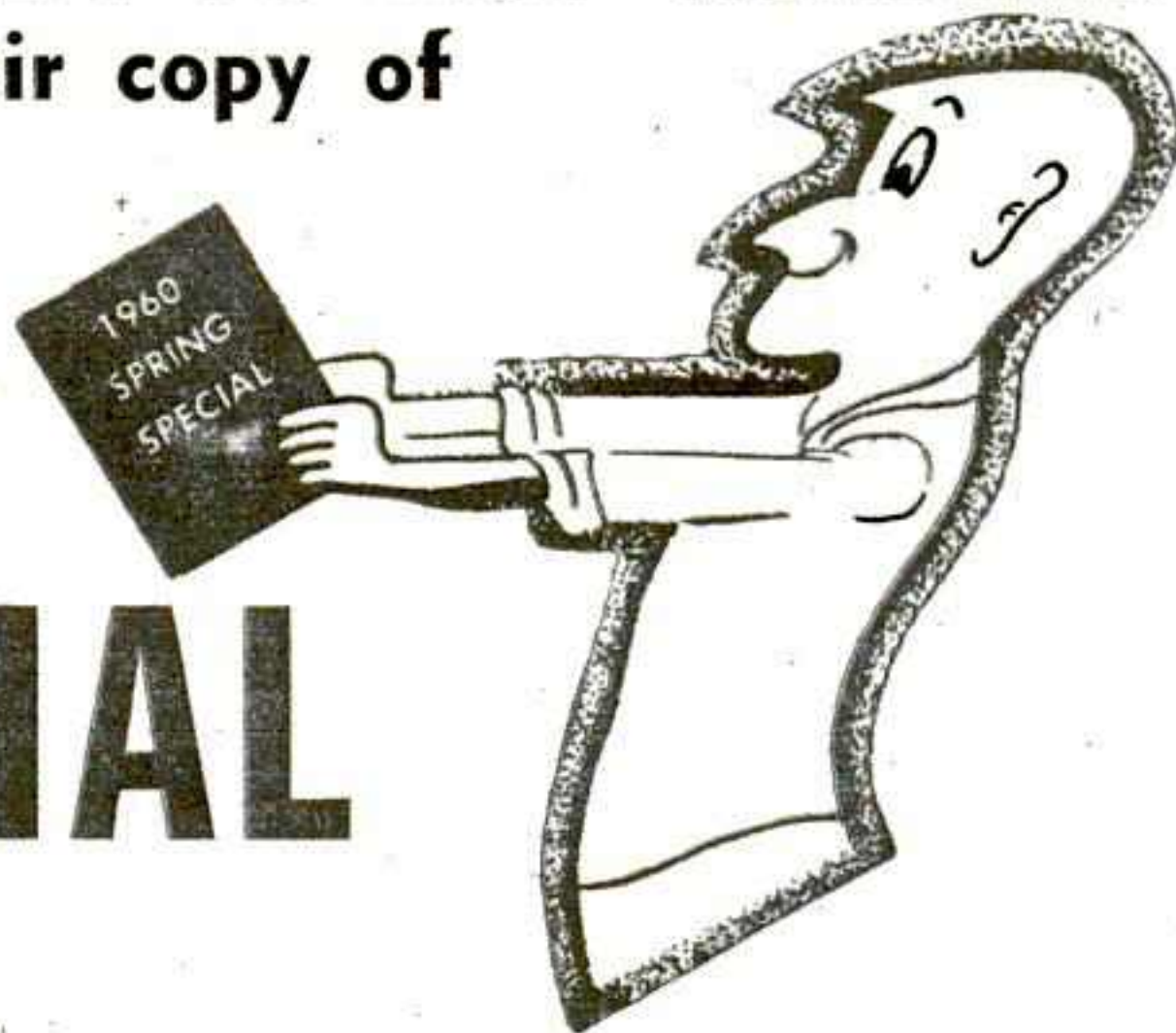
are anxious to get their copy of

The Billboard's

BIG 1960

SPRING SPECIAL

Dated April 11



Following are just some of the big, interesting, widely sought after features and information now being planned for the Spring Special . . .

- Annual Ride Manufacturers Survey (no street or city addresses will be used this year), plus
- Topical Story on the Ride Industry.
- 1960 Fair Dates, first publication this year.
- Special Feature dealing with the status of New Amusement and Theme Parks being planned; those in construction stages and those that have recently opened.
- 1960 Rodeo Dates, a field growing in importance and popularity.
- A real interesting and informative story from a "newcomer" in the Kiddieland Field . . . plus
- A Question-Answer Chart summarizing the many questions a newcomer asks and their answers.
- An excellent Round-Up Story on the broadening Food & Drink Market including equipment, supplies, prices, availability, etc.

THE ABOVE ARE JUST PART OF OUR EDITORIAL PLANS . . . THERE WILL ALSO BE SPECIAL SECTIONS ON . . .

<p>REBUILT WATCHES . . . A growing market with plenty of action and profit.</p>	<p>BALLOONS . . . The growth and selling techniques. New numbers for 1960.</p>	<p>PARADE OF HITS . . . A preview showing of what the manufacturers will be showing this year. . . . ALL features precisely aimed at the market YOU ARE INTERESTED IN REACHING!</p>
<p>ENGRAVERS ITEMS . . . New for 1960, imports and domestic.</p>	<p>JEWELRY . . . Always popular with this market. New items, styles for 1960.</p>	

THESE ARE *FEATURES* BEING PLANNED FOR THE 1960 SPRING SPECIAL. IT WILL ALSO INCLUDE ALL THE LATE NEWS, DEVELOPMENTS, ROUTES, COMING EVENTS, LETTER LIST, ETC. . . .

A Special Issue, containing all this vital information will be in tremendous demand by thousands of additional readers over and above our regular subscribers for months after publication. Therefore we will print

7,000 EXTRA COPIES to fill the needs of these requests

TAKE FULL ADVANTAGE OF THIS ASSURED WIDE, LONG-TIME READER-INTEREST AND EXTRA DISTRIBUTION . . . PLAN NOW TO BE PROMINENTLY REPRESENTED IN THE SPRING SPECIAL . . .

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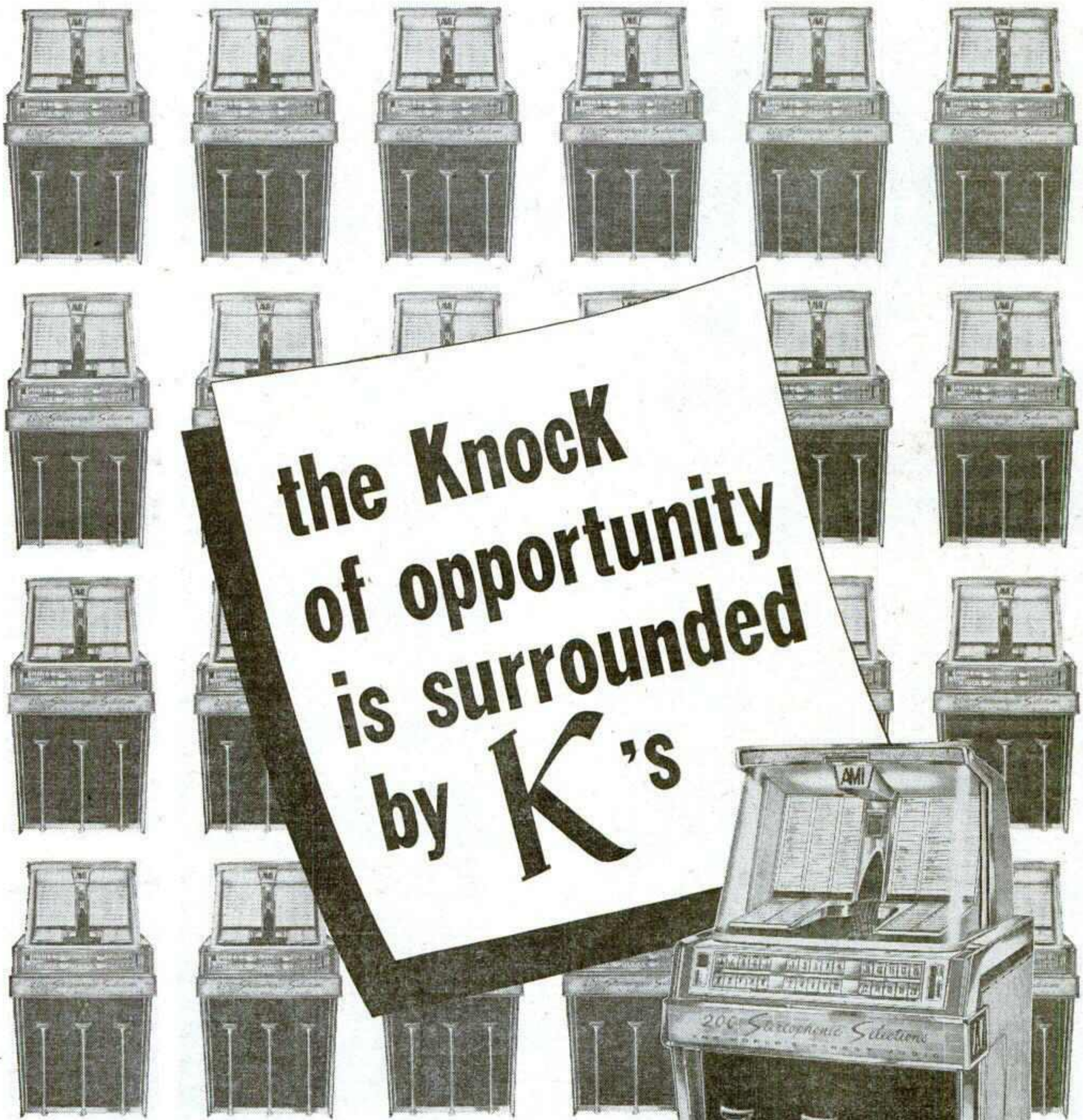
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2160 Patterson St.
Dunbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
Plaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-9818

ST. LOUIS 1, MO.
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Chestnut 1-0443

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is surrounded
by K's**

The AMI Model "K" offers 5 different models in electrical, manual or automatic selector systems . . .

A choice of 100, 120 or 200 selections . . . smartly styled with a single design theme that lends equal prestige to every model . . . engineering features that increase play and pricing versatility . . . experienced proved, listener approved 3-channel stereo . . . and even the new Dual Speed Compatible Play if you want it!

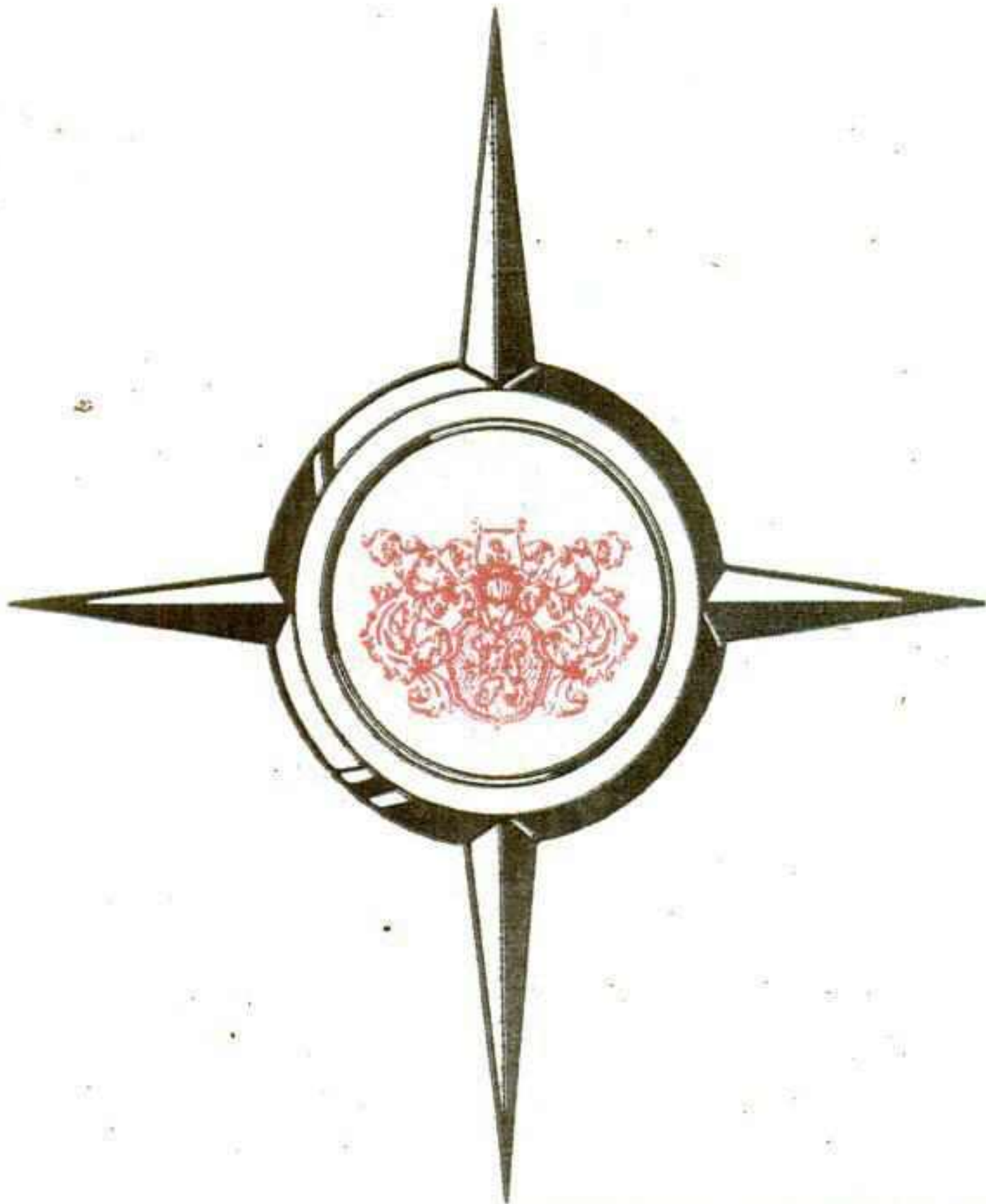
Whatever the route demands, the "K" operator is surrounded with opportunity.

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WITH OPTIONAL DUAL SPEED COMPATIBLE PLAY**

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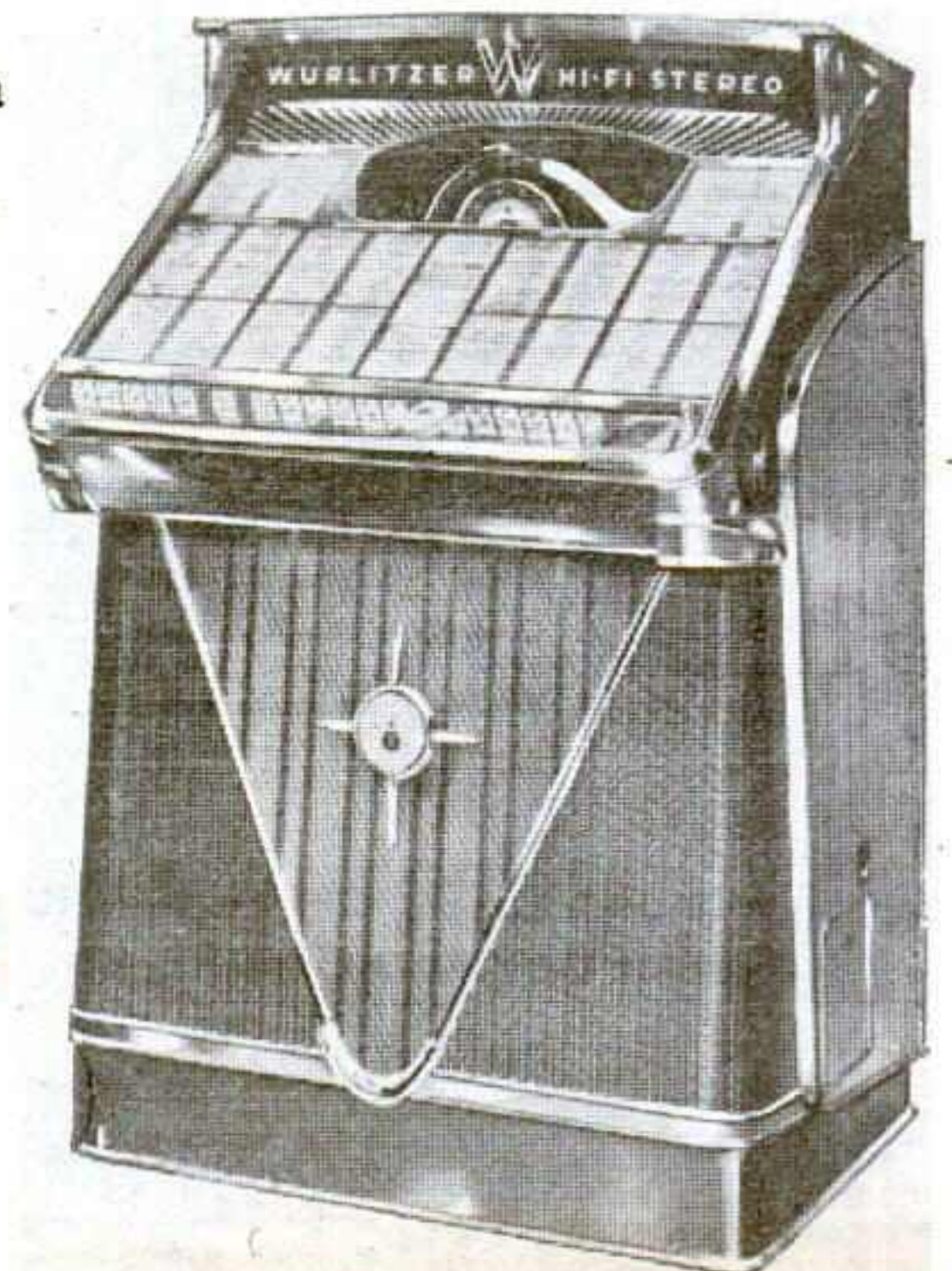
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Remember these four points when you buy phonographs. They add up to a satisfying, sound investment.

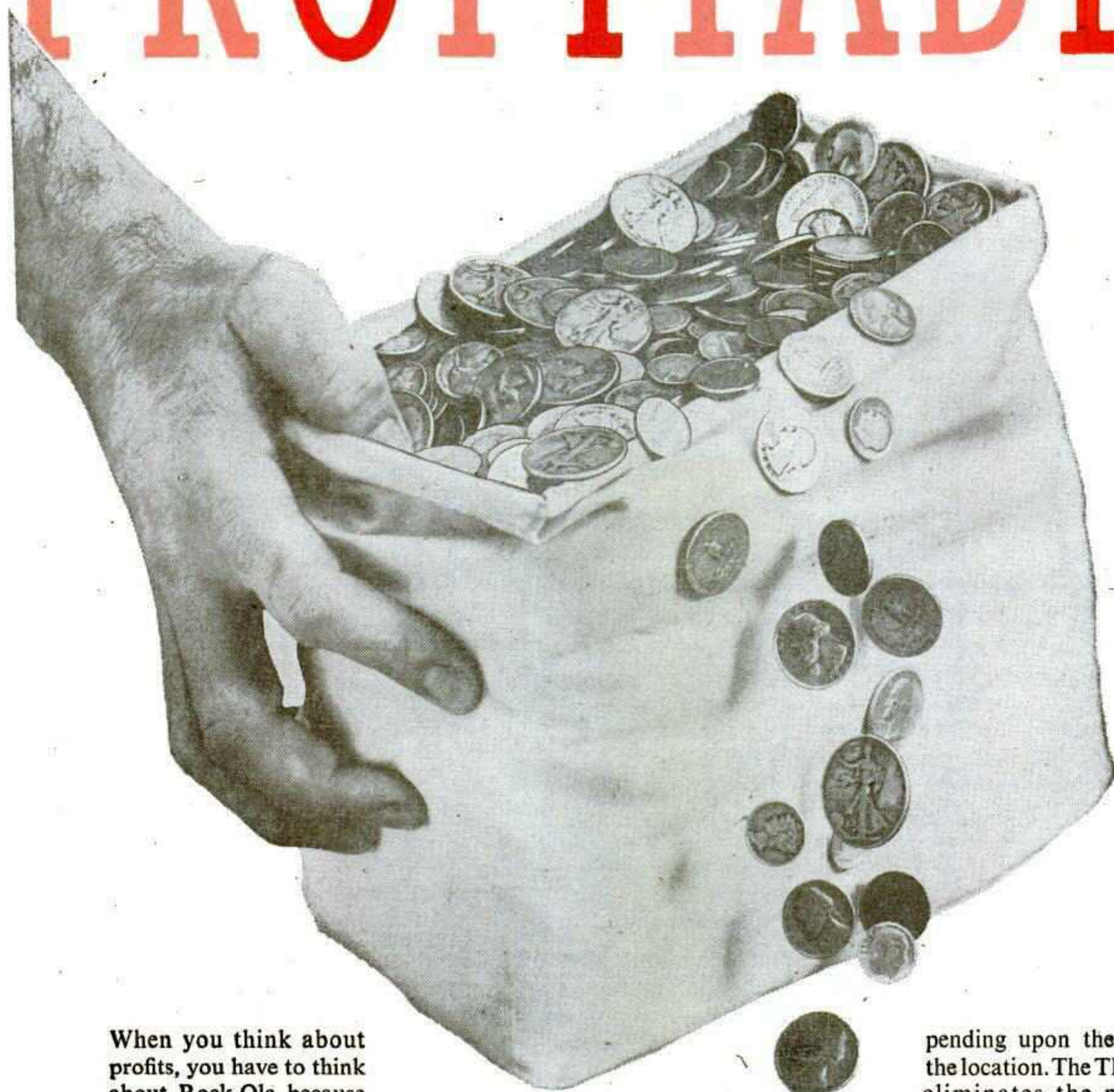
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When you think about profits, you have to think about Rock-Ola because the two words have always been synonymous. Now in 1960 the new TEMPO II all-purpose stereophonic phonograph makes possible even larger profits by cutting your inventory and installation costs.

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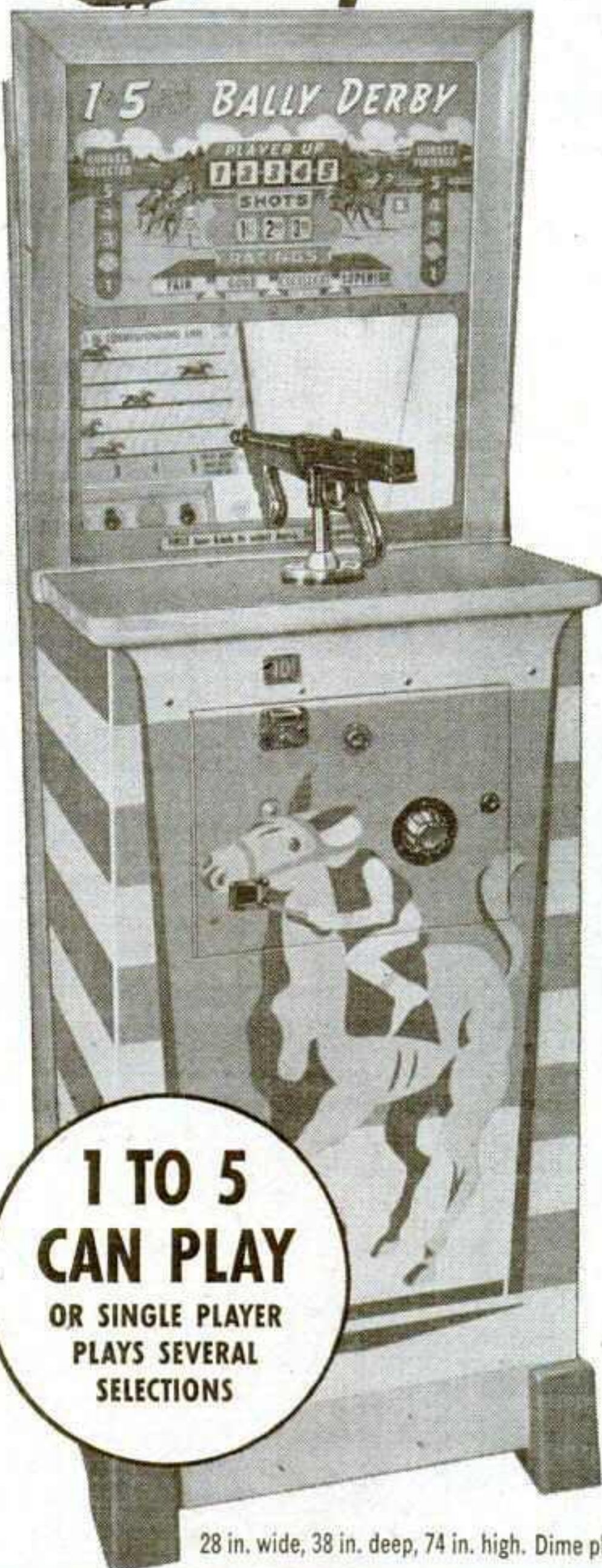
twenty-fifth anniversary model

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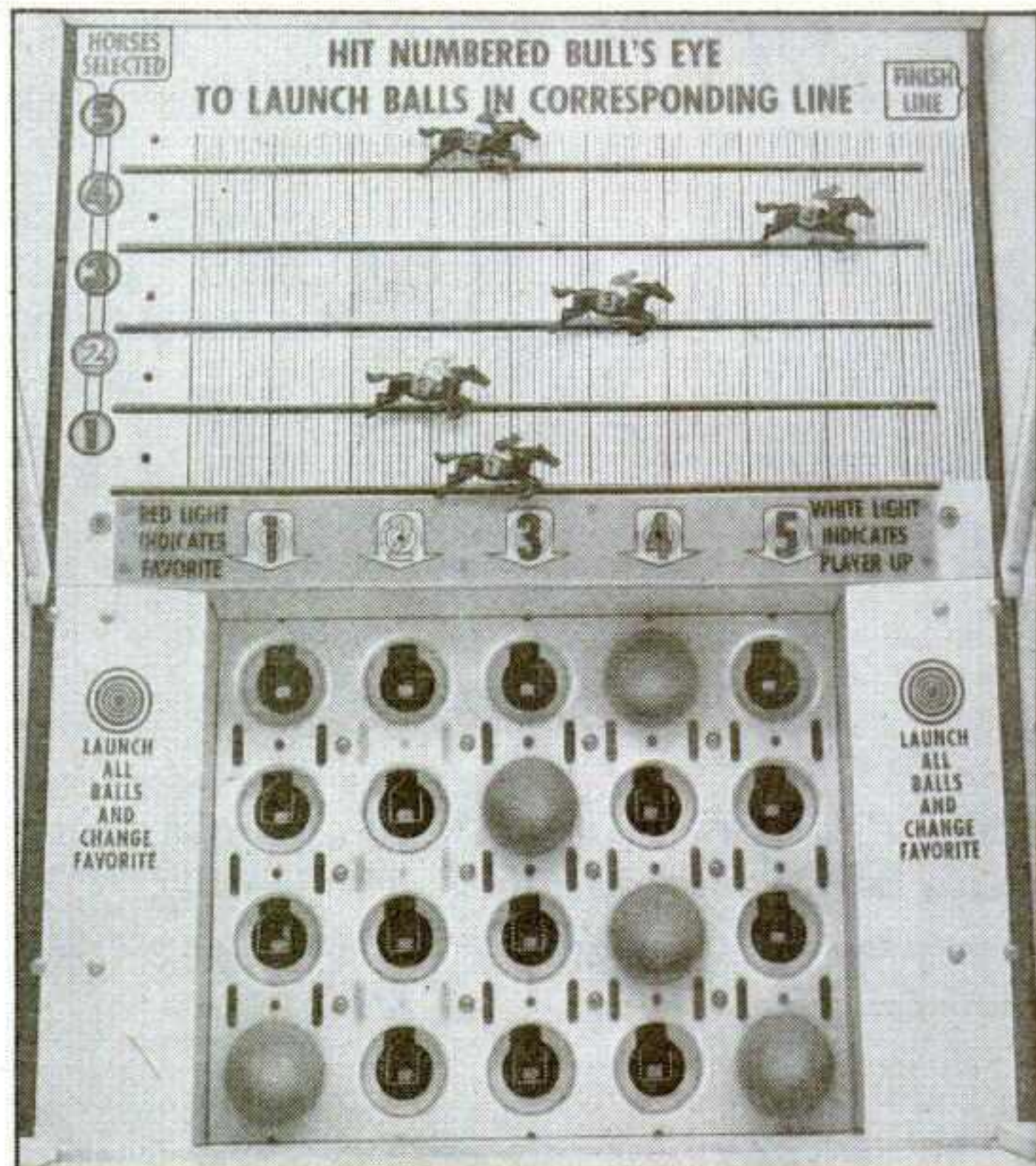
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Skill-thrills of a GUN! Suspense of a HORSE-RACE!



28 in. wide, 38 in. deep, 74 in. high. Dime play.



Targets, bouncing balls and track—with 5 miniature jockey-mounted horses—are all viewed by player, as he triggers automatic rifle. Speed of each horse depends on number of balls in his line. Each player shoots to launch balls out of rival horse's line, into his horse's line. Skill-ratings light on backglass, range from Fair, through Good and Excellent, to Superior, depending on player's skill in reducing number of shots required to "bring in" his horse.

BALLY DERBY combines in one compact, colorful game 3 of the greatest play-appeals known to coin-operated amusements... skill-satisfaction of a gun... suspense of a horse-race... action of launching balls... plus earning-power up to 50 cents a game. Result is cash-box collections that rival top money-making pinball and upright games... in every type of location.

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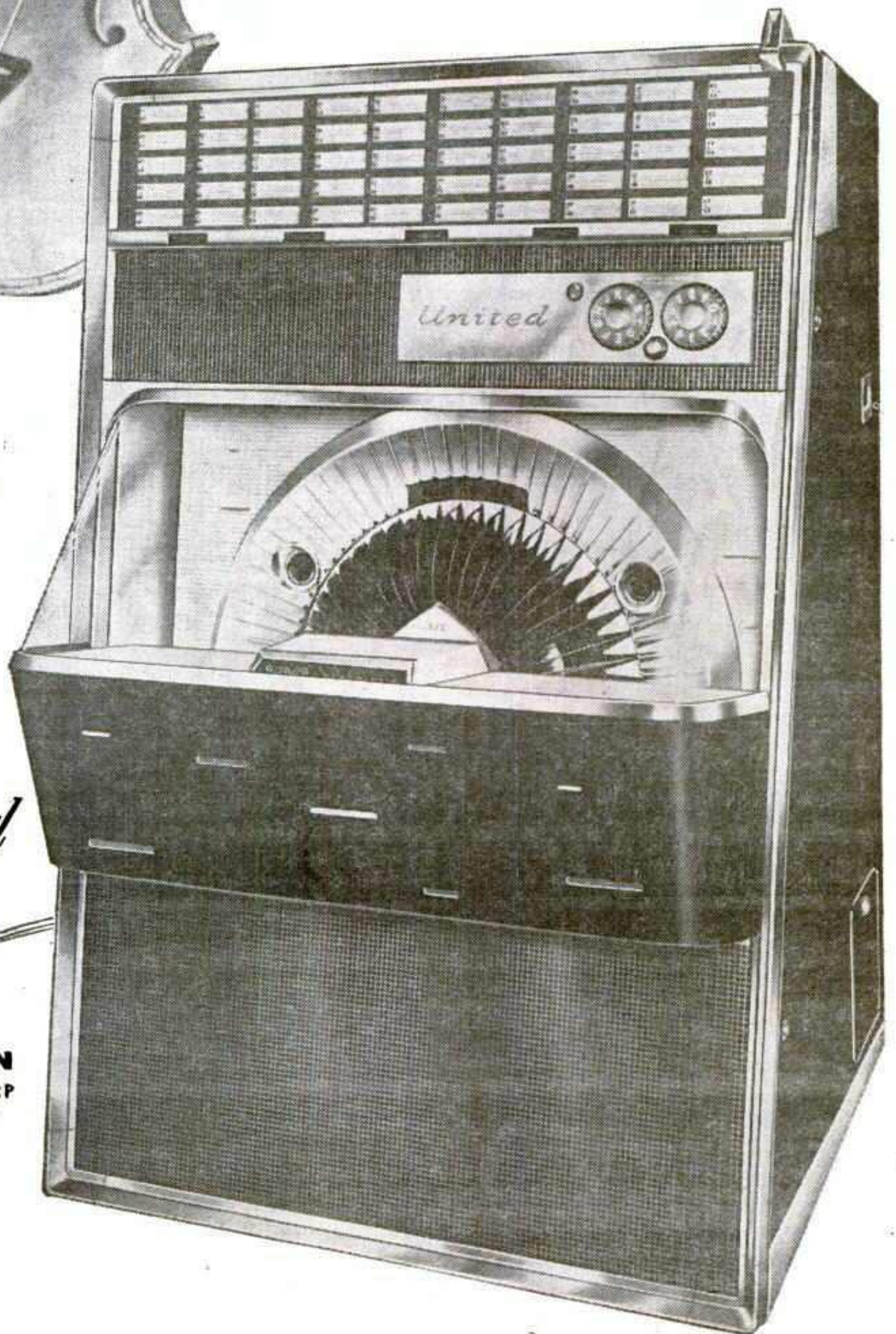
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