(ABP)

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Charts Run True to Form Despite 317

49 Labels Currently Represented in Hot 100; New Firm Debuts Continue

By REN GREVATT

NEW YORK --- It has been exactly one month since the handing down by the Federal Communications Commission of its controversial interpretation of Section 317 of the Federal Communications Act. It has been a number of months since the public revelations of payola abuses. And despite grave warnings that have constantly been sounded in the trade, regarding the potential impact of these developments on the disk business - particularly that of the small indie diskery, today's hot 100 charts a striking resemblance in terms of labels represented and types of performance to those of many of selection of new releases has months ago.

On the other hand, there are 31 labels which appear on the chart with only one record each. This would not appear to support the contention that smaller, less wellknown companies will not be able to break thru with hits.

Selection Still Rule

It has been said that record companies are adopting one of two practices in complying with the new FCC ruling. First they will announce at frequent intervals that the records being programmed have been provided without charge by diskeries. If they are purchasing the records programmed, no announcements whatever are made. In either event a certain process to be exercised somewhere along True, it may be premature to the line in the station operation, more, Billboard staff reviewers ting a record to the stations and getting it played. The current situation and the belief among many disk execs that plays would be difficult to obtain on many stations in view of the new situation, has led to new interest in r.&b.-oriented stations. As one East Coast distributor put it: "I have no problem at all getting new records exposed on the r.&b. outlets and I don't pay a cent. Those fellows are just a lot more hip and they believe in giving a guy a chance." The r.&b. station influence may indeed have some bearing on the continuing presence on the charts of such artists as Dee Clark. Dinah Washington, Jimmy Jones, Ruth Brown, Lloyd Price, Ernie Fields, (Continued on page 18)

TALMADGE SEES **R&R EXPORTS** IN TOUGH SPOT

line

CHICAGO-Mercury Vice-President Art Talmadge told The Billboard this week that American diskeries are facing a tough time in the European market because labels there "have caught the feel" of rockand-roll and they're turning out an increasing number of homegrown hits.

Talmadge recently returned from a round of conferences with his label's European affiliates. He has concluded that the days of an automatic big sale on the continent of an American hit may be over.

In Italy and England particulary he said, the musicians are turning out an admirable r.&r. ound. Record fans are naturally going to veer, said Talmadge, to tunes warbled in the native tongue by artists locally known.

But the situation is not without its advantages to U.S. labels. The development of continental talent has opened a source of new material to import or cover in the States. For example, Merc's French affiliate, Barclay, recently broke out with a hit, "Mustapha," by Bob Azam. Talmadge ushered Azam into a studio to re-record the opus in English for Mercury. In Italy, three versions of a number called "Carina" were riding high. Talmadge rushed copies to the Gaylords who recorded it here in a combined English-Italian version. One way American artists can defend their beachhead in Europe is to trek over there for personal appearances. When they're seen and liked by audiences there, artists have a ready-made market. A single TV appearance in Europe said Talmadge, is as good as gold.

Efforts Continue To Unite Industry To Meet Crisis

(ABC)

Billboard-Sponsored Meet Elects 3-Man Committee to Spur Action

By PAUL ACKERMAN

SIXTY-SIXTH YEAR

the record industry in order to consult with the National Association of Broadcasters relative to the crisis precipitated by the FCC's March 16 directive, could be de- manufacturers against falling into scribed, at press time, in only one a state of complacency. The fact way: Frantic.

approach did not appear too optimistic, it could nevertheless be Section 317 would be ameliorated stated that many segments were certainly gave no reason for comstill trying.

having a board meeting of its own site point of view: namely, that -the session having been deferred the FCC's willingness to be practione day in order to avoid conflict cal was all the more reason the with a manufacturers' meeting record and radio industries should sponsored by The Billboard Thurs- do their best to prepare a set of day (14) at the New York Athletic guidelines to help the FCC along Club. At The Billboard meeting Thursday, ARMADA, thru its president, from the floor, then left for ap-Abner Ewart, expressed some hope pointments in Washington. that a get-together with RIAA was still possible - based upon talks between Abner and RIAA chief Irving Green. The Billboard - sponsored meet was opened by Sam Chase, assistant publisher and editorial director, and as quickly as possible was turned over to a chairman elected by the manufacturers-it being The Billboard's view to merely spur a meeting and provide facilities. Attorney Paul Marshall was named and thenceforth chaired the session.

views. This is necessary, he said, in order that the NAB may prepare NEW YORK-Efforts to unite a logical all-embracing statement for the FCC.

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RD

ECK

Complacency Warning

Wasilewski cautioned the record that FCC Chairman Ford, in testi-Altho the outlook for a unified mony before the Harris Committee, indicated that the interpretation of placency, according to Wasilew-Late Friday (15) ARMADA was ski. In fact, he argued the oppo-

fully assess the effect of the FCC and optimistic tradesters point up directive, but it can be stated that the fact that - just as of old in this week's Hot 100 chart, for if a record has it, it's going to example, 49 different labels are get played and make it, despite represented with product. Further- | changes in the ground rules of gethave noted no diminution of new Jabels in the stacks of singles received each week for review.

Victor, Col. Swing

True, an examination of the charts shows that two of the majors. Victor and Columbia, are in a highly swinging condition. Victor this week has an even dozen disks showing-12 per cent of the total chart, while Columbia has six, including three of the top five. Other majors, on the other hand, for the moment, are not as well represented as Mercury, M-G-M, and Cadence, tho both have had good periods of chart activity recently,

Mercury, in fact, is the second hottest in the business with eight listings, while M-G-M has seven. Cadence with only four active pactees, has six listings, including three by Johnny Tillotson.

Distaffers **Hit Charts**

NEW YORK - Whether governmental inquiries have anything to do with it or not is a question, but the fact is that girl-singers are back. Not in several years have so many female artists been represented on The Billboard Llot 100 charts.

This week for example, there are three of them in the Top 10, something of a record in itself. These are Brenda Lee and two Connies-Stevens and Francis. On the balance of the chart, Miss Francis is to be found twice as are Dinah Washington and two-thirds of the Browns team, Bonnie and Maxine. Other girl hit makers of the moment include Annette, June Valli, Debbie Reynolds, Della Reese, Ruth Brown, Anita Bryant, Toni Fisher and the Singing Belles.

Guest speaker Vincent T. Wasilewski, NAB manager of government relations, urged record manufacturers to come forth with their

the correct path.

Wasilewski answered questions

Liaison Committee

The meeting, following much pro and con palaver, finally appointed a committe of three which was intended to act as an RIAA-ARMADA liaison group. The committee included attorneys Harold Lipsuis and Harold Hofer, and Warners Record exec George Avakian. The group hoped to establish a committee representing both RIAA and ARMADA - and including manufacturers who are members of neither - to do the following:

1. Exchange views before the (Continued on page 18)

24 Firms Represented

NEW YORK - Twenty-four leading record companies were represented at the meeting held here this week under the auspices of The Billboard to discuss what action the record industry should take in the current situation. Among those present were the following:

ABC-Paramount: Larry Newton, Irwin Garr, Dave Berger, Abner & Verjay: Abner Ewart Jr Atlantic: Miriam Bienstock, Abmet Ertegun, Bob Kornheiser, Cadencer Archie Bleyer, Cameo: Bernie Lowe, Capitol: Joe Csida, Carlton: Joe Carlton, Decca: Harry Meyerson, Len Salidor, Everesta Charles Schicke, GONE & END: George Goldner, Jerry Simon, Herald & Ember: Al Silver, Jerry Shifrin, Jubileet Jane Gaus, Laurie: Bob Schwartz, Liberty: Al Bennett M-G-Mt Sid Grant, Hary Anger, Ronletter Morris Levy, J. E. Brill, Phil Kahl, Joe Kolsky, Savoyr Herman Lubinsky, Sunt Sam Phillips Swan: Bernie Hinnick, Top Runk; Len Levy, M. Richard Asher, Triple XI Allen Kallman, United Artists: Boh Alishuler, Dave Picker, United Telefilm; Morty Craft, Warner Bros.; George Avakian. Music Business Attorneys: Paul Marshall, Harold Orenstein, Walter Hofer, Jack Pearl, Hurold Lipsins, Roy Scott.

NEWS OF THE WEEK

Harris Hearings Indicate FCC Directive Relief Soon . . .

Radio and TV stations may soon be able to use free disks again without identifying the record firm or distributor who sent them according to testimony this week between the Harris Committee and FCC Chief Ford.

Page 3

Deciavs Mark Annual Convention By Adopting Code of Ethics . . .

The Disk Jockey Association, in its annual convention, held last week in Minneapolis, adopted a code of ethics governing their responsibility to the public and station employers. For stories on both the convention and the DJA's Code of Ethics, see Page 3

More Jazz and Less Corn At Newport Jazz Festival . . .

George Wein, producer of the Newport Jazz Festival for the past five years, indicated this week that there would be more concentration on pure jazz at the 1960 edition of the outdoor extravaganza. Page 4

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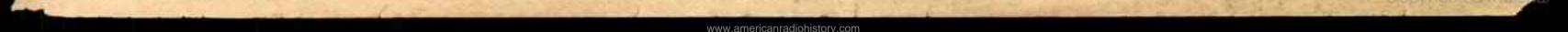
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TELEVISION • MUSIC • RADIO

THE BILLBOARD

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APRIL 18, 1960

NAB, FCC at Odds Berman Tops With 317 Amendm't UST Release

WASHINGTON - At hearings the aims of the bill, and the wordon legislation to correct payola ing could be clarified within the and other broadcast abuses last committee.

week, Vincent Wasilewski, spokesof Broadcasters, opposed most of resale, or even to build up a liit, and said that payola was a mat- brary, is payola, but in a different should not be legislated thru the record sent to a station. He rec-Communications Act.

Thomas Fisher, also testifying be- ment under Section 317. Also, the fore the Harris Communications Harris bill pins responsibility for both Berman LP's. Since the Subcommittee's two-day hearing, announcing sponsorships on the praised the Harris Bill H. R. 11341 "person in control" of the particuunder discussion, for getting at lar broadcast, and Fisher feels can be reproduced on any type indie packagers for payola, and for that if this means station or netproviding safeguards for the li- work, the bill should come right including four-track. This package, censee who is "reasonably diligent" out and say so. in trying to prevent the payola on his programming. Fisher had discreet criticism for some of the ments for material which is free UST. bill's failings, but pleased Harris but requires announcement: 1. If mightily with some constructive the free donation is in exchange from the catalogs of 13 different suggestions to improve the legislation.

FCC Chairman Ford also had plenty of criticism for the wording of the Harris bill, particularly as it revised Section 317.

Harris was not fazed by the criticism, and said he felt the FCC was in substantial agreement on

Crosby Fils Team Up on Project LP

ommended that Congress spell out CBS Vice-President and Attorney what material requires announce-

Test Requirements

Fisher proposed two test require-

(Continued on page 50)

HOLLYWOOD - A monaural, four-track tape recording heads United Stereo Tapes' 47 package release. The monaural offering, Fisher noted at once that a large first in UST's history, combines man for the National Asocsiation gift of records in volume for later Verve's two top-selling LP's, "Inside" and "Outside Shelley Berter of commercial bribery and category from the free sample four sides of the disks occupy the four tracks of the tape.

UST's "Twin-Pak" tape boasts among its advantages a \$9.95 price which is identical to the cost of spoken word recording was made of 71/2 i.p.s. tape playback unit thus, enjoys the widest possible market potential of any single prerecorded tape released to date by

(Continued on page 23)

Moss Foursquare Vs. Free Disk Programs

WASHINGTON - Lone dis- ris and FCC Chairman Ford that senter to the general agreement on the order to identify every free exempting free records from indi- record went to extremes, and vidual identification on the air, at needed correction, Moss bitingly the Harris hearing last week, was questioned whether a probe which member John E. Moss. Moss ob- permits stations to operate on alljected to the exempting of sample free current hits plus some adverfree records from the payola stigma tising, is truly looking out for the and later in the week put out an public interest. individual blast at the demoraliz-Moss said a station which played ing effect of payola on the youth only free records, and based its of the nation. revenue on that playing, certainly When agreement was reached had "valuable consideration," and between Committee Chairman Harannouncement was called for any way you looked at it. He also felt that correction of this format of Poor Health freebies of "so-called music" and ads was called for, Chairman Lee, who was answering Committee with Columbia Records in August, Sparks Kruse questions at the time, said he had to agree it was a poor policy for Decca exec veepee. station management to play only London Exit all-free, all-pop tunes. He felt with reunion of Kaye and Schneider Moss, that something might have NEW YORK - Veteran disk to be done about such set-ups. man, Harry Kruse, has resigned Later in the week, Moss issued his top management post at Lon- a scathing indictment of the way don Records. He has been suc- teen-agers had come to accept pay- being formulated for a revolutionceeded in the position of executive ola and quiz frauds as not so bad. ary new concept in recordings of veepee by D. H. Toller-Bond. Tol-Moss feels that church, schools singles and albums for the 'maeler-Bond formerly was general (Continued on page 51) stro' and a TV series in the fall."

HOLLYWOOD - Liberty Records last week acquired national distribution of Playboy Magazine's three - LP "Jazz All-Stars, Vol. III" package. Album includes performances by the magazine's 1960 poll winners plus introductory remarks by Mort Sahl, who emseed Playboy's Festival last year. Package includes 32 pages of pix and biog material of the poll winners.

Artists participating in the triple-LP album include Louis Armstrong, Count Basie, Ella Fitzgerald, Four Freshmen, Erroll Garner, Dizzy Gillespie, Benny Goodman, Lionel Hampton, Colman Hawkins, Hi-Lo's, Stan Kenton, Shelly Manne, Gerry Mulligan, Oscar Peterson, Frank Sinatra and Jack Teagarden.

Album effort obviously cuts across many label barriers to assemble this artist roster within a single package. It's interesting to note that Liberty, the label which will be distributing the package, does not own any of the artists represented. Labels involved include Atlantic, Audio - Fidelity, Capitol, Chess, Columbia, Contemporary, Essex Productions (Frank Sinatra's production wing), King, Park Recording Company (Benny Goodman's firm), Prestige, Roulette, Verve, Warner Bros. and World Pacific.

Kaye Joins

2 Sign FTC LIBERTY DISTRIB FOR PLAYBOY SET **Consent Order**

WASHINGTON - In action on the Federal Trade Commission payola front last week, two companies signed consent decrees, while other companies denied that payola is illegal and asked dismissal of the complaints filed against them.

Those signing consent orders were Duke Records, Inc., and Don D. Robey, president, Houston; and Marnel Distributing Company, Inc., and Nelson Verbit, president, Philadelphia.

Robert's Record Distributing Company, St. Louis, denied that it (Continued on page 50)

Warock Sues Harms Over Renewals

NEW YORK - Warock Music filed suit against Harms Music in New York Federal Court last week (13) over the renewal rights to five tunes written by the late Joe Young and Sam Lewis.

The action seeks to declare Warock co-owner and an equal partner in the tunes, which are "I Kiss (Continued on page 51)



The Amusement Industry's Leading Newsweekly

HOLLYWOOD - Si Rady's Project Records, the Bing Crosby Enterprises subsid label, is producing an album featuring the three Crosby boys, titled "Presenting the Crosby Brothers." Crosby clan consists of brothers Dennis, Philip and Leslie. Gary, fourth singing son, is not participating in the session, currently nursing a throat ailment.

Project prexy is currently negotiating with several major labels to distribute the package. Album

(Continued on page 50)

3 New LP's From Comm'd

NEW YORK - Command Records will bring out three new albums to add to its hot LP line this week. The albums are "Persuasive Percussion, Vol. II," "Pro-"Bongos." Both "Persuasive Per- sales. cussion" and "Provocative Percus-



manager of the company.

At the same time, the appointment of Leon C. Hartstone to the post of veepee and general manager was announced. Hartstone forvocative Percussion, Vol. II," and merly was veepee in charge of

Kruse leaves the company besion," Vols. I, are very potent al- cause of ill health. He was a charbum sellers with both of them ter member of the American wing having passed the 250,000 sales of the British Decca firm and prior mark. What is even more note- to that time, he was for a number worthy is that sales on these al- of years, associated with the Amer-

(Continued on page 50) ican Decca label.

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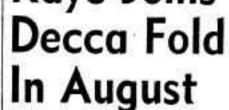
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Columbia Readies Huge Coast Studio for July

Recorders.) Label hopes to achieve ing as a consultant on the job. a sound identity all its own as a result of the new facilities.

When completed, Columbia's recording studio will be a mammoth hall occupying 290,000 cubic feet. It will measure 8,775 square feet to be used in its new Coast fatopped by a 40-foot-high ceiling.

Construction is under way. Seats have been removed from the old



NEW YORK-Veteran maestro, Sammy Kaye, has been signed by Decca Records to a long term contract. He'll begin recording at the termination of his present contract according to Leonard Schneider,

The new association, marks the who at one time worked togetheron the old Brunswick label. Kaye will record under Milt Gabler. According to Schneider, "Plans are

HOLLYWOOD - Columbia Studio One and its walls have Records is working full steam been stripped down. Stage will ahead to complete what promises remain and the balcony (sans seats) to be the largest single recording will be kept for acoustical purstudio on the Coast. As exclusively poses. Bill Bachman, head of Coreported by The Billboard last lumbra's research and development summer, Columbia is converting its operations, has blueprinted the Huge Radio Studio One at KNX new facilities, along with Eric Porbuilding in Columbia Square into terfield, label's engineering assista single recording studio to give ant and director of equipment conthe label for the first time in its struction. Aul Veneklassen, of history its own recording facilities Western Electrocoustics Laboratoon the Coast. (Columbia leased ries (firm primarily engaged in the the Hollywood Legion Auditorium manufacture of fine calibration intwo years ago for disking use and struments in the acoustical field has been renting facilities at Radio for the U.S. Government), is serv-

> Columbia engineers in the East are currently constructing three special consoles. Two of these are slated for installation in Columbia's New York studios, with one cilities.

A revolutionary concept in sound | Trinted by WORLD COLOR PRTG. CO., St. Louis (Continued on page 23)

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MUSIC NEWS

ARMADA Names 3 for NAB Confabs

NEW YORK - The board of directors of ARMADA, meeting here on Friday (15), named a three-man committee to meet next Wednesday (20) in Washington, to consult with the National Association of Broadcasters and to formulate a comment to the FCC regarding interpretation of Section 317. The committee consists of ARMADA prexy Abner Ewart Jr., Al Silver of Herald-Ember Records, and Harry Schwartz of Schwartz Bros. Distributing of Washington.

The board determined to see that comment from the record industry was filed with the FCC prior to the May 2 deadline, and proposed to continue efforts to

(Continued on page 40)

Supermarket Disk Vending Machine Test

LAS VEGAS, Nev. - The Supermarket News, trade paper of the made.

large self-service retail stores, reports that two prototypes of a rec- for installation in supermarkets in ord vending machine will be tested the Milwaukee area, make purin the Milwaukee area. The ma- chasing records as simple as buychine, which has been designed by ing a pack of cigarettes. Coins Musical Aisle, a record service are inserted in a specific slot and jobbing concern, measures 21- the record comes easily to hand.

NARAS EX-PREXY ON EXEC BOARD HOLLYWOOD - National Academy of Recording Arts and Sciences' (Los Angeles chapter) newly elected board's first official act last week was to unanimously pass a provision calling for outgoing chapter presidents to automatically serve on the board during the following term.

Thus, Paul Weston, chapter's first prexy (and still one of the Academy's national trustees) will serve on the local chapter's board.

Sonny Burke, chapter's new prexy, saluted Weston and national chairman Jim Conkling for their untiring, selfless efforts in building NARAS from the germ of an idea into an organization of stature. Burke pledged to follow the high purposes established by the Academy's founders.

In establishing the procedure of retaining the outgoing prexy on the chapter board, the Academy's local wing hopes each new administration will have at hand the experience and assistance of its former exec officer.

inches by 17-inches by 58-inches, and allows the customer to hear his disk before the purchase is

The two models, which are due

IOCKS' CODE OF ETHICS ADOPTED AT DJA MEET

Harris Hearings Signpost Early FCC Ruling Relief Consensus Blames Sec. 317; Free **Disks May Return**—in Moderation

By MILDRED HALL

WASHINGTON — Broadcasters can almost certainly count on early relief from the recent FCC notice to identify all free records played on the air. In an exchange of views between Chairman Oren Harris of the House Commerce Committee, and Chairman Ford of the FCC, at last week's hearings on broadcast legislation, it was agreed in substance that the order was impractical, and that the commission would come up with a corrective suggestion for the Harris Communications Subcommittee "as soon as possible."

Chairman Harris, members

arate announcements for each free making to come up with an answer acknowledged that Ford had corwas at fault, committee members and the commissioners felt.

Harris strongly suggested that Ford not wait for submission of legal briefs and other comment due on the Commission's blockbusting March 16 notice, because This becomes a delaying process.

record had proven a highly im- to meet a problem we know is practical move. But Harris also here." Ford consulted other commisrectly interpreted the present Sec- sioners present, and in a moment tion 317 which requires that all told Chairman Harris they would matter in any way paid for, by come up with a suggestion to allemoney, services or other "valuable viate the problem "as soon as posconsideration" requires sponsorship sible." Said Harris, "I appreciate announcement. The section itself that. That makes me very happy."

Young and Avery agreed that sep- ... We don't want to wait for rule-

Suggestion was made that the Commission could act to exempt certain free items from the sponsorship requirements, such as free news releases, or single free records, which Ford said "we would feel to be de minimus"-an item

so small as to be negligible. However, Harris pointed out that the payola probing Subcommittee on Legislative Oversight was in dead earnest about legislation to crack down on payola in broadcasting. He said \$5,000 and \$10,-000 collections of free records (Continued on page 51)

More Firms May Issue

NEW YORK - Reports were strong this week that a large group of manufacturers, including one of

Membership Plan DJA Meeting Draws Management Execs of Key Station Groups

DJ's Adopt Code,

By SAM CHASE

MINNEAPOLIS-The first annual membership meeting of the Disk Jockey Association, Inc., held here last weekend (April 8 and 9), will go down as small in number but large in accomplishment.

For one thing, altho the attendance was under 50 (with another 100 represented by proxies), those present numbered some of the more respected names of the profession. For another, there was representa-

tion from some of the key multiplestation operations by program and management people, indicating that the DJA may be winning acceptance at the critical level.

It was clearly a make or break meeting, for had nothing been accomplished it could well have meant the end of the organization. the larger labels as well as a num-The obesrvers from the chains obviously were scanning proceedings with a sharp eye for trends. These, incidentally, included such people as Todd Storz, head of the Storz chain; Grahame Richards, program director of the Storz stations; (Continued on page 51)

MINNEAPOLIS-Following is the new deejays' code of ethics as adopted at last week's convention of the Disk Jockey Association (see other story):

WHEREAS, from its promulgation in 1958, the membership of the Disk Jockey Association, Inc., has felt that good taste and ethics in programming can be better achieved through high standards set by organization and industry members, rather than by legislation restrictions; and

WHEREAS, only a very few in the industry have ever broken faith with the public, and the vast majority of our profession are anxious to see the broadcasting industry and its good association become a continually more important entity in the minds of the general public;

THEREFORE, we the members of Disk Jockey Association, Inc., believe that each of our members shares with the station that employs him a primary responsibility to the public. He accepts as continuing requirement of his position the obligation to entertain and to inform the listening audience to the best of his ability within the framework of his station's policies, and industry-wide governmental regulations. In discharging these obligations to the public and to his employer, we believe that the membership must be guided by the following principles:

That such individual judgment and discretion as is granted to him by his station for the selection of recorded music to be broadcast should be based on his fair an unbiased evaluation. In order to prevent having his judgment influenced, he shall avoid the acceptance of any favors from interested parties, which may tend to evoke a sense of personal favoritism or professional obligation.

That he shall have no outside interest, business or professional connections without the advance knowledge and approval of station management.

That he shall so conduct himself, on and off the air, as to bring credit, distinction and public approval to the broadcasting industry.

The DJA, since its inception, has and will continue to be specifically forbidden by its bylaws to bargain with station management as to working conditions, salaries, etc. It is clearly understood that DJA is an altruistic, non-profit organization created for the sole purpose of increasing public respect for our profession and contributing whatever, whenever, and whereever possible to such altruistic and charitable activities as shall be decided upon by its Board of Directors. Every member of DJA pledges whenever and wherever possible to volunteer his services to recognized charitable and public service activities, both local and national. This specifically does not refer to on-the-air promotion, except where station management shall direct.

We have carefully considered the principles set forth above and unanimously approve them as applicable to the highest standards of our profession. We direct that a copy of this Code of Ethics be presented to each member of the organization, who, by his membership in DJA signifies his complete acceptance of this Code, and any violation of this Code shall be considered cause for expulsion from DJA.

WIND Keeps Miller on Job

CHICAGO - Deejay Howard Miller, whose future was in question after recently parting from WMAQ at the same time his WIND contract was expiring, this week landed in his customary manner-on his feet.

tract with WIND, the Westing- Leeds Music. house outpost, for a bigger chunk WIND has always been Miller's he was a member of Leeds Music. chief association, this is the first time he has committed all his eggs to the station's basket.

His famed morning show is expanded, under the pact, from (Continued on page 40)

Savoy Offers Extra Discount

NEWARK, N. J. - Savoy Records has instituted a new discount dealer drive that is meant to help record retailers expand their catalogs of Savoy monaural and stereo LP's. The plan, which runs until May 16, offers a 25 per cent discount. Records however, must be bought in lots of 10, and must be sold in pairs, for a suggested list price of \$7.47. This should mean a 61 per cent profit on each sale.

According to Herman Lubinsky, president of Savoy, the special deal has been getting good action, and he has assured his dealers that the plan is not a prelude to a general price lowering.

George Levy Dies at 78

member of the music publishing and reassigned two others. fraternity. Mr. Levy was 78 and is survived by his brother, Moe, charge of Lion sales now moves sister, Mary and his sons George into singles sales. Eddie Heller, Miller signed a three-year con- Jr., of Lowell Music, and Lou of who recently has been active on

of time than he has ever occupied Levy was a member of Lowell ly on a.&r. efforts with emphasis on that station. The contract calls Music and had been with the firm on special albums and product tiefor his exclusive services. While for the past six years. Prior to that in projects.

EDITORIAL

ber of successful independents, were readying the issuing of seven-inch 331/3 r.p.m. stereo sin-(Continued on page 40)

M-G-M Makes A.&R., Sales **Staff Swaps**

NEW YORK-M-G-M Records. NEW YORK - The industry in a move to expand recording and was saddened this week by the sales and sales promotion departdeath of George Levy, long-time ments, has added two new staffers

Sol Greenberg, who has been in both sales promotion and a.&r. At the time of his death Mr. fronts, will now concentrate strict-

(Continued on page 51)

Play Ball!

At press time segments of the record industry were desperately trying to achieve a united front in order to fully apprise broadcasters of their views in the present crisis (see separate story).

The National Association of Broadcasters has been very clear on the matter: It wants the opinions of record manufacturers, so as to be able to present a more rounded set of proposals to FCC Chairman Frederick Ford.

Chairman Ford has been very explicit on the matter: He is anxious to obtain the views of the record industry.

It would be shocking indeed if such views were not forthcoming. It would assuredly be a distressing show of impotence if the record industry, at a milestone in its development, were unable to set aside petty feuds and rivalries in order to meet the reasonable and helpful proposals of the NAB and the FCC.

We need not belabor the point further. Those who in theory represent the industry should be able, figuratively, to get off the ground-in time for the May 2 deadline. All moral and practical reasons point to the logic of this. Opposed are forces of inertia and laissez-faire; those too tired and muscle-bound to give themselves a boost.

We urge all involved to make the best use of the little time remaining.



INTERNATIONAL MUSIC

APRIL 18, 1960



London Newsnotes

By DON WEDGE News Editor, New Musical Express

Sammy Davis is expected to record two albums in London for Capitol during his season at the Pigalle next month. He is also considering an offer from ATV to do a one-man Palladium show on June 12-the last of the series before the annual summer break. . . . Chris Connor makes her British debut April 21 when she stars in Granada-TV's "Variety Show." Her "Witchcraft" album is released this month on London-American.... The Delta Rhythm Boys are on the same show.

Few new records were released last week because of the Easter period general slackening in sales. The Decca group issue included on the London label Andy Williams' Cadence waxing "Wake Me When It's Over,' the Kalin Twins' "Chicken Thief," Ernie Fields' "Chattanooga Choo Choo" (U. S. Rendezvous) and Johnny Tillotson's "Earth Angel." . . . Warner Bros.' third British release was "Maid in France" b-w "Tin Pan Rag," by Joe (Fingers) Carr.

On EMI's HMV label, Ella Fitzgerald's "Mack the Knife" was the only new American disk on the schedule for the week. ... Top Rank signed the Brooks Brothers, a fresh British group making their debut with "How Will It End," and a flipside cover version of the Brothers Four's Columbia hit "Greenfields."

Philips has launched a new series of "Classical Cameos" on the Fontana label. All are 45 r.p.m. singles selling at 6s. 11 1-2d. (98 cents) and include sides by Sir Thomas Beecham, Eugene Ormandy and Isaac Stern.

First touring American singer to join the panel of BBC-TV's "Juke Box Jury" will be Johnny Preston April 30. Poor advance publicity did not help Preston's British opening ----(Continued on page 7)

Munich Newsnotes

By JIMMY JUNGERMANN Producer, Bayerischer Rundfunk, Munich

Busiest girl in the land is Caterina Valente. Within one year she recorded 98 songs - 12 in English, 24 in German, 36 in French, 18 in Italian, eight in Flemish. . . . Ivo Robic got a gold disk for his million seller "Morgen." ... Warner Bros. Records start in Germany via Telefunken-Decca this month. The Everly Brothers and Bill Haley are the stars of the first release. But gramophone shops didn't wait and ordered "Spike Jones in Stereo" from the States. This disk is a good seller already. Nat King Cole will visit Germany for the first time. May 2 is the Munich date.... Red, green and yellow are the colors of many new records in Germany. The public likes the idea and seems to prefer them to the black ones. . . . German TV put a George Gershwin spectacular on the air. The title was "Between Brooklyn and Manhattan." The cast included Barbara Lyon, Lucille Mapp, Carmita, Neville Taylor, William Newman, and members of the West Berlin Opera House. Erich Borschel directed the Variety Orchestra of Radio Frankfort. Dave Brubeck was in Munich for the first time. The mighty hall of the Deutsches Museum was sold out. "You never heard an applause like this - Mr. Brubeck was fascinating!" That's the opinion of the Munich press. ... Ernst Krenek will conduct his new opus "A Question of Time," for the North German Radio. The concert is scheduled for September 29.

Como Arrives For London 'Kraft' Show

LONDON - Perry Como arrived here on Saturday (16) to record his "Kraft Music Hall" program for U. S. showing on April ics firm, made public a resume of 27. Leading members of the Como team flew in a few days ahead to work on the program.

facilities, a camera crew, technicians and program personnel, as well as their Television Theater for interior shots. GAC executive Net profits for 1959 were \$1,397,-Irving Chezar flew in to London a week ahead of the Como party to review technical arrangements.

The opening sequence of the film was due to be recorded at London Airport soon after Como's arrival. Top British pianist Russ Conway will be appearing on the show, with comedian-singer Harry Seconbe, who flies back from a West Indies holiday to take part, musical comedy actress Fenella Fielding, ballerina Dame Margot Fonteyn, actor Sir Ralph Richardson and the Duke of Bedford. Ray Charles and two of his sing-

(Continued on page 7

Best Selling Pop Records in ITALY

Week ending April 9, 1960 (Courtesy "Musica E Dischi" of Milan Last This Week Week

- **J MARINA-Rocco Granata** (Bluebell)
- IT'S TIME TO CRY-
- Paul Anka (Columbia) WHY-Frankie Avalon
- (Chancellor)
- RIMINAL TANGO-Piero Trombetta (Columbia)
- DANNY BOY-Conway Twitty
- (M-G-M) ROMANTICA-Tony Dallara
- (Music)
 - ENCHANTED SEA

Philips '59 Gross Is Up 6% Over 1958

Danish affilitate of the big Netherlands Philips electrical-electronits annual report for 1959, stating that gross earnings for the year were \$23,322,090 (1958, \$22,057,-BBC-TV are supplying technical 545), an increase of 6 per cent over the preceding year.

Expenditures for 1959 were \$21,627,620 (1958, \$20,656,990). 800 (1948, \$1,212,490). Dividends of 12 per cent, amounting to \$435,-000 were distributed to share-holders (1958, 10 per cent, \$362,500).

A continuous expansion of teleremoval of import restrictions and the electronic fields. The introduc- ment department.

COPENHAGEN - Philips In- tion of transistors was a major facdustry and Trading Corporation, tor in the expansion of the TV and radio fields.

> The current year will be marked by strong competition in the various fields in which Philips is active, but prospects are that the year will be a satisfactory one. To attain more efficient results the Philips firm is decentralizing its activities, and has appointed five new vice-directors to head its principal departments.

Kai Boge, advertising manager, has been placed in charge of advertising, public relations and market analyzing; sales chief A. vision-radio-phonos, etc., and the Fischer has charge of electronics and their components; J. Grunnet lowering of customs duties - on heads the lighting department; C. some items - were in part re- Lydeking runs the phono-radio-TV sponsible for important decreases department; and Svend Rasmussen in the sales prices of products in has charge of the electrical equip-

DISK DISTRIB DANISH BATTLE ROYAL LOOMS

By TED WOLFRAM

COPENHAGEN - It looks as if Copenhagen is going to be the arena for an international "battle royal" among the record distributing firms. Since the creation of the Outer Seven Countries group and Denmark's rescinding of import restrictions, plus changes in customs duties on phonos and records, it was to be expected that activity in these fields would start soon after March 1, when restrictions

lic concerts, dances or entertainment take place. All were big concerts in big halls and priced from moderate to ultra-high.

April 2, Booker Sigvard Larsen presented a large group (15) of German, English and Scandinavian singers and combos, in Tivoli Concert Hall; April 5, Storyville Records presented George Lewis, Muggsy Spanier and two Danish jazz bands in Odd Fellows Palace; April 6, promoter Gunnar Larsen staged a contest of singers, plus big show, in K B Hall; April 13, Norman Granz presented Modern Jazz Quartet in Tivoli Concert Hall. For Easter Monday three concerts were skedded - teeing off with midnight "Hit Parade" promoted (Continued on page 7)

Islanders (Top Rank) & PERSONALITA-Caterina Valente (Decca)

- QUANDO VIEN LA SERA-Joe Sentieri (Juke Box)
- MORGEN-Eddie Calvert 10
- (Columbia) E' VERO-Mina (Italdisc) 13 11
- 12 MR. BLUE-Fleetwoods
 - (Top Rank)
- 10 LIBERO-Domenico Modugno (Fonit)
- ELIEVE ME-Royal Teens (Capitol)
- MONA LISA-Conway Twitty 11 (M-G-M)
- SCANDALO AL SOLE-Percy Faith (Phillips)
- OH CAROL-Neil Sedaka (RCA)
- SANDY-Craig Douglas (Top Rank)
 - 19 MUSTAPHA-Staiffi (Pye)
- 20 **TILL-Caterina** Valente (Decca)

came to an end and tariff rates were altered.

As yet there has been little visible reaction excepting on the part of concert bookers specializing on presenting stars of records, TV and radio. It has been fairly common practice to present singers and musical combos from Scandinavia and other European countries, particularly Germany and England. At pressnt at least two important music publishing firms, also handling records, have entered the field of booking pop and jazz concerts of a similar type.

Eight concerts of recording names, were set for the period April 1-20, during which there were three "holy" days on which no pub-

Italy Distrib On Yank Push

MILAN - CGD, General Phonograph Record Company, which distributes more labels than any other company in Italy, has decided to go in for an American pitch with its two top stars, Betty Curtis, an Italian girl who adopted an American name, and Johnny Dorelli, an Italian boy who was brought up in the U.S. Title of latest Dorelli album is "We Like Johnny," which furthers impression that it is an American issue, an important asset on Italian market.

Postmark Gimmick For Reese Disk

ROME - RCA Italiana is stirring up interest in Della Reese by way of a postmark cancellation which announces "The Singer of 'Don't You Know,' Best Seller in U. S. A., Prohibited in Italy." Puccini heirs objected to the tune because it is based on operatic aria which they claimed was disrespectful to the memory of Italy's great opera composer.

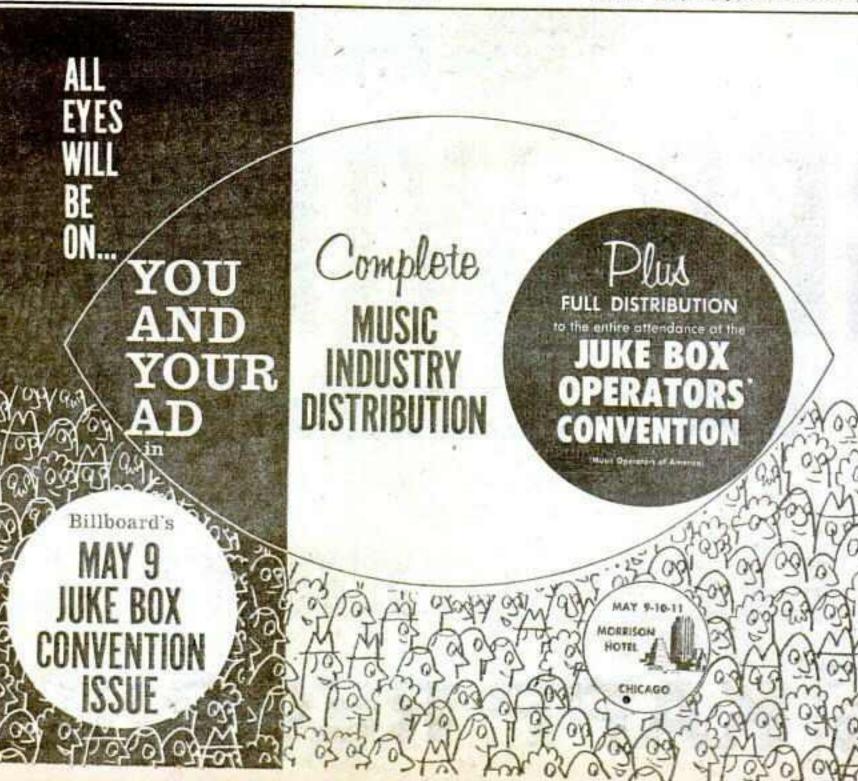
COURT BAN OFF ON 'NUDA' TUNE

ROME - Courts have now freed Domenico Modugno's "Nuda" from charges of immorality and the record which backed "Libero" will be re-issued once again on its own, since "Libero" is now backed by a new record. Publicity has increased the demand for the once-barred tune.

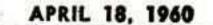
HE'S HAD IT Yank Pub Sings Brit. **Firm Blues**

NEW YORK - A number of American publishers with their own firms in Britain are discovering that they might be better off without them. In fact one publisher told The Billboard this week that he would disband his British firm and sell his songs one by one to overseas publishers. His firm has over 100 copyrights and has been in existence for about two years.

According to this publisher: "My songs have not been worked on abroad. I figured I grossed \$50,000 all told from my catalog abroad, but my net income is so small it isn't even worth it. I have to fly over to London three or four times a year, take time off from my work here, make sure that my British firm is really working on my songs, etc. It's no good. Instead I think . I'll sell my songs to well established firms over there, and I'll charge enough advance so that I know they'll work on the song."

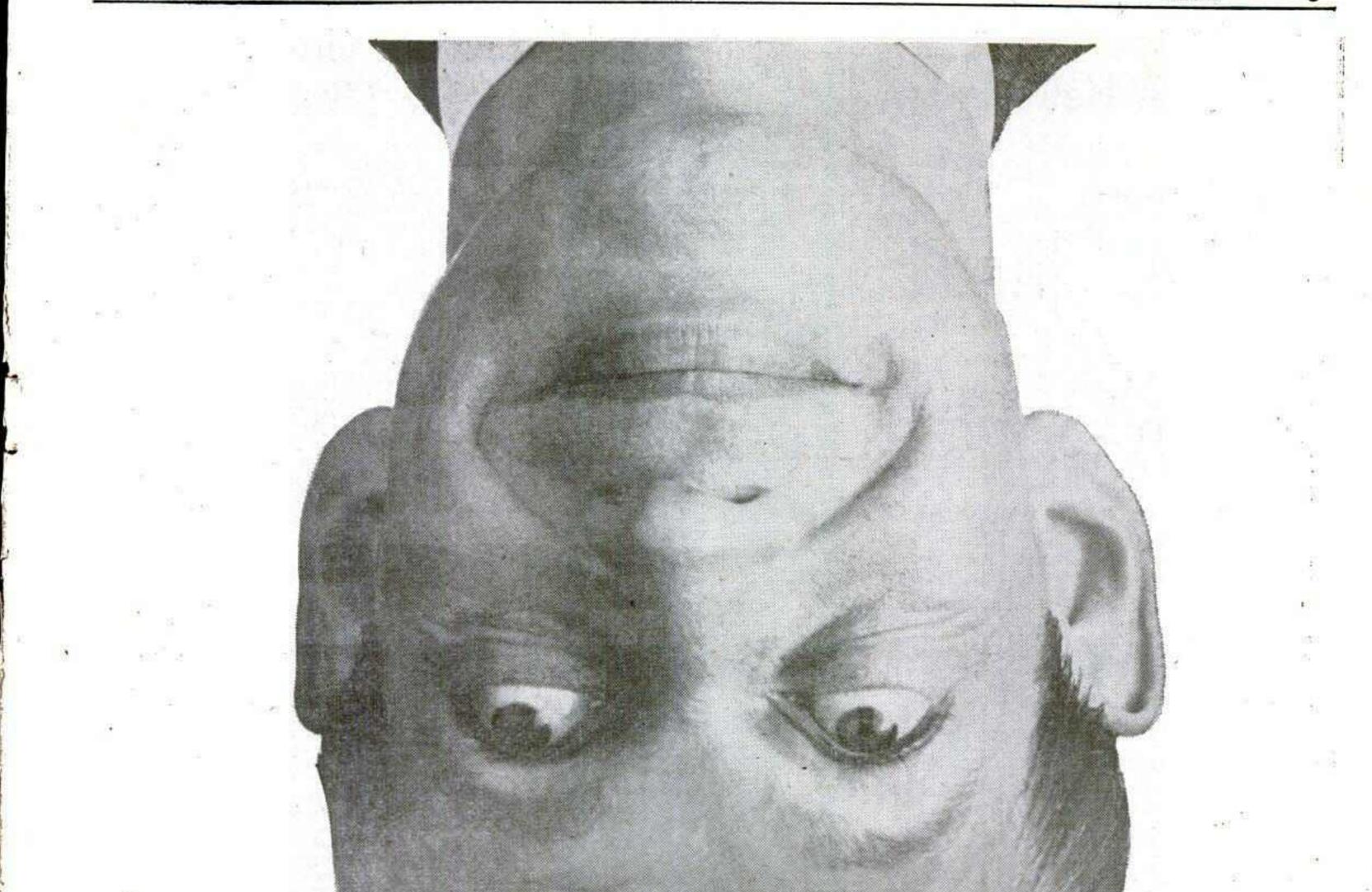






THE BILLBOARD

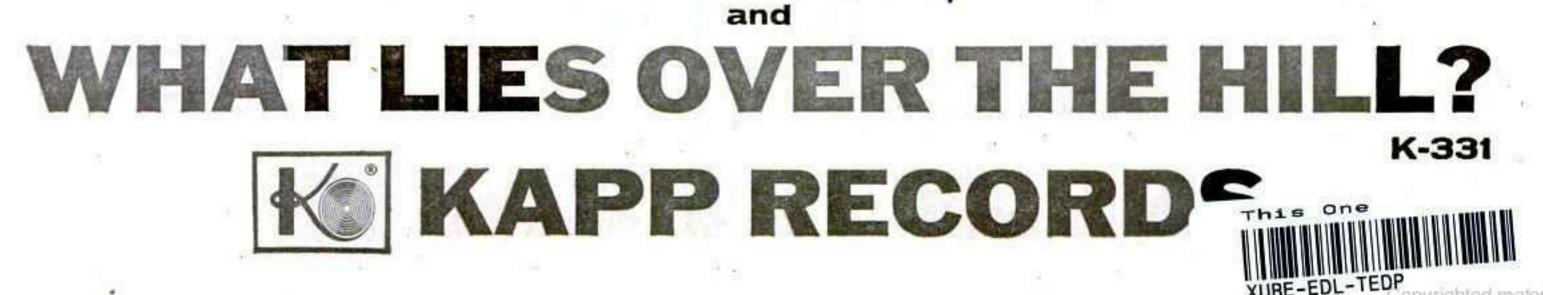
MUSIC



you'll flip too... when you hear Mr. Fabulous' new single

ROGER WILLIAMS LA MONTANA

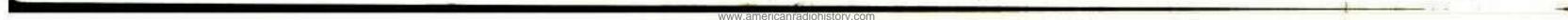
(If She Should Come To You)







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THE BILLBOARD

MUSIC NEWS

Overseas News Front

Continued from page 4

ondon Newsnotes

his first show at Southend Odeon April 10 was much less than half full. EMI Records, however, is putting a big effort into his new Mercury single "Cradle of Love." Preston did the important "Saturday Club" radio show the day after arrival.... Bunny Lewis, a leading agent, songwriter and indie record producer, is back after a month in America and is now scheduling visits for the Kingston Trio, the Brothers Four, the Four Lads, the Cumberland Trio and Azie Mortimer, a new singer soon to make her debut on Big Top.

Warner Bros. lost no time in getting its first British hit. The first release, The Everly Bros.' "Cathy's Clown" came into the top 20 at No. 16. . . Only other American newcomer in the top bracket is, as expected, Brenda Lee's "Sweet Nothings" on British Brunswick. . . . Elvis Presley's "Stuck on You" is No. 2 and likliest to take over top spot from Lonnie Donegan's "Dustman." There may be strong competition, however, from "Someone Else's Baby," a British composition waxed by very hot newcomer Adam Faith, who has had two successive No. 1's.... The initial impact of Steve Lawrences "Footsteps" and Fat Domino's "Country Boy" seems to have dissipated. Neil Sedaka retains an outside chance for top bracket placing with "Stairway to Heaven."

Cyril Berlin, Lonnie Donegan's manager, sent a glossary of Cockney terms in "My Old Man's a Dustman" to Atlantic to help promote the U. S. release of the disk.... Vera Lynn begins a Staurday fornightly series of hour spectaculars for BBC-TV May 7.... British-born Michael Wynn-Wilson, until recently a deejay with WESX, Salem, Mass., has returned to London to host new BBC-TV quiz series "Laughline."

Death occured in London of Arthur Benjamin, 66-yearold Australian-born classical composer ("A Tale of Two Cities") who had a pop hit on both sides of the Atlantic with "Jamaican Rumba." . . . "The Music Man" will be staged here by Harold Fielding later this year.... Julie Andrews cut as her first single for British Decca, "Tom Pillibi"-the Eurovision Song Contest winner.

Howard Keel is in London preparing for two ATV shows. ... Songwriter Lionel Bart due back after two weeks in New York.... Marty Wilde is back after six-week combined honeymoon, exploitation and recording trip.... Cinema tax - the last remaining entertainment duty --- was lifted in the annual budget, but no relief was given to disks which bear a 501/2 per cent duty on their wholesale price.... U. S. songwriter Buddy Kaye visits Britain at the end of the month and will join the panel of BBC-TV's "Juke Box Jury" April 30. Connie Francis is expected in London early in May for a series of M-G-M album sessions in EMI studios directed by Norman Newell. Her current U. S. hit, "Mama," was made here as part of a similar project last summer. She will do a "Sunday Night at the London Palladium" and other ATV shows during her stay.... Johnny and the Hurricanes are booked for an eight-week tour from June 5 heading an Anglo-U. S. package which will include Dick Caruso During his recent U. S. trip agent Leslie Grade arranged for Kay Starr to head the Palladium show for ATV on September 18 — when it resumes after the summer recess.

Dot '59 Pkge. Sales Double '58 \$ Volume

HOLLYWOOD - Dot more than doubled its album sales during 1959 over the previous year, according to the firm's sales figures. Dot's 1958 album sales gross reached \$2,714,994 as compared to last fiscal year's album sales peak of \$5,570,742 figures represent domestic sales only and are computed at the manufacturer's price to distribs. Approximately one-third of the 1959 package sales total was attributed to stereo albums.

Dot estimated that 60 per cent of its album sales increase was achieved at the record retailer level with the remaining 40 per cent scored on record racks.

Package sales increase is credited to several factors, among them a healthy expansion of the label's album catalog, and a series of month-long sales promotional campaigns saluting Dot artists and product. During 1958, label had 153 titles in its package catalog which it increased during the following year to 212 selections.

Noteworthy among its "special month" promotions was its "Lawrence Welk Month" drive last November which reportedly reaped a \$250,000 sales total. December was its "stereo month" which, the label said, grossed \$700,000 in two-channel LP sales.

package field are significant. Sev- his orchestra. eral years ago it-was content to Pop a.&r. chief Leroy Holmes be known as a hot singles label has in the meantime completed rewith little to offer on the package cording a Walter Brennan album side. Since then it has built its and rehearsals for the forthcoming LP strength to command a mounting share of the package market as reflected in its album sales increases.

PAUL COHEN TO HEAD TOP RANK C.&W. DEPT.

circles as one of the "old pros" of commentary within the trade. the Nashville country music scene, official comment.

diskery would move into the rural field for the label. field at all and that a man of the stature of Cohen would be hired ated Todd Records out of his West is seen as an indication of the im- 55th Street offices here, along portance the company attaches to with his various publishing intercountry product in today's pop ests. Late last year, he also bemarket.

operated out of New York, is ex- albums. These duties he carried pected to shutter his office here on in addition to running his own and move to Nashville. This will company. mark the first time he has officially headquartered in the coun- Cohen for many years was country

Foster Salute By Everest

NEW YORK - Topping the special Everest releases for April is a world premiere recording of 'A Commemoration Symphony to Stephen Foster" b-w "Symphonic Story of Jerome Kern." The two works have been arranged and orchestrated by Robert Russell Bennett and are performed by William Steinberg conducting the Pittsburgh Symphony Orchestra, Another album release is "Dance the Sales strides made by Dot in the Madison," by Wild Bill Davis and

NEW YORK - Veteran music and comings from that city have man Paul Cohen, known in many also been the subject of colorful

Cohen will undertake a vigorous will sign a pact next week with program of recording at once, fol-Top Rank Records of America, lowing the official opening of the Cohen will head the newly insti- new quarters around the end of tuted Top Rank country music May. New talent will be sought department. Top Rank spokesmen, but the company, thru Cohen, is contacted at week's end, offered no expected to make a strong drive to obtain some of the current crop The fact that the British based of top name talent in the country

Most recently Cohen has opercame affiliated with Dot Records Cohen, who for many years has as an indie producer of singles and

Prior to his independent venture, try music capital, tho his goings a.&r. chief for Decca Records, where he made many of the most memorable hits of the likes of Kitty Wells, Ernest Tubb, Webb Pierce, Goldie Hill, Red Foley, Roy Acuff and others of that colorful coterie. Following his Decca tenure, Cohen also served as a.&r. head of Coral Records.

WANTED .

Masters & Original Songs & Artists. . . . Pop, Country or R.&B. Rush tape, or demos to Dav Records, Rm. 502, 1697 Broadway, New York 19, N. Y. All Material Will Be Returned.



Danish Battle Royal Looms

• Continued from page 4

by booker Sigvard Larsen, topped tor, for Denmark, Ove Hede Nielby Conny, teen-age German singer, sen, and to demonstrate their stereo in Tivoli Concert Hall; followed and mono platters.

by a Jazz Concert, in the same hall, in the afternoon, arranged by space competition in the record the Wilhelm Hansen music pub- field is going to be keen during lishing firm; and a big "Miss Den- the next few months. By the same mark 1960" beauty contest, pro- token the Hansen firm evidently moted by Gosta Schwark, in K B is going to be a big factor in boost-Hall, with Ib Glindemann's 52- ing "class" Danish jazz. piece jazz band, the Mon-Keys vocal quartet and Pedro Biker (The Voice) on same night.

Music Publishing firm presented concert of recording stars, topped by Pat Boone, on Wednesday (20), at K B Hall. From a musical standpoint, the entrance of the Wilhelm Hansen and Morks firms into this special field is of great interest. The Hansen firm is a century-old concern of international renown and has been booking classic musikers for many years. It has booked some American names but its offering at Tivoli Concert Hall on Monday (18) seems to indicate it is going to favor Scandinavian jazz as it presented Erik Moseholm, bass; Bent Axen, piano; Peter Wissing, drums (Erik Moseholm Trio); Bent Axen, piano; Allan Botchinsky, trumpet; Anders Lindskog, tenor sax; Ole Laumann, bass; Finn Frederiksen, ing supplied by British choir- that has a reciprocal arrangement drums (Jazz Quintet '60); and Birgit Bruel and Pedro Biker, vocalists.

(record department) threw a party Gallop is set to introduce the show, who will handle the Stimlerat the Palace Hotel to present which will be seen in the U.S. imported material, have met with their recently appointed distribu- on April 27.

Judging by the splurging on ad

Cadence Signs Sigvard Larsen and the Morks Pianist Shirley

NEW YORK-Cadence Records has pacted pianist Don Shirley to an exclusive recording contract. Immediate plans call for the cutting of a new LP and a single by the artist. Shirley already has six LP's on the Cadence LP, recorded several years ago. The artist is currently appearing at the Tartan, an East Side club here, and he'll do concerts April 25 and 26 at Duke University and the University of North Carolina.

Como in London • Continued from page 4

leader Beryl Stott.

Stimler Exits Hanover Post; Diamond In

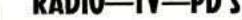
NEW YORK-Irving Stimler resigned last week as veepee and general sales chief of Hanover-Signature Record Corporation. The parting was amicable and was the result of policy differences. Morris Diamond, who recently moved into the H-S set-up as promotion manager, has been named national sales manager. Hanover-Signature prexy, Bob Thiele, said he would look to the indie promotion firm of Budd Productions' for much of the firm's individual disk promotion.

Stimler already has put into the works plans for a foreign disk import operation here, tentatively titled, Foreign Records, Ltd. Stimler's new organization will become a focal point for packaged merchandise from many countries thruout the world. The records will be imported to the States in their original packaging and will carry a special sticker identifying them as product of the Stimler organization.

"We believe that many people will want to buy this original and authentic product from abroad. ers, Lois Winter and Steve Steck They will like the idea of having flew in with Como, with the re- the material on the original label mainder of the vocal backing be- rather than on an American label with the overseas company," Stim-Eric Robinson's house ork will ler stated. He added that inquiries be conducted by Mitchell Ayres, posed with various foreign labels On Thursday (7) Warner Bros. Como's regular announcer Frank and American indie distributors, substantially favorable response.

Nelson Eddy-Gale Sherwood disk.

Meanwhile on the business front, Harry Belock, president of Everest, held meetings this past week with distributors in Europe. Prime topic of conferences was the planning of a program thru which the company's LP's and singles will be marketed on foreign soil.



Phonograph recording company with national distribution needs vocal group; 2 boys and 2 girls or 2 boys and 1 girl; age preference 18 to 25; must have photographs, dubs or tapes with 4 to 6 songs reflecting wide range; state length of experience together, and send biographical sketches: if you know of such group, please have them submit above requirements for consideration.

Write BOX D-137 c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio



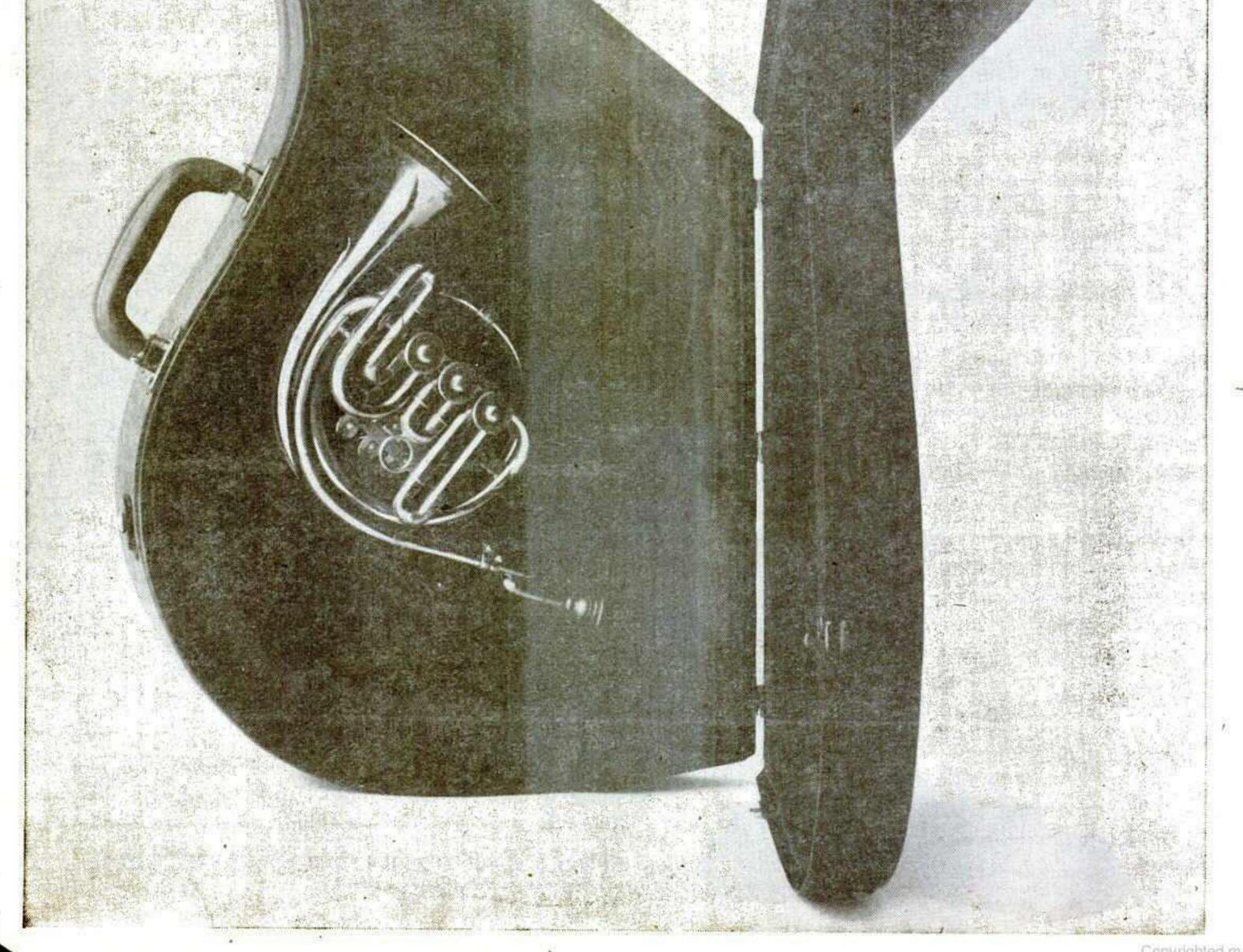




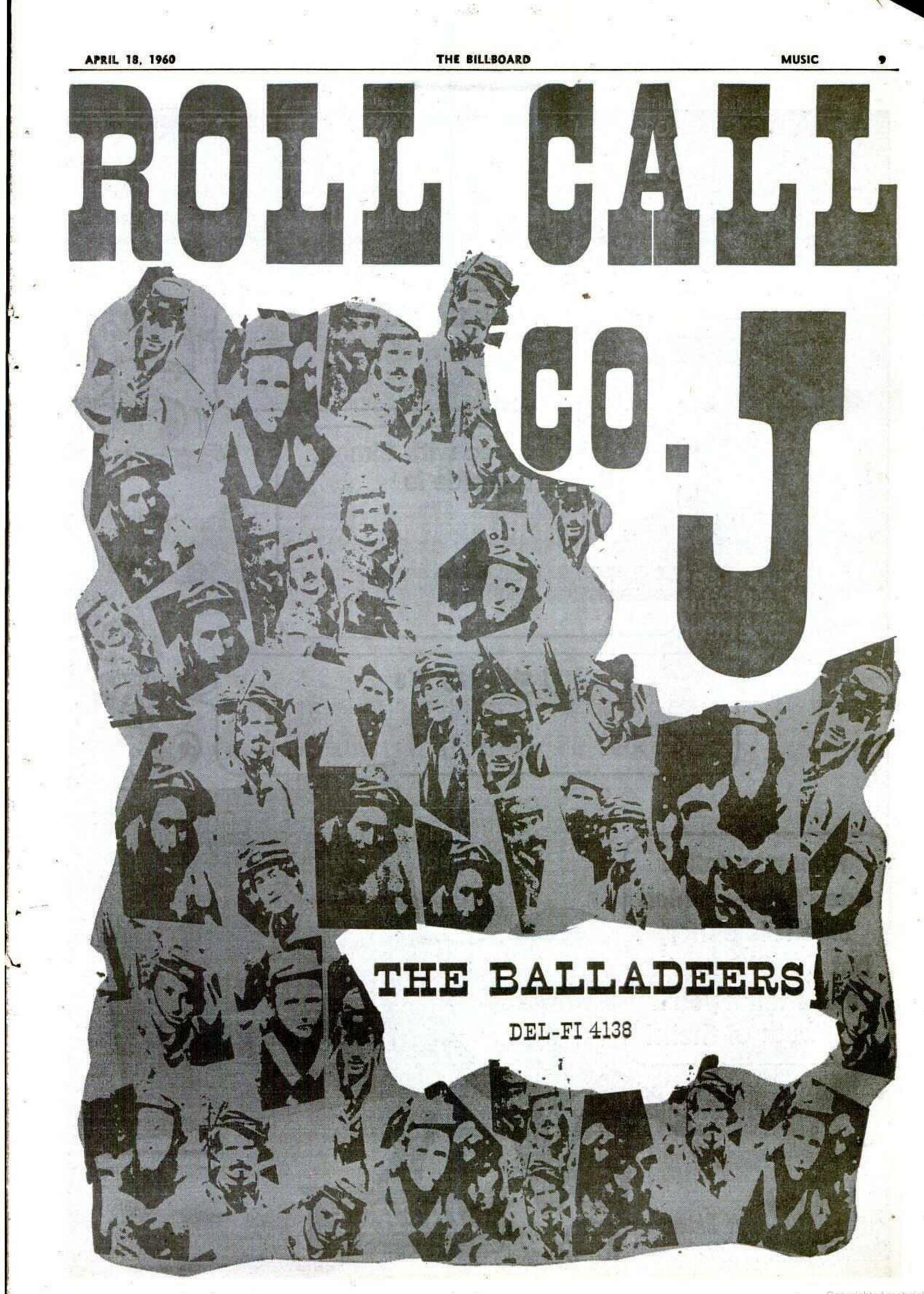


Misfit service just doesn't go at RCA Custom. Ed Hines, of our Nashville office, makes absolutely sure that every job gets the custom-tailored treatment. As with all Custom-men, Ed sees that you enjoy all the RCA extras to the fullest. For instance: the advice and supervision of the record industry's most highly-trained, most experienced technicians. Your nearby RCA Custom representative can tell you more about superior RCA service. Call him for the details today! RCA CUSTOM RECORD SALES 155 E. 24th St., New York 10, N. Y., MUrray Hill 9-7200 · 445 No. Lake Shore Drive, Chicago 11, III., WHitehall 4-3215 · 1510 N. Vine St., Hollywood 28, Calif., OLdfield 4-1660 · 800 17th Ave. S., Nashville 3, Tenn., ALpine 5-6691 · Canada: RCA Victor Co., Ltd., 1001 Lenoir St., Montreal · 225 Mutual St., Toronto

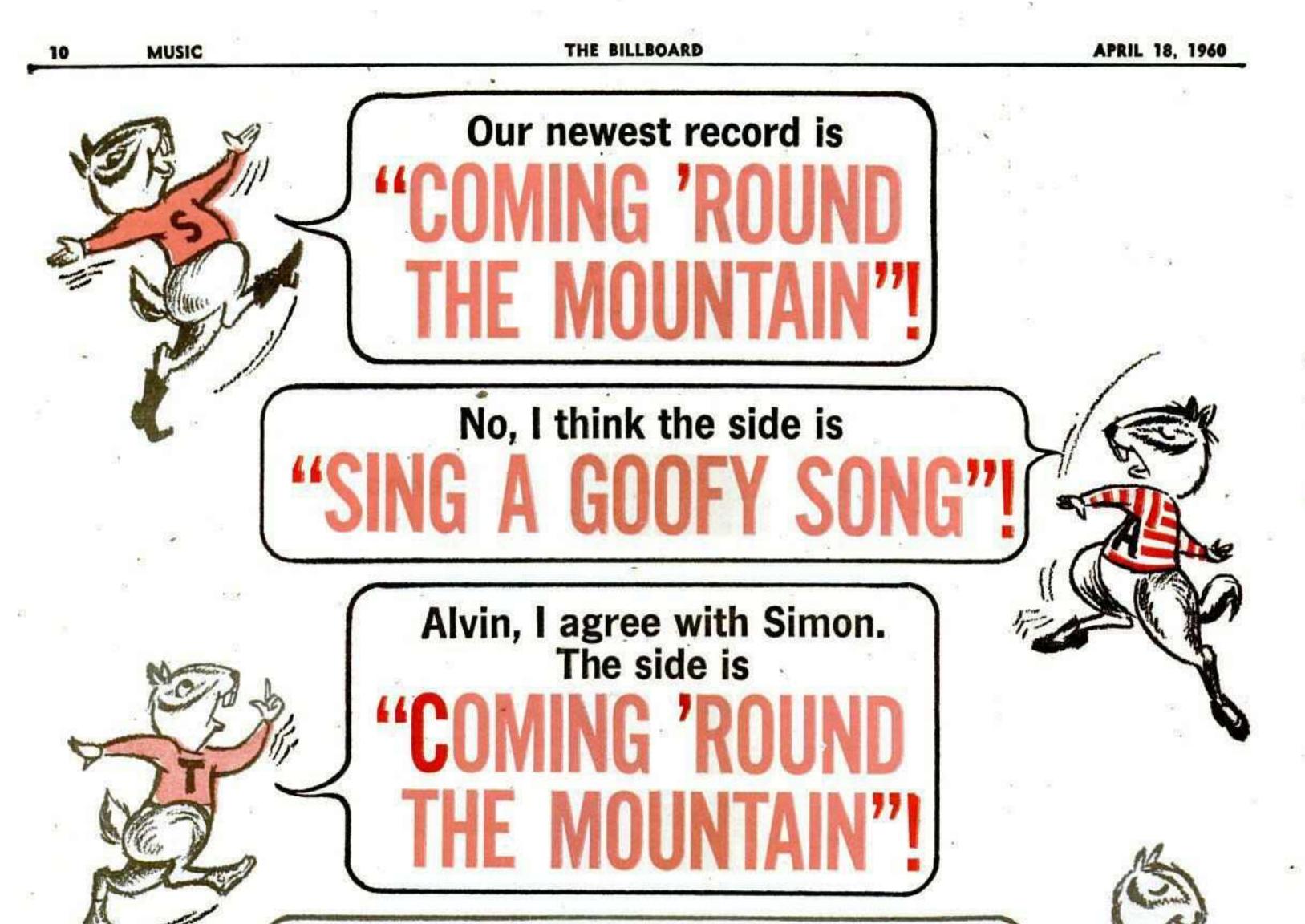
RCA Custom's Ed Hines would want to horn in!











still say it's "SING A GOOFY SUN

Honestly, folks, I don't know which side it is either, but the Chipmunks and I think you'll like both of them!

MONARCH MUSIC COMPANY, INC.

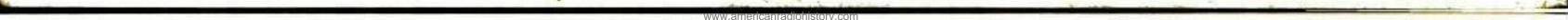
COMING 'ROUND THE MOUNTAIN

SING A GOOFY SONG

and

as featured on The ED SULLIVAN Show Sunday, April 17th

CANADA BY LONDON RECORDS OF CANADA LTD., MONTREAL



113333401

THE BILLBOARD

MUSIC NEWS

Rank, Jaro Set Spring LP Promotion

NEW YORK - An even dozen albums have been set for release in a spring promotion program by Top Rank Records and its subsidiary, Jaro International. Sales chief Len Levy noted that the Rank slogan will be "Seven for Spring," while the five Jaro sets will be plugged under the reference, "Sale Into Spring."

On the Rank banner are such titles as "Bahama Bash," by Little G: "Scotland's Pride," by the Royal Scots Guards; "With My Love," Ernest Maxin; "No Greater Love," by Don Butler and the Sentinels; "Warm Hearted Polkas," by Red Maksymowicz; "More Swinging Strings," by the Knightsbridge Strings and "What in the World's Come Over You," by Jack Scott.

To be featured on Jaro will be "Hawaii on the Rocks," with Georgie Auld; "The Message," by J. R. Montrose; "Flaming Guitar," by Jose Motos; "Heartaches," by Ted Weems and "The Arrival of Kenny Dorham. The "Flaming Guitar" and "Heartaches" sets are available in monaural form only.

Decca Holds Annual Exec, **Board Election**

annual stockholders meeting this services of Max Roach. week. The meeting was helmed by prexy, Milton R. Rackmil. Named to the board were Albert Epic Special A. Garthwaite, Rackmil, Martin P. Salkin, Leonard W. Schneider, Harold I. Thorp and Samuel H. May Discount Vallance. At a later meeting of the board, the following officers were elected: Milton R. Rackmil, prexy; Leonard W. Schneider, exec veepee; Louis A. Buchner, veepee and treasurer; Milton Gabler, veepee; Martin P. Salkin, veepee; Samuel Yamin, secretary; Isabelle Marks, assistant secretary and Irving E. Weiner, assistant treasurer.

CAB. TAX CUT GETS IKE OKAY

WASHINGTON - President Eisenhower has signed into law the Forand bill reducing the cabaret tax from 20 per cent to 10 per cent. Reduction will become effective the first of May.

Measure originally called for repeal of the tax, but was amended by the House Ways and Means Committee to call for reduction rather than repeal.

Emarcy Plans Stepped-Up Jazz Action

CHICAGO-Hal Mooney, a.&r. chief of Emarcy Records, this week was given carte blanche to sign jazz talent for singles and albums, according to Art Talmadge, director of a.&r. for Emarcy's parent label, Mercury.

Talmadge said that Emarcy activity will be stepped up with a view toward building "the finest and biggest jazz catalog in the recording world." Meanwhile, Mooney invited jazz musicians and singers to contact him at Merc's New York headquarters.

an expansion of activity in trading jazz artists with other labels for 'guest" appearances. Merc recently was happy with the results of NEW YORK - Six members borrowing Ramsey Lewis from were elected to the Decca Records Argo for an album called "Down board of directors at the company's to Earth," in exchange for the pany, hence the strong link with

Sullivan Name On Low-Price Album Line

Book Co., Colgate **Tie-In Aims for** Supermart Sales

HOLLYWOOD - TV emseesyndicated columnist Ed Sullivan is lending his name to a line of low-priced LP's to be sold thru supermarkets. Disks are produced by Little, Ives & Company, book publishers (Oxford Dictionary), who are taking their initial step into the disk field with the release of a set of 12 albums devoted exclusively to Broadway musicals. Disks were recorded abroad. Series will be launched August 15.

Sullivan figures in the deal in several respects. Line bears his name. In addition, disks will be tied in with Colgate (his TV sponsor) as a premium with the purchase of Colgate products. As a result of the premium promotion, the series will be plugged on Colgate's Sullivan show. Furthermore, Sullivan told The Billboard he has written the back-liner notes for each of the packages. Liners, he said, are based on in-High in the plans for Emarcy is person interviews with the composers and producers of the various shows, thereby giving the record collector a better grasp of the music than most album liners can afford. Sullivan is a director of the firm of Little, Ives & Comthe disk venture.

Sullivan said album sales plan was pre-tested in the Toronto and Minneapolis market areas and in the State of Kansas. As a result of the tests, Sullivan said, disks will be sold directly to the food chains and will not go thru rack NEW YORK-Epic Records is jobbers. To get shoppers to col-Sullivan was here last week to van said this marked the first time "Remember When" is the new he personally took an active part

HOT 100 ADDS TEN

NEW YORK - The Hot 100 adds 10 new sides this week. Essentials are:

- 67. Good Timin' (Sequence, ASCAP) Jimmy Jones, Cub
- 76. Way of a Clown (Aldon, BMI) Teddy Randazzo, **ABC-Paramount**
- 82. Nobody Loves Me Like You (Kags, BMI) The Flamingos, End
- 90. My Empty Room (Record, BMI) Little Anthony & the Imperials, End
- 92. Hither and Thither and Yon (Vanessa, ASCAP) -Brook Benton, Mercury
- 94. Cathy's Clown (Acuff-Rose, BMI) The Everly Brothers, Warner Bros.
- 97. Burning Bridges (Sage & Sand, BMI) Jack Scott, Top Rank
- 98. A Star Is Born (A Love Has Died) (Acuff-Rose, BMI) -Mark Dinning, M-G-M
- 99. Someone Loves You, Joe (Davis, BMI) The Singing Belles, Madison
- 100. Got a Girl (Lar-Bell, BMI) Four Preps, Capitol

Braverman Dies at 61

NEW YORK-Sam Braverman, the head buyer of sheet music and Jeanne Black's "He'll Have to Stay" records for the Neisner Brothers is the fastest breaking single in the chain, passed away April 8 at the company's history. Disk was reage of 61. He had been associated leased March 28. During its initial his career with Neisner Bros. in apolis and Charlotte, N. C., and Rochester, N. Y. He had served from these points spread into a 40 years with the chain.

Neisner, Braverman was a well- it moved an additional 102,000 known songwriter. Among the hit copies to give it a sales total of songs he composed or collaborated 292,000 in less than three weeks. on were "I Wish I Had a Sweetheart," "Swanee River Rose," "Car- the Kingston Trio's "Tom Dooley" olina Moon," and "My Little and Tennessee Ernie Ford's "Six-Cousin." He is survived by his teen Tons." Miss Black's blockwife Nora, two sisters, Mrs. Ida buster, according to the label's France and Mrs. Irena Kock, and sales figures, has surpassed both his brother Nathan.

Disk Rockets HOLLYWOOD-Capitol claims with the firm since 1919, starting week it started breaking in Indian-

Jeanne Black

190,000 nation-wide seller within In addition to his work with two weeks. Last week, Capitol said Cap's fastest sellers to date were (Continued on page 40)

KANDY =137

203 n. wabash

chicago 1

(ST 2-4377)

1



Red Carpet For Elvis LP

NEW YORK - Special promothe "Elvis Is Back" LP by RCA anniversary. Victor which is due this week.

The disk, which is grabbing "one of the largest advance order demands in the history of the industry" according to the company, is being specially produced and designed. The package contains fullcolor photos of Presley on either side of the flap-type cover, and an inside sleeve holds pictures of the "Greatest Rocker of 'Em All" from his dogface days.

Wild Kick-Off for New Chipmunk Disk

HOLLYWOOD - Liberty Records kicked off its new Chipmunk single on last night's (17) Ed Sullivan Show as the first salvo in an all - out promotional campaign. Disk, "Coming Round the Mountain" backed with "Sing a Goofy Song," will hit the market this week in a full-color sleeve featuring the Chipmunks and David Seville.

Liberty is planning additional air plugs, both TV and radio, to push the single to the fore. Tunes were extracted from the next Chipmunk album, "Sing Again With the Chipmunks," to be issued in May.

offering a 15 per cent discount on lect the series, Volume One in the all its stereo LP's thru May 13, set will be priced at 99 cents with 1960. Discount applies to all Epic subsequent albums to list at \$1.69. stereos excluding May releases and two other albums. "My Buddy" introduce the disk line at a party with Buddy Greco and "Remem- tossed for food mart chain execs ber When," with the Merrill Staton at the Beverly Hills Hotel. Sulli-Choir.

album containing songs of the on the sales side in launching the period 1860 thru 1890. It was re- line.

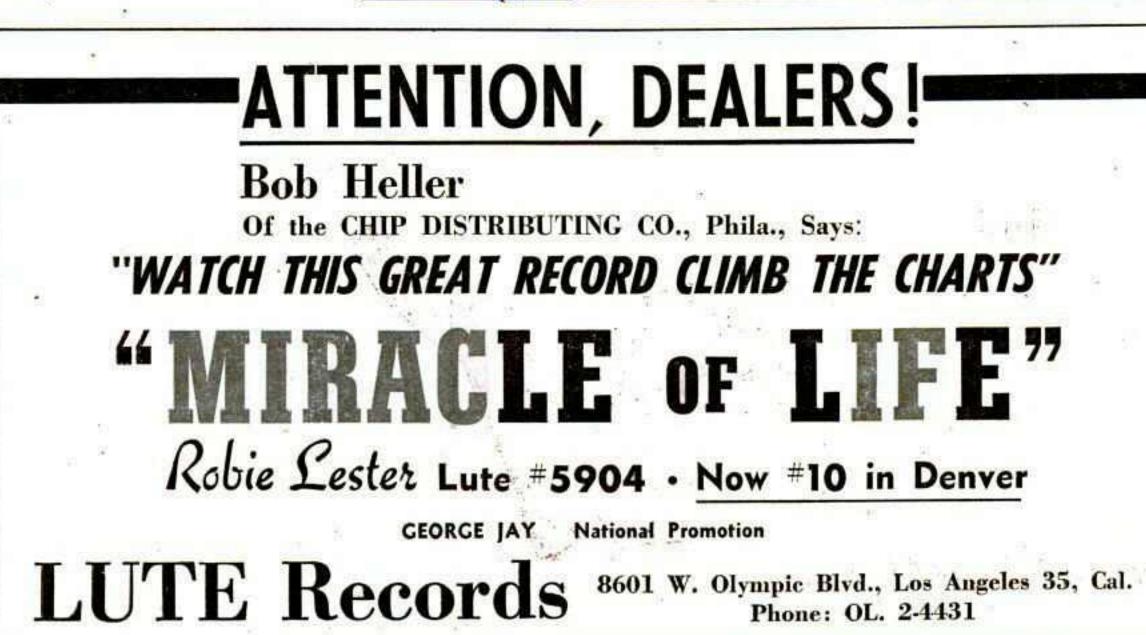
corded by Epic Records both as a commercial record and also for the the label's scope only to Broadway A. S. Aloe Company, of St. Louis, fare, Sullivan said some of the fua manufacturer of equipment for ture packages may be devoted to hospitals. The A. S. Aloe firm is movie musicals. However, he indistributing copies of the disk as a dicated this would happen after tions and advertising will kick off souvenir in honor of its 100th Broadway fare had been exhausted.

Asked if he intends to restrict (Continued on page 40)

VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!* *See page 34

"FIVE-FOOT-TWO"

Don Johnson





MUSIC . 12

THE BILLBOARD

APRIL 18, 1960

COMING NEXT WEEK in the **APRIL 25 ISSUE**

WE'RE sorry to have missed our announced April 18 issue date . . . and we apologize for any inconvenience this may have caused. The job of assembling the many thousands of items of information for all of the directories in The Billboard Record Industry Source Book Issue was overwhelming-and made the one week delay

The Billboard **RECORD INDUSTRY** Source Book

.& DIRECTORY ISSUE

featuring

DETAILED DIRECTORIES OF

RECORD DISTRIBUTORS

where they are . . . who runs them . . . the record labels they represent ... the phonograph and lines they carry ...

ONE-STOP OPERATORS, geographically arranged **RECORD RACK MERCHANDISERS**

necessary. But now the job is just about done. And you can look, with absolute certainty, to the Record Industry Source Book appearing in the April 25 issue-out next week.

FOR THE READER: An Indispensable, Year-Round **BUYING AND REFERENCE GUIDE**

for anyone engaged in the manufacture, distribution and sale of records and allied products

Start your subscription with this April 25 issue!

> USE THE COUPON TODAY!

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PRODUCERS AND SUPPLIERS OF ...

ALBUM JACKETS SINGLES SLEEVES **RECORD LABELS** POLYETHYLENE BAGS Other Manufacturing Supplies and Products

WHERE TO BUY

PHONOGRAPH NEEDLES **RECORD CARRYING CASES RECORD CLEANERS** CLOTHS, BRUSHES And Other Accessories

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

8	Payment e	enclosed	🔲 Bill me	10
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Company				
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City		Zone	State	







"ONE LITTLE GIRL"

c/w

DECCA 9-31088

PACKAGED FOR more SELL-ABILITY with this 4-color sleeve

CARL DOBKINS, Jr.

EXCLUSIVELY YOURS ONE LITTLE GIRL





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MUSIC NEWS 14

WEIN PITCH-PIPE More Pure Jazz Newport '60 Aim

By BOB ROLONTZ

port Jazz Festival will feature more Sextet at the Embers here (see recording to George Wein, producer Newport Board, sensitive to critiof the NJF under the aegis of the cisms that the NJF has turned into

Wein, in town last week as the fringe of the jazz world, and NEW YORK - The 1960 New- leader and pianist of the Storyville would concentrate on artists who pure jazz and less jazziness, ac- view this issue), intimated that the formers. Wein said that Newport

VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!*

*See page 34



a "carnival" rather than a festival, NEWS REVIEW was anxious to put it back on the pure jazz kick. He noted that altho the crowds at the Newport extravaganza have continued to increase each season, critical antipathy has increased in geometrical proportion.

This means, said the rotund producer, that Newport would stay away from rock and roll or folk Newport Jazz Festival Board acts, even those who touch the were generally considered jazz perhad only started to line up its talent for the 1960 Festival, but he did say that Louis Armstrong was already set on one night's bill.

> Wein was extremely perturbed over the prices that jazz acts are asking this season to play the Newport Festival, as well as the other jazz fests that he and his associates (but not the Newport Board) are connected with. Speaking of Newport only, he stated: "We have \$200,000 to spend on talent ton the tie-in hotel in both cases. this year and we are having a tough time buying acts." This was due, he felt, to the desire on the part of jazz acts to get all they could while the getting was piano and occasional brass in the good, but Wein took a very serious

> view of the matter. "If prices for San Salvador's El Salvador Inacts are pushed too high it could tercontinental Hotel is the focal mean the end of the giant festivals. point of "Sabor Salvadoreno" (ALP We've been lucky at Newport the 1008). The Lita Barrientes ork, past two years, but two nights of with fine work by the Trio Melorain could put us so deep in the dico and some marimba instrured that we'd be lucky to re- mentalists are the highlight. cover." The Dominican Republic's El

Wein stated that if jazz acts Embajador is featured on "Sabor inequality as a result of discriminwould be more temperate in their Dominicano" (ALP 1004), with the ation between the haves and the demands for loot at the various Hotel Jaragua also getting plugged have-nots in the free record area. festivals they could earn steady and several additional hostelries He said the varying pattern of the and good money over the entire mentioned prominently in a big way stations acquired records made summer and that more and more tourist pitch on the liner notes. the problem of dealing with the festivals would spring into bloom. The music features the Papa Mo- free record broadcasts even more He compared a jazzman's lot with lina ork, with emphasis on mer- complex. that of a classical musician and engues.

Caribbean Flavor in Panama Set NEW YORK - A group of six

LP's which exude the flavor of the Caribbean and Latin America, have been issued by Panama Records and, fortified by an interesting commercial tie-in, should garner a substantial number of sales. In each case, the album is tied in with a hotel in the country where the music originated; the illustrations on the covers should ring the cash register with people who have visited each land, bringing back memories of vacations past.

Panama is the focal point for two albums, "Panama Fiesta" (ALP 1002) and "Melodies Tropicales" (ALP 1012), with the Panama Hil-Organist Lucho Azcarraga does interesting things with Latin tunes on the Hammond organ, supported by percussion in the first, and by second.

man Robert E. Lee. Lee noted that in answer to Commission query, small marketers said they got very few free records, big market stations could have almost all theirs free, and middle-market stations generally availed themselves of the special "subscription rates" provided by record manufacturers for the broadcasters.

Lee said there was competitive

Harris disagreed with the Com-

THE BILLBOARD

For Stations A Solution?

> WASHINGTON-Record manufacturers could set a certain special rate for all records going to broadcasters, which would eliminate present inequalities in distribution of free records, Chairman Oren Harris . suggested during last week's Communications Subcommittee hearings on broadcast legislation. (See separate story.)

Harris proposed that the rate be made equal to all broadcasters, whether in small or large markets. The rate could be low, and still constitute payment by the station thus eliminating any need for sponsorship identification.

The Harris proposal came up

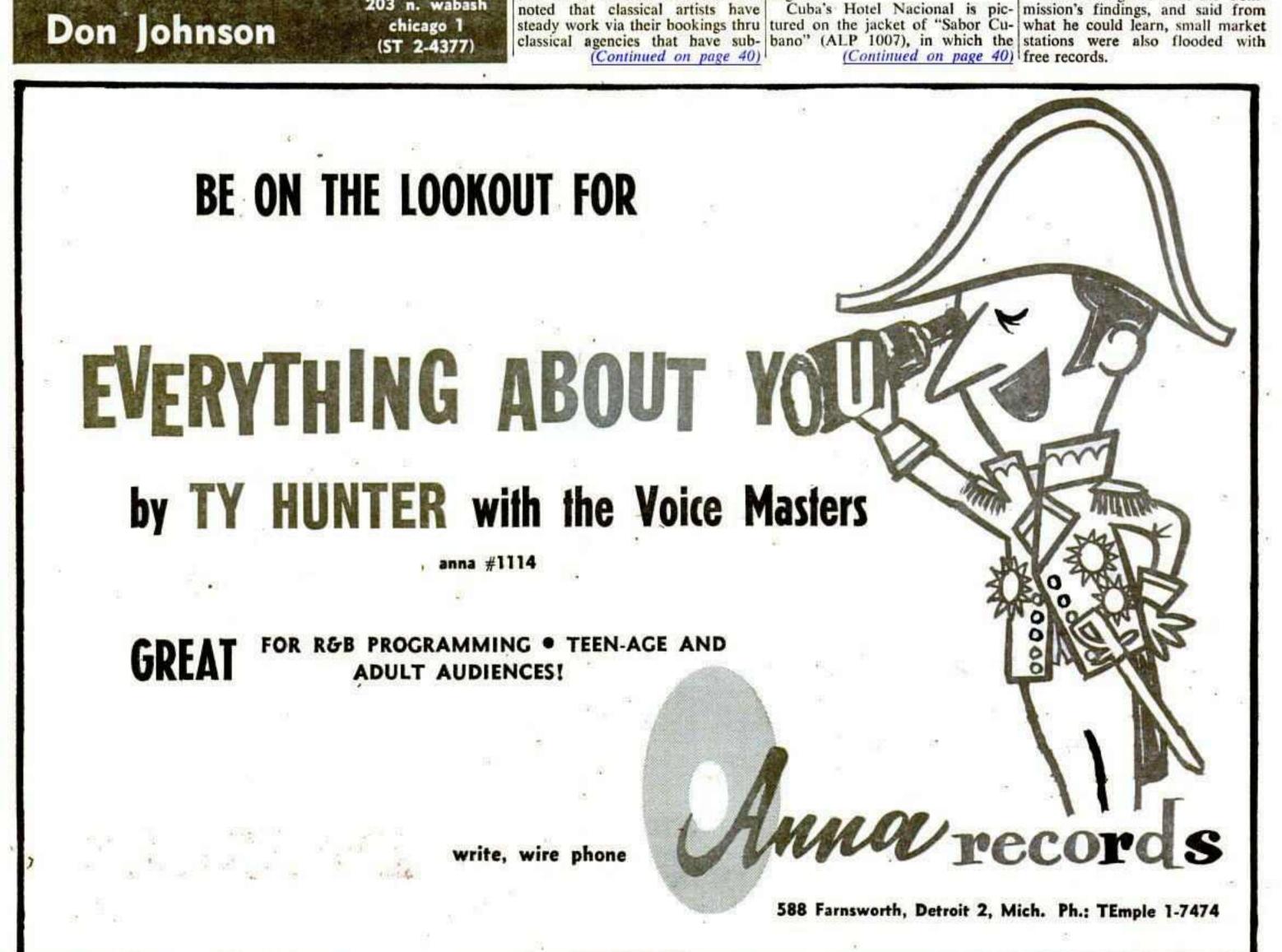
during a discussion of the free rec-

ord situation among broadcasters,

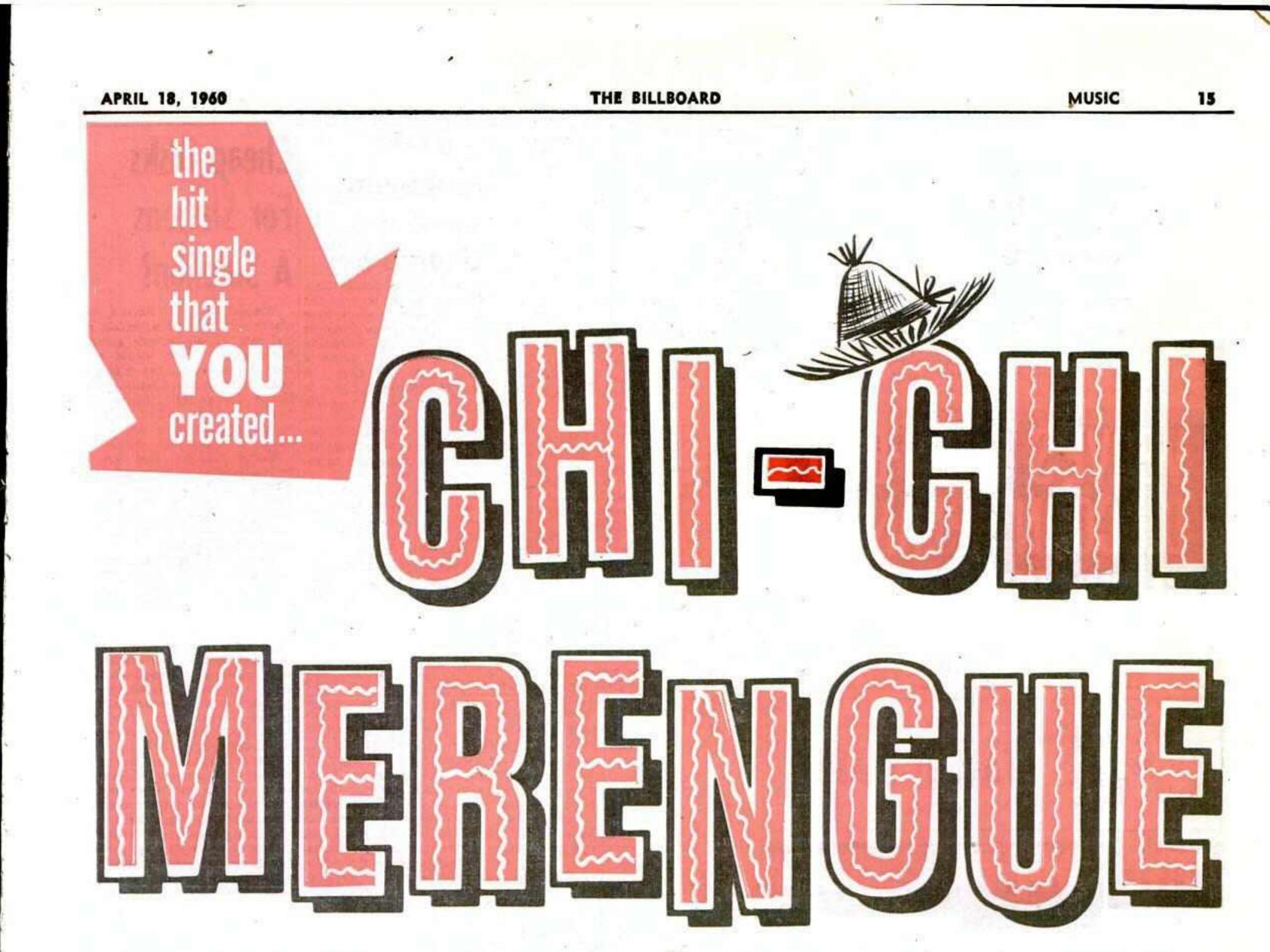
by Federal Communications Chair-

Cheap Disks

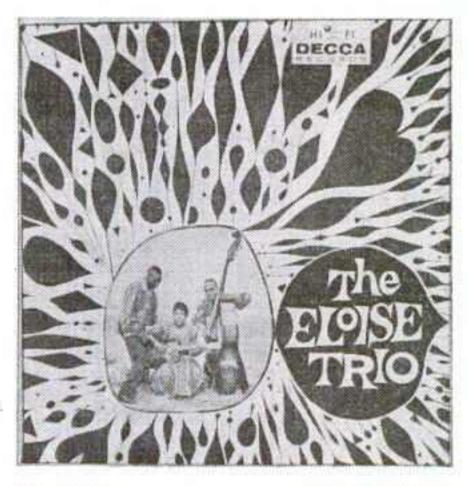
APRIL 18, 1960





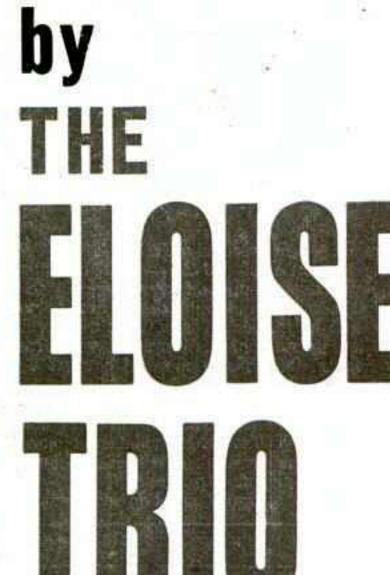


This hit single is included in the new smash album "THE ELOISE TRIO"



DL 8983

DL 7-8983 (S)



DECCA 31047



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MUSIC NEWS

16



NIGHT CLUB REVIEWS

Chris Connor, Sahl Top Combine

NEW YORK - New York's Basin St. East is currently . featuring a whale of a show, starring jazz thrush Chris Connor and Mort Sahl.

Miss Connor in her present stint is showing more fire and drive than she has offered in previous engagements. Backed by a big, swingin' band with a flock of top sidemen, she sounds better than ever before.

With her present selection of tunes; she's showing concentration on rhythm as melodic variation. Opening with a racy reading of "I Hear the Music Now," she moves onto "I Miss You So," "Senior Blues," "Get Out of Town" and "You Don't Know What Love Is." For an effective change of pace, she does her classic "All About Ronnie," backed by a trio. In any mood, she's most acceptable, and her fans are going to be gassed to see her in action.

Mort Sahl's clever and tireless humor is well known. In a relatively short period of time, he manages to cast barbs at a variety of topics. One of his prime targets is Vice-President Richard Nixon.

His easy-going delivery held the audience captive, as he discussed racial violence in South Africa and the United States, Dave Garroway, Mike Wallace, critics, sex, economics and education.

He has a lot to say about a lot of things, and he says it well. His New York appearances are far too infrequent.

Howard Cook.

Wein Has Canny Hands for Keys

George Wein, a man of many parts, had a ball in New York last week. Known principally as a successful jazz promoter and entrepeneur (the Newport Jazz Festival and the Storyville night clubs in Massachusetts, Wein showed that he was almost as proficient as a musician via his piano work with the Storyville Sextet at the Embers in Gotham for a seven-day stand.

Wein, pleasant and jocular, and obviously enjoying himself, displayed pleasant Baise and Garner touched piano work, along with such fine sidemen as Pee Wee Russell, Shorty Baker, Larry Brown, Bill Crow, and Mickey Sheen.

Most of the music performed by the Storyville combo on the night caught (12) was what could be called "muted Divieland" and the tunes ranged from "That's A-Plenty" to "Tin Roof Blues" and "Do Nothing "Til You Hear From Me." It made for good listening and will help Wein get in shape for his booking chores with the forthcoming Newport clambake.

Mary Lou Williams and her Trio shared the spotlight at the Embers along with the Storyville Sextet. She is playing very

tributor salesman, a spokesman for the label said.

The new release includes packages by the Platters, Ralph Marterie, Dinah Washington, Patti Page, Barney Richards and His Rebels and an anthology of past hits in monaural only, "More Golden Goodies." Classical numbers include a teaming of Szigeti-Horzowski-Barrows in the Brahms Horn Trio and albums by the Detroit Symphony with Paul Paray, the London Symphony with Antal Dorati and Organist Marcel Dupre.

Harms Sued By Southern

NEW YORK - The Southern Music Publishing Company has filed suit against Harms Music in the Federal Court here for an alleged infringement of copyrights on "Speak to Me of Love" (Parlez Moi D' Amour). Southern demands an injunction, damages and an accounting.

The alleged charge says that Harms has, since 1959, placed the tune on the market as its own, when in reality, it was copied from Southern's copyright renewal.

The complaint states that Jean Neuberg (Jean Lenoir) wrote the French version of the tune which has been assigned to Smyth of Paris as result of a renewal which was assigned to Socitie D'Editions Musicale Internatinales.

Peter De Rose **Memorial Fete**

NEW YORK - Duffy Square here will be re-christened "Peter De Rose Memorial Square" for a special commemorative week from April 23-30. During the period a special tribute will be held honoring the late composer who was responsible for such standards as "Deep Purple," "Lilacs in the Rain," "Autumn Serenade," and "Wagon Wheels."

attractive piano these days and her group kept the audience happy between the appearances of the Storyville combo.

Bob Rolontz.

Miriam Makeba Stars at Blue Angel

New York's Blue Angel is currently featuring an attractive and diversified show. Miriam Makeba, the exciting African songtress is the star, and the bill also includes Roy Benson, magician, the Chad Mitchell folk trio and thrush-comedienne Dorothy Louder.

Benson has a funny patter running thruout his clever stunts. His illusions baffle the eye, and most of his jokes are real rib ticklers. One of his tricks involving disappearing and reappearing balls is really a gem.

The Chad Mitchell trio has very interesting material. The group is exciting and refreshing to hear. They offer a sampling of folk songs from several nations with an especially moving rendition of "When Johnny Comes Marching Home."

Dorothy Louder has established a record of sorts with this engagement at the Blue Angel, having been featured for 84 weeks over a three-year period. Her material, most of which she writes herself, is engagingly witty. Even the most serious of songs, once she applies her zany antics, draws guffaws.

Miss Makeba, who has been making quite a name for herself, since her recent arrival in the U.S. has a highly stylized repertoire. Most of her selections are done in dialect. Her movements and facial expressions, however, get the message across. She also includes a few folk numbers in English. She has a pleasant soprano which can become fiery or sedate. An exciting portion of her act is when she teams with the Mitchell trio for a stirring reading of "Wimoweh."

All in all the show adds up to a most entertaining evening. Howard Cook.

HOLLYWOOD - High Fidel-(it's only right that distributors ity Records will double its ad budg-"share a small part of the increased et and intends to have its disoutlay." tributors share in the cost by boost-

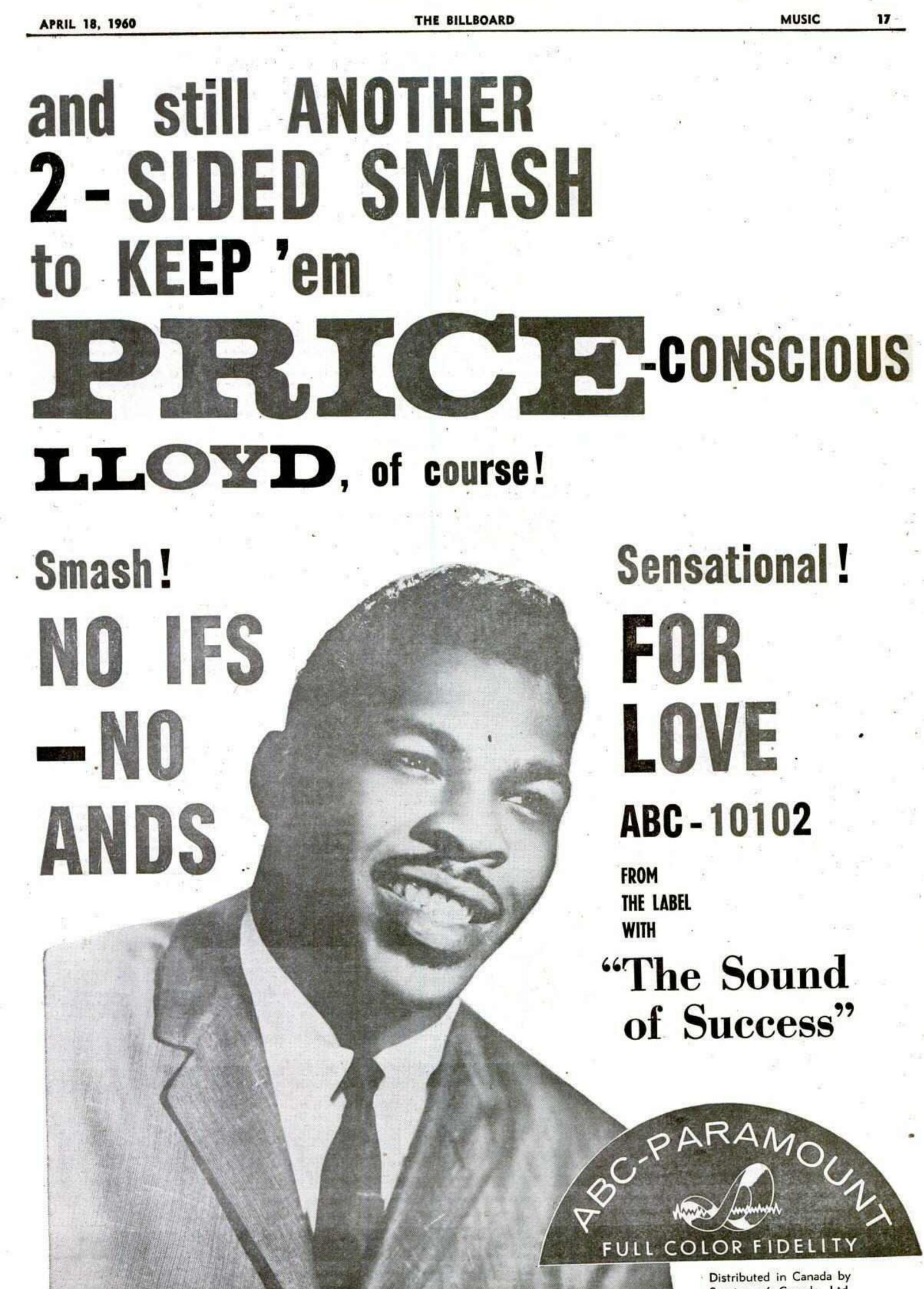
ing its price to them by 1 and 3 cents per album. Increase will not be passed onto the retail level.

Distrib price boosts will be as follows: on \$5.98 stereo albums . distrib price will move from \$2.85 to \$2.88; \$4.98 monaural albums,

Label sales topper Jeff Clark distribs paying \$2.37 will pay feels the market is demanding man- \$2.40; \$3.98 monaural albums ufacturers to increase ad cam- bringing \$1.91 from distribs will paigns to stimulate sales and thinks be sold to them for \$1.92.







Sparton of Canada, Ltd.



MUSIC NEWS

SPECIAL

ANNOUNCEMENT

from Richmond Records

2 SMASH LP's

from our new April release

THE BILLBOARD

TOP TALENT CUT NAB **RADIO MONTH JINGLES**

WASHINGTON -- Nineteen of | 1960 radio month observance, "Rathe nation's top singers and musi- dio . . . the Heart Beat of Main cians have recorded two jingles Street," is the title of one jingle. designed to promote the radio me-dium, according to the National Your Community." Both stress the Asosciation of Broadcasters.

during May, which is National serves. Neither specifically men-Radio Month. The theme of the

individual radio station as the fo-Jingles are for use on the air cal point of each community it tions Radio Month.

> The new NAB jingles were recorded and pressed by Gotham Recording Corporation, New York, and are being distributed without charge to all NAB radio members on a double-faced, 12-inch, standard groove, 33 r.p.m. disk.

Artists featured include Darlene Zito, of "Chiquita Banana" fame; Marilyn Palmer, of the Ray Charles Singers; Little Ryan, an original Fred Waring "Smoothie"; Jimmie Brown, formerly with Guy Lombardo and Sammy Kaye; Harry Clarke, radio-TV network vocalist, and Tony Faillace.

Musicians are Peanuts Hucko, Bernie Kaufman, Irving Markowitz, Toots Mondello, Frank Rehak, Bob Beyond all this, it's interesting Glow, Sol Schlinger, Al Casamenti, Bernie Leighton, Bob Haggart and Bunny Shawker.

Jingles were created by Faillace Productions, Inc., New York. Faillace is now producing a new Broadway musical, "Mad Avenue," a satire on politics and advertising, which will star Frankie Laine. Outof-town run starts in Boston May 7. Show is scheduled to open in New York on June 8.



FABULOUS!

WHEN YOU WISH

UPON A STAR

APRIL 18, 1960

sung by **Dion & The Belmonts On Laurie Records** & the all-time great standard for spring programming WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BOURNE, INC.

(ABC MUSIC CORP.) 136 West 52nd St., New York, N. Y. ининининининининини

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



Charts Still Run True to Old Pattern

Continued from page 1

the Flamingos, Little Anthony and the Imperials and eyen Jimmy Reed, who until now has been confined largely to r.&b. chart listings.

to note that despite the hard times predicted for new artists and small indie labels, there are 12 new artists currently on the chart with their first hit. Only in two cases, Mark Dinning and Johnny Ferguson, both on M-G-M, did the records stem from a big company.

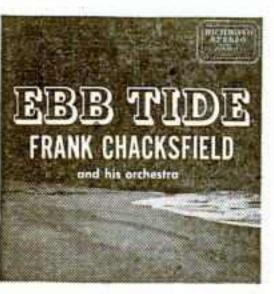
Among the others, one can note such names as Billy Bland on Old Town, Barrett Strong on Anna, Harold Dorman on Rita, Rod Holden on Donna, the Little Dippers on University, Buster Brown on Fire, Jessie Hill on Minit, Sammy Masters on Lode, Al Brown's Tunetoppers on Amy and the Temptations on Goldisc.

your regular cost **April Only**

- **Brand new recording**
- **Top name artist**
- Proven hit at \$3.98
- Now you can sell at \$1.98 mone \$2.98 stereo

18

First time available in stereo



Ebb Tide; Smoke Gets In Your Eyes; Boulevard Of Broken Dreams; Love By Starlight; Among My Souvenirs; Limelight; Red Sails In The Sunset; I Only Have Eyes For You; Autumn Leaves; Deep Purple.

Stereo: 5 30078

Storeo: 5 30079

Mono: B 20078



- **Brand new release**
- Only available version of a \$1.98 mono \$2.98 steres Full Cast Stage Production
- Features famous London Theater Co. and full chorus, orchestra and solaists



The Sound Of Music; My Favorite Things; Maria; Do-Re-Mi; Climb Ev'ry Mountain; Sixteen Going On Seventeen; No Way To Stop It; Edelweiss.

Mono: B 20079

Mr. Dealer: Stock up now for fabulous sales. Offer ends April 30th.

See Your Distributor



in recent weeks indicate much interest in the big rock and roll as rock and rockabilly. As a mat-"Theme From a Summer Place," by the presence of triplets in the record.

Elektra in England, Too

NEW YORK-Elektra Records will henceforth be released in England under the American "Elektra' label. Distribution deal was set up this week with Audio Fidelity, London wing of the American A-F operation, by Elektra prexy, Jac Holzman. Holzman will follow up his London visit with a tour of various other West Europe capitals to line up other distributing deals.

In England, it was stated, Holzman will record the noted Mac- this time does not appear immi-Pherson Singers of Scotland. Back home, Elektra officials announced three new LP's for end-of-April release. These include sets by Anita Ellis, the Seafarer's Chorus and Oscar Brand.

HOLLYWOOD - Composers beat. This indicates a continuing and Lyricists Guild of America has desire for the rock from teeners called a membership meeting to and explains the fact that virtually authorize a strike against the mahalf of the entire Hot 100 chart jor movie producers in the Guild's content, can be readily classified demands for a share of the moviemakers' TV take. CLGA holds Nater of fact, many tradesters explain tional Labor Relations Board certhe success of Percy Faith's tification as the bargaining agent for the screen and TV music writers but in two years of negotiations with the producers has as yet to conclude an initial contract. Scribes operate on individually negotiated agreements.

Chief problem has been the composers' insistence on a slice of the TV melon, the same critical point which was the Screen Actors' Guild walk-out in its first strike against the producers in its history. Composers and Lyricists Guild

numbers approximately 300 members on the West Coast and 100 in the East, boasting the bulk of background writers in pictures and TV. Two-thirds of the Western and Eastern membership must vote in favor of a strike to give the Guild's negotiators authority to call a walk-out. A cleffers' strike at nent, altho the Guild would feel its negotiating position considerably strengthened with strike authority in its pocket.

Coast meeting will be held Thursday (21) at the Beverly Hills Hotel with Guild prexy Leith Stevens presiding.

SAY YOU SAW IT IN THE BILLBOARD!

Push Efforts For Action Continued from page 1

NAB files its comment with the FCC. 2. Prepare record industry comment to the FCC. 3. Recommend that a code of fair practice be prepared for the record industry. 4. Call for the appointment of a non-record industry personal-ity to supervise the code. 5. Clarify what the code would embrace, including methods of sampling stations, and policing of sampling methods.







PRE-SOLD CUSTOMERS* FOR PERCY FAITH'S NEW HIT #4.41655 "THEME FOR YOUNG LOVERS"

*Percy Faith's "Theme for a Summer Place" sold well over 1,000,000 copies and has been #1 in **Billboard** for the past 9 weeks!

Another #1 Hit from Columbia Records, #1 in Consumer Sales



THE BILLBOARD

MUSIC

from

NE

20

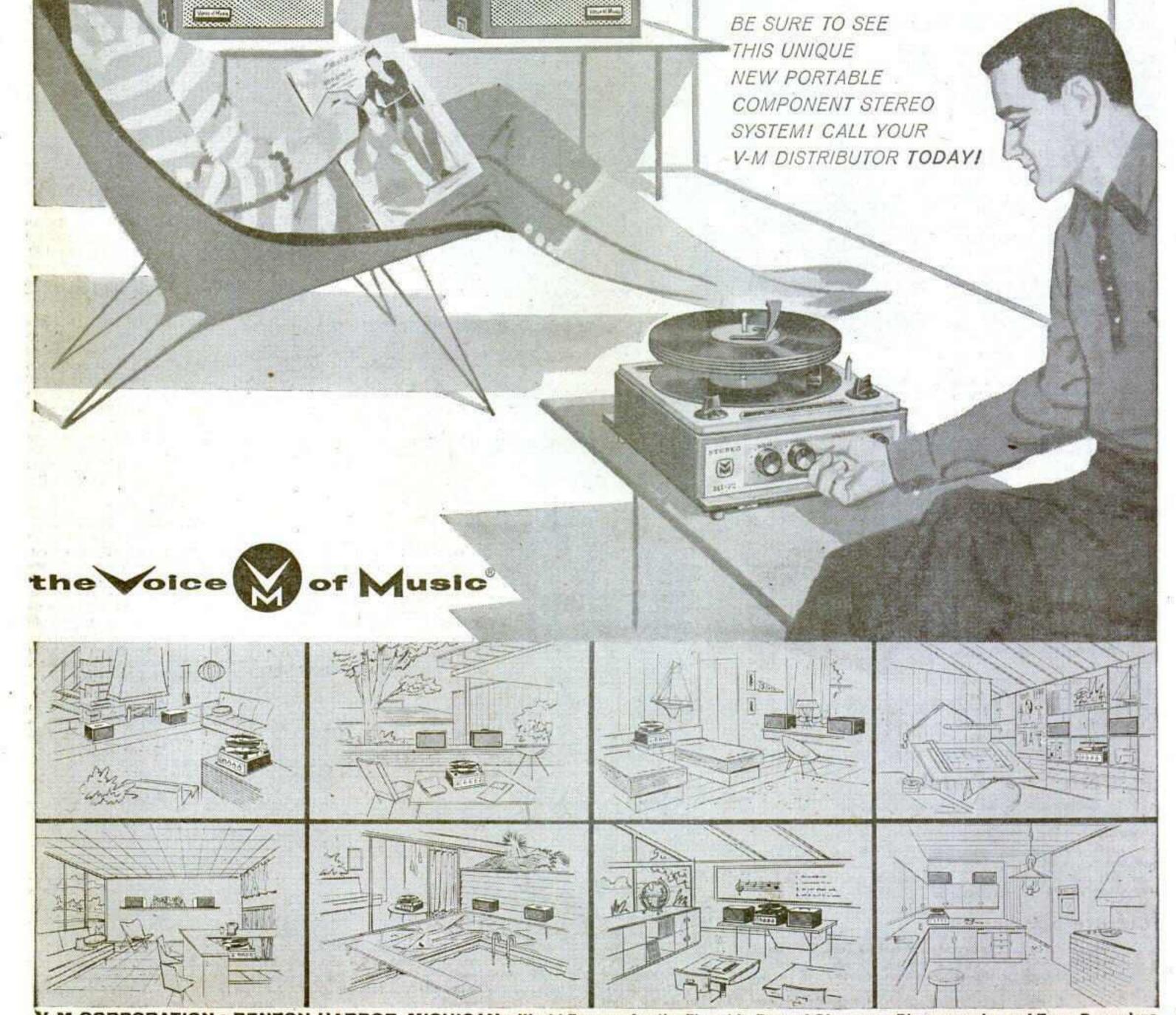
THE MOST REMARKABLY VERSATILE PORTABLE **COMPONENT SYSTEM YET DEVELOPED**

COMPLETE STEREO PORTABILITY combined with "component" versatility, quality and distinctive V-M styling mark this unique portable phonograph! Simply detach the two powerful speaker sections and you have the central section with 4-speed automatic record changer, amplifier and all professional, dependable controls. Place the speakers anywhere-even in bookcases or on end tables. Unparalleled performance for a portable phonograph - makes all records sound better!

DISTINCTIVE V-M STYLING ... PLUS ... THESE **PROFESSIONAL COMPONENT FEATURES!**

. Full Complement of Controls - V-M's exclusive 'tone-o-matic'® Loudness, Balance and separate Bass/Treble Controls . Plays all Records. All speeds, All sizes, Makes All records sound better than ever! · Four Powerful Speakers - Two in each section · Durable Gray Pyroxylin Case · V-M Model 307-\$129.95 List* . As a Manual-Play Phono it's V-M Model 207-\$119.95 List*

*Slightly Higher West



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



PHONOGRAPHS • COMPONENTS

APRIL 18, 1960

Communications to 1564 Broadway, New York 36, N. Y.

AUDIO NEWS

NEW AUDIO PRODUCTS

Low-Cost Speaker Systems

The Electro-Voice Corporation has added three new complete sound systems to its low-cost "Wolverine 100" series.

Pictured here is "Loraine 100" corner enclosure which contains a E-V LS12 speaker. It is 27 inches high, 20 inches wide, and 14 inches deep.

Besides the "Loraine" the company is also introducing a unit that's installed against the walls, the "Lancaster 100," and "Lindon 100," a bookcase or shelf enclosure which uses the smaller LS8 speaker. All models are available in walnut, mahogany or limed oak.

Bases for Phonos

Brand-named Meta-Lux, a new phono base specifically designed to accompany the size and the color of seven different record changers the span tabulated. has been introduced by the Audiotex Manufacturing Company of Rockford, Ill. The new base products are of an all-metal construction and have baked enamel finishes. They also have removable rubber supports that prevent scraping, scratching and vibration. The base is available for the VM, Garrard, Monarch, Collaro, Webcor and Miracord changers, and sell for from \$5.75 to \$6.95.

Six Transistor FM Radio

A straight FM radio is being advertised and put on sale by the Arvin Industries, Inc., Columbia, O. The set which has a line cord antenna, measures 13 inches by 51/2 inches by 43% inches and weighs 51/2 pounds. It is enclosed in a plastic casing, and sells for a suggested retail price of \$29.95. It comes in persimmon or sandstone claimed by a Miami stereo and with a white front and gold trim.

Stereo Phono Sales 2-1 Over Monos

tronic Industries Association show more than a year ago, the current stereo sales success. January and February sales figures tail level,

000 more stereo sets were sold for process.

Seed Buyer Crop

SOFT SALES APPROACH

RADIOS •

'Stereo Parties'

THE BILLBOARD

less than 715,000 while the mon- tential customer more than any of a comfortable club. aural compilation is 250,000, other type of approach. For that Nearly half as many monaural sets reason, the Alabama store has avwere sold this year as last. In eraged a dozen stereo parties for contrast to the 250,000 sets sold each fall and winter season during this year 402,000 were sold last the past two years, and has broken year. In the same respect, 400,- all previous_sales records in the

The key to the growing sales

YOU DON'T NEED THE BOOK Just Dial S-T-E-R-E-O For Service, Home Demo

By JEANETTE FORMBY

MIAMI -- "The world's easiest telephone number to remember" is high-fidelity dealer.

simple operation, it "wasn't so simple" to set up the arrangement with the telephone company whereby the plan would work, according to the Miami dealer. Facilities Much negotiation went into re-

TARRANT, Ala. - Converting volume is the stereo room on the WASHINGTON - Phonograph virtually unused warehouse space second floor. Carpeted from wallsales figures released by the Elec- into a separate "Stereo Room," to-wall, decorated with giant-size and using it as the site for frequent photo murals, and trimmed in rich the continuing trend of stereo set "stereo parties" is the unusual route hardwoods, the room is soundsales over monaural. Following which Cunningham Appliance proof, completely cut away from a pattern established something Store here has taken to profitable traffic in the rest of the store, and incorporates soft upholstered Herman and Bill Cunningham, divans and chairs, coffee tables, show that stereo outsells mono by father and son combination who smoking stands, and all the other a little more than 2-1 on the re- operate the store, believe that the appurtenances, for relaxing. With congenial atmosphere induced by indirect lighting, a variety of speak-Retail purchase results for stereo a party, with refreshments, inter- ers for piping music evenly thru for the period stand at something esting demonstrations, relaxes a po- the room, it has the atmosphere

TAPE RECORDERS

21

Selected Guests

Anywhere from 40 to 50 people are guests at each of the "stereo" parties, which begin with the writing of personal invitations to as many people known to be interested in fine music, giving the date, time, promising refreshments, and a thoro introduction to the two top lines of stereo phonographs carried by the store (Zenith and RCA). For the event, usually half-a-

dozen stereo phonographs are (Continued an page 23)

Regent Sound Studios Up

Voice Operated Tape Unit

The Chicago Parts Show will mark the first appearance for two new tape recorders produced by the Uher Tape Recording Company of West Germany, whose sole U. S. agents are Warren Weiss Associates.

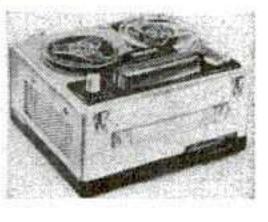
Leading the new line is the Uher Stereo Record III, the first voice operated tape unit to appear in America. The three-speed stereo record and playback unit can be synchronized with a slide projector thru the use of a mechanism called the Akustomat. The Akustomat is an extra which, if desired, can be had for \$44.95 over the \$299.95 purchase price of the machine.



Besides the Stereo Record III, the German firm is also showing a dictation transcription hi-fi tape machine called the Universal. (Not pictured here.) The Universal lists at suggested list price of \$299.95.

Lowest-Cost Tape Recorder

The Radio Shack Corporation, New Haven and Boston distributors of electronic and audio equipment, is marketing a dual-track two-speed tape machine at what they claim to be the lowest price in America. The unit, made under the firm's Realistic banner, features 3³/₄ and 7½ inches per second play, records, erases, plays back, rewinds and has external jacks for mike, radio-phono hook-up or external speaker. It measures 1134 by 10 by



seven inches and comes with a standard five-inch reel. The complete outfit is designed to sell for under \$50.

Cigarette-Pack Portable

The Southern Precision Instrument Company of San Antonio is currently importing a six transistor Optex Radio that claims to be no bigger than a pack of cigarettes. The tiny radio operates on a ninevolt battery and contains a 21/4 inch speaker. An earphone also comes with the set which comes in four colors: ivory, red, black and beige, and sells for \$29.95. The same company offers a four transistor Marvel for \$24.95.

Satellite Speakers

Bell Sound, Columbus, O., is making available satellite speakers as companions to its all-in-one consoles, models 509 thru 512. Owners of any of these four consoles can purchase

(Continued on page 23)

Frank Rudich, president of Apex Television & Radio Company here simply tells his stereo prospects to dial the word "s-t-e-r-e-o" on their telephone instruments when in need of service, information, or to arrange for a demonstration of stereo equipment in their homes.

six letters automatically rings the Rudich telephone, since the letters correspond automatically with the numbers which make up the store's telephone number.

While dialing the number is a

IHFM Names New Veepee, Committees

NEW YORK - The Board of Directors of the Institute of High Fidelity Manufacturers has named Walter O. Stanton as vice-president of the organization. Stanton, who replaces Raymond V. Pepe, new president of the IHFM, has been appointed to the office until elections are held in 1961. He is president of Pickering & Company.

President Pepe also told of the appointment of a promotions committee under the leadership of Arthur Gasman of British Industries, to study and "use all media and all means to bring the component quality story to all America.'

evolvement of "some method of identification for equipment manufactured by Institute members and sold thru Audio Specialists thruout the country" In addition, Rudy Bozak of Bozak Manufacturing was appointed chairman of the Code of Ethics Committee which will set a universal code Public Relations group, headed by can do for them.

placing the store's original teleohone number with a sequence which would dial the proper number with only six letters. Even now, for some reason, there is one telephone exchange on which the system will not work.

An aggressive dealer in high-The simple act of dialing these fidelity and stereo ever since these entered the market, dealer Rudich feels that there is much sense in the old slogan "It's the axle which squeaks the most which gets the most grease." Because the American public loves "gimmicks" of any sort, he realized that the stereodialing stunt would be something that almost everyone would remember. So, he put plenty of time and effort into arranging for the service with the Miami telephone company, and now includes advice to "dial S-T-E-R-E-O" in all newspaper, billboard, and other forms of advertising.

> The idea is particularly helpful in building repeat calls from previously served customers, Rudich has found. Not a small percentage of his big-ticket stereo sales have been to prospects who have been suggested to the firm by an already-sold customer, calling in to ask questions about the operation of their equipment, to order records, to order reels of tape, or to ask questions about proper management of the set.

A-D Triples Incorporated in this is the Tape Output

NEW YORK — Audio Devices, Inc., in an annual report for 1959, stated that the company tripled production of Extra Precision Audiotape products, which represents a third of Audio Devices' total sales figures.

of ethical practices for the indus- holders stated that the profit de- eral distribution. The company has try. Also formed is a Publicity and pletion incurred thru expansion put together a detailed informaand the Rectifier Division's losses tion pamphlet and catalog avail-. Albert Forman, an electronics tech- has been minimized and the com- able to dealers for customers obnician, to peruse ways and means pany expects "a return to our tainable on request from the comfor what component high fidelity traditionally consistent profit pat- pany. Single samples at dealer tern.

NEW YORK - Regent Sound Studios, one of the industry's most active recording studios, has expanded its platter-making facilities. The company, which has an enviable average of disks recorded in their studio on the Top 100, has, after two years of operation, added another studio and editing and demo cutting equipment to its make-up.

According to its co-partners, Bob Clifton and Harold Dreeben, the studio usually averages around one-tenth of the records on the top 100 (Jimmy Jones' "Handy Man," and Santo and Johnny' records are examples), and also does much advertising commercial recording. Among the waxeries that do most or all of their recording at Regent are M-G-M and Cub, End and Gone, Carlton, Madison, Everest, Mayflower and Coed.

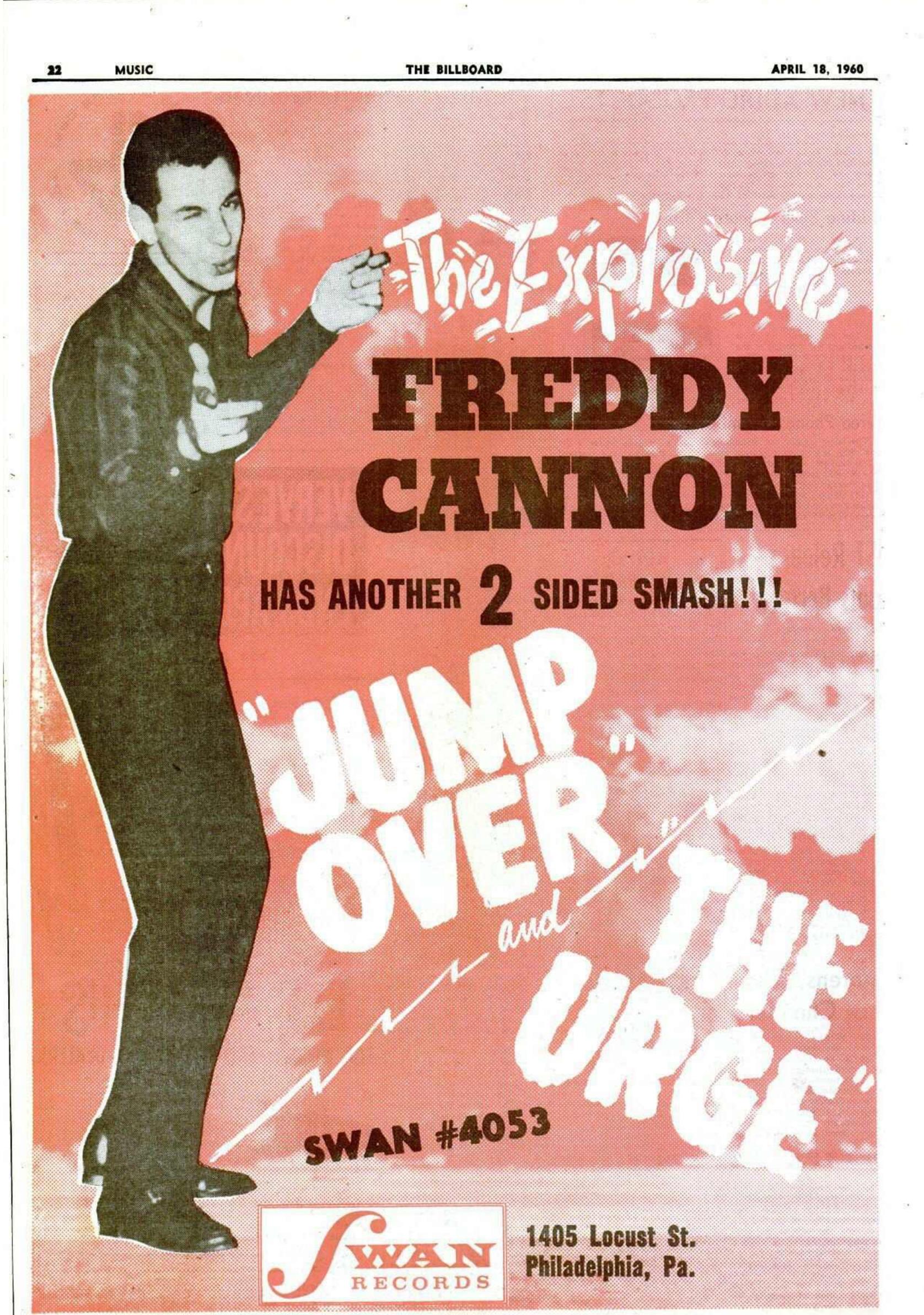
Regent now has a total of three recording rooms which have fibreglas walls which allow excellent control of sound response, according to the owners. As Dreeben explained, "the rooms are perfectly dead and have no acoustical response. This allows us complete of all electronically, control, sound."

Regent uses Ampex taping equipment and Altec speakers thruout its installation; this controls the uniformity of all reproduction from actual session to demo. Each control room, too, is capable of handling anything from mono to three-channel stereo.

Rigo Sets Up Standard Line

CHICAGO - Rigo Enterprises, of this city, makers of custom high fidelity equipment cabinets, have In addition, a letter to stock- instituted a standard line for genprice are also available.







NEW AUDIO PRODUCTS

Continued from page 21

a compact speaker enclosure box or boxes, into which can be installed the Bell Stowaway Stereo Sound Panel from either or both the right and left enclosures in the all-in-one cabinetry. List for the enclosures, equipped with extension cord, which come in mahogany, pecan or walnut, is \$25 each.

Building-Block Recorder Line

A line of tape decks and pre - amplifiers has been brought out by the Telectro Industries of the Telectrosonic Corporation, which are slated to allow hi-fi enthusiasts to build diversified sound systems at a low initial cost.

The equipment, which is scheduled for showing at the Chicago Parts Show, May 16-18, will cover a range of five different tape decks ranging in price from \$89.95 to \$139. Pre-amplifiers are

LAS

in six different models ranging in price from \$29 to \$124.95.

Stereo Phono Ensemble

The latest member of Stromberg-Carlson's Integrity Series is the Model 900, a new stereophonic phonograph. It contains a Garrard RC-210 changer with diamond needle, and the company claims each of the RS-401 loudspeaker systems are mounted in such a way as to prevent energy feedback. Amplification is supplied by the company's ASR-333 stereo amplifier and the unit comes in five hardwood finishes: mahogany, walnut oil or lacquer, limed oak, and cherry. Prices range between \$279.95 and \$289.95 at the retail level.



for Saxton products is Connie Deutsch. He will head up the na-

'Stereo Parties' Lure Buyers Continued from page 21

all provided with brackets, and ready for quick demonstration. A handy public address system makes it possible to reach every person in the big room with comments, as the program moves along. Demonstration records are used on each machine, as are waltzes, light opera, and an equal helping of popular music, and even "rock and roll."

Potential customers are invited to sit down and take it easy, enjoying soft drinks or coffee and cakes, provided by the managewhatsoever. None of the party guests are buttonholed by salesmen, so that the entire "stereo selling which depends entirely for its results on how well the stereo prospect is pleased with what he hears. Usually it runs from eight till 10 in the evening, and the proan exhaustive test of each phonograph shown, but not long enough to make the visitor restless. In more than 23 years of merchandising in the music field, the older Cunningham has learned that "the line of least resistance is the least aggressive presentation" where sales of big-ticket, better-priced equipment are concerned, and the same tenets holds true with stereo.

From time to time, primarily whenever there is a shortage of known music devotees to contact, the parties are simply announced on a come-one come-all basis thru a display newspaper ad," and usually attracts a capacity crowd to the separate stereo room. Here, because of the pleasant atmosphere, and the fact that every visitor gets an education in stereo, recording companies affiliated with tional sales organization, and insti- a prospect who drops in from noth-

chosen, spaced around the walls, usually takes place when stereo parties are being produced.

Covering the whole field of records, phonographs, tape recorders, etc., Cunninghams have dipped into the components field successfully. While the local market was not expected to be a spectacularly good one for custom built systems, there have been so many orders for this type of service that the components inventory has doubled and doubled again. One retired professional man, for example, who merely happened to come along ment. No hard liquor is served with his son, to one of the stereo parties, was so enthused over the music he heard that he bought an expensive phonograph, and a few party" program is a form of soft months later, when constructing a new home, he came back to the store for a \$2,500 custom sound system, buying all the components from the Cunningham store. "Provide the proper atmosphere, give grams are long enough to insure the prospect an additional reason for coming in, and stereo will sell itself," Bill Cunningham said.







UST. Release includes classical, tute advertising and promotional pop, jazz and Latin offerings, all programs in co-ordination with in four-track stereo tape form with the Berman "Twin-Pak" the sole selection issued monaurally.

into London's classical catalog to issue Rafael Kubelik conducting Vienna Philharmonic in the Dvorak Symphonies Nos. 2 and 5. Other London items include Ravel's "Rhapsodie Espagnol" combined Debussy's "Afternoon of a Faun" and "La Mer."

In the pop field, release features Ted Heath (London), Lawrence Welk (Decca), Les Brown (Coral), and Roger Williams (Kapp). Aimed at jazz buyers, release spotlights two Oscar Peterson packages (Verve), Count Basie (Roulette), two Mastersounds items (World Pacific) and United Artists' Art Farmer "Brass Shout" album. For Latin fanciers there are three packages.

Thorens Debs New Changer

Company has designed what they liam A. Hall takes charge as na- 1, with checking and testing to be believe to be the first radically tional distributor sales manager for completed by the first of Novemnew record changer since auto- United Stereo Tapes of Ampex. ber. matic machines hit the market. His headquarters will be in Bloom- In addition to the massive studio, The new model, the TD-144, which field, N. J. ... Dave Schwartz has construction also includes two editwill be previewed early in May, is been tagged vice - president of ing rooms, a master dubbing room reported by a Thorens spokseman Olympic of Boston. . . New chief and a large control room. Reason to be radically new in that it has of the Garden State chapter of the for emphasis on control room size been designed from the base up. It is, in actuality, an automatic Association in East Orange, N. J., is recordings in the control itself, with version of the company's TD-124 Leonard Axelrod of William Radio its size aimed at simulating a betmanual turntable with a provision Supply..., Granco Products, Inc. ter than average sized living room. for stacking and dropping.

ens official Paul Kind, "is a TD-12 tieth Anniversary. Two hundred of the record buyer. I would recommend for stereo."

Jack Gilbert Associates. . . . 'Capehart has undertaken a contract to

On the longhair side, UST dips manufacture amplifiers and adapter cables for the Stereomatic Corporation. Purpose of the equipment is to create stereo effects in juke boxes.... General Electric veteran William B. Clemens has been named marketing manager in New York. He formerly was national sales manager for air conditioners for the company in Louisville.... Seven new representatives have been named by the Glaser-Steers Corporation, makers of automatic record changers: Jack Heimann, Minneapolis; Maury Faber Associates, Buffalo; J. C. O'Donnell, Denver; Land-C-Air Sales, Tuckahoe, N. Y.; Paul W. Neif, Associates, Westport, Conn.; Lee Hale, Detroit; Les Morrow Company, Cleveland.

ette Hill, Pa., makers of record low a quick and easy change in rack accessories, are now appoint- acoustics as desired by the recording franchised distributors to han- ing engineers and producers. It dle its products. Interested parties has been checked out successfully are invited to inquire directly to in testing scale models. National Electronics Distributor is to allow for monitoring stereo is awarding 2,000 FM radios in a This, it is felt, would create listen-"The new changer," said Thor- special promotion for FM's Twen- ing conditions comparable to those

with a much longer spindle. There thousand pamphlets will be dis- Label's exec offices have been is very little drop, maybe an inch tributed to customers thru dealers removed to the fifth floor of the or so, and the table stops while explaining FM, and banners and KNX building, the floor once octhe changer mechanism is in opera- streamers will proclaim the special cupied by the CBS network's top tion. It starts again when the rec- festival. Contest blanks will also Coast execs. Thus artist-repertoire ord is in place and ready for play. be made available to each store staffers, along with sales and pro-The TD-144 has a very low flut- from which winners will be picked motion personnel, will be located ter. It is really the first changer May 15. FM stations will also par- under one roof with the recordticipate.

ing more than curiosity, may well become the purchaser of a \$500 phonograph.

Interim Gimmick

To keep the upstairs room active in-between party sessions, the Cunninghams use still another effective "gimmick." This consists of sending an invitational letter to a known prospect, asking him to drop in for a soft drink and a cookie, with nothing more enlightening included. About four out of five people respond to this; and are given the same sort of demonstration on an individual basis as

Columbia Studio

• Continued from page 2

absorption will be unveiled with the new studio. Device, kept hushhush by the label's engineers, will work on a mechanical principle, The Leslie Creations of Lafay- The Billboard learned, and will al-

the company. . . . Gordon W. Time-table calls for completion Smith has been made distributor of architectural modifications by sales manager for Northern Cali- July 1, wiring and recording equip-NEW YORK - The Thorens fornia by Packard-Bell. ... Wil- ment to be installed by October

ing facilities.

HIGH FIDELITY now offers your customers broad coverage of new audio equipment, new records and tapes, exciting personalities in music.

And it offers you two important new areas of profit:

1-You buy copies for 36¢, sell them for 60¢ . . . make a 40% profit on each sale.

2-The editorial material and the advertisements in **FIGH FIDELITY** help bring your customers into your store again. HIGH FIDELITY stimulates them to buy what you sell.

A New Jersey dealer reported selling \$400 worth of stereo equipment to a customer who came in for HIGH FIDELITY, took his copy home, read the HF Reports section and came back to buy three of the Items reported on. . . . An Illinois dealer tells of selling a HIGH FIDELITY buyer seven new record releases reviewed in the magazine-before the customer left the storel

EXTRA PROFITS FOR RECORD AND COMPONENT DEALERS

For a few square inches of display space on your counter you can net hundreds of extra dollars.

high fidelity

So fill out the handy order form below and mail it today. The sooner you do it . . . the sooner the profits begin.

(Retail pri	me, each month, ce: 60¢, I pay 3 I will pay y	6¢; minimum within 60 da	order: 5 c	IDELITY. opies)
Store	1			
Address				
4.		L. C. Law	19	10-0-0
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MUSIC FEATURES

THE BILLBOARD

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Al Brown Scores With 'The Madison'

Al Brown is an ex-coal miner who was born in Fairmont, West Va., in 1930.

He started an instrumental group in West Virginia in 1949 called Four Jacks and a Joker. In 1953 he formed his present group, the Tunetoppers, and has played personal appearances in the Maryland, Virginia and West Virginia areas.

Brown is married and has two children.

"The Madison" on the Amy label is his first recording effort, and it is moving up on the Hot_100.

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, The Billboard correspondent, writes that most distributors claim to be holding their own in the singles field, despite reports that singles sales are at low point nationally. Harlyn Herriges, Tell Music Distributing Company, lists "Maid in France" by Joe (Fingers) Carr and "Beautiful Obsession" by Sir Chauncey on Warner Bros. and "Trail of the Lonesome Pine" by Link Wray on Epic as his top three. Top LP is "The Fireballs" on Top Rank.

Advance reactions on the Kingston Trio's new LP, "Sold Out," are strong, according to Bob Thompson, Capitol Records. Promising singles for Capitol are "12th Street Rag" by Bobby Summers and "Got a Girl" by the Four Preps. Vern Sherkow of Sherco, Inc., has a big LP with "Cannonball Adderly Quartet in San Francisco." Harold Reitz, Taylor Electric Company, RCA Victor distribs, lists "Stuck On You" b-w "Fame and Fortune" by Elvis Presley; "The Old Lamplighter" by the Browns and "He'll Have to Go" by Jim Reeves. Strongest albums are "Mr. Lucky" by Henry Mancini and "60 Years of Music America Loves Best."

Marty Schwartz of James S. Martin reports action on "White Silver Sands" by Bill Black's Combo on Hi, "Beg Your Pardon" by Billy Vaughn on Dot and "(Welcome) New Lovers" by Pat Boone on Dot. Top LP is Billy Vaughn's "Theme From 'A Summer Place'" on Dot. John F. O'Brien Distributing Company has added Prestige to its roster of labels. Hottest singles are "Joshua Fit the Battle O' Jericho" by Jimmie Rodgers on Roulette, "Paper Roses" by Anita Bryant on Carlton and "Madison" by Al Brown's Tunetoppers on Amy. Jimmie Rodgers has a click LP with "When the Sprit Moves You" on Roulette.

Among the strongest singles at M. S. Distributing Company, according to Rik Froio, are "Pledging My Love" by Johnny Tillotson on Cadence, "Clementine" by Bobby Darin on Atco and "Step By Step" by the Crests on Coed. "Happy Moods" by Ahmad Jamal on Argo is a fast-moving LP. Bill Farr of Morley-Murphy Company, Columbia Distribs, lists "Greenfields" by the Brothers Four, "Big Iron" by Marty Robbins and all of "Mitch Miller Sing Along" LP's.

Morrie Goldstein of Music Distributors is doing business with "A Star Is Born" by Mark Dinning and "Angela Jones" by Johnny Ferguson on M-G-M and "Good Timin" by Jimmy Jones on Cub. Warwick has a big LP with "Stormsville" by Johnny and the Hurri-

VOX JOX

By JUNE BUNDY -

MORE FOOL GIMMIX: Station KILT, Houston, and sister station KLIF, Dallas, startled friends and sponsors this month with a newspaper ad announcing a change in policy. Effective immediately, the ad said, the stations would stop "rocking around the clock" and instead switch to an all symphonic programming format, complete with deejays in dinner jackets and "serious expressions." The ad, of course, appeared on April 1, and down in one corner —in very tiny type—was the line "April Fool!"

Another Texas station on an April Fool kick was KELP, El Paso, which moved its jockeys around without warning. The deejays had previously studied each other's style, and went on utilizing the regular man's vocal mannerisms, name and format. Altho the deejays made numerous references to the fact that it was April Fool's Day, the switchboard was nevertheless jammed with confused listeners who wanted to know if their favorite jock's voice was changing or if their set was out of order.

Stations WNDR, Syracuse, N. Y., and CHUM, Ontario, Canada, both put out special top tune listings for April Fool's Day. The WNDR list, titled "The WNDR Foolish Fifty Survey, an Untrue, Inaccurate and Unbiased Account," listed such items as "Rock and Roll Is Here to Stay," by Mitch Miller, "Play a Simple Melody" by Fabian, "Do I Worry" by Dick Clark, "The Inquisition Sing Along" by Oren Harris and his Rascals, etc. The CHUM "Miss Parade" featured "Everything's Coming Up Rose's" by Antony Armstrong-Jones, "Frame and Fortune" by Jane Mansfield, etc.

WILLIAM B. & MRS. X: William B. Williams, WNEW, New York, took a forthright stand against racial prejudice last month, via an on-the-air campaign against "Mrs. X." It seems the lady didn't like the jockey's comments about Elvis Presley (on a panel show discussion about the rock and roller's post-GI future) so she wrote a letter to the effect that if Presley were Jewish Williams would play his records.

Williams promptly took after Mrs. X, expressing his frank opinion (on-the-air) of her bigoted attitude. He was gratified to receive more than 2,000 letters protesting Mrs. X's stand—"proof" claims Williams "that those who think the average age of radio listeners is 12 don't know what they're talking about." At one point on his show, the jock stated "Mrs. X you're right. I must confess my favorite performers are Jewish and here's one right now—Frank Sinatra!"

APRIL 18, 1960



THIS 'N' THAT: Barney Groven, program director of WKLO, Louisville, reminds us not to forget his wife and co-worker Dottie Knight "the world's first female format deejay," in WKLO's 9 p.m. to midnight slot, when we write about fem spinners. He also notes that when Presley's first post-Germany disk "Stuck on You," arrived at WKLO, listeners were treated to "nine hours of uninterrupted Elvis." ... Tom Shannon, WKBW, Buffalo, wrote the tune "Wild Weekend" as a title theme for his show, and now the Rebels have recorded it as an instrumental on the Marlee label out of Buffalo.

CHANGE OF THEME: Victor B. Simian, formerly director of sales at KMGM, Albuquerque, N. M., has been named general manager of the outlet... New veepees appointed by board of WPAT, Paterson, N. J., are music director David Gordon and Read Wight, director of client relations... Jerry Stephens has joined the Gila Broadcasting Network as production and music director. He will also emsee disk shows on two of the chain's outlets, KGLU, Safford, Ariz., and KCLP, Clifton, Ariz.

New program director at WYSL, Buffalo, is ex-deejay Ron Baxley.... Phil Drumheller, ex-WAAB, Worcester, Mass., is new host of "Platter Party' on WHYN, Springfield, Mass., from 2:30 to 6 p.m. across the board.... New spinner at KBIX, Muskogee, Okla., is Doyle Hawkins, formerly with KBYG, Big Spring, Tex. KBIX program director Otis H. Eversole Jr., introduced Hawkins via a "Mystery Deejay" contest.

Danny Dark, who replaced Tommy Edwards at WERE, Cleveland, last summer, has left that outlet to join Storz station WTIX, New Orleans, in the 7 p.m.-midnight seg, the same time period he occupied on WERE. Dark is fully recovered from the accident which hospitalized him for a month last January.... Eva Maria, French-Hungarian singer, has joined WXYZ-TV, Detroit, a regular on its "After Hours" show.

Tom Thacker, who left KELP, El Paso, a couple of years ago to promote a young singer, Tommy Overstreet, has returned to radio, via KIXZ, Amarillo, Tex., in the 6-10 p.m. time period, under the new name of "Smedley." He is also associated with Musico Corporation, a local custom recording studio. Thacker, who set up a recording contract for Overstreet with Roulette Records, plans to leave radio as soon as the warbler's first record is released and concentrate on his client's career full time—"since you can't own a fruit stand and still be allowed to eat the vegetables." We print this because it was submitted not by Thacker, but by Gerry Kaye, program director of KIXZ, obviously a most understanding boss.

- Jack Sheridan, WCKR, Miami, has added a new four-hour evening stanza, tagged "Night Flight," to his daily schedule. Jock is now on air during peak afternoon traffic hours and from 7:50 to midnight... Bill Atkins, KDOK, Tyler, Tex., submits the following correction for the April 11 Vox Jox: "Paul Williams is deejay here but has not been named manager. Dana Adams remains owner-manager." Atkins leaves KDOK this week to join KILE, Galveston, Tex.



Henry Mancini Hits With 'Mr. Lucky'

Henry (Hank) Mancini, composer - arranger - conductor, was born April 16, 1924, in Cleveland, O. His father, Zuinto Mancini, a steel worker, used to play flute on his lunch hour. At his father's encouragement, Mancini attended Carnegie Tech Music' School and the Julliard Institute of Music.

He has been staff composer and arranger at Universal Pictures since 1952 and has numerous films to his credit, including "The Glenn Miller Story," which was nominated for an Academy Award.

Mancini lives in Northridge, Calif., with his wife, Virginia, and three children — a boy and twin girls. The talented artist's previous hits include the best-selling LP's "Peter Gunn," "More Music From Peter Gunn," and now the LP and single from another TV series, "Mr. Lucky."

YESTERYEAR'S TOPS-The nation's top tunes on records as reported in The Billboard

APRIL 23, 1955

- 1. Ballad of Davy Crockett
- 2. Melody of Love
- 3. Tweedle Dee

4. Sincerely

- 5. Unchained Melody
- 6. Cherry Pink and Apple Blossom White
- 7. Dance With Me Henry
- 8. How Important Can It Be
- 9. Open Up Your Heart
- 10. Play Me Hearts and Flowers

APRIL 22, 1950

- 1. If I Knew You Were Comin' I'd've Baked a Cake
- 2. Music! Music! Music!
- 3. It Isn't Fair
- 4. Third Man Theme
- 5. Dearie
- 6. Chattanoogie Shoe Shine Boy
- 7. My Foolish Heart
- 8. Peter Cottontail
- 9. Daddy's Little Girl
- 10. Sentimental Me

canes. Bob Blie, Decca Records' sales boss, reports action on "House of Bamboo" by Earl Grant and "Poor Butterfly" by the Four Aces on Decca. Top Brunswick seller is "Night" by Jackie Wilson. Top LP is "One Step Beyond" on Decca.

New addition to the Garmisa of Wisconsin staff is Bob McCaley, who will cover the northern area out of Green Bay.... Bossman Harry Beckerman lays claim to big sales for "Footsteps" by Steve Lawrence on ABC-Paramount, "Don't Throw Away All Those Teardrops" by Frankie Avalon on Chancellor, "Cradle of Love" by Johnny Preston on Mercury and "Theme From 'The Unforgiven'" by Don Costa on United Artists. "Satchmo Plays King Oliver" on Audio Fidelity is his strongest LP.

DETROIT: Dave Hollis, RCA Victor Distributing Corporation, writes that sales are big for "Mr. Lucky" by Henry Mancini, "Someday" by Della Reese, "Stuck On You" by Elvis Presley, "Just One Time" by Bob Gibson, "The Old Lamplighter" by the Browns, "You Understand Me" By Sam Cooke, "Listen My Love" by Rod Lauren and "Legend of the Big Steeple" by Porter Wagoner.

CHICAGO: J. C. Owens, owner of his own one-stop and five retail stores on the south side, has opened his own distributorship, Marck distributors.... Bill Shepard, veteran Chicago disk figure, is managing the operation.... Johnny Pohl and Ed Ockel, co-owners of one-stops in St. Louis and Kansas City, have dropped their Columbia Records distributorship in Kansas City. Columbia has turned over the territory to its company-owned branch in St. Louis.... Arnold Records has added Carlton.... Summit Distributors now has World Pacific.

NEW YORK: Evelyn Cornell of Cosnat Distributing Corporation writes that her biggest are "Barbara" by the Temptations on Goldisc, "Clap-Your Hands" by the Beau Marks on Shad and "Frankie and Johnny" by Sylvia Robbins on Jubilee.

BALTIMORE: Sam Kaufman of Kay-Gee Distributing Company sends word that "Sunday Morn" by Reg Owne on Palette is happening. Ditto "Ronda De Ensueno" by Digno Garcia on Palette. Others are "The Plea" by Bobby Bennett on Len and "Pick Up Lil, Papa" by Avis on Deb.

ATLANTA: Wendell Parker of National Record Distributors writes that his top five are "Mountain of Love" by Harold Dorman on Rita, "Tall Oak Tree" by Dorsey Burnette on Era, "Sixteen Reasons" by Connie Stevens on Warner Bros., "Step By Step" by the Crests on Coed and "Jenny Lou" by Sonny James on NRC.

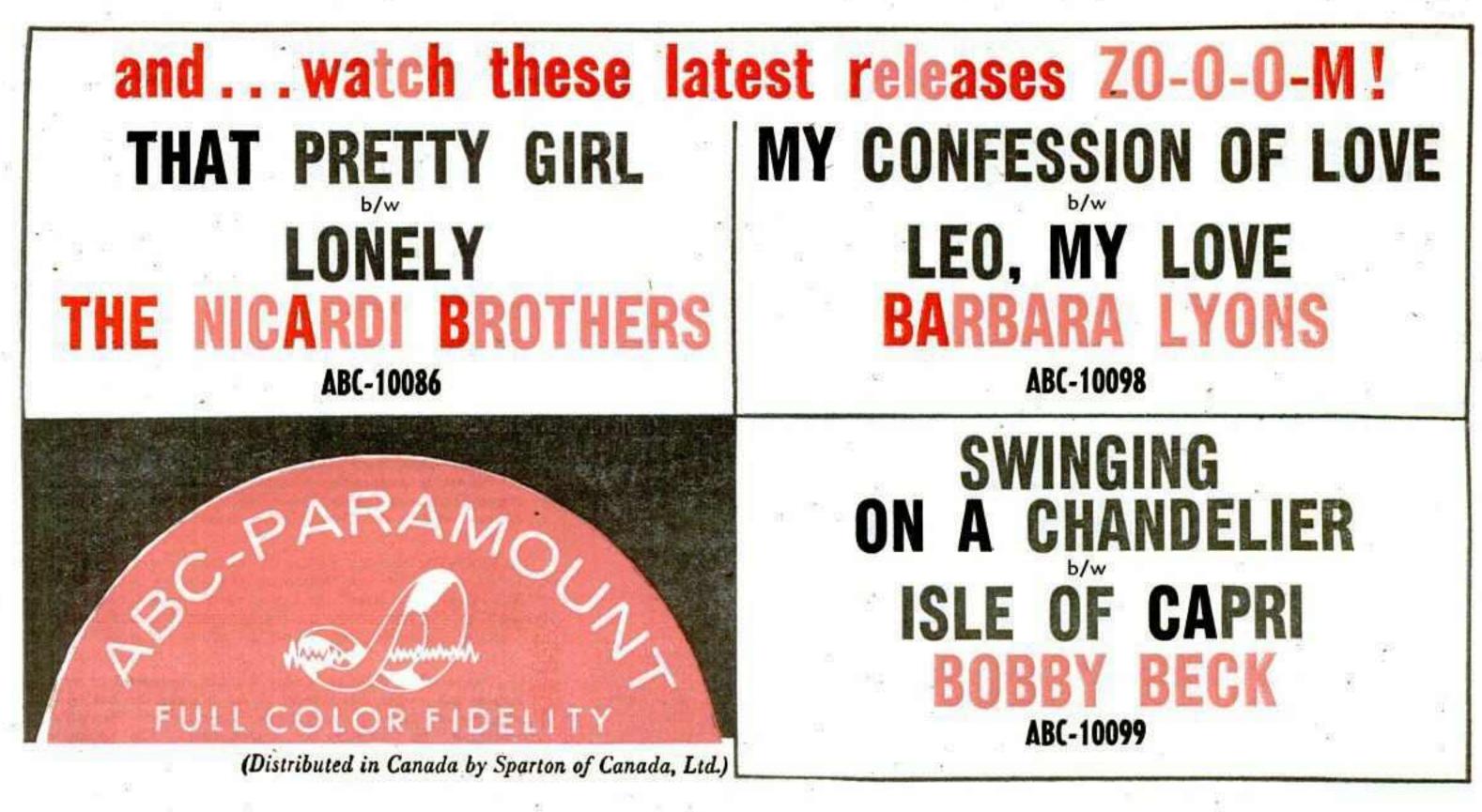
SAN FRANCISCO: Cathy Furniss, independent promotion gal, writes that several of the platters she has been plugging are showing strong signs. These include "Beautiful Obsession" Sir Chauncey on Warner Bros., "The Youngest Heart" by Georgia Lee on Decca and "Professor, Professor" by Dean Martin on Capitol.





ABC - PARAMOUNT ABC - 10097

The ORIGINAL recording that's selling up a STORM!

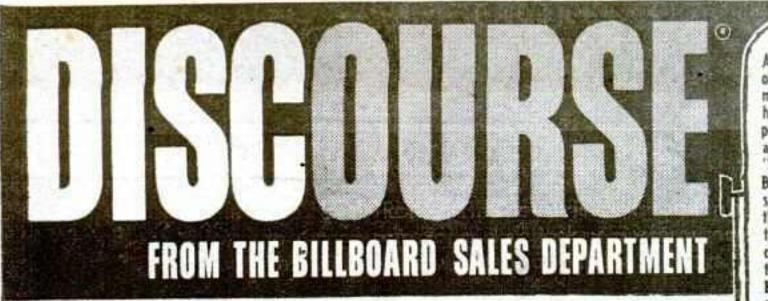




MUSIC FEATURES

28

APRIL 18, 1960



REN-HUR: With 11 Film Academy Awards to its credit the album release bears looking into, M-G-M Records has the sound track of this most expensive and best publicized film of all time. Miklos Rozsa, who scored Quo Vadis and Julius Caesar, is the composer responsible for the exciting musical score and the Symphony Orchestra of Rome provides the music for the Biblical epic.

ANITA BRYANT's newest Carlton release. Paper Roses, is blooming all over the country. The attractive, country-flavored tune rates a Billboard Pick, and it's climbing on the Hot 100. Flip is Mixed Emotions, an oldie given a warm, solid rendition by the former Miss Oklahoma.

JOHNNY CASH, the guitar-playing, singer-songwriter from Arkansas, tells the tale of Smiling Bill McCall, his latest Columbia single. I Walk The Line first established Johnny as a singer and songwriter and made him a c.&w. favorite. A collection of his own compositions plus an assortment of country classics has been recorded by Johnny on the album The Fabulous Johnny Cash.

BIRTHDAYS OF THE WEEK: April 18, Leopold Stokowski. April 19, Don Barbour-one of the Four Freshmen, April 20, Johnny Tillotson, April 21, Leonard Warren. April 22, Candido. April 23, Shirley Temple, Roy Orbison.

JIMMY CLANTON sounds in hit form again on both sides of his new single: Another Sleepless Night b-w I'm Gonna Try. Tunes are from Jimmy's two-pocket LP, Jimmy's Happy-Jimmy's Blue. Presently, the young man from, Baton Rouge, La., is starring in a countrywide tour. He opens at the Jolla Club, Tucson, Ariz., May 10 thru 15.

The McGUIRE SISTERS: With the birth of Dorothy's first child, Aunt Christine and Aunt Phyllis are back together again via their Coral single, The Unforgiven-theme from the motion picture The Unforgiven-b-w an inspirational song titled I Give Thanks. The Coral Records artists have two million-sellers in the stable, Sincerely and Sugartime.

RICKY NELSON; the youngest of Ozzie and Harriet, displays a change of pace to a ballad style on his latest. Young Emotions. Flip is a driving rocker, Right By My Side. An expert at tennis, Ricky maintains his position as one of the hottest singing talents on the Imperial label since his first release in April of 1957.

DEBBIE REYNOLDS, still clicking with Am I That Easy To Forget, offers another likely winner, City Lights, a former country hit, b-w Just For A Touch Of Your Love both Spotlighted by Billboard. The vivacious film and Dot recording star got her break into show business in 1948 when she entered the Miss Burbank contest doing an imitation of Betty Hutton singing My Rockin' Horse Ran Away. She won a prize, and better yet, a movie talent scout saw her and this led to her film carcer.

The SKYLINERS: About a year ago, four boys and a girl auditioned for Calico Records, singing a song that proved to be their introduction to the music field, Since I Don't Have You. Jimmy, Jan, Jackie, Joe and Wally, who grew up together in the South Hills section of Pittsburgh, are in The Billboard Spotlight with their newest, J'll Be Seeing You b-w Pennies From Heaven. Folks in the Ohio area can look forward to see them at Spatz's Show Lounge, Hamilton, April 22 to 24.

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 bs bisodilia promotions.

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

FRANKIE VAUGHN, England's No. 1 entertainer, sings Hey You With The Crazy Eyes-from his forthcoming film Let's Make Love, co-starring Marilyn Monroe and Yves Montand, Flip is The Key. Altho the film was delayed because of the strike, Frankie and the group are now back to work in Hollywood. Columbia has a Vaughn album titled At The Paladium, an in-person recording of his performance at the famed British Show House.

SARAH VAUGHAN will include her Mercury release, Some Other Spring b-w Our Waltz, in her performance at Basin Street East, N. Y. C., where she is currently headlining the show.

PROMOTION DAYS AND WEEKS: April 18 begins Bike Safety Week, National Retail Bakers Week and National Shopping Guide Week. April 19 is Patriot's Day-a legal holiday in Maine, Mass. Commemorates Battle of Lexington and Concord in 1775. April 19 and also begins Texas Conservation and Beautification Week, April 21 is San Jacinto Day in Texas, April 24 is Mother-In-Law Day, National Coin Week, American Comedy Week, Good Human Relations Week, National YWCA Week, U. S.-Canada Good Will Week, Youth Temperance Education Week, National Photography Week and National Retail Credit Week.

MUSIC AS WRITTEN

New York

Cricket Records, the kiddle line, has signed William Bendix, Joseph Cotten, and Boris Karloff for the label. ... George Goldner has sold Jo-Ann Cambell's contract to Sam Clark of Am-Par Records. Lass will cut her first sides for Am-Par this month. ... RCA Victor honored conductor Pierre Monteux at his 85th birthday celebration in Boston last week by presenting the maestro with an album of his current and forthcoming stereo albums.... Lou Monte has joined Roulette Records. ... Joe Kolsky of Roulette Records, is off on a trip visiting deejays thruout the country.... "Gretsch Night at Birdland" will be held at the New York jazz spot on April 25. Night will feature four top drummers in a battle royal..., Don McNeill's "Breakfast Club" is looking for a girl singer since thrush Anita Bryant left the show to get married.

Marilyn Fisher, wife of Howard Fisher of Roulette Records, became the mother of twins last week. . . . Sal Salvador and his ork will give a concert at the Village Theater in New York to publicize the band's new album on Decca. Salvador's first LP, "Colors in Sound" was a good seller for him on Decca, the orkster reports, and he is now at work on a new "Beat" LP for the same label.... Mercury Records has signed Geoffry Holder.

Bobby Short returned to the Arpeggio in New York last week (14).... Brook Benton's fan club has sent out a leaflet to all his fans eclebrating the singer's first multi-hit year.... Mercury Records' a.&r. chief Clyde Otis will wed Miss Lourdes Guerrero on May 6 in New York.... Deejay Jocko Henderson set a new attendance record at the Apollo Theater in New York two weeks ago.... Otis Butler and his trio are now at the Prelude Club in New York. ... Don Costa is still handling sessions for Eydie Gorme and Teddy Randazzo on ABC-Paramount Records, even the Costa is now with United Artists as a.&r. chief.... George Wein just wrapped up a week at The Embers with his combo. (Yep, the same George Wein who promotes jazz at the Newport Festival).... Johnny Darrow opens at the Town Hill Club in New York on April 15.... Dave Castle of Da-Mar Records has signed vocalists Angelo Butera, Danny Mayo and the Delsatones.

The Modern Jazz Quartet is now in Europe on an extended concert tour. MJQ will premiere a jazz entertainment in Paris on April 22 titled "The Comedy," at which time the quartet will be augmented by four dancers.... Aric Larvie, the Israeli star, debuted his new Colpix Record at a cocktail party in New York last week. Waxing is titled "The Ballad of Red Rock." . . . Smokey Stover and the Original Dixieland Firemen have been making a lot of clubs happy in the Midwest according to Herb Gronauer, of Orchestras, Inc., who books the combo. S.S. & T.O.D.F. are set for a long stay at the Riverside Club in Casper Wyo., after a series of one-nighters in May. And Argo Records is all set to cut the lads again in June.

SAM COOKE: Happy with the results of Sam's first record for RCA Victor, Teenage Sonata, producers Hugo and Luigi went on to record another Cooke coupling, You Understand Me b-w | Belong To Your Heart. You Understand Me is a smart ballad with finger-snappin' rhythm and a Billboard Spotlight Winner. Sam has a busy schedule of appearances after the one-nighters he is making now. He will open at the Apollo Theater, N. Y. C., April 29 for one week; the Howard Theater, Washington, May 6 for a week.

FATS DOMINO, who has 16 millionsellers to his credit is in The Billboard Spotlight with his new wax, Before I Grow Too Old, a leisurelypaced ballad with beat, and Tell Me, a moderate rocker. Fats, his wife and six children recently moved into their new, big house in New Orleans.

LONNIE DONEGAN is the name heading Britain's Top Ten list with My Old Man's A Dust Man (Ballad of a Refuse Disposal Officer). One of England's top recording artists, Lonnie has signed to release in the U. S. on Atlantic Records.

MAYNARD FERGUSON & HIS ORK is the latest group on the scene with a release of the new dance craze, the Madison. This is the Big Band version titled Doin' The Madison (Parts 1 & 2), on the Roulette label. The former trumpeter with Stan Kenton's band opened at the Brooklyn Paramount Theater April 15 with his orchestra for a 10-day stand.

The FIVE SATINS, Fred Parris, Lewis Peoples, Sy Hopkins, Richard Freeman and Wes Forbes, are the swingin' group from New Haven, -Conn., on the scene with I'll Be Seeing You. The Herald-Ember artists had a smash back in 1956 that became one of the great r.&b. standards, In The Still Of The Night. The group's other big hits include Wonderful Girl, To The Aisle, Our Anniversary and Oh Happy Day. Fred Parris writes most of the songs.

DANNY VALENTINO is a new name on the scene scoring with his second for M-G-M, Biology b-w A Million Tears. Born in Flushing, N. Y., Danny graduated from Sewanhaka High School in Floral Park, and presently lives in Elmont, N. Y. A Valentino look-a-like, he is curently appearing on the Johnny & The Hurri- Till next issue. canes tour of the Midwest.

TOM ROLLO.



backing with special feature treatment in big-space Billboard ads.

SINGLES

	CATHY'S CLOWN-Everly Brothers
	CHI CHI MERENGUE-Eloise TrioDecca
	COMING AROUND THE MOUNTAIN-ChipmunksLiberty
	DING-A-LING-Bobby RydellCamee
	EXCLUSIVELY YOURS-Carl Dobkins JrDecca
	FOR LOVE-Lloyd PriceABC-Paramount
	HE'LL HAVE TO STAY-Corina Minette ABC-Paramount
Ř.	JUMP OVER-Freddy Cannon
2	LA MONTANA-Roger Williams
È.	NO IF'S-NO AND'S-Lloyd Price
į.	ONE LITTLE GIRL-Carl Dobkins JrDecca
8	ROLL CALL COMPANY J-The Balladeers
6	SINGING A GOOFY SONG-The Chipmunks
8	SWINGIN' SCHOOL-Bobby Rydell Cameo
ĝ.	THE OLD LAMPLIGHTER-The Browns
ŝ	THEME FOR YOUNG LOVERS-Percy Faith Columbia
į.	THE URGE-Freddy Cannon
ŝ	WHAT LIES OVER THE HILL ?- Roger Williams Kapp
į.	YOU'RE SINGING OUR SONG OF LOVE TO SOMEBODY ELSE
Š.	Jerry Wallace

ALBUMS

WHAT IN THE WORLD'S COME OVER YOU-Jack ScottTop Rank

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.

Sarah Northcutt, whose first disk was recently released on the RKO Master label, is a student at Oklahoma University. She is currently touring the Midwest to promote her waxing "Leav'n Woman" and "Don't Quit." ... Henny Youngman has cut a new album for NRC Records called "The Primitive Sounds of Henny Youngman." ... Pianist-singer Page Morton is now performing at the Golden Thread Cafe of the Hotel New Yorker in New York.

Bob Rolontz

Chicago

Shelley Berman bought back options for 16 weeks of appearances at the Gate of Horn for \$9,000. The Gate is the club where Berman debuted as a comic three years ago before launching to his present orbit. He's presently pulling down night club fees near \$5,000 a week. He opens here at Mister Kelly's May 15 for three weeks. Gate of Horn deal was negotiated by Berman's attorney, Dick Shelton. . . . Shelton recently sold his two pubberies, Windy City Music (ASCAP) and Lake Front Music (BMI) to Telepix Productions, owned by Arthur Jarwood, Palm Springs, Calif. . . Another comic with a hot disk, Warner Bros.' Bob Newhart, who closes this week at Mister Kelly's, has been signed for Garry Moore Show June 14. . . . Peter Palmer ork, a recent switch from Associated Booking to GAC, opens a week at Atlantic City Steel Pier July 8. . . . Distrib Jimmy Martin has been at Edgewater Hospital for surgery. . . . Frank D'Rone cut an album for Merc. . . . Patti Page breezed in to autograph her new book at Kroch's and Brentano's. . . . Joe Segal's "Jazz Progressions" on WSEL-FM to emanate from Gate of Horn Monday nights. Other spots being lined up for other nights. Bernie Ashell

Hollywood

Capitol's Coast branches are up in the air (literally) in promoting its "Can-Can" soundtrack album. To tie in with the album number 1301, Cap released 1301 gass-filled balloons from atop the Capitol Tower here and ditto number from the roofs of the tallest buildings in San Diego, San Bernardino, San Francisco, Portland (Ore.), Seattle and Spokane. Each balloon bears the "Can-Can" imprint and the Capitol sig. Two hundred of the missiles in each batch held a coupon redeemable for a free copy of the album. Balloons were released at 1301 hours or 1:01 p.m. on Saturday (16). Gimmick is Paul Baldwin's brainchild. He's Cap's LA branch promotion manager.

Dot prexy Randy Wood is in Amsterdam (Holland) on a fast European biz jaunt to meet with affiliates there. Label's recently named marketing research director George Urey is in New York to confer with the firm's sales execs.

Andre Previn, Columbia's new talent acquisition, started final scoring of "Bells Are Ringing" at the M-G-M lot. He's using a 50man orchestra and mixed chorus of 60 for the Judy Holliday-Dean Martin pic.... Oscar-winning Miklos Rozsa conducted an

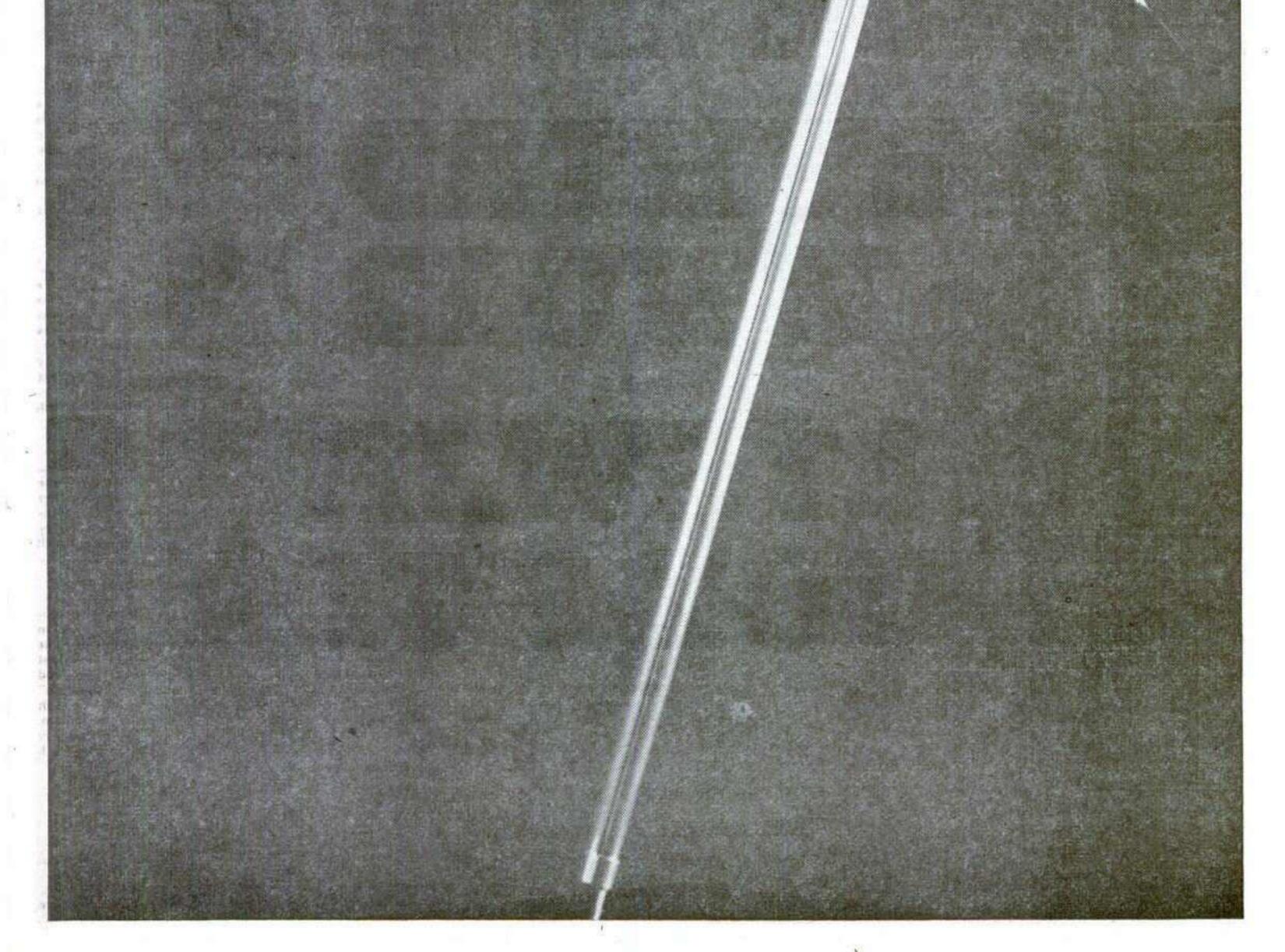
(Continued on page 31)



THE BILLBOARD

29

burning bright! THE OLD LAMPLIGHTER" THE OLD LAMPLIGHTER" THE BROWNS 47/7700 Lighting up the album charts: The Browns' "Town and Country"







THE ENTIRE EPIC STEREORAMA CATALOG WILL EARN A 15% DISCOUNT ON ALL PURCHASES FROM APRIL 11th THROUGH MAY 13th

*All Stereorand albums up to and including April 1960 releases (except BN 557 "My Buddy" and BN 559 "Remember When").

Call Your Distributor Today!



THE BILLBOARD

31

MUSIC AS WRITTEN

Continued from page 28

"All Rozsa" symphony concert in Seattle, programming music from "Ben Hur," "Spellbound" and "A Double Life." All were Rozsa's Academy Award winners. ... Jimmie Rodgers was signed to warble the title tune for the new hour-long TV Western, "Barbed Wire."

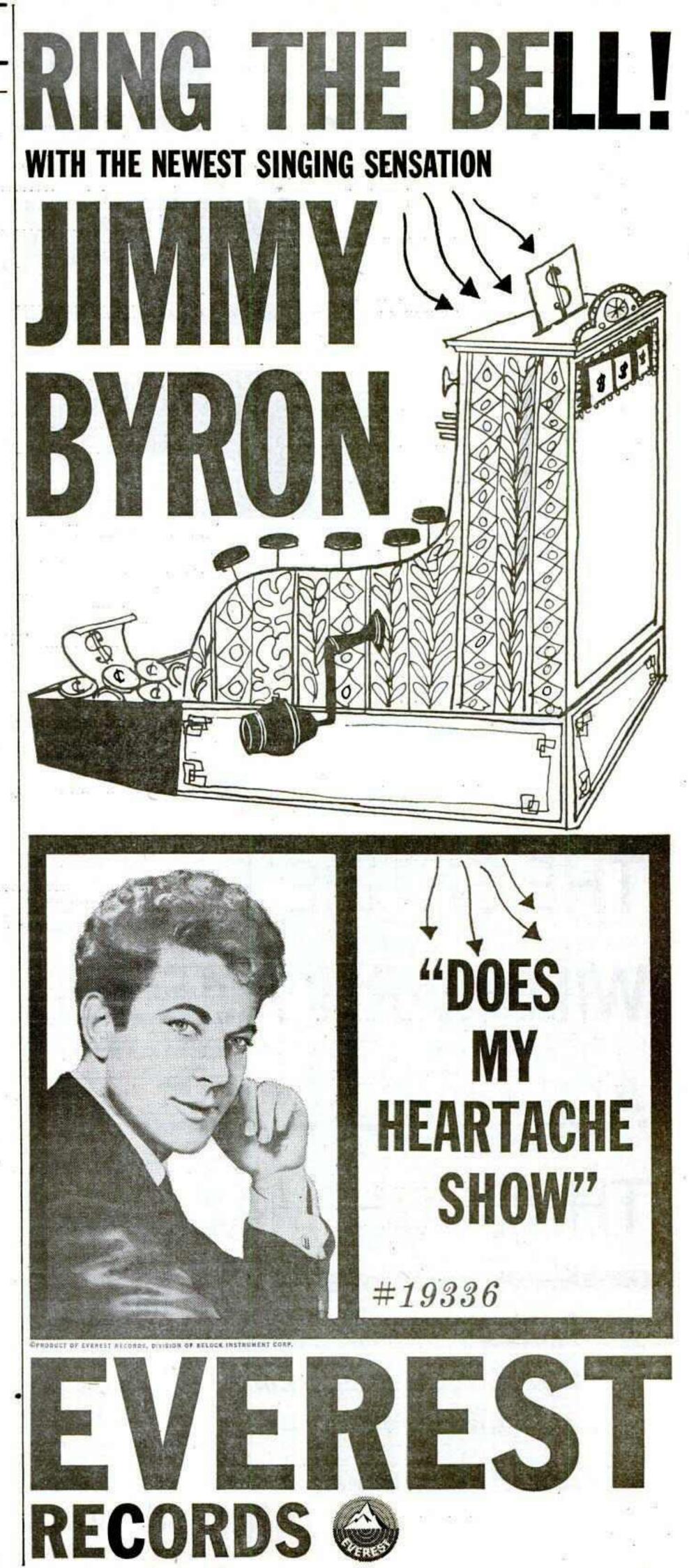
American Federation of Musicians emerged victor over the Musicians Guild of America in the National Labor Relations Board election retaining representation bargaining rights at four labels — Warner Bros., Mercury, Imperial and United Artists. MGA had petitioned NLRB to challenge AFM s right to represent musicians employed by these labels.

Frances Faye has formed her own music pub firm, Teri's Tunes named after her long-time manager, Teri Sheppard.... Duane Eddy, who has completed his swing around England and Scotland with Bobby Darin, has extended his tour for an additional month to debut on the European Continent. He's booked to perform in France, Spain and West Germany. Darin returned to the U. S. for engagements in Miami, Buffalo and a stand at Hollywood's Cloisters.

Case Records' Sammy Masters winged Eastward to appear on the Dick Clark Show April 22 to plug his "Rockin' Red Wing" and will then tour the U. S. to promote the platter.... Walter Brennan, who made his disk debut with Dot's "Dutchman's Gold" single, has recorded an album for Everest.... Capitol is using an album to debut its new vocalist, Nancy Wilson. Package, "Like in Love," features Billy May as arranger-conductor. Lee Zhito.

Cincinnati

Joe Lucus, of Acuff-Rose and Hickory Records, Nashville, and Jerry Teifer, New York rep for Acuff-Rose, hopped to Lebanon, O., Sunday (10) to participate in the day-long celebration honoring Hickory artist Tommy Zang, whose newest release is "Under Your Spell Again." Day's activity included an afternoon record hop piloted by Bob Holiday, of WING, Dayton, O., and two night shows at the local high school auditorium, with WLW's Bob Braun handling the emsee chores. On the bill, besides Zang, were the Omegas (Decca); the Duquaines, dance team, and the Cliff Lash ork, of WLW radio and TV. The Sunday program climaxed the Tommy Zang Week celebration promoted by Mrs. Russell Carr, Zang's personal manager and a Lebanon native. Local Retail Merchants' Association and the Chamber of Commerce co-operated in the venture, with the Braun Packing Company and the Marvin Market, area food chain, sponsoring Zang's appearance there. Will Mercer, former regular on Red Foley's "Jubilee U.S.A." network TV seg and now in charge of promotion at the Sheraton Corporation's French Lick Hotel, French Lick, Ind., has shaped up for early waxing an album of folk tunes a la Burl Ives. Titled "Concert at the Sheraton," the album will be promoted and pitched at all of the hotels in the Sheraton chain. Mercer has been invited to participate in the National Folk Music Festival to be held at Carter Barren Amphitheater, Washington, June 1-4. . . . Harry James brings his band to Milt Magel's Castle Farm here May 7. . . . Local singing planist Billie Walker has been pacted by the Music Corporation of America. . . . The Jazz Workshop Concert, a big click at the University of Cincinnati two weeks ago, will be repeated May 2, with all new music. Fifty-five local musicians participated in the initial venture. . . . The FCC last week granted Greater Cincinnati Radio, Inc., permission to move its Station WZIP from Covington, Ky., to Cincinnati. Actual broadcasts from Cincy are skedded to begin in 30 days. The new WZIP studios will be in Hotel Vernon Manor here. Bill Sachs.

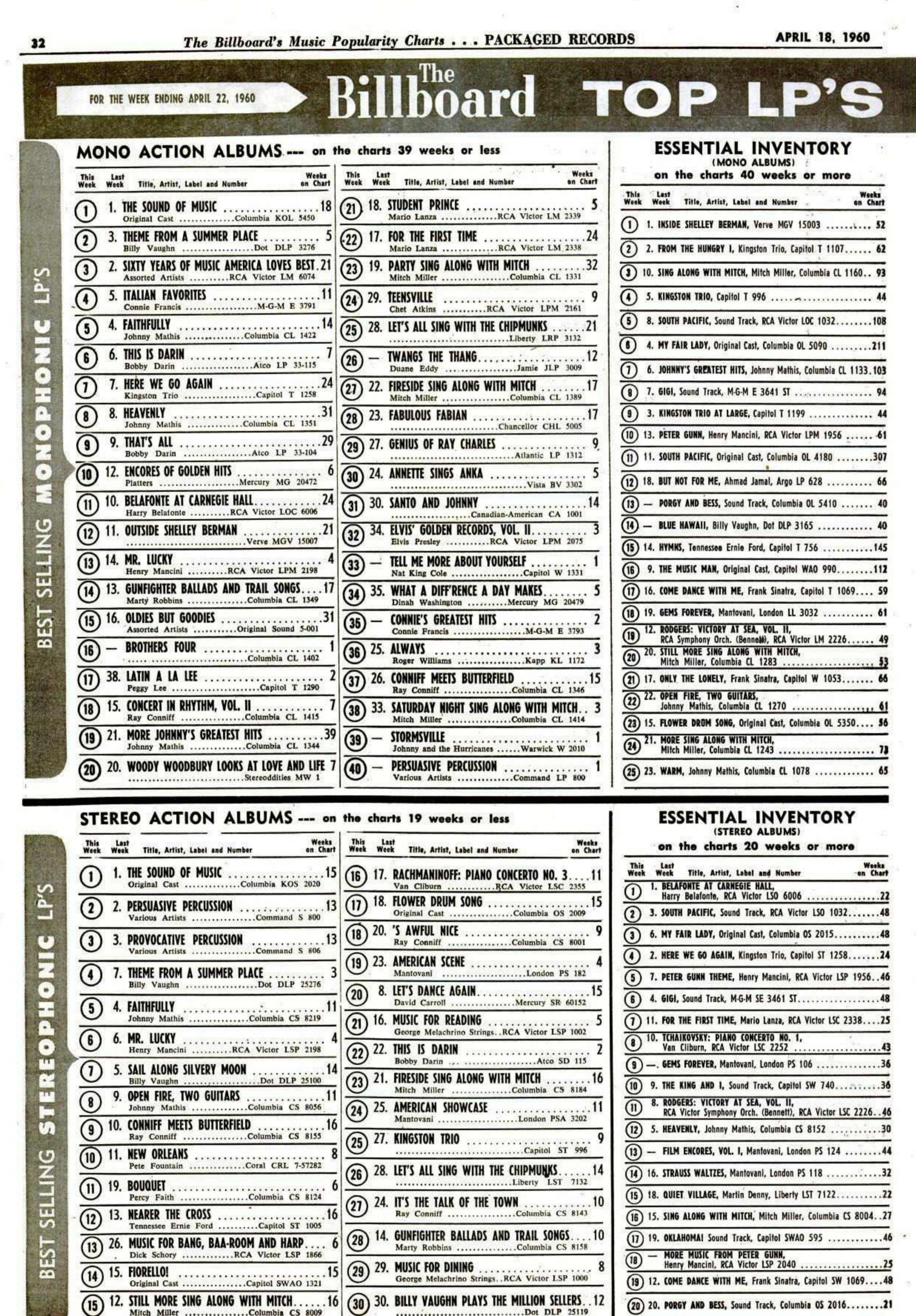


Nashville

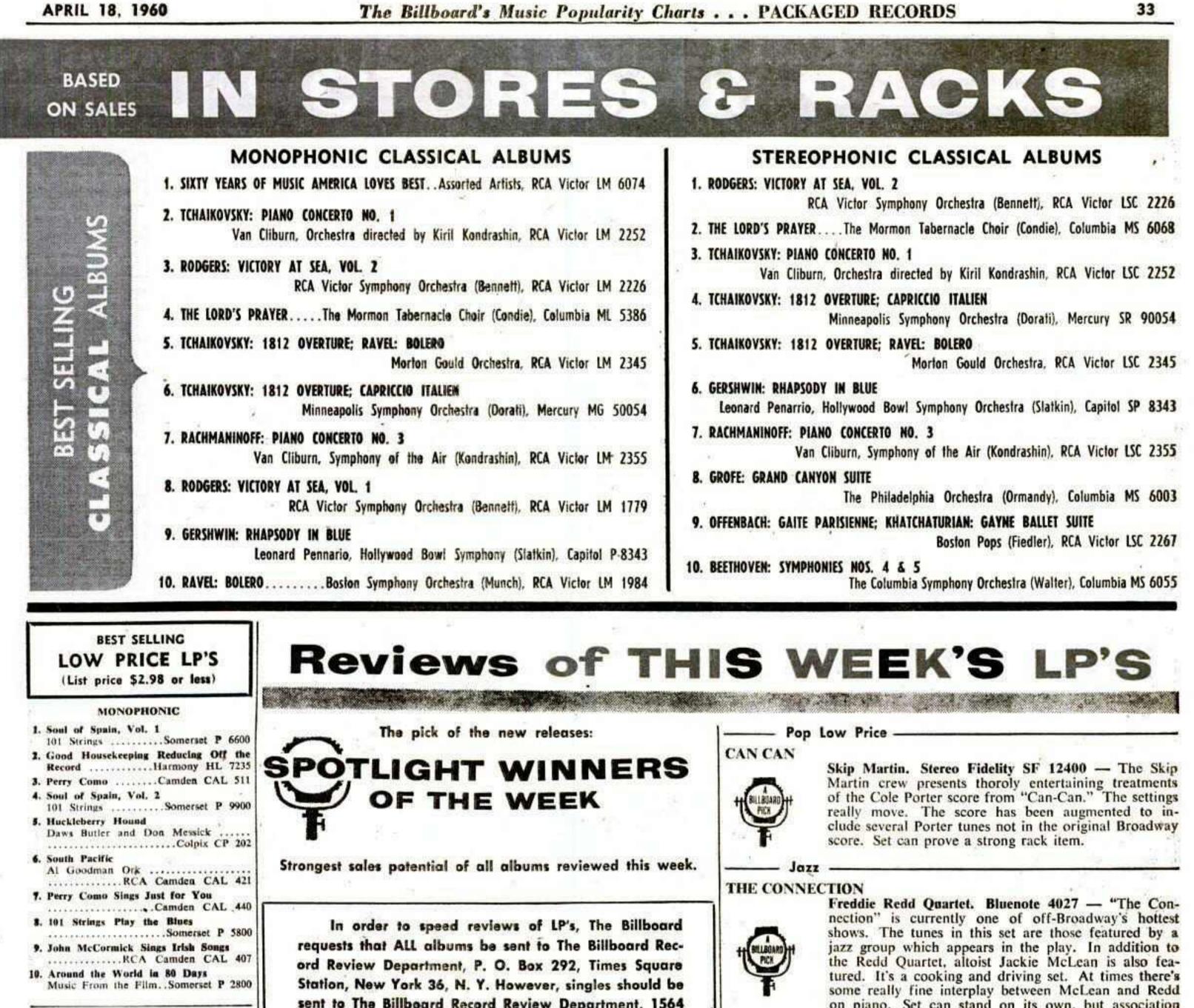
A special Pullman pulls out here May 11 bound for Baton Rouge, La., and the inauguration of Gov.-Elect Jimmy Davis. Among those aboard will be Decca Records' Owen Bradley and wife, Katherine; Webb Pierce and wife, Audrey; Mr. and Mrs. Lester Vanadore; Faron Young and wife, Hilda, and artist manager Hubert Long. . . . George Hamilton IV and wife are expecting their second child this fall. George's latest release for ABC-Paramount is "Tremble" and "Why I'm Walking." . . . Webb Pierce, who winds up an album for Decca at the Bradley Studio this week, is slated for a string of show and dance dates in Texas beginning April 28. Webb is booked by the Jim Denny office. . . . Teddy and Doyle Wilburn returned here last week from a successful fourweek tour of the West Coast.

RCA Victor's Jim Reeves completed an album here last week at the RCA Victor Studio, winding up the last halfdozen songs in a record three hours. . . . Hubert Long infos that jockeys may receive copies of the Moss-Rose Publication's new release, "I Can't Count That Far," by The Austin Brothers on K-ARK Records, by writing him at 616 Exchange Building, Nashville. . . . Kenny Marlow, owner of Fidelity Recording Studios destroyed by fire last December, has opened new offices for his publishing company and Image Records at 617 Exchange Building. . . . Dot Records' Jimmy Newman inked an exclusive-management contract with the Jim Denny Artists Bureau here last week. . . . Chet Atkins finished an album for RCA Victor at the local studio last week. . . . RCA Victor's Hank Locklin, who says of himself: "I'm just an old farm boy who drives a tractor," was bowled over last week on learning that the label had released his "Please Help Me, I'm Falling" to pop deejays to follow the record's country release. Locklin, who resides on a farm in Milton, Fla., has neither a radio, TV set or telephone. . . . Eddy Arnold is skedded to visit New York this week. Pat Twitty.



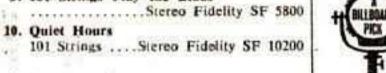






STEREOPHONIC

1.	Soul of Spain, Vol. 1 101 Strings Stereo Fidelity SF 6600
1.	Sout of Spain, Vol. 2 101 Strings Stereo Fidelity SF 9900
3.	The Music Man Various ArtistsLion SL 70091
	Hawall in Stereo Leo Addeo Ork
1.	Concerto Under the Stars 101 Strings Stereo Fidelity SF 6700
5.	Symphony for Lovers 101 Strings Storeo Fidelity SP 4500
7.	East of Suez 101 Strings Stereo Fidelity SF 11200
8.	Symphony for Tommy Hamburg Philharmonia Ork
9.	101 Strings Play the Blues



BEST SELLING POP EP'S

10. Quiet Hours

- 1. Heavenly Johnny Mathis ... Columbia EPB 13511 1. Gunfighter Ballads and Trail Songs Marty Robbins .. Columbia EPB 13491 3. Faithfully Johnny Mathis ... Columbia EPB 14221 4. This is Darin Bobby DariuAtco EP 4508 5. Hymns Tennessee Ernie FordCapitol EAP 1-756 6. Spirituals Tennessee Ernie FordCapitol EAP 1-1818 7. Open Fire, Two Guitars Johnny Mathis Columbia B 12701 8. He'll Have to Go Jim Reeves ... RCA Victor EPA 4357 9. Here We Go Again
 - Kingston Trio Capitol EAP 1-1258
- 10. 'S Wonderful Ray Conniff Columbia EP 9251

sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

MOONGLOW

- Pop

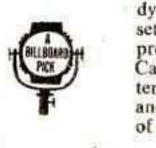
Pat Boone. Dot DLP 3270-Boone has another likely big one with this set of smoothly styled ballads. He offers several attractive evergreens including the album title tune, "Who's Sorry Now" and "You Always Hurt the One You Love." Fine backing helps all the way. Displayable cover.

SONGS TO REMEMBER



his usual mellow sound to a flock of standards. The set should follow the path of his previous big sellers. Included are "With These Hands," "Gigi" and "Two Different Worlds." Set is a fine easy-listen item and a strong jockey programming package. Sound is good.

TOGETHER



Louis Prima and Keely Smith. Dot DLP 3263-The dynamic husband and wife team have another sparkling set that should move well. They offer exciting approaches on such fare as "Begin the Beguine," "They Cant Take That Away From Me" and "Mashuga." Material is culled from some of their past singles releases, and the set also includes new items. Good cover photo of the artists.

Pop Disk Jockey Programming

"SCENT OF MYSTERY"

Original Sound Track Recording Ramrod T6001-This delightful track from the current hit film "Scent of Mystery" brings back memories of "Around the World in 80 Days" for it has some of the melodic appeal of that great score. In addition to the bright musical score, there are two tunes on the record by Eddie Fisher, previously issued as singles, the title tune and "The Chase." This could turn into a top-selling set, when the movie opens across the country.

on piano. Set can stand on its own, but association with the play can prove a sales booster.

KEEP SWINGIN'



Julian Priester. Riverside 12-316-This set introduces a talented new trombonist, Julian Priester, who impresses greatly in his first album outing. He is as much at home with his inventive, ballad improvising, as he is on the up-tempo items. He has tone and technique, and this set gives promise of fine things. He's backed by J. Heath, tenor; T. Flanagan, piano; S. Jones, bass and Elvin Jones on drums. Selections include "Once in a While," "Just Friends" and several Priester originals.

Classical -



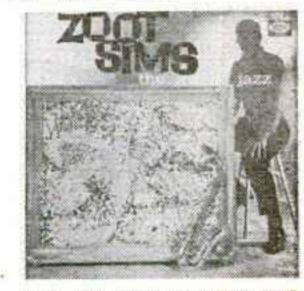
HAYDN: SYMPHONY NO. 100 IN G; SYMPHONY NO. 101 IN D MAJOR

London Symphony Orch. (Dorati). Mercury SR 90155. (Stereo & Monaural) - A sparkling record ... from the standpoints of performance and sound. The two Haydn symphonies were recorded in London for classical orchestra with occasional supplementary instrumental effects. Dealers should demonstrate it.

(Continued on page 35)



BRAHMS: HUNGARIAN DANCES, Royal Philharmonic (Kubelik, Capitol-EMI G 7209



THE ART OF JAZZ, ZOOT SIMS, Seeco CELP 452











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

35



Strongest sales potential of all albums reviewed this week.

• Continued from page 33

SCHUBERT: SYMPHONY NO. 8 (UNFINISHED); **MOZART: SYMPHONY NO. 40**



London Symphony Orch. (Ludwig). Everest LPBR 6046. (Stereo & Monaural) - A flowing, unhurried, yet moving reading of the Schubert classic is backed by an unusual rendition of the Mozart which alternates between the contemplative in the slow movement and an extraordinarily swift-paced dynamic approach in the fast movements. Ludwig makes both sound convincing. Altho these are among the most-recorded works in the catalog, this is their only current stereo pairing, making this an exceptionally attractive disk, which should rack up substantial sales.

Country & Western -

SELLERS—HITS WITH A BEAT



Various Artists. M-G-M E 3824; 3825; 3826-M-G-M Records has put together three very salable packages here, all composed of hit singles released over the past decade. The pop "Million Sellers" include "Mam-'selle," "Anna," "The High and the Mighty" and "I Apologize." The c.&w. "Million Sellers" contain "Gonna Find Me a Bluebird," "Life Gets Tee-Jus, Don't It," and three Hank Williams hits including "Your Cheatin' Heart." The hits with a beat contain rockers by the Impalas, Conway Twitty, and Clyde McPhatter.

TOWN & COUNTRY



The Browns. RCA Victor LSP 2174. (Stereo & Monaural) - A gas of an album for the popular Nashvillebased group. "Scarlet Ribbons" and "The Old Lamplighter," both recent singles are included plus some mighty fine new efforts, each of which gets an exceptional mixed guitar backing. Two sides particularly, "My Adobe Hacienda" and "Red Sails in the Sunset"

9th Annual "May is Mantovani Month" promotion ... An Operation Dealer Support Program

EXTRA DISCOUNT 100% EXCHANGE

on all regular Mantovani stereo and monophonic LPs

could qualify as very logical singles choices. The trio has never been in better form and their fans and jocks are sure to like this set.

THURBER CARNIVAL



Original Cast. Columbia KOS 2024. (Stereo & Monaural)-The show is a Broadway hit, and the original cast album should enjoy similar commercial success. Don Elliott's original jazz backing is amusing and tasteful, and the double-fold album is packaged ingeniously with a bound-in portfolio of Thurber drawings. Tom Ewell, Peggy Cass, Paul Ford, Alice Ghostley and the rest of the cast are first-rate and funny in the Thurber sketches.



WESTWARD MOVEMENT



Jimmie Driftwood. RCA Victor LSP 2171. (Stereo & Monaural) - Jimmie Driftwood presents a group of westernish folk songs to strong effect. The songs trace the westward movement from west of the Appalachians to California. The songs comprise an interesting and musically historical slice of Americana. He accompanies himself on guitar. Most of the tunes were either written or adapted by the artist and in-clude "Get Along Boys," "The Wilderness Road" and "I'm Leavin' on the Wagon Train."

Novelty .

OMNIBUST



Spike Jones. Liberty LST 7140. (Stereo & Monaural) -Spike Jones satirizes television fare via some clever take-offs on everything from Lawrence Welk and "Sunset Strip" ("ah-1, ah-2, ah-Sunset Strip") to "Loretta's Soaperetta" and "The Late Late Movies." Cover art is effective. Set is a solid entry for the market with several spinnable sides for deejays with zany-type programs.

Solo Instrumental -

THE SPANISH GUITARS OF LAURINDO ALMEIDA



Capitol SP 8521. (Stereo & Monaural)-Almeida is truly a master of the classical guitar. His interpretations of "Granados" and "Farruca" are exciting, and he achieves a lovely effect on "Clair de Lune' and Chopin's "Valse." Some of the bands are multi-tracked. Sound is excellent.

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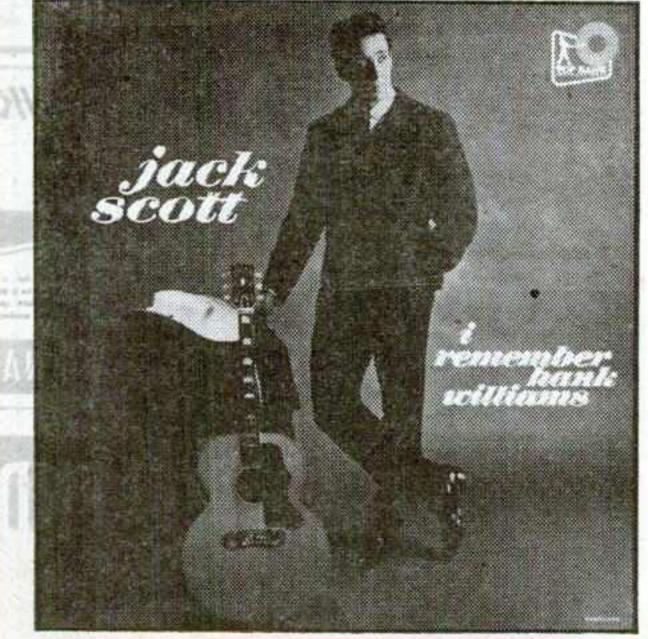


*See page 34

227







I REMEMBER HANK WILLIAMS RM 319 Mono RS 619 Stereo

WHAT IN THE WORLD'S COME OVER YOU RM 326 Mono RS 626 Stereo

GROWING IN POPULARITY ...

Jack's Great Songstyling of Hank Williams Favorites





Schuster to Head Paxton Managem't

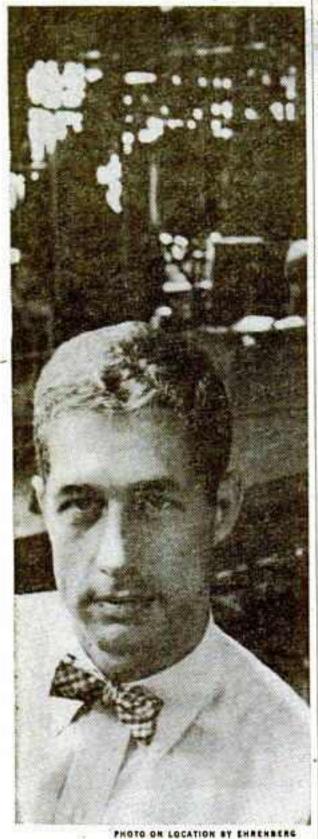
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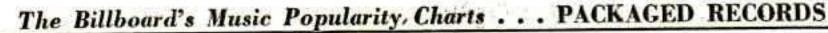
NEW YORK - Wally Schuster has been retained on a long-term contract to head up as general manager the many-headed George Paxton Publishing House. He has been brought into the organization to "solidify the Paxton holdings thruout Europe" and will accompany Paxton to the Old World in two weeks.

UA Signs Alan Dale

NEW YORK - United Artists Records has signed Alan Dale to wax both singles and albums for the label. First release for Dale and artistry. True lover of folk material will be an album titled "Alan Dale Sings Great American Hits in Italian." Don Costa handled the Dale LP, which will be out next week.

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Reviews and Ratings of New Albums

Continued from page 36

* * * * GOOD SALES POTENTIAL

Africa's "Johnny Ferrara," Ireland's "Let Him Go, Let Him Tarry" and a bilingual version of "Speak to Me of Love." Merits exposure in pop as well as folk market.

**** NETANIA DAVRATH SINGS FOLK SONGS OF RUSSIA

Vanguard VSD 2056. (Stereo & Monaural) - A wonderful voice of great range on an international level will be impressed by a demonstration of this disk. Back cover includes lyrics, both in Russian and English.

INTERNATIONAL ****

**** MY VIENNA

Alfons Bauer. Capitol T 10206 - The city whose heritage lies in music, comes alive via this delightful program of 25 melodies taken from the most popular of current Viennese repertoire. The music is offered by an ork and chorus as well as soloists from the Vienna scene and it is all carried along by the nostalgic sound of maestro Alfons Bauer's zither. The bells of Vienna's St. Stephens church are also heard. There's a lot of atmosphere and charm about this uninterrupted program.

SPIRITUAL ****

**** LIFT EVERY VOICE AND SING Marie Knight, Carlton LP 119 - Twelve rousing performances are in this package. Marie Knight, great gospel singer, is enhanced by modern choral and instrumental backing. Songs are the best-known spirituals, a "Little David Play on Your Harp," "Sometimes I Feel Like a Motherless Child," elc.

miliar to Gold fans. There's a fine sound here and some of the bands should grab off jockey play.

*** JOE RINALDI

Signature SM 6010 - This is a rollicking session of small group, Dixie-styled offerings, Rinaldi himself is heard on the low register clarinet with his henchmen, Joe Willens, Ray Marshall and Louis de Guibert backing him on tuba, banjo and piano respectively. The air of the gay '90's gaslight club is recreated and the cleverly done cover contributes to this theme. The key club clique and would-be key holders will like this as well as fans of a good, rhythmic combo sound.

*** FANTASTIC BRASS

Felix Slatkin, Liberty LST 7157. (Stereo & Monaural) - The big marching band ensemble represents a fine piece of sound engineering. The production features a group of well-known blues and blues-oriented tunes played in martial tempo in a way that's reminiscent of the Glenn Miller march treatment of "St. Louis Blues." That very tune, in fact, is included, along with "Brith of the Blues," "Basin Street Blues," etc. Great sound here is a good test for any stereo rig.

*** GET HAPPY

Reg Owen. Palette MPZ 1004 - With the exception of the exuberant ork treatment of the title-tune standard, this album features original themes. Owen's swinging, big band arrangements are showcased on "Cool Collins," "Ambush," "Panama Pa-trol," "Ginchy," etc. Smart instrumental wax for jockey segs.

*** COOL WATER

Sons of the Pioneers. RCA Victor LSP 2118. (Stereo & Monaural) - A group of restful western-styled standards are done in soft, loping rhythm by the well-known vocal group. The boys sing to an accompaniment that features harmonica, guitars and strings. The songs are of the immortal variety, like "Red River Valley," "Empty Saddles," "Wagon Wheels," etc. A lot of easy-going listening here some of which will inspire he sing-alongers.

*** JOE VENUTI PLAYS GERSHWIN: JOE VENUTI PLAYS JEROME KERN Golden Crest CR 3100, 3101. (Stereo & Monaural) - Joe Venuti, one of the greats of the jazz violin, comes back to wax with *** STRAVINSKY: THE RITE OF two excellent albums here, one featuring SPRING works by George Gershwin, the other songs by Jerome Kern. Venuti is as much a master of the fiddle as ever and he endows the songs with much feeling. Songs in the Gershwin set include "Soneone to Watch Over Me," and "I Got Rhythm," among other favorites, and the Kern set includes "A Fine Romance" and "Yesterdays." Strong albums,

*** TIME IS RIGHT

Lou Donaldson. Blue Note 4025 - Lou Donaldson on alto, Blue Mitchell on trumpet, Horace Parlan on piano, Laymon Jackson on bass, Dave Baily on drumg and Ray Barretto on conga for the combo that makes up this listenable album. Donaldson gets chance to show off his horn, and he blows neatly here. The tunes include both originals and standards, ranging from "Lou's Blues," and "Crosstown Shuffle," to "Be My Love," and "Tangerine," Good wax here.

*** BETTE ST. CLAIRE AT BASIN ST. EAST

Seeco CELP 456 - Miss St. Claire has a little of a lot of people in her husky-voiced FOLK *** interpretation, particularly in some spots, one can hear Billie Holiday, The gal has a good bit of heart in her stylings and she has an agreeable way of making a lyric really talk. Her program consists of nine standards and three pleasant, less familiar tunes. Pleasant backing by Stan Free's rhythm quartet provides a nice, unclutered framework.

*** GROOVE FUNK SOUL

Joe Castro. Atlantic 1324 - It can be said that this set swings. Joe Castro is never a showoff at his piano, but he has a way of saying a lot with imaginative runs and chords. Group is only a quartet, but they manage to get a sizable sound with considerable force and authority. Sidemen include Leory Vinegar, bass; Tedd Edwards, tenor and Billy Higgins, drums, Program is nicely varied in pace with plenty of good solo work. Title tune was the brainchild of Nesuhi Ertegun. Good listening,

CLASSICAL ***

*** HAYDN: MISSA SANCTAE CAE-CILLAE; HANDEL: ORGELKONZERT Sinfoneie-Orch, des Baverichen Rund-

A touch of class pervades it, and this holds for the performances and sound, too. Surfaces seem flawless. Merits good display.

London Symphony Orch. (Goosens). Everest LPBR 6047. (Stereo & Monaural) ---This twentieth century masterpiece receives a dynamic performance by the London Symphony under the baton of Sir Eugene Goosens. It is a dramatic reading which brings out the excitement of the score. Faces heavy competition from more glamorous names but deserves to win sizable support.

*** BARTOK: PEASANT SONGS: **TWO PORTRAITS OP. 5; DEUX IMABES,** OP. 10

Tatray, violin; Radio Symphony (Lehel). Artia ALP 124 - The best-known work in this collection is Bartok's early "Two Portraits," with its lovely "Ideal" theme contrasting with his "Distorted" waltz. The "Deux Images" is a lesser effort featuring one section technically mirroring the Debusy style. The "Hungarian Peasant Songs" are on orchestral rendition of peasant origin with some moments of deep emotion contrasting with others of great spirit. The Bartok collector should be interested.

*** JOLE BLON

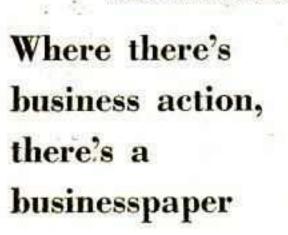
Harry Choates. D 7000-This album contains some of the better known sides, waxed by Cajjun fiddler Harry Choates, whose waxing of "Jole Blon" was a hit for the fiddler back in 1946. The other tunes in the set, all recorded between 1946 and 1951, include "Dragging the Bow," "Poor Hobo" and "Basile Waltz" among others. This set should be of interest to many collectors of folk, country and pop music.

LOW-PRICED INTERNATIONAL ***

*** THIS IS HUNGARY

Various Artists. Parliament PLP 125 -Set is mainly a group of instrumentals, tho there is one vocal track. The melodies are Hungarian songs. Most of the renditions are in the same styling with violin featured over orchestral support. Low-price may prove a lure, tho appeal may be limited.

LATIN AMERICAN ***



. . . where there's record/phono business, there's



a second second second

**** OLD TIME RELIGION Caravans. Sharp MG 2000 - A very

satisfying package. The performances are *** OUR LOVE STORY by a skilled group and reflect not only their technical talent but also their dedi- 1353. (Stereo & Monaural) - The realcated spiritual motivation. Great for pro- life husband and wife team join forces on gramming and for dealers catering to this wax for the first time with a varied line-up market. Material includes "Think of His of items. MacRae warbles in his usual Goodness," "Tell the Angels," "Standing in rich legit fashion on some great standards. Need of Prayer," etc.

SPOKEN WORD ****

**** PRIMITIVE SOUNDS OF HENNY YOUNGMAN

NRC LPA 10 - Anyone who ever has heard Henny Youngman in night clubs or in guest appearances on radio and TV shows over the past several years, will recognize many of his best-known gags on this disk. But then Youngman's fans would be distressed if these were not included. With comedy routines becoming a bigger disk tem, Youngman would seem a comic worth recording, as one of the leaders in the school of rapid fire patter and the lightning line. Should move.

**** MINO NANNI IN A PARTY MOOD

Stereo Oddities MN 1 - Set was recorded during a live performance. Nanni's chatter covers a variety of topics which he spouts over a light piano background. He also sings a few tunes. Humor at times is a oit risque, but similar sets are selling well at the moment.

* * *

GOOD SALES

POTENTIAL

Marty Gold. RCA Victor LSP 2163. (Stereo & Monaural) - Maestro Marty

*** DOIN' THE HULLY GULLY

POPULAR ***

Pete" and "What'd I Say."

*** SWINGIN' WEST

Gordon & Sheila MacRae. Capitol ST His frau contributes a couple of her nitery mimic routines, plus a sock rendition of "My Baby Just Cares for Me," and they duct pleasantly on a few sides, including the title tune, also released as a single. Solid jockey wax.

*** THE MARSHALL SWINGS

Jack Marshall. Capitol ST 1351. (Stereo & Monaural) - Here's an effective album, spotlighting swinging arrangements of Western tunes, spotlighting Jack Marshall's solid guitar solo work, backed by organ, harpsichord, rhythm guitar, bass and drum, Spinnable Jockey fare, Selections include "San Antonio Rose," "Cool Water," "Don't Fence Me In," etc. Provocative cover photo.

*** THE SWEET AND THE SWINGIN' Paul Weston, Capitol ST 1361 - Macstro Weston takes a group of familiar tunes and scores them in relaxing fashion for the ork. Then he superimposes a male vocal group in a set of interesting vocal counter melodies. The idea is similar to a style once used by the band of the late Tommy Dorsey on such items as "Marie," and "East of the Sun." This is a refreshing way of handling the tunes which should find favor with some jocks.

LOW-PRICED POPULAR ***

*** A SUMMER PLACE Leroy Holmes & His Ork. Lion SL 70136 -Package includes a series of readings of noted movie themes, including title piece, "Indiscreet," "Sayonara," etc. The instrumentals are lush. Good mood sides.

*** HE'S MY GUY

Olympics. Arvee 423 - The Olympics Guy Lombardo. Camden CAL 578 have had a number of hits and "Baby This package is in Camden's Collec-Hully Gully," which is included in this tor's Series, and it will certainly be of inalbum is one of them. But along with this terest to many who savour the sweet bands are a number of other driving items that during the heyday of the band business. should appeal strongly to the teen-age dance "You Can't Stop Me From Dreaming," trade, The best are "The Slop," "Big Boy "Tomorrow Is Another Day," and "The Love Bug Will Bite You," are typical and peg the vintage. Should do well in many areas, especially on racks,

Gold has a huge band on his hands here JAZZ ***

(six trumpets, eight trombones and eight saxes, to give an idea) and the complement *** CAN-CAN tears into Gold's interpretations of a num-

Bernard Peiffer. Laurie LLP 1008 ber of the background themes heard on the Peiffer offers some brilliant keyboard work top Western TV series-like "Wagon on these sides, which include "It's All Train," "Maverick," "Gunsmoke," "Wyatt Right With Me," "I Love Paris," etc. Earp," and others, The band has an excit- With him are drummer Jerry Segal and ing and forceful ensemble sound plus in- bassist Chris White. Cover is a honey and teresting use of percussion and bells fa- will gasse the peons.

funks (Jochum), (2-12"), Duetsche Gram mophon Gessellschaft 138028-29 SLPM. (Stereo & Monaural) - Devotees of liturgical music will take real pride of ownerhip in this two-record set. It is attractively packaged, and it has an unusually appealing cover. The monumental "St. Cecelia" Mass and the organ concerto are recorded on flawless surfaces with beautiful sound.

*** MOZART: LINZ SYMPHONY IN C MAJOR, K. 425; PARIS SYMPHONY IN D MAJOR, K. 297 Sinfonie-Orchester de Bayerischen Rund-

funks (Leitner). Deutsche Grammophon Gessellschaft 138046 SLPM. (Stereo & Monaural) - Manufactured and packaged in Germany, this comes factory sealed with a beautiful water color repro on cover.

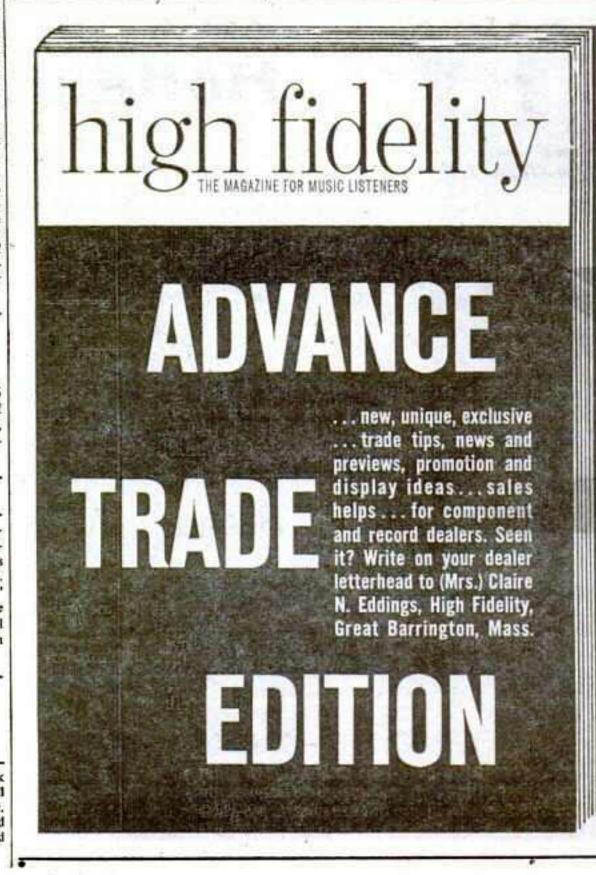
*** CHIQUITO

Ruben Calzado Ork. Palette MPZ 1006 -Calzado and ork present a spicy group of Latin-styled songs-most of which are in a cha cha tempo. Set is a good terp item. Included are a group of international melodies-"Tico Tico Cha Cha," "Grunanda" and "Harlem Nocturne," etc. Set should also get lots of pop buys.

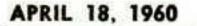
POLKA ***

*** OLD TIME POLKA PARTY Elmer Scheid & Band, Epic LN 3669. (Stereo & Monaural) - A happy program of waltzes and polkas to brighten up any

(Continued on page 50)







HE KINGSTON TRIC

Ady & Hours

STRAC

THE BILLBOARD

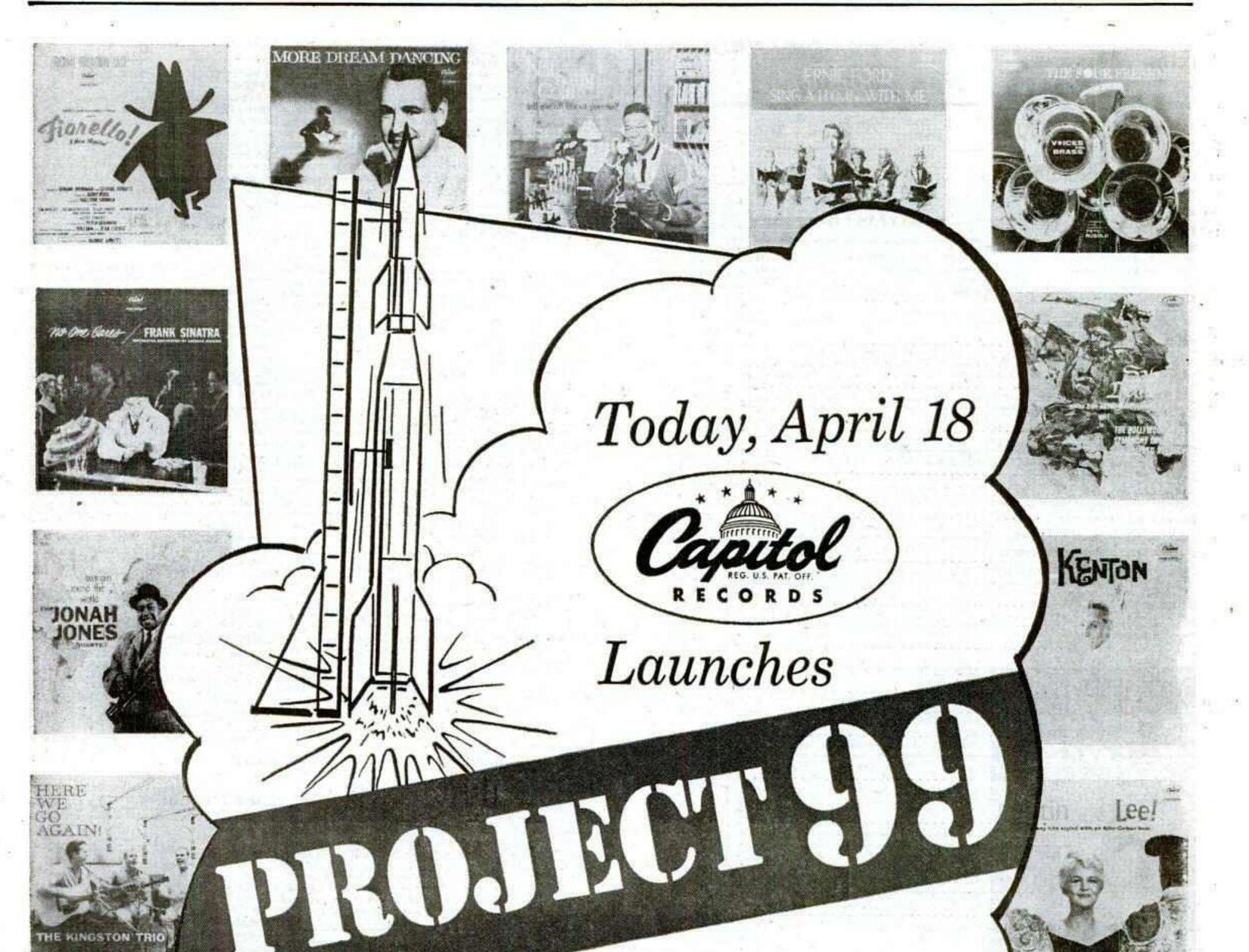
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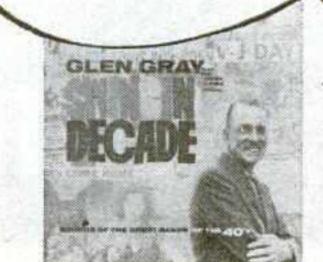
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The Billboard's Music Popularity Charts . . . POP SONGS

Washes 1



FOR SURVEY WEEK ENDING APRIL 9

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	on Charf	RECORDINGS AVAILABLE
1	1	THEME FROM A SUMMER PLACE By Steiner-Max Discant-Published by Witmark (ASCAR	13	(Best Selling Record Listed Bold Face)
2	2	HE'LL HAVE TO GO By J. Allison-A. Allison-Published by Central Songs (BMI	15	1. THEME FROM A SUMMER PLACE—Percy Faith, Col 41490;
3	3	WILD ONE	10	Fontane Sisters, Dot 16059; Leroy Holmes? M-G-M 12833; Don Ralke, Warner Bros. \$108; Jackie Rae, Epic 9366; Hugo Winterhalter, Vic 7599.
0	8	GREENFIELDS By Terry Gilkyson-R. Dehr-F. Miller-Published by Montclare (BM)	5	2. HE'LL HAVE TO GO - Billy Brown, Col 41380; Jim Lowe, Dot
(5)	5	SWEET NOTHIN'S By Ronnie Self-Published by Champion (BM	9	16046; Jim Reeves, Vic 7643. 3. WILD ONE—Bobby Rydell, Cameo 171.
6	4	PUPPY LOVE	7	4. GREENFIELDS — Brothers Four, Cel 41571; Julius La Rosa, Kapp, 323.
$\overline{\bigcirc}$	6	SINK THE BISMARCK By J. Horton & T. Franks-Published by Cajun (BM	5	S. SWEET NOTHIN'S - Brenda Lee, Dec 30967.
8	28 B	STUCK ON YOU	2	6. PUPPY LOVE-Paul Anka, ABC- Paramount 10082; Jess Duboy, Co- Ionial 7002; King Bees, Flip 323;
9	7	MAMA By Bixio, Cherubini, Barlow-Brito-Published by Southern (ASCA)	6	Terry Noland, Brunswick 55054. 7. SINK THE BISMARCK - Johnsy
10	11	FOOTSTEPS	4	Horton, Col 41568. 8. STUCK ON YOU — Elvis Presley, Vic 7740.
(1)	13	SIXTEEN REASONS By Bill and Doree Post-Published by American (BM	5	 MAMA — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591; John Fufano, Darlan 501.
(12)	9	I LOVE THE WAY YOU LOVE By Gordy-Mikaljon-Published by Jobete (BM	4	10. FOOTSTEPS - Steve Lawrence, ABC-Paramount 10085.
(12)		CLEMENTINE	1	11. SIXTEEN REASONS-Connie Stev-

ARMADA Names Ex-DJ's Join Continued from page 3

secure the co-operation of the Record Industry Association of America. Concerning other efforts being now has two ex-deejays working made to bring about a unified industry statement (see story on Page One), Abner said: "ARMADA will meet with anybody now represent- land label. Joe Allison, ex-KFOX, ed in ARMADA who wants to join in presenting a case before the Liberty's new country and western FCC."

Letters are being sent to all ARMADA members and prospective members, asking for immediate suggestions to assist the committee in formulating a comment to the FCC. The committee has an appointment to meet with NAB chief counsel Douglas Anello in Washington to exchange views with the broadcasters' organization Holmes, M-G-M 12833; Don Ralke, on an approach to the FCC.

Abner closed the session by stating that "the tremendous turnout HE'LL HAVE TO GO - Billy of board members, from points as distant as San Francisco and Houston, was largely due to The Billboard showing the importance of the issue that needs to be resolved. and that the record industry must act to do something about it at this time."

> Further plans were discussed relative to the agenda of ARMADA's upcoming convention at Atlantic City's Traymore Hotel, June 12-14

Stereo Seven

Continued from page 3 .

gles. So far only Columbia Rec-8. STUCK ON YOU - Elvis Presley, ords has been issuing "stereo sevens" as the firm calls them, but it has been known for a long time 9. MAMA - Connie Francis, M-G-M 12878; Phli Brito, M-G-M 10591; that other manufacturers were watching the Columbia experiment very closely, 0. FOOTSTEPS - Steve Lawrence,

Columbia has been issuing stereo 33's on some of its single product.

Liberty Fold

NEW YORK-Liberty Records for the label. Ed Penny, formerly a Boston jock, is Liberty's new promotion chief in the New Eng-Long Beach, spinner, is head of division.

Altho Bob Scaff was recently appointed Eastern promotional manager and Eastern divisional manager (Erv Bagley shifted his headquarters from Philadelphia to New York) all New York City area promotion for Liberty will continue to be handled by its local distributor, Malvern.

Newport Jazz

• Continued from page 14

scription series on campuses, large cities, etc. He said that classical bookers are able to control their attractions but that jazz bookers have lost control. Jazz agencies cannot guarantee any hot jazz attraction until they check back with the act and see how much money they want.

"This is not a good thing," said Wein, "and it hurts jazz. Many artists have no loyalty to the club that helped them get started or the promoter who stuck with them when things were rough. But a promoter has to make money on the act he books into his club or at a festival. If he can't he'll book something else or someone else."

When asked if he felt this way as a performer, Wein said he thought he did, but said he couldn't blame a jazz artist for trying to make money. He said it's tough to know how long the big money will last. But he added he would like to see steady work the year-round for many jazz musicians rather than sporadic employment at big money for only a few jazz acts each summer.

40

(13)	.	CLEMENTINE	11. SIXTEEN REASONS-Connie Stevens, Warner Bros. 5137.
14.	16	WHITE SILVER SANDS By C. G. Mathews & G. Reinhart-Published by Sharina (BMI)	 4 12. I LOVE THE WAY YOU LOVE- Mary Johnson, United Artists 208 13. CLEMENTINE-Bobby Darin, Atco
(15)	18 Ву	THE OLD LAMPLIGHTER	3 6161; Guys and the Gals, Rap 254; Jan and Dean, Dore 539.
(16)	22 Ву	STEP BY STEP Ollie Jones and Billy Dawn Smith-Published by Winneton (BMI)	Black's Combo, Hi 2021; Owe
11	20	MONEY By J. Bradford Gordy JrPublished by Jobette (BMI)	
(18)	12	HARBOR LIGHTS By Hugh Williams & Jimmy Kennedy-Published by Chappell (ASCAP)	10 16. STEP BY STEP-Crests, Coed 525 17. MONEY - Barrett Strong, Ann 1111.
(19)	17	0, DIO MIO By Hoffman-Manning-Published by Topper (ASCAP)	6 18. HARBOR LIGHTS-LaVern Baker Atlantic 1189; Jerry Byrd, Me
20	23	LET THE LITTLE GIRL DANCE By H. Glover-Published by Glover (BMI)	2 30043; Bing Crosby, Dec 27219 Guy Lombardo, Dec 27208; Platter Mer 71563; Lu Ann Simms, Jubite 5335; Dinah Washington, Mer 30022
21		NIGHT By Johnny Lehman and Herb Miller-Published by Pearl (BMI)	20. LET THE LITTLE GIRL DANC
(22)	14	BEATNIK FLY By T. King & I. Mack-Published by Duchess (BMI)	7 21. NIGHT-Jimmy Martin, Dec 30877 Jackle Wilson, Brunswick 55166.
23	26	CRADLE OF LOVE By Fautherce-Gray-Published by Big Bopper-Tree (BMI)	2 22. BEATNIK FLY — Johnny and th Hurricanes, Warwick 520.
24	19	BEYOND THE SEA By Trenet-Lawrence-Published by Harms (ASCAP)	. 12 23. CRADLE OF LOVE—Johnny Pre- ton, Mer 71598. 24. BEYOND THE SEA—Bobby Daris
25	27	DON'T THROW AWAY ALL THOSE TEARDROPS. By Diane DeNota-Published by Rambed (BMI)	3 Atco 6158; Trade Martin, Ge 1053; Cyril Stapleton, London 186 Roger Williams/G. Osser Ork, Kap 138; Victor Young Ork, Dec 2702
26 ·	15	BABY By Clyde Otis-Murray Stein-Published by Meridian-Play (BM1)	.10 25 DON'T THROW AWAY AL
1	-	STAIRWAY TO HEAVEN By Neil Sedaka and Howard Greenfield-Published by Aldon (BMI)	1 26 BABY-Dinah Washington & Bree
(28)		JUST ONE TIME By Don Gibson-Published by Acuff-Rose (BMI)	
29	21	TEDDY	. 4 Vie 7690. 29. TEDDY-Connie Francis, M-G-
30	_	BIG IRON By Marty Robbins-Published by Marty's Music (BMI)	. 1 36. BIG IRON-Mariy Robbins, C 41589.

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent, Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

It has considered that the success of Percy Faith's "Theme From a Summer Place," was due to its exposure via a specially priced stereo 33 that sold at retail for 33 cents. Even the Columbia was the only firm releasing the stereo 33 disk, Seeburg coincidentally came out with a dual spindle disk as standard equipment on the firm's 1960 non Sisters, Brunswick 55013; Don machines, so that they could play the stereo 33.

months ago.

Sullivan Name

Continued from page 11

be no label credit for the per- is a liberal one. formers. RCA Victor was awarded of the Colgate promotional premium tie-in.

Lady," "King and I," "South Pa-"Oklahoma," "Porgy and up and take notice." cific, Bess," "Showboat," "Carousel," "Annie Get Your Gun," "Pal Joey," "Roberta" and "Finian's Rainbow."

Jeanne Black

Continued from page 11

of these record-holders in its takeoff speed.

Now that it's in orbit, Capitol (ALP 1005), which plugs the Hotel is throwing its full promotional Curacao International. It stresses fire-power behind the single to the folk aspect, rather than slick keep it spinning. One of the tools professional music. All musicians used is a TV film short of the are employed at other work during songstress performing the tune to the day, the island thus having no be distributed to TV stations thru- full-time professionals. Two pianout the country for use on band- ists play colorful solos, and there stand type shows thus harnessing are also two numbers on a hurdy-TV's plug powers. Jack Levy, Cap's gurdy and one on the benta singles promotion chief, started played by its last living exponent, distribution of the film Wednesday. a 76-year-old man. Sam Chase.

Miller on Job Continued from page 3

6:30-8 to 6:30-9. The station Last week, RCA Victor let it be claims that Miller commands a known that all 45 singles produced third of the total morning radio by the firm would be issued si- audience and that he is the highestmultaneously both in mono and rated radio personality in the top stereo. Victor displayed no inter- 20 markets of the country. Meanest whatsoever in the stereo 33 while, Miller retains his 3:35-5 when Columbia introduced it a few p.m. program, the city's highest rated afternoon show.

Miller's programming fare will be limited to WIND's approved disk list. He will be free, however, to program his own shows within that limitation, a privilege also en-Unknown talent abroad will be joyed by the station's other name featured in the disks, hence there'll deejays. The station's list, however,

According to Gordon Davis, stathe pressing contract. Sullivan ex- tion manager, the list is developed pects disks to be sold in millions during auditioning sessions attended of units, particularly as a result by deejays. Because of Miller's outstanding reputation as a hit picker, said Davis, "when he rec-Repertoire will include "Fair ommends approval of a disk, the rest of us are highly inclined to sit

News Review

Continued from page 14

Walfredo Reys ork plays cha chas, mambos and guaraches. A funkyvoiced flute abets the typical Cuban sound of this ensemble.

One of the most interesting of the group is "Sabor Curazaleno"





#5151 The first name in sound WADWED ROOS DECODDS

CH RON MAN

c/w

WARNER BROS. RECORDS Burbank, California



FIASH!

42

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

APRIL 18, 1960

FOR WEEK ENDING APRIL 24	illboard HOT 1000
YYM YHI YYM YHI YYM YHI YYM YHI	OPV NHM NIL STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. Indicates that 45 r.p.m. stereo single Indicates that 45 r.p.m. stereo single OPV NHM HI STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. OPV NHM HI STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. Indicates that 45 r.p.m. stereo single OPV NHM HI Star performers showed the greatest upward progress on Hot 100 this week. Indicates that 331/s r.p.m. stereo single Indicates that 331/s r.p
1 1 1 1 THEME FROM A SUMMER PLACE A 15	34 31 30 42 SUMMER SET
2 5 12 21 GREENFIELDS A 9 Brothers Four, Columbia 41571	35 22 18 22 (WELCOME) NEW LOVERS 15 8 Pat Boone, Dot 16048 5 15 8 69 32 20 18 LADY LUCK
3 2 2 4 PUPPY LOVE S 9 Paul Anka, ABC-Paramount 10082	36 45 49 57 APPLE GREEN
(). 6 5 5 SWEET NOTHIN'S	3 20 13 7 HANDY MAN
5 7 6 14 SINK THE BISMARCK	38 29 21 16 THIS MAGIC MOMENT
17 84 - STUCK ON YOU S 3 Elvis Presley, RCA Victor 7740	39 44 61 66 MOUNTAIN OF LOVE
12 4 3 2 WILD ONE	40 37 37 40 TALL OAK TREE
8 3 4 3 HE'LL HAVE TO GO S 17 Jim Reeves, RCA Victor 7643	52 85 - LOVE YOU SO Rod Holden, Donna 1315 3 (75) 41 26 13 BEYOND THE SEA Bobby Darin, Atco 6158
11 16 23 SIXTEEN REASONS Connie Stevens, Warner Bros. 5137	(42) 36 23 9 FOREVER. 13 (42) 36 23 9 FOREVER. 13 (43) 40 32 33 AM I THAT EASY TO FORGET 14
10 8 9 11 MAMA	(43) 40 32 33 AM I IHAI EASY 10 FORGEI
10 7 25 FOOTSTEPS	Elvis Presley, RCA Victor 7740 (45) 54 63 74 SHAZAM
12 12 15 20 WHITE SILVER SANDS	Duane Eddy, Jamie 1151 (79) 85 89 - MADISON
(13) 9 14 15 I LOVE THE WAY YOU LOVE 7 Mary Johnson, United Artists 208	Jackle Wilson, Brunswick 55166
19 38 76 CRADLE OF LOVE	(AR) 50 51 69 CARAVAN







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

BEST BUYS

E TOMORROW'S T

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

- (Sequence, ASCAP) Cub 9067
- *IT COULD HAPPEN TO YOU..... Dinah Washington (Famous, ASCAP) Mercury 71560
- *THINK ME A KISSClyde McPhatter (Rush, BMI) M-G-M 12877

*JUST A CLOSER WALK WITH THEE....Jimmie Rodgers (Hill & Range, BMI) Roulette 4234

(Shawnee, ASCAP) Lode 108

C&W

°(DOIN' THE) LOVE	R'S LEAP		Webi	Pierce
	(Ball-Cran,	BMI)	Decca	31058
LEFT TO RIGHT .	•••••		Kitt	y Wells
	(Sure Fire,	BMI)	Decca	31065
a				
R&B				
"LEAD ME ON			Bobby	Bland
	(Lie	on, BN	II) Dul	ce 318

BUBBLING **UNDER THE HOT 100**

43

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. COME DANCE WITH ME Eddie Quinferos, Brent
2. A SIX-PACK TO GO
3. TELL ME THAT YOU LOVE ME Fats Domino, Imperial
4. FOR LOVE Lloyd Price, ABC-Paramount
5. NO IF'S-NO AND'S Lloyd Price, ABC-Paramount
6. BESAME MUCHO The Coasters, Atco
7. OUR WALTZ
8. THAT'S YOU
9. JUMP OVER
10. YOUNG EMOTIONSRicky Nelson, Imperial
11. STOLEN ANGEL
12. HAPPY-GO-LUCKY ME Paul Evans, Guaranteed
13. WHEN YOU WISH UPON A STAR. Dion & the Belmonts, Laurie
14. WHAT WILL I TELL MY HEART Phil Phillips, Mercury
15. CINDY

HOT 100: A TO Z

Am I That Easy to Forget Angela Jones Apple Green	Angela Jones Apple Green	A Star Is Borr	1.5	-	e.	-	9)	1	١.	ę,	ļð	15	1	D	1	e	¢	I)
Angela Jones	Angela Jones Apple Green	Am I That Eat	sγ	1	0	F	0	ı	9		r		4	*			÷	
Apple Green	Apple Green	Angela Jones	Υ.		ς.		4	2	7			2	2	2	2	0	2	ŝ
		Apple Green		30	83	10		5	9			ē	8	0	2	ē	0	T

Baby, What Do You Want Me	
to Do 74 Barbara 95	
Beatnik Fly 28 Beyond the Sea	The pick of the new releases:
Big Iron	The pick of mo new releases:
Caravan	SPOTI ICHT WINNEDO
Cathy's Clown Chatfaneoga Choo Choo	SPOTLIGHT WINNERS
Cherry Pie	OF THE WEEK
Clomentine 21 Cradle of Love 14	THE WEEK
Delaware	
Don't Deceive Me	
Teardrops	Strongest sales potential of all records reviewed this week.
Earth Angel	
El Matador 50	
Fame and Fortune 44 Fannie Mae 49	In order to speed reviews of single records, The
Footsteps	Billboard requests that ALL singles be sent to The Bill-
Good Timin' 67	board Record Review Department, 1564 Broadway, New
Got a Girl	York 36, N. Y. However, albums should be sent to P. O.
Handy Man 37	
Harbor Lights 20 He'll Have to Go	Box 292, Times Square Station, New York 36, N. Y.
How Deep is the Ocean	
I Love the Way You Love 13 If Could Happen to You 60	Pop
Jenny Lou Just a Closer Walk With Thee 71	. ob
Juir One Time 29	BOBBY RYDELL
Lady Luck 69 Lawdy Miss Clawdy	SWINGIN' SCHOOL (Columbia Pictures, ASCAP)-
Let the Little Girl Dance	DING-A-LING (Lowe, ASCAP) - Rydell should have
Lonely Weakends	Hausen another two-sider with these strong sides. "Swingin'
Love You So 41	"Ding-A-Ling" is also in the rhythm vein, and it's handled
Madison 79 Madison Time	equally well. Cameo 175
Mamb 10 Midnight Special	
Mr. Lucky	
Mountain of Love	CARL DOBKINS JR.
Night	EXCLUSIVELY YOURS (Rumbalero, BMI) - ONE
	LITTLE GIRL (Compton, ASCAP)—"Exclusively Yours,"
O, Dio Mio 24 Old Lamplighter, The 16 Och, Poo Pah Doo (Part 2) 55	the artist. Ditto "One Little Girl," a medium-tempo rocker.
Paper Roses	He's nicely backed on both, and either can score.
Paradise 62 Pledging My Love 85	P Decca 31088
Puppy Love 3	
Rockin' Little Angel	
Running Bear	PERCY FAITH
Shazam Sink the Bismarck	THEME FOR YOUNG LOVERS (Marpet, ASCAP)-
Somebody Lover Vall Las	Faith who is still clicking with his big "Theme From 'A
Somebody Loves You, Joe 99 Someday 56 Stairway to Heaven 27	Summer Place'," can have another hit with this similarly-
Starbright 30 Step by Step 15	instrumental setting that should lead to heavy spins and
Stuck on You	Coins. Flip is "Bimini Goombay (Le Marchand de Bon-
Summer Set	heur)," (Ludlow, BMI). Columbia 41655
Tall Oak Tree 40 Teddy	
Teen Angel	DAVID SEVILLE & THE CHIPMUNKS
Theme From a Summer Place	COMING 'ROUND THE MOUNTAIN (Monarch,
Think Me a Kiss	ASCAP) — SING A GOOFY SONG (Monarch,
Ties That Bind 81	ASCAP)—The crew offers an interesting and cute ver-
Wake Me When It's Over 54 Way of a Clown	House in of the oldie, "Coming 'Round the Mountain." It
What Am I Living For	starts with a slight tango rhythm, and then moves into
What in the World's Come Over You White Silver Sands	a rockin' approach to back the Chipmunks. "Sing a Goofy Song" is a happy and houngy affort with Savilla
THE SHOP SAME	TIGHTY NAME IN & BARRY AND BATTAOU AFFART WITH CANILA

REVIEWS OF THIS WEEK'S SINGLES

LaVERN BAKER

You Don't Know Me 57



E CHIPMUNKS



ROUND THE MOUNTAIN (Monarch, SING A GOOFY SONG (Monarch, e crew offers an interesting and cute veroldie, "Coming 'Round the Mountain." It slight tango rhythm, and then moves into pproach to back the Chipmunks. "Sing a Goofy Song" is a happy and bouncy effort with Seville taking a vocal lead and the Chipmunks offering sup-Liberty 55246 port.



WHEEL OF FORTUNE (Laurel, ASCAP)-The chick has a strong side in this revival of the oldie. She gives it a tasteful reading over fine chorus and ork support. It appears a natural. Flip is "Shadows of Love," (Shalimar, BMD. Atlantic 2059

TOMMY EDWARDS



I REALLY DON'T WANT TO KNOW (Hill & Range, BMI)-UNLOVED (Arena, ASCAP)-Edwards gives out with his usual, smooth vocal approach on "I Really Don't Want to Know." The pretty waltz is done over fine ork backing. "Unloved" has a slight Latin flavor, and the singer is supported by a lush chorus and ork on this side. Either can make it. M-G-M 12890

ROGER WILLIAMS



WHAT LIES OVER THE HILL? (Garland, ASCAP)-LA MONTANA (IF SHE SHOULD COME TO YOU) (Hollis, BMI)-The pianist styles two pretty melodies to strong and listenable effect. "What Lies Over the Hill" is a ballad, "La Montana" has interesting interplay between piano and ork. Kapp 331

THE VISCOUNTS



THE TOUCH (LE GRI SBI) (Duchess, BMI)-CHUG-A-LUG (Matrick, BMI)-The Viscounts could repeat their big "Harlem Nocturne" with either side. "The Touch" gets a strongly similar treatment. "Chug-A-Lug" is a familiar French tune that is sold in warm style by the group. Madison 129

CUMBERLAND THREE



JOHNNY REB (Shaysee-Highridge, BMI) - A rousing, stirring historical documentary of the events of 1861 is the theme of this folkish sort, which is brightly handled by the trio. They have a good sound, and the side should take off in short order. Flip is "Come Along, Julie," (Shaysee-Highridge, BMI). Roulette 4247

NAT KENDRICK



DISH RAG (PARTS I & II) (Sherlyn-Pent, BMI) -Kendrick and the Swans who scored with "(Do the) Mashed Potatoes," can have a winner with either of these rockin' sides. Both are basically instrumentals, wrapped in danceable treatments. Dade 1808

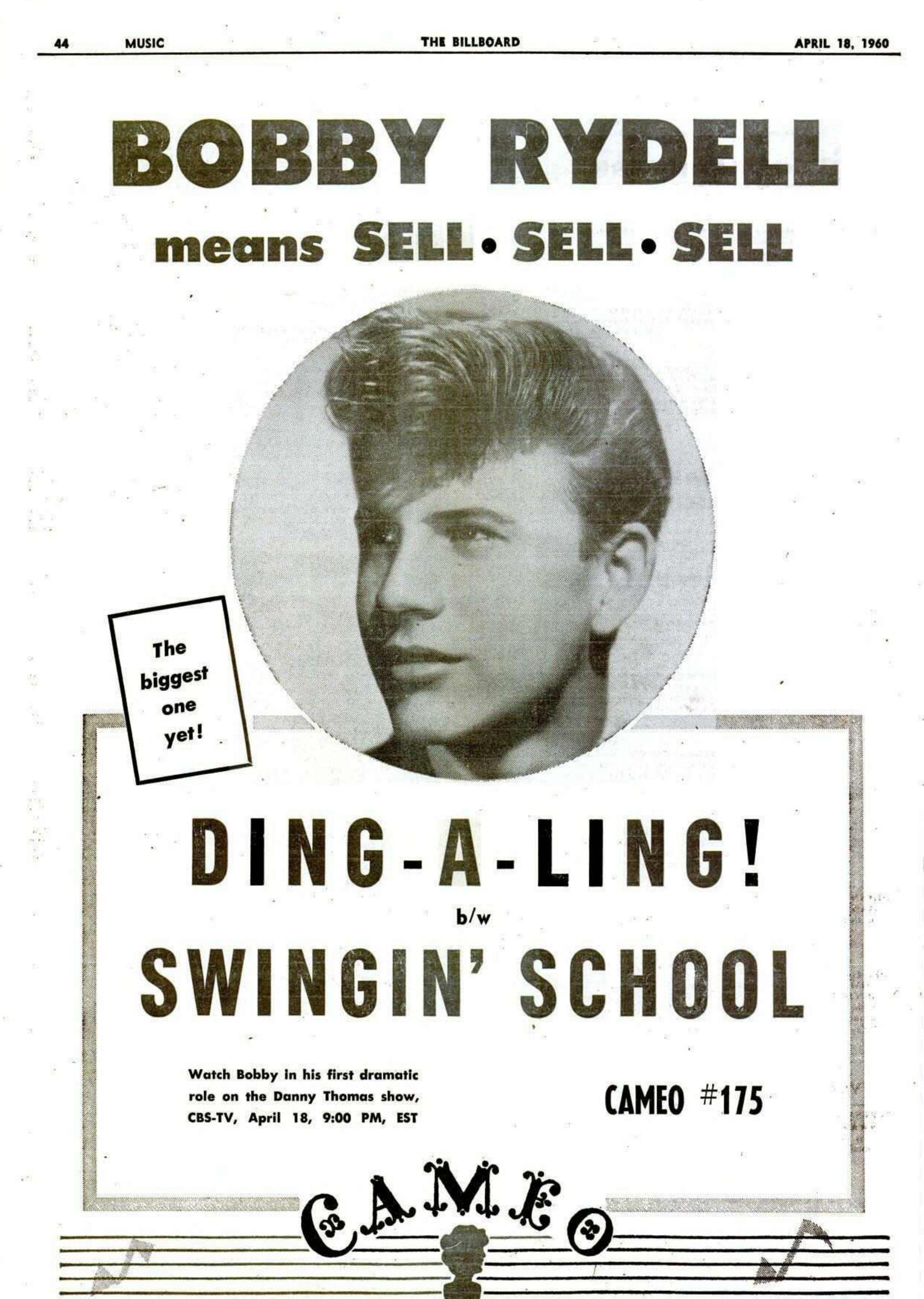
GUY MITCHELL



CRY HURTIN' HEART (Joy, ASCAP)-SYMPHONY OF SPRING (Joy, ASCAP)-"Cry Hurtin' Heart" is a snappy item with country overtones, and the artist reads it brightly over cheerful support. "Symphony of Spring" is a pretty, new ballad, and Mitchell delivers a warm out-Columbia 41653 ing.

(Continued on page 45)







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

Reviews of THIS WEEK'S SINGLES (continued)

C. M. ANDER GROUPS IN

The pick of the new releases:

POTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 43

BUZZ & AL

TOMORROWS THAT MAY NEVER COME (Jimskip, BMI)-The duo performs this countryish tune with strong appeal. It's an interesting tune, and they apply listenable harmonies over smooth support. Flip is "Jeannie Marie," (Armol, BMI). ABC-Paramount 10108

LAVERN BAKER



SHADOWS OF LOVE (Shalimar, BMI)-WHEEL OF FORTUNE (Laurel, ASCAP)-The thrush can have two big ones. "Shadows of Love" is a gospelish ballad that is sweetly sung over strong ork and chorus support. "Wheel of Fortune" shows a wonderful revival of the oldie.

Atlantic 2059



ing merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

POP DISK JOCKEY PROGRAMMING

BILLY HOPE

LITTLE DOGGIE (Planemar, BMI) - A bright instrumental by the Billy Hope crew that should grab a lot of deejay plays. Good wax here. Flip is "Mesmodia the Stranger" (Crossroads, BMI)

STEVE LAWRENCE & EYDIE GORME

**** DARN IT, BABY, THAT'S LOVE-ABC-PARAMOUNT 10104 - Eydie and Steve sell the novelty effort with a bright, swingy manner that could help it become a big disking. The Don Costa crew supports them solidly. Fine wax. (Chappell, ASCAP)

*** THIS COULD BE THE START OF SOMETHING-The duo comes thru with a bright, smart reading of a new ditty penned by Steve Allen. The backing by the Don Costa ork is swinging. Good side for jocks. (Rosemeadow, ASCAP)

ROCKY MATERO

**** ALL ALONE - ATCO 6165 - Matero gives out with a mild rock treatment of the Irving Berlin oldie. It can move. (Berlin ASCAP)

**** LAWDY MISS CLAWDY - The oldie gets a meaningful reading from the singer. It's a rhythmic and danceable side that could score. (Venice, BMI)

SHIRELLES

*** THE DANCE IS OVER - SCEPTER 1208 - A pretty ballad is intoned with warmth by the fem group, over strong support by the ork and strings. A good side that has a chance. (Deau- much feeling. Side rates plays. (Tee-Pee, ville, BMI) -

*** Tonight's the Night - The girls handle this rockaballad with feeling over a big beat by the ork. It could grab both spins HOLLYWOOD FLAMES and loot. (Scepter-Onezy, BMI)

EDDIE COCHRAN

**** CUT ACROSS SHORTY - LIBERTY 55242 - A good, happy swingin' country rhythm side, and Cochran hands it a solid reading. Side has also been cut by Carl Smith, but this can garner plenty of the action. (Cedarwood, BMI)

*** Three Steps to Heaven — An interesting rocking beat side that has a lot of spirit. Side has a fine guitar accompaniment in the folkish style. (Metric, BMI)

CLYDE MCPHATTER

**** DEEP SEA BALL - ATLANTIC 2060 - McPhatter tells about a deep sea ball that swung, man. It's a swinging disk MALCOLM DODDS

*** For You, For You - The Aquatones sell this rockaballad in warm fashion with the male leads singing it nicely, while the thrush sings a discant behind them. (Instant, BMI)

45

THE FABULOUS FIVE FLAMES *** No More Tears - TIME 1023 -An outstanding lead sells this rockaballad with more than usual intensity. His performance is strong enough to help break this pretty waxing thru. A potent disk. (Westbury, ASCAP)

*** Lonely Lover - Another strong aids by the group, again featuring the strong lead. This side is up-tempo, and the backingis good, too. (Clifton, BMI)

JOAN SHAW

*** Blue - EPIC 9368 - A nice ballad arranged in mild rock style is handed a spirited reading by the thrush. Tune has touches of "Only You," and several other older familiar tunes. A listenable side, (Tee-Pee, ASCAP)

*** Unsuspecting Heart - The wellknown tune is given a good 1960 version by the gal, backed well by strings, chorus and a shuffle thythm. Miss Shaw gives this ASCAP)

*** Ball and Chain - ATCO 6164 -Male lead reads the rocker with spirit, The rest of the group offers bright and peppy support. This, too, could catch on for pop and r.&b. coin. (Progressive, BMI)

*** I Found a Boy - Fem lead is nicely backed by the crew on this ballad with beat. Dual-market side. (Progressive, BMI)

MAYNARD FERGUSON

*** Doin' the Madison (Parts 1 & 2) -ROULETTE 4250 - A hip salute to the current teen-age dance craze, with swinging ork work and okay calls. Fine jazz-flavored wax for jocks, with big band shows. (Patricia, BMI)

Sharp 106

BILL DOGGETT

BIG BOY (Jay & Cee, BMI)-SMOOCHIE (Lynbeth, BMI)-"Big Boy," the old jazz riff gets a neat workout from the Doggett crew. Mellow tenor sax is heard over rhythm and Doggett's wailing organ. "Smoochie" is also done in a jazz vein, and spins should be King 5339 well-received.

TONY MARTIN

MY SIN (DeSylva, Brown & Henderson, ASCAP)-Martin chants the old tune in fine style over pleasant string backing. It's a spinnable side that should go well with listeners. Flip is "Once the World Was Mine," (Bradshaw, BMI). RCA Victor 7728

- POP TALENT -

JOHNNY MASTERS

SAY IT ISN'T SO (Berlin, ASCAP)-GREAT PHYSICIAN (Winneton, BMI)-Masters handles both tunes nicely. The Berlin oldie, "Say It Isn't So," gets a strong and salable rockaballad delivery. "Great Physician" is an inspirational sort, and this, too, is attractively presented. Coed 527

JOHNNY DARROW

HAND IN HAND (Lloyd-Logan, BMI)-Darrow scores impressively on this medium-beat effort. He gets first-rate backing from the ork. He has a way with a song, and, if the side is exposed, it could create interest. Flip is "Why Do You Treat Me This Way," (Willis, Sue 726 BMI).

MEL GADSON

COMIN' DOWN WITH LOVE (Leeds, ASCAP)-FM GETTING SENTIMENTAL OVER YOU (Mills, ASCAP)-Gadson applies an exuberant reading to "Comin' Down With Love." He also impresses strong with his handling of "I'm Getting Sentimental Over You." He's nicely backed on both sides, and the disk bears watching. Big Top 3034

* * * *

VERY STRONG SALES POTENTIAL

TERESA BREWER

**** HOW DO YOU KNOW IT'S LOVE - CORAL 62197 -Miss Brewer works nicely with a mixed chorus on this frothy little romantic ditty. Nice rhythm side that's worth a listen. It has a chance. (Meridian, BMI)

**** IF THERE ARE STARS IN MY EYES - A nice ballad effort by the thrush. It's again done to a pretty choral backup against a shuffle rhythm. (Pincus, ASCAP)

SPARKLETONES

**** SOFTLY - PARIS 546 - The boys offer a soft ballad in good fashion. They have an Everly Brothers sound. Side can get spins. (Greta, BMI)

**** WHAT THE HECK - A rocker with the boys turning in a listenable harmony styling. Message is well keyed to teens. Two good sides. (Greta, BMI)

and should be a solid-seller. (Progressive, BMI) .

*** Let the Boogie Woogie Roll - A snappy rocker is sold with a lot of feeling by the artist. Flip appears more important. (Progressive, BMI)

RONNIE HAWKINS

*** RUBY BABY - ROULETTE 4249 - A snappy rocker is sung with spirit by the lad over good support. This could get some coins. (Patricia, BMI)

*** Hay Ride - Ronnie Hawkins handles this slight rocker in warm fashion, helped by the strumming in the background. Side is from his new album. (Patricia, BMI)

GENE ALLISON

**** WHY DO YOU TREAT ME SO COLD - VEE-JAY 341 — Bright blues effort is sung with emotion by the singer over first-rate support by the chorus and ork. It has a driving beat and could happen big. (Conrad & Babb, BMI)

*** Oh Yeah, I'm in Love — Another rocker is sung with aplomb by the chanter. Could happen, too. (Conrad & Babb, BMI)

BOBBY VEE

BILLY BORLYNN

ASCAP)

ASCAP)

★★★★ ONE LAST KISS - LIBERTY 55251 - A medium rocker is well-handled in modified hiccup fashion by Vee. His style is reminiscent of Buddy Holly. Spinnable side. (Morris, ASCAP)

★★ Laurie — A deeply felt tribute to a lady love. It's chanted in echoey, delicate tones by Vee to a fiddle backing. (Bengston, BMI)

* * * **GOOD SALES POTENTIAL**

FRANKIE BRENT *** No Rockin' and Rollin' Here -

STRAND 25014 - To a bunny hop thythm Brent sings this wild side with a lot of *** Hey You With the Crazy Eyes -ASCAP)

*** Lover's Lane - Brent sells this ballad with some feeling over routine support, (Calvert, ASCAP)

*** Baby Listens - COLUMBIA 41625

with sincerity and tasteful phrasing by

ballad with Latin-flavored backing. Merits spins, (Leeds, ASCAP)

drive, helped by potent backing. This is British chanter wraps up tasteful tune from slightly old-fashioned in style. (Calvert, forthcoming Marilyn movie "Let's Make Love" in showmanly reading. He's also in film, Spinnable, (Miller, ASCAP)

DON COLAVITA

*** Babee-Babee (Mamma, Mi Piace il Tirmo) - PLAID 103 - Cute novelty is done in both Italian and English. Sparkling arrangement helps. Worth spins. (Blue Bell, -Attractive blues-flavored item is warbled ASCAP)

*** My Loneliness - Rockaballad gets a stylized reading from the chanter. It's done over piano triplets and chick chorus *** Liebelel - Haunting ballad is support. It can create interests (Blue Bell, ASCAP)

AQUATONES

*** My Darling - FARGO 111 - Listenable ballad receives a fine performance *** The Key - COLUMBIA 41638 - by the fem lead while the boys back her

*** Then I'll Be Tired of You - RAM-ROD 3 - Dodds offers a classy reading of the pretty standard on his first outing on the Eddie Fisher owned label, Good side that could get exposure," (Harms, ASCAP)

*** Everytime We Say Goodbye - A rock arrangement of the familiar standard. Dodds gives it a listeanble go. (Chappell, ASCAP)

JOHNNY COSTA

*** No One - TOP RANK 2043 -A pleasant and frothy bit of movie thema material by Costa and his piano with humming chorus background. Pretty sound and it's worth programming. From the film "The Captain's Table." (Jaro-Peer, BMI)

*** Conspiracy of Hearts - This begins as a concerto style bit of piano work and it follows along in andante tempo with the strings coming in for nice effects. Another programmable side. (Jaro-Peer, BMI)

TOMMY HECK QUINTET

*** Lost World - CHARIOT 513 -Exotic theme is wrapped up in an effective instrumental theme with solid guitar solo stint. Merits spins. (Miller-Soundcraft, BM()

*** Blue 22 - Haunting theme is highlighted by jazz-flavored guitar solo work. Nice jockey side. (Chariot, BMI)

JOHNNY JANIS

*** I Said You - BOMARC 307 -Catchy rhythm item is sold with sales aavvy and good beat by Janis and jazz-flavored ork work. (Midway, ASCAP)

*** Living in a Candy Store - Jania chants in personable fashion on an attractive tune with bouncy tempo. (Gil, BMI)

DORSEY & JOHNNY BURNETTE

*** Blues Stay Away From Me -CORAL 62190 - The Burnettes chant in a dual-shouting style an interesting countrybased blues in the train tradition. This side has interest. (Lois, BMI)

DORSEY BURNETTE

*** Midnight Train - The artist has had a recent hit on another label and this medium rocker could catch exposure accordingly. (Olman, ASCAP)

THE IMPRESSIONS

*** A New Love - ABNER 1034 - The boys sell a swinging effort smartly. It has a chance to get some coins. (Courad, BMI)

*** That You Love Me - The lead singer sells this rockaballad with feeling over good support by the group. Two lintenable sides. (Conrad, BMI)

(Continued on page 46)

Borlynn. Nice jockey side. (Korwin, handed rich vocal stint by Borlynn. Another solid jockey side. (Shapiro - Bernstein,

FRANKIE VAUGHAN

Heartfelt vocal interpretation of feelingful with warmth. (Instant, BMI)

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		www.americanradiohistor	ry com		



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

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	Billboard	The second se	NT & TUNES	HEADING FOR THE TOP I Great reaction from distributors IT MUST
III	Gen SDES	A c.&w. package, sponsored jointly by Station WSM and the Jim Denny Artist Bureau, Nash- ville, and featuring Faron Young and band, Patsy Cline, Jimmy New-	"Remember the Alamo," b.w. an upbeat number, "I'm All Dressed Up." The "Alamo" tune has been etched on various albums but Dewey claims to be the first to feature it as a single. The release is expected to get a shot in the arm with John Wayne's flicker on	BE LOVE
THIS WEEK AGO ONE WEEK AGO TWO WEEKS AGO THREE WEEKS AGO	2 ×	hart, is routed as follows thru April and May; Broken Bow, Okla., April 19; Fort Smith, Ark., 20; Joplin, Mo., 21; Great Bend, Kan., 22; Liberal, Kan., 23; Amarillo, Tex., 25; Lubbock Tex., 26; Lamar,	the Alamo soon to be released. Deejays are invited to write Groom for a copy. His address is 2631 Fonville Drive, Dallas 27 A stageshow featuring Buck Owens, Don Gibson, Jan Howard and	Just Out! MARTY LEWIS' SHE'S GOT EVERYTHING b/w I Want to Know Flame 10150
1 1 1 HE'LL H	AVE TO GO, Jim Reeves, RCA Victor 76432	- buquerque, N. M., 30; Colorado		Write: FLAME RECORDS, INC. 1325 Franklin Ave., New Orleans, La WHitehall 9-9565
1 4 4 7 PLEASE	HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	- 5; Salt Lake City, 7; Pocatello,	spotlights "The Small Little	FOR THE BEST IN ONE - STOP
5 7 10 12 ABOVE	AND BEYOND, Buck Owens, Capitol 4337	Rapid City, S. D., 14 (tentative), and Williston, N. D., 15.	Crowder, singer in Wayne's band, also has a new release coupling "The Death Horse" and "Crazy Wind." Bud's	RECORD SERVICE TRIED THE REST? NOW TRY THE BEST!
<u> </u>	L THINKING, Wynn Stewart, Challenge 59061	Va., April 22, and Huntington, W. Va., 23 Jim Reeves shows his wares at Cedar Rap- ids, Ia., Friday (22) and Inde-	platter, a.&r.'d by Joe Maphis, has Gordon Terry, Billy Byrd, Buddy Emmons and Skeets MacDonald doing the back- ground Curly Gold, west-	SAME DAY SERVICE COMPLETE INVENTORY NOT JUST THE HITS. WE GUAR-
10 8 6 3 EL PAS	 BISMARCK, Johnny Horton, Columbia 41568 Marty Robbins, Columbia 41511 BIBLE, Claud Gray, D 1118 	4 for Flint, Mich., April 20; Grand Rapids, Mich., 21;	ern band leader who sustained serious injuries in an auto crash last October, is on the mend. He still has his one leg in a cast but is able to hobble	ANTEE MOST COMPLETE FILL OF YOUR ORDERS. • BEST PRICES NO ONE BEATS OUR PRICES. • LP DEALS
12 30 28 - WHY I	M WALKIN', Stonewall Jackson, Columbia 41591	zoo, Mich., 23, and Saginaw, Mich., 24 Barbara Allen returns to "New Dominion	around on crutches. Mail will reach him at 230 Johns Street, San Francisco.	WRITE FOR DETAILS. NEW YORK'S MAJOR ONE-STOP
(A) 19 11 13 AM I T	DRE TIME, Ray Price, Columbia 41590 HAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671 L MACHINE, Lonnie Irving, Starday 486	April 30, after an absence of 10 months. She'll appear on an every-other-week basis from	Johnny Russell, singer and writer of country music, is sporting his first release for M-G-M Records, an Acuff-Rose tune titled "Lone-	TOWN HALL
16 23 21 A SIX	PACK TO GO, Hank Thompson, Capitol 4334	His Santa Fe Rangers are back at their Maryland headquar- ters after a tour of military bases in Panama,, Puerto	some Boy." George Lorries' "Grand Concert of Folk Music," formerly heard on WNCN-FM, New York, has shifted to WEVD,	RECORD ONE - STOP
<u> </u>	AV Jawle Bruitt Dages 21039	Rico, the West Indies and Cuba. In the unit, besides	AM outlet in the same town, Lor- rie continues as host and Dave	BROOKLYN 12, N. Y. PR 4-9600

Rico, the West Indies	and AM outlet in the same town.
19 Cuba. In the unit, bes	ides rie continues as host, and
2 comic Bob (Luke) Jones,	vo- Buddy Paul, c.&w. deciay
78 Jerry Fiorelli, and dancer	Pol- first release on the Murco
group's third such over	seas Me." A former member o
	on his own as a single and n frequent personals in the Loui
	have sector He is also a regula
2 ing on the neels of his N	Ma
a week from Thursday	(26). With the Jockeys
	COCK- leace "Crazy Kind of Love"
just before his telecast	. Top write in FI Rader's I
	ublice in "One Heart" hw "A Gam
Philip Morris, in Louisville	May 4. Thacker and the Stringh
 Former "Jubilee" performer Bowers is hospitalized in field, Mo., with a stomach a Johnny Cash and Tex are the guest team on "U. S. A." this Saturday (23) Jim Reeves and Jimmy Dricoming up for April 30. Cimarron Records, Ro Ark., has two new release "Book of Memories" b/ Only Want a Buddy," by Jack and the Country Cou and "Bear Creek Hop" "Boogie On Strings," by McAuliff and His Cima Boys Jimmy Swan two self-penned tunes, One Loves a Broken H and "Don't Conceal Wedding Ring," in his Decca release. Dewey Groom, whose Lo Ranch, Dallas, continues ture c.&w. names on a basis, has formed his own 	Chuck Spring- ilment. Ritter Jubilee), with ftwood gers, es in w "I Ben sins, b/w Leon rron sings "No eart" Your atest mghorn to fea- regular liskery, Chuck III and II, Ohlo. 1 CC No. 317 doesn't seem to be h us little guys thus far," typewrites A card to Briggs, c.&w. deejay at K Fresno, Calif., will fetch y sample of Little Billy Newton new country releases. Claude ness, of the West Coast off Pamper Music, and Colum Ray Price were recent gues Briggs' country record show Frankie Miller has b booked for 19 personal pearances in California by Steve Stebbins, office Starday Records is rushin new Miller release ti "Baby Rocked Her Dol composed by Merle Kilg of Springhill, La Sin Jim Ward, heard daily KEAP, Fresno, Calif pears twice weekly at D Club, Clovis, Calif., and fi
	International #3552 Criticon! Criticon! CTER ES" Construction Construc



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48	The Billboard's Music 'P	opularity Charts , , , POP	RECORDS	APRIL 18, 1960
MARTY LEWIS' MARTY LEWIS' SHE'S GOT SHE'S SHE'S GOT SHE'S SHE'S GOT SHE'S SHE'	 Best Selling Sheet Maximum String Importance at the selling Importance at the selli	of their current national sheet music jobber level. Useks on Chart PLACE (Witmark) 1 10 al Songs)	VIEW SHEAR PARE PARE PARE PARE PARE PARE PARE P	The Board BBBBBBBBBBBBBBBBBBBBBBBBBBBBBBBBBBBB
New Hit by LITTLE ANTHONY & THE IMPERIALS Y EMPTY ROOM End #1067	13. WILD ONE (Lowe) 14. LET IT BE ME (Leeds) 15. O, DIO MIO (Topper)	····· 10 2 ····· — 7 ···· 15 2	• •	Jackie Wilson, Brunswick 55166 OU LOVE, Marv Johnson, United Artists 208 DS, Bill Black's Combo, HI 2021 ong, Anna 1111 MMER PLACE, Percy Faith, Columbia 41490
ND RECORDS 1650 Broadway New York, N. Y.	• Best Selling Sheet Ma (For week en A cabled report from the Music Pur List is based upon their weekly surv ers. American publishers in parenth Looking High, High, High-Robbins (Rob- bins)	ding April 9) ablishers' Association, Ltd., London, ey of England's leading music deal- esis.	7 4 6 THIS MAGIC MOME 10 25 NIGHT, Jackie Wilse	POTATOES, Nat Kendrick, Dade 1804 NT, Drifters, Atlantic 2050 on, Brunswick 55166 L DANCE, Billy Bland, Old Town 1076
WRONG' LOVE	My Old Man's a Dust Man-Cromwell () Delaware-Leeds (Gunston) Fings Ain't Wot They Used to Be-World Wide () A Summer Place-Blossom (Witmark) Why-Debmar (Debmar) Running Bear-Southern (Glad-Big Bopper) Royal Event-Noel Gay () Beyond the Sea-Chappell (Harms) Slow Boat to China-Morris (Frank)	Do You Mind-Macmelodies () Poor Me-Mills (Mills) Voice in the Wilderness-Chappell (Chap- pell) You Got What It Takes-Leeds (Jobete) Harbour Lights-Peter Maurice (Chappell) Pretty Blue Eyes-Maxana (Almino) What in the World's Come Over You Southern (Star Fire) Oh So Wunderbar-Kassner ()	13 19 12 9 JUST A LITTLE BIT, 14 12 14 14 SWEET NOTHIN'S, 1 15 18 SIXTEEN REASONS,	y Bland, Duke 318 Roscoe Gordon, Vee Jay 332 Brenda Lee, Decca 30967 Connie Stevens, Warner Bros. 5137 E, Harold Dorman, Rita 1003
SIGNATURE 12033	8	54		Rydell, Cameo 171



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

49





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

APRIL 18, 1960



50



NAB, FCC at Odds With 317

• Continued from page 2

for a plug for the donor or the Harris seemed in agreement with acted illegally in making payments Federal Trade Commission could label involved. 2. If the material is this suggestion.

a matter of political and/or controversial nature-as provided in payola on the "person in control" present law.

who pay for the push.

Fisher also felt the Harris bill went too much into detail in set- quirement that the announcer ting out what information would "name the person" who paid for go into sponosrship announcement the broadcasting matter - when under 317. He proposed to leave the latter could be an advertising it at "appropriate announcement," agent, or any subordinate personand let the FCC recommend the nel. FCC would like it to refer individual types required for each back to the label or brand name, situation.

wrong foot at once by rejecting made." most of the Harris proposals, and which was only recently introduced.

Harris said this highlighted broadcaster failing: they always form of such a guaranty. plead for a chance at self-regulation to correct abuses, or want it all casters and Harris disagreed were left to general FCC rule making. RECORDS 1330 W. Girard Ave. The NAB should show its good public hearings on original appliintentions by coming up with some cations; for full details of finances good legislative suggestions of its involved in station-swap-offs, when own, to correct abuses which have one applicant in effect "buys off" "cost the American public their another. CBS counsel Fisher opfaith in broadcasting," Harris said. posed "suspension" of license as The NAB government liaison punishment, and preferred fines

Wording to pin responsibility for

bill provides penalty for anyone handling the program could be paying push money, but the word- said to be in control-extending ing does not provide penalty for back to advertisers or indie packthose connected with the program agers. FCC would rather the rewho may "receive" payments - sponsibility remain with the licensuch as indie producers or licensee see, since he is the one under its making the payments." personnel, who take money but do jurisdiction. In this connection, not inform the broadcaster. Fisher Ford was not sure the Harris bill's thinks this receiving group should wording truly exonerated the "realegislation aimed to do.

Ford also objected to the reby reading: "Name of the person NAB's Wasilewski got off on the on whose behalf the payment is

The Commisison does not object telling the committee that the NAB to the Harris proposal that whohad been too busy with the con- ever announces a program can revention to draw up suggestions of quire a guaranty that information a more positive nature on the bill, supplied him about sponsorship is bona fide. But Chairman Ford pointed out that it would be up to the Commission to prescribe the

Other aspects on which broadthe bill's requirement for local spokesman said this would be done and the seldom-invoked "cease and desist" orders, which work so Wasilewski did say the associa- well in other trade abuses. Suspension punishes the public with the licensee, said Fisher. A bill to provide better procedknow just what the words cover. ure than the presently controverstests of grants, S. 1898, has aling-that is, no payment would be ready been passed by the Senate. It was preferred by all witnesses Absentee Congressman John Bennett objected by letter to the Committee's delay in taking up his legislation to put networks under FCC control. Hearings on network bills have been put over until after the next round of payola hearings beginning April 26, at which Dick Clark will testify.

2 Sign FCC Consent Order • Continued from page 2

to disk jockeys. The company and properly police the enforcement of its officers, Robert L. Hausfater such an order.... then despite the and Sam Rosenblatt, asserted that fact that these respondents deny of a broadcast is too vague, said they were compelled to give pay- that any deception was even in-Fisher also notes that the Harris Ford, since any of the personnel ola in order to get their records tended by them. . . . and that any played. They stated that "all dis- advantage was ever sought by tributors to their knowledge were them over any competitor, they subjected to payola; that no one would gladly join in and consent could avoid it; and that it was to such a cease and desist order." impossible to compete without

In addition, Robert's stated that "if a nationwide cease and desist order could be formulated, covalso have to provide guaranty to sonably diligent" broadcaster who ering not only record distributors the announcer, as well as those is deceived by personnel, as the and television and radio personnel but the entire field ... and if the



Ace Record Company, Inc., and Record Sales, Inc., Jackson, Miss., have informed FTC that they "are not currently participating in any programs, payola or otherwise," which might be construed as a violation of law. They asked that the complaint be dismissed. Joining in the answer were John V. Imbragulio, president of both companies, and Joseph Caronna, treasurer of Record Sales.

Three affiliated Chicago companies, which sell records to distributors and jobbers, also denied charges of making illegal payments. They were Chess Record Corporation, Argo Record Corporation, and Checker Record Corporation, and Leonard and Phil Chess, their president and secretary - treasurer respectively. Companies asked dismissal of the complaint.



... report "P.S." a big

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LENNIE WELCH

YOU DON'T

KNOW ME

CADENCE 1373

RELIABILITY-QUALITY RECORD PRESSING Originators of the Patented rim drive; thick-thin type record **RESEARCH CRAFT CO.** 1011 NORTH FULLER HOLLYWOOD 46, CALIF.

-as soon as possible.

tion wanted clarification by law of the term "valuable_consideration," so that broadcasters would The NAB counsel hoped it would ial McFarland Amendment on probe given the "contractual" meanconsidered to have been made, unless there was a reciprocal promise at the hearing to a House bill, by the broadcaster to.do something H. R. 7017, along similar lines. about promoting it. This would exonerate free records, said Wasilewski, since no promise to play is made.

Ford Criticism

FCC Chairman Ford picked out a number of phrases in the Harris bill applicable to the payola problem, and termed them ambiguous. For one, he objected to addition of the word "property" as a kind of payment under Section 317. This would make it doubly mandatory for free records to be announced, said Ford, because even if they could be proved not "valuable," they certainly are 'property."

Ford wants the bill to give the FCC an area of discretion to exempt free program material furnished to broadcasters when such of Music." exemptions are in the public interest. This could then exempt the single free records, and other materials incidental to educational and public service type programs.

VERVE'S 'OPEN-END' DISCOUNT PLAN ENDS APRIL 30TH!*

*See page 34

Crosby Fils • Continued from page 2

is the fourth to be produced by Project. Others include double-LP alb"m, "How the West Was Won," distributed under the RCA Victor banner, and two albums released by Warner Bros., "Sing With Bing," and "Trapp Family's Sound

Material in the Crosby brothers Sinfonietta was his last work (1926), and it LP mostly consists of standards is a major opus for large orchestra which identified with der Bingle, These are performed by the younger Crosbys in up-dated fashion. Bill this disk move. Thompson serves as musical director. If no distribution deal has been concluded by the time the Crosby brothers open in Las Vegas,

Project is expected to issue several promotional copies for deejay play of singles pulled from the album. Crosbys are set for a Vegas spot next week.

Command LP's

Continued from page 2

running four to one stereo over monaural.

Command Records is the ABC-Paramount subsidiary, run by a.&r.

and Kujawiak are the types and tempi included. Dealer with polka or international trade should carry it.

from various labels, but this set can sell

*** POLISH ACCORDION IN HI FI

BR 50136 - Recorded in Warsaw, this

package contains authentic folk dance ma-

terial. Polka, Oberek, Waltz, Polonaise

Wesolowski Accordion Ensemble. Bruno

POPULAR **

on the long pull.

** POPULAR ** POPULAR ****** INVITATION TO TANGO Roland Palette Ork, Palette MPZ 1005 -This is a listenable and danceable selection of a dozen tangos. Unlike many Latin sets which put the spotlight on a certain amount of brass and a lot of percussion, this focusses much on strings. Thus, it's relaxing fare for background purpose, while retaining the basic rhythm pattern for the terping audience. "Jealousy," "Isle of Capri," and "La Cumparsita," are samples,

****** BOUQUET

Peter Leemans. Palette MPZ 1011 . Here's a program that's reminiscent of the outdoor, summer pops concert. You can conjure the vision of the old-fashioned bandstand in the village green as the group plays a selection of typical pop concert material. There are pieces here by Leroy Anderson, Morton Gould and Zez Confrey among others. A refreshing set with the emphasis on relaxing, warm-weather offerings.

CLASSICAL **

INTERNATIONAL **

cabaret scene.

DANCES.



Tin Let I

擅

I'M GONNA TRY

Ace #585

2219 West Capitol St. Jackson, Miss

RECORDS

chief Enoch Light. Terry Gibbs handles the ork on the "Persuasive bums, as well as the five others Percussion" sets, Light is the in the Command line, have been batoner on the "Provocative Percussion" releases. These three new LP's make the total of Command release 10 since the line was started last September.



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

Harris Hearings Signpost

Continued from page 3

tion of broadcasters. Correction abuses treated in the bill. will be legislated into the Act, this Possibly in the light of recent broadcasters submit the kind of legislation must consider not only wording they could live with.

The Harris bill under discussion during two-day hearings by the House Communications Subcommittee (of which he is also chairman), would amend the communications statute to crack down on swap-offs which inflate values. It would require local hearings on

applications, permit suspension penalties and shortened license periods. In addition to members and

chairman of the FCC, witnesses on the second day included Vincent Wasilewsky, Government relations manager for the National Association of Broadcasters, who brought a sharp reprimand from the committee chairman for rejecting Harris proposals but coming up with nothing constructive. Thomas K. Fisher, a vice-president and general attorney of Columbia Broadcasting won praise for his combination of constructive criticism and all records. Commissioner Lee said proposed changes in wording to he had been told the stations Baker, speaking for the Federal talent tunes, and exclude newcomters in the bill.

part on recommendations of the tion" to the donor. time-an exception not suggested statute unchanged since 1934." by ASCAP. ler bill dealt with business prac- arate story.) tices and should be taken up by by the Justice Department.

would still constitute payola. He | Harris opened the hearings warned broadcast spokesmen that which were largely confined to his correction of abuses would not be bill, H.R. 11341, with a reminder left to the "broad discretionary that it was easier to uncover payola powers of the Federal Communi- than to legislate effectively against cations Commission acting in the it. He said payola was the most public interest," nor to self-regula- trouble aspect of all the broadcast

time, he promised. He suggested developments, Harris said that any the public interest, with respect to honest sponsorship, licensing et al. but must also consider "Legitimate and practical needs of broadcasters and others concerned," in these areas.

Harris said he had reports from -payona; quit-ridnus; duct sianostations all over the country, on fever is by no means cooled, and how the recent action by the FCC ordering identifying of each free record had disrupted operations. One local station in a small market told him loss of free records-the only alternative to the impossible number of identifications for free disks-would force the station to spend five times its current \$300 a year for records. Chances were that many stations could not af-

ford such a selection, and the public interest would suffer, the station Victor, moves in as sales promotion reported.

B'dcaster Protests

The hearing brought out broadcaster protests that new talent would suffer if stations had to buy make the bill clearer. Warren would buy only sure-thing, top-Communications Bar Association, ers. Also, broadcasters claimed that did not touch on the payola mat- since stations made no promises and were under no obligation to

The Celler anti-payola bill to play, and actually played less than prohibit commercial bribery for a fifth of records received free, music in broadcasting, based in there was no "valuable considera-American Society of Composers, Harris was inclined to agree with Authors and Publishers, was on the that stand, as was FCC Chairman agenda, but received only silence Ford. However, Ford said that unfrom the committee, and brief criti- der present wording of the concism from the broadcast spokes- troversial Sec. 317, the FCC had men testifying. There were no no choice but to interpret it as of questions on the bill, which would the March 16 notice. Harris said: penalize payment of any kind to "In that case, the sensible thing is push musical selections on the air to correct the Section-but in the by anyone with any financial inter- interim, we can't make impractical est in the music. Exception is made demands on an industry acfor bonafide sponsorship on bought customed to operate under a Representative Moss was the Wasilewski said the Celler bill only one to disagree with the softer would preclude recording talent attitude on exempting the single from appearing on a local program free records from payola stigma. playing his records, because the He questioned whether a payola performer who has interest in the probe was effective if it permitted music is not the one buying the the all-free record stations, turning sponsored time. Fisher said the out nothing but "so-called music" Celler bill, which covers only mu- and commercials, to continue this sic, is too limited to be in the type of operation. Moss also issued Communications Act, altho Fisher a separate statement later in the praised its intent to curtail payola, week on payola's evil effects on FCC Chairman Ford said the Cel- the young of America. (See sep-Laughter broke out when Repthe Federal Trade Commission or resentative Avery asked if present wording of Sec. 317 also covered

and parents should educate the teen-agers to the realization that payola is "an exceptionally vicious form of commercial bribery and constitutes a definitely unfair and deceptive trade practice."

Moss Against

• Continued from page 2

Moss noted that altho only 11 per cent of broadcasters responding to an FCC query admitted to payola practices on their stations. some of these 515 stations are East Coast network outlets with tremendous reach. He was skeptical of a remark by FCC Chairman Ford that the quiz frauds and payola are now a thing of the past. as a result of the crackdown.

Moss believes the fast-buck will require frequent check-ups, plus everything that can be done by parents, schools and churches to implant old-fashioned moral virtues in American youth.

M-G-M Swaps Continued from page 3

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Harry Anger Jr., formerly with Warner Bros Records and RCA manager with special emphasis on album sales at the distrib, dealer and consumer level. In this area, he'll work closely with Sol Handwerger, veteran M-G-M chief of advertising, publicity and public relations.

Frank Luther, long active in the business as writer, director, producer and performer, in the kiddle field, joins the a.&r. division. bringing with him new concepts of album recording," according to the announcement.

DJ's Adopt Code, Members Plan

Continued from page 3

manager of the Crowell-Collier operation; Don French of Crowell-Collier: Lionell Baxter of Storer group. A Westinghouse rep also had been expected but could not make

The sessions, which began informally Friday night, resumed officially early Saturday and continued well into that evening, and accomplished the following:

1. Adoption of a code of ethics for the organization which among other things, calls for jocks to "avoid acceptance of favors from interested parties" and have no outside interests without the advance

knowledge and approval of station tions, Omana. management (see complete code in separate story).

2. Voted support to efforts of the National Association of Broadcasters and other groups seeking relief from the current dilemma imposed by the Federal Communications Commission's controversial interpretation of Section 317 of the Communications Act. The jocks indicated that they would be pleased to offer the fruits of their own experience with such aspects as record hops and other promotions to the NAB or other groups which are planning comments to the FCC.

3. Changed their bylaws to elect a board of directors of 28 members, with seven each from the four major regions of the nation. The significance of this move is that the board, along with the elected officers, now will be turned into local and regional organizers for the DJA, responsible for obtaining members in their own area. It is hoped that membership will increase rapidly as a result of this

Chuck Blore, veepee and program |er; Scott Muni, WMCA, New York, first VP; Bob (Coffeehead) Larson, WRIT, Milwaukee, second VP: Fred Hohl, WAME, Miami, third VP New officers include Bill Enis, KEWB, Oakland, Calif., as secretary, an office formerly comhined with treasurer but split at Gavin's request; Grahame Richards of the Storz stations, fourth VP: Bob Cooper, KVI, Seattle, fifth VP, and Gene Kaye, WAEB, Allentown, Pa., sixth VP.

> Board members elected include the following: For the Eastern region-Scott Muni: Gene Kaye; Jack Lacy, WINS, New York; Bob Clayton, WHDH, Boston; Milt Grant, WTTG-TV, Washington; Art Robert, WKBW, Buffalo; and Bob Grossenbacher, WNBT, Wellsboro, Pa.

Central region-Leigh Kamman, KSTP, St. Paul; Stan Dale, WAIT, Chicago; Don Kirton, CKY, Winnipeg, Canada; Coffeehead Larson; Quentin Welty, WWST, Wooster, O.; Jack Gardiner, WDUZ, Green Bay, Wis.; Gradinante Richards, Storz Sta-

Southern region-Jerry Joynes, WROV, Roanoke, Va.; Bill (Hoss) Allen, WLAC, Nashville; Paul Drew, WGST, Atlanta, Fred Hohl; Wally Hoy, WGVM, Greenville, Miss., Joel Sebastian, KLIF, Dallas; Charlie Van. KTSA, San Antonio,

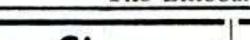
Western region-Bill Gavin; Ira Cook, KMPC, Los Angeles; Chuck Blore, Crowell-Collier. Los Angeles: Bob Cooper; Bill Enis; Bob Furry, Phoenix, Ariz., and Jim Hawthorne.

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MOUNTED ENLARGEMENTS



free material for broadcasters such type of organizing drive. as newsclips from member of Congress, to be aired to their voting constituents. "Would you say that under Sec. 317, this highly educational type of material sent free from Congressmen is in the same class as a 39 cent free record?" Ford said it was.

The Committee members smiled, but it was apparent that, to quote the old song, there'd be some changes made. It was felt that the law should either spell out exemptions of the newsclip variety, or, preferably, give the FCC discretion to decide exemptions for certain items, as changing times brought changing needs. Harris invited broadcasters and commissioners to submit sample wordingshis own wording for a revised Sec. 317 brought quite some criticism. especially since it included "property" as a form of "valuable consideration" requiring identification. A record, said Ford, may not be valuable, but it certainly is property.

if the Commission was turning down license renewals because of violations of the Section. Ford said the public notice pointed out that from the renewals. only those found to be in wilful the public will be pulled out for a second look-and there is a battery answers, he said.

No station renewals are being held up on the basis of acceptance of free records only, Ford said.

Harris cited the absurdity of a station which owned a retail record shop. Under the March 16 directive, he could announce every single record, plugging the store location each time. "We could commercial the listeners to death. if we wanted to." Also, other record retailers in the neighborhood would set up a howl of unfair competition.

Criticisms and analysis of the committee chairman's own bill to curtail abuses and set up penalties for broadcasters, were given by FCC Chairman Ford, CBS attorney Fisher, and NAB attorney Wasilewski. (See separate story.)

Re-elected as officers were Jim Hawthorne, KFWB, Hollywood, president; Bill

Gavin, San Francisco programmer, treasur-

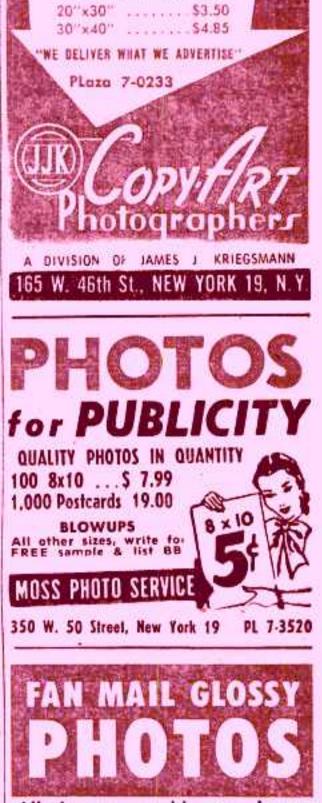
Fine Heads Mala, **Amy Promotion**

NEW YORK -- Jack Fine has been appointed national promotion manager of Mala and Amy Records. Appointment was made by Arthur Yale, exec of the labels. For the past seven weeks Fine has been working on the Amy label's hot single of "The Madison," which is now breaking in a big way for the new diskery.

Warock Sues Continued from page 2

Your Hand Madame," "Two Hearts Swing in Three," "You Too," "I See Vienna in Your Eyes," and "Song of Vienna," in all arrangements, versions and translations. Harris asked the FCC chairman The suit asks that the plaintiff share equally in all revenue of the renewal rights and for an accounting of all moneys derived by Harms

Background of the case is as violations, or neglectful of duty to follows: In 1949, Lewis assigned his renewal to Harms. But in 1957, Joe Young's widow, Ruth of eight lawyers, sifting the payola Young Grunberg, applied for and obtained renewals in her name and assigned these to Warock. Warock claims that they have searched the records in the copyright office and their investigators have shown that Harms has no claim on Young's widow's renewals. The complaint alleges also, that the Harms refusal to account to the widow prior to the plaintiff's assignment constitutes a fraud upon the plaintiff's recorded rights.



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Let Chicago's Newest Record **Distributor Make Your Hits** Bill Sheppard, Mgr. MARK RECORD DIST. 854 E. 63RD ST., CHICAGO 37 (Phone: HY 3-5444)



*See page 34





GOODING NEW QUARTERS **RATED BEST IN INDUSTRY**

Large Crowd Enthuses at Opening; **Tributes Paid to Veteran Showman**

By HERB DOTTEN

COLUMBUS, O. - About 500 people attended the open house of the new plant of the Gooding Amusement Company here Saturday (9) and went away greatly impressed with the huge layout, which embraces winter quarters, factory and offices of the Gooding Amusement Company.

Veteran showmen proclaimed the plant the finest in outdoor show business. No one disagreed. In size and scope, the layout is by far the largest anywhere in the industry, and in facilities for handling abundance of work and for housing show rolling stock and show equipment the plant is unsurpassed.

Carefully Planned

Floyd E. Gooding, president of the Gooding organization, was the recipient of almost as much praise as the plant. For Gooding, the completion of the huge layout was "a dream come true," a dream he has nurtured for many years and a dream he executed after five years of planning.

Gooding himself was highly pleased with the plant. "I have yet to find any bugs in the layout or in the facilities," he observed.

dates many offices and factory areas of various sizes. Virtually heated. The only exception is one storage.

voted to a large reception room, eight individual offices, a confer- fice section, and at open house one ence room, an entertainment room Merry - Go - Round actually was given to Gooding or to his organi- their parents. Off of this work zation, photos, books and posters area is a well set-up parts departof outdoor show business significance are displayed in the museum. stocked bins.

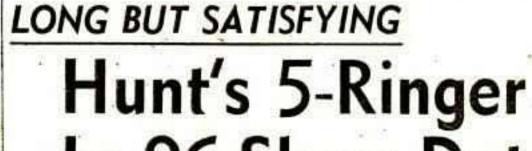
Ride in Operation

5,500 square feet. Paneling is in a painting and drying room, 60 by wood. There is fluorescent light- 100 feet, which has a spray painting thruout this section, and each

The other building accommo- of the individual offices have individual temperature controls.

To the rear of the office area are all are air-conditioned, as well as a succession of workshops, most of them large in size. At least three section to be used for general Merry-Go-Rounds can be placed inside of the first of these areas-The front of this building is de- the 65 by 125-foot machine shopimmediately to the rear of the ofand testimonials which have been of youngsters who accompanied ment with long rows of well-

Other sections of this building The office area occupies about are a cleaning room, 60 by 42 feet; (Continued on page 63)



Silvers, Borge Inked For CNE Night Spec

Comic In for First Week, Pianist Set For Second; Vickers Is Also Signed

TORONTO-The night grand-during the past year. The tenor stand spectacular at the Canadian is now appearing in Europe, where National Exhibition here this year he built his operatic reputation.

liner for the first full week of its as previously announced, will be spot the second week.

John Vickers, Canadian - born

and a museum. Various plaques placed in operation, to the delight opera star marks two "firsts." Heretofor, one headliner has been featured thru the full run, and contest at featured a serious artist such as Vickers.

here. Included with them will be some of those who appeared regularly on Silver's television show.

Toronto press.

shot to the top of operatic circles in the event which is scheduled to



will have Phil Silvers as its head- The Al Dobritch Shrine Circus, run and Victor Borge in the top the matinee attraction in front of the CNE grandstand.



TROY HILLS, N. J.-A drum For Borge, it will be his second and bugle corps competition is beappearance in the CNE show. In ing arranged for the Morris County his first he scored solidly with Fair. John Behringer of West Caldexhibition patrons and with the well has been appointed chairman. The drum and bugle units in the Vickers, a native of Toronto, East are being invited to take part be held in the grandstand area on opening night, Saturday, August

"The five years of careful planning and the consideration given to details in the planning apparently has paid off," Gooding added.

Facilities are such that as many as 247 pieces of rolling stock can be stored in such a manner that any one piece can be moved without first forcing the movement of another unit, and as many as four semi-trailers can be backed under cover to loading docks at one time.

Has Railroad Siding

acres. It is fenced with chain link fencing. The area also has a railroad siding, the the Gooding organization moves all of its equipment overland.

more than a city block long. One houses a 100 by 100-foot section wagons, which fronts 660 by 100foot shed which can house up to 247 trucks and trailers.

Clear Moses 100G Post As Fair Head

NEW YORK - The 1964 New York World's Fair gets Robert Moses as its president on May 15. The road was cleared last week when Governor Rockefeller signed a bill giving him an exception from a conflict-of-interest code. Moses is resigning from four city jobs but remains as chairman of the Triborough Bridge and Tunnel Authority, State Council of Parks, \$10,000 a year.

Moses is quitting his \$25,000 for the city. His fair job will pay an estimated \$100,000 a year.

In 96-Show Date

By IRWIN KIRBY

PALISADES, N. J. - The Hunt Bros. Circus season got rolling last week, and while there will be a number of changes undertaken for its road effort, the 96-performance run at Palisades Amusement Park gives a fair opportunity to assess the 1960 edition. Billed as the Royal International 5-Ring Circus. presented by Hunt Bros., this is an elongated version of the Sunday In area, the plant embraces 10 school operation built by the late Charles Hunt Sr.

A spanking-new big top and the metal floored seat wagons acquired from St. John Terrell are on display. Together, with the There are two buildings, both Hunts' original seat trailers, they provide more than 3,600 chair seats in a tent 320 feet long. The top used principally for storing office is a 110-foot round one, with no less than five 40-foot middle sections. On the road the Hunts' 100footer will be used.

> arena occupied by three rings and two stages and, in all fairness, it must be noted that the five surfaces are kept occupied during three displays and a four-ring effort is produced on two other occasions. There are several centerring features but the crowds on the ends are not ignored.

> In addition to the regular Hunt acts there are clown Emmett Kelly and a trio of features booked thru Al Dobritch: John Cuneo's several animal acts, the tumbling Wazzans, and the cycling Whiz Kids. There is a minimum of effort directed toward production; the Hunts never did overdo this phase.

Performance Outlined

Performance opens with a walkaround, followed by four rings of dog acts, flanking the Cuneo cage. and State Power Authority. Two There are groups of pooches are unsalaried and the last pays worked by Miss Lillian (Canestrelli), Ray Sinclair, Gil Wilson, and Happy Spitzer. Five girls work yearly job as parks commissioner webs, then Pat Jamieson works Cuneo's Hawthorne's Animal Fantasy. This act is shown to better lege.

advantage than at other times dur ing the last year, working 14 minutes. There are seven leopards, eight, white wolves, panther, and zebra. Most of the animals remain perched around the walls, but there is a fine exit by the cats thru a series of four flaming hoops spaced around the sides. Also shown are drum rolling, overhead leap and a cat riding a platform on the zebra's back.

Frank Cook's comedy high wire turn is presented while the cage is struck. He scores solidly with bicycle, headstand and chair stand, augmented by plenty of wobbling and wisecracking with the audience, lasting 10 minutes. Clowns come on next, with firecrackers.

The Riding Fredericks with their mechanic work on a pair of horses, then entertain with kids from the audience. Then Emmett Kelly makes his only featured showing, The result is a long, slender a business with the nose feather

(Continued on page 53)

Muncie Raises Civic Auditor'm Fund of 300G

. MUNCIE, Ind. - Over \$300,-000 has been raised in public subscription toward the construction of a \$1,500,000 civic auditorium, it was disclosed last week.

public and the school, the prothe campus of Ball State Teachers | tors' recommendations. College. Plans call for the seating of 3,500 persons in the projected auditorium. Among the many pledges are \$55,367 by the faculty members and employees of the col-

Second College Showboat Gets **Tour Approval**

MINNEAPOLIS - University of Minnesota theater players will perform George M. Cohan's "Forty-Five Minutes From Broadway" aboard the Minnesota Centennial showboat this summer. The show will open here June 21 and the Minneapolis run will continue thru July 24.

Permission for the boat to tour down the Mississippi river this summer has been granted by Coast Own Circus Acts Guard officials. The boat had to because the Coast Guard would not permit it to be towed farther G. M. Clark, president of the downstream.

at Winona, Minn.

Ohio River.

Behringer, leader of the Caldwell Elks Band, was named by fair manager Swante Swenson. The contest requires each unit to march in formation for at least eight minutes and to play a concert for three minutes. Winners will be awarded prizes.

Swenson says other programs will be disclosed at a later date. The 1960 fair will be open seven days and nights for the first time in its 26-year history. It will run Saturday thru Saturday, excluding Sunday, August 21 and winding up August 27.

Corpus Christi Mulls Booking

CORPUS CHRISTI, Tex. -Coastal Bend Shrine Club at Cor-From July 26 to August 14 the pus Christi, has revealed that the boat will be at the St. Paul Yacht club will hold its annual circus at Club, St. Paul; August 16-21 at the Memorial Coliseum. The club Red Wing, Minn.; and Aug. 23-28 is considering booking its own acts such as is being done by Austin Indiana University drama de- and Houston Shrine Temples. The partment also will operate a show- Coastal Bend Shrine Club memboat this summer. It will tour the bers belong to the Shrine Temple in San Antonio.

Trenton Hands Rogers Issue to Rush Assoc.

TRENTON, N. J. - The execu- until this winter was the active tive committee of the New Jersey State Fair decided last week to put the event's grandstand entertainment situation up to Art Rush Associates for a solution. Trenton To be available for use by the is one of the fairs on the Roy Rogers appearance route for this fall. posed structure will be erected on Rogers has since canceled on doc-

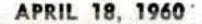
The board will advise Rush that a responsibility to provide a "suitable replacement" for Rogers lies Mount Holly was placed in full with the agency.

in the booking office field, who his efforts with Rutgers College.

head of GAC-Hamid, Inc., is president of the fair board. Others besides Hamid who met here were Ed Connelly, Carl Sonitz, Fair Manager Earl Jamison, Amos Kirby and Phil Alampi.

Among other subjects, it was decided to institute an open house and pony show for the final four days. Clarence Davenport of charge of the agricultural and live-George A. Hamid Sr., veteran stock exhibits, and will co-ordinate





THE BILLBOARD

SHOW NEWS 53



A rare gathering of most of the key people in the Gooding Amusement Company was one of the highlights of the open house Saturday (9) at the new, large, modern winter quartersfactory-offices of the Gooding organization in Columbus, O. Shown, left to right, are: Seated, Lynn Esterline, Anna Reid, Priscilla Groves, Doris Relyea, Floyd E. Gooding, Joyce Ann Gooding, Wilma McCartney, Julia Underwood and Kay Leisure. Second row, Mary Clymer, Vera Enright, Kitty Kempner, Bob Cashner, James E. Wolfe, Hal F. Eifort, John F. Enright, Chick Franklin, Joe Kemper, S. B. Berkshire, Eunice Moore and Eva Riffle. Third row, Delmar Groves, Bill Leisure, George Bouic, Ned Skinner, Chuck Clymer, Harry Day and Ray Riffle.

Hunt's Five-Ringer In 96-Show Stand

Continued from page 52

Otherwise he sticks close to the audience during the show, staying rope act, and Happy Spitzer's comin sight all the while as he moves edy mule follows, along with Bobo in and out of the stands.

Three rings of single elephants follow, by Roy Buch, Junior Clark, and Marsha Hunt - who is taller. slimmer and more presentable than and Claudine (Conleys), juggling, ever. Five girls then work swinging ladders. Cuneo's five Royal der and foot juggling. Wazzans Inca Llamas are featured in the roar on with their tumbling and next display, along with two mixed pyramid building, including an groups, Conley's pony, monkey and arena-encircling flip-flap in the dog, and Hunt's camel, llama and grand old fashion. pony. Then a clown army comes on, eight strong.

A five-ring display centers on Tanit Ikao's animal hypnotics act, There are snappy routines, no more well-known as a concert feature. inventive than others but impres-She uses a reptile and alligator sive with their speed and precision. but omits her sword ladder. Also All performers come out briefly in the display are four rollo-rollo with flags of all nations, then the acts, Anita Conley, Lillian Canes- long mount climaxes the performtrelli, Claudine Frederick and Carl ance. Conley. Clowns do a safe-cracking gag in dead silence, where spook ample heating units are spaced the park's midway. Jim Conley music would provide a suitable around the tent in the event of a handles the microphone thru most background to offset the chatter- temperature drop. Visually, the of the show. Stella Wirth has asing spectators. Whiz Kids please show is pretty as a picture. The sembled a creditable eight-piece with their unicycle antics, one of top is white, with red trim and circus band. Clowns, of which them kicking a stack of cups and blue - and - white - striped side- there are nine, are Emmett Kelly, saucers to his head.

mino liberty horses in the center lighting which is unsurpassed on and Lillian Wilson, Happy Spitzer, ring, flanked by two rings of four the road. From each pole hangs and one other. Strong mike work ponies apiece. Charlotte La Vine's a pair of 2,000-watt motion pic- is needed to support them, keeping chimps and Cuneo's Paramount ture bulbs, filling the tent with the eyes and minds of impatient Bears are the next display. The Cuneo animal contributions, plus gleaming white with picturesque the tumbling and cycling acts, are scrollwork. essential, as the program develops, these added, first-grade acts provide.

Zoppe's highly amusing comedy bullfight. Four rings coming up next are the (5) Juggling Conleys, Sanchez Sisters, acrobatic; Freddie and Canestrellis, unsupported lad-

Olga Sanchez does her bounding

Show wind-up comes with the Hunt elephants, Roy Bush handling five and Junior Clark, three.

walls. Six silvery center poles are Alberto Zoppe, Ray Sinclair,

brilliance. Rolling stock is in kids on the performance.

since the Hunt's three-ring show thru a menagerie tent holding a gladly settle for less than that, they could not sustain expansion to five pleasing selection of animals. Cu- should be able to give it a good rings without the strength that neo's cages provide leopards, run. It is an overlong show, not wolves, zebra and llamas. Other too powerful, but amply satisfying working stock such as the eight for all ages.

San Antonio Park Has Easter Party

SAN ANTONIO — Alzafar Shrine Temple, with Harvey Mc-Donald as Illustrious Potentate, held the annual Shrine Children's Easter Party at Playland Park last Saturday. All rides were turned over to the children for enjoyment from 10 a.m. till noon.

Gwynne Jones and Jack Blankfield were co-chairmen of the affair which also featured entertainment by the Shrine Rube Band and the Nemnuf, troupe of clowns of the Shrine Temple.

ponies, palominos and eight elephants are on display, plus a cage trailer with monkeys and anteaters. Burros are also staked out.

The need for stringent scissoring was evident at the opening, which ran a ragged two hours, 18 minutes without an intermission. And without the Gaonas flying return act, whose rigging was not up. Lowness of the top presented problems which were not immediately overcome. Intent is to trim one hour, 45 minutes, giving a fast show and On the plus side is the fact that ample time for customers to savor Marsha Hunt then has six palo- in the air and they each support Tommy Thompson, Ramirez, Gil

adian National Exhibition. The The show is geared to gross over a half-million dollars, and while two Saturdays drew, better than Connection to the big top is the park and the Hunts would ly 300 exhibitors reported that good volumes of business was transacted and that the show was up to par

Omaha Shrine Product'n Includes Clyde Package

Wright includes:

Ervings, acrobats; Johnny Laddie's Dogs, Cimse's Collies, and Lona's Lona's, and Franklin & Astrid's and Cuccioli. balancing acts; Helen Haag Chimps; Hungarian Six, teeterboard; Navar- sic.

Sportsmen's

Show of CNE

Draws 250,000

TORONTO-Over 250,000 at-

tended the 1960 Canadian National

Sportsmen's show here at the Can-

50,000 persons each. Heading the

show was Andy Devine. The near-

with that of 1959 and 1958.

OMAHA-The Tangier Shrine ro Brothers, perch; K. Caprice, Circus, produced by Rink Wright, juggling; Gordo, balancing; Animal will be in session here Monday Fantasy, worked by Rex Williams; (18) thru Sunday (24). Perform- Gabby Hayes, Western movie acance will include a large package tor; Sims Sisters, Jon Friday and of acts from Clyde Bros. Circus. Louis Minello, aerialists, along with Talent line-up announced by web girls; Howard's Elephants, worked by Rex Williams; Arab David Hoover Wild Animals; Troupe, tumbling; Tony Silla, po-Simru Duo, high act; Navarro nies; Suesz's Horses worked by Brothers and Tony Ridola, comedy Count Beketow; Cuccioli, military acrobats; Five Johnnies and Five ponies; the Flying Hartzells, and these clowns:

Simley Daly, Tony Ridola, Frank Cain, Joe Franklin, Tony Canines; Esquede Troupe, cycling; Flecha, Eddie Arvida, Bozo Har-Zavattas' ladder act with Cavell's, rell, Grover O'Day, Arilo Atayde

Staff includes Rink Wright, di-Wally Norton, bear; Roland Raf- rector; Whitey Wilbur, props; Dick ler, pigs; the Lang Six Swings, and Ware, emsee, and Ted Sheil, mu-

SHOW STUFF IS SHOW STUFF

ST. LOUIS-Show stuff is show stuff to some railroaders, it seems. Baggage car load props and scenery for a production of "Mary Stuart" was mistaken for another baggage car load of elephants here. When stagehands approached to unload the car it was gone. It turned up on a train in Arkansas headed for Texas with what it thought was elephants for a circus there. Car was rushed back but the show's performance was delayed about an hour and stagehands were still at work when the curtain went up.

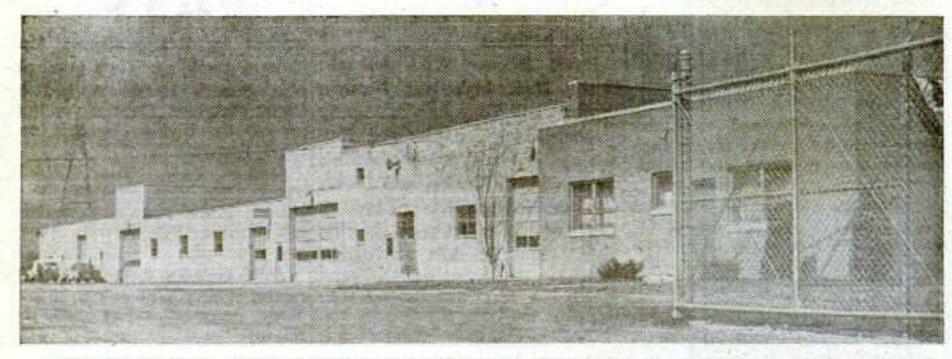




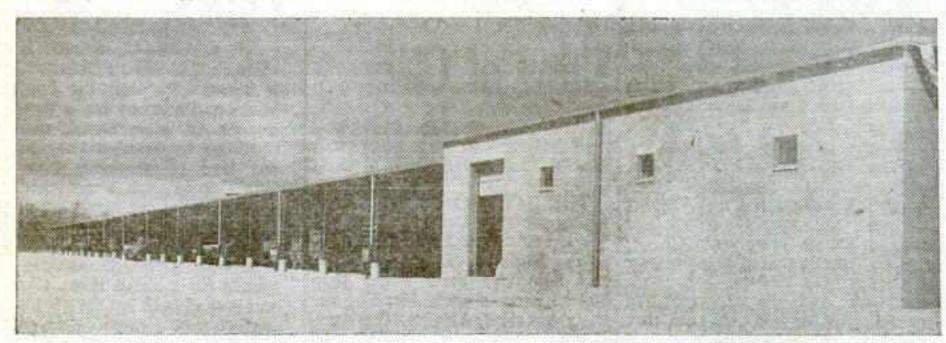
Cuests at the open house Saturday (9) at the new Columbus, O., factory-winter quarters and offices of the Gooding Amusement Company were impressed at the size and facilities of the plant. An idea of the size is given by the machinery shop, a 65 by 125-foot section, shown above during the open house. The Merry-Go-Round, in operation at open house to the delight of youngsters, looked as the it had just come, brand new, out of the factory. Actually, the device, built by Allan Herschell Company, was used for the first time in 1934 at the Great Lakes Exposition, Cleveland, and has been put up and torn down at least 600 times since. Its sparkling appearance and smooth operation is a testimonial to the craftsmanship of the Gooding winter quarters-factory personnel.



Front and sides of the office section of the combined office-factory are of enameled-face brick. Exterior of remaining portion of the huge structure is of concrete block. The entire 10-acre plant is fenced with a seven-foot-high chain link fence, topped by three strands of barbed wire.



Two loading docks, each capable of accommodating two semi-trailers under roof, are on one side of the combined office-factory building. Another door on the same side enables office wagons to back up to a room in which tickets and office supplies are stored.



A total of 247 pieces of rolling stock can be stored in the two sides of the shed. Any one piece can be moved out without first causing another piece to be moved. Concrete block building, 100 by 100 feet, at right, is used for general storage.

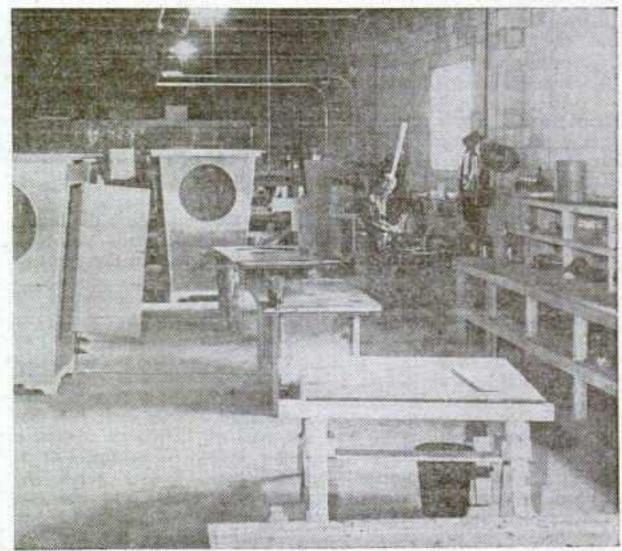
Looks to Future

UNSURPASSED anywhere in the outdoor amusement industry, the new Columbus, O., plant of the Gooding Amusement Company is a reflection of careful planning and solidly based confidence in the future of the amusement ride business.

No other organization operates so many portable riding devices as the Gooding organization. And no other organization has such far flung operations—operations by more than 10 units in States from the Canadian border to and including Florida as well as big, medium-sized and small fairs.

The new plant, which was formally opened Saturday (9), is geared not only to present and future Gooding needs, but to another major potential as a year-round factory for the rebuilding and refurbishing of rides for other operators.

Huge and well equipped, the plant can accommodate an abundance of work. Ideal working conditions, such as air-conditioning in the offices and factory, suggest attracting and holding of skilled craftsmen the year around. This, in turn, underscores the confidence of Floyd E. Gooding, the moving spirit of the organization, in the future of the amusement ride business.



A huge carpentry shop, high-ceilinged and well lighted, is equipped with the latest in wood-working and metal-working equipment. Illumination in this section, as in all sections of the factory, is by incandescent lighting. Office section has fluorescent lighting.



THE BILLBOARD

SHOW NEWS

AMUSEMENT PARK OPERATION

Trampolines for Chicago; **Gurtlers Ponder German**

TRAMPOLINE CENTERS will get started in the Chicago area in the very near future, reports E. W. Sheley, Chicago area Nissen distributor. He says the first spot in the area to open will be at Wallacetown Plaza at Chicago Heights, with opening expected in about a week. Next will be a center at LaGrange Road and Congress Expressway. Sheley's own center will open in May at Park Ridge, Ill., and he is awaiting a zoning ruling. . . . At Houston, Playland Park was the scene of an Easter party sponsored by the Chronicle Sunday (17). Rides went for a dime. . . . LeSourdsville Lake Park in Ohio will have preview weekends thru May and full opening on May 21. School picnics will figure prominently in business for the early weeks. . . . At Elitch Gardens, Denver, the Gurtler brothers are getting publicity mileage out of the fact that their Calypso will arrive dissembled and with directions written in German.

Long Beach Opens Ballroom; Oaks Misses Old MGR Horse

LONG BEACH Amusement Company last week was debuting its newly decorated Lido Ballroom. Playing was the Claude Gordon orchestra, which won a "best new band" award in 1959. The firm also has plans for forming a water polo team with a view to taking part in the 1964 Olympics. . . . Ocean View Amusement Park at Norfolk opens on a full daily schedule Tuesday (19), with school children out on Easter vacations. Then it will revert to a schedule of 6 p.m. openings on weekdays and noon starts on weekends. . . . One of the antique carved horses has been missing from the Merry-Go-Round at Oaks Park in Portland, Ore., and Manager Robert E. Bollinger has offered a \$100 reward for its return. He's hoping to find it before the park opens April 23.

PARK LEADER I. W. Norton **Of Compounce** Dies, Was 59

BRISTOL, Conn. - Irving W Norton, one of the operators of storied Lake Compounce amusement enterprise, died Friday (10) in Middletown, Conn., after an attack suffered while driving his car. The park is one of the nation's oldest, now operated by the third generation of Nortons thru Pierce and Norton, Inc.

Norton spent his entire life in amusement park pursuits and was widely known in New England parks association. The son of Gilbert and Nellie Norton, he was born in Bristol December 11, 1900.

He was extremely active in Masonry, belonging to several organizations of the fraternity in addition to the Forestville Fish and Game Club and the Bristol Exchange Club, of which he was a charter member.

Burial was Tuesday (12) in Lake Avenue Cemetery, following services at Prospect Methodist Church. Survivors are his wife, the former Mina Stone; two sons, Irving H. of Terryville and Richard, of Bristol; a brother, Julian H. Norton of Southington, and five grandchildren.

Tom Parkinson

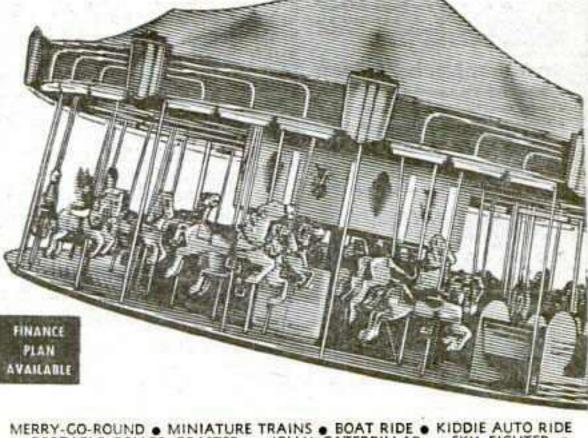
Ray Sees Banner Year; Johnson Hit by Weather

Port Arthur, Tex., **Oil Celebration**

New! But Old in Appeal

55

Allan Herschell's revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skilled help is required because the chain and sprocket drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and steel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and tools are standard. M-G-R's come in five sizes, all with aluminum jumping horses gayly painted by AH artisans.



MERRY-CO-ROUND . MINIATURE TRAINS . BOAT RIDE . KIDDIE AUTO RIDE PORTABLE ROLLER COASTER . JOLLY CATERPILLAR . SKY FIGHTER . HELICOPTER . MAD MOUSE . MITE MOUSE . "1865" LOCOMOTIVE HELICOPTER MAD MOUSE MITE MOUSE "1865" LOCOMOTIVE TRACKLESS TRAIN BROWNIE TRACTOR ROADWAY RIDE RODEO TWISTER TANK RIDE BUGCY RIDE 18-CAR CAT SKY WHEEL RECORD PLAYER MERRY-CO-ROUND RECORDS TAPES RIDE TIMERS CANVAS. ALLAN HERSCHELL COMPANY, INC. NORTH TONAWANDA, NEW YORK

"IT LOOKS LIKE a bumper year if business continues at the present rate" comments NAAPPB Board Member Jack Ray, of Belmont Park, San Diego, Calif., who relates that use of an outdoor sports and boat show during their first two weekends gave them record-breaking business. . . . This should be cheering to other park operators thruout the nation, who are about to open their seasons. . . . Information of a less cheery nature comes from Jimmy Johnson of Playland Park, festival were set by CavOILcade's San Antonio, who reports that foul weather during the first few weeks of operation have kept him below last year's volume. However, he's optimistic as to probabilities as soon as the weather improves. . . Leonard Thompson, dynamic operator of Blackpool Pleasure Beach, the Atlantic City of England, moans humorously that a shipping delay of a Paratrooper ride he bought from Frank Hrubetz on the Pacific Coast will result in the arrival of the device at Liverpool-50 miles away-the day before their Easter opening. Thompson, a pioneer member of NAAPPB, is first to take advantage of new regulations under which Britain has ended its strict control of the free purchase of U. S. currency. Leonard reports he's looking forward to entertaining Harry Batt Sr., of New Orleans, in May when Harry stops over during an intermission of his trip to Moscow. Harry and Mrs. Batt are going on a trip sponsored by the International House in New Orleans. . . Paul Huedepohl, retired NAAPPB executive secretary, is home from a winter vacation which he spent along with Mrs. Huedepohl in various places including Oregon, Arizona and Florida. Mrs. Huedepohl flew on to Portland where she expects to undergo minor surgery. Paul also has been ailing with eye trouble. . . . Just off the sick list after a gruelling "shut in" period of six or seven weeks is NAAPPB Past President Bill Muar, of Roseland Park, Canandaigua, N. Y. Bill had a rough siege of it, was in a clinic several weeks for surgery and medical treatment... Lenny Woronoff, ace publicator for Glen Echo Park, Glen Echo, Md., is accepting plaudits from other park tub thumpers for what appears to be a new first-a color picture on the front page of the Washington Evening Star. The 3-column blowup showed one of the painters putting on a coat of paint on one of the park buildings three days before the April 2 opening of the suburban Washington funspot. . . . Also coming in for big applause is the aggressiveness of Irving Rosenthal, dynamic president of Palisades Amusement Park. Instead of moaning about impending competition from the new theme park, Freedomland, due to open soon in Metropolitan New York, Irv has greatly increased his advertising and promotion program to tell the world about his threemillion-dollar improvement program which includes among other things his big turnpike ride (biggest and best in the NAAPPB circuit to date) and the new "undersea" fun house. Irv reports the circus which is one of his annual opening features is already 80 per cent sold out.

John S. Bowman, NAAPPB Secretary

Fraley's Park Adds Dodgem

WAVERLY, N. Y. - First major ride for Fraley's Park is a 12car Dodgem, marking owner S. M. tors, Roadway, miniature golf and Fraley's effort to alter it to family other units. Fraley has a permastatus. Other larger units will be nent rink labeled Long Point Park.

added. Dick McFadden arranged the purchase,

Fraley, also operator of a portable roller skating business catering heavily to central school gymnasiums, has a Kiddieland which opened in 1959. It has Merry-Go-Round, Helicopter, Brownie Trac-

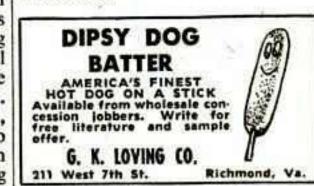
Set for Oct. 13-16

PORT ARTHUR, Tex. - Port Arthur's 1960 CavOILcade will be held October 13-16.

Dates for the annual community Board of Directors following the selection of Byron Hildebrand as the 1960 chairman.

Also elected were Jack Scott and Sam Henry, vice-presidents; W. G. Thornell, treasurer, and Lyle M. Vickers, secretary.

New directors are Mrs. Grant Lyons, Dr. Perry Peterson, Joe James, Thornell and Hildebrand. Holdover directors are K. W. Price, Scott, Lestage, Henry, Lloyd Hayes, E. J. Baron Jr., Lee Eagleson, Clifford Domingue, B. T. Mc-Whorter, Tom Featherston and Ted Weatherall.



"World's Largest Manufacturer of Amusement Rides" all time ALLAN HERSCHELL CO., INC. 104 OLIVER ST., NORTH TONAWANDA, N. Y.



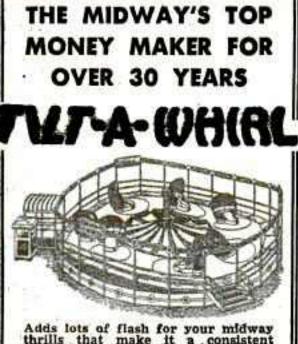


SHOW NEWS

APRIL 18, 1960

Two Free Days for Allentown's Fair

operate behind a free gate policy for two of its first three days this fall, with the paid gate applying for fered a free exhibitors' day on



Adds lots of flash for your midway thrills that make it a consistent repeater. Simple operation with last-ing value year after year.

Check These Important Features:

Beautiful Fluorescent Lighting

- New Center Light Column
- · Colorful New Plastic Signs
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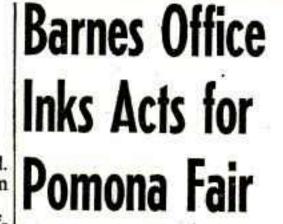
ALLENTOWN, Pa. - The ex-| executive committee has decided. tended Great Allentown Fair will World of Mirth Shows will be on the midway.

The fair had traditionally ofthe last six of the nine-day run, the Monday to kick off the engage-

ment. This year it will open on Friday, September 16, and end on and Sunday will be free, but the gate charge will apply on Saturday, when midget auto racing will be a grandstand feature. The fair will close with AAA big-car racing bury's Swing-O-Rama, which will on its final day.

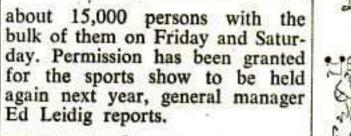
Construction work will compel the fair offices to be moved shortly from their location in the old building at 17th and Chew Streets, 24, Seven Sons of Morocco, Jim which will be demolished. In its place will rise a branch bank of the Lehigh Valley Trust Company. Fair offices are moving into the grandstand building, displacing police headquarters and the firstaid station, which will be housed this year in trailers at the east end of the fairgrounds. The bank will be partly built by fair week, and will be ready for occupancy next January.

Agricultural Hall recently has held two highly satisfying exhibits, the first annual Sports, Vacation and Boat Show, and the 1960 Auto Show sponsored by the Allentown New Car Dealers Association. Held Wednesday thru Saturday (6-9), the car show pulled



POMONA, Calif. - Barnes-Carruthers of Chicago will supply the acts and attractions to appear before the grandstand between horse Saturday, September 24. Friday racing events and in the evenings with the Ski Jump feature, Phil Shepherd, the fair's assistant manager, disclosed.

B-C has also booked in Atterbe a free attraction in the plaza area each afternoon and evening. Grandstand shows will include for the first nine days, September 16-Byrnes and Patti, and the three Leggers. Opening September 25 and closing October 2 at the end of the 17-day run will be Nip Nelson, Lona's Dogs, and Ashtons and Shirley.



SMITH and SMITH RIDES

FAIR-EXHIBITION MANAGEMENT **Premium Book Cover Design** In Kentucky Gets 531 Entries



LOUISVILLE - A premium book cover contest, conducted by the Kentucky State Fair here, attracted 531 entries, representing art departments of 39 Kentucky junior and senior high schools. The winner was a 10th grade student, Mary Phoebe Bailey, of Julia Overton Senior High School, Owensboro, whose entry, shown at the left, depicted sketches, most of them on midway activities.

"It was interesting to note the subject matter chosen by the youngters," L. (Doc) Cassidy, fair staffer, commented. "Many of them had a fair confused with a circus and selected clowns as the theme. The midway, picturing rides and wheels, got the biggest play. Agricultural products were the choice of many others."

The contest was held by the fair in co-operation with the Kentucky State Department of Education. From the fair's standpoint, the contest was rated as a good promotion and as an effective public relations build-up for the annual event.

Reading Keeps Band Gimmick; **Giles President 28th Year**

READING, Pa .- Reading Fair is retaining the high school band promotion it launched in 1959, when hundreds of area kids were brought to the grounds for a day-long musical round-up. Last year's feature was a grandstand march-by of 700 uniformed youngsters in ranks of 30, and a massed band concert. Considerable publicity was won by the stunt, which included meal tickets good at fairgrounds eateries and redeemed by the fair office. John S. Giles was elected to his 28th term as president of Reading Fair Company at the annual election of officers Friday (8). Others chosen were Charles H. Kershner, first vice-president; Jacob H. Mays, second vice-president; William Arthur Morris, secretary, and Albert L. Swoyer, treasurer. Giles, former Reading Police Commissioner, has headed the fair since 1933. He is president of the Reading Automobile Club and the Pennsylvania Motor Federation. He, Morris and Swoyer hold identical offices with the Agricultural and Horticultural Association of Berks County, the group which operates the fair. The fair's track was to open with USAC sprint racing on March 27 but was postponed because of threatening weather. Stocks were scheduled for the following Sunday, but were rained out. Season finally got rolling Sunday (10) with motorcycle races.



KIDDIE RIDES ADULT RIDES MINIATURE TRAINS ROLLER COASTERS FERRIS WHEELS



State Fair March Reported Hit With School Bands

HUTCHINSON, Kan .- Full band arrangements for the State Fair March, dedicated to the Kansas State Fair by its composer, Paul Yoder, already has been sold to high schools and college bands, according to Publisher Neil A. Kjos, Park Ridge, Ill.

Yoder, a noted composer of band marches, was commissioned by the Board of State Fair Managers to write the number in the winter of 1957-58. The number was introduced before a public audience at a Kansas Legislative session in the spring of 1958. It was first played at the Kansas State Fair in September, 1958, by the University of Wichita marching band. Since that time, hundreds of Kansas high schools have performed the number, both at the fair and at home.

County Buys 75-Acre Tract For Use by La Porte, Ind.

LA PORTE, Ind .- The La Porte County fair board and the County Board of Commissioners voted unanimously Monday (11) to approve a lease for 70 acres of county property to be used for the county fair here. Obtained at a \$1 yearly rental, the tract is along Indiana 2 about one-half mile southwest of La Porte. It is stipulated that the lease will be renewable as long as the La Porte County Agricultural Association conducts the fairs at that location. A new fair site became necessary last February when the old 32-acre fairgrounds was purchased by the La Porte Community School system. To be used for a new high school, the property was sold for \$275,000. The fair will switch to the new site in 1961 with the 1960 annual still to be held on the old grounds. The 70-acre tract acquired by the fair board has been in use as crop and pasture land by the County Home. As provided in the lease an unused portion of the property will continue to be used for that purpose except during the period of the fair. A professional fair ground consultant and planner is at work in designing the new grounds. Two preliminary drawings drafted have been placed before the board.



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TALENT ON THE. ROAD

Acts Set for Canada A Fairs; Mo. State Fair Goes Ragtime

Howard Hardin will emsee the GAC-Hamid production that'll play the grandstands of the five Western Canadian A fairs this season. On the bill will be Egony Brothers, Weldes Bears, Elkin Sisters, Bauers, Wimpy the Clown, Harmonicats, Roger Ray, Richiardi the Illusionist, Janik and Arnaut, a Hal Sands line of 24 gals and Keith Killinger's ork to cut the show. . . . Colie Ervin, manager of Missouri State Fair, Sedalia, is putting emphasis on Missouri ragtime this year. Colie has set Ragtime Bob Darch to tell the story with his honky-tonk piano and songs. Billed as the first major fair appearance by Darch, he'll be all over the grounds, calling attention to the various facets of the big fair. He'll keynote his turns with emphasis on Missouri as the birthplace of ragtime. Incidentally, he's scheduled to cut some records with folk singer Burl Ives.

In addition to appearances of Hal Sands Manhattan Rockets line of girls at the five Western Canadian A fairs, he's got plenty more fair business this year. With four units planned for the season. Sands' lines of varied sizes will be seen at fairs in Malone and Bath, N. Y.; Presque Isle and Skowhegan, Mc.; Adrian, Mich.; New Ulm, Minn.; Little Falls, N. Y.; Essex Junction, Vt.; Raleigh, N. C.; Herrington, Del.; Clearfield and Bedford, Pa.; Elmira, N. Y.; Sherbrooke, Ont.; Rutland, Vt.; London, Ont.; Sedalia, Mo.; Du Quoin, Ill., and York, Pa. . . . Acts set by GAC-Hamid to play the Canadian Lakehead Exhibition, Fort William and Port Arthur in Ontario, will include the Harmonicats, Howard Hardin, Wimpy the Clown, Bauers, Elkin Sisters, Weldes Bears and Egony Brothers.

TV SHOW CASE: Roy Rogers and Dale Evans will be videod on May 1 from what is billed as the world's first "Aquarodeo" from Marineland of the Pacific, Palos Verdes, Calif. They'll front the show which will include cowboy contestants doing shark-busting, a bat ray roundup, turtle dogging, shark roping and bareback whale riding. . . The April 23 Red Foley "Jubilee U. S. A." will have Johnny Cash and Tex Ritter as guests. Rex Allen has been signed to appear with Foley on the May 7 television show.

Como Troupe to London; Water Comics Set D. C. Area Swing

Jensen Opens In Ore.; Names Act Line-Up

WHITTIER, Calif. - The Ken Jensen Circus has opened its fifth year. Tour began at Klamath Falls. Ore., where it was sponsored by the Exchange Club for the second consecutive year.

Acts include the Escalantes, bars: Hoffman Family, jugglers; Herbie and Chatita, Los Latinos, wire and slide; Miss Clarita, wire; Johnny Cline, dogs, ponies and baby elephant; Charles and Madeline Franks, elephant; Boyd Kimes, pigs; Adams' Chimps; Don Kirby and James Woodin, the Trampolooneys; the Trampolettes; Eric Adams and Eric Jr.; comedy bicycles; the Carlyles, teeterboard; Melitta and Wycons, La Sikorshas, high perch; Rene Thezan, George Perkins, Harry Ross, Kirby and Woodin, clowns, and the Kermit Dart Musical Duo.

Jensen returns to California on May 14 following a Northwest tour. Dates in California will be outdoors.

Staff includes Ken Jensen, owner-manager; Edna Jensen, canvas boss on indoor dates; Ron Lombardi and Fritz Lauber, concessions, and Pete Reah, rigger and lot superintendent on outdoor dates.

Atayde Bros. Circus has been playing the Pacific Coast of Mexico. Some camels were burned in a recent fire but are expected to recover. Belleni Atayde left to join Clyde Bros. Nelli Atayde returned to Mexico City for surgery. The show will play Agua Prieta later and plans are for the show to cross into the U.S. at Douglas, Ariz., and go overland thru Ari-

ROLLER RUMBLINGS

By AL SCHNEIDER

OSEPH F. SHEVELSON, vice-president of Chicago Roller Skate J Company, has accepted an invitation to moderate business seminars which will be conducted along with the 1960 roller skate queen contest at Miami Beach, Fla., November 12-16. Shevelson said subjects at this year's seminars will include 15 phases covering the entire range of the industry. Among these will-be insurance, lighting, music, rink improvement, how to save money on rink operation, participation in parades, advertising tie-ins and discussions of the industry's relationship

with radio and television. Audrey Sorensen, Arlington, Va., the 1959 roller skate queen, will be on hand at the Balmoral Hotel to help crown the 1960 queen who will be selected from a field that may be as large as 50. The new queen will receive a \$2,500 scholarship, or cash equivalent, from the Pepsi-Cola Company. She will be crowned at the Chicago distributors' dinner on November 16. Shevelson urges rink owners in every part of the country to be present at the seminars "in order to achieve a free exchange of ideas that will help the industry both individually and as a whole. "We'll all have a fine time," said Shevelson, "but we'll also achieve our basic objective-to solve problems that will help industry growth."

The remodeled Pla-Mor Roller Rink of Jersey City, N. J., staged a grand opening on April 1. The new owners, Clayton Powell and Del Bright, who purchased the rink recently from Marvin Higgins, spent two weeks in remodeling the interior before the debut. Powell, who will manage the rink, said it will be closed on Mondays and Tuesdays so that it may be used for private parties.

Rubber tile flooring has been installed in the main lobby of Sunset Rollerama at Tucson, Ariz., as part of a continuing improvement prozona, New Mexico and Texas to gram for the rink, according to the

with quarter-inch nine-by-nine-inch squares of Rubberlock tile made by Mitchell Rubber Products, Inc., of Los Angeles, said Young.



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Hypnotist Joan Brandon's April dates include the Shrine Mosque In Springfield, Mo., 13-17, and the Memorial Auditorium in Corpus Christie, Tex., 20-24.... Eddie Gillen's Aquabats water show has three weeks booked thru Max Roth at Washington shopping centers. A girl and five boys are used. . . . A regular battalion of Perry Como staffers flew to London last week and returned Monday (25) after an NBC colorcast assignment. Included were Mitchell Ayres, musical director; Clark Jones, producer; Jack Andrews and Joe Lipman, arrangers; Frank Gallop, announcer, Louis DaPron, choreographer, and others, including Perry Como, Dee Belline, Harry Sobel, Mickey Glass, and Lester Gottlieb of GAC.

Frank Taylor of GAC-Hamid has five days of names and supporting acts being framed for the National Dairy Cattle Congress, Waterloo, Ia. First three days feature the Rodeo Kids of Kansas City. . . . Liberty High School in Bethlehem, Pa., has Dave Brubeck booked in May 8, Maynard Ferguson, May 18 and Lionel Hampton, June 5.... Isaac Stern, violinist, begins his second concert tour of the Soviet Union on April 22. Roberta Peters, coloratura soprano, starts a similar Russian tour with May 4 and 6 recitals in Moscow. Both are arranged by Sol Hurok as part of the Cultural Exchange Agreement.

Irwin Kirby

Wagner Adds Brockton **To Auto Capades Route**

fair contracts give the Buddy Wagner Auto Capades-Motor Daredevils unit its lengthiest route since being organized. Wagner reports

Phil Marcus, veteran circus billposter from Springfield, Mass., has (Me.) State Fair. joined Al G. Kelly-Miller Bros. Circus at Hugo, Okla.... A back- evidence of the proven merit of stage reception at the Ringling thrill shows in general as a major opening was held for the New grandstand attraction. First date York Newspaper Women's Club. this year is May 30 and the season Attending were Trevor Bale, Prof. comes to an end October 24. The George Keller, Hans Neumann, unit will again be equipped with Walter Klauser, Pat Kirby, Gloria new Ramblers and will feature the Bale, Evelyn Fritsch, Earl Shipley, auto cannon. Tie-ins to be utilized Chuck Burns, Otto Griebling and include American Motors dealers, Frankie Saluto. . . . Several two- Oilzum Motor Oil and Tyren tires. year contracts are expiring on Plymouth (N. H.) State Fair rethe Ringling show this year, and turned to the route a week ago about eight more acts are being when Wagner and fair manager sought in Western Europe by L. H. Mitchell signed an agree-Bedini, the show's representative ment for two shows on opening there.

PHILADELPHIA - Sixty-nine as 136, extending thru the East and into Ohio,

Latest announced dates are four shows at the Brockton (Mass.) Fair in early July, and three performances at Eastern States Exposition, the total number of performances West Springfield, Mass., September 22, 23 and 25. Previously set were four shows at the Skowhegan

Wagner pointed to the line-up as day.

re-enter Mexico at El Paso and establishment's Lonas S. Young. G. K. LOVING CO. The 30-by-60-foot area was covered 211 West 7th St. Ciudad Juarez. Richmond, Va.

PARKS and PERMANENT LOCATIONS PLEASE NOTE!

I ung



ELECTRICAL DRIVE FLYING COASTERS

will be in operation Easter weekend and thereafter at Revere Beach, Mass.; April 20 and thereafter at Steeplechase (Boardwalk), Coney Island, N. Y.

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Frank Tilyou of Steeplechase cordially invites park men to see the Flying Coaster operating April 20, Boardwalk location.

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THE BILLBOARD

ARENA, AUDITORIUM NEWSLETTER

Bowling Draws By TOM PARKINSON

MERICAN BOWLING CONGRESS has selected Buffalo as the A location for the 1963 ABC tournament. This was determined at Toledo last week. The current ABC tournament is rolling up an unusually good attendance at the Toledo Sports Arena. For the first 20 days of the bowling marathon attendance averaged 1,011. It was reported that averages in St. Louis for 1959 were 810, Syracuse in 1958 at 949 and 1957 at Fort Wayne, 789. Building Manager Andy Mulligan reports ABC's tournament began in Toledo March 5 and runs thru May 22 for a 79-day total. The building will be vacated by June 5, when it resumes a standard schedule. Next year's ABC tournament has long been scheduled for Detroit, and Veterans Memorial Auditorium at Des Moines will be the 1962 host. In Toledo after this event, Mulligan has coming a pair of high school graduations, a closed circuit TV show for Willy Motors, an antique fair, an Ohio Musical Festival, wrestling every Wednesday, a piano sale, and the Ringling circus. All that will come between June 5 and June 22.

Charleston Expects to Top \$110,000 2d-Year Budget

AT THE CHARLESTON, W. Va., Civic Center, manager Bill new-style Roller Coaster, Roadway Bolden tells of highly successful second year, with nine months of the fiscal year already on the books. Many events, including a heavy schedule of basketball and numerous meetings, have kept the building the outdoor fun field, Nasif has busy. The theater section has been "almost solidly booked," according spent the major part of his life to Bolden, and the whole operation has exceeded expectations for its second year. Income, he reports, is \$42,000 above last year's at this point, and he anticipates surpassing the \$110,000 budget by the end of June, the fiscal year. In the first nine months there have been 266 events. For the future months of 1960, there are 183 advance bookings. This includes a two-month period in which the building is shut down for maintenance and vacations. Recent winners are led off by the Southern West Virginia Home Show in March. All space was sold and 67,000 people attended. It was sponsored by the Optimist clubs of Charleston and West Virginia, and it was promoted by Jack Shea and Associates, a firm which has moved to Charleston from Indianapolis. Earlier, Ringling was sponsored by the Junior League, which financed its entire year's activities with the proceeds. In February, the building has the West Virginia Intercollegiate Basketball Tournament. This event formerly was at the gym of West Virginia Wesleyan College. Bolden proposed to the tournament that it move to the new civic building, which has a larger capacity. The Charleston Lions Club then was recruited to sponsor it, and they handled a very strong advance ticket sale. The entire affair was a big success and local business people reported capacity business among hotels and motels when the Oral Roberts organization appeared in the building for six days in November. Bolden said that for that event he handled reservations for accommodations from people in Maine, Connecticut, Vermont, Kentucky, Tennessee, New York, Pennsylvania, Oklahoma, Texas, North Carolina, South Carolina, Virginia, and Nova Scotia.

KIDDIELAND ENLARGED Rides Up Food \$

NORTH ATTLEBORO, Mass. operating carnival and amusement -The new Kiddieland at Jolly park rides.

For Mass. Eatery

the strength of business won dur- snack bar, 40 feet by 32. The ing last summer and fall. Oper- operation has a main restaurant, ated by Helen and Charley Nasif, plus a building expressly for pizza it is one of New England's out- and other Italian delicacies and standing highway food spots, on one for popular snacks. A picnic U. S. 1.

Jolly Cholly covers 12 acres and, in season, employs up to 80 people. A solid testimonial for the ride business is Nasif's experience during 1959. The food gross rose 25 per cent after rides were installed and now is at the \$500,000 ing money. By making their ride yearly level, he states.

Dick Secor consulted on the project, resulting in Jolly Cholly acquiring a No. 5 Eli Wheel, Mangels kiddie Whip, and Herschell three - abreast Merry - Go - Round, Helicopter and kiddie Boats, Buggies and Sky Fighter. This month the spot is adding the Herschell and 48-passenger 1865 Train with one mile of track. A veteran in



Cholly's here is being expanded on In the funland now is a new area is also offered, plus six Electro-Freeze soft ice cream machines and one milk shake dispenser.

All Rides a Dime

Nasif charges a dime a ride, for all units, figuring families know in advance what they have for spendstay a cheap and pleasant one, he says, he is encouraging repeat business. Wednesdays are nickel ride days. The park sells a combination ride ticket, seven for 65 cents. It also has a no-charge area with modern playground equipment and benches.

Easter promotion includes exploitation of "Benny the Bunny," a large rabbit-costumed performer. Nasif has him on WPRO-TV, Providence, on the Salty Brine kiddle show. He'll circulate around the park during Easter week, giving out badges imprinted: "I met Benny the Bunny at Jolly Cholly's."





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59

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LOSSIN,

Greensboro Rodeo Attracts **Business on a Sports Basis**

RECENT RODEO at the Greensboro, N. C., Coliseum added to that new building's already outstanding record for business. The event was an RCA rodeo with Tommy Steiner contracting the stock and with 113 contestants that included top names like Jim Shoulders, Guy Weeks, Jack Buschbom, Bill Linderman and Benny Reynolds. One thing that made this rodeo noteworthy is that, other than such cowboy names as these, there was no big-name film or TV star as a drawing card. Promotion was in the hands of Robert Kent, building manager, and all publicity was toward building this as a sport rather than a show. Newspaper material was directed to sports pages. TV and radio material included spots but also made use of sportscasts. Outdoor paper also was used. This all paid off with capacity business. About 200 seats were lost by the nature of the layout. Attendance totals included 6,278 on the opening Thursday night, 6,380 on Friday, 6,466 on Saturday afternoon, 6,444 on Saturday night, and 6,454 on the final Sunday (3). Upcoming now at the building are the "Biggest Show of Stars" April 20, Dukes of Dixieland April 28 and a Home show in May. The building is being used every day thru May and a hefty profit is in store for the year.

Fort Wayne Plans Skating; **Oakland to Vote on Stadium**

FORT WAYNE'S ALLEN County Coliseum will have summer ice skating sessions, June 21-August 7. Manager Don Myers has announced professionals will include Mimi Pong, Harry Barton and Dave and Rita Lowery. . . . Aquatic Talent Agency, Inc., has been formed at North Miami Beach to produce water shows. . . . Electrical Living Shows, Inc., announces response has been strong for the Electrical Living Show to be in the New York Coliseum September 10-18. . . . Oakland, Calif., city council has okayed a plan to put a \$13,700,000 bond issue up for referendum in June. A chamber of commerce committee has decided to favor the plan. It will include a new stadium. . . . Western Contract Furnishers, interior design firm for commercial structures, is expanding its facilities at San Francisco. And a new branch will be opened at San Jose.

MINNEAPOLIS — Attendance at the Northwest Boat, Sports & Travel Show, which ran for 10 days at the Auditorium here closing April 10, was over 132,000, according to Dean Sherman, promotion director. This figure was for paid admissions only and represents an increase of 12 per cent over last year's attendance total.

The show opened strongly on Friday night (1) and weekend attendance was estimated at 44 per cent ahead of last year's comparable period, Sherman said. In fact, on that Saturday and Sunday the Auditorium doors had to be closed to comply with fire laws.

A highlight of the attraction, sponsored by the North Central Marine Association, Inc., was a 17-act stageshow presented twice daily. All booth space for exhibitors was sold out.







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THE BILLBOARD

APRIL 18, 1960

Wirth Draws Heavily In Long Island Start

SHOW NEWS

WEST HEMPSTEAD, N. Y. -four-stand season with an extended Ed Sullivan Show. He does three 24-day, The schedule ends April 24. It is the woman inside a small blade box, organization, but in other years it places with a manacled woman inhas been for shorter stands.

Building Owner Arnold (Whitey) very convincing. Carlson was off the nut before ways.

The Wirth circus, accidentally llama, burro and goats. omitted from a census of circuses published by The Billboard recently, will play also at Hartford, Springfield, Mass.

WANTED **Experienced Phonemen**

Who can ask for money and get it. Have good repeat deals ready to go. JACK MORAN, HAP HORRIGAN, JOHN SETH and ACE NEW-TON, call collect.

OFFICE MANAGER Jackson 1553, Omaha, Nebr.



For year-round work in the city of Youngstown, Ohio. Police-Fire-Crippled Children Society - Churches -National Guard-Lions and others. YOU

Features here include Richiardi Frank Wirth Circus opened its Jr., illusionist shown often on the run at the Island Garden here. bits, one involving levitation, an-50-performance other the transfer of a dog to a third year in here for the Wirth and the third being his exchanging side a rope-bound trunk. All are

A menagerie was obtained from Easter week, with combined ad- Dietch's Farm in New Jersey and vance and window sales exceed- located behind the seats. Included ing \$65,000. The weekdays were are three new wheeled cages and light but the weekends were bring- Pink and June Madison's two eleing big business, including turna- phants. Menagerie had leopard, chimp, baboon, two kangaroos,

Line-up was Prince El Kigordo, lions; Gautier's Steeplechase; Flying Zacchinis; Wallendas, high Conn., Syracuse, N. Y., and West wire; Les Alcettys, plate balancing; Three Eddys, trampoline; Eight Karrells (Wallendas), vertical ladders; Les Kimris, aerial finale; Billy Barton, cloud swing; Chai and Somay, Risley. Wallendas also do web and aerial carrousel. Kigordo with nine lions has five reclining in line, one doing a sideways barrel roll, three 40's, new band canopy and one leaping over Kigordo's kneel- concession tops, enlarged menagering figure, flaming hoop, and two ie, and a Rocket ride for the midcats walking bottles on separate way. levels.

Jack Montez is equestrian director - announcer. Clowns are Charley Frank, Alvie (Kokomo) Maddox, Eddie Allen, Elmer (Fatima) Lindquist, and Ed Mooney. Staff is Karl Wallenda, company manager, Mickey Sullivan, musical director, Roland Coty, props boss. Island Garden seats 6,000 per-

sons comfortably. Wirth's line-up wardrobe; Dick Johnson, snake pit; Springfield, Mass., Hartford, Conn. and Syracuse.

K-M MEETS RUDY'S WAIT; LOTS TOUGH

REDLANDS, Calif.-Kelly-Miller and Rudy Bros. Circuses have been in a wait war at Redlands. K-M appeared here Saturday (9) and Rudy Bros. was to be here Saturday (16). Both ran large newspaper ads and Rudy's said "wait." Kelly-Miller did good business on its day here.

K-M staffers were meeting to discuss major problems confronting the show in this State. New zoning laws have made lots a terrific problem for the show. Billing also has been difficult.

Adams-Sells Announces '60 Staff, Acts

CHICAGO-Adams & Sells Circu swill open April 24 at Monette, Mo., with 14 trucks, an 80 with

The circus will play 54 days in Chicago and suburbs.

Personnel includes Bill Griffith owner-manager; Dolores Griffith, door and office; George Penny, general superintendent and assistant manager; Jenda Smaha, conboss; Walter Rice, transportation and electrician; Pauline Penny, tracting agent; Jimmy Ray, press

CIRCUS TROUPING

By TOM PARKINSON

DINGLING IS IN THE GARDEN and all's right with the spring. IN From that show, Chuck Burnes reports that among those joining out were Bushbaum's Liberty Horses, Prof. George Keller and His Wild Animals, Unus, Kasten's Animals, Zacchini double cannon act, Lynn Brent, Marion Sieffert, Pat Ready, Betty Escalante, and Ernie Burch. The two huge finale flags use 120,000 miniature light bulbs each. ... Production numbers are under the eyes of Dick Barstow, Margaret Smith, Pat Valdo and Bob Dover. . . . Sam Elderman, Joe Bisbini and Kenneth Grinnell are helping in the office during the Garden engagement. . . . Clown Earl Shipley makes dafly radio, TV and store appearances. . . . April-May issue of Camera 35 magazine has a color picture of clown Chuck Burnes. . . . William Woodruff is out of the hospital and he visited Ringling in New York.

Estelline Pike, sword-swallower with Ringling, performed recently at a USO party sponsored by Cardinal Spellman. . . . A new program booklet was issued at New York. . . . A number of Ringling performers were guests of the manager of Luchow Restaurant. Also at the party were Ethel Merman, John Daly, the Gabor family, James Stewart and John Ringling North. . . . An Army tie-in show on Times Square included the Pattersons, Diors, Kolmedys, Dennis Stevens, Frankie Saluto, Jackie Cooper, and Owen (Duffy) McQuade. . . . Chuck Burnes and Jackie Gerlich appeared at a Brooklyn school. . . . Ernie Burch and Frankie Saluto helped plant the first spring flowers at Rockefeller Center. . . . Earl Shipley appeared for a week at Macy's store and then went to the Home Show at Waterbury, Conn., on behalf of the Ringling show.

Ringling's singer, Harold Ronk, is back with the show after a lapse of several years. . . . Prior to the New York run, Galla Shawn and Dennis Stevens cut the ribbons to open the Haddonfield (N. J.) Ice House. Hugo Schmitt's pony had a colt in Haddonfield. . . . Charles Ricketts, of Boswell Bros. Circus of South Africa, is traveling with the Ringling show as a guest of Trevor Bale. He goes next to Europe. . . . Philadelphia CFA members attended as a group and were given a special announcement. . . . Making a Philadelphia hospital show were the Stephensons. Toni Durkin, Kolmedys, Mordels, Rigettis, Manfred Fritsch, Trevor Bale and Bob Dover, Chuck Burnes reports.

cessions; Red Maynard, canvas Gil Gray Circus is in Tulsa this plant at Elmira, N. Y., reports that week. It planned to lay over at Hank Walther will have his ani-Lincoln's Nebraska State Fair- mals back at Eldridge Park; Ed is virtually intact for the dates in Don Gillette, pony ride; Vera grounds last week but that was and Alice Loop, retired perform-Himes, agent; George Lilly, con- flooded, so it went to Joplin, Mo. ers, are at Elmira; Catherine Cook,

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SHOW NEWS

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THE BILLBOARD

SHOW NEWS

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CARNIVAL CONFAB

TOE BOSTON HAS ACQUIRED another outfit, consisting of a show J truck and top, from Johnny Gambino. Boston has the revue and other units on World of Mirth Shows again this year. . . . Nelson Thomas gave Washington a thoro once over, papering the area in advance of the Strates opening. Cards were placed on streetcars and busses this time, also, ... Big-hearted Ben Weiss has two bingos awarded, for the Great Allentown (Pa.) Fair. ... George Marshall, holder of the Timonium, Md., midway contract this year has been bazaaring around Baltimore for many years.

The Philly Circus date midway is as strong as ever and will sparkle with a few new units this time. Dates are May 22-30 with the Beatty-Cole Bros. circus featured. In attendance will be Stanley Mazurkiewiez with his rides; Mike Dembrosky, rides and bingo; Vivona brothers with Paratrooper, Dark Ride and their new Scooter; the Strates Wild Mouse; Bucky Allen and Johnny Miller, Rodeo and Helicopter; Steve Swicka, Helicopter; Zacchinis, three shows; G. N. Burns, Torture Show; Les Prime, Derby Racer and grabs: Johnny Dembrosky, hanky panks; eating stands by Gabe Allinger, Natie Feinstein, Maxie Glynn, Natalie Murray, Art Hertzog and Ritchie Thomas; Al Michaels, waffle ice cream; Ronnie Essner and John Quinn, custard; also, Mrs. Goldie Wellington, Herbie Kaplan, Harry Modele, Mark Reilly, Frankie Rich, Preston Stone's popeorn, George Gordon, Mrs. Eule, Barney Corey's pitches, Frances Fornier, Harry (Dot) Dash with inflated toys, Syd Daniels with age, scales and hats, Sammy Bluestein with novelties, Scotty Allen's auction and many others. Arlen Dembrosky and Gladys Essner are handling the office.

Maxie Sharp is concession manager with the Virginia Greater Shows of Rocco Masucci this season.... Joe Bury has bought a new 36-foot Merry-Go-Round from Allan Herschell and has left his trailer at the plant to be racked. The ride's for his DeLuxe Shows out of Vernon, Conn. ... Tony (Arpeako) Santillo is sending a cookhouse and grab out with Lee's Funland Shows, Lee Hilt's new midway formed at Troy, N. Y. Also with Hilt are concessionaires William Marco, William Aiken, John Mahoney, Pat Patterson, Mr. and Mrs. Lolly Williams, Andy Osak, Mr. and Mrs. Ross Edmonds and others. ... John (Tiny) Dempsey is building the Vivonas' new Stacy Johnson-designed Scooter, it is reported.... Two names are in the running for president of the New England club. King Reid endorsed Frankie Allen, current first vice-president, at the April 10 social, while at the final meeting, under good-and-welfare, past president Johnny Venditto urged the nomination for Jeff Harris..... Milton F. Kaufman is readying his concession at Revere Beach and Nantasket Beach, Mass., with new decorations and ganization. equipment. Also at Revere, ride line-up includes the present Velare Double Sky Wheels, Twister, Roundup and a newly installed Flying Coaster, Kaufman reports. Irwin Kirby

Jack Ruback, owner of the Hot Springs. Glosser again will be Alamo Exposition Shows, and business manager of the Heth shows Carolyn Mc Jugens, of Hot Springs, during the coming season. ... John were married recently at Lake Francis, former owner of the John Charles, La., and are now back Francis Shows and for the past in San Antonio, Ruback's base, af- several years concession operator ter a honeymoon in New Orleans. on the Schaefer 20th Century Tommy Carson, a partner Shows, is in serious condition in tion. with Leo Bistany in the operation Mid-Cities Hospital, Grand Prairie, of the Johnny T. Tinsley Shows, Tex. ... Members of the Ladies' is confined to the Hialeah (Fla.) Auxiliary of the Showmen's League hospital. Bistany will manage the of America reported hospitalized show in the season ahead. . . . are Mrs. Monica Baress in St. Jo-Norman Schlossberg, co-owner of seph's Hospital, Tampa; Mrs. Lilthe Olson Shows, is back at his lian Freeman in Michael Reese Chicago home after vacation in Hospital, Chicago, and Johanna Florida.... The veteran Jimmy Moeller in Martha Washington Donahue was a recent Chicago vis- Hospital, Chicago. itor, coming in from West Virginia. Showmen's League Secretary Mr. and Mrs. Frank Winkley of Auto Racing Inc., and Charles Hank Shelby was guest of honor at a Saturday (2) surprise belated Carroll and Bill Pratt of Carroll's birthday party tossed by Mr. and Greater Shows were recent visitors Mrs. Bob Parker in their Miami to the Ross Amusements winter home. Guests included Mr. and quarters in Indianola, Ia. Ross L. Mrs. Matt Herman, Casper Bellino, Sinderson, owner of Ross Amuse-Angie Conroe, Mattie Matisoff, ments, infoes that all of his equip-Mr. and Mrs. Jack Essonia, Mr. ment is in top shape for the seaand Mrs. Louis (Stretch) Rice, Mr. son's opening the latter part of this and Mrs. Vaughn Richardson and month. . . . Carl Hanson is recover-Mrs. Lottie Mayer Bistany. . . . E. ing at his Miami home after being Lawrence Phillips, former co= discharged from a hospital... owner of Johnny J. Jones Exposi-John (Muscles) Dundee is a patient tion, is still in Kensington Meat Englewood Hospital, Chicago, morial Gardens Sanitarium, Kenand Carl Mann is confined to Alexsington, Md. Recent visitors there ian Hospital in the same city.... were Ralph and Marjorie Lockett Billy Senior, Andy Kassin and Bill and their children, Laura and Kaplan are back in Chicago after Charlie Byrnes. Shane. vacationing in Miami.

ANOTHER G IN NSA BOND REDEMPTION

NEW YORK - Ten more were chosen at Wednesday's (13) meeting of the National Showmen's Association, for redemption of \$100 debenture bonds. A third drawing will be held at the final meeting of the season, April 27. Checks will be issued upon receipt of bonds from the following: Irving Pearlstone, George Bovino, Joseph Amico, Dan Thaler, Jane Tubis, Anna Marie Riviezzo, Ben Hoff, Mrs. John Weissman, Selma Frank, and Ernest H. Stewart. Charley Silvern pulled the names.

Oscar Bloom

Joins Gooding;

Will Head Unit

COLUMBUS, O.-Oscar Bloom

will return to the road this year as

office manager-lot man for the

who for many years owned and

was announced by Floyd E. Good-

Gooding also reported that his

company has been awarded a con-

tract to supply the midway attrac-

tions at the Franklin (O.) Centen-

nial Celebration this summer.

Gooding Amusement Company

No. 2 unit.

Allentown Awarded To World of Mirth

Mirth Shows was awarded the offer and, last season, James E. Great Allentown Fair's midway Strates Shows. Bergen's bid was contract last weekend, after one described as the most attractive of the longest waits ever submit- offered. Reithoffer and the King ted to by Eastern shows. Altho Reid Shows also sought the conseveral other organizations had tract. sought the date, World of Mirth landed in a favorable bargaining ecutive committee. World of Mirth position when the Brockton (Mass.) is to be operative Friday noon, Fair was assigned to another car- a free-gate day. The gate price nival last winter.

year for nine days instead of the opening day. customary six. Show heads here riving early in the week.

ALLENTOWN, Pa. - World of here in recent years with the Reith-

Decision was taken by the exwill be levied on Saturday, then The development allows Frank Sunday will be free, then Mon-Bergen's railroad show to set up day begins the steady paid-gate in ample time for Allentown's ex- policy. Fair had always had a free tended engagement, running this Sunday (preview) and Monday,

The show's winter quarters work straight from New England, ar- gets rolling this month at the Richmond (Va.) State Fairgrounds. Allentown was a traditional date Opening still-date is in Plainfield,

6

for the show, which has alternated 'N. J., for Memorial Day week.

BACKER IS NAMED HETH GEN. AGENT

NORTH BIRMINGHAM, Ala. Grass Shows for 11 years as gener- and Awning Company, Chicago. al agent, has been signed to join the Heth Shows, Al Kunz, owner- Hawaiian Show is being given a manager of the latter organization, high priority in winter quarters. Signing of the veteran showman, announced at winter quarters here. The front is to be built on a low-Besides serving as general agent, operated carnivals in the Midwest, Backer will handle publicity on the

Gaylon Siamese Twins and the ing, president of the Gooding or- Velare Space Wheels, Kunz said. The Space Wheels, which opened To Put Out Carnival Sunday (10) at Ponchartrain Beach Park, New Orleans, have been getting excellent business, Kunz reported. He and his wife flew to

New Orleans for the opening,

outfitted with a new nylon top, -Earl D. Backer, with the Blue purchased from the O'Henry Tent

> A new, all-steel front for the boy trailer.

The Heth Shows are scheduled to open their regular route May 30.

MENASHA, Wis. - Fox Cities Attractions, local booking office, is entering the carnival field with a line-up of rides and concessions to be titled Fox Cities Attractions & where Harry Batt Sr. escorted them | Rides. The manager is Bob (Crusher) Massey, who will be assisted by play Wisconsin celebrations. The booking office will continue to Manning Shows as annex attrac- 20-car Dodgem building, recently also be location of carnival winter

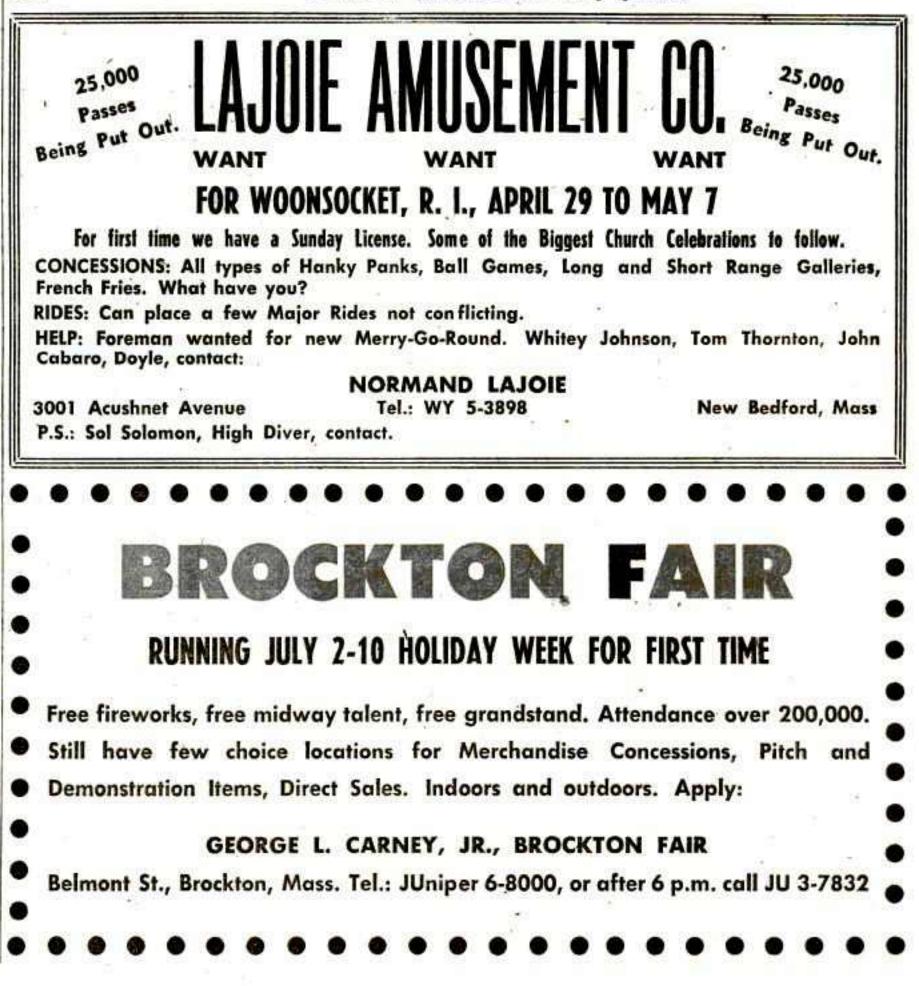
Ep Glosser is passing out cigars around Hot Springs following the birth of a daughter, since named Donna Lee, to his wife, Elaine, March 31 in St. Joseph's Hospital,

Bill Catlett, ride manufacturer of La Feria, Tex., has booked his new Traveler ride with Heart of America Shows, according to (Continued on page 63)

FLASHBACKS: 10 Years Ago-The James E. Strates and Penn Premier shows battled it out for patronage in Chester, Pa., where an unseasonal snow storm covered the grounds and temperatures dipped into the frigid areas. The two lots were about a mile apart. . . . Gold Crown Exposition Shows were hit by 26-degree weather in Robbins, N. C. . . . Staffers for the Hennies Bros. Shows included Al Kunz, secretary; Chester Mays, concession secretary; Bob Purvis, assistant to Hennies; Jack Kaplan, special agent; Jack Morgan, trainmaster; Paul Olson, concession manager; Keith Chapman, assistant manager; George Powell, concession stock man; Frank Flannagan, electrician; Eddie Yager, cookhouse; Bill Naylor, press agent, and Hugo Mallman, mailman.

on a tour of the park. Gilda Lee has closed an engage-Two Heth ride units currently June Massey. The organization will ment at the Onyx Room. Miami are in operation in Birmingham,

Beach, Fla., to join Leola's Variety playing at schools. Winter quarters Circus Side Show on the Ross activity is at high peak. A new function at Menasha, which will finished in quarters, is now being quarters,



SHOW NEWS

63

Gooding Quarters Rated Best in Biz

Continued from page 52

as air; a carpenter shop and cargeneral storage area.

Multi-Purpose Areas

In addition, this building houses 'two depressed loading docks, each about 22 feet high above the average floor level. One of these load- ager, respectively, of the Allan ing areas leads directly into a cleaning room 60 by 42 feet. The other loading dock will be used for greatly impressed, pointed out that spraying large pieces of equipment the plant was not only a tribute to and for building huge show fronts, as well as for loading and unloading.

Thruout the shop area most of overhead units.

factory portion is a combination of structural steel and bar joists, after touring the plant, observed: topped in turn by a steel deck, a one-inch fiberglass insulation board | cent and practical plant." Ehring's and a tar and gravel roof. Exterior comment was representative of all walls are of concrete block. The those present. exterior walls of the section housing the offices are of face brick.

Heating is by natural gas, but the plant is equipped with a standby butane gas system in the event the use of natural gas is restricted during zero weather.

Tribute Pours In Tributes to Gooding poured in

Hoard & Mullis

ing room, 15 by 25 feet, equipped at the open house. More than 20 with a De Vilbiss exhaust system floral pieces from well-wishers were which pulls off spray mist as well received. Wires also were received from many friends and show peopentry storage section, 65 by 100 ple. Visitors, among them reprefeet, and an organ repair shop, sentatives of some of the many walled off from a 68 by 98-foot fairs serviced by Gooding, were loud in their praise of the new plant.

> Included among the visitors were Lyndon Wilson and George Moses, president and sales man-Herschell Company, North Tonawanda, N. Y. Wilson, who was Gooding, but a testimonial to the confidence in the future of the amusement ride business.

One of the oldest among the visithe doors are manually operated tors, the veteran Otto F. Ehring, who before the turn of the century Roof construction thruout the operated a horse-drawn Merry-Go-Round at Ohio State Fair here, "It's amazing . . . a truly magnifi-



Continued from page 62

Walter Whitmer. . . . After wintering in Ruskin, Fla., the Teska brothers are heading north with their Model Farm. . . . Sam L. Swain, formerly of the Frank West, Jim Bruce, Glades, Jones, and Cetlin & Wilson shows, is now stage manager of the Carolina Theater, Winston-Salem, N. C. Swain also does billing for the local coliseum, while his wife, Marie, works celebrations in Virginia and the Carolinas with concessions. . . . Mrs. Pearl Keyes hosted at a dinner recently in Bradenton, Fla., entertaining Mrs. Lucille Lamkin and Mr. and Mrs. Wesley D. Charles, of Gibsonton, Fla., among others. The Charleses have been vacationing at their Gibsonton home. They are to report for duty at Tachikawa Air Force Base in Japan on April 30. Al Schneider



Get Your Spring Bank Roll Here. April 28 to May 8 inclusive. All Paved Midway. Uptown Location-300,000 Attendance. Now Booking Shows and Concessions. CONCESSIONS AND SHOWS: Can join here for a long season in California. No rain, no mud, no blowdowns.

ROY SHEPHERD WANTS: Kiddieland Foremen, Foremen for Lusse Scooter, Merry-Go-Round, Scrambler and Flying Coaster; Tilt, Wheel and Octopus Foremen; Ticket Sellers, Truck and Semi Drivers-must have Class A chauffeur's license. We can help you obtain license if you are a capable driver.

HELP WANTED: Crafts wants 20 experienced Ride Men to set up rides at National Orange Show, San Bernardino, starting April 20, or report to Winter Quarters.

WRITE, WIRE OR PHONE

CRAFTS 20 BIG SHOWS, INC., WINTER QUARTERS

7283 Bellaire Ave., North Hollywood, Calif.

Phone: POplar 5-0909 or POplar 5-0320



Want for 1960 Season-Fair Route Includes Canadian B Circuit, followed by the Finest Route of Fairs in the Northwest.

RIDES: Can place Dark Ride and Flying Coaster.

SHOWS: Opening for Funhouse. Also want Grind Shows, Monkey, Snake, Illusion, etc.

CONCESSIONS: Hanky Panks of all kinds. Especially want Long and Short Range Galleries.

HELP: Want Show Painter at once. Have opening for Foremen on Rockoplane, Rolloplane, Octopus and Paratrooper. Want Second Men who drive. Top wages and bonus. Winter Quarters now open. All contact:

> BERNARD THOMAS, Mgr. Box 438, Phone Midway 7-2407, Lennox, S. D.





Pacts 10 Fall **Georgia Fairs**

INDIAN SPRINGS, Ga. -Hoard & Mullis Amusements has signed 10 Georgia fall fairs, largest and strongest route of annuals ever played by the show, according to Co-Owner Elbert Mullis. Following its summer stay at a State park here, the show will hit its fair route with 12 rides.

The dates are Taliaferro, County Fair, Crawfordville; Franklin County Fair, Lavonia; Hancock County Fair, Sparta; Laurens County Fair, Dublin; Tri-County Fair, Fitzgerald; Worth County CHICAGO – Eddie Sopenar, Fair, Sylvester; Tattnall County first vice-president, presided at the Fair, Glennville; Appling County April 14 meeting. Also on the dias Fair, Baxley; Early County Fair were Bernie Mendelson, treasurer; and Peanut Festival, Blakely, and Hank Shelby, secretary; Morris the Ocmulgee Fair at McRae.

Showmen's League of America

Haft, counsel, and three past presidents-Fred H. Kressmann, Bill Carsky and Jack Duffield.

Haft, reporting as chairman of the cemetery committee, said the committee will decorate league members' graves in Showmen's Rest, Woodlawn Cemetery, on Memorial Day. He also reported the committee is negotiating to purchase additional graves at that cemetery.

Ladies' Auxiliary

Mrs. Jeannette Martindale, pres-April 5 in Chicago. There are ident; Carmelita Horan, first vicepresident pro-tem; Mrs. Harriet Burial April 8 in Showmen's McBeath, second vice-president; Elsie Miller, secretary, and Evelyn Hock, treasurer. Chaplain Mrs. Anna Filippinni gave the invocation. A moment of silence was obesrved for the late Mrs. L. M. Brumleve, a past president.

The last social of the season illness. During his career he had will be held April 21 at the Sheralso been associated with the man Hotel, with Mrs. Phoebe Car-Wallace, Austin Bros. and Seil sky, Mrs. Agnes Smith, Mrs. Mar-Bros. circuses. Survived by his garet Filograsos, Mrs. Leota Morey widow, Clara. Burial in Neola, and Mrs. Delgarian Hoffman as hotessses.

CONCESSIONS: Grab, Pronto Pups, Ice Cream, Novelties, Bumper, Bear, Bird, Glass and Gold Fish Pitches or any other Hanky Pank not conflicting. No flats or Gypsies. SHOWS: Ten-in-One, Funhouse, Snake and Illusion.

HELP: Electrician, Mechanic, Show Painter, Foremen for Scrambler, Helicopter, Octopus, Merry-Go-Round and Tilt also Man to handle five kid rides and Second Men on all rides. Winter Quarters open, come on. Jimmie Dean, Starkey, Jimmie Farmer, Jack Duvaney call Bob Myers at Park Hotel, Madison, South Dakota. Willie, Cat and Sam, what happened? Call or come here now. Want Agents for all concessions. Charley (Red) Walsworth needs Agents.

TIMONIUM MARYLAND STATE FAIR (1960)

AUG. 29-SEPT. 10

ATTENDANCE-250,000

WANT: Shows of merit. (No Girl Shows.) Concessions of all kinds, merchandise only. No Racket. No Auctioneers. Can use Derby Caller, Bingo Caller (for season). Rides not conflicting: Wild Mouse, Round-Up, Paratrooper, etc.

HELP: Foreman needed for Tilt-a-Whirl, #5 Ferris Wheel, Octopus (for season). Will be available at Timonium Fairgrounds, May 14 and 21, 12:00 P.M.-2:00 P.M. Every Friday and Saturday, July thru August, 12:00 P.M. - 2:00 P.M.

GEORGE J. MARSHALL, JR. c/o GEO. J. MARSHALL & SONS, **Carnival and Premium Supplies**

Phone: Ridgeway 7-4913

208 W. Camden Street, Baltimore 1, Maryland

AMUSEMENTS OF AMERICA Want

Long and Short Range Galleries, Hanky Panks of all kinds and family-type Shows. Open in So. Philadelphia, April 25, at 7th and Bigler lot, playing two big weeks including Sunday.

JOHN VIVONA Colonial Heights, Va., this week.

PAGE COMBINED

SHOWING HUNTSVILLE, ALA., WORLD'S LARGEST ARSENAL, APRIL 25-30

You will get your Spring Bank Roll here

CONCESSIONS: Concessions of all kinds that work for stock, also Derby Races, Arcade, Gadgets, Direct Sales, etc. Tippy contact immediately. Can place you. SHOWS: Side Show, Wildlife, Big Snake and Fun House for season, also one high-class Girl Show with own equipment. RIDES: Dark Ride, Scrambler, new and novel Kiddie Rides. Can place Help in all departments. All replies to BILL PAGE, Anniston, Alabama.

Continued from page 61

April 8 in Middletown, Conn. (Details elsewhere in this section.)

Final Curtain

ROEMER-Jack,

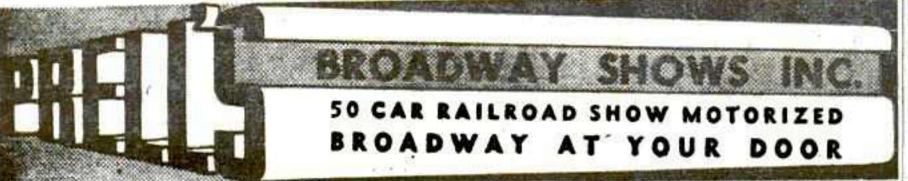
56, a clerk at the Chateau Hotel, Chicago, who was well known by many outdoor show people, no known surviving relations. Rest, Woodlawn Cemetery, Chicago.

WEST-Julien,

59, former owner of West Bros. indoor circus, recently in Wesley Hospital, Wichita, Kan. He retired a few years ago because of lowa.



SHOW NEWS



Grand Opening April 29 to May 7, 1960, Spring Festival, Auspices F. I. L. I. and VFW Combined, Pitman Stadium, Fort Bragg, Fayetteville, North Carolina.

Now Booking Side Show, Girl Show, Monkey Show, Fat Show, Pit Shows, or what have you? Our Fair season starts in Harrington, Dela., July 25 to 30. Sixteen (16) fairs booked. Will buy or book Merry-Go-Round, also Four Kiddie Rides, and will book Rides that do not conflict. CAN USE Live Pony Rides. Concessions all open EXCEPT BINGO, EAT AND DRINKS, POPCORN, FLOSS AND ICES.

WANT-Scenery Painter, Builder for New Front, Ride Foreman for "Round-Up" and for "Paratrooper"; Two #12 Wheels. Must be sober and drive. Second Men, Ticket Sellers and Takers, Also want Age and Scales, Pitch-Till-U-Win, Beer Pitch, Glass Pitch, String Game, Rat Game, Colored Game, Crazy Ball, Buckets and Rack, Long and Short Range Galleries. Have good many more spots to follow.

All answer: SAMUEL E. PRELL, WINTER QUARTERS, GOLDSBORO, NORTH CAROLINA



DUE TO DISAPPOINTMENT

Want good, flashy Funhouse and Dark Ride. Also other Family-Type Grind Shows for our outstanding route of fairs, including the Canadian "B" Circuit. Followed by the best state and county fairs in the United States.

> ALL SHOWS CONTACT: BERNARD THOMAS, MCR. Box 438 (Phone Midway 7-2407) Lennox, S. D.

CAN PLACE IN THE CONCESSION DEPARTMENT

Agents for Cigarette Block, P.C. and Pea Pool, also Hanky Pank Agents (Ball Game "Bill," contact), also good Up and Down Workingmen on Concessions.

All Concession Agents contracted report Friday, May 6, at Grand Island, Neb. WRITE OR WIRE

WILLIAM COWAN, CONCESSION MGR., General Delivery, Baton Rouge, La., until May 2; then c/o Art B. Thomas Shows, Grand Island, Neb., until May 14.



So. Troy Premiere For Lee's Funland

ball field, corner of Canal and Harry Agne is sending his Para-Fifth Streets, with 27th Division trooper over with Rab Colgrove in Association (National Guard) as charge, Peugh noted. The equipsponsor. Hudson Falls, N. Y. is the ment purchased from Angelo second date.

lot, situated in a low-income neigh- livered. Also with it are Larry nicely to a midway.

Monday (18). All trucks and trail- Track and Stagecoach rides. ers are decked out in red and the layout will be behind the 20-by-30 marquee tent bought from Oscar Buck. A panel front will frame the entrance.

TROY, N. Y .--- The new Lee's (Lee) Hilt as president, will be Funland Shows opens April 25 fielding 12 rides, about 5 shows and has virgin territory for its and 30-odd concessions. George debut, it is reported. First date is Isengard will have the five-in-line in South Troy at a Little League and Tony Santillo, the cookhouse.

Longo, a Roll - o - Plane, Ferris General manager Roy Peugh Wheel, three kiddie rides and twin said no show has ever played the Caterpillar diesels, has been deborhood which should respond Saunders with Girl Show and Minstrel Show, Fay Middlemiss with The show will arrive starting three shows, and June Reed's Pony

> Peugh has 22 weeks booked, all of them auspices dates with the exception of a few Northern fairs which have not been announced

Lee's Funland, with Leland yet.

Biz Okay for Cook, 1st Out in Detroit

Company, under the new partner- sponsorship of the Rotary Club for ship of Frank and Helen Cook and benefit of the crippled children's Gerald Gordon, opened April 1 fund, and then go to Garden City at 10-Mile and Gratiot roads in June 6 for the one-week celebration East Detroit under auspices of the sponsored annually by the Junior East Detroit-Metropolitan Club.

The East Detroit lot looked good enough for the Cook show to de-cide to stay an extra week, Man-Charles O. Stewart reported. and the show plans to return to play for the same sponsor later in the season on another lot in the First Date "I think business is going to be much better than last year for us," Stewart said, as the opening engagement neared its wind-up. Cook shows will move into shopping centers for the first time this season, opening April 25 at the Miracle Mile Center in Pontiac, Mich., and then head for Fort Wavne, Ind., where they will play

DETROIT-Despite cold weath- Evy's Shopping Center for two er and some snow, the "first out" weeks, followed by a probable short Detroit carnival has been given sat- series of engagements in Indiana. isfactory business, particularly on They return to the Detroit area Sundays. The Cook Amusement May 30 to open at Inkster under Chamber of Commerce.



14 RIDES—35 CONCESSIONS

Waynoka, Okla., Snake Hunt, April 22-24, then Liberal, Kan., April 26-30. 24 Fairs and Celebrations. No still spots after May. Three Street Centennials in June.

WANT-Wheel Foreman and General Ride Help, Man to handle front entrance and operate search lights.

CAN PLACE-Hanky Panks of all kinds and Agents for Pitches and Bingo Help. WANT-Funhouse, Drome or any Grind Show. Reasonable percentage.

W. W. MOSER, Hazelton, Kan.



Want for Meridian, Miss., Centennial on the Streets Downtown, May 8-14

CONCESSIONS: Hanky Panks of all kinds, Pitches, Photos, Jewelry, Prize-Every-Time Concessions, Straight Sales and others.

RIDES: Want to book Dark Ride.

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

Contact BUD DAVIS or JERRY VINSON, Buckwalter Stadium. Phone: 3-4009, Meridian, Miss.

BUFF HOTTLE SHOWS

Want for 3 Units Opening April 18 RIDE MEN: Want Ride Men on all Rides. Report to Winter Quarters. Fairgrounds, Livingston, La., now. Long season's work. (Whitey Morgan, come on.)

CONCESSIONS: Hanky Pank Concessions of all kinds for 3 Louisiana Strawberry Festivals, starting at Gonzales, April 25, with Ponchatoula and Hammond to follow. All replies

ROMEO DUNN

Box 833, Covington, Ls. Phone: 2320.

GIVE TO DAMON RUNYON CANCER FUND

New England Showmen's Association

BOSTON - A get-together attended by roughly 150 people was held Sunday (10) by the club, following Tuesday's (5) final meeting of the season. Refreshments were served and an enjoyable time was had by all.

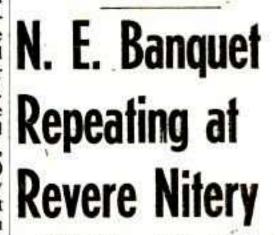
President Larry Carr presided over both affairs. At the meeting, attended by 75 members, Bernard (Bucky) Allen inaugurated a building fund plaque. Names will be \$25 'apiece, and Allen pledged \$500 to start the project. Another \$500 was pledged by Jeff Harris.

John Moses, chaplain, gave the invocation. Others present included Frankie Allen, first vice-president, Milton Kaufman, Frank (Whitey) McTeague, Dave Baker, Murray Bornstein, Mark Wayne, and past presidents Jack Ableman and John Venditto.



NEW BEDFORD, Mass. - Lajoie Amusements makes its season's bow on Friday (29) in Woonsocket, R. I., Manager Norman Lajoie reports. A new Merry-Go-Round is expected for the opening, along with a new semi for the ride, Royal blue canvas has been on order.

Show plays church celebrations in New England, and expects to announce major Memorial Day and July Fourth dates shortly. It will carry five major rides and four kiddie rides. For its Rhode Island opening 25,000 ride tickets will be distributed thru chain stores, and rides will be half-priced. It is reportedly the first time a Sunday operating license has been granted in Woonsocket.



BOSTON - The winter banquet of the New England Showmen's Association will be held Sunday, December 11, it was voted recently. Location will be the Frolics night club at Revere Beach, where the association's second annual shindig was located last winter. First one was at the Hotel Bradford where the clubroom is situated.

Banquet chairman is Milton Kaufman. Tickets will be \$7 per person and will cover a steak dinner and the club's regular firstline floor show.

HAMMONTREE'S RIDE AND CIRCUS BAZAAR

AND CIRCUS BAZAAR LAST CALL LAST CALL Opening in Chattanooga, April 22, 37th St. & Dodds Ave. Operating the Year-Round, Shepping Centers, Celebrations, Home Comings, Bona Fide Fairs. CONCESSIONS: Can place a few more straight Sales and Hanky Panks. Want flashy Photos, Novelties, Jeweiry, High Striker, Glass and Bear Pitches. Ball Games, African Dip or any joint that works for stock. (Positively no Flats, Alibis, P.C. or Mitt Camps.) HELP WANTED: Want Foremen for Little Dipper, Coaster and Chair-o-Piane. Second Men on all Rides. Ted Meadows also wants Ride Men. All Wires and Repiles WILLIAM O. HAMMONTREE 1313 E. John St., Chattanoogs, Tenn. Phone: MA. 2-5467



Experienced Secretary to handle office. Special Agent, having publicty experience. Answer by mail. stating qualifications to

JOHN H. MARKS **Princa Charles Hotel** Fayetteville, N. C.

THE BILLBOARD

National Showmen's

SHOW NEWS

65

CARNIVAL ROUTES

Continued from page 61

30.

30.

7.

30.

Buck, O. C.: Arlington, N. Y. Burkhart, Carl: "Carl Burkhart; Montgomery, La.; Winnfield 25-18-21. Byers Bros.: *James L. Reed, Baytown, Tex. Capell Bros.: *Mayme Capell; (35th Ave. & Bethany Rd.) Phoenix, Ariz., 19-24. 21-30. Capitol City: *C. C. Miller; Valdosta, Ga. Carr, Lawrence, Am. Co.: Wilmington, Mass., 25-30. Central States: Waynoka, Okla., 22-24; Liberal, Kan., 26-30. C., 25-30. Continental: Winsted, Conn., 25-Crafts Expo.: *V. Kuropativa; (Fair) Blythe, Calif., 20-24; San 20-24. Bernardino 28-May 8. C., 21-30. Drew, James H.: Gainesville, Ga., 18-22. Farrow Am. Co.: (West Land Plaza) Jackson, Miss. G & B: *Beulah Broas; Mason, W. Va. 24. Gatto Ams.: Darby, Pa., 28-May Gentsch, J. A.: *Fay Curtis; Columbus, Miss. C., 25-30. Georgia Am. Co.: *Horace Williams; Toccoa, Ga.; Cornelia 25-Mason, Tex. Geren, W. R., No. 1: (Dixie Manor Shopping Center) Louisville, Ky. Geren, W. R., No. 2: (25th St. Shopping Center) Columbus, 30. Ind. Gladstone Expo.: *Betty Jolley: S. C. Batesville, Miss. Gold Medal, No. 1: *C. C. Leasure; Marietta, Ga. Gold Medal, No. 2: Jerry Wallace; La Follette, Tenn. Golden Gate: *A. R. Sistrunk, Redding, Calif., 18-24. Hale's Shows of Tomorrow: Kan-Springfield 25; Marshfield 26;

Prell's Broadway: *Samuel E. Prell; Goldsboro, N. C.; Fayetteville 29-May 7. Reed Am. Co.: Winchester, Tenn., Reid's Golden Star: *Elmer Reid; Jefferson, Ga. Rock City: *George Isenhower; (Fairgrounds) Poplar Bluff, Mo., S & W: Malvern, Ark. Siebrand Bros.: *Don Hanna; Phoenix, Ariz, Smiley's Ams.: *J. R. Fasolas; Great Falls, S. C.; Concord, N. Bank. Sol's Greater: Indianapolis, Ind. Southland Ams.: Gulfport, Fla., Strates, James E .: Washington, D. Sugar State: Choctaw, La., 18-24. Sunset Am. Co.: *Daniel Dunning; Excelsior Springs, Mo., 21-30. Tatham Bros.: (Laketown Shopping Center) Springfield, Ill., 18-Thomas Joyland: *Chas. C. Jacobs; Logan, W. Va. Tinsley, Johnny T.: Greenville, S. Uncle Joe's Ams.: *Joe Seaboalt; United Expo.: Little Rock, Ark.; Memphis, Tenn., 25-30. West Coast: San Jose, Calif., 25-Williams Am. Co.: Monroe, N. C. Wolfe Ams.: *S. R. Holt; Belton, **Circus Routes** Adams-Sells: Monette, Mo., 24;

Association NEW YORK-Final meeting for the club will be April 27. At the Wednesday (13) meeting a gratifying turnout responded, and the annual award drawing was enriched by substantial donations. George Hamid Sr. and George Hamid Jr. pledged \$100 bonds apiece. Other donations toward the prizes were Morris Vivona, \$100 U. S. Savings Bond, Sam Peterson \$50 bond, three-piece set of luggage from Concelle Products, pair of imported lamps from Volcan Lamp and Shade Company.

The Hamids also donated \$100 to the James E. Strates Blood

On the dais were president Al McKee and Jeff Harris, Dr. Herman Cohen, Chaplain Louis D. King, and Executive Secretary Ethel Weinberg. Among those attending were Ben Weiss, past president of the Miami Showmen's Association, and several returnees from Florida, such as Aaron Katzen, Sammy Walker, and Sam Peterson. Refreshments were served after the meeting.

Ladies' Auxiliary

NEW YORK - A successful card party March 30 was wellattended and plenty of prizes were awarded. Just back from Florida were Bess Hamid, Helen Rothstein and Jean Harris. Ethel Shapiro attended her first meeting in a long while.

The new project, a blood bank, is being well-received. Queenie Van Vliet missed her first meeting in a couple of years, due to a fall in the home of her daughter. She injured an arm and leg. Rae Gruberg and Anna Keller are entering the hospital for minor surgery. Jean Torres is ailing.

The son of Molly Spitz has become engaged. Anita Goldie and

AL WALLACE WANTS

CONCESSIONS-Buckets, Six Cats, Swinger, Mitt Camp, Long and Short Range Galleries, Fishpond, Duckpond, String Game or any good Hanky Pank. Good opening for Bear Pitch and Glass Pitch, Photos and Ball Games.

SHOWS-Mechanical, Snake, 10-in-1, Motordrome, Monkeydrome, Animal or any good Family Show. Also Penny Arcade and Funhouse or Glasshouse.

RIDES-Will book Dark Ride, Octopus, Scrambler, Paratrooper and Scooter at a very low P.C.

HELP-Need Roll-o-Plane Foreman and Coaster Foreman. All replies to AL WALLACE, La Follette, Tenn., This Week

ATTENTION, CONCESSIONAIRES !! AMUSEMENT (O

Can Book for Full Still Date Route the Following:

HANKY PANKS of all kinds, Center pitches, Age & Weight, Novelties & Hats, Jewelry and Photo Galleries. Do not need Corn, Apples, Floss Snow Eats or Drinks.

Can place Hanky Panks at Jaycee Festival, on the streets, Bellefontaine, Ohio, May 3-7.

Also have many fairs and celebrations where Hanky Panks of all kinds can be placed. Give full details in first letter. No phone calls, please. Write at once to:

R. G. CASHNER, CONC. MGR.

3200 Valleyview Dr.

Columbus 4, Ohio

MIKE MILLER WANTS

Girls for three Sit-Down Cirl Shows. Man and Wife to manage one show (Gene Knight, get in touch), Candy Man, Canvas Men, General Help in all departments. We open Girl Shows June 2, Austin, Minn. All my people from last season get in touch now. Place immediately Help on Paratrooper Ride (must drive).

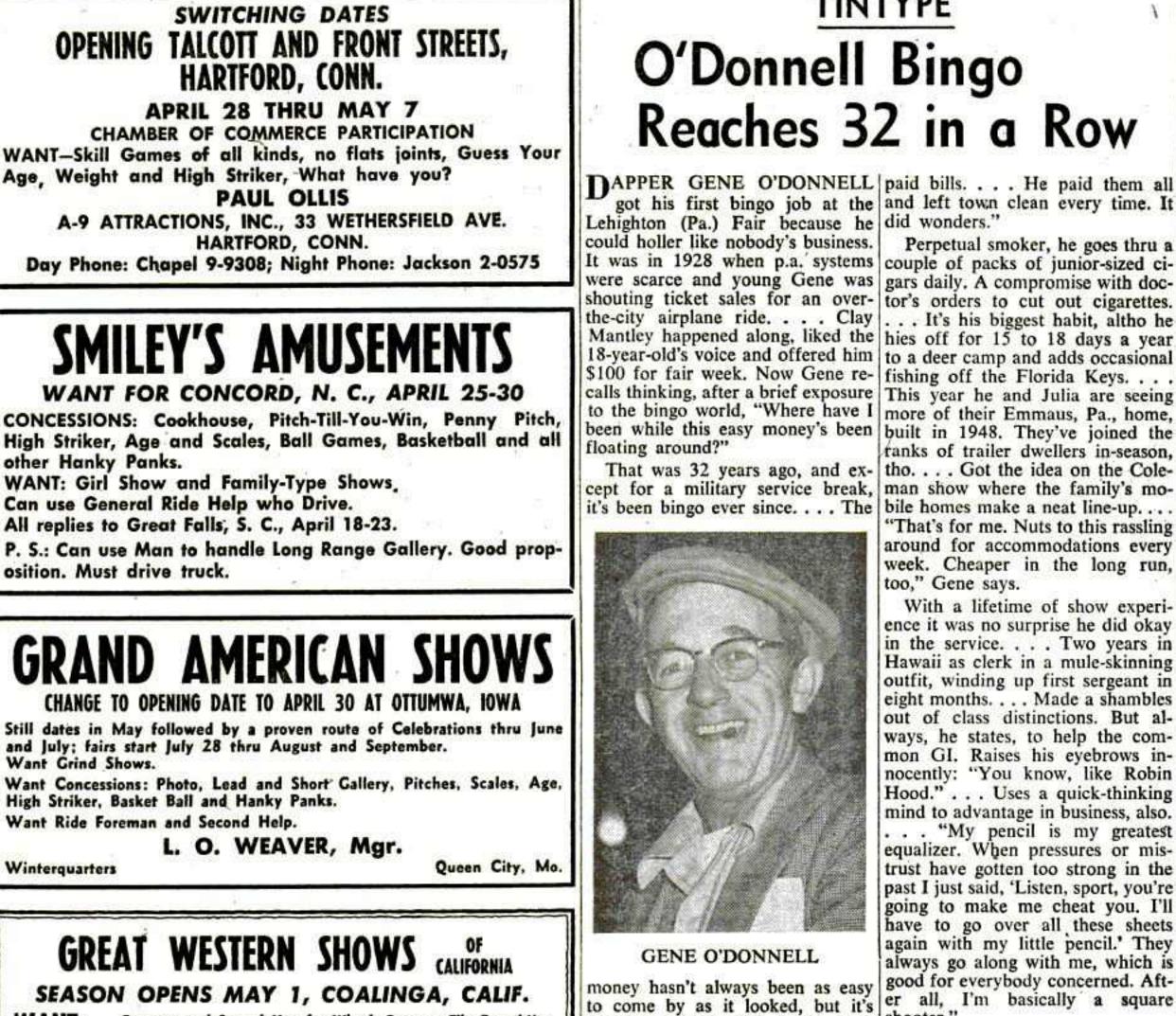
All reply: Gen. Del., San Antonio, Texas, April 15 to 23; then Gen. Del., Corpus Christi, Texas, until May 7. P.S.: I know who wrote the letter.

GIRLS GIRLS GIRLS - - -

Need six Girls Immediately for Strip Shows. Must be neat, young and attractive. Sobriety essential. Experience helpful but not necessary. Wardrobe furnished. Good salary. First show opening in Kokomo, Ind., May 9. All who worked for me previously contact. Mail address: P. O. Box 1344, New Orleans, La. William Bill Mike Smith, geek man, please call me immediately collect at White Hall 4-5784,



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TINTYPE O'Donnell Bingo Reaches 32 in a Row

DAPPER GENE O'DONNELL paid bills. . . . He paid them all got his first bingo job at the and left town clean every time. It Lehighton (Pa.) Fair because he did wonders." Perpetual smoker, he goes thru a

It was in 1928 when p.a. systems couple of packs of junior-sized cigars daily. A compromise with docshouting ticket sales for an overtor's orders to cut out cigarettes. . . . It's his biggest habit, altho he Mantley happened along, liked the hies off for 15 to 18 days a year 18-year-old's voice and offered him to a deer camp and adds occasional fishing off the Florida Keys. . . . \$100 for fair week. Now Gene re-This year he and Julia are seeing to the bingo world, "Where have I more of their Emmaus, Pa., home, built in 1948. They've joined the

cept for a military service break, man show where the family's moit's been bingo ever since. . . . The bile homes make a neat line-up. . . .



FOR SALE

Priced to sell. Walk-In Bingo, Jones type, 26x40, leather seats, marine ply-wood counters, amplifier and about \$500 wood counters, amplifier and about \$500 stock. Wood stringers, all wiring com-plete, slightly used. 1 Spot Pitch, 28x14, 11 ft. high, California top. Two 12x12 Pan Joints with amplifier. One 20-ft. Joint, blue canvas, fair condition. One 14-ft Joint, blue canvas, like new. Two Center Tables with canvas tops. All equipment with lights and stringers, ready to go up and go to work. Have red plush for four 16-ft. Joints and other miscellaneous items, 1944 Fruehauf Furmiscellaneous items. 1944 Fruehauf Fur-niture Van, 28 ft. long. 1949 KB-7 International Tractor, air brakes and all good rubber. All equipment in first-class condition. \$3,200. Al Stewart, let me hear from you.

HARRY MAMAS Chittenden Hotel Columbus, Ohio

THOMAS JOYLAND SHOWS WANT

Girl Show Operator with or without outfit, to join at once.

Must have own wardrobe. Contact:

L. I. THOMAS, Mgr. Logan, W. Va., this week



JOE ROSSI, MILLS BROS.' CIRCUS

As per Route in Billboard

WANT:

Foremen and Second Men for Wheel, Octopus, Tilt, Round-Up, Roll-a-Plane, Scooper, Coaster & Kid Rides.

Good pay and good treatment. Truck drivers given preference. Contact Dewey Blair, Ride Super., at Winter Quarters now-Fairgrounds, Caruthers, Calif., or

Phone Ray Cox, Owner-Mgr., at Fresno, Calif. AM. 6-5127.

WANT:

Agents for office-owned Joints-Phone Slim Harrison, Clovis, Calif. CY. 9-4553.

WANT WHEEL FOREMAN

Must drive, sober, reliable and single, no car. Can use two all around Second Men. We furnish sleeping quarters and pay ten to fifteen dollars more on the week than the average ride owner. Only interested in clean, honest help. Come to Dixie Manor Shopping Center, South on 31-W. Louisville, Ky., now, until April 23rd.

W. R. GEREN

FLOYD O. KILE SHOWS

Wants sober, dependable, experienced Ride Men, any age, who can and will work good rides, appreciate good treatment and a permanent job on Eli Wheel, Merry-Go-Round, factory Kid Rides, Caterpillar. Must drive semis.

Come on in, will place you. No cars or wives, please. We load out April 25. ALL REPLIES TO: FLOYD O. KILE, Fairgrounds, Clinton, La.

P.S.: Very good Super Roll-o-Plane, up for inspection, clean and A-1, ready to go. Come see it, and buy for \$2,500.00 cash. Ride only.

FOR SALE

8-Tub Octopus, motor, semi and fluorescent lighted, ready to go to work, \$4,300; with-out semi or fluorescent lights, but with bulb stringer, \$3,500. Am getting new ride. Show Trailer, 24 ft, with wings out, tandem wheels, all fluorescent lighted, very attractive, built for Big Snake, good for pit of snakes or animals, \$500. Kiddle Ferris Wheel, pull behind car, \$300. Popcorn-Caramel Corn Trailer, complete on Chev. Vanette, fluorescent lighted, all white, a flash, \$700. Jet Spray Dispenser, good as new, \$100. If interested contact at once, phone or wire. We leave May 9.

MURPHY'S NORTHERN STATE SHOWS, Ainsworth, Nebr,

TRUCKS

TRUCKS

Having quit the automobile transport business we have for sale a fleet of 18 Dodge Trucks. These units are in good condition. They are equipped with good 8.25x20, 10-ply tires, fifth wheel, saddle tank and trailer connections. All will pass ICC inspection. Anyone interested in a good used tractor that is ready to go to work, check with us.

ART HANERHOFF

1104 W. Camp St., East Peoria, III. Phone: 4-6622.



to come by as it looked, but it's become Gene's life. Some may know the game as well, he con-

cedes generously, but nobody knows it better. . . . Mantley's offer started a five-year hitch for the youth, who had been born December 3, 1910, in Hazelton, Pa. . Actually he got \$125 for that first week. . . . Later bought himself a \$140 automobile ("I was a real joyboy with that car") and headed for Florida. With a grand-sounding job and a car he was the hottest kid in Hazleton. "Without public address systems us counter boys would sing out the numbers called. We were called 'bingo queens.'

"My folks came from Ireland. . Mom worked in a New Jersey rectory and dad worked for Standard Oil. . . . All the immigrants had heard about gold in Pennsylvania just growing on the trees. So the folks moved to Hazleton. . . . There was plenty of coal, but no gold. It was a tough time; plenty of potatoes and bread, but meat only once a week, on Sundays."

Since those tough times he's not only picked up carnival know-how but a spirited wife, the former Julia Marr, the most dedicated citizen ever produced by Mount Olive, N. C.... They make up one of the carnival world's liveliest couples. Scarcely a dull moment, with wisecracking and jackpotting whether in the cookhouse or while overseeing the Jones bingo. . . . Gene married into show business in 1935, three months after spotting Julia, a doctor's aid who was visiting her dad, George S. Marr, secretary on the West Shows. The big meeting took place in East Stroudsburg, Pa. Gene's been with H. William Jones since July 4 week of 1933. . . Has been on the Art Lewis, O. C. Buck, Endy, Coleman and Strates shows, and at Rocky Glen Park. . . . Recalls the Lewis days fondly. "Now there was one of the most sociable outfits that ever was. We had our own peculiar relief fund for showmen in need, supporting it with weekly jamborees until fairtime. And Art made the town rounds at every week's

er all, I'm basically a square shooter."

ranks of trailer dwellers in-season.

"That's for me. Nuts to this rassling

around for accommodations every week. Cheaper in the long run,

With a lifetime of show experience it was no surprise he did okay

in the service. . . . Two years in

Hawaii as clerk in a mule-skinning

outfit, winding up first sergeant in eight months. . . . Made a shambles

out of class distinctions. But al-

ways, he states, to help the com-

mon GI. Raises his eyebrows in-

too," Gene says.

Most recently on the Strates midway, Gene and Julia are focal points for talk and activity. Especially fund raising. . . . Both consider it the best show on which to raise a sympathy dollar. . . . In the winter Gene used to pick up winter money hustling citrus fruits and pecans, calling square dances, running dance affairs. Takes it easier now. . . . Takes quiet pride in the Gentleman Gene tag hung on him by Art Lewis, and unfailing sports a natty exterior with two essential pieces of equipment: A cigar and a jaunty cap. . . . Between them the O'Donnells are solid carnival boosters. It's a world that has provided their warmest friendships. ... "And don't forget to tell 'em all about Mount Olive, No'th Carlina," Julia cautions.

F. GROFF

WANTED

2263 Newton

in Crosby, Minn., June 2.

ROGERS BROS.' SHOWS

Pelican Rapids, Minn.



SHOW NEWS

LETTER LIST

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 took 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, mall must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Adams, W. J. (Candy) Adams, William P. Allen, Dianne McDaniels, Emil Allen, Gene Allen, Gene Allen, Martha D. Anderson Sr., Wm. Anderson, Norman Paul Paul MacDougali J H. Martin, George Auskings. Clarence D. Martin, George Martin Jr., William Ayers, Smiley Ayers, Trobie Ayers, William & Mrs. Martin Jr., William Mason, Jeanne Merritt, Mrs. Dell Michel, Pat Miller, F. W. & J. Miller, Harry L. Milliken, Flois V. Moon, Myna (or Dawn Rose) Ayotte, Frank W. Backer, Loretta Baldwin, Jerome G. Bain, C. A. Bain, Gene R. Barchinger, Linn Barma Don Moran, Billy Moran, Eddie Barchinger, Linn Barns, Don Barns, Don Barron, Henry F. Barrett, Waiter Barrio, Jay Barry, Michaei T. Beal, Glenn E. Bell, Jeanie Bernstein, Harry Biggers, Curtia Busnop John Boatright, Betty Bly, Edward Bolton, Chuck Boston Joe Bouchard, Paul A. Bowman, Bob Moran, Joseph Moreno, Gus Moreno, J. Morris, Tom Morris, Tommy E. Murphy, Chuck Neal, Leonard Nicholo, Bob & Marge O'Brien, Mike (Chef) O'Conner, Eddie & Joe Joe O'Day, Wm. H. O'Haver, Jack O'Leary, Betty Oliver. Jack Orneallas. Joseph G. Owens, Ralph W. Bowman, Bob (formally Denton Pk) Boyer, Nancy (or Mrs. Harry Testa) Page, Richard Paige, I. C. Paul, Stanley Bradley, Leroy Brooks, Roberta Pearl, Eddle (Pronto Brown, Arthur Brown, Hubert E. Penguin Girl Pesa, Fred Peters, Lee Peterson, Bob Pfeister, Bill Brown, Wm. B. Butler (or Butter) Mrs. George Carlisle, George Carter, Marcus C. Carneer, Bill Cheminant, Mrs. D. Christian, Arthur & Pauline Phillips, James E. Phillips, Nikki Phillips, William G. Pauline Pixie, Lynn Poplin, Charles & Colbert, Johnny Conley, Emile T. Conlon, Edward H. Price, Alice Anne Conlon, Edward H. Conners, Jerry Cook, C. Cook, C. Cook, Chester B. Cooke, J. M. (U. S. Reptile & Jungle Circus) Cooper, Bobby Cooper, Joan Cortes, Bita Ray, Jack Redmond, V. L. Reed, John (Drome Rider) V. Reed, Leroy Costa, Frank Cowan, Mrs. Ada Crawford, Elbert Reese, E Crawford, Richard Marion Reichert, Frank on Reid, James Crowder Milton Curtis, Mrs. Des Reisem, D. E. Reiley, Phillip Dagheur, Charles Dahle, Harvey A. Davies, Freddie Davis, Jack Mic Resemius, G. J. Rex, C. E. Rice, J. G. Richard, Willie Richards, L. C. Richardson, F. Rigney, Loren D. Rioldan, J. P. Rix, C. E. Rizzs, Augustine Roberts, D. L. (the Wop) Dayle, Mabel Deigrosso, Daniel Deil, Eli M. Deil, M. E. & Mrs. Deil, Paul & Mrs. Decker. Earl Dickerson, Sonor Decker, Ear, Dickerson, Sonny Di Coste, Romaine Dixon, William Roberts, D. L. Roberts, Jesse J. Roberts, Nick Driggers, W. W. Duncan, Dallas B. Durham, Linwood Roberts, Nick Robertson, Billy F. Robinson, Ed Robinson, M. W. Robinson, S. F. Rowell, James Ryder, Mrs. Hazel Ryder, Ralph Roger, Joe Roger, Berule Edwards. Oscar Egan C Dallas Errett, Raymond Evans, Edward . Evans, Edwar Evans, Merle Farrell, Hugh Rogers, Bernie Rohlff, D. E. Fay, Jimmy Ferris Wheel Blackie Romirez, Mike Forkum, Audrey Lee Forkum, Smokey Lee Francis, Stanley Ross, Betty Willis Rose, John Willie Rose, Mark Ross, Thomas Forkum, Stanley Francis, Stanley Galysin, Earl & Mrs. Gamble, Oliver (Red) Garner, R. B. Garrett, Alfred Gentry, Rye W. George, Gladys & Ike (The 3 from Gibbons, Bunny (Show Painter) Cohnny Gibbons, Bunny (Show Painter) Gilmore, Johnny Girouard, A. Ryan, Pappy Salamone, Ruth Givens Joe L. Glover, William E. Gutnick, Kenneth Salamone, R Sales, Frank Sampler, D. L. Gwens loe Hackett, Mrs. Eddie Sams, Ruby Sanders, Fred Sanders, Ralph Haley, George V. Hamby, Thomas Hammon, Walter A. Hamrick, Howard Satterfield, C. Satterfield, C. Saxon, C. Schilling, Dutch Schmitt, A. J. Schmuck, Guy O. Schoonover, O. Schreiber, Harry Schutters, W. W. Scipio, T. T. Scott, C. F. Scott, C. F. Scott, Frank W. Scott, Willie Sears, Robert Hamrick. Howard Hamilton, George W. Hart, Donald Dean Hart, Fred W. Haskel, E. J. Haygood, Eugene Hennessee, John & Rose Hickey, Floyd Hill, J. & E. Hill, J. & E. Hilk, Cowboy Hodge, Clyde Holder, Mrs. Roberta Howington, Dennis Scars, Robert J. Rose Lee Sebree, Earl Sharer. M. D. Hudson. Smith Geraid Sharp. Don Geraid Sharp. Don Huftle, T. J. & Virginia Butchinson, J A. Jackson, Lawrence Joseph, Frank & Johnson, Mrs. Blit Johnson, Joseph W Shortrell, J J. Shipley W E. Shortrell, M. Shipley W E. Shortrell, M. Johnson, Mrs. Bili Johnson, Joseph W Johnson, L. P. Johnson, Joseph W Johnson, L. P. Johnson, Swede & Jones, C. W. Kaminski, George & Siekierka, R. Mrs. Silversmith, W J. Kaminski, Josephine Kayler, Carol Keene, Gilbert (Fats) Kennedy, Col. John Kennedy, Col. John Kennedy, Col. John Kettering, Florence King, James W. Kunde, Arthur Simpson, James Sims, Bill Skellington, Henry Lankford, Mrs. Suzanne Lauther, William Layfield, Mike Lee, Mike Lehman Herb Lewis John Stellington, James Skellington, James Stoan, Eugene Smallwood, Lucky Smith, Curtis J. Layfield. Mike Sloan, Eugene Lee, Mike Smallwood, Lucky Lehman Herb Smith Curtis J. Lewis, John Smith, Edw. W. Litton, Joseph Smith, Edw. W. Loveless, Mrs. Betty Smith, Fred L. Lovette, Annabelle Smith, Hugh W.

Vergane Stave Ve Smith, Mose Smith, Mose Smith, Ralph Smith, Russell B. Smith, Wm. Smithers, G. W. Snyder, Shelley Solderich, Frank Charles Solomon, F. N. Southern, Tony Sparks, Robert Wade, W. C. Wade, William M. Wagnerhaup, Wm. J. Walden, Mike Walker, Charles Walker, James F. Walker, William Walker, William Sparks, Hobert Spencer, Forest J. Spencer, R. B. Springfield, C. V. Springsteen, L. M. Stafford, Z. D. Stairs, Bob Stanley Bros. 437. Wallace, John Wallace, Kenneth M Wallace, Kenneth Wallace, O. Walton, K. F. Wanous, Walter Ward, Leonard Warren, Percy L. Washington, B T. (Trapeze) Stars, E. D. Stay, Edmond L. Steene, M. C. Steiner, Clemens Steiner, Clemens Stephens, Joe Sterling, Lee R. Stewart, G. M. Stewart, James M. Stewart, Phillip J. Stienrod Jr., James Stimmel, James Washington, B T. Watson Albert T. Watson Allen Wats. Clarence Webb Arthur W. Wederath. D D. Weiss. Fred Weilborn. M. E. West. John A. Wetherington. Log Stoddard, Henry West, John A. Wetherington, Loy Whiddon, Ed White Donald E. White, Robert L. Whitestde M. P. Wicks, M. C. Wilborn, Merritt E. Wilborn, Merritt E. Wilkerson, Eddle Wilkerson, H. Wilkey, D. R. Wilkins, James Will, Allen D. Williams, George Williams, James A. Stoddard, James Henry Stoltman, Earl Stoltz, Richard V. Stone, Doc Stone, Kenneth F. Stone, Stoney Stribling, Thomas Stringer, Wm. S. Sullivan, V. R. Summerfield. James Summers, J. L. Summers, L. R. Sutton, Willis Struble, Orange 132 Williams, James A. Struble, Orange Franklin Swails, E. D Swango, Donald Swanson, J C. Sydow Jr., Louis Sykes, Stanley C. Tachemy, Tom Williams, Joseph Williams, L E. Williams, Lee Williams, Lonnie Pup) Williams, R T. Williams. Roscoe Sherman Tachemy Tom Tackett, Everett Tajopolis, Laura C. Tarchinski, John Tate, Johnnie – Williams. Williams, Willie Williford, M. D. Willis Albert Willis, Robert Wilson, Harvey T. Taylor. Carl Kirk Taylor, John (Short Range) & Mrs Wilson, Robert H. (Short Ham, Taylor, John E. Taylor, Johnny Taylor Jr., Louis Taylor, Shirley Terrot, W. O. Terrell, Calvin Theckar B. J Wilson, Dianne (Sea) 14-19. Act Wilson, Wm. (The Hog) Wilson. Woodrow (Dick) Windrom, W. Thacker, B. J. Thomas, B. J. Wiszkon, Joe Wixom, O. A. (Red) Wolfe, Thomas Thomas, Fred Thomas, Geo. Allen Thomas, J. L. Thomas, J. E. Thomas, Robert Thompson, G. Woods, Jonnie Woods, Lawrence Woody, Jack Wright Alan Wutaner, R. M chompson. Leo Wyatt, Arthur Thomason, M Thompson, Pete Yancey. Thurman T Thompson, Sam Thorne, Donald E. Tollefsbol. J. Tootie, J. O. Tomb, Doc Towne, Arley Yoder. David Young, Dolly Young, H M. Young Michel Young Houston Young, John Towne, Arley (Sporty) Traver, James Trice Oliver Coung, R. R. Young, R. R. Young, Willie D. Yunker, Robert J. Yunker, T. M. Towne, Arley 1-4. Trice, Oliver idie Zeigler, R. J. Louise Ziegler, Melvin D. Trigg, Mrs. Addie MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo. Alvarez, J. & M. Armstrong, Matt Barr, Kenneth Bates, Bunny Black, Mr. & Mrs. Lamon, Harry W. Lewey, Thomas M. Los, Edward F. McInturff, Shirley Moran, Eddle Morton, Jamest Joe Morton, Janet Bryer, Bob Cash, Jody Colbert, T. W. Collins, J. David Cooper, Raymond O'Day, Daniel P. Oklahoma Ranch (Wild West Rodeo) Orlando, Mr. & Mrs. Cecil Dearing, Mrs. R. E. (Stell) Dennison, Tommy Duffy, John D. or Dunn, David B. Elckenhorst, Kenneth Finley, Evelyn Friend, Mr. & Mrs. J. D. (Don) Gawin, Bob Giere, Johnnie A. Gold, Mrs. T. W. Griggs, Charles A. Hemphill, Robert E. Hodgeon, Robert G. 8t. (Shotgun) Hodgson, Robert G. Holston, J. F. James, Hellen Teska, Adam Trenholm, Joseph A. Waters, Joe Williams, C. L. Williams, Mrs. Rebecca James, Henen Jessop, Harold Johnson, Carroli B. Kelley, Charles O. Kilcullen, Barney King, Manuel Young, Hoger MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III. Bloom, Oscar Campi, William Hustreis, Al & Virginia Robert Stewart, Jack Stewart, James M. MAIL ON HAND AT NEW YORK OFFICE Lawrence 1564 Broadway James New York 36. N. Y. Henry Berkheimer, C. S. Brandioux, Palmeir O'Dea, Shannon Provencher, Lucien Ford, Cecil Jabara, Mrs. E. L., Lee, Bob Romero, Lynn Prod. Smith, Mrs. M. L. Stewart, James M. Miller, Paul A.

Smith, H. W. & M. D. Jr. Smith, Jimmy C. Smith, Johnny Smith, Luther VanArsdale C. W. VanArsdale C. W.

California

COMING EVENTS

Hollister-San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 616 San Benito St.

Los Angeles-Western Regional Materiai Handling Show & Packaging Cavalcade (Great Western Exhibit Center), May 11-13. A. Byron Perkins, 2807 Sunset Blvd.

Napa-Napa Valley Horse Show, May 1 George Lawrence, P. O. Box 726. North Highlands-Sacramento Riding Club Jr. Horse Show, May 7. Curtis Nelson, 3001 Longview Drive.

North Highlands-Sacramento Riding Club Horse Show, June 11. Curtis Nelson. Oakland-Calif. Spring Garden & Home

Show (920 Fallon St.), April 29-May 8. John L. Hennessey, Hotel Claremont. Berkeley 9.

Ross-Marin Art & Garden Show, June 30-July 4. Marcelle B. McCoy, P. O. Box

San Francisco-San Francisco Home Show (Cow Palace), July 22-31. James Logan Santa Barbara-Santa Barbara Nat'l Horse

Show & Flower Show, July 8-16. Allen Ross, P. O. Box 3006.

Santa Monica-Santa Monica Home Show (Civic Aud), May 11-15. Patrick J. O'Toole.

Connecticut

Bridgeport-Barnum Festival, July 1-9.

Idaho

Blackfoot-Snake River Valley Horse Show (Fairgrounds), July 7-9. Dess Lauder, Route 1, St. Anthony. Boise-Ada Co. Sheriff's Mounted Posse

(Fairgrounds), June 11-12, Carl H. Smith, Box 1774.

Bolse-Western Riding Clubs Association Field & Race Meet (Fairgrounds), June

19. Grace Rambo, Route 1, Meridian. Emmett-Emmett Cherry Festival, June 20-25. Melvin Chandler, A. L. Comdr., Box

Meridian-Meridian Dairy & Stock Show June 2-4. Herald J. Cox, Box 836.

Illinois

Chicago-Chicago Intl. Trade Fair (Navy Pier), June 20-July 5. Richard Revnes East Alton-Legion Carnival & Fish Fry April 28-May 8. Evansville-Celebration, July 4.

Ladd-Street Celebration, May 19-21. Peoria-Home Show (Exposition Gardens), April 27-May 1.

Rockford-Businessmen's Celebration, June

Shawneetown-Sesquicentennial, July 1-4 A. Kelth Phillips.

South Beloit-Lions Club Celebration, June 21 - 26.Wilmington-Celebration, May 30. Indiana East Gary-Celebration, June 1-5. W. O. Randol, Markle. June 22-25. Harry Bahler. Case, Box 148. Iowa Kansas Chanute-Spring Farm Show, May 2-7. Kentucky 4. T. H. Pike Jr., Route 3. Box 55. Celebration, June 27-July 4. Horse Show, June 11. O. T. Young. 3-4. Joe R. Thompson. Louisiana Caldwell St. 1. Abe C. Goldberg, P. O. Box 1485. Massachusetts Michigan 9 Union St. 24-30. J. L. (Whitey) Bedard. Center) April 28-May 1. (Whitey) Bedard, Minnesota don. Missouri

Huntingdon-VFW Street Pair, July 18-23 Remington-100th Anniversary Celebration, St. Paul-Fair-O-Rama, July 20-23. Harry Veedersburg -Street Fair, May 30-June 4. Creston-Crestonian Club Celebration, July Anchorage-St. Luke's Horse Show, June Fordsville-Fordsville Lions Club Horse Show, June 24-25. Charles R. Mason, Henderson - Sesquicentennial & July 4 Lewisport-Lewisport Lions Club Charity Louisville-Rock Creek Horse Show, June 9-11. Herman R. Miles, 568 Garden Drive. Owingsville-Lions Club Horse Show, July Gonzales-East Ascension Strawberry Pestival, April 23-24. John D Gonzales, 302 Shreveport-Holiday in Dixie, April 27-May Boston-New England Home Furnishings Show (Commonwealth Armory), April 18-24. J. W. Daly, Boston Club, 46 Beacon Detroit-Windsor - International Freedom Festival, June 25-July 4. Hillsdale — Hillsdale Celebration (Fairgrounds), July 2-4. W. K. Farquharson. Kalkaska-National Trout Festival, April Livonia-Livonia Exposition (Detroit Race St. Charles-Centennial, June 16-19. J. L. Zumbrota-VFW Convention & Loyalty Day Celebration, April 30-May 1. Ray San-Bolivar-Kiwanis Jr. Livestock Show, June

Omaha-Motor Sports Auto Show (Civic Aud), April 30-May 1. L. Wm. Baker.

Nevada -

Las Vegas-Helldorado, May 19-22, Gor-don L. Shelton, P. O. Box 872. Reno-Nevada Jr. Livestock Shop, April 22-24. W. C. Behrens, Max Fleischmann College of Agriculture, University of Nevada.

Reno-Reno Home Show (Civic Aud), June 5-10. Patrick J. O'Toole, c/o Civic Aud, Santa Monica, Calif.

New Jersey

Asbury Park-Eastern Ceramic Show (Convention Hall), May 5-8. Asbury Park-Jersey Coast Imported Auto Show (Convention Hall), April 20-24.

New York

New York-International Auto Show (Collseumi, April 16-24.

New York-U. S. World Trade Pair (Coliseum), May 4-14.

New York-British Exhibition (Coliseum), June 10-26.

New York-New York Health Show (Collseum), July 16-24.

Syracuse-Post-Standard Home Show (War Memorial Bldg.) May 3-6.

Syracuse-Empire State Rabbit Show (Pairgrounds), May 22. Syracuse-Nat'l Holstein-Frieslan Assn.

Show (Fairgrounds), 30. Syracuse-N. Y. S. Horse Breeders Assn.

& Lions Club Horse Show (Fairgrounds), June 3-5.

North Carolina

Beaufort-251st . Anniversary Celebration, July 3-10.

Chadbourn-Strawberry Festival, May 18-

Charlotte-Charity Horse Show (Collseum), June 9-11.

Greensboro-Greensboro Horse Show, May 11-15.

Kernersville-Fourth of July Horse Show & Parade, July 4.

Sedgefield-Sedgefield Horse Show, May 12-14.

Waynesville-N. C. Dogwood Blossom Festival, May 26-29.

Ohio

Defiance-Northwestern Volunteer Firemen's Assn. Convention, June 13-18. Parma-Parma's Fun on the Fourth, July 4. L Robert Parker, 5815 Haverhill Ave. Reynoldsburg-Piremen's Celebration, April 18-23.

Tuscarawas-Tuscarawas Celebration, July 4. Chamber of Commerce.

Oklahoma

Hugo--Spring Festival, April 16-23. Chamber of Commerce.

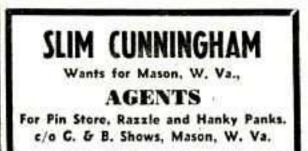
Oregon

Gresham-Multnomah Co. Parade of Gardens, April 27-May 1. Duane Hennessy. Portland-Rose Festival, June 7-12.

The Dalles-Mid-Columbia Livestock Show,

June 5-8 Elmer Lierman.





15-16 Robert Houk Gerald-Franklin Co 4-H Livestock & Home Economics Show, July 2-3. Herbert Grannemann.

Hermitage-Hickory Co. Jr. Livestock Show, June 12. Dorothy Bybee. Joplin-Home Show (Memorial Aud.), April

- 18-23. Marceline-Jaycees Celebration, July 2-4 Jerry Clark,
- Maryville-Nodaway Co. 4-H Pat Lamb Show, June 7 Kenneth Walkup.
- Purdin-Linn Co. 4-H Fat Lamb Show June 3. Eugene Thurlo.
- St. Joseph-Apple Blossom Pestival, May 10-14.
- St. Joseph-Buchanan Co. Dairy Show, July 23. Webb Embrey.
- St. Joseph-Interstate Jr. Dairy Show, July
- Webb Embrey.
 Warrensburg-Johnson Co. Jr. Livestock Show, July 13 Jack Jennings.

Nebraska

Omsha-Celebration (Municipal Stadium). July 2-4. L. M. Baker, American Legion Post No. 1.

Union-Eastern Ore, Livestock Show, June 2-4. Ray C. Baum.

Pennsylvania

Dupont-Northeastern Firemen's Federation Parades, June 27-July 2. Great Bend-Great Bend Twp. & Baras Centennial, July 17-23. E. E. Empett. Newfoundland-American Legion Celebration, July 4.

Philadelphia - Recreation World's Fair (Convention Hall), April 18-24. Thomas Rivers.

Taylor-Lions Club Celebration, May 30-June 4.

Vandling-Northeastern Firemen's Federation Parades, June 13-18. South Carolina

Great Falls-Jaycees Spring Festival, April 18-23.

South Dakota

Custer-Gold Discovery Days, July 22-24. Dupree - 50th Anniversary Celebration, June 17-18.

Elkton-Harvest Festival, July 11-12. Lake Andes-Fish Day Celebration, June 11-12.

Presho-Progress Celebration, June 3-4. Sioux Palls-South Dakota Sports, Vacation & Outdoor Living Show (Collseum),

April 29-May 1, Bill Morton, P. O. Box 377.

Tabor-Czech Days, June 26-28. Wakonds-75th Anniversary Celebration, June 17-18.

Woonsocket-Celebration, July 4.

Tennessee

Humboldt-Strawberry Pestival, May 2-7. Memphis-Memphis Cotton Carnival, May 10-14.

Maryville-Maryville Celebration, July 17 21. John L. Clark, 1612 Jenkins.





UNITED EXPO. SHOWS Village Shopping Center, Little Rock, Ark., this week; Memphis, Tenn., next week.



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Want Tilt and Wheel Foremen. Up and down about 7 times a year, shopping centers. Year-round work. Call before 11:00 A.M. or after 10:30 P.M., FEderal 7-8819 or wire

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For 15 beautifully flashed Hanky Panks, also Help for Nickel Pitches. Will buy two used Bumper Cars for Slum Joint. Open April 21 at Washington, D. C.

> WALTER B. COX c/o James E. Strates Shows

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Opening April 21-30, Fairgrounds, Poplar Bluff, Mo. Will be on lot April 18. Can use Hanky Panks of all kinds. Already have Popcorn, Snow, Floss, Diggers and Mug Joint.

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OUR OLD FRIEND From there he goes to Birmingham Jack.

and then on to Atlanta to visit a son he has not seen since the war. "Will send in notes about pitch folks I meet while I'm on the trip," says Jack. "Harry Flax, the Humatone worker, is back here on the Pike for a few weekends before working the National Orange Show at San Bernardino, Calif. Also on the Pike, and doing well is Mrs. Edna Smith with needles and pillow top patterns." Jack goes on to say that he has noticed a clever worker pitching foot remedies in the local Kress store, while another

BELL SALES CO.

1107 SO. HALSTED ST.

Chicago 7, Ill.

\$8.40 Gr.



one is working cleaner in the same Jack Scharding, now 80 years old store to okay results. "That oldand living in Long Beach, Calif., timer, Carl Knowles, is doing well writes in to say that he still gets with rad in a Woolworth store in itchy feet and that he has mapped Los Angeles, while another fellow a forthcoming trip, his first stop to is working auto polish on a Broadbe the Memphis Cotton Carnival. way parking lot in L. A.," says





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Here's a unique, practical item—a battery-operated Cigarette Lighter and Flashlight in one! Push one button for strong flash-light. Push another button and light your cigarette "electrically." No fluids, no wicks, no flints! Rich, beautiful gold-colored metal case (measures 13/4"x3"). Lightweight— easily carried by men or women, in pocket or purse. Operates on 2 tiny penlight bat-teries, included FREE of extra charge. Im-ported from thousands of miles away so supply is limited. Order now. Only \$1.00! Pls. send 10¢ for pkg. & hdlg. Become our agent and make extra big money! Our low prices in nominal quantifies—so get on the bandwagon NOW! L & M COMPANY Dept. FC-10, Box 881 St. Louis, Mo.



Discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast; leaves no perma-nent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$5.95 for complete demonstration kit of Automatic Tear-Gas Pencil, 10 demonstrators and 3 Tear-Gas Cartridges. Not sold, to minors— state age with order. state age with order.

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25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y je20

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Asst. 53. Cultured Pearl Tie Sildes, .\$3.75 & \$5.00 Dr.

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SLIMS OR REGULARS BALL POINT PENS 10 gross lots, \$4.95 gross; 1,000 Imprinted Pens, \$59.50; 1,000 Plastic Befills, \$14.95. BiBlop, 424 Andover, Lawrence, Mass. SNAKES - ALL KINDS, CHEAP. coons, Civet Cats, descented Skunks, \$12. Animals, Birds, Reptiles. Free list. Thomp-son Wild Animal Farm, Clewiston, Fla. ap18

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PENNY ARCADE NEAR NAVY LANDING in Southern California. Open all year. Box C-465, c/o The Billboard. Cincinnal 22, Ohio.

(Continued on page 70)



70 CLASSIFIED

THE BILLBOARD



SOCIAL DIRECTOR FOR LARGE SUMMER resort. Must be good MC for professional variety shows. Well rounded knowledge of 1949 Tilt-A-Whirl and one 28 ft. and now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, El. show business necessary. Good singing voice an asset. Non drinker, no Romeos wanted. Season June 15 to September 15. Salary plus liberal bonus. Write very fully qualifi-cations, age; send photo. The Famous Allen "A" Resort, Wolfeboro, N. H. ap25 FRANK THOMA RATE: 10c a word, minimum \$2. CASH WITH COPY. YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine. Desk 22B, 307 North Michigan, Chicago I. ch-tin 3559 S. Halsted Chicago 9, III. Phone: FRontier 6-5320 Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. FOR SALE: ELI FERRIS WHEEL NUMBER 5, now in use amusement park, Kansas City, Kans., \$2,500. J. W. Lewis, 546 Minne-sola, Kansas City, Kans. DR 1-0106. WATER ACTS OF ALL DESCRIPTIONS wanted. Send picture and price to Don Walker, 501 Fullerton Bidg., St. Louis 1, Mo. upper and lower case. **Talent Wanted** FOR SALE-MERRY-GO-ROUND-54 FOOT Denzel, 72 hand carved animals, ½ jump-ers, ½ stationary. Four sleighs. All in per-fect condition. J. Stanley Tunney, 9 Ocean Ave., Seaside Heights, N. J. ap25 IMPORTANT: In determining cost, be sure to count MUSICIANS - ALL CHAIRS. JERSEY RE-sort, June 9-Sept. 7. Experienced, read and fake; character, personality important. State qualifications in letter to John Devol, 101 University Terrace, Athens, Ohio. (LY 3-1850.) ap18 Instruction and Schools your name and address. When using a Box Number, LEARN AUCTIONEERING - TERM SOON. World's largest school. Big free catalog. Relsch Auction School. Mason City 18, Iowa. c/o The Billboard, allow six words for address and FOR SALE OR TRADE FOR KIDDIE RIDES. Big Ell No. 5 Wheel in perfect shape. Lloyd M. 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HORSE-drawn Merry-Go-Round, three Major Rides, three Kiddie Rides. Odin Centennial Corp., MEMORY WIZARD AVAILABLE SEPTEM-ber, 1960. Experienced clubs. TV, stores, teaching. \$400 weekly minimum. Mr. Mem-ory, 1277 Guerrero Ote, Juarez, Mexico. Hear That Whistle Moan WANT TO BOOK-LEILANI SHORES. AL-bany, Ga., May 1 through September, all types of Kiddle Rides and Major Rides on SIDE SHOW FEATURE AVAILABLE! IN-imitable Man into Woman, officially rec-ognized! Superbly equipped, presenting "Roses of Eden." Delores, Room 26, 115 E. Franklin, Richmond, Va. Selling Portable Theater, easy terms. Excellent. FRANK THOMA "LITTLE TOOT" 3557 S. Halsted Chicago 7, 111. Phone: FRontier 6-5320 percentage basis. All replies, Phone: HEm-lock 4604, 8 a.m. to 5 p.m., Albany, Ga. SCENIC ARTIST AVAILABLE - EXPERI-enced outdoor shows, stage and television. Scenery designing and painting. Fred Wardle, c'o NSA, 123 W. 56th, New York **Real Steam Trains** FOR SALE CROWN METAL PRODUCTS CO. Wanted to Buy WACHICKANOKA - NATIONALLY FA-mous as only man in the world ever to be buried alive with dangerous diamond back rattlesnakes, vicious cottonmouth moccasins, and ten foot, bone crushing boa constrictors. This unique and original show 1 TILT, some repairs 1 KIDDIE TROLLEY, 30' diameter, 12 people 1 KIDDIE 6-TANK AIR RIDE 1 6-Seat KIDDIE FERRIS WHEEL CITY. Wyano, Pa. SPANISH DANCE TROUPE-AUTHENTIC dances, beautifully costumed. Available for summer dates. Taggart. 1602 National Ave., Rockford, Ill, WO 42789. ap18 CALLIOPE WANTED - ANY CONDITION. West Newton 1550 State price & condition. Write or call Robert Senhauser, 422 W. High, New Phila-delphia, Ohio. 68892, 42081. constrictors. This unique and original show has a very powerful draw. Our past per-formances speak for themseives. We had over 50,000 paid admissions in Minneapolis, Minnesota for Radio Station WDGY: over 40,000 in New Orieans, Louisiana, for Radio Station WTIX; over 40,000 in Oklahoma City, Oklahoma, for Radio Station KOMA. After a very successful season in 1959 for the Storz Broadcasting Stations, we are now available for 1960 bookings. Attention Ra-dio Station Promotion Directors, this in ideal for creating new interest in your sta-tions. You may promote in conjunction UN 7-1713 MEN ONLY TATTOO ARTIST WISHES GOOD LOCA-tion; sober, reliable. Prefer near military base. State rental & license. Write Tattoo Ken, 423 S. Century, Rantoul, Ill. ap25 CHARLES SANTOS PAIR 35MM. THEATER SOUND PROJEC-tors, Features and Shorts. L. M. Co., Box We have the funniest collection of unusual novelties ever assembled. Butztown, Pa. 201, South Lancaster, Mass. ap18 Sample assortments \$2 and \$5 postpaid. 10e brings list. FOR SALE-1 METRO DERBY, 22 UNITS, excellent condition, asking \$1,500. Fast money maker. Mrs. Cosimo Mancino, 1474 Hylan Blvd., Staten Island 5, N. Y. ELgin 1-2760 or ELgin 1-2007. STRONG "TROUPER" SPOTLIGHTS, USED, State condition and cash price. McHale-Sawyer Productions, 118 Main St., Bangor, Musicians EMERSON TRADING CO. Maine. ap18 Dept. 4 BASSMAN-VOCALIST AVAILABLE JUNE 1 USED GLASS HOUSE. PREFERABLY MIR-ors. State condition and price. Alex J. Mymochod, Rt. #2, Albion, Mich. FOR SALE: 1 SMITH & SMITH ADULT Chairplane and 1 Kiddle Auto Ride. Also Cotton Candy equipment. John Kahl, Im-perial, Mo. ap25 tions. You may promote in conjunction with large shopping centers or large used car dealers. State Fair Managers, take notice. Lawrence E. Nunn, 521 West Main St., Glasgow. Ky Olive 1-3164. ap25 Location desired. Neat, dependable; play convert, society. All replies considered. Musician Box 42, Nashua, Iowa. ap25 Pompton Plains 6, N. J. PENNANTS, JOBBERS AND SALESMEN! DRUMMER — NAME EXPERIENCE ON shows, Latin, swing, society, etc. All good offers considered. Dean McCullom, 317 S. Galena, Dixon, III. Phone: ATlantic 2-3851. Send on your letterhead for samples and prices. Direct from manufacturer. All major colleges in stock. Hart Processing, Marine City, Mich. my2 USED KIDDIE RIDES-WRITE PRICES AND description. Box 5, Oxford, Neb. ap25 FOR SALE-8 FLYING SCOOTER CARS AS is. \$100 f.o.b., Dorney Park, Allentown, Pa. WRIGHT'S VARIETY STAGE SHOW OF Magie, Vaudeville and Rhythm. Have own music, sound system and spots. Professor Wright, Casey, Ill. my2 WANTED - USED MOUNTED BUCKING Horse, Buffalo, etc., for use in D.P. Pic-ture Concession. Larry Yost, 413 W. Wyatt ap25 GUESS WEIGHT OUTFIT: TRUCK, SCALES rack, P.A. system, 500 figurines, 60 rub-ber molds, \$300. Eden, 825 S. 15th, May-wood, III. PIANIST, COMMERCIAL, LIGHT CLASSICS, YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10s for 32 page catalog. Balda Art Service, Oshkosh, Latin, best references. Full experience shows, accompanist. Double organ. Desires resorts. Box C-602, c/o Billboard, Cincinnati 22, Ohio. Earp, Dodge City, Kan. WANTED - VEGA ELECTRIC VIOLIN. Write Buddy Durham, 310 Wilbert St., Wheeling, W. Va., or call collect CEdar Wisconsin. Vocalists KIDDIE CHAIRPLANE-20 CHAIRS WITH new Smith & Smith gear box and clutch. All steel, aluminum window Popcorn Traller with Jumbo Popper, Whirlwind Floss Ma-chine and Ice Ball Machine. 2 joints, Cat Rack and Basket Ball Game. Each used 9 days. Dick Kees, 514 E. 21st St., Covington, Ky. Phone: HEmlock 1-2908. TENOR, CLAR., READ, FAKE, JAZZ, 75 min. Guy Williams, 520 San Pedro S.E., Albuquerque, N. M. Ph.: AM 87054. ap25 Personals 2-5901. ap25 FEMALE VOCALIST WANTS LOCATION with combo, very neat, dependable; sings jazz and pops. Also rock and roll, jazz, dinner and dance orchestras, also name bands. Frank O. Bates Talent Agency, 1297 Broadway, Benton Harbor, Mich. COLORFUL HOURGLASS CORSETS, CUS-tom fitted by mail: make the most of any figure. Write: H-G Co., Box 471, Palo Alto, California. ap25 WAX M USE UM OR WAX FI wanted for new museum in Virgini full details. Box No. C-603. c/o Bi 2160 Patterson, Cincinnati 22, Ohio. WAX MUSEUM OR WAX FIGURES wanted for new museum in Virginia. Give full details. Box No. C-603. c/o Billboard, WILSON'S - ORGANIST, DRUMS, MC, clown, union. Own equipment. Phone ST. 4-1681. Bloomsburg, Pa.

www.americanradiohistory.com

BULK VENDING

APRIL 18, 1960

NVA Exhibitors

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

THE BILLBOARD

71



By NICK BIRO

Big news this week in the bulk vending industry is the National Vendors' Association convention being staged at the plush new Jack Tar Hotel, Grand Bahama Island, largest of the Bahama chain and just 55 miles off the Florida coast. Industry contingents from thruout the country are attending, many arriving in groups. Most are planning to spend a day or two in the fast moving resort area of Miami Beach before heading over to the Grand Bahama Island by either boat or plane.

M. J. Abelson, head of the Pittsburgh distributorship and exclusive Oak Manufacturing Company agent west of the Mississippi, is greeting operators in a new Miami Beach office opened by his firm, Oak Sales of Florida. On hand will be Sid Bloom, Oak Manufacturing Company, Culver City, Calif (no relation between the two companies), to greet visiting operators.

Another West Coast member. Bert Fraga, Oakland, Calif., is also making the trip . . . From Dallas, Everett J. Graff is arriving with a contingent of customers, giving a much needed distributor boost to NVA membership. Historically, some distributors have been reluctant to encourage participation from their operator-customers because of the direct selling practices of manufacturers, all of whom exhibit at the conclave.

Graff's brother, Robert, incidentally, recently celebrated the

ATLAS MANUFACTURING CO. Cleveland BILLBOARD PUBLISHING CO. Chicago CRAMER GUM COMPANY East Boston, Mass. CON-SEL, INC. Chicago ARTHUR DU GRENIER, INC. Haverhill, Mass. SAMUEL EPPY & COMPANY Jamaica, L.I., N.Y. ALBERT FISCHER COMPANY Lexington, Ky. GENERAL TRAVEL, INC. Chicago GREEN DUCK COMPANY Chicago KARL GUGGENHEIM, INC. New York LEAF BRANDS, INC. Chicago NORTHWESTERN INC. Morris, Ill. OAK MANUFACTURING CO. Culver City, Calif. PENNY KING COMPANY Pittsburgh PLASTIC PROCESSES, INC. Freeport, N.Y. PAUL A. RICE CO. INC. New York RINGMASTER CHARMS Brillion, Wis. W. W. RICE COMPANY Chicago SECURITY FUNDING, INC. Chicago SPAR-A-CINO SALES & SERV. Chicago STANDARD FINANCIAL

CORP.

N'western Distribs View New Line

poration distributors from Boston Ray Greiner. preview of the equipment the company will show at the National Vendors Association convention at the Grand Bahama Island, April 21-24.

One purpose of the distributor meeting was to test reaction to the Moon Rocket, a six-foot tall bulk vending machine which vends either a piece of ball gum for a penny or five pieces for a nickel.

After the choin is inserted, a gauge on the machine begins the traditional countdown, after which the gum is ejected. The shape of the machine is similar to that of an experimental space rocket. Capacity of the machine is four cases of 100-count gum. Complete details will be announced at the NVA show.

Super 60

Northwestern also bowed its Super 60 line of bulk vending machines. One unit consisted of three large capsule machines and three standard machines. The stand was candy striped.

Ray Greiner, Northwestern sales executive, said that on the basis of interest shown at the sneak preview, the company will go into production on the Moon Rocket by the end of April. He added that production on the Super 60 series will begin at the same time.

Distributors at the showing included Sid Weinstein, Pittsburgh; Jason Koritz, St. Louis; Irv Koven, Baltimore; Sam Kopf, Philadelphia: Moe Mandell, New York; Ed Flanagan, Boston; Al Toranto,

CHICAGO-Northwestern Cor- | W. E. Bolen Jr., Bill Hamilton and | and their wives Saturday night.

Moe Mandell, Northwestern to Los Angeles gathered at the The sessions were climaxed by Sales & Service, New York, left Conrad Hilton Hotel here Friday a dinner and cocktail party given early to attend a family 25th wedand Saturday (8 and 9) for a snack by Northwestern for distributors ding in Brooklyn.

NVA Grand Bahama Convention Program

Wednesday-April 20 8:00 p.m.-Board of directors meeting

Thursday—April 21 _

	i II Secondaria			10:00 a.mRegistration	
	10:00	a.m.	to	12:00 noon-Exhibits open, exhibit hall	
				1:00 p.mNVA sponsored luncheon	5
	and the first frame of	p.m.			tt
	1:10	p.m.	to	1:15 p.mInvocation, Leonard Quinn	
•				1:25 p.m.—Convention chairman's addres: Rolfe Lobell	s,
	1:25	p.m.	to	2:10 p.m.—"The Art of Legislation in a Democ racy," Stanley Kreutzer	-
	2:10	p.m.	to	2:30 p.m.—"Have You Lost Your Key?" Rober Greenfield	rt
	2:30	p.m.	to	3:15 p.m.—"Today or Tomorrow?" Milton 7 Raynor	F.
		10		3:15 p.mNominating committee meets	
	3:30	p.m.	to	7:00 p.mExhibits open	
		paliter bada	080	7:30 p.mBuffet and beach party	
	* * *			Friday—April 22	
			- (*)	10:00 a.mRegistration	
	10:00	a.m.	to	12:00 noon-Exhibits open, exhibit hall	
	12:00			그는 이렇게 잘 걸었다. 이렇게 가지만 해는 것을 잘 많은 것을 하는 것을 것을 것이 가지 않는 것을 것을 것을 하는 것을 하는 것을 하는 것을 수 없는 것을 수 있다.	

tor, Northwestern and Oak 1:30 p.m.-"The Confident Trio," Paul Guynes 1:00 p.m. to 2:00 p.m.-Charm dressing contest 1:30 p.m. to 2:20 p.m .- "Ohio and Beyond," Don Mitchell 2:00 p.m. to

2:20 p.m. to 3:15 p.m.-Election and installation of officers 3:30 p.m. to 7:00 p.m.-Exhibits open

8:30 p.m.-Cocktail party sponsored by Samuel Eppy & Company

New York VICTOR VENDING CORP. Chicago

N'western Appeals **Patent Violation Decision of Court**

CHICAGO-The Northwestern Corporation, manufacturer of bulk vending machines, has filed an appeal with the United States Court of Appeals on the recent decision of the United States District Court, Southern District of California.

The lower court has ruled that

Birmingham, Ala.; Ron Gold, Cleveland; Bernie Bitterman, Kansas City; Nate Rake, Philadelphia; Jean Coutu, Montreal; Bill Zuber, Minneapolis; Russ Thomas, Memphis; Tom King, Chicago; Marvin Maddox, Orlando, Fla., and H. B. Hutchinson, Atlanta.

Factory Personnel -Headed by President W. E.

Bolen, factory personnel included

Northwestern has infringed on a patent of the Oak Manufacturing Corporation, another bulk vending machine manufacturer.

The judgment was entered on (Continued on page 76)

Saturday—April 23 10:00 a.m.-Registration

10:00 a.m. to 6:00 p.m.-Exhibits open, exhibit hall 10:00 a.m. to 11:00 a.m.-Workshop 1. What Sanitation Means to You. 2. Is Your Price Right? Can Com-

- missions Be Avoided? 3. Finding Hidden Dollars in Handling of Inventory.
- 4. The Future of Chain Stores. 2:00 p.m. to 3:00 p.m.-Poolside cocktail party sponsored by National Vending Machine Distribu
 - tors' Association 7:30 p.m.-Buffet-dinner dance sponsored by

Leaf Brands, Inc.

Sunday-April 24

11:00 a.m. to 1:00 p.m.-Exhibits, exhibit hall

birth of a son, William Grayson Graff, February 24. The boy weighed in at seven pounds two ounces. Mother, son and father are doing fine. . . . From Chicago, Jack Nelson will be representing Logan Distributing Company from Dick Boylan home minding the store.

Boylan recently finished a hectic week-long sales tour of Indiana, Illinois and Wisconsin. Reports business is spotty with the weather a factor. . . NVA legal counsel Don Mitchell will be pretty busy answering questions about the association's new combined medical

(Continued on page 77)

State Bulk Vending Machine Taxes and Licenses

per cent gross receipts sales tax on permit on each machine. all vended merchandise plus following levy: Penny machines (all types), \$1 State and \$1 county license; nickel or higher machines Operators must pay use tax on (all types), \$8 State and \$4.50 county license; machines vending only peanuts or peanut products, \$1 State and \$1.50 county license. No license if privilege or dealers license required for sale of merchandise by either location owner or operator. No license in industrial locations if operator obtains occupational license based on following: Counties of 60,000 or less, \$30 State plus \$15 county; counties of 60,001 to 125,000, \$60 State plus \$30.50 county; counties over 124,-000, \$80 State plus \$40.50 county. Separate licenses must be issued for each machine and prominently displayed on or near machine.

ARIZONA-No information.

ARKANSAS - No individual machine tax. State collects \$20 operating permit.

CALIFORNIA-No tax or license on machines. State and local sales taxes, however, applicable except for sales of food products. Operator of any machine vending chine tax if location is covered by ject to municipal ad-valorem proptaxable merchandise must hold a State store license. If location not erty taxes as personal property.

ALABAMA - State imposes 3 | seller's permit and post number of | covered by State store license, op-|

COLORADO—State applies 2 per cent sales tax on all sales; requires sales tax license to operate. vending machines bought outside of State,

CONNECTICUT - State imposes 11/2 per cent sales tax on all sales of 19 cents or less providing records are kept; otherwise 3 per cent rate applies. Operators also pay unincorporated business tax if business is unincorporated or State corporate income tax if business incorporated.

DELAWARE—License fee of \$2 per machine when owner is not operating under a merchant's license.

FLORIDA—Per machine tax of 75 cents.

GEORGIA-No special vending tax.

IDAHO—No special tax other than State property tax under jurisdiction of county assessor.

ILLINOIS-State imposes retailer occupational tax of 31/2 per not exceed State levy. cent of gross.

One store, \$3; two to five stores, fee. \$10 each additional store; six to 10 stores. \$20 each additional store: 11 to 20 stores, \$30 each additional store; over 20 stores, \$150 each additional store.

IOWA-Two per cent sales tax on gross receipts.

KANSAS-State requires registration of each machine plus 21/2 per cent gross receipts sales tax.

KENTUCKY-No State tax or license fee. However, Legislature currently considering sales and use tax which could include vending.

LOUISIANA — Annual license tax based on gross sales: Sales up to \$5,000, \$5 fee; sales up to \$10,-000, \$10 fee; sales up to \$15,000, \$15 fee, and so on up to sales of \$5,000,000 with \$6,000 fee. In addition most municipalities and parishes (counties) levy similar occupational taxes that, however, are regulated by State constitution and can-

MAINE-No special tax or li-*INDIANA-No vending ma- cense fee. Machines, however, sub-

MARYLAND - Effective May erator liable for each machine as a 1, 1960, vending machine license tax or license. chain store unit, taxable as follows: fees will be \$2.50 plus \$t clerk

> MASSACHUSETTS-No information.

MICHIGAN-State imposes 3 per cent sales tax. Operator must obtain license and pay tax on each machine operated. Annual license fee is \$1 plus 10 cents for each formation. additional machine.

MINNESOTA-No special tax or license.

MISSISSIPPI-Privilege tax of \$2.50 per machine for penny machines, \$5 per machine for 5 to 10-cent vend, \$7.50 per machine for 10 to 20-cent vend, \$10 per machine for over 20-cent vend.

MISSOURI-State 'sales tax on gross receipts. Law currently being revised.

MONTANA-No special tax for license.

NEBRASKA-No special tax. However, subject to State personal levving counties.

NEVADA-No special tax or license. NEW HAMPSHIRE-No special tax or license.

NEW JERSEY-No special tax specified. or license.

NEW MEXICO - No special

NEW YORK-No special tax or . license. However, State Public Housing Law (Section 110f) permits municipalities to impose excise tax up to 50 cents per month per machine for housing purpose. No cities currently impose such tax.

NORTH CAROLINA-No in-

NORTH DAKOTA-Sales permit for collection of sales tax only. No other licenses or tax required. Charge for permit is 50 cents.

OHIO-No special tax or license. Vending machines subject to personal property tax based on depreciated value of machine at rates roughly equivalent to local real estate rates.

OKLAHOMA - Two per cent sales tax on gross receipts.

OREGON—No special license or tax.

PENNSYLVANIA — Personal property tax which varies between property tax applies, with 4 per cent sales tax on gross sales.

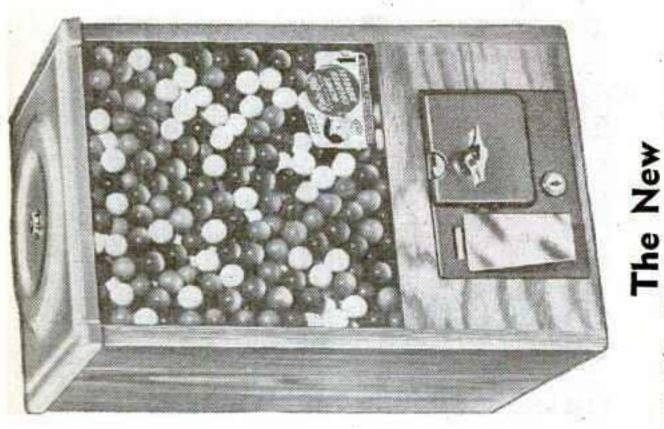
RHODE ISLAND-Permit required of operator. One permit covers all machines. Sales tax on all confectioneries. Amounts not

(Continued on page 91)



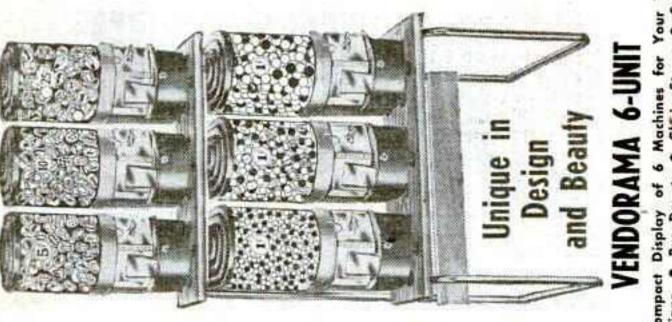






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Embodying all of the fine workmanship . . . precision and design of the VICTOR LINE . . . expressly built for your high-traffic locations. Capacity: 2,000 BALLS OF 100-COUNT GUM.



Compact Display of 6 Machines for Your Top cations. • Bus Depots • Chain Stores • Super srkets • Drug Stores • Air Ports • Dept. Stores. USES VERY LITTLE FLOOR SPACE Size: 26" Wide, 18" Deep, 53" High. EASY TO SERVICE-EASY TO COLLECT A Compac Locations. Markets •

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Bernard K. Bitterman

Edw. Flanagan



Logan Distr. (o. 1850 W. Division Chicago 22, III. HUmboldt 6-4870 III., Ind., Ohio, Wis., Mich., Ky.



Moe Mandell

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Z

Irven Koven

New York State ervice Co.

lorthwestern Sales

446 W. 36th St. N. Y. 18, N. Y. LOngacre 4-6467

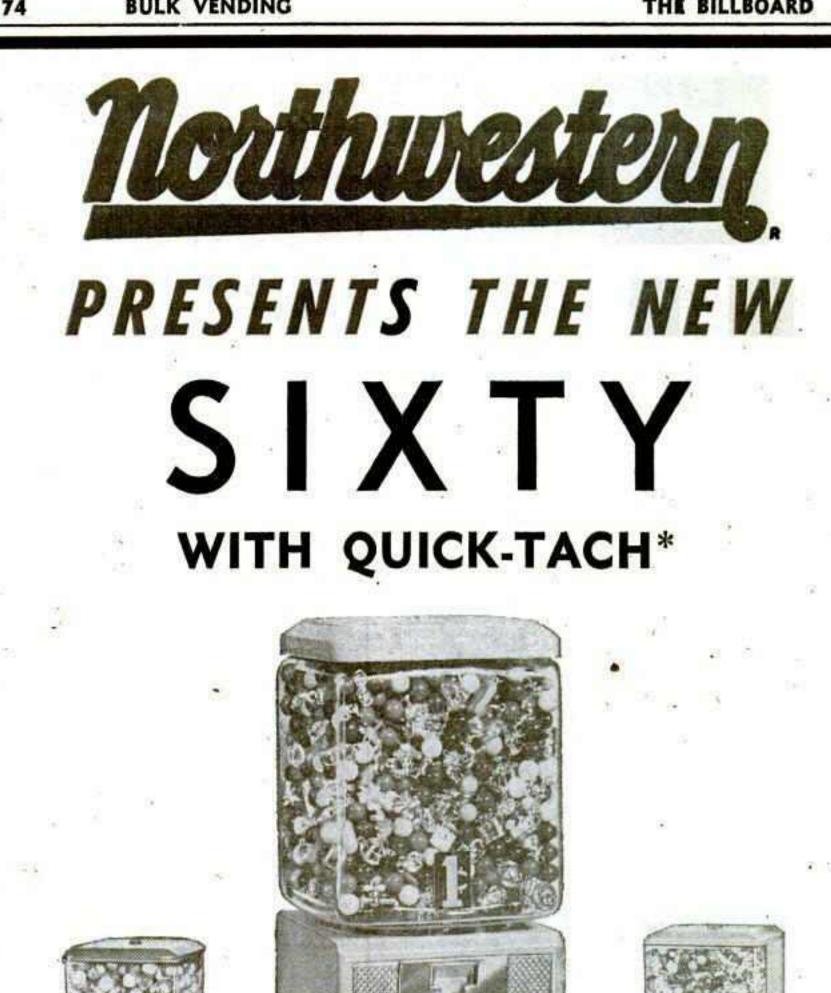
Jack Nelson



BULK VENDING

THE BILLBOARD

APRIL 18, 1960



NVA Gets Medical, Life Insurance Plan

medical insurance and life insur- starts at 50 cents a month per ance program has been negotiated \$1,000 and ranges upward, deby National Vendors Association pending on age. for members and employees.

Neither program requires prior

medical examinations and both

will start as soon as 50 standard

applications are received by the

The medical plan is being under-

written by the American Casualty

Company and the life coverage by

the Security Benefit Life Insur-

ance Company. Robert S. Green-

field, Chicago, insurance consult-

Address Convention

members at the forthcoming April

21-24 convention on Grand Ba-

termed Executive Management

Plan (EMP), offers up to \$25,000

coverage. Owners, executives and

supervisory personnel of association

member companies are eligible.

The plan is non-cancelable and the

Greenfield will address NVA

ant, is the offering agent.

association.

hama Island.

CHICAGO-A combined major after change of occupation. Cost

Medical

The major medical plan offers up to \$10,000 coverage per individual illness incurred within a threeyear period. An initial deductible amount, payable by the insured, ranges from \$100 to \$500, depending upon the plan chosen. After this, the insurance pays 80 per cent of all medical and hospital bills up to \$3,000 and 100 per cent thereafter up to \$10,000.

The medical insurance is renewable each year and cannot be terminated by the company as long as the program remains in force, unless the insured fails to pay premium, leaves the association, re-The life insurance program, tires or reaches age 70.

> Individual premiums start at \$18 annually and range upward, depending upon the type plan adopted, member's age and number of dependents.

company guarantees the cost will not change for 10 years regardless of age change and death experi- ence. The policy is individually issued and coverage is continuous even	MANDELL GUARANTEED USED MACHINES
BUSY LADIES' FARE PLANNED FOR BAHAMAS	N.W. Model 49, 1¢ or 5¢
	MERCHANDISE & SUPPLIES
CHICAGO - The ladies	Golden Non Pareil Almonds, 5-lb.

Queen







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SIXTY

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American Products Corporation 12220 Triskett Road Cleveland 11, Ohio

Birmingham Vending Company 540 Second Avenue, North Birmingham, Alabama

Bernard K. Bitterman 4709 East 27th Street Kansas City 27, Missouri

Cleveland Coin Machine Exchange 2025-2029 Prospect Avenue Cleveland, Ohio

Graff Vending Supply Company 2817 West Davis Dallas, Texas

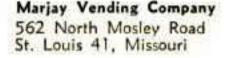
H. B. Hutchinson, Jr. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia

King & Company 2700 West Lade Street Chicago 12, Illinois

Lahiel Amusement, Inc. 1815 Quest, Notre Dame West Montreal, Quebec, Canada

Maddox Sales 209 N. Orange Blossom Trail Orlando, Florida

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McPhail Vending Company 1218 Eglinton Avenue West Toronto, Ontario, Canada

Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts

Northwestern Sales & Service 446 West 36th Street New York 18, New York

Parkway Machine Corporation 715 Ensor Street Baltimore, Maryland



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Peanut Products Company 1123 West 21st Street Indianapolis, Indiana

Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia, Pennsylvania

Rohr Sales Company 9854 12th Street Detroit, Michigan

Sidmor Vending Company 2137 Fifth Avenue Pittsburgh, Pennsylvania

Standard Specialty Company 1028 44th Avenue Denver 23, Colorado

Veedco Sales Company 2124 Market Street Philadelphia, Pennsylvania

Vendall Company, Inc. 1820 East 38th Street Minneapolis, Minnesota

Vendor Distributing Company 682 Madison Avenue at Orleans Memphis 3, Tennessee

MORRIS, ILLINOIS

*At Slight Extra Cost

CHICAGO - The ladies needn't worry about following their husbands around during the National Vendors Association Bahama conventionthey'll have a program all their own. Thursday morning (21) they'll start with a "Get Acquainted" continental breakfast, courtesy of the National Vending Machine Distributors Association. In the afternoon there will be a cosmetic demonstration by Goubaud of Paris with a card tournament following. Friday, a special "Island Package" is being arranged by NVA. Saturday, there will be a poolside cocktail hour, again hosted by the distributors. Add to this the several general luncheons, evening dinner-dances plus island shopping trips, and the ladies should be kept pretty busy.

M. J. Abelson **Opens** Florida Distributorship

MIAMI BEACH, Fla. - Oak Sales, the distributorship headed by M. J. Abelson in Pittsburgh, is opening offices at 1121 71st Street here.

The firm will be known as Oak Sales of Florida and will handle the complete line of Oak machines as well as a full line of gum, charms and other fill.

The firm will be set up to show a complete stock of equipment prior to the National Vendors' Association convention in the Bahamas April 21-24.

Sid Bloom, Oak Manufacturing Company, Culver City, Calif., will be on hand with Abelson both before and after the convention to greet the operator trade.



THE BILLBOARD

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NATIONAL 11-COL. (111)
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NATIONAL 9-M CIGARETTE,
25c & 30c 85.00
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CIGARETTE 165.00
25c & 30c 65.00
CONVERSIONS
30c to 35c 7.50
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6-COLUMN STONERS (post-war)
NATIONAL 11-COL. M
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All equipment unconditionally
guaranteed. Fast delivery. One-
third deposit, balance C.O.D.



Servicing is Simplified with the Vorthwestern INTERCHANGEABLE MERCHANDISE UNIT Northwestern GOLDEN

ready for location, Machines are factory Are Bulk Ops' Big Headaches

SAMUEL J. PHILLIPS inspects the last charm to go into a bulk vending machine head before Mrs. Loretta Green, who works for the distributor-operator, puts on the top.

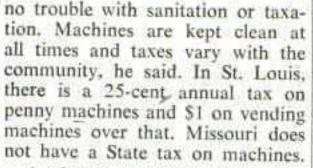
By JOHN HICKS

ST. LOUIS-Most bulk vending operators do not realize what they possess when they own and operate a route, says Samuel J. Phillips, a bulk operator who has a world of experience to back up his statement. "There is a bright future for us in the bulk vending field," he asserts with confidence. The bright future refers to devising both merchandise and machines to attract 67 per cent of the buying public which now is not served by bulk machines. "An analysis of the buying public," Phillips declared, "shows that bulk vendors are serving only 33 per cent of people in heavy traffic areas." Phillips acknowledged that last year was rough for operators, "In the last few years an operator with 500 to 700 machines was able to earn a comfortable living." he said. "Today the same operator needs 1,000 to 1,500 machines just to give him what 700 machines previously earned. This is due to the devaluation of the dollar and to the increased cost of living and operating expenses."

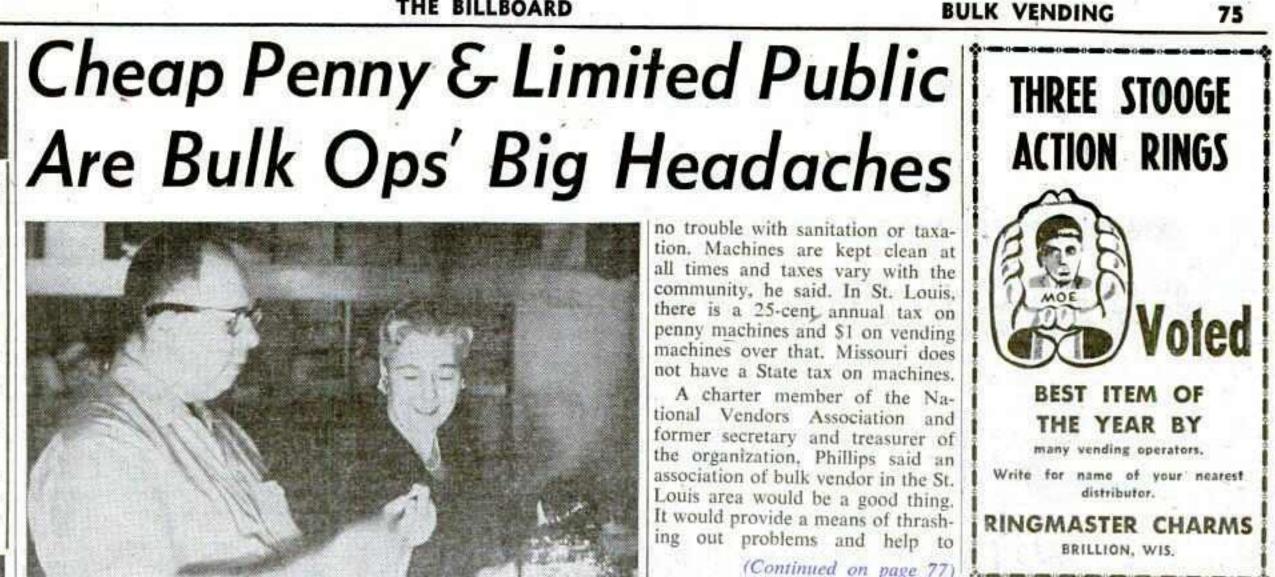
Leaf-ball gum and charms in the St. Louis area.

Phillips is assisted by Mrs. Loretta Green, who has been with the firm for more than 10 years. Phillips operates penny ball gum and charms machines and 5 and 10-cent capsule machines. He does not handle nuts or candy.

The penny and nickel machines are placed primarily in super-



A charter member of the National Vendors Association and former secretary and treasurer of the organization, Phillips said an association of bulk vendor in the St. Louis area would be a good thing. It would provide a means of thrashing out problems and help to



Ask About Our



Seven stimulating new numbers, including two new outstanding Flicker Rings.







The Most Beautiful and the Most Wanted RINGS in the entire history of BULK VENDING.

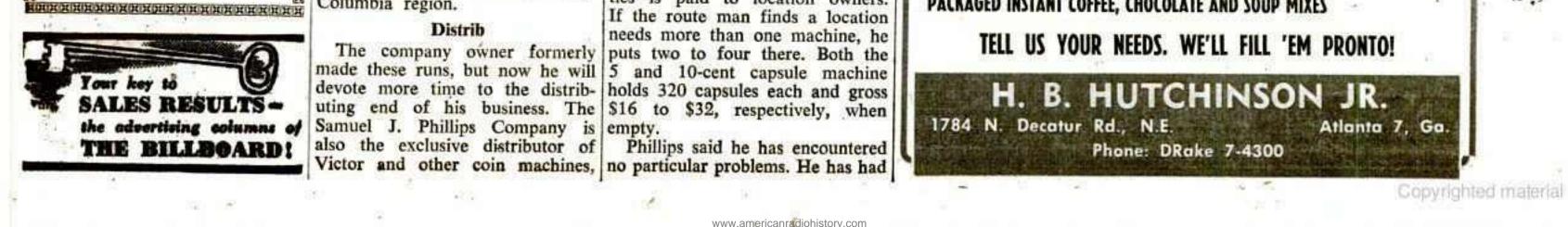
10,000 & up \$12.50 per 1,000 5,000 to 9,000 ... 13.50 per 1,000 1,000 to 4,000 ... 15.00 per 1,000

F.O.B. Direct from factory **OR: At All LEADING DISTRIBUTORS**

Immediate Delivery.

On the judgment, tested experiences and say-so of LEADING Operators in Four States-ACT-ORDER TO-DAY, ORDER PLENTY.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35, N. Y.



Supers

Most operators, he continued, are successful in supermarkets, are good from September to June shopping centers and other locations that attract the buying public. The traffic in these areas is "terrific", and progressive operators are beginning to think in broad terms by diversifying their operations to appeal to and attract all of these prospective customers.

"Bulk vending operations must be upgraded into bigger coin denominations as a means of combatting the devaluated dollar," the bulkman stated. "However, we must advance from penny vending items before we can hope to capture some of the trade of the buying public."

Phillips, whose company bears his name, recently hired three men to work his route. One man takes care of Central Illinois in the Decatur-Springfield area and another in Western Illinois takes care of the tri-city area of Quincy, Ill.; Keokuk, Ia., and Hannibal, Mo. The third man's territory is Central Missouri in the Jefferson City-Columbia region.

markets, drug and grocery stores, confectioneries and neighborhood stores in school areas. The 10cent machines are in taverns and cafes. Gross earnings, Phillips reported, are about 50 per cent of the take after commissions are paid on each machine.

Routes

Each of the three men hired by Phillips will operate a 700 to 1,000machine route when they are completely set up. The men were engaged about a month ago, and so far have about half of their quota of machines on location.

Phillips has steered clear of service stations because he feels business there is slow. The bulk opcrator explained that his best receipts come in between early spring and late fall. Machines placed in stores around schools, he said. and stores in other areas pick up when the school trade slackens.

The three men come to the company office once a week-each on a different day-and pick up new supplies for the week, Phillips said. They do all filling of machines at their homes and pay commissions at the locations. They carry filled heads to facilitate servicing and to relieve themselves of the problem of refilling in their cars or at the locations. The men work on a four-week basis, covering their route completely once each month, and take telephone calls for servicing and refilling as the calls come in.

New Locations

Getting new locations is up to each man, Phillips said. When making their rounds, the men show location owners the machine and explain what it will do. A straight 25 per cent commission or about \$3.75 when a penny machine empties is paid to location owners.



BULK VENDING SUPPLY HDQRS.

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CHARMS (you name it; we've got it!)

- GUM . . . All Types-ball gum, chiclef-type (tablet form) and packaged (special wrapping for vending machines)
- NUTS . . . cashews, mixed nuts, blanched peanuts, Spanish, and red jumbo pistachios

CAPSULES . . . empty, loaded, also extra large (empty or loaded)

- CANDY . . . for bulk vendors
- BALL POINT PEN VENDORS AND BALL POINT PENS
- STAMP VENDORS AND STAMP FOLDERS
- STANDS AND WALL BRACKETS
- SANITARY VENDORS AND SUPPLIES
- PACKAGED INSTANT COFFEE, CHOCOLATE AND SOUP MIXES

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BULK VENDING

APRIL 18, 1960

Top Locations Frustrate Ops

CHICAGO-Some of the finest here don't have a single machineand experienced bulk operators the breakage is during the evening aren't hurrying to put any in either.

The spots are all-night laundromats, and they're providing a frustrating problem to operators. The problem is breakage.

tions are prime spots for bulk ma- much to pass up. chines-high traffic, women sitting dren, and generally a drink machine on the premise.

Breakage

But they haven't been able to solve the prohibitive breakage probstalled.

Most operators who have given chines with smashed globes.

The irony of the whole thing is before he got a call from the owner potential bulk vending locations that altho peak business occurs dur- to come and pick them up - all ing the day from waiting moppets, smashed.

from roving hoodlums who tear up play tag in the spot one night and anything in sight. They generally were caught by police running leave the laundry machines alone, around on top of the flat-topped but the shiny glass globes of the laundry machines, kicking a ball ing has been too dramatic a sucbulk vending machines with their and using the bulk vending stand cess. One operator tried a heavy bers of the association who were Most operators agree the loca- sparkling, contents are a little too as a goal post.

of laundromats don't have any such fill for three machines, he just spots, and a lot more laundromat didn't want to take a chance in put- installation, however, and the oplem that seems to exist virtually owners don't want to be bothered ting his machines back, and so far erator hasn't had enough experience was the planning for the group's everywhere the machines are in- with the moving even if they have no other operator-seems anxious to with it to know how effective it annual journal affair. Originally set such a place.

BE SURE TO SEE US AT THE NVA CONVENTION

It seems hoodlums decided to

The operator's main regret was verted J. The coin mechanism of The only solution some operators not the breakage, but that even for the machines are kept open, but around during the day with chil- have come up with is to have the the brief time the machines were the glass and back of the machines machines moved into some pro- in they took in over \$10 between are covered by the screen. The tected area during the evening by them. However, with globes run- screen' is bolted to the stand and the laundromat owner. But a lot ning over \$2 each plus the cost of locked.

try, either.

One local operator who installed | A couple of operators have exit a try are usually called back a set of three machines on a stand perimented with various protective proved inadequate or so completely flic: in any way with the NVA within a week to pick up their ma- in a high-traffic city laundromat guards and shields to keep the ma- protective as to cut out machine convention in the Bahamas, set for says they lasted exactly three days chines from harm, but so far noth- sales altogether.

New York Bulk Vendors'-Assn. Votes to Affiliate With NVA

wire screen in the shape of an in-

The device was only used on one will turn out.

NEW YORK-The New York (NVA). The decision was reached Bulk Vendors Association has at the New York group's monthly elected to become affiliated with meeting, held Wednesday evening the National Venders Association (13) at Stratton's Restaurant, Forest Hills, Oueens.

> Formerly, there were eight memindividually affiliated with the NVA. The current move brings in all 15 members of the New York body. This is in line with the NVA's acknowledged desire to have within its membership local and regional affiliates all over the country.

Another topic up for discussion for early May, this has now been Other devices tried have either set back to June, so as not to con-April 21-24. It was reported that excellent progress is being made on the journal at this time. The affair will be held at the Boulevard, Forest Hills, according to New York association prexy, Roger Folz, of Folz Vending.



DON'T MISS THE HOTTEST ITEM OF THE YEAR! See Us at the NVA SHOW IN THE BAHAMAS. If you can't come, write us and we will tell you about it. at your distributor or . . .

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Vends flat packs up to 1/8"x2"x41/4". Advance coin detector with automatic coin return when machine is empty Separate coin box.

For details and prices Write, Wire, Phone Today

We stock a complete line of vending machines, stands, parts, supplies, charms capsules, merchandise and ball gum.

J. SCHOENBACH Factory Representative for Stamp Vendors and Stamp Folders-Write for Prices.

'First Globe Free' Helps **Build Up New Locations**

ALBUQUERQUE, N. M.-The same sort of shilling whicl, increases phonograph play will have an equally good effect on penny venders, according to Joe Fernandez, bulk operator here.

Fernandez, who has some 260 locations in Albuquerque's Old Sound as well as in suburban Sandia and similar spots, concentrates on areas where there are large numbers of small children. Many of these are in Spanish-speaking sections where there is a predominance of families with 6, 8, 10 or even 12 children.

Whenever Fernandez sets up a new location where children congregate, he automatically writes off the first fill as public relations. Approximately 300 pennies go to the location owner with instructions to welcome each youngster, whenever possible, with a penny's worth of peanuts, gum, charms or confection as the case may be.

Quick Way

He points out that walking over to the machine, plunking in a penny and inviting the youngster to hold his hand under the chute, is a quick way of cultivating the youngster's sweet tooth, of showing him how to operate the machine and where to find it.

Carrying out this program with faithful regularity at every stop has worked out so well for Fernandez that his new machines began showing collections only a few percentage points behind his best the Old Town limits. He produces long-established spots almost im- lettuce, tomatoes, cauliflower and mediately.

SOUND OF MUSIC

The most difficult problem with which Fernandez has to contend is getting the co-operation of the location owners involved. Not only are many of them too busy to deposit 300 pennies for as many children over the space of a week or two weeks, but some even see in the \$3 the price of a family roast!

Martine"

THE BILLBOARD

Helps

This hasn't happened often, however, the New Mexico operator says. Where it is obvious that the location owner cannot take the time from his other duties to promote the penny venders, Fernandez will do the job himself, usually on Saturdays, when the spot will most likely be full of children.

The attitude of youngsters who are served in this way is a valuable key toward what will sell best in the area, Fernandez has found Jelly beans, used as an opener in one instance, didn't sell rapidly at all. When the operator replaced them with baked bean candy, on the other hand, the machine sold out in less than a quarter of the time that had been expected Usually, Fernandez uses triple-head machines on sturdy wooden bases, vends ball gum, bubble gum and charms at one point in the location and candy and charms in another In between route operations Fernandez is a truck gardener with a prolific small farm just outside

other vegetables.

National Vending Machine Distributors, Inc. Certifies that

BULK VENDING

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	13	A REAL PROPERTY OF THE REAL PR
		ing Machine Distributors, Inc. and
1 -	agrees to abloe up the regulations of	the Corporation as set forth below:
9 2. T 9 3. A 10 4. Co 10	This certificate of membership entitles the above assistance fro	try as the connecting link between the two.
		A 19 M M M M M M M M M M M M M M M M M M

MEMBER OF THE NATIONAL Vending Machine Distributors, Inc., will receive this plaque shortly after the NVA convention. The plaque outlines the goals and code of ethics of the organization.



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BAL

NEW?

Pennies by the Peck Have U. S. in Uproar

WASHINGTON-The sound of a storekeeper would, he said. of the industry, but it has Treasury rector of the mint, Leland Howard, Department officials in a tizzy.

Fred C. Scribner, the departhave to turn out at least 1 billion more small coins this year than last to meet the demand. Mint employees will have to work overtime.

Scribner said the demand for small coins in past years was more or less seasonal, with the greatest increases around Easter and Christmas. Last year, however, the demand "kept up all year long." It became necessary - for the first time in a number of years-to dip into the small coin reserves.

The under secretary said that the huge appetite of vending machines across the country helps explain the need for more coins. Machines not only gobble up the coins, but keep them for longer periods than

Cheap Penny • Continued from page 75

promote more clean competition, he said. Such an organization, he continued, would add strength to the industry and would look out for the interests of bulk men.

Phillips started in bulk vending in Milwaukee in 1941 and came to St. Louis in 1948. He increased his route here to 1,000 machines by 1954, when it was sold. He stuck to distributing only for a time, and resumed operating only in out-State areas of Missouri and Illinois. Phillips and his wife, Sarah, have been married for more than 15 years. Mrs. Phillips is the St. Louis region president of the Women's American ORT (Organization for Rehabilitation Thru Training).

coins dropping into vending ma- Officials are not gloomy about chines may be music to the ears the situation, however. Assistant dipointed out that the mint will buy copper for pennies at about 30 ment's under secretary, said last cents per pound. Some 145 pennies week (12) that the U.S. mint will will be made from each pound. He believes that's a "pretty good profit to make for the government."



Continued from page 71

and life insurance program. The insurance has been several months in the making and offers association members excellent, low cost, comprehensive coverage-a real coup for Mitchell.

In Green Bay, Wis., Roger Zaug, head of Zaug, Inc., candy vending firm, purchased the candy stops and equipment of Packer Vending. Packer Vending operator Bob Bennie will continue to operate other coin-operated equipment, but has decided to drop candy.

In Milwaukee, Mel Catlin, president of the Badger Candy Club, has appointed committee heads for the 11th annual candy carnival to be held June 3-4 at the Milwaukee Inn. . . . Forrest Thibeau, Sperry Candy Company, and Barney Hirsch, candy broker, will head the yearbook committee; Tom Ransdell is in charge of booth arrangements, Dick Beyer heads the entertainment committee; John Gray, Hershey Chocolate Corporation, will handle hotel room reservations, and Jack Willi, Hollywood Candy Company, is in charge of sample bag distribution. George Vick, Melville-Peerless Confections, is the head of the Braves-Phillies baseball party ticket sales.

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Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.

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GOLD MEDAL PRODUCTS CO. 308-18 E. THIRD ST. **CINCINNATI 2, OHIO** For over 25 years the most respected name in the Concession Industry.

NEW OPPORTUNITY IN **CRACKER JACK**

Now for the first time this famous product that has been on the market for 63 years is available to the public in vending machines.

This is one of few confections that has always been popular with young and old alike. Sales through retail outlets in 1959 approx. 200 million packages. Every city, town and village in America have locations waiting for some operator to install a vendor for CRACKER JACK.

DISPENSES THE NEW FULL SIZE FOILED-WRAPPED PACKAGE

This Could Be You

Be the first with the best, remember, that this is a non-competitive product, there is only ONE CRACKER JACK, compare this with any other vending item and judge for yourself the vast number of profitable locations for this automatic merchandiser.

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

Specifications — Model 50, 60" High — 17" Wide — 81/2" Deep. Capacity, 50 Boxes. Shipping Weight, 64 Pounds.

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COIN MACHINES

THE BILLBOARD

78

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

APRIL 18, 1960

Bulletins

MOA, NCMDA Boards Set Meetings

CHICAGO-In addition to hosting the 10th annual convention of the Music Operators of America May 9-11, the Morrison Hotel will also be the scene of several other important coin machine meetings during the week. The MOA board of directors holds meetings May 7 and 12, and the National Coin Machine Distributors Association holds a board meeting the afternoon of May 8 and the regular annual meeting and banquet that evening.

SFC to Go On N. Y. Stock Exchange

NEW YORK-The Standard Financial Corporation, which specializes in coin machine paper, will move to the New York Exchange Monday (25). It is currently traded on the American Stock Exchange. Theodore H. Silbert, SFC president, disclosed that 1960 first quarter earnings of \$314,453 were the highest of any first quarter in the company's history, with per-share earnings of 19.6 cents, compared with 18.1 for the first quarter of 1959. At the annual stockholders' meeting, Silbert was presented with a plaque in recognition of 25 years of outstanding service to SFC, and the firm was given the Meritorious Achievement Award for excellent management-stockholder relations from the United Shareholders of America.



Germans Gird for Sales Battle

HAMBURG-West German coin machine manufacturers report that 1960 is shaping as the hottest competitive sales year ever, with the Germans, for the first time ever, challenging U.S. domination of the international coin machine market.

A survey of German coin machine producers in the Hamburg area, center of the German industry, shows that the firms

MOA Record Free-for-All Set; All Trade Groups Take Part

NEW YORK-Highlight of the resenting all facets of the recorded 10th annual convention of the Music Operators of America, to be held in the Morrison Hotel here May 9-11, will be a record forum with the eight panel members rep-

Bally Shipping Moving Target Baseball Game



music industry.

George A. Miller, MOA president, said that the panel will consist of two members appointed by the record industry, two leading record distributors, two major onestops and two representing the juke box manufacturers.

Panel members and the companies they represent will be announced next week. The panel will be moderated by two representatives of the trade press, with the session to begin Wednesday morning (11).

Floor Questions

It is expected that the major record labels will have representatives on the floor to query the juke box manufacturers, while operators will week. have the opportunity to cross-examine record company and one- the last available exhibit booth was stop representatives.

Among the topics sure to be discussed is the difficulty operators have in getting stereo versions of pop singles as they break. Also certain to be on the agenda is the relationship between record distributor and operator.

Another highlight of the meeting will be the tax forum, which will emphasize location expense, depreciation and salvage problems. A top official of the Social Security Administration is expected to discuss how Social Security affects the operators at this session.

Other Forums

Other top forums on the agenda are those on service problems and diversification. Panel personnel is expected to be announced next

Meanwhile Miller disclosed that (Continued on page 93)

EDITORIAL

Every Little Bit Helps

The current issue of The Billboard contains a membership application form for the Coin Machine Council, the industry's public relations arm. Whether the CMC will be able to conduct its campaign to protect the reputations of all the honest, decent men in the industry will be determined largely by the number of operators who fill out this application form and enclose a check.

The CMC has been set up solely to insure that the general public receives an accurate picture of the coin machine industry thru the mass media. It in no way usurps the functions of the Music Operators of America or the local operator groups. In fact, loudest supporters of the CMC are the national operator group and the local associations. For their cause is a common one.

have increased their export sales promotion budgets by an average 30 per cent.

Export sales have come to overshadow, and substantially so, the domestic German market.

The market coveted by U. S. and West German producers alike is Britain, which in the year since liberalization of currency restrictions has become the most attractive world coin machine market.

The Germans regard 1960 as a "year of decision" in international coin machine affairs. They are saying that this is the

(Continued on page 87)

BALL PARK

CHICAGO-Ball Park, a new baseball game with moving targets, was shipped to distributors by Bally Manufacturing Company last week. The game has the standard bat 'n'

(Continued on page 93)

Milwaukee Op Group Maps Big Year

kee Coin Machine Operators Asso- the organization's growth. ciation drew a total of 27 members to its monthly meeting Monday we have built the soundest trade ships existing between fellow opera-(11) at the Ambassador Hotel.

Members heard a promising re- known in this community" he told port from President Sam Hastings, them. "We have gained many

organization our industry has tors."

LAMPS & DRAPES, YET 7 New Belgian Arcades Go All Out for Patrons balance of the year:

By GEORGE METZGER

PHILADELPHIA-Many operators and distributors here are looking forward to summer when the Arcades will open at the seashore resorts. The International Amusement Company is no exception.

But while the other boys are



thinking in terms of the Arcades along the New Jersey Seaboard, Jack Palmer and Hank Grant, of International, are thinking of the resorts in Belgium.

International's affiliate, the Belgium Amusement Company, is

(Continued on page 93)



MILWAUKEE - The Milwau-|Hastings Distributing Company, on | benefits in this relatively short period. Much improvement is already "In a little over one year's time evidenced in the personal relation-

Warmer Relations

According to Hastings, "Our policy of getting operators together at meetings to 'rub elbows' with one another is already paying dividends in the warmer personal relationships existing in the industry."

Hastings outlined a list of objectives he and his fellow association officers have set for the

1) Work will begin soon on the design and production of an attractive decal label to be used to identify all equipment operated by association members.

2) Promotion and advertising of the association to gain the attention and good will of location owners. This will be done thru ads in the telephone directory and direct mailing pieces to tavern owners. "The interests of the tavern owners and the coin machine operators are mutual," said Hastings. "We must do a better job of 'selling' our industry to locations."

The association will also strive to obtain better employee training programs. Members will be encouraged to send more of their route and maintenance workers to regional and factory training schools.

"A long term objective" added Hastings, "will be the hiring of a full-time association service training director."

This is not intended to be a lecture on why the industry needs a public relations organization. That lecture has been given many times. It is intended to be a reminder that such a program will cost at least \$70,000 a year, and the bulk of the funds must be supplied by the \$5, \$10, \$25 and \$50 contributions of operators.

Time is short.

ACT NOW, MR. OPERATOR!



YES . . . we want to see a positive and permanent public relations program for the coin-machine industry. Enroll us as a Member of The Coin-Machine Council. Enclosed is our check for annual membership fee indicated by

PARTICIPATING MEMBER\$50 [
SUSTAINING MEMBER\$25 [
SUPPORTING MEMBER\$10 [
CONTRIBUTING MEMBER\$ 5 [
(Distributor's annual fees range from \$100	to
\$200. Manufacturers' fees are from \$300 t	to
\$10,000, depending on sales.)	

Company			
Street Address	 		-
		14	
City, Zone, State		-	-
Authorized by			

Make checks payable to: THE COIN MACHINE COUNCIL. Membership fee is a business expense deductible from gross income for income-tax purposes.

170 11



THE BILLBOARD

COIN MACHINES

79

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The Billboard's Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

		King Pin Bowler	10	Regulation 11/55\$	255	Sunshine 9/59 \$	2251	Big League (Wms)	1	Pinch-Hitter		AUTOS	-73
MUSIC		9/55	225	Royal Bowling		Stagecoach 11/14	65	10/54	90	(Wms) 3/59S	395	Austin Racer (Cap)S	and the second second
AMI		A DECEMPTORY, LINE ADDRESS OF DECEMPTORY AND ADDRESS OF DECEMPTORY ADDRE	605	Alley 12/57 Select Play 6/56		2 Super Circus 9/57. 4 Super Jumbo 10/54		Big Top (Gen) F1/54. Bike Race (Mun) 5/58		Polar Hunt (Wms) 4/55			175 375
D-40 (40), 1951\$	75	Magic Bowler 12/54.	110	Shooting Star 4/58	155	2 Toreador 6/56		Bing-O-Reno (Sci)		Quarterback (Gen)	1000	King Car (King)	150
D-80 (80), 1951	105	Mystic Bowler 12/54. Pan American 6/59 .		Shuffle Targette 8/54 Simplex 4/59		Twin Bill 1/55 2 Whirlwind 2/58	255	3/55 Bull's Eye (Bally)	350	9/55	85 130	Meteor Hot Rod (Meteor)S	190
E-40 (40), 1953	135	Rocket Bowler 8/54 .	85	Six-Star 11/57	325	Wishing Well 9/55	90	3/55	195	Red Ball (Mid) 5/59		1/4 Midget Racer	
E-80 (80), 1953 E-120 (120), 1953	2151	Speed Bowler 11/58 . Star Shuffle 9/58		Super Bonus 9/55 Team Shuffle	185	World Champ 8/57 .	125	Burp Gun (Dale) 5/57 Carnival Gun	320	Rifle Gallery (Gen) 6/54	125	(Paydun) Stutz Bearcat	300
F-40 (40), 1954	275	Strike Bowler 11/57 .	315	Alley 2/54		UNITED		(Un) 10/54	135	Rock n Roll (Muto)	20170	(Bert Lane)	275
F-80 (80), 1954 F-120 (120), 1954	205	Super Bowler 1/58 Trophy 4/58		Top Notch 11/55 Venus 4/55	185 125	Brazil 9/56	85	(Gen) 7/55	105	5/56 St. Christopher	40	BOATS	
G-40 (40), 1955		Victory Bowler		Zenith 5/59	515	Caravan 1/56 Havana 1/54	80	Circus Rifle Gallery		(Muto) 12/56	205	Bally Boat (Bally) \$	250
G-80 (80), 1955 G-120 (120), 1955	380	4/54	85			Hawaii 8/54	25	(Gen) 3/57 Coon Hunt (Seeb)	235	Safari (Wms) 1/55 Satellite Tracker	175	Meteor P.T. Boat (Meteor)	150
G-120-1 (120), 1956	385	CHICAGO COIN		PINBALLS		Manhattan 3/55 Mexico 4/54	40	2/54	120	(B-L) 12/58	450	Miss America	
G-200 (200), 1956 G-200-1 (200), 1956	415	All Star Team		TINDALLS		Monaco 7/56	125	Crane (Wms) 3/56	90	Scramball (Keen) 8/58	20	(Bert Lane) Scientific Boat	250
G-200-2 (200), 1956	415	Bowler 11/55\$	155	BALLY		Nevada 8/54	25	(((())))	235	Shooting Gallery		(Scientific)	150
G-200-3 (200), 1956 G-200-4 (200), 1956	425	Blinker 8/55	205	Ballerina 6/59\$	625	Playtime 6/57 Pixies 9/55	135	Cross Country	-	(Exhib) 5/54	80		250
G-200-5 (200), 1958	425	Bonust Score 5/55 Bowling Team 10/55.		Balls-A-Poppin' 10/56 Bally U. S. A. 7/58	and the second	buigapore ro/ of	25	Keen 1/56 Crossfire (Wms) 3/57		Shortstop (Wms) 4/58 Sidewalk Engineer	305	Tug Boat (King-Pin)	175
H-200 (200), 1956 H-120 (120), 1956	625 560	Bowling League 7/57	275	Beach Beauty 11/55 .	75	South Sea 5/56 Stardust 11/56	75	Dale Pom-Pom		(Wms) 4/55	90	LOCOMOTIVES	
H-100 (100), 1956	4/3	Bull's Eye Bowler 7/55	\$550123	Beach Time 9/58 Big Show 9/56	300	Starlet 11/55	55	(Dale) 4/59 Davy Crockett	450	Sky Raider (Un) 10/58	290	Choo Choo (Bert Lane)S	250
H-200M (100), 1957 1-200 (200), 1957	500 750	Championship 11/56.	290	Big-Time 12/54	55	Triple Play 6/55 Tropicana 1/55	85	(Gen) 10/56	175	Sky Rocket	100	King Choo Choo	230
I-120 (120), 1957	675	Criss Cross Idrae!	100100	Broadway 12/55	75	CONTRACTORS CROCKE SERVEY	100	(Deco) 8/54	210	(Gen) 5/55 Softball League	145		225
I-100 (100), 1957	635	Double Feature 12/58	425	Carnival 10/57 Carnival-Queen 11/58	375	WILLIAMS	1122	Deluxe 4-Bagger	10400 and	(Exhib) 12/57	395	Old Smokey Train (Retail or Marvel).	250
I-200M (200), 1958 J-200 (200), 1958	895	Feature Bowler 7/54. Fireball Bowler 11/54	70	Circus 8/57	85	Arrow Head 7/57\$ Big Ben 9/54		(Wms) 3/56 Deluxe Crusader	195	Space Age (Gen) 3/58	240	Toonerville Trolley	67076-5791
J-120 (120), 1958	043	Flash Bowler 10/54		Crosswords 1/58 Cypress Gardens		Casino 8/58	185	(Wms) 5/59	445	Special Deluxe Base-	240		325
J-100M (100), 1958	650	Holiday Bowlers 9/54	150	5/58		2 Circus Wagon 10/55	00	Deluxe Ranger (Keen) 3/55		ball (Wms) 1/54 Spook Gun (Bally)	75	MERRY-GO-ROUNDS Bert Lane MGR	2
ROCK-OLA	-	Hollywood 4/55 Lucky Strike 1/58	425	Double Header 8/56 . Gay Time 6/55	105	Colors 11/54	50	Deluxe Skill Parade	133	9/58	260	(Bert Lane)\$	
1438 (120), 1954\$		Miami Shuffle 10/56.	60	Gayety 4/55	35	Crossword 5/59	250	(Bally) 1/59	190	Space Gunner	1105552	Capitol MGR (Cap) Centerpost MGR	235
1442 (50), 1955		Monte Carlo 1/59 Player's Choice 9/58	675	Hi-Fi 6/54 Ice Follies 1/54		Cue Ball 4/57 Daffy Derby 8/54	115	Deluxe Vanguard (Wms) 10/58	375	(Bally) 5/58 Sportland Shooting	315	(Lee)	275
1448 (120), 1955		Rebound Shuffle	1000	Key West 12/56		4 Star 7/58	160	Derby Roll (Un) 5/55	100	Gallery (Exhib)	-	Deco MGR (Deco)	250 275
1452 (50), 1956	395	11/58 Red Pin 3/59		Miami Beach 9/55	65	Dealer 21 4/54 4 Fun House 10/56	45	Deuces Wild (Kaye) 10/58	135	11/54 Sportsman (Keen)	90	Lee MGR (Lee) Texas MGR (Texas	2/3
1454 (120), 1957 1455D (200), 1957	495	Rocket Ball 2/59	125	Miss America 1/58 Night Club 3/56	195	4 Gay Pares 6/57		Drivemobile (Muto)		11/54	105	Kiddie Rides)	235
14555 (200), 1957		Rocket Shuffle 2/58 . Rocket Shuffle Two	180	Parade 6/56	85	Gusher 9/58 Hi-Hand 6/57	165	6/54 Dodge City (Fran)	290	Squoits Water Polo (Aqua) 5/57.		PONIES	0.07
1458 (120), 1958 1465 (200), 1958	645		200	Sea Island 2/59 Show-Time 4/57	155	Hot Diggity 8/56	90		105	Star Slugger	375	Big Beauty (Lee)\$ Big Bronco Pony	325
STATES AND ADDRESS	20.00	Score-A-Line 9/55	155	Sun Valley 7/57	215	Jig Saw 12/57		Sth Inning (Un) 6/55	105		125	(Exhib)	350
SEEBURG		Shuffle Explorer 6/58 Skee Roll 1/57	130	Surf-Club 4/54 Variety 9/54	30	Kings 8/57 Lazy Q 2/54	50	Golf Champ (Bally) 8/58	145	State Fair (Gen) 7/56 Steam Shovel	200	Bright Eyes (Cap) Champion Pony	300
M100B (100), 1950\$ M100C (100), 1952	255	Star Lite 5/54	75	Carbon and the second se		Lulu 12/54		Grandma Fortune		(CC) 5/56	95	(Bally)	375
100W (108), 1953	390	Super Frame 3/54 Thunderbolt 12/54	80 170	GOTTLIEB		2 Naples 9/57 9-Sisters 2/54	130	(Gen) 5/56 Gun Club (Gen) 1/58	140 350	Super Big Top (Gen) 12/55	235	Deco Medium Pony (Deco)	075
HF100G (100), 1953 .	420	Tournament Ski		Ace High 2/57\$	120	Perky 11/56	75	Heavy Hitter		Super Home Run		King Pony (King)	275 275
HF100R (100), 1954 V200 (200), 1955	490 375	Bowl 12/56 Triple Strike 1/55	125	Add-A-Line 7/55 2 Atlas 5/59	355	Peter Pan 4/55 2 Piccadilly 5/56		(Bally) 3/59 Hercules (Wms) 3/59	400	(CC) 3/54 Super Pennant Base-	75	Lancer (Bert Lane)	325
100] (100), 1955	560	TV Bowling League	113	Auto Race 9/56	100	4 Race-the-Clock 4/55	80	Hindu Fortune	405	ball (Wms) 1/54	95	Palomino (Lee) Pinto Pony (Bert	225
K200 (200), 1957 L100 (100), 1957	610 580	11/57 Twin Bowler 10/58 .	315	2 Brite Star 4/58 4 Contest 10/58	265	Regatta 10/55 Reno 10/54		" Teller (Mun) 11/54.		Super Slugger		Lane or Deco)	225
201 (200), 1958	850	(Initial run)	632	2 Continental Cafe		Satellite 6/58		Hi-Fly (Gen) 4/56 Horoscope Fortune	30	(Un) 7/55 Super Star Baseball	110	Pony Boy (Carousel). Pony Express (Exhib)	200
161 (160), 1958 101 (100), 1958	795 650	No contracto in p		7/57 Criss Cross 3/58	150	Screamo 7/54 2 Shamrock 1/57	50	Teller (Gen) 9/57 .	235	(Wms) 1/54		Rainbow Crusader	Version
222 (160), 1958	1,005	UNILD		Daisy Mae 7/54		Skyway 9/54	50	Hydro Duck (B&W) 10/54	125	Swami (Muto) 4/55 Target-Roll (Bally)	595	(Memphis Metal) Range Rider	325
220 (100), 1958	925	Ace Shuffle Alley 5/54	75	Derby Day 5/56 Diamond Lil 12/54		Smoke Siganl 9/55		Jet Fighter (Wms)		1/58	115	(Range Rider)	275
WURLITZER		Advance 6/59		2 Double Action 1/59	315	Soccer Kick-Off 3/58. Starfire 3/57	140	lolly Joker (Wms)	105	Test Pilot (Cap) 12/57	470	Rawhide (Exhib) Royal (Royal)	275
1250 (48), 1950S	65	Atlas Shuffle Alley 9/58	200	Dragonette 6/54	65	Star Pool 10/54	50	10/55	70	10 Commandments		Thunderbolt	300
1400 (48), 1951 1500 (104), 1952	95 100	Banner 8/54		2 Duette 3/55 Easy Aces 12/55		Steeple Chase 11/57. Super Score 9/56	160	(Cap) 12/55	195	(Muto) 12/57	210		300
1500A (104), 1953	130	Bonus Bowling		2 Fair Lady 11/56	150	4 Surf Rider 7/56		Jungle Gun (Un) 7/54	95	ALL KINNIG TRAMOR	140	Twin Pony (Deco) SPACE SHIPS	250
1600A (48), 1954	185	Alley 3/58 Bowling Alley 11/58.		4 Falstaff 11/57 3 Flag-Ship 1/57		3-D 11/58 Three Deuces 8/55	200	(Exhib) 7/54	100	3-D Theater (Rite)	140	Atomic Jet (Conat) \$	
1700 (104), 1954 1800 (104), 1955	305	Build-Up 5/56		4 Belles 10/54	50	Tic-Tac-Doe 1/59	Sector Sector	Kaye Hockey (Kaye)	100	3/54	170	Junior Jet (Exhib) Meteor Rocket	110
1900 (104), 1956	480	Capitol Shuffle Alley 6/55	190	Frontiersman 11/55 . 2 Gladiator 1/56	80	Tim-Buc-Tu 1/56	60	58	140	3-D Pix (Cap) 2/54	160	(Meteor)	150
2000 (200), 1956 2100 (200), 1957	535 605	Clipper 4/55		Gold Star 8/54	50	Thunderbird 5/54 Top Hat 2/58	195	Kiss-O-Meter (Exhib) 12/56	80	Treasure Cove (Exhib) 7/55	160	Rocket (Nylco) Space Patrol (Exhib).	200
2150 (200), 1957	560	Comet Shuffle Targette 10/54	110	2 Gondolier 8/58 Green Pastures 1/54.	259	Turf Champ 8/58	185	King of Swat (Wms)		Twin Hockey	100	Space Ranger (Deco).	250
2250 (200), 1958 2240 (104), 1958	670	Cyclone 10/58		Gypsy Queen 2/55 .	75	Wonderland 5/55	160	League Leader	130	(CC) 5/56	175	Space Ship (Bally) Super Jet (Chi Coin).	200 215
2200 (200), 1958	825	Deluxe Bowling Alley 7/57	275	Harbor Lites 5/56 Hawaiian Beauty	80	No. of Concession, Name	Contra la	(Keen) 4/58	150	Two-Player Basket- ball (Gen) 3/54	130	VARIETY	
	100	Deluxe Flash 6/59		5/54	50	ARCADE & NOVEL	TIES	Lucky Horoscope (Mar) 12/56	45	United Deluxe Base-		B & R Dog (B & R)\$	125
BOWLERS & SHUFF	LES	Deluxe- Mercury 11/54	i i i	Hi Diver 4/59	240	All-Star Baseball		Major League (Wms)		ball (Un) 2/59	360	Bull Ride (Lee)	150
BALLY	1	Deluxe Shooting	03	Jockey Club 4/54 4 Jubilee 5/55	175	(Wms) 4/54\$	85	4/54 Match Pool	85	Vacuumatic Card Vendor (Exhib)		Dopey Duck (Lee) Elsie the Cow (Cap)	160
	240	Star 6/58		Lady Luck 9/54	50	Aqua Duck (Coins)	a .s.	(Gen) 2/54	55		130	Fire Engine or Puffer	2.7%
ABC Bowler 7/55 \$ ABC Bowling Lanes	240	Dual Shuffle 1/59 Duplex 11/58		Lovely Lucy 2/54 4 Majestic 4/57	275	2/55 Auto Test Turnpike	145	Model 500 Shooting Gallery (Exhib)		Voice-O-Graph		Wagon (Bert Lane)	375
12/56		Eagle Shuffle		2 Marathon 11/55	125	Tournament (Cap)	1.000	3/55	125	(Muto) 2/57 Voice-O-Graph	905	Fire Fighter	12220
ABC Champion 9/57 ABC Super-Deluxe	480	Alley 5/58 Flash 6/59		Mystic Marvel 3/54. 2 Picnic 6/58	65 275	4/59 Auto Photo Model 9.	1,295	anonicol Cump	0.00	(Muto) 11/54	160	(Bert Lane) Flying Saucer	350
Bowler 9/57	255	Handicap 9/56	285	Queen of Diamonds	1000	Auto Photo Model 11.			285	Wild West		(Conat)	150
ABC Tournament 6/57	400	Hi-Score 6/57 Jumbo Bowling	260	6/59 2 Race Time 3/59	280	Auto Test (with sound) (Cap 9/56	560	10/57	210	(Gen) 2/55	180	Mother Goose (Meteor)	125
All-Star Bowler 12/57	105	Alley 8/57	490	Rainbow 12/56	115	Auto Test (without		1957 Baseball		Yankee Baseball (Un) 2/59	335	Motorcycle (Bally)	350
All-Star Deluxe 2/58 Bally Shuifle 1/59	125	Jupiter Shuffle Alley 9/58	225	4 Register 10/56 Rocket Ship 5/58	145	sound) (Cap) 9/56 Balloonomat (Cap)	460	(Wms) 4/57 Pan O-Rama 800	255	Zig-Zag (M&T) 5/54 .	10	Pete the Rabbit (Exhib)	125
Blue Ribbon 4/55	190	League Shuffle		Roto Pool 7/58	205	12/54	115		260	Zipper (Binks) 1/54	15	Reindeer (Exhib)	185
Champion Bowler		Alley 2/54		Royal Flush 3/57	135	Bang-O-Rama (Muto)	101450	Peep Barrels		Zodiac Chart	24	See Saw (Lane	105
4/54 Club Bowler 2/59		Lightning 2/55 Midget Bowling	150	2 Sea Belles 9/56 Silver 10/57	125	4/57 Bat A Score (Evans)	105	(wante) 10/00	60	(Mun) 12/55	55	Marvey) Twin Rabbit (Exhib)	125
Congress Bowler 7/55		Alley 3/58		Sittin' Pretty 11/58	230	2/54	90	(Wms) 12/56	190	KIDDIE RIDES		Twin Zoo (Bert	105250
Deluxe Club Bowler 3/59	575	Niagara 11/58 Playtime 6/58		Sluggin Champ 4/55. Southern Belle 6/55.		Batter-Up (CC) 4/58 . Big Inning (Bally)	190	Photomatic (Muto)	- But		1923-64	Lane) Western Express	200
Gold Medal 4/55	135	Pixie Bowler 7/58		Straight Flush 12/57.	190	5/58	275	N STATES STATES OF A STREET AND	245	Atom a transm of the		(Bally)	475
Jet Bowler 8/54 Jumbo Bowler 9/55		Rainbow Shuffle Alley 5/54	60	Straight Shooter 2/59 4 Score-Board 4/58		Big League Baseball (CC) 5/55	120	Pirate Gun (Un) 10/56	225	are included in the fo		Wells Fargo (All Tech)	450

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New unidirectional AC motor and positive cycling drive gear assembly prevents binding, assures trouble free record handling under all conditions. The free wheeling feature allows manual operation of the gripper bow for convenient servicing or inspection.

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

> > and its family of distributors in the United States and Canada

Affiliate of Automatic Canteen Company of America 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN. SINCE 1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTO-MATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY



200 Stereophonic Selections

WANTED-ARCADES **Alert Ops Landing Concession Deals**

By KEN KNAUF

(The third in a series of five articles on the modern amusement Arcade.)

CHICAGO-The amusement Arcade is in demand today as never before in its history. It's wanted by hard-headed businessmen who work for the highest returns on their investments. These businessmen are ready to invest premium space and money in the Arcade for a share of its earnings.

Why? Because most often the Arcade will more than equal the earnings per square foot of other installations on the premises.

Who are these businessmen? For the most part they fall into two groups:

1. Owners and managers of funspots (amusement parks, Kiddielands, drive-ins, skating rinks and all types of recreation spots featuring participation activities).

2. Retail merchandise outlets (department stores, supermarts, discount houses, chains).

Funspot management is interested in the Arcade as an added attraction to both build and share patronage with its other facilities-such as major rides, refreshment and food services, golf-driving range, archery range and others.

Store owners and managers are pers and their families.

Thus, while in itself the installation and operation of an Arcade might be too much of a nut for either the operator or the management to crack alone, Arcade operator and management can work together as a high-earning team.

On the average, the funspot or amusement park management gets 25 to 30 per cent commission from the Arcade operator. A commission of 25 per cent is regarded as a minimum, while up to 35 per cent might be paid by the operator in a really top-notch location.

Some operators, however, eager to land a good spot, go as high as 50 per cent. Veteran operators regard this as poor business practice and feel that it is apt to put the operator behind the proverbial eight-ball. Veterans figure that it takes nearly 50 per cent of gross to meet costs, so the operator must get at least 60 and preferably 70 per cent to come out ahead. Arcades, they point out, are usually more costly to run than a regular coin machine route.

Stores Differ

The average store location, on the other hand, usually demands a flat monthly rental payment or a minimum guarantee of 15 to 20 per cent.

The funspot or amusement park Arcade may also be run on a flat rental basis. Under this arrange-Arcade-conscious because they are ment, the owner isn't bothered with aware of the advantages of on-the- figuring out what the operator is spot recreation facilities for shop- taking in. Management simply collects its regular monthly stipend regardless of how the Arcade is far-The total number of Arcades run on a flat rental basis probably equal the number set up on a percentage basis. But either way, the great majority of Arcades in funspots, parks and stores are operated as a concession, with management favoring that it be run and maintained by the Arcade specialist.

THE BILLBOARD



COIN MACHINES

PLAYLAND CONCESSION in new Consumers Mart of America, "the world's largest membership department store," is run by Donan Distributing Corporation, Chicago. The big, modern store recently opened in the Northwest Chicago area, devotes more than 400 square feet to playland area (above) for shoppers and their children. Kiddie rides are stressed, but a baseball game, gun game and driver-testing machine are included.



Specialist Best

Both funspot and store management has grown more and more convinced that the Arcade is best run and operated by a specialistthe Arcade operator. Not only does the experienced operator tend to boost Arcade profits, but he is equipped to handle the day-to-day problems and services that would otherwise seem a time-consuming chore to the management.

The funspot or store management furnishes the Arcade operator with parks especially have tended-evena high-traffic location and usually tually if not initially-to run their with a building or furnishings. own Arcades. In some areas this Management is principally respon- system has now reversed itself, with sible for bringing in the customers, the new trend for operators to buy with the Arcade benefitting from in, instead of selling out. In stores, over-all promotion and advertising. on the other hand, the trend in Management usually foots the bill some areas seems to be for operafor other needs, including electrici- tors to set up and run the Arcade sponsibility for maintenance of alley establishment-often a very ty and security.

operator of regular routes of coin running smoothly. games or of other Arcade installato over \$20,000, and in the case of make a written contract with the outdoor spots, might otherwise management before he moves into stand idle eight months of the year. the location. In addition, the operator usually pays the cashier, attendants and the actual site of the Arcade, including mechanics, altho he most often al- available area, buildings and equipready has the services of mechanics ment if any; should specify the rent,

Management Trends

In the past large amusement for a period of time, then sell out The Arcade operator, usually an to management after things are

Whether the Arcade operator tions, furnishes the equipment. plans to sell out, buy in, or continue Equipment costs could easily run to rent, he is strongly advised to

The contract should pinpoint the or is able to do repair and servicing inventory of equipment, insurance, utilities including lights, water, gas;

BOWLING ALLEY SPOT, Cottman Lanes in Philadelphia, has 50 amusement games set up just behind the regular bowling area. All types of coin games are included, even miniature bowling alleys which do very well despite the fact they are "competing" with major bowling. Spot is set up by Variety Vending, which has machines in more than 40 bowling alleys. Contracts are signed with the alleys.

prices and admission arrangements, biggest roadblocks in the way of or-where the location furnishes including watchman's service, re- prime example here is the bowling per cent. length of contract (most veterans feel it should be a five-year minimum), and provisions for renewals, options and termination.

(A sample concession agreement form is available from Funspot magazine or The Billboard, 188 West Randolph Street, Chicago 1, Ill.)

Space limitation is one of the a 25 to 30 per cent commission,

\$800 gross per week on as few as in the other direction. 15 machines.

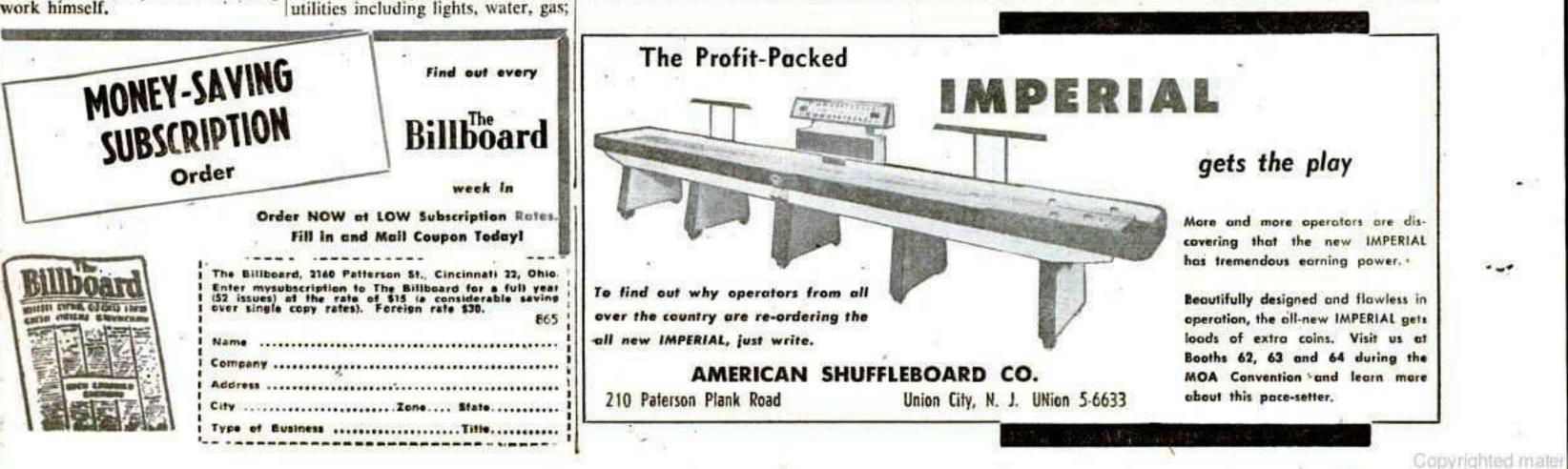
Bowling alley Arcade or gameroom spots may be on a flat rental,

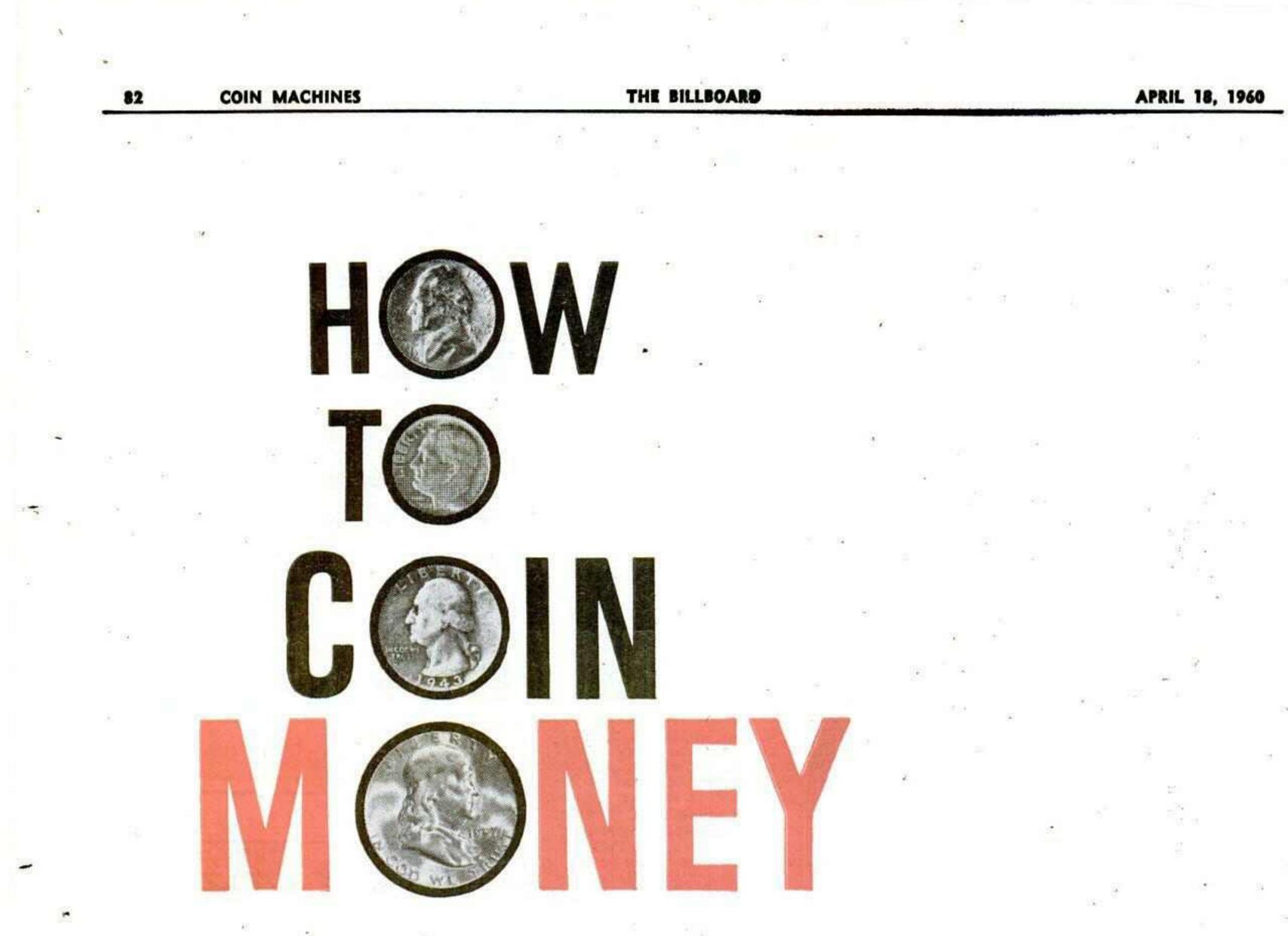
licenses, police and fire protection indoor Arcade installations. A its own attendant and service-50

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Many of the big outdoor spots, grounds, trash removal, operating high earner for an Arcade or game- too, are initially reluctant to "give" hours, competition from additional room installation. One veteran op- space, and often find that the space Arcades or similar attractions; erator estimated that 60 per cent allocated to their Arcade is not of bowling alleys don't have room enough in relation to earnings, for more than a few amusement then have to reallocate or rebuild. machines. Some of the 24-hour, But with Arcades now drawing seven-day alley spots that do have more and more attention from room have been known to bring in management, the trend is, happily,

> Next week: "The Arcade and Your Bank Book." Arcade investment, costs and profits.







Take your top locations. Put in new Hi-Fi Stereophonic Wurlitzer Phonographs. Custom-engineer your music system to the needs of the location with Wurlitzer Stereo Speakers. Install Wurlitzer Wall Boxes within arm's reach of patrons. Go away for a week.

Come back and count the coins.

You'll have convincing proof that you've made a sound investment in

WURLTZER

WORLD'S GREATEST MONEY-MAKING MUSIC SYSTEMS

	THE WURLITZER COMPANY	Established 1856	NORTH TONAWANDA, NEW YORK
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THE BILLBOARD **Keep Record Costs High for** Top Juke Gross, Says J. Witt

By NICK BIRO

OMAHA-Jerry Witt, one of Omaha's top operators, with some 140 music and game locations in the area, and a 22-year veteran of the coin machine business, is a sound believer in keeping record costs high.

Witt generally averages between

come at any kind of level, you have | ment. The collectors, of which he to spend money on new records." has two, buy only requests. Backing up his philosophy, he He sticks to an almost rigid points to a \$14-to-\$15-per-machine formula of buying three new disks average (his share) for his entire a week for each of his machines, a route, also considerably higher than point he emphasizes strongly. All most operators make.

Charts

18 and 20 per cent of his gross for is a serious business with Music new disk purchases, which he ad- Service Company, Witt's firm. He mits is higher than average. His prefers to select the records himanswer tho is simple: "You're sell- self, relying on trade-paper charts, ing music. To maintain your in- one-stop advice and his own judg-

As a consequence, record buying

locations, whether good or bad, get the same number of new records.

Witt feels every stop is a potential high earner. "Often a change in management or change in clientele can turn a poor stop into a winner almost overnight. When people go to the juke box and look for good music, I want to be prepared."

Requests

Besides the three new disks. there are generally requests plus a few standards, giving the juke boxes as many as four or five different records every week.

In changing records, Witt is guided by the play meter. If a record doesn't produce, it comes off. "Even if it just went on the week before," he adds. Every record on the machine has to earn-some more than others. But I've found I lose a lot of money waiting around for some disk to take off. Generally they never do."

With the used records, Witt has a public relations policy of his own. Most of these are given to waitresses, bartenders and people who work in his locations.

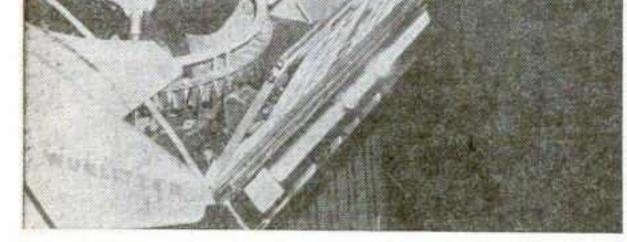
Good Will

"I find it develops a lot of good will and you'd be surprised how the gals will promote the box for you.

What records are left are sold in his shop to school children for 25 cents each. "Maybe I lose money

Machine No. D	ate 3-14 19 60
Name ABC 7	
Address	
REGISTER READING	PAY-OUT REG. READING
Present MUSIC	Present 50
Previous POOL	Previous 50
No. of Plays	Total
Total Amount in Machin Less Expense	ne\$
Net Amount to Divide	\$
Merchant's Share .	· · · \$ 50
Balance Due Operator . Remarks	\$ 50
509147	



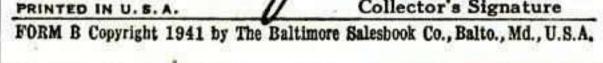


PUBLIC RELATIONS AND PROMOTION is a big thing with Jerry Witt. He personally handles the majority of his stops, changing records and making collections. Each stop, whether good or bad, gets at least three new disks a week.

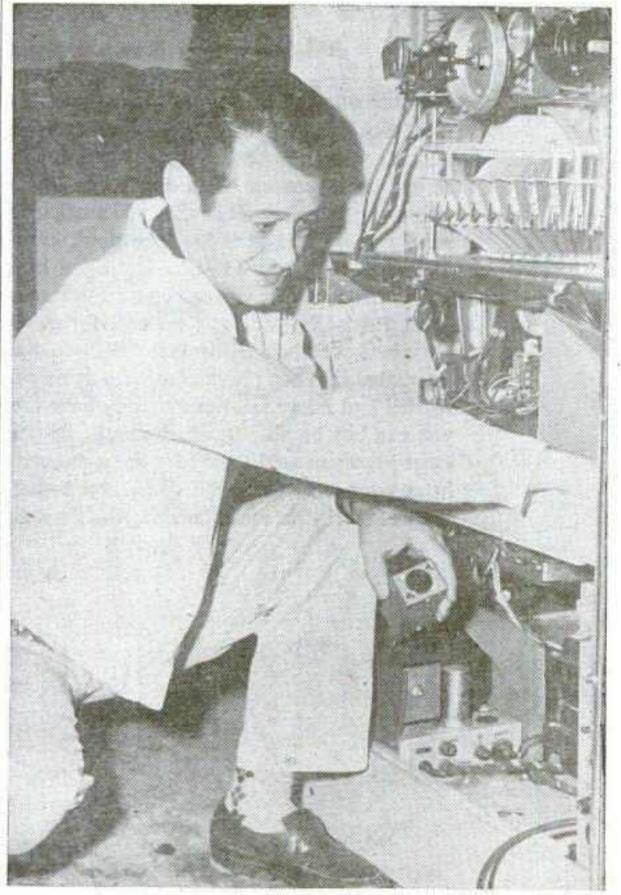
on my used records," says Witt, "but I get results by giving them away in the location and building play. I figure I'm in business to make money on the boxes, not to sell used records," he adds.

Servicing is an important part of the operation. Besides the two collectors, Lorin Diedricks and Joe Manzo, there are two servicemen, James Vansant and John Proksel, who work full time keeping the route trouble free and moving reconditioned machines.

The firm subscribes to an answering service with the telephone num-(Continued on page 87)

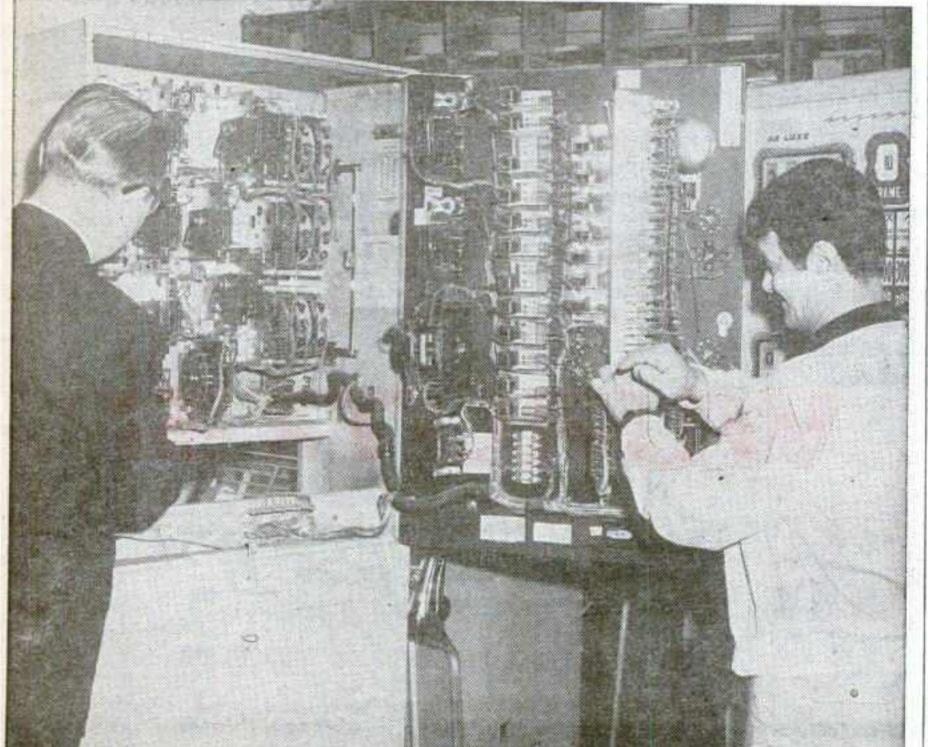


A COLLECTION REPORT is made out for each of Witt's spots when a call is made. The location gets a carbon and the original comes back to the office with the cash. Witt generally sticks to a straight 50-50 split with all spots.



JERRY WITT CHECKS A NEW GAME with collector Joe Manzo. The pair have worked together for more than 18 years. Manzo is one of two collectors, who together with two servicemen help Witt keep his route of 140 jukes and games in top shape.

JOE MANZO, WITT'S SENIOR COLLECTOR, will often make on-thespot repairs while making his rounds. Here he checks a possible trouble spot and may call in the firm's servicemen if help is needed.







MONAURAL POSITION

for monaural play feeds all the sound thru the built-in main unit speakers. The two 12' heavy duty bass speakers and the wide dispersion high compression driver horn are skillfully matched for the finest of high fidelity music.

ROCK-OLA'S "TRI-FONIC" Switch Gives Flexible All-Purpose Sound System

Another sure fire profit maker for the operator is the exclusive Rock-Ola three way "Tri-Fonic" switch and dual channel amplifier which permits instant conversion from monaural to stereophonic sound. With the Rock-Ola 1960 all-purpose phonographs you don't have to add auxiliary amplifiers, power supply packs and the like. You don't even have to plug-in any wires. With the TEMPO II all you have to do is flip-aswitch and instantly you can convert to stereo from monaural. With Rock-Ola you have no cost for expensive conversion parts because all components for stereo and monaural play are integrated into one phonograph...only extension speakers are needed and many locations already have these. Now in 1960 you can buy an all-purpose stereophonic phonograph for the same price you used to pay for just a monaural machine. Stop in at your local Rock-Ola distributor today and get the full story of Rock-Ola's profit making full flexibility features.

"REINFORCED" POSITION channels the music to the stereo extension speakers and also combines both channels again for broadcast through the main unit speakers. This combined four bass and three tweeter speaker arrangement fully compensates for any location acoustic deficiencies to

cation acoustic deficiencies to provide smooth, aural ballanced, reinforced stereo.

tempo I

THE ALL-PURPOSE STEREOPHONIC PHONOGRAPH

ROCK-OLA MANUFACTURING CORPORATION

North Kedzle Avenue

Chicago, Illinois



THE BILLBOARD

MANUFACTURERS-DISTRIBUTORS-SUPPLIERS

into your sales effort at the time when you can reach the largest buying audience of the year. Use. . . .

COIN MACHINES

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Billboard's M.O.A. Convention Issue Dated: May 9, 1960. Advertising Deadline: Wednesday, May 4

The

Your ad in this important M.O.A. Convention issue will take your sales message to more than 7,500 key coin machine operators who buy 95% of all juke boxes, amusement games, vending machines and supplies bought by the coin machine industry . . . and it reaches them when the are primed to buy!

INVESTING YOUR ADVERTISING DOLLARS

Coin Machine Manufacturers, Distributors and Suppliers invest their advertising dollars, instead of just buying space, and they expect a solid return on every dollar invested. Week after week, month after month, year after year, Coin Machine Distributors continue to place more than 80% of their advertising in The Billboard and less than 20% in other trade publications. Why? RESULTS!!!

Music Operators of America Convention will be held May 9-10-11 at the MORRISON HOTEL, Chicago

Start Planning Now!!! Have your advertising sales messages ready to appear in pre-convention, convention and post-convention issues of The Billboard.

Remember . . . The advertising deadline is Wednesday, May 4, for The Billboard's M.O.A. Convention issue. Prepare your copy early.

Make your reservation for advertising space today! Contact your nearest Billboard office listed below for complete information and rates.

Chicago 1, III. 188 W. Randolph CEntral 6-9818 Dick Ford Jack Sloan New York 36, N. Y. 1564 Broadway PLaza 7-2800 Dick Wilson

Hollywood 28, Calif. 1520 N. Gower HOllywood 9-5831 Sam Abbott

St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling



COIN MACHINES

APRIL 18, 1960

Grecos Hold Rock-Ola School For Up-State N. Y. Operators

GLASCO, N. Y .- Greco Broth-|William Greene, W. G. Greene ers Amusements, Rock-Ola distrib- Amusements, Catskill; Mrs. Macautor and juke operator here, held relli and her manager, Paul Priolo, sales chief. Bob Papineau.

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was operated by Rock-Ola's Jack Highland Amusements, Highland, Tom Greco announced with some pride that it was difficult to get operators to turn out for the school since in the view of most the equipment seemed virtually foolproof and not in need of service. However, a good-sized crowd

turned up, Greco stated. Those present included William

its second Rock-Ola service school of the year Tuesday and Wednes-day (5 and 6). School on servicing Macarelli Amusements, Catskill; Mike Mulqueen, M & M Amuse-ments, Walding, N. Y.; Ed Texton, Barabash and Rock-Ola regional N. Y.; Dick Darling, D & D Amusements, Phoenicia, N. Y.; Mac Douglass and Howard Purdy, Paramount Vending, Beacon, N. Y .; Joe Broatkowski, Marlboro Games, Marlboro, N. Y.; Collins Troy and Joe Napoli, Trojan Vending, Kingston, N. Y.; Joe Reich and Kay Curtis, Mountain Vending, Tannersville, N. Y., and Bruce Hall, Jimmy Cousins, Al Carpino, Walter

Hilji, Frenchy DuBois, Gino Amato and Tom, Joe, Jack and Frank McCarthy, Catskill Amusements, Hurleyville, N. Y.; Mr. and Mrs. Greco, all of Greco Amusements.



Chi Dynamics Now Shipping Pony Express

PONY EXPRESS

CHICAGO - Distributors for

REPORT FROM BRITAIN

Coleman Invades U. K.

LONDON-Delbert Coleman, president of the Seeburg Corporation, and George Gilbert, of American Steel Export Corporation (Seeburg's export agents), have been setting the heather on fire in Britain. They arrived in London last week, seeking firms capable of handling or manufacturing the ever-growing range of Seeburg vending machines.

They also had talks with the Ditchburn Organisation about plans for Seeburg expansion in the juke box and background music field. As Seeburg claims to be the largest phonograph manufacturing firm in the world, and Ditchburn claims to be the largest juke box operating company in the world, the talks were certainly animated.

Gilbert (London born) had been here lots of times before. Coleman had not. But Coleman certainly impressed the top British executives he met.

He said that his target for Seeburg is to put it up beside Automatic Canteen of America (which owns AMI) in the top three in the world in automatic machines generally.

From London he went on a lightning tour of Europe, which even left veteran air-traveler Gilbert feeling as if he had left his heart and his pants at the bottom of the elevator shaft. Visits to six Continental countries resulted in still stronger ties with Seeburg distributors there, and top-secret plans for vending machine distribution.

As he flew from country to country Coleman left behind him groups of industry men wondering just what had hit them. As his production chief, Fleming Johnson says: "You never know what he's going to come back with." As far as Europe is concerned it will be (a) orders, and (b) ideas.

Reading Automatic Bows Out

LONDON-An order for the compulsory winding up of Reading Automatic Machines, Ltd., distributors of the German Symphonie juke box in the U.K. whose registered office is at Sardinia House, Lincoln's Inn Field, London W.C., was made by Justice Buckley in the Chancery Division on the petition of Th. Bergmann and Company, of Eimsbuetteler Strasse, Hamburg-Altona, Germany (manufacturers of the Symphonie juke box). creditors for 55, 732 pounds. There was one supporting creditor for 900 pounds and no opposition to the petition. The respondent company was not represented.

Scots View Bal-Ami Boxes

GLASGOW-The Orpheus Juke Box Company, Ltd., of St. George's Road, Glasgow, Scotland, staged a week's showing of Bal-Ami Automatic phonographs and other equipment in Aberdeen at the beginning of April. The show was aimed at cafe and restaurant firms, hotels and others in the area. The display covered Bal-Ami automatic phonographs, Gottlieb and Williams flipper tables, Williams Titan Gun, the Gaggia Expresso coffee machine and the Swedish soft ice cream freezer equipment, doing eight gallons per hour. The exhibition attracted an excellent attendance of North-East buyers over the week.



Gaming Bill Nears Passage

LONDON-After what seemed an interminable wait, the parliamentary committee dealing with the betting and gaming bill finally reached Clause 16 of the bill, and so the "Amusement Caterer's Charter" has at long last been approved, together with a number of amendments for which the trade had asked.

The bill, if it goes thru all stages, will make slot machines and other coin-operated games legal in Britain, subject to certain clearly defined conditions.

Bal-Ami to Up Prices

LONDON-To the surprise of the industry (and at a time when all other leading makes are being reduced in price) Bal-Ami (AMI concessionaires in Britain) has decided to increase the prices of their phonographs in the U.K., including that of the highly successful new K model. Further details of this startling move . will be given in this column next week.

Sanderson Adds New Lines

EDMUNDS-Sandy Sanderson, head of Music Systems, Ltd., here, is expanding. After his acquisition of the United franchise in Britain (games and phonographs) some months ago, followed by the area distributorship for Gottlieb and Williams flipper pintables, he has now acquired area rights to the wall payouts and amusement machines exclusively imported by John Lonsdale, of the High Fidelity Sound Company, Ltd., of Leeds and Birmingham.

These include the Bingolett, Veromat, Unomat and Astoria payouts, the Balo Football Game, Balo Wall Basketball Game and the Diana Rolux; plus the English Electrodart wall payout. Sandy has secured Norfolk, Suffolk, Cambridge, Hunts, Beds, Hants and part of Northants for these machines.

Laundromat Opens in London

LONDON-On April 7, 38-year-old American businessman Seymour Price arranged a preview of the opening of a new coinoperated laundry, the Laundromat, on the New Alton Estate, close to Roehampton Village, London, S.W., 15. Eighteen machines have been installed, and working on the insertion of two shillings, each one takes 24 minutes to do one wash. As far as the general public was concerned, Friday marked the official opening, and to induce housewives to use the machines, the Laundromat will do their wash free of charge for an initial period of three days only.

Housewives using the launderettes have become increasingly familiar with automatic vending machines, for many of the premises have some kind of drink vender nearby to provide refreshment for housewives (and children) who are waiting for their washing.







European News Briefs

C. S. Conten

THE BILLBOARD

Continued from page 78

year the U.S. industry either will halt the slide in American exports or lose mastery of the world market to the Germans.

German representatives report that never before have American firms competed so hard for the British market. There is respect here for the American sales effort, which the Germans credit with going considerably beyond what might be expected as a result of currency liberalization.

As the Germans see it, the British market at the moment is a wide-open export target. Big importers are expanding orders, and small firms are beginning for the first time to import equipment.

Danes OK Gambling Machines

COPENHAGEN-Gambling machines have been legalized in Denmark. Regulation of machines has been placed under local police, who are empowered to decide the number of machines to be placed at each location.

Paris Fair Plans Coin Exhibits

PARIS-Fifteen West German coin-equipment manufactur-ing firms will exhibit their products at the Paris International Fair May 14-29.

The French coin machine industry has received a section of the fairgrounds at Porte de Versailles with the idea of staging, within the international fair, a European coin machine industry exhibit.

The coin machine exhibit has been given special importance because of the decision to speed up establishment of the European Common Market.

The Paris coin machine exhibit within the international fair is designed as a "coin machine futurama" for West Europeans.

Ameropa Preps German Plans

BERLIN-The Ameropa Trading & Shipping Company of New York plans to open a West German subsidiary for the trading of coin-operated equipment and the licensed production of certain items.

Ameropa, which has the U.S. general agency for Wiegandt of West Berlin, has just sent its President, Arnold Cortell, to Europe to begin preparations.

The Ameropa move is frankly aimed at capitalizing, in both directions, on the amazing German coin machine boom.

Cortell is predicting to German industry leaders a glowing



ARCADES

C.C. ROCKET SHUFFLE \$ 95 Bally Magic Shuffle 125

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GIVE TO DAMON RUNYON CANCER FUND

U. S. export future for German equipment. "We expect to get German exports rolling into the U.S. in large volume even in this year," Cortell told German coin executives.

Disk Costs High for Top \$\$

Continued from page 83

the shop, since there is seldom any- eight years each. one there.

The servicemen, working as a two-man team, call the answering Nebraska Music Guild and devotes service hourly and get the names of spots in trouble. All breakdowns are handled promptly.

Most of the servicing is done in worrying about ourselves." the morning, with a lot of the calls being accumulations from the the Nebraska Music Guild and previous night. The afternoon is generally devoted to moving reconditioned equipment. Vansant and Proksel estimate they move as many as 25 pieces a week.

Personal Relations

Witt feels the backbone of his business is built on strong personal relations with his stops. He makes the collections and record changes in 60 of the 140 spots on his route

Most of these are his best locations and ones without too many wall boxes. The two collectors, Diedricks and Manzo, handle 40 each.

About 90 per cent of the spots are checked weekly with only the large wall box stops put off to an every-other-week basis.

Wall Boxes

"There are spots with seven to strips, burned out bulbs and cleaning everything up. This takes time. The spots still get the same number

Each of the collectors have specific routes, says Witt, who doesn't munity affairs. The boys get a big believe in changing around, but in kick out of his music and games letting each man build a strong business, too, says Witt. relationship with the spot and its owners.

business, adding to their effectiveness. Joe Manzo is senior man, having spent 18 years with Witt. James Vansant has been with Witt what is.

ber decaled on every machine. Lo- 12 years. Lorin Diedricks and John cations are instructed not to call Proksel are the newcomers, with Association

Witt is a leading member of the his remaining time to an active family life with three small boys to keep him and his wife "from

Witt was one of the founders of served as the association's first president. He has continuously been active in association affairs, has served as an arbitrator of operator disputes and is generally looked up to for his standing in the industry

He currently serves as public relations chairman of NMG and president of the Cornhusker Investment Club, the group's stock-buying adjunct.

Family

His real pride and joy tho is his family, and both Jerry and his wife, Alice, are kept pretty busy trying to keep up with their sons, Jerry Jr. (10), Larry (8) and David (6). Rounding out the group is a

miniature Mexican pooch about the size of a small teapot that scurries around as if the world were coming to an end.

The family resides in suburban 10 wall boxes that take a couple Loveland in a beautiful, sprawling of hours to handle," Witt says. "We ranch-style home that boasts a retry to do a thoro job in changing cently added swimming pool (a passion of Jerry Jr.).

Together

The family spends a great deal of records, tho, just not as often. of time together, are regular church-goers and active in com-

Often on Sunday, after church, a big treat is to take them down to His men are all old-timers in the the shop and let them play the juke boxes and amusement games.

If this isn't a boost for our industry, grins Witt, I don't know



COIN MACHINES

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BUMPER POOL, 32" x 48"...\$44.50 2 or more...\$42.50

For other sizes, prices quoted upon request. Bumper pool tops are covered with Imperial Rubberback Billiard Cloth and with Jumbo Bumper Posts. 6 Pocket Tops covered with Imperial Rubberback Billiard Cloth, MARVEL'S BEST. Replace your old NOVOPLY or PRESSED WOOD BEDS with LIFE-TIME PLAY-FIELDS. You will have professional accuracy and absolutely no warping.

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THE BILLBOARD



South

MIAMI SCENE

Area coinmen wearing satisfied smiles with business going along at a rapid clip. Beach operators report collections holding up fine, and they dont expect any noticeable decline for at least another month or more. This is a far cry from last year's business, when bad weather put a crimp on every type of business in South Florida.

Deepest sympathy to Danny Hudson, routeman for William Blatt Music Company. Danny lost his mother a couple of weeks



Willie Blatt

ago after a heart attack. . . . Good to hear that Doris Shapiro is back with the Blatt organization again after a layoff of about four months. With Doris back, Willie and Sydelle Blatt are beginning to plan their summer vacation. If everything goes right, the Blatts may go to Europe for the summer.

Coinmen learned of the serious illness of Morris Marder, M&M Service. ... Sheppard and Rudy Key, Bon Ton Amusement Company, Nassau, Bahamas, are visiting Miami to get in a supply of records and parts for their coin operation. Rudy can hardly wait to begin flying his new plane to take care of service calls in the Islands. Bob Weller, Bush International, took advantage.of

the Keys' visit to Miami to invite them to see the fights here. With Bobby Cox, Flamingo Music Company, West Palm Beach, here, too, and also Bob's guest, there was plenty of shop talk between rounds. The Keys report business fine. They are particularly happy over the initial results of their embryo cigarette route.

Red Gurkin, Belle Glade Music Company, Belle Glade, is in town, and as usual, Red has some tough luck to report. Seems Red was out fishing on Lake Okechobee when his boat ran out of gas. He hailed a passing boat and was being towed in when a sudden lurch of his boat threw him against the windshield, with the result that he suffered three broken ribs and a cut hand. But Red reports business is good around the Lake, with hundreds of additional farm hands in the area.

APRIL 18, 1960

-Inquiries Invited-

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	\$650.00
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Lane Merry-Go-Round	\$250.00
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88

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when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD Jack Wilcox, Seminole Amusement Company, Okeechobee, also reported that collections have held up fine. At the other end of South Florida, Ed Mercer, Orange Blossom Amusement Company, reports collections are the best they have been all season.

MEMPHIS DOWN IN DIXIE

Drew Canale, Canale Amusement Company, and Parker Henderson, general manager of Southern Amusement Company, have teamed up as partners on a coin-operated bowling alley at 525 South Highland, first one to be put on location in Memphis by coin machine operators. There is one at the fairgrounds amusement park. ... Incidentally, one of Drew's athletic nephews, football star Whit Canale, is also a track man. He won a 100-yard dash in a recent high school track meet, making it in 10.3 seconds.

Joe Cuoghi, partner in a music route with Johnny Novarese, as well as a one stop, Poplar Tunes Record Shop, besides owning an interest in a record company, has branched out as a promoter. He brought Dave Gardner, whose album "Rejoice, Dear Hearts," is selling well, to Memphis for a big show at the city auditorium. Had big crowds. Joe is negotiating for a Stan Kenton concert.

Elton Whisenhunt

GYPSY SAGA HAS JUKE BOX, HAUNTING WALTZ, GUN, PAYOLA

INGOLSTADT, Germany—The Ingolstadt city council has under consideration an ordinance prohibiting the playing of any single juke box tune more than two consecutive times.

There have been complaints of German juke box payola in which disk pluggers circulate from location to location playing payola tunes non-stop.

The marathon juke play apparently is based on recent German psychological research in the sublimation field. This research tends to establish that repetition of music, as well as the spoken word, conditions the auditor.

Research shows that what amounts to artificial demand can be established for juke disks by bursts of non-stop juke disk plugging, according to Ingolstadt authorities.

The authorities conceded, however, that the juke record play ordinance mainly has been inspired by the case of Rudolf Waitz, 36, a gypsy musician.

Waitz shot down four Bundeswehr soldiers in a local cafe because they objected to his marathon playing of the German hit tune, "Laila," on the cafe's juke box.

Waitz, according to police, came into the cafe every evening and monopolized the juke box to play "Laila." On the evening of the shooting, Waitz was playing "Laila" for the fourth straight time when a Bundeswehr corporal pulled the juke box's electric cord.

The gypsy took a pistol from his coat pocket and ordered the corporal to continue playing "Laila." When he refused, Waitz fired six shots at the soldier and his three companions, wounding all four.



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6 Pocket Pool, \$150.00 } CMC Names Jones, Casola And Oettinger

CHICAGO-Chairmen for three committees of the Coin Machine Council for Public Relations were named last week. They are Lou Casola, Rockford, Ill., operator, executive committee; Herb Oettinger, United Manufacturing Company, finance committee, and Herb Jones, Bally Manufacturing Company, membership committee.

Executive committee members named were John Bilotta, Newark, N. Y., distributor; Andy Hesch, Arlington Heights, Ill., operator; Herb Jones, Bally Manufacturing; Joe Kline, First Coin Machine Exchange, Chicago, and Sam Lewis, Williams Manufacturing.

Also Harold Lieberman, Lieberman Music, Minneapolis; Les Montooth, Peoria, Ill., operator; Herb Oettinger, United Manufacturing; Clint Pierce, Brodhead, Wis., operator; Ed Ratajack, AMI; Bob Slifer, National Coin Machine Distributors' Association, and Art Weinand, Chicago Dynamic Indus-



NEW YORK - Continuing interest in the stereo 33 single rec-



ord, first introduced by Columbia last fall, was evident this week. Reports persisted that a number NAMA Plans of leading record companies, including all of the top majors except RCA Victor, would shortly introduce versions of the new style single. (See separate story music section.)

Much of the activity was believed due to the encouragement being given this trend by Seeburg. The company has been pushing its new 45-33 selector device for juke boxes as an optional part of its 1960 line of stereo boxes. Jack Gordon, Seeburg exec, stated that in Seeburg's opinion, there is no real future in stereo for the 45 rpm single. "We believe the 45 will remain a basically monaural commodity," said Gordon, "and that in the juke field it will be the seveninch 33 rpm disk that will become the standard for stereo."



CHICAGO-The sixth sectional conference of the National Automatic Merchandising Association stressing better management methods for vending is planned for the West Coast in co-operation with the California Automatic Vendors' Association.

Meeting will be held at San Francisco's Jack Tar Hotel, June 10-11. NAMA's first two sectional meets were held in Chicage and Atlanta. Together they drew 531 tradesters.

Carl Millman, regional activities committee chairman, said of the group, "There were 270 operators, 80 manufacturers, 169 allied industry people and 12 guests."



COIN MACHINES

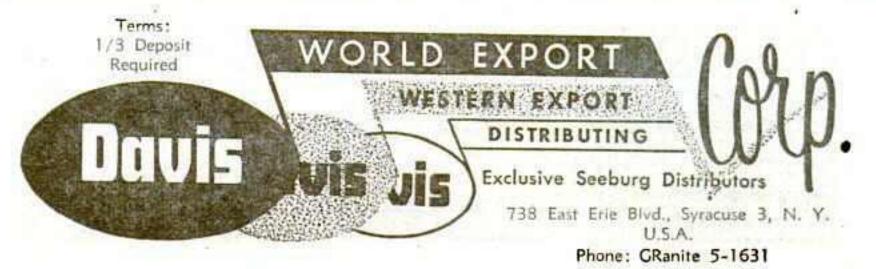




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Eastern Electric, 10 column										
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terms to all competing customers.

This firm asks that FTC dismiss Give to the



THE BILLBOARD

DIRECTORS OF THE PENNSYLVANIA Amusement Machine Operators' Association met at the Hotel Penn Harris, Harrisburg, recently. Elected to associate membership at the meeting was David Rosen & Company of Philadelphia. Other distributor associate membership are Scott Crosse, Philadelphia; D&L, Harrisburg; Bill LaBre, Erie, and B. D. Lazar and Atlas, both of Pittsburgh. Starting left, clockwise, the directors are Al Greb, Frex Lex, Ben Stirling, Marvin Speigalman, Paul Smith, Bob Fetter (Mrs. Fetter), President Felix Kadel, Leon Taksen, Pat Houser, Harry Beck, William Triplett, John Butala, William Margaro and Bill LaBre.

Pa. Operator to Have Test Case on Converted, Multi-Coin Pinball Unit

erator in McAdoo, Pa., and have being violated.

vania State Attorney General will was set up to determine if any of by State police as a test. be asked to order a raid on an op- Ford's constitutional rights were "We then will have a definite

PHILADELPHIA-The Pennsyl-| This special three-man tribunal Ford's converted machines seized

erator in McAdoo, Pa., and have being violated. one converted multiple-coin pinball Judge Wood on December 20, and right on up to the U. S. Su-

COIN MACHINES

91

Sked Victory Dinner May 16 In Milwaukee

MILWAUKEE - May 16 has been set as the date for the Victory Dinner of the Milwaukee Coin Machine Operators Association. It will be held at the Ambassador Hotel. An earlier announced date was dropped because it conflicted with the MOA trade show in Chicago, according to Sam Hastings, Hastings Distributing Company, association president.

Doug Opitz, Hilltop Coin Machine Company and Les Reder, L. R. Distributing Company, are committee chairmen for the big event, intended to mark the windup of the group's membership drive. Complete plans for the evening have not yet been revealed.

"Every music and games operator in Milwaukee county is invited," said Sam Hastings. The event will tee off with a cocktail hour at 6 p.m. and be followed by a buffet dinner. A short business meeting will also be held and several prominent speakers will appear.

Irving Kaye Set on 1960 Pool Models

NEW YORK-The Irving Kaye Company, Inc., is now shipping five new versions of its pool game line to distributors. The 1960 models include three six-pocket tables and two novelty pool tables



chicago

coin

Profit

inners

WORLD SERIES

SHOOT THE

CLOWN

BUIL'S-EYE

DROP BALL

Chicago Dynamic

Industries, Inc.

QUEEN BOWLER

4 GAME BOWLER

1725 W. DIVERSEY CHICAGO 14.

BASEBALL GAME

machine seized.

This agreement was reached in the U.S. District Court here Thurscase on the machines.

The suggestion was made by Jacob Kossman, attorney for Michael Ford, the operator. It was agreed to by a special court consisting of U. S. Circuit Judge John Biggs Jr. and U. S. District Judges Harold K. Woods and John W. Lord Jr.

State Taxes

Continued from page 71

SOUTH CAROLINA-\$25 license fee for operators or distributors of five or more bulk machines. "Bulk" is defined as products not separately or individually packaged or wrapped. Packaged goods machines require \$100 license fee.

south DAKOTA-No special N. Y. Coinmen Prepare tax or license.

TENNESSEE-\$1 per machine tax for 1-cent machines; \$7.50 per machine tax on machines vending for more than 1 cent on public locations; \$3 per machine tax on machines vending for more than 1 cent on industrial or institutional locations.

TEXAS-No special tax or license.

UTAH-No information.

VERMONT-No special tax or license.

VIRGINIA - \$1 per machine for scales, nut, gum or peanut candy machines. Ten dollars per machine for candy venders. Twenty modore Hotel. It was announced dollars per year operator's license.

WASHINGTON - 4 per cent sales tax on gross.

WEST VIRGINIA - \$2.50 license fee for operation of penny machines; \$5.50 for license to operate other vending machines. Fee applies to entire operation, not a per-machine tax.

WISCONSIN - No tax or li- Max Bloom, wife of the prominent cense.

WYOMING-License to operate Holzman exhorted the workers to required. One per cent of gross press hard in the final two weeks

effect, temporarily restrained law and what is wrong." day (7) in an effort to set up a test enforcement officers from seizing Ford's converted machines.

> on February 9, the U. S. Circuit Anne X. Alpern. Court of Appeals dissolved the injunction, stating there was "an absence of an authoritative pronouncement by a Pennsylvania court" on whether Ford's machine actually violated the law.

Kossman claimed then that his tional right of due process of law. The court told him that in this mat- machines. ter he should refer to a special court for such appeals.

Thursday.

No Direct Law

· Kossman told the court that he switch could be made when it was felt that since there was no direct known a raid was about to take law, he would agree to have one of place.

For Annual UJA Fete

of meetings Thursday (14) at day (21).

Following a meal of strictly

kosher food in view of the holiday

period, chairman Irving Holzman

called the session to order by read-

ing a long series of pledges for

funds and tickets to the victory dinner Saturday (30) at the Com-

that Barry Gray, prominent radio

personality, would speak at the

picked up in past weeks, with a

notable spurt seen just this week

due to the fine and unselfish tele-

phone efforts of Mrs. Irving Holz-

man, Mrs. Al Bodkin, and Mrs.

Holzman said that activity has

UJA headquarters here.

dinner.

location owner.

NEW YORK - The coin indus- participation by the industry here

try division of the 1960 United Jew- in the worthy UJA cause. He also

ish Appeal drive met in the first announced the next meeting would

of its stepped-up, final weeks series be held at the Hotel Astor Thurs-

two days before the State's ban on preme Court," Kossman said. multiple-coin machines went into "Then we will know what is right

Lawley said he would take the sug-About a month and a half later, gestion to his boss, Atty. Gen.

ruled on November 30 that multiple-coin machines were gambling new method of returning balls to devices and banned them.

Converted Machines

Ford then converted his machines to single-coin play. He contends client was deprived of his constitu- that they are now in the same category as the standard single-coin

The State maintains, however, that the machines can be recon-That was the appeal heard last verted to multiple coin play just as easy as they were converted to single-coin play. It says such a

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 (200)
 325.00

 A.M.I.
 Model C
 (120)
 200.00

 A.M.I.
 Model C
 125.00

 A.M.I.
 Model C
 125.00

 A.M.I.
 Model C
 125.00

 A.M.I.
 Model C
 125.00

 Rock-Ola
 1448
 425.00

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The six-pocket models are as follows: The Fleetwood Single Ball Viewer, measuring 44 by 77 Deputy State Atty. Gen. Frank L. inches; the Jumbo Fleetwood Single Ball Viewer, measuring 90 by 52 inches, and the new Eldorado single ball viewer, measuring 82 The Supreme Court of the State by 46 inches, finished in mahogany. All six-pocket units incorporate a the viewer window so as to make jamming virtually impossible.

The novelty units include Klub Pool, the modern 48 by 32-inch bumper pool table, already popular for some years, and the Cue Ball, novelty front-end game, measuring 75 by 42 inches.

Joe Kline Back on Job

CHICAGO - Joe Kline, First Coin Machine Exchange chief, is back at work once again, following a successful gall bladder operation.





MEN WHO READ

BUSINESSPAPERS

MEAN BUSINESS

APRIL 18, 1960

92	COIN MACHI	NES		HE BILLBOARD		S :	APRIL 18, 1960
	MOVING!	January	Exports	Still in	1 Low	Gear	JUKE BOX & GAME ROUTE
6 Midget Movies	with film, 	C	OIN MA	CHINE	EXPORT	S	FOR SALE \$20,000 per year income can easily be doubled. Low overhead. Central lows.
	complete . 60.00 ea.		1	January, 1960	×.	M	Write A&S
Chi. Coin Reb Shuffles, like Around The W	ound new 35.00 ea.	Country	New Phonographs No. Value	Used Phonographs No. Value	Amusement Games No. Value	Totals No. Value	2740 1st Ave., N.S. Cedar Rapids, Iowa
ers, complete to & Nylco R is'' but compl like new Muto Graph Skill Rolls	& working 175.00 ea. ockets, "as eto	W. Germany Belgium Canada U. Kingdom Venezuela Australia	275 188,423 83 58,808 70 46,452 32 25,796	27 \$ 14,235 182 46,979 29 4,020 21 7,830 40 17,855	567 \$134,945 934 81,879 1,774 72,452 461 69,971 64 18,429 160 22,902	1,391 317,281 1,886 135,280 552 124,253 96 44,225	SPECIALS!
III Star Bowl Pitch 'Em & I eautiful shap ceney Sports 'as is'' but v xhibit Shooti	Bat 'Em (in se)	Netherlands Switzerland Costa Rica Bahamas Other Countries	. 10 8,000 . 25 22,350 . 23 17,361 . 3 2,250	53 16,675 8 3,926 118 16,248	49 5,464 17 5,991 22 1,782 22 15,000 398 66,803	112 30,139 42 28,341 53 23,069 25 17,250	CC Championship
"as is" but v Genco Rifle G is" but worki Bally Heavy H reconditioned Exhibit Silver	alleries, "as ing 100.00 ea. itters,	CHICAGO—U. S. juk amusement game export	te box and the emo	478 \$127,768 ergence of Austral	4,468 \$495,618 a as a \$455,515. market \$317,281,	5,998 \$1,354,043 Belgium followed with	CC Bowling League (11 or 14 ft.)
"as is" but v	ROSSE CO.	up some in January, bu moving at a snail's pace to past periods. Department of Comr	compared appeare 10 mark	worthy. Australia	seldom United K leading markets otal ran machines.	Cingdom the only other over \$100,000 in U. S.	(11 or 14 ft.)
23 Spring Gar Rittenh	den St., Phila. 30, Pa. ouse 6-7712 or Bally in E. Pa., and	ures show a dollar volur 354,043 for the first mon —à slight increase from ber's \$1,261,822. More	th of 1960 m Decem- importin	Germany led all in ig machines val	markets, ued at 1,726 m	g machine shipments (not chart) hit \$258,542 on achines, compared to	CC Star Rocket
ck-Ola in E. P Branch: 11		were shipped in the 196 a total of 5,998 as con 5,925 in December. But the January level	is well be-		V December	on 4,651 machines in	Arcade and Bingo machines. Write for list,
1	++++	hind the monthly average of \$1,567,305, and far 1 1958 average of \$1,782, Games Up	818. NEW Price	New Iter YORK — The Company has an	Paul A.	11 Need No Help to find GOOD BUYS	MONROE COIN MACHINE EXCHANGE, INC. 2423 Payne Ave., Cleveland 14, Ohio Phone: SUperior 1-4600
the		Games and new ph moved ahead somewhat i games jumping from \$4	n January, at the u 450,364 to Associa	peoming National tion convention. T	Vendors he con-	in USED	
FUTURE	NAVY	\$495,618, and new pho \$649,251 to \$730,657. nographs slid back from	Used pho- a Decem- West E	xurious tropical se nd, on Grand Bah	tting of ama Is-	EQUIPMENT in the	SALES RESULTS-
promise	Aline .	ber level of \$162,207 to a figure in January. Little change is noted markets in January's r	in the top eye-cato	ms would be "gir hers, designed to	nmicky" LLF	ASSIFIED ADS THIS ISSUE	THE ADVERTISING COLUMNS C THE BILLBOARD!

MORE HIGH-SPEED ACTION! MORE PLAYERS! MORE PROFIT!

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- Lighting all numbers in Red or White Feathers scores special
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Back by Popular Demand Score to Boat

Sensational-"Score to Beat" feature is back by popular demand! Housed in the light box, lights start flashing on and off when certain score is reached. Lights continue flashing until game is over.

THE BILLBOARD

Bally Shipping

Continued from page 78

COIN MACHINES

MOA Record Free-for-All

Continued from page 78

reserved early last week, with a United Manufacturing, United Mufloor.

He also predicted that, based on current reservations, from 1,500 to 2,000 operators will attend, with a total registration of about 4,000. If these figures are reached, it would mean a new convention attendance record.

Howard Miller, nationally known radio and televison personality, will emsee the floorshow at the annual banquet in the Terrace Casino Wednesday night. Some of the nation's top recording talent is expected to perform at the show. Backing the show will be Frankie Masters and His Mercury Recording Orchestra.

About \$10,000 in door prizes has already been pledged. AMI and United Music are donating 1960 model automatic phonographs; Bally Manufacturing is giving a new bowling game; Williams Electronic's contribution is an Official Baseball game; Valley Sales & Manufacturing is coming up with a sixpocket billiard table, and Fischer coin machine industry. Sales & Manufacturing is donating Fiesta bumper pool table.

The MOA contributions include mink stole and a stereo combination hi-fi and television set.

Exhibitor List

Exhibitors will include National Rejectors, James Cabinet Corp., Tape-Athon Corp., AMI, Jay Jay Records, Cash Box, Christy Rec- blueprint for the balance of his ords, The Billboard, Allen Hawes Kiddie Rides, Shasta Records, Mulkay Records, Star Title Strip Co., M-G-M Records, Mercury Records, Capitol Records and Decca Records.

complete sellout on the exhibit sic Corp., Capitol Projectors, Automatic Products Co., Wico Corp., and Irving Kaye Co.

Bally Manufacturing Co., Logan Distributing Co., Tusko Co., Southland Kiddie Rides, American Shuffleboard Co., Bally Vending Co., Fischer Sales & Manufacturing Co., Schroeder Coffee Machines, Cine-Sonic Co., Continental Vending Machine Co., the Coin Machine Council for Public Relations, Wil-Co., Watling Scales, Standard Financial Co., Keeney Sales, and Chicago Dynamic Industries.

Milwaukee Group outfield.

Continued from page 78

4) Improvement of "legislative climate" was also listed by Hastings terms "complicated, confusing taras a prime association target. He noted that bettered relations with gle pitch button and a single bat location owners will inevitably produce a stronger voice in both city voted entirely to scoring data. and State legislative halls for the

5) Hiring of a full-time business manager. According to Hastings, baserunners travel the base paths whoever is hired to fill this post on hits. Miniature diamond is surwill be provided with an office for rounded by realistic grandstand decuse as association headquarters, oration and is set into the back-"This will provide our members cabinet, rather than being placed with a central spot thru which to on the playfield itself. Base running receive service calls."

In addition to this ambitious term, Hastings also stated that the local group will continue to press for a strengthened State association.

"I'm very pleased with our accomplishments to 'date" he concluded. "We have learned a lot of ting. Also, RCA Victor, Dot Records, things so far. There is no good Ball Park is pinball-sized, taking ter element of people than patron-

pitch features, with players pressing buttons on the cabinet to pitch steel balls at the plate and to bit the balls into the outfield for hits or outs.

provides a change of pace, with the batter able to score higher when them. hitting the target lit with a red light.

Light Shifts

liams Electronic Manufacturing After each base hit this red light ing a few pictures, but it is comextra runs in addition to the indi- drapes." cated value of the target.

> This keeps players constantly trying to hit to a different area of the in this country?

Bally has deliberately simplified the scoring and operational action of Ball Park, eliminating what it get arrangements." There is a sinbutton, and the backglass is de-

New Diamond Set-Up

Miniature three-dimensional has been speeded up, along with score totalizing, and balls used are lighter and more lively. The game is set for three innings with three outs ending each inning. One player can both bat and pitch, trying for high score, or two can compete, taking turns pitching and bat-

J. H. Keeney & Co., Valley Sales reason now why any operator in up just 24 by 58 inches of floor ize the Arcades in the U. S.

Seven New Belgian Arcades

Continued from page 78

of the resort towns in that country for the coming season. And to hear Palmer and Grant tell it, the But the moving target feature Arcades in the United States couldn't even hold a candle to

Decoration

"Ge go all out in decorating them," Palmer said. "Each Ar-All outfield targets - ranging cade has a certain motif or theme from singles to a home run-are and it is carried out to every delit in white except one, lit in red. tail. It just isn't a matter of hangshifts to another target offering four plete down to the lamps and

"That's right, drapes. Can you imagine an Arcade having drapes

"The Arcades in Europe are a real center of amusement for families," Palmer continued. "They are more sedate than the ones here and there is no rowdyism."

No Minors

"The big reason for this is the fact that by law, no one under the age of 18 can go into an Arcade unless accompanied by a parent.

"This law presents one of the biggest problems to the Arcade business abroad," Palmer pointed out. "It is up to each manager to police his own Arcade. It's somewhat like the problem the bars have in this country of checking ages."

Palmer said each Arcade has its own manager who is in complete charge of his place. "Each Arcade is individually managed and supervised," he said.

Better Element

The International executive said that the ritzy interiors-which even include palm trees-attract a bet-

opening seven Arcades in several others those of various countries. Palmer said the big thing in European Arcades are premiums. "They're very important over there," he said. "They draw in the people. It seems they like to play for points.

Premiums

"We always try to provide our players with unique premiums that we import from such countries as Japan, U. S. and Holland.

"In fact," Palmer said, "we do such a business in premiums that we own our own franchises for novelties."

The two men who run the Arcades for Belgium Amusement Company are Sol Groenteman and Al Polak. During the winter, they return to the U.S. and buy equipment for the Arcades.

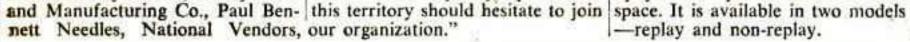
New Games

"They must have purchased thousands of dollar worth of equipment in the past few months," Palmer said. . "They are always trying to improve the locations."

He concluded that to be a success in Europe is no different than in this country.

"You just have to know the business," Palmer said.





-replay and non-replay.

He said that some Arcades have a Swiss motif, some Oriental and

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