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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Promot'ns Key New Radio Awareness

Stations Vie for New Twists to Build Audience Via Stunts, Contest Gimmicks

By JUNE BUNDY

NEW YORK — Still smarting from the FCC's recent directive on free records and the results of the payola probe, broadcasters across the country are integrating more and more public service-type programming features and promotions with their regular disk programming in an effort to demonstrate their increased awareness of radio's responsibility to listeners.

At the same time, stations are striving to invent new twists on audience-building promotions, via a variety of contest gimmicks and stunts. Broadcasters, of course, have become increasingly promotion-minded over the last few years, as the result of stepped-up competition in the local music-and-news field, but the present situation represents an all-time high for this kind of activity.

Radio station WNEW here, an outlet which has always been strongly promotion and public-service minded, recently introduced "60 Second Semester" features. One, tagged "Diner's Dictionary," spotlights brief lessons in reading a French menu by deejay Jean Michel; while another, "Baseball for Women Only" has sports commentator Kyle Rote translating typical baseball terms into fem language. A different daily feature in each series is spotted five or six times thruout each broadcasting day.

Copies of the Michel scripts are made available to listeners if they write the station. After they finish the French menus, WNEW will tackle Chinese, then Italian. Rote's baseball lessons will be followed by tips on golf. Brain-child of WNEW program director Mark Olds, the "60 Second Semester" spots are designed to make it easier to integrate features into regular music-and-news formats.

Immediately prior to the April 15 income tax deadline, WNEW

KELP Plays Cupid Role

EL PASO, Tex.—Bachelor deejays at KELP here are somewhat wary of station's latest promotion. In celebration of Leap Year, KELP is asking its fem listeners to submit proposals of marriage (by mail) to their favorite KELP jockeys.

Presumably to avoid any marital discord, the letters will be judged only by KELP's unmarried spinners. Each single deejay will select a weekly winner, from entries received during the preceding seven-day period, and will "take that lady out for a night on the town." Unfortunately, letter writers are not required to submit photos.

HARNESS FILM POWER TO PUSH 'CAN-CAN' LP

HOLLYWOOD — Disks have plugged movies since Hollywood discovered the deejay, but Capitol is pulling a turnabout this week when it introduces a unique means of harnessing the movie screen's sales power on behalf of its "Can-Can" soundtrack album. Capitol Records Distributing Corporation ad manager Steve Auld is making available a full-color 60-second film trailer for showing in theaters which plugs both the picture and the album.

Since "Can-Can" is filmed in Todd-AO, it can be shown only in specially equipped houses, thus restricting it to roadshow engagements in one theater per market. Commercial film is intended for use in the other houses belonging to the same theater chain currently showing the picture. Half the trailer plugs the picture, telling patrons to be sure to see "Can-Can," while the remainder of the footage tells the movie goes to get the album "at your favorite record dealer." Black and white prints of the commercial also are being made available for use on TV stations. Auld's department will provide special title cards naming the theater and other necessary info for each market using the film commercial.

CRDC's branches will receive the 35mm. color and
(Continued on page 9)

Disk Bootlegging, Thievery Current Industry Topics

Evil Gains in Penetration; Wide Division as to Curative Solution

By REN GREVATT

NEW YORK — Counterfeiting, bootlegging and thievery of records, both singles and LP's, continued to occupy a major portion of trade talk this week, with one report indicating that at least "two of six major record companies" have sought the counsel of both the Federal Bureau of Investigation and local law enforcement agencies.

Dig Deeper

Beyond this, it was noted in trade circles this week, that where at one time, the bootlegging clique focused its attention mainly on established hits, the penetration of the disk industry by these unlawful operators now reaches far deeper. It is now said that when an artist once establishes himself with a hit single, his follow-up record may be out almost as fast via the bootleg pipeline as thru the normal legitimate channels. In addition, reports indicate that in the LP field, catalog as well as new hit merchandise is finding its way to dealer shelves thru bootleggers.

Noting the current situation, some tradesters openly say that altho business is bad at the moment, it's not as bad as a cursory glance would first indicate. "Records are

still selling, of course," remarked one, "but the difficulty comes when you consider that a substantial percentage of any given record's sale may be achieved thru bootleg sources. Thus a record company may have a hit on its hands while at the same time losing sales to the bootleg boys who undersell the distributors."

Opinions Split

Peculiarly enough, there appears to be divided opinion on what can or should be done to cure this evil. Even among the legal fraternity, there is no unanimity of opinion as to the rights of record companies in matters of bootlegging, which may explain, according to some observers, why some companies appear loathe to pursue the matter.

What are the rights of a record company, is an oft-repeated question. With a publisher, there is a clear-cut right of copyright. But a record as such, is not copyrightable. One tradester has even ventured the opinion that if a bootlegger of a disk would pay excise taxes on the disk, he would have nothing to worry about.

The thought has also been expressed that major diskeries have been reluctant to get involved in actions against bootleggers for fear of the possibility that such an action might result in the loss of the case in the courts. In this event, it is reasoned, the green light would be given to bootlegging practices in effect, a fact which could bring on an even greater

(Continued on page 9)

NEWS OF THE WEEK

FCC's Proposed New Unit Stagers Music and Broadcaster Interests
FCC Chairman Ford proposes new "Complaints and Compliance" office to maintain a continuing audit of station compliance to sponsor identification Section 317. FCC's "get tough" policy shakes up music and broadcaster interests. Page 1

RCA Victor Seen Set to Shelve Its Tape Cartridge System
RCA Victor this week apparently gave up on its tape cartridge system, in the face of development of the new Columbia-Minnesota Mining tape cartridge system. Victor apparently plans to dispose of its current inventory and not go into production on projected new models. Page 2

Arrest Freed, Trip, 6 Others On Payola Charges in New York
Deejays Alan Freed, Peter Trip and six others were arrested last week in New York City on charges of commercial bribery. Also arrested were program director Mel Leeds, disk jockeys Tommy Smalls, Harold Jackson and Jack Walker, and record librarians Joseph Saccone and Ronald Granger. Freed and Leeds pleaded not guilty; while the others deferred their pleading to June 14. Page 3

Circuit of Six Major Fairs Booked for Singer Pat Boone
Singer-actor Pat Boone will make a good round of the nation's major agricultural fairs

this season. He'll make personals at Wisconsin State Fair, the Mid-American Fair at Topeka, Kan., Nebraska State Fair, Michigan State Fair, Indiana State Fair and the Reading (Pa.) Fair. Page 44

Disney Firms Seek Enjoinment Of Marco Engineering, Wood
Disneyland, Inc., and Walt Disney Enterprises have asked Los Angeles Superior Court to permanently enjoin Marco Engineering Company and C. V. Wood Jr. from representing themselves as having "Conceived the idea for Disneyland or designed, engineered or constructed" the park. Suit also asked the court to stop defendants from using Disneyland trade-marks or names in promotional activities. Page 44

DEPARTMENT AND FEATURES

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New Get-Tough Teeth In Latest FCC Air Policy

Asks 300G for New 'Compliance' Unit; Field Monitors on Payola

By MILDRED HALL

WASHINGTON — A new get-tough policy by the Federal Communications Commission staggered music interests and broadcasters last week when FCC Chairman Ford proposed a new "complaints and Compliance" office which will maintain a continuing audit of station compliance to sponsorship identification Section 317, and all Commission rules; monitor programming; and send field monitors to "dig up essential facts" on payola and any other complaints arising out of material uncovered in FCC's own questionnaire, or from the public, from Congressmen, and from the Federal Trade Commission. Ford said establishment of the new office will be effective June 10.

Ford outlined the new policy of non-reliance on broadcaster information, in favor of "audit in detail" of their operation, in a statement to a Senate Appropriations Subcommittee, and asked \$300,000 in funds to set up the new office. Ford's appearance before the Committee was canceled because of the Eisenhower-welcome-home parade, Friday afternoon, but the FCC released the statement in advance of a scheduled Tuesday statement—a strong indication of a clamor from broadcasters, music and news interests to know more about a story leaked to a broadcast trade publication last week. (See separate story.)

Ford points out that the new office, in its licensee audio, intends to "check on program logs, Section 317 compliance, political

broadcast records, and other pertinent station controls, records and procedures... to examine the extent, nature and disposition of complaints coming directly to the stations" it will also check the broadcaster's promises against his actual performance, both in programming, and as to his promises to manage the outlet himself.

For its sampling of station performance, the new office will employ sample monitoring of station programs, which will be compared with the logs of the stations, and its promises to the Commission. There will also be an overall check on station compliance with all Commission rules and regulations. "If abuses are uncovered, remedial action will be required." In-

stances of "flagrant abuse" will mean formal hearing proceedings—also, hearings in the field will be held in some cases, to provide a proper forum to check on the public interest service of the station.

Ford's statement to the Senators noted that he was not proposing to "undercut" basic responsibility of licensees to take self-corrective measures. However, he felt the self-policing would be "more effective" if the FCC set up efficient check-up machinery of its own.

About field checkups of payola and other complaints as uncovered by the Federal Trade Commission, or brought to light in any way, Ford says, that while replies to (Continued on page 11)

Col.'s Aussie Buy Points Up Pattern

Founding of Foreign Pressing Plants, Studios Spot's Business Shifts

NEW YORK—The purchase by Columbia Records of the Australian Record Company (The Billboard, May 16), points up the ever-increasing importance of foreign income to American diskeries. The purchase or the founding of pressing plants and studios abroad also points up the somewhat startling shift in the record business in many countries in Western Europe and the Antipodes, a shift that has seen home-grown artists often out-sell American artists, even those of international reputation, on the same tune. The growth of native record talent—in England, Germany, Italy, and now starting, for instance, in Australia, is causing changes in the foreign operations of some of the large American firms.

It has long been true that certain Yank artists continue to sell thruout Europe long after they have passed their peak in the U. S. But again and again some foreign countries sell more records by hot American artists, than their records sell here. A rule of thumb quoted by record manufacturers is that England and Germany combined equal the American singles record market. Some records that have sold 500,000 in the U. S. have sold over that in Germany.

But this is only part of the picture, tho it is a very good part. In the old days the single record buyers in England, France, Germany, etc., always wanted the original American waxing of the tune. Today this has changed so much that an English artist who waxes a tune

breaking in the States, can often outsell the American version if it is released at the same time.

The growth of home talent has meant that a European firm that has a deal with an important American label can no longer operate merely as a release factory for American disks. It is necessary that the European firm have a roster of home-grown talent as well as American talent in order to really be in business in its own country.

This is the reason for the larger label's buying into or setting up their own plants and factories in foreign lands, and latching on the domestic talent there. And it is also the reasons for the great influx of foreign product into the American market. For the record business has become a real two-way street, with waxings by the Marty Wildes, the Cliff Richards, and many others, breaking out as hits in the U. S. while American disks break into the hit lists in Europe.

Stereo 7-Inchers Build in Stature

NEW YORK — In a quiet, un spectacular way, the seven-inch LP stereo disk, which was placed on the market by Columbia Records over six months ago, has started to assume some importance in the industry. This is not due to smashing sales success of the disk in retail stores, since Columbia Records freely admits that the seven-inch 33 is only selling in fair fashion. But it is due to the campaign for the disk being carried on by Seeburg, the juke box firm.

At the present time Columbia, Capitol, Decca, Epic, Brunswick, Coral, Guyden, Laurie, Liberty, ABC-Paramount, Cadence, Verve, M-G-M, King, Everest, World Pacific, Roulette and Jamie Records are making the seven-inch stereo 33's for juke box use. Most of the material on these records is being culled from albums. However, Columbia, the only firm that is actually pushing the disks in retail

PMM AWARD FOR WARING

NEW YORK — Professional Music Men, Inc., the song pluggers association, has awarded Fred Waring its first annual "Apollo" award for fostering song and music thruout his career.

The award will be presented to Waring at the PMM's annual outing Thursday, June 16, at Grossinger's.

AFM'S GAL

Huge Ork Backing For Joni

NEW YORK — Joni James will work with one of the biggest orchestral complements ever to appear in a single night club offering when she does a two-week stand at the Los Angeles Coconut Grove, starting July 22. As her albums indicate, it'll be "100 Strings and Joni," which is expected to call for some major face-lifting of the stage at the Grove. Local AFM spokesman have indicated high approval of the idea of hiring so many musicians and are urging other artists to get on the same kick.

The act will be batoned by Miss James' husband, Tony Acquaviva, and according to an announcement, it is "designed to bring good music back to the night club field." Gal has been working on the same premise in her recent tours of college campuses here and in her visits abroad on the Continent and in England.

Crosby Firm Buys KFJZ-TV

NEW YORK—Company headed by Bing Crosby has contracted to acquire and operate KFJZ Television, in the Fort Worth-Dallas area, subject to FCC approval. Crosby is chairman of the board of NAFI Telecasting, Inc., and Ben Hogan, noted golfer, is director of the company, president is Kenyon Brown, pioneer broadcaster.

Announcement of the deal was made by Gene Cagle, president of Texas State Network, Inc., owner of KFJZ-TV.

MGA Raises Strike Threat

HOLLYWOOD — Musicians Guild of America raised the spectre of another major movie studio musicians' strike in the event the American Federation of Musicians is able to wrest collective bargaining representation at the studios from the Guild. AFM's Local 47 filed a petition with NLRB calling for an election at the major studios, a move which MGA is bitterly opposing. (This is in contrast to the AFM's consent to an election two years ago, prompted by over-confidence that a Federation victory was in the bag.)

MGA blistered the AFM last week in a statement to studio musicians reminding them that "the ARM trust funds demands were the basic cause of the strike in the studios in 1958" and that the Federation now "is recklessly laying the groundwork for another strike which will sacrifice the professional musician on the altar of the AFM's Trust Fund.

Guild Board Chairman Cecil Read charged that the Federation must guarantee fund "handouts" to the 260,000 "non-playing members" thruout the U. S. and Canada in order to grease the political machinery and maintain control of the annual convention." The Guild, Read said, wants a fair re-use payment for TV airing of movies but insists that it go to the (Continued on page 43)

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Music Industry Hopes for 317 Alleviation

FCC Still Pat on Interpretation; Issue Status Quo

WASHINGTON — While the FCC last week made new proposals to watchdog payola and networks, the music industry and the radio broadcasters maintained their hopeful watch for alleviation of the Commission's March 16 order to identify sponsorship of all free records played on the air. The Commission was still standing pat as the second month of the tough interpretation of Sec. 317 came to an end last week.

The issue remains as it was when FCC Chairman Frederick Ford, in response to prodding by Chairman Harris of the Legislative Oversight Subcommittee, said he would "do something" about the order and the complaints of the broadcasters affected. However, nothing has emerged beyond Ford's original proposal that Sec. 317 be clarified, and an amendment added to let the FCC exempt certain free items from sponsorship identification of all programming material, as required under the Communications Statute.

This in effect, leaves it up to the legislators to get amending legislation thru as soon as possible, to relieve broadcasters of the strongly protested order for announcements on the free disks.

In the area of great oaks from little acorns, a mild remark by the then-chairman John Doerfer, before a House Appropriations Subcommittee, on March 1, 1960, may have provided impetus for the FCC's tough order. On the subject of payola, Doerfer said: "In many of these cases, the licensee was not a participant. As a matter of fact, he was a victim. There is no reason in the world why he should not make a little announcement—'this record is being played thru the courtesy of,' or mention who sponsors the record in some form, so that the audience understands it. If that were true all the requirements of Sec. 317 would have been met..."

S. F. Distrib Group Builds Self-Help

By REN GREVATT

SAN FRANCISCO — At least eight distributors here, banded together in what is known as the Record Distributors Association of Northern California, believe they are at last making inroads on various evils affecting the industry not only here but across the country.

In espousing the views of the member distributors, association treasurer Al Bramy, of Melody Sales, Inc., said that a close liaison has developed between the group here and the Record Distributors of Southern California, headquartered in Los Angeles. A particularly interesting system has been devised between the two groups to combat the transshipping problem, at least as far as incursion of either of the two areas by a distributor in the other is concerned.

According to Bramy, it works like this. If a distrib, say in Los Angeles, is found to be shipping into Frisco, arrangements are worked out whereby a list of the labels handled by the transship-

ART FORD'S SPECIAL SHOWS

NEW YORK—Deejay Art Ford, WRCA, here, will visit London and Paris later this month to tape special shows, featuring English and French record hits, for airing by WRCA during the weeks of May 30-June 3, and June 6-10.

The jock will also interview European disk stars while abroad. Ford's "Million Dollar Music" programs are heard over WRCA Mondays thru Fridays from 10 a.m. to noon and 4-6 p.m.

Merc Issues 11 Packages

NEW YORK — Mercury Records new album release spotlights 11 packages, eight new LP's — both stereo and monaural — and three stereo versions of previously released monaural sets.

New packages include a "Do It Yourself Wedding Album" with June Valli and Florian Zabach; "Clebanoff Plays Great Songs of the Continent," plus albums by pianist Goldie Hawkins, Frank D'Rone, Sarah Vaughan and Pete Rugolo.

New classical releases are by the Grande Piece Symphonique, conducted by Cesar Franck; the Detroit Symphony with Paul Paray, and the Minneapolis Symphony with Antal Dorati.

Eight Deejays Arrested For Accepting Payola

Alan Freed, Mel Leeds Plead Not Guilty; All on Parole

NEW YORK—The music business' sigh of relief—following the windup of the payola hearings in Washington—changed to ulcerous cries of anguish again last week when deejays Alan Freed and Peter Tripp, plus six others (including three rhythm and blues jocks, a program director and two record librarians) were arrested on

charges of commercial bribery.

District Attorney Frank S. Hogan said the eight had accepted illegal gratuities amounting to \$116,580 from 23 record companies in the last two years. In addition to Freed, those indicted include Mel Leeds, ex-WINS, New York, program director, now p.d. for KDAY, Los Angeles; deejays Tommy (Dr. Jive) Small, WWRL, New York; Harold B. Jackson, WLIB, New York, and Jack Walker, ex-WOV jock now with WLIB; and record librarians Joseph Saccone, ex-WMGM; and Ronglad Granger, ex-WINS.

Freed, fired by WABC and WNEW-TV here last winter, joined Leeds' station, KDAY, last week. Both he and Leeds pleaded not guilty and were paroled until their trial, which is set for September 19 in Special Sessions Court. The other defendants, also paroled, deferred their pleading to June 14.

Tripp was immediately suspended by WMGM, and his 5-8

FORD STARTIME SPOTLITS MITCH

NEW YORK — Mitch Miller and his Gang get their chance to sing coast-to-coast this week when "Sing Along With Mitch" is presented on Ford Startime Tuesday night (24) over the NBC-TV network.

Along with the not-so-quiet Columbia a.&r. exec, will be some of Columbia's newest singing talent, the Brothers Four, Diana Trask and Leslie Uggams. Show will feature 27 songs from the nine Mitch Sing-Alongs, including ditties from his forthcoming "Sentimental Sing Along With Mitch."

(Continued on page 11)

VICTOR SCRAPS OWN TAPE CARTRIDGE SYSTEM

Abandons Production; Newer Development by 3M Cause

By SAM CHASE

NEW YORK—RCA Victor this week apparently gave up the ghost on its recently developed tape cartridge system. Hailed as a revolutionary development only a little over a year ago, when it was first demonstrated, the system seems to have been abandoned in the face of the more recent and even more revolutionary tape cartridge system developed by Columbia Laboratories and Minnesota Mining.

The formal end of the Victor system was pronounced in a memo circulated among top echelon officials of the company, which, in referring to Model CP-1 and SCP-2, the only two which were produced and released, stated that "we will produce no more of this merchandise." Model CP-1, a monaural instrument, listed at \$199.95, while the stereo SCP-2 listed at \$299.95. A third model, the SCP-3 listed at \$349.95, was an automatic play stereo-play recorder, and never was released to the public. The memo stated that "this product will not be introduced to the consumer trade."

Two other low-cost systems had been under study for introduction in 1961, a mono play-record deck

listing at \$99.95, and a stereo play-record deck listing at \$129.95. The memo stated flatly that it was "decided to drop these products from production plans." This was concluded despite the fact that the decks were regarded as having potential for returning a profit over the course of two or more years.

The two models currently in release will continue being sold at their current prices thruout the year ahead, but their movement will be re-evaluated as the fall selling season approaches "to determine whether reductions in cost are required to move our inventories." As to Model SCP-3, which never did hit the retail stores, the total production of about 6,500 all were sold to a single industrial client. Remaining components for this model will be "liquidated" in the best possible way by the company.

Four general reasons were given for these courses of action, and although the Columbia-3M system was not mentioned by name, it was obvious that its development played a substantial part in the thinking and observers feel its existence is covered in point two below. The reasons stated for the action were (1) possible infiltration

of lower-priced products from foreign or domestic markets; (2) possible development of an even more simple mechanism; (3) distribution difficulties, with more than 50 percent of dealers handling the product not being covered thru the regular RCA Victor distributors; and (4) inability to prove out the future profit potential of the system.

The Victor system was definitely precedential by being the first to provide a simple magazine-loading tape cartridge which simply is dropped into place on the player mechanism and does not require threading or rewinding. In addition to simplicity of handling, it also enabled reduction of the price of pre-recorded tape to that of records because the system operates at a speed of 3-3.4 inches per second, half of the current tape standard.

The Columbia-3M system, which operates at only half the speed of the Victor system, has virtually all (Continued on page 14)

WADO Will Alter Format

NEW YORK — WADO, radio operated here by the Bartell interests, will alter its format starting June 6. Under the new operational plan, programming will be geared to reach the mass Negro, Italian and Spanish markets which make up a substantial part of the population here.

The service will be undertaken in specially developed programming units for the three groups. Broadcast hours are being allocated on the basis of best audience response. When the Bartell interests acquired the facilities of the stations, formerly known as WOV, some months back, it was believed that the sale was made with the understanding that the new management would continue the old WOV policy of serving these three markets. Lately, however, there has been a strong drift to more pop-styled, Top 40 programming, highlighted by deejay Jocko Henderson.

p.m. show was taken over by Mike Laurence Thursday (19) afternoon.

Also on the firing line by their stations were Smalls, Jackson and Walker.

However, KDAY manager Irv Phillips said he would stand by both Freed and Leeds. The exec opined that Freed and Leeds were just "fall guys" in the investigation and we are pleased to have them on the staff.

The commercial bribery charges (Continued on page 9)

Talmadge Exits Mercury; Mulls New Post Choice

CHICAGO — Art Talmadge, vice-president and director of artists and repertoire for Mercury Records, last week resigned from the company, effective June 1. Mercury stated the parting arose out of a "difference in policy." Irving Green, Mercury president, said that no successor to Talmadge would be announced until after June 1.

Talmadge, it is known, will remain in the record business, and it has already been ascertained that several labels have had exploratory talks with him.

The record exec has been with the label for 15 years, having joined shortly after Mercury's inception. For more than 10 years, he has headed up the a.&r. operation. His tenure, of course, paralleled the growth of the company.

During Talmadge's regime, Mercury developed many noted artists, including Patti Page, Frankie Laine, Vic Damone, the Platters, Rusty Draper, Johnny Preston, Brook Benton, Sarah Vaughan, etc.

Numerous a.&r. execs during

the years received training in Talmadge's a.&r. department, including Hugo & Luigi, Bobby Shad, Richard Hayman, Jimmy Hilliard, Lew Douglas, Clyde Otis, Joe Carlton, Mitch Miller's early Mercury period also coincided with the Talmadge era.

Prior to joining Mercury, Talmadge was with Music Corporation of America for seven years—a training period generally credited with contributing to his broad knowledge of the show business.

The exit of Talmadge points up the fact that the label has been going thru a considerable reshuffle, person-wise, during the last two years. Sales chief Morrie Price left one year ago; Eastern sales chief Lou Klayman about 18 months ago; advertising manager Mort Small about one month ago; merchandise manager Art Dornick about six months ago. Others of the old guard were a.&r. exec Bobby Shad, Gerald Yablon of Mercury Records Distributing Corporation, and production exec Merle Schirado.

Top CMA Echelon In Get-Together

Two-Day Session Mulls Membership Drive, Educational Folk Campaign

By BILL SACHS

NASHVILLE — Officers and the board of directors of the Country Music Association gathered at the Noel Hotel here Friday and

Excise Taxes Show Gains

WASHINGTON — All segments of the amusement industry did better during the first quarter of this year than during the first quarter of 1959, according to a report on excise tax collections released last week (18) by Internal Revenue Service.

Excise on phonograph records netted the federal coffer \$6,804,000 in the quarter ended March 31, an increase of \$596,000 from the first quarter of last year. Levy on phonographs, radio and TV sets and components jumped \$7,064,000 to a first quarter total for this year of \$52,196,000.

Tax on musical instruments netted Uncle Sam \$5,461,000 for the first quarter of this year, an increase of \$761,000 from the same quarter a year earlier.

Cabaret tax amounted to \$12,542,000 the first three months of this year, an increase of \$1,060,000 from last year's first quarter. Tax on admissions to theaters, concerts, etc., dropped \$3,931,000 to a total of \$7,619,000. (This is due to a change in the tax rate, not actually a drop in attendance.)

Levy on coin-operated amusement machines increased \$84,000 to a total for the first quarter of \$284,000. Tax on coin-operated gaming devices shot up some \$722,000 to a total of \$1,153,000. Bowling alleys, pool tables netted Uncle Sam \$207,000, an increase of \$82,000 from 1959's first months.

Disk Billing Tops '58 By 16½% Says RIAA

NEW YORK — Total shipment of records for 1959, at manufacturers' billing prices, totalled approximately \$230,520,000, an increase of 16½ per cent over 1958, according to John W. Griffin, executive secretary of the Record Industry Association of America. Griffin bases his estimate upon federal excise tax payments, plus other indices.

Pointing out that it is difficult

Looters Raid Savoy Office

NEWARK, N. J. — Several exciting events took place in the office of Savoy Records here last Friday (20). On the bright side of the picture was the signing of James Cleveland, well-known gospel chanter to an exclusive Savoy contract.

On the darker side was the fact that early Friday morning, marauders broke into the Savoy offices and ransacked the place. A safe was broken into which yielded about \$100 in cash. Beyond this the intruders sacked every filing case in their frantic search for loot. No records were stolen according to prexy Herman Lubinsky.

Saturday (13-14) for their second quarterly meeting of the year. CMA officers present for the occasion were Connie B. Gay, Town and Country Network, Washington, president; Steve Sholes, RCA Victor, New York, vice-president; Don Pierce, Starday Records, Madison, Tenn., secretary, and Mac Wiseman, Dot Records, Madison, treasurer.

Directors on hand were Wesley Rose, Acuff-Rose Publications, Nashville, chairman; Jim Denny, Cedarwood Publishing Company, Nashville; Pee Wee King, Louisville; Dub Allbritten, Allbritten-Shucher Talent Associates, Nashville; W. D. Kilpatrick, Acuff-Rose Artists Corporation, Nashville; Len Ellis, of Station WJOB, Hammond, Ind.; Robert E. Cooper, manager of Station WSM, Nashville; Ken Nelson, Capitol Records, Hollywood; Joe Lucus, Acuff-Rose Publications; Bill Sachs, The Billboard, Cincinnati; Richard N. Frank Jr., legal counsel, and Jo Walker, office secretary.

Discussions at the two-day sessions were of a general nature and included reading of reports of the various committees and the mulling of plans for an aggressive membership drive and educational campaign to acquaint country music trade folk and artists everywhere with the aims and purpose of the organization.

The membership report revealed the addition of 80 new members since the last board meeting in February. The organizational membership had not changed. The treasurer's report showed a balance in the bank of \$4,200. The country music show presented recently at Fort Wayne, Ind., under CMA sponsorship added \$577.44 to the coffers.

Organizational Membership

Much discussion centered on the subject of organizational memberships. Ken Nelson, of Capitol Records, stated that he felt that

(Continued on page 12)

'RECORD RUSH' AIR FREIGHT SERVICE SET

NEW YORK — With the announcement of its "Record Rush" service plan the Emery Air Freight Corporation has entered the disk shipping business.

The company says that it can guarantee confirmed delivery of lacquers, transcriptions or phonograph records in "fewer than 24 hours to any point in the United States." European delivery is assured within 48 hours.

The "Record Rush" plan has been inaugurated by the company because of the peculiar structure of the record business, where speed is essential in both the production and distribution of disks, fits in perfectly with the Emery operation. The air freight firm has 24-hour service, with agents at both the sending and receiving ends of shipments which facilitates handling when and if the unforeseen, like groundings, should occur.

In addition, the airshipping concern keeps in constant touch with all its airport offices by private teleprinter and, therefore, can tell just where a particular parcel is at any particular time.

RCA Victor had occasion to use the service when it wanted speed on the first Elvis Presley post-Army LP. The company got deliveries of its lacquers to its Indianapolis plant in four and one-half hours; to its Los Angeles pressing works in a bit more than nine hours.

The special domestic commodity rate for the recording industry starts at \$5 which, Emery claims is 15 per cent under the general commodity rate (for less than 100 pounds) charged by the airlines, who have no special plan for waxeries. The company also has a Consolidated Air Parcel Service by which bulk shipments of records may be air shipped and then re-shipped by one zone parcel post to certain destinations within 48 hours.

Jazzland LP's \$4.98

NEW YORK — Jazzland Records, a subsidiary of Riverside Records, has upped its list price from \$3.98 to \$4.98 (stereo \$5.98) so that it now sells at the same price as the parent label.

Slated for release this month on the new subsid are a "Woody Herman and the Fourth Herd" LP, and "Chet Baker in Milan," which stars the trumpeter playing with an all Italian cast.

Riverside has sets by Sam Jones and Cannonball Adderly in its May release. The featured alto saxist, incidentally, was awarded a gold plaque by the company for having sold more than 50,000 copies of "The Cannonball Adderly Quartet in San Francisco."

George Dalin Passes at 47

NEW YORK — George Dalin, well-known music man, died last week (19) of a kidney ailment. Dalin was associated with Gene Goodman in his Regent and Arc Music firms for many years, leaving the Goodman firms in 1957 to go on his own. Originally from Philadelphia, Dalin built up a wide friendship among the a.&r. men and deejays thruout the country during his many years in the business. Dalin was 47 years old.

PICKERS STRATEGY

Pic Tune Tie-Ups Spark UA Sales

By JUNE BUNDY

NEW YORK — In today's increasing competitive LP market it's useless to make an album unless it has a sound merchandising gimmick (or, of course, a big disk name) according to David Picker, executive vicepee of United Artists Records.

Accordingly, UA in the past has taken full advantage of its position as a subsidiary of United Artists Pictures, via sales-building promotional tie-ups on U.A. movie sound track packages and film tunes.

The diskery which recently purchased Ziv Television Films, is now set to apply the same tactics in the TV field. Picker recently returned from Hollywood where he conferred with Ziv veepee Herb Gordon on ways and means of getting the most disk promotional mileage out of current and forthcoming Ziv series.

They discussed background themes and factors that make them successful in the disk field ("Peter Gunn" and "77 Sunset Strip," etc.) The execs also explored the possibilities of various U.A. artists singing (either in person or behind the titles) the themes of Ziv's new film properties, which include "Time Out for Ginger" and "The Aquanauts."

Also in the works is a plan whereby Lloyd Bridges, star of Ziv's "Sea Hunt," may exhibit his heretofore undiscovered vocal talent on a couple of U.A. singles.

Sound Track Deals

Meanwhile, Picker has closed deals for the sound track rights to several new films, including the Paul Newman movie "Paris Blues," which will be filmed in Paris with a jazz score by Duke Ellington; and "Never On Sunday," a foreign film with an off-beat music sound track (featuring an exotic Greek string instrument) which stirred up some excitement when the movie was shown at the Cannes Film Festival this month.

When a sound track isn't available to U.A., or if Picker doesn't think it has strong commercial possibilities, U.A. still tries to garner maximum disk promotion values from its new pictures, by producing a simulated sound track package or recording a theme from the movie and releasing it as a single. In either case U.A. (the label) is assured of close co-operation by U.A. (the movie company) in promoting the LP or single in conjunction with showings of the

picture in theaters across the country.

A current case in point is U.A.'s waxing of "The Apartment Theme" by dual pianists Ferrante and Teischer. The single will be used as basic promotion tool by Billy Wilder (who directed the movie "The Apartment," starring Jack Lemmon and Shirley MacLaine) who starts a cross-country tour of major markets this week.

Picker is currently negotiating for sound track rights to two major film spectacles "Exodus" and "The Alamo." However, bidding is high on both movies, and U.A. doesn't control the sound track rights.

He expects, tho, to land sound track rights to Yul Brynner's "The Magnificent Seven" and the Spencer Tracy-Frederic March starrer "Inherit the Wind." The exec is also negotiating for sound track rights to the movie version of "Westside Story," which he considers a particular plum, disk-wise. If he doesn't get it, Picker plans to come up with some kind of special gimmick in the simulated sound track field.

In a somewhat unusual move, U.A. is co-operating on promotion with Mercury Records on the new Burt Lancaster picture "Elmer Gantry." Patti Page's sacred vocal stints are a highlight of the film, and Mercury is bringing out an album "Patti Page Sings Tunes From 'Elmer Gantry.'" U.A. Picker said he hasn't made up his mind yet whether or not U.A. will bring out the movie's Andre Previn sound

(Continued on page 12)

Big Drive on Jackie Wilson

NEW YORK — Jackie Wilson, pop chanter on Brunswick Records, who has been hot here and abroad with singles hits, is the focal point of a month-long special promotion on the part of his label.

The promotion, according to Coral-Brunswick sales chief, Howard Kaye, will center heavily on current Jackie Wilson album product, with special emphasis on the newly released, "Jackie Sings the Blues." The promotion runs thru June 17 and carries an incentive plan for dealers, who will also be sent window display and point-of-sale materials.

Payola Probe Ties Up Fox Office Audits

NEW YORK — The office of Harry Fox, publishers' agent and trustee, has a large amount of audits of record companies scheduled. These audits have been postponed owing to the fact that the books of diskeries have been tied up by various governmental agencies and committees investigating payola.

The Fox office expects to get on with its auditing schedule shortly. According to Al Berman of the Fox office, it is still too early to gauge the effect of the payola probe on publishers' royalties. Thus far, no legislation has been forthcoming, altho it is generally agreed that the "shook up" condition of the industry has resulted in a diminution of payola in all its aspects — including the exorbitant use of free records. The latter, of

course, has always been a sensitive point with copyright owners—publishers and writers—who felt they were being bilked out of royalties inasmuch as freebies to distributors ultimately found their way to consumers, even tho such freebies were loosely classified as "promotional" disks.

Altho the effect of the payola probe in all its aspects cannot yet be ascertained, Berman points out that the major companies seem to be doing better than ever, and that the possibility exists that their lush sales reflect a cleaner competitive atmosphere. This, of course, is an unproven conjecture. Yet, RCA Victor and Columbia Records, in their publisher royalties for the first quarter of 1960, came thru with record-breaking figures. In the history of each company, "Surely as far as the Fox office is concerned," Berman added.

LET'S GANG UP

Campus-Type Folknik
Hipsters in Demand

By BOB ROLONTZ

NEW YORK — It used to be that every young lad with a guitar wanted to sing like Elvis Presley, but now it appears that every young man who can play a guitar and sing is looking for another guitar player and bongo player to team up with in order to sing like the Kingston Trio. The success of the Kingstons, the first of the college folkniks, and now the Brothers Four has led to the maddest scramble on the part of the record companies for new all-male folknik groups in years.

The qualifications for a group to become a folknik act appears to be the ability to play guitar or bongos, sing a bit and to have attended, or to appear to have attended, college. An Ivy League college preferably, but any other NEA accredited institution is acceptable. And, of course, a pullover shirt, sans tie, ivy league slacks and a crew haircut are de rigueur. The only thing that seems necessary is a name that has some descriptive quality about it, whether describing the number of members in the group or the community from which they sprang.

The Kingston Trio's success, of course, helped all the groups that came after, as well as many groups that were around before but couldn't get off the ground. The appeal of these modern folknik groups is mainly to the college crowd, the young men and women who reject rock and roll because of its frantic quality, and embrace the folk groups instead. Few of the folk groups are true folk groups

Davis Estate
Sues Over Book

NEW YORK — Joan Silverstone, administrator of the estate of Eddie Davis, last week filed suit against Kanrom, Inc., Jackie Kannon and Alex Roman, seeking damages of \$100,000 for alleged unfair competition and alleged breach of contract.

Complaint charges that prior to September 20, 1957, the late Davis entered into agreement with Kannon for publication of "Laugh a Day-Three Hundred and Sixty-Five Days a Year - Appointment Book for Adults." Complaint alleges that the defendants used the book material for their own benefit, without knowledge or consent of the plaintiff, and that defendants never rendered an accounting of moneys or royalties.

Team Up for
Ethnic Waxing

NEW YORK—Chet Amsterdam and Ray Meinberg have joined forces to start an independent a.&r. firm producing folk and ethnic waxings. Amsterdam is a long time independent arranger-producer, and Meinberg is the former sales manager of Prestige Records. The new firm will be called Folk Music, and will headquarter in Bergenfield, N. J.

Amsterdam is now represented in the record market with 20 LP's that he has produced of French, Greek, Turkish, Jewish and Armenian music. The duo produced the album "Golden Songs of Greece" which is out on Prestige International. Both Amsterdam and Meinberg will follow thru on the sales, merchandising, promotion and publicity level on their finished product.

from a purist sense, but they manage to infuse the old songs with a lot of vitality. And they also manage to rack up startling grosses on club dates, one-nighter tours, and especially college concert dates, where they have the kids standing in line.

The Kingston Trio on Capitol and the Brothers Four on Columbia are two of the best known groups. Some of the others are the Cumberland Three on Roulette, the Chad Mitchell Trio on Colpix, the Ivy League Trio on Coral, the Steeltown Two on Jini, Bud and Travis on Liberty, the Limelighters on Elektra, and the Coachmen on Hi Fi, and many others. Of course, the Weavers, who first started popularizing folk tunes a decade ago, are still selling a lot of records for Vanguard, and still packing them in at concerts.

WNEW May
Lift Ban
On Distributions

NEW YORK — Executives of radio indie WNEW here met with local record distributors last Friday (20) to discuss mutual problems, arising out of the recent strike by WNEW deejays, which was settled Monday (16).

WNEW claims some distributors refused to send the station new releases while the strike was on. As a result, station manager Jack Sullivan and program director Mark Olds barred disk promotion men from the station as of last Monday (16).

However, after meeting with the distributors Friday (to discuss problems confronting the latter caught in the middle of a labor dispute) Olds said he and Sullivan may reconsider and lift the ban. They will reach a decision sometime this week.

HOT 100 ADDS 15

NEW YORK — The "Hot 100" chart added 15 new sides this week. They are:

61. **A Rockin' Good Way** (Eden, BMI) — Dinah Washington & Brook Benton, Mercury
62. **Won't You Come Home Bill Bailey** (Adaris, BMI) — Bobby Darin, Atco
74. **My Home Town** (Spanka, BMI) — Paul Anka, ABC-Paramount
75. **Jealous of You** (E. B. Marks, BMI) — Connie Francis, M-G-M
77. **Please Help Me, I'm Falling** (Ross Jungnickel, ASCAP) — Hank Locklin, RCA Victor
80. **Mule Skinner Blues** (Peer Int'l, BMI) — Fenderman, Soma
84. **Walkin' the Floor Over You** (American, BMI) — Pat Boone, Dot
85. **Because They're Young** (Columbia, ASCAP) — Duane Eddy, Jamie
88. **Runaround** (Regent, BMI) — Fleetwoods, Dolton
94. **I Really Don't Want to Know** (Hill & Range, BMI) — Tommy Edwards, M-G-M
95. **Down the Aisle** (Ace, BMI) — Ike Clanton, Ace
97. **Big Boy Pete** (Venice, BMI) — Olympics, Arvee
98. **Shadows of Love** (Shalimar, BMI) — LaVern Baker, Atlantic
99. **Found Love** (Conrad, BMI) — Jimmy Reed, Vee Jay
100. **Lonely Winds** (Rumbalero - Progressive, BMI) — Drifters, Atlantic



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London NEWSNOTES:

By DON WEDGE

News Editor, New Musical Express

"Living Doll" and "The Village of St. Bernadette," both of which became chart entries in America, have been named winners in the 1959 Ivor Novello Awards, the only important recognition of British songwriters' efforts. "Bernadette," written by singer Eula Parker was "the outstanding song of the year" and "Doll" shares the award for "the best-selling and most-performed work" with Russ Conway's "Side Saddle." "Doll," which became a hit on both sides of the Atlantic, sung by Cliff Richard, was written by Lionel Bart,

who pulled off a big personal triumph. He will also receive a special award in recognition of his "outstanding services for British pop music"; in addition his lyrics to Laurie Johnson's music for "Lock Up Your Daughters" won the show score section, and he also shares a runner-up placing as one of three writers of "Little White Bull," the outstanding novelty. The awards will be presented during a special BBC-TV program June 5.

British Decca gave a party May 17 in honor of Sammy Davis' London debut. Invited were the ference was held for daily press music press and important personalities. On his arrival day, a con-

ference was held for daily press and after 15 minutes' questions, Davis stopped to ask one himself: "What's so wrong with the British papers? I've heard they were very rough on American artists and that's not so." Davis' sense of humor helped swing things considerably in his favor. He got a laugh with every answer.

ATV is trying to work out dates for Jimmie Rodgers and Margaret Whiting. . . . Frankie Vaughan and his manager, Paul Cave, are applying for a theatrical agency license. . . . EMI is preparing an album compilation of Paul Anka's hits and a similar one by Lloyd Price. . . . "Oh What a Day," Sarah Vaughan's first Roulette waxing, scheduled for mid-June release here on British Columbia. . . . Pianist Tony Osborne's "Autumn in London," recorded by the composer on HMV, due for U. S. release on Roulette. The label is also considering issuing Osborne's "That's Paris" LP.

The United Artists Music catalog is being represented here by a group headed by Noel Rogers. First pop being pushed is Marv Johnson's "I Love the Way You Love," which is a likely Top 20 item. . . . Fred Jackson, British chief of Planetary-Kahl, is working on two versions of "Mountain of Love"—the Harold Dorman U. S. hit on Rita, issued here on Top Rank, and a cover by a new British singer, Kenny Lurch (HMV). . . . Gene Goodman's Jewel Music has been set up here under the auspices of Chappell's.

Efforts to bring Jack Scott over for a short tour next month appeared to have been dropped but a new promoter, bandleader Vic Lewis, has entered a new bid. He was hoping to arrange a joint tour with Neil Sedaka, who had planned a fall visit. In view of the shortage of time in which to complete bookings, the whole thing seems likely, however, to be put

(Continued on page 43)

Munich NEWSNOTES:

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

Eleven years ago the German disk industry started to work again. Its growth pattern is clearly shown in these figures of annual disk production output: 1949 — 6 million; 1950 — 7; 1951 — 8; 1952 — 12.5; 1953 — 17; 1954 — 25; 1955 — 30; 1956 — 40; 1957 — 57; 1958 — 58; and 1959 — 54 million records.

Caedmon's spoken word disks will be marketed here by German Philips. . . . GI Bill Ramsey didn't want to go home, preferring to remain in Germany for a while. The reason: His records in a remarkable American-German slang are selling well. His newest effort is a gay tune, "Phone From Paris."

Domenico Modugno will be the guest star in the next Caterina Valente TV Show in June. . . . German Columbia is issuing a new disk by Marlene Dietrich. She sings two German standards — "Warum" and "Jonny." The titles were recorded in Rio de Janeiro. Marlene sings in German. Said Marlene, "See? I didn't forget the German language. But you people here in Germany speak a different language now. The days of 1930 are gone by."

Publisher Rolf Budde bought the German and Austrian rights of Music Publishers' Holding Corporation. This means that the newly formed New World Musikverlag Rolf Budde handles the interests of Harms, Inc., Witmark & Sons, Remick Music Corporation, New World Music Corporation, and Advanced Music Corporation, which includes most of the important George Gershwin works,

and the complete Warner Bros. filmusic. . . . It started with "Mack the Knife," continued with "Beyond the Sea," and is going strong with "Clementine." With these three hits, Bobby Darin became top disk personality in Germany.

The "Theme From a Summer Place" is a big hit now in Germany. Four disks from the States

(Continued on page 43)

Best Selling Pop Records in ITALY

Week ending May 20, 1960
(Courtesy Musica E Dischi, Milan)

Last Week	This Week	Record
1	1	SCANDALO AL SOLE—Percy Faith (Philips)
2	2	MARINA—Rocco Granata (Bluebell)
3	3	PERSONALITA—Caterina Valente (Decca)
6	4	MORGEN—Eddie Calvert (Columbia)
4	5	TILL—Caterina Valente (Decca)
5	6	LONELY BLUE BOY—Conway Twitty (M-G-M)
7	7	IT'S TIME TO CRY—Paul Anka (Columbia)
12	8	WORDS—Pat Boone (London)
9	9	DANNY BOY—Conway Twitty (M-G-M)
8	10	KRIMINAL TANGO—Piero Trombetta (Columbia)
10	11	BELIEVE ME—Royal Teens (Capitol)
11	12	WHY—Frankie Avalon (Chancellor)
16	13	PICCOLA—Adriano Celentano & Anita Traversi (Jolly)
13	14	ENCHANTED SEA—Islanders (Top Rank)
18	15	MR. BLUE—Fleetwoods (Top Rank)
19	16	RUN, BOY, RUN—Sanford Clark (London)
—	17	MUSTAPHA—Staiffi (Pye)
—	18	FOLLE BANDEROULA—Mina (Italdisc)
—	19	STUCK ON YOU—Elvis Presley (RCA)
17	20	ROMANTICA—Tony Dallara (Music)

Best Selling Pop Records in BRITAIN

Week Ending May 20, 1960
(Courtesy, New Musical Express)

This Week	Last Week	Record
1	1	CATHY'S CLOWN—Everly Brothers (Warner Bros.)
2	2	CRADLE OF LOVE—Johnny Preston (Mercury)
4	3	HANDY MAN—Jimmy Jones (M-G-M)
2	4	SOMEONE ELSE'S BABY—Adam Faith (Parlophone)
3	5	DO YOU MIND?—Anthony Newley (Decca)
5	6	SHAZAM—Duane Eddy (London)
6	7	SWEET NOTHIN'S—Brenda Lee (Brunswick)
7	8	FALL IN LOVE WITH YOU—Cliff Richard (Columbia)
11	9	FOOTSTEPS—Steve Lawrence (HMV)
13	10	THREE STEPS TO HEAVEN—Eddie Cochran (London)
10	11	STUCK ON YOU—Elvis Presley (RCA)
9	12	STANDING ON THE CORNER—King Brothers (Parlophone)
14	13	HEART OF A TEENAGE GIRL—Craig Douglas (Top Rank)
17	14	STAIRWAY TO HEAVEN—Neil Sedaka (RCA)

27	15	LET THE LITTLE GIRL DANCE—Bobby Bland (London)
15	16	FINGS AINT WOT THEY USED T'BE—Max Bygraves (Decca)
12	17	THEME FROM A SUMMER PLACE—Percy Faith (Philips)
19	18	MY OLD MAN'S A DUSTY MAN—Lonnie Donegan (Pye)
18	19	TEASE ME—Keith Kelly (Parlophone)
16	20	BEATNIK FLY—Johnny and the Hurricanes (London)
—	21	CLEMENTINE—Bobby Darin (London)
20	22	SIXTEEN REASONS—Connie Stevens (Warner Bros.)
—	23	ROBOT MAN—Connie Francis (M-G-M)
30	24	HE'LL HAVE TO GO—Jim Reeves (RCA)
—	24	THAT'S YOU—Nat King Cole (Capitol)
25	26	MACK THE KNIFE—Ella Fitzgerald (HMV)
—	27	MAMA—Connie Francis (M-G-M)
22	28	KOOKIE, KOOKIE, LEND ME YOUR COMB—Ed Byrnes and Connie Stevens (Warner Bros.)
26	29	STANDING ON THE CORNER—Four Lads (Philips)
—	30	BABY, MY HEART—Crickets (Coral)
—	30	MILORD—Edith Peaf (Columbia)

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ARMADA Checks Site

CHICAGO — A group of officials of the Association of Record Manufacturers and Distributors of America (ARMADA) left here Thursday (19) for a quick trip to Atlantic City, N. J., to look over facilities for the group's upcoming national convention, June 12-14. The get-together will be held in the Hotel Traymore there.

In another announcement, ARMADA officials said that Sam Weiss of Superior Distributors, New York, had been named to the ARMADA Board. Weiss' name was not listed in a story last week in The Billboard which named the members of the Board.

Hartford Clubs Cut Name Nuts

FRAMINGTON, Conn. — The second suburban Hartford night club in as many months — the Archie Choolgian - owned - and - operated Bagdad Restaurant on Route 6 here, some 15 miles from downtown Hartford — has dropped top "name" floor show policies.

After running a number of "name" weeks — personalities included Cab Calloway, Dizzy Gillespie, Al Hibbler and others — Choolgian has resumed previous plan of "semi-names" for the Monday-thru-Saturday floor shows.

Wright's Supper Club, Route 10, Plainville, Conn., under the Rio Leonard banner, shuttered a month ago, after having functioned with such "names" as Billy Daniels, Johnny Mathis and others. Wright's is now closed, re-opening plans tentatively shelved by owner Nathan Noveck, according to downtown Hartford news sources.

Drayson Joins Caedmon Fold

NEW YORK — Harold Drayson has joined Caedmon Records, well-known firm specializing in spoken word disks, as national sales manager. The announcement was made by Marianne Mantel and Barbara Holdridge, co-owners of the company.

Drayson, a 26-year disk industry veteran, spent much of his tenure in the field with M-G-M Records, where he operated as assistant national sales manager. Later he served as sales chief for the subsidiary, low-priced Lion label. He was also syndicate stores manager for all labels in the M-G-M fold. Most recently, Drayson was vice president and sales chief for Mayfair Distributors here, a post he resigned to take the Caedmon slot.

Enters Global Folk Field

NEW YORK — Monitor Records, which up until recently has devoted itself to Russian music, is expanding into the international folk field. At the present time Mike Stillman of the firm is on a trip that will take him thru France, Yugoslavia, Portugal, Belgium and a number of other European countries, to solidify Monitor's distribution and to garner material for the folk catalog.

Monitor is now issuing folk material from France, the Scandinavian countries, Iceland, Afghanistan and many other countries around the world. One of its most successful folk sets features Philippine music.

MJQ LIKES TO BE PAID IN YANK DOLLARS

NEW YORK — Money and to some extent, politics have once again stepped between to put the bridle on art. The Modern Jazz Quartet, which was scheduled to do a series of 10 concerts in Yugoslavia, has halved the number of its appearances to five over a disagreement on currency.

The squabble resulted when the Jugoconcerts Agency consented only to pay the MJQ in American currency for the first five of the proposed 10 dates. The other five were to be made payable in dinars, the official money of Yugoslavia.

Since none of the members of the Quartet, nor its manager, wanted local money, the final five concerts have been cancelled.

The Quartet performed at Skoplje Saturday (21), continues on to Nis for a concert tonight (23), Belgrade (24), then Zagreb (26) and finally Ljubljana (27).

Dot Buys Master

HOLLYWOOD — Dot Records last week bought its third master from Crystalette Records last week when it acquired the indie label's "Sweetheart of the High School Prom." It features Teddy Phillips orchestra and the Lemon Drops and offers on the flip side, "Crazy Fever Blues." Two other instances when Dot prexy Randy Wood concluded similar deals with Crystalette prexy Carl Burns were for the Dodie Stevens disks, "Pink Shoe Laces" and "Five Pennies."

DANISH CONCERT FARE MODERATES TARIFFS

By TED WOLFRAM

COPENHAGEN — Marlene Dietrich "concert," in Tivoli's Concert Hall, on May 9, marked the end of a late-winter concert season in which there were an extremely large number of concerts, classic, pop and jazz, for which high prices were the general rule. A few of these proved disastrous fiascos and the public showed evidence of disapproving the trend toward high prices.

During the next three months the bulk of the concerts will take place in the Radio Concert Hall at moderate prices, and in Tivoli Concert Hall, where the majority of concerts, aside from symphonic or those with imported soloists, are gratis to patrons of the park. For the admission - charge concerts prices are moderate and Tivoli, this season, has reduced (about one-third) ducat prices of "Tivoli Varieteen," where vaude acts and name singers or musical combos are used.

The annual Danish Ballet &

Music Festival, May 17-31, presents bulk of its events in Copenhagen's Royal Theater (opera, musicals, ballets) and Tivoli Concert Hall. First important event was in Tivoli Concert Hall, with Danish National Radio Symphony Orchestra, conducted by Carl Schuricht, and with pianist Walter Klein, as soloist.

Since opening, May 1, Tivoli has presented a larger number of concerts than usual because of numerous "special" days or celebrations. The Tivoli Guards boys' band, for similar reasons, has paraded and given concerts more often than usual.

First foreign group to appear in Tivoli was the Varsity Singers, from the Drexel Institute of Technology, Philadelphia, which gave a concert in the Concert Hall, on Saturday (9) afternoon. While the hall was not full the audience warmed up and applauded so lustily that the singers probably did not even note the empty seats. Program was excellent, so was the singing, and the pianistic accompaniment of Duane Hamme was exceptionally good. Prof. Wallace Shive Jr., was assistant.

Robert Zeller, of the Grand Rapids Symphony Orchestra, who is here rehearsing with the Danish Royal Ballet, with which he will be one of the conductors during its coming tour of the U. S. A., will be guest conductor of the Royal Theater Orchestra, during his stay here. Apparently this is the first time an American conductor has been invited to lead this orchestra, and music critics seem to esteem him very highly.

Quincy Jones, with a 19-man band, has been signed up for a three-week tour, July 2-22, of the Folk Parks in Sweden.

Liberty Handles University Disks

HOLLYWOOD — Liberty Records is consolidating distribution of all University disks to go thru Liberty distrib with the latter taking over University's "Be Sincere" b-w "Tonight" featuring the Little Dippers. Liberty handled distribution of University's Dippers' dinking of "Forever" several months ago which prompted the latter to turn over all its distribution to Liberty this time. With University retaining its own distrib in 11 markets, duplication was created in some areas.

WE'VE TEASED YOU ENOUGH...HERE'S THE WHOLE STORY!

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RECORDS

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LINDA LAWSON

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talent with a voice to match!

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Distributed by AM-PAR Record Corp.

CHL-5010
(MONO.)

CHLS-5010
(STEREO.)



SMASH FOLLOW-UP-UP-UP

UP UP UP UP UP UP UP UP UP

THE BROTHERS FOUR



MY TANI

c/w ELLIE LOU 4-41692

SMASH FOLLOW-UP-UP-UP TO THEIR #1 HIT "GREENFIELDS"

ON COLUMBIA RECORDS #1 IN CONSUMER SALES

(Full-color sleeve available soon)

HARNESS FILM POWER TO PUSH 'CAN-CAN' LP

• Continued from page 1

black and white prints. Each branch will handle the theater tie-ins plus TV showings. Since Capitol is footing the production cost of the trailer, it is expected exhibitors will show the minute-long film at no cost. TV time will be purchased on a co-op basis between exhibitors, dealers and the branches.

CRDC branches this week will receive the films plus folders containing the actual script used in the commercial. Folders will be used by the salesmen in explaining the promotion to dealers in getting their co-operation for the push.

Use of the movie house screen as an ad media is not new. It has been used effectively by a number of major national advertisers and in a more improvised fashion by countless local firms in almost all the market areas in the country. However, this marks the first time a record company has turned to theater advertising. Its success may pave the way for similar disk campaigns.

All-Scope Production, 20th Century - Fox TV - commercial film subsid, produced the trailer for Capitol.

Eight Deejays

• Continued from page 3

are misdemeanors carrying on conviction a year in jail and a \$500 fine.

Freed was accused in 26 counts of accepting bribes totaling \$30,650 from seven record companies in 1958 and 1959. Peter Tripp's accused take was put at \$36,050 from eight record companies covering the same period. The others were accused of taking the following amounts in bribes: Leeds, \$9,675; Smalls, \$13,385; Jackson, \$9,850; Walker, formerly with WOV here, \$7,420; Saccone, \$2,000; and Granger, a former New York City patrolman, \$7,550.

Hogan said the payola practices had been going on "for at least 10 years" but the Statute of Limitations barred prosecutions for violations that had occurred more than two years ago.

Hogan named as the "chief offenders" in paying "to promote the success of their records," the following distribution firms: Alpha, which allegedly made payments of \$21,650; Superior Records Sales, \$18,200; Cosnat and its Cleveland affiliate, \$12,950; and Roulette Records, \$12,325.

Hogan said the probe by his office, during which books of 86 firms were examined and 70 songwriters, disk executives, publishers and artists faced the Grand Jury, showed several payola patterns. For instance, Freed, he said, received up to \$7,000 a month from firms for repeated air play of their records. Other jockeys got a flat \$25 per play and some were on a royalty basis. Tripp, for instance, said Hogan, received a royalty of one-half per cent per record on each copy sold of "Sixteen Candles" and "I Wonder Why."

According to KDAY manager Irv Phillips, Freed and Leeds flew back to New York at their own expense to surrender to Hogan's warrant. Phillips said: "We are 100 per cent behind both men. If Freed is free to do so, he'll definitely start his two-year contract with us this week."

GIVE TO DAMON RUNYON
CANCER FUND

NEW RADIO AWARENESS SPARKS STUNT SPREE

• Continued from page 1

Still another New York station, WMCA, won the Ohio State University Award this month for its weekly series, "Justice," a dramatization about how trials of the past have affected laws today, written for WMCA by William M. Kunstler, of New York Law School.

The news department of KELP, El Paso, Tex., donated more than 1,800 space-age world news maps to the El Paso public schools, in conjunction with the recent KELP TV telecast of "Race for Space."

Station WCCO, Minneapolis, won the George Foster Peabody Award for Public Service last month, with special mention made of its work in promoting international understanding.

Also active in the public service field on an ever increasing basis are the Westinghouse stations. For example, the chain's Boston outlet WBZ last month started a year-long public service campaign, "Sounds of Democracy," aimed at the re-education and re-emphasis of the original meaning of the word "democracy," via special documentaries, promotions and spot campaigns.

Another long-time advocate of strong public service programming is WWDC, Washington, famed for its long-time editorial series, featuring on-the-air editorials covering everything from the need for city students to learn to write better to a recommendation for a campaign against home improvement gyps.

The stunt field covers a wide variety of activities. Portland, Ore., station KISN recently sparked a brighter pace for its over-all program by integrating voice tracks

from well-known comedians (Jimmy Durante, Morey Amsterdam, etc.) on all of its deejay shows.

Station WIL, St. Louis, pulled more than 15,000 packages last month with an "Inflation" feature, offering cash for dialers' "most useless" object. Entries ranged from 20 wet rain drops to a huge box—submitted by a local candy factory—containing a live foreman, contentedly reading a comic book by flashlight.

A flock of stunts were staged by KQV, Pittsburgh, this spring. The outlet's "Swingin' Six Disk Jockeys" offered to do the spring housecleaning for some fortunate Pittsburgh housewife, who writes the best letter. A \$5 prize was awarded to any KQV dialer who caught a KQV deejay talking over a record. Spinner Larry Aiken lost 20 pounds in a contest which invited listeners to write in and join his "Reducers Incorporated Club." "The KQV Goldbrick Club" arranged for listeners to get a day off from work if they wrote the best weekly letter telling why they wanted it. A similar "Goof Off Day" contest was staged last month by Westinghouse outlet KEX, Portland, Ore.

Meanwhile the National Association of Broadcasters, last week reported standout co-operation from stations across the country on promoting May as 1960 National Radio Month. Statewide Radio Month celebrations were proclaimed by Kansas Governor George Docking and Arizona Broadcasters in every area are working closely with local and state officials on special civic programs, keyed to NAB's 1960 Radio Month theme—"Radio—the Heart Beat of Main Street."

BOOTLEGGING STIRS INDUSTRY DEBATE

• Continued from page 1

scourge of the practice than now exists.

It is also known that under the general damage provisions of the Copyright Act, there is the "innocent infringement" clause, which limits the liability of a recording firm to \$5,000 in the case of a publisher infringement action, if the record company can prove that an infringement was done innocently. If this provision were nullified, it would put more teeth in the damage provision of the act, making it possible at least for publishers to deal more effectively with bootleggers. Legitimate record companies, however, oppose changing this provision because of the ever-present possibility of their own infringement without knowledge. They feel that the provision protects them, even tho it also tends to protect bootleggers.

Of all the recent court actions involving bootlegging, few have been brought by record companies. Such well-known actions as the Goody case, the Remington Records case and another action involving Shelley Products of Huntington Station, Long Island, all have been pursued at the benefit of publishers.

There is, according to most legal opinion, little legal recourse for record companies which would involve criminal proceedings. The best that can be hoped for under present conditions, according to the same legal opinion, is a civil suit

for an accounting and damages against the bootlegger. It is recalled that in a Chicago case last year, wherein a one-stop, Lormar Distributors, faced court action for alleged handling of bootlegged merchandise, the company was fined \$100. The alleged presser of the records in Cincinnati had no action lodged against him at all.

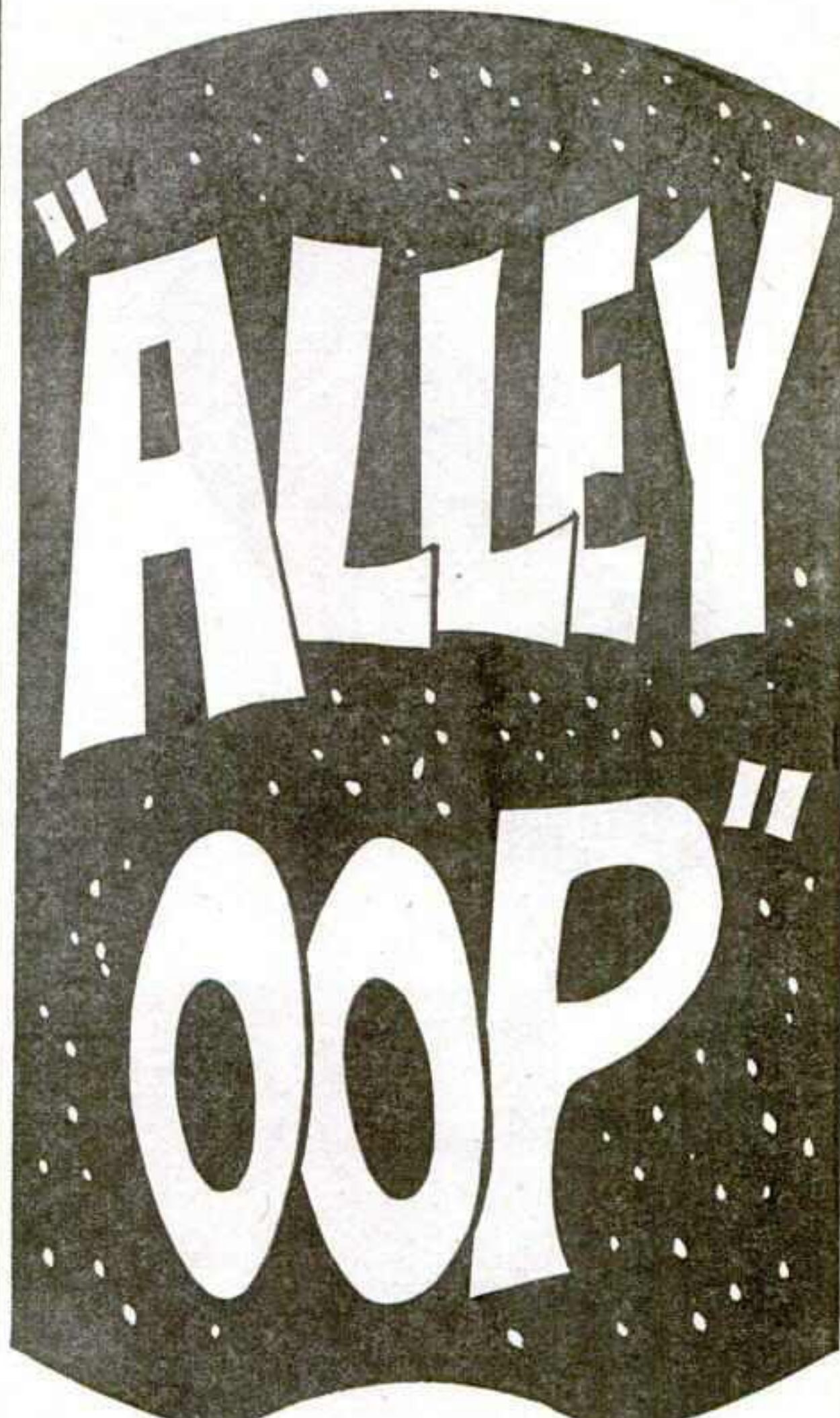
Meanwhile, an action has been filed in Cincinnati by New York attorney Julian T. Abeles on behalf of publisher clients against H. L. Greene Company, a chain store operation, for sale of records which are alleged to be either copies or direct duplications of disks on major record labels. The Greene firm has pointed to the Jalen Amusement Company, which handles the disk concession in the Greene stores, as the proper party for action. Jalen, in turn, has named Wright Productions, which lists itself as a "drop-shipper" offering complete record service, as the firm which produces the disks. Wright is allegedly operated by C. J. Burkhardt.

Meanwhile, from the Cleveland area, comes a new report this week, that a large truck is making the rounds there offering to "press your favorite records from your favorite labels" on the spot. The truck reportedly carried the hottest new items and makes new cuttings of them to order—needless to say, without benefit of excise taxes or mechanicals.

There were reports, meanwhile, from San Francisco, of bootlegging of Shelley Berman LP's. It was learned that the FBI was approached there on this matter, but declined involvement until there was more obvious proof of bootlegging.

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...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

THE HIT IS ON madison



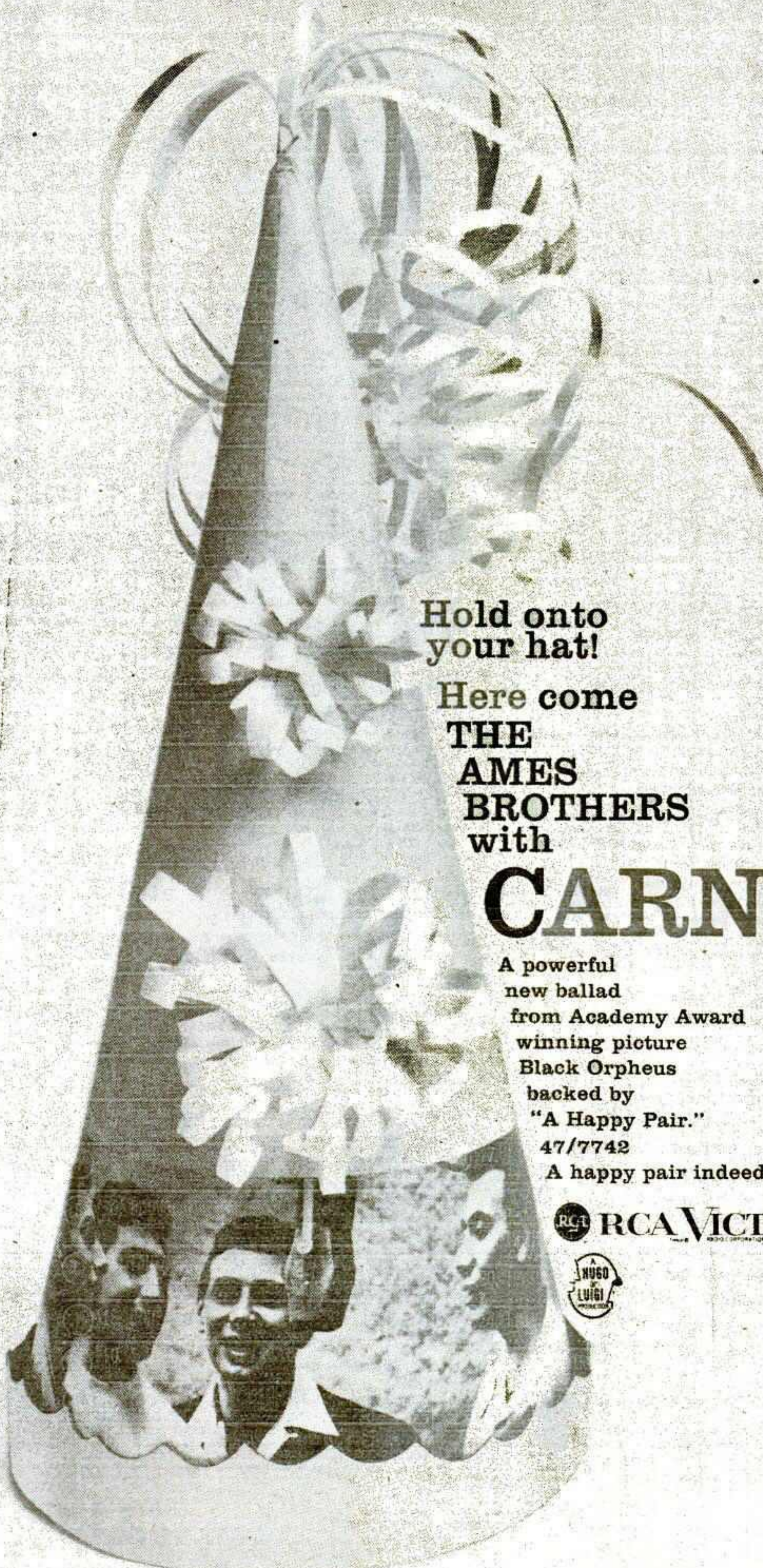
**DANTE
AND THE
EVERGREENS**
M-130

WATCH FOR THE NEW
SINGING BELLES
RELEASE!

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New York City



Hold onto
your hat!

Here come
**THE
AMES
BROTHERS**
with

CARNIVAL

A powerful
new ballad
from Academy Award
winning picture
Black Orpheus
backed by
"A Happy Pair."
47/7742
A happy pair indeed!

 **RCA VICTOR** 



Teeth in FCC Air Policy

Continued from page 2

queries by nets and stations have their uses, "it is not an adequate substitute in many instances for direct, field investigation... to arrive at a sound judgment as to the merits of some of the practices complained of, we must be able to send trained staff directly into the field to dig up essential facts..."

The station-audit half of the program will involve checking into "selected stations" on a regular, continuing basis. Ford says some 1,700 stations come up for renewal, annually, and the Commission "does not have available an analysis in depth of the operations of each such station. Heretofore, FCC has relied on the stations' own volunteered information as to the presence or absence of any complaints against it."

FCC will compare its sample monitoring of station programs with the stations' own logs, and its promises to the FCC, as well as its compliance record.

Ford said, "The decision reached

by the Commission that systematic investigation of complaints, and regular station audits, including program monitoring, are required in the public interest has come only after a full consideration of all the facts... The program undoubtedly will have a very significant impact on the industry."

The new office would be staffed with 25 persons, in addition to secretarial and clerical help, who may be in the field "at least half the time." The agency does not know how many cases will be designated for full field investigation, or the number of stations it will audit out of a total of 5,000 broadcast outlets operating in 2,000 communities throught the country.

Ford feels they would do well to reach as many as 100 communities for a "full audit." However, the new investigative unit will stress "means of screening various types of situations," and focus its efforts "where they will do the most good."

For the second time, in a sense, FCC chairman Ford has out-reformed the Congressional reformers, in proposing stiff action by the agency. During hearings on Harris Communications Law reform bills, the chairman of the payola probes suggested a full-scale field hearing for every broadcast licensee at time of application, but later admitted this might be a bit too much to handle. Ford has now come up with a proposal for a "continuing" audit on a sample basis, and field monitoring of any "substantial" cases of payola or other violated by broadcasters, on the basis of any legitimate complaints, by Congressmen or the public.

Previously, on the matter of sponsorship identification of free records, the payola probing Harris Legislative Oversight Subcommittee had scored use of freebies on the air, incidental to the deejay payola picture, and unannounced "plugola." In answer, the FCC came up with such a stiff order, March 16, calling for individual free-record announcements, that the Committee was deluged with

S. F. Group Builds Self-Help

Continued from page 3

could beat this thing once and for all."

Bramy said that his group has received a number of inquiries from distribs in other areas, regarding the use of a special trademark symbol, now being used by both the San Francisco and Los Angeles groups. "We welcome anybody using the symbol if it will help build associations," he said. "We feel that the transshipping problem is never going to be licked by harping at manufacturers. It's basically a distributor situation and the more unity we can build, the better it will be."

Bramy said that many of his distributor colleagues looked for the day when a national distributor convention could be held, once a year, in a city like Chicago. "We would notify the manufacturers that for a one or two-week period, distributors from all over the country would be congregated there to hear about fall plans and special promotions and deals. That would

save an awful lot of travelling expense that distributors have to face each year, when individual lines they carry have their convention in Las Vegas, Miami or even out of the country."

Other benefits now being enjoyed by the Northern California group are a credit information and exchange system and a special agreement whereby, if a manufacturer changes distributors, the new distributor protects the old one on inventory. In the credit set-up, each distributor is assigned a code number and furnishes detailed information on his accounts. This provides a usable cross-section of data on who's paying and who's delaying.

The group of eight member distributors now meets once a month and each firm pays monthly dues of \$25. Bramy said that even tho they haven't joined, three of the four major diskery distribs have sat in informally on numerous occasions and have shown avid interest in the developments.

Bob Chatton of Chatton Distributing Company is prexy of the group, which also includes Eric, C & C, New Sound, Stone, Field and Van Deren Distributors in addition to Melody Sales.

protests from broadcasters that things had gone too far — and would the Committee please ask the FCC to soften its tough interpretation of Sec. 317.

Some Washington observers see an ironic reversal, in which the FCC, having been warned to "get tough" — may get so tough that the parental Senate and House Commerce Committees may have to apply a little braking action.

Early last week (16), Broadcasting Magazine, a trade publication, leaked the story of planning sessions by the commissioners for a proposed office of "compliance and complaint." It reported a top-secret decision to have the new unit study payola evidence on networked stations of NBC and CBS, and delve into the ABC ownership of Ampar Records.

Westinghouse outlet payola was also reported to be on the list for study. Westinghouse stations KYW of Cleveland, and WBZ of Boston, were raked for deejay payola during the Harris hearings, and the latter station was cited for a freebie hunt among New York record manufacturers.

A Brand New Smash Single!
by
THE BROTHERS FOUR
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Columbia #4-41692
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I'M GETTIN'
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New York area. 20 presses.
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"CHRISTINE"
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CHRISTINE
by VIC DAMONE #4-41649
I NEVER MEANT TO FALL IN LOVE
JOHNNY DESMOND #4-41631
I'M JUST A LITTLE SPARROW
LESLIE UGGAMS #4-41654
HAPPY IS THE WORD
JO STAFFORD #4-41640
CAST ALBUM ON COLUMBIA
MUSIC PUBLISHERS
HOLDING CORPORATION

SWAMP LEGEND
Four Coachmen—Adonis
Bernardine Read—Epie
COME ON HOME
Sonny Til—Jubilee
WHAT KIND OF FOOL DO YOU THINK I AM
Ron Hoffman—Decca
B. F. WOOD MUSIC CO., INC.
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...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

The trade magazines agree—
IT'S A HIT!
A Terrific Song!
A Terrific Artist!

"CITY LIGHTS"
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The **WHO'S WHO** Listing
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Pic Tune Ties Spark Sales

• Continued from page 4

track score—minus Miss Page—as an album.

Interestingly, Picker said he has turned down sound tracks to some important movies—"Happy Anniversary," James Cagney's "Gallant Hours," Laurence Olivier's "Devil's Disciple," etc.—because he didn't think they had ear-appeal.

Fortunately, notes Picker, about 50 per cent of U.A.'s indie producers are willing to accept suggestions from U.A. as to the commercial appeal of certain types of musical sound tracks in advance of production.

U.A. formulated this advice-policy when the label was first started. Johnny Mandel's jazz score for "I Want to Live" was the first result of the advice policy. The sound track package of the Susan Hayward film and Gerry Mulligan's LP version of the score represent U.A.'s top-selling album product.

Big Sellers

Also among U.A.'s strongest sell-

ing albums are the following sound track packages "The Big Country," "The Vikings," "Odds Against Tomorrow," "Solomon and Sheba" and "Modern Times." The Mulligan package sold more than 100,000. Altho the films haven't been seen on movie screens for over a year, "I Want to Live" "The Big Country" and "The Vikings" remain the steadiest sellers in the U.A. catalog.

U.A.'s most successful movie-theme single to date is Don Costa's "Theme From 'The Unforgiven'" (the new Burt Lancaster-Audrey Hepburn movie) which is No. 81 on the Hot 100 this week. U.A. also is bringing out a sound track package on Dimitri Tiomkin's score for the film.

Picker believes U.A. has released more sound track albums and singles (from these packages) than any other label in the business today, and certainly they rank high among the top two or three. In addition to the above mentioned

Olay to Wax 'Live' for UA

NEW YORK — United Artists Records will record Ruth Olay "on location" at Mr. Kelly's in Chicago when she appears there in July. It will mark the femme songstress' first such "live" recording.

Radio stations and individual disk jocks who have been wearing thin "Theme From the Unforgiven" with Don Costa, can expect a new supply from United Artist. The company is shipping out a fresh supply via its distribs to all radio stations.

packages, U.A.'s sound track catalog includes "The Horse Soldiers," "Paris Holiday" with Bing Crosby and Bob Hope, "God's Little Acre," "Shake Hands With the Devil," "The Naked Maja" and "The Fugitive Kind."

Simulated sound track packages include Mitchell Powell's "On the Beach," "The Modern Jazz Quartet Plays 'Odds Against Tomorrow Music'" and "Connie Towers Sings to the Horse Soldiers."

Top CMA Echelon Meet

• Continued from page 4

the present \$1,000-a-year dues for organizational membership was keeping many organizations from lending support to CMA. He felt that more trade organizations would join if they were permitted to name the sum they could pay annually. He raised the question of whether the CMA wanted strength or money. It was finally voted to permit organizations affiliated with the country music field to join on whatever financial support they pledged to give on an annual basis, the sum agreed upon to be held in strictest confidence. Dub Allbritten was named to chairman a committee to prepare a brochure as a means of selling the CMA to the country music industry at large.

Jim Denny asked to be relieved of the chairmanship of the executive committee, a post he assumed at the February meeting when Wesley Rose was unable to attend due to illness. The chair appointed Rose to chairman the executive committee and he in turn

selected Ken Nelson, Steve Sholes, Bob Cooper and Jim Denny to serve on the committee with him.

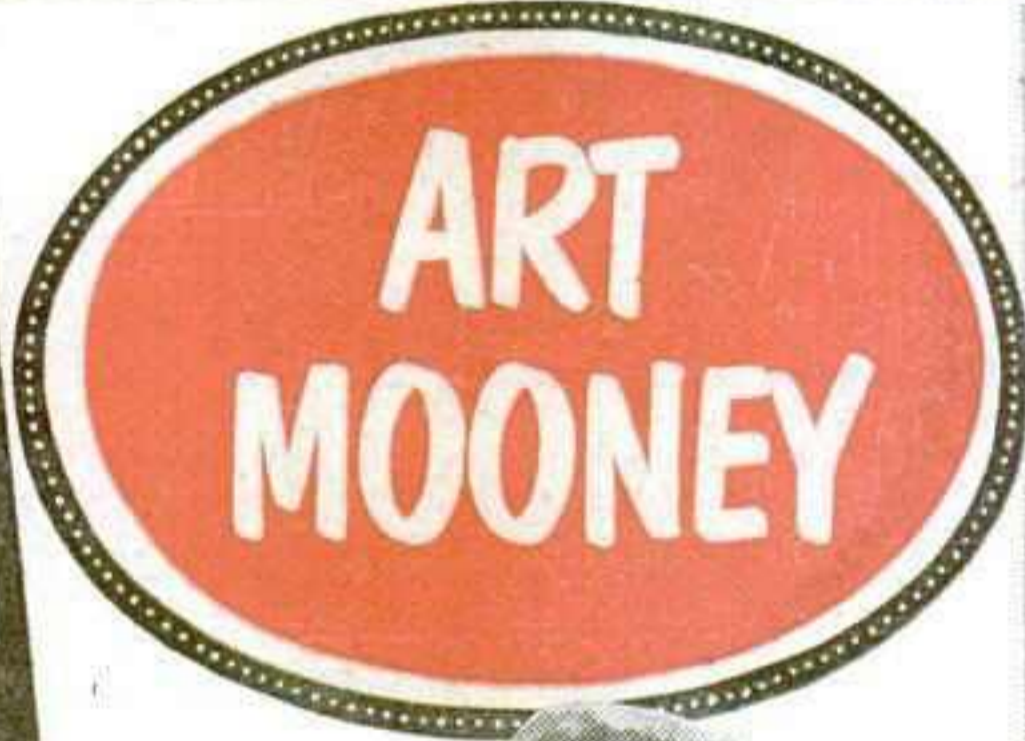
Don Pierce, chairman of the CMA Album Committee, reported progress in the plans for release of a country music album under the CMA label, the proceeds from the sale of which would go into the organization's coffers. Pierce stated that the committee had made progress in securing releases from the artists, recording companies, publishers and writers to permit preliminary work on the album to begin. Plans for the make-up and distribution of the album were also outlined by Pierce.

Joe Lucas, Pee Wee King and Eddy Arnold were named to a committee to map a program for the CMA's annual meeting to be held at the same time as Station WSM's annual event to commemorate the anniversary of its "Grand Ole Opry" early in November.

It was voted to hold the next CMA board meeting in Toronto August 18-19.

**SPECTACULAR
M-G-M RECORDS**
"the hottest label in the business"

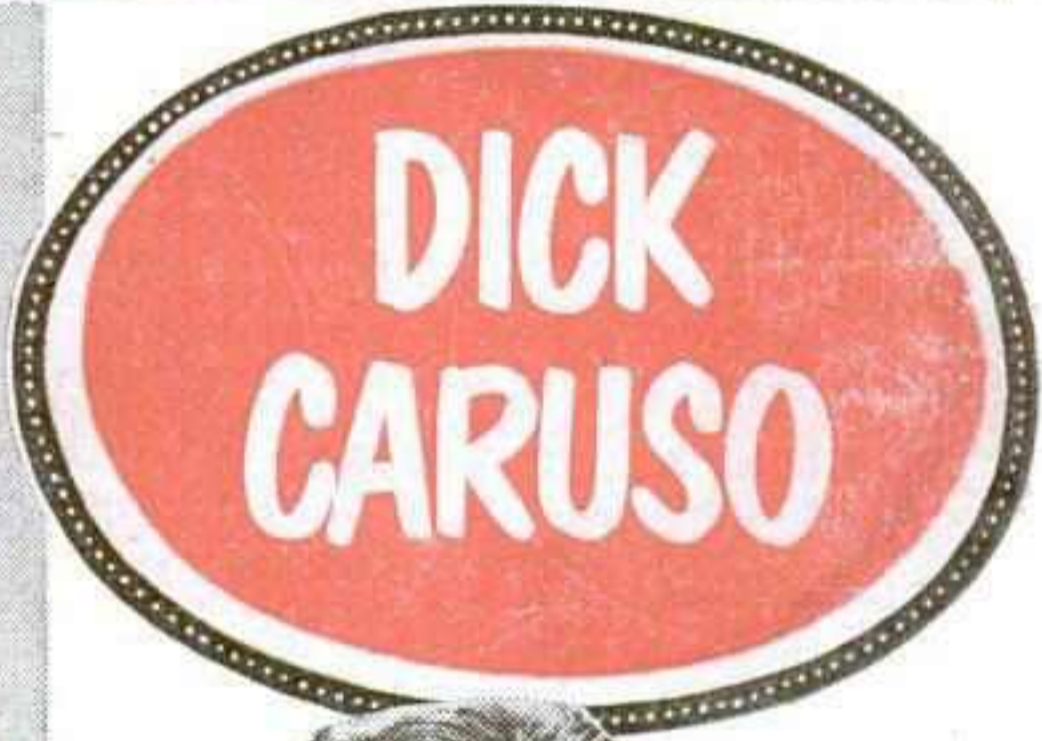
**GIVES YOU
5 NEW
SINGLES
PACKED
WITH
SALES-
POWER**



No. 1 European Smash now ready for M-G-M Hit Parade

**BANJO
BOY**

K 12908



The Nation's next Teenage Singing Idol

**TWO
LONG
YEARS**

K 12900



MOA TALENT SHOW IS NO BASH FOR BASCH

NEW YORK—Producing an all-star talent show can be a king-sized headache, artist-wise. Freelance disk promoter Buddy Basch, who produces the annual Music Operators of America convention show in Chicago, has compiled the following list of typical gripes, demands, and applied psychology utilized by performers backstage at the recent MOA meet.

"Listen, I can tell you how to routine and pace this show. Now you start by putting on my act." ... "We'll need a hand mike with 3,000 feet of cable. Zelda likes to work out all over the audience

during her act." ... Got to do a disk jockey show tonight in Skokie, so put me on second ... the latest!"

"You only have three mikes on stage?" What sort of set-up is that? ... "Personally, I don't care when I go on, but my manager (agent, record company, distributor, etc., says ... "What kind of show band is that? I have arrangements for 12 fiddles, a tuba, French horn and glockenspiel." ... Listen, I've been making records for almost a year. Now you tell me how long you've been in show business."

"We start with a magenta spot, house lights down. Then as the band starts you shift in two blues and kill the borders. When she comes out you hit a pale gold from the right, rose red from the left gradually diminishing as she gets louder. Then the houselights dim. Come up with a white daybeam and end with but your blues. Can you remember that. Now, for our second number ... "

Washington to Indie Distrib

WASHINGTON — Washington Records and its subsidiaries Offbeat and Aeolian-Skinner, formerly distributed by Warner Bros., has set the line with independent distributors in key record markets.

Among the outlets handling the Washington - Offbeat line now are Ideal in New York and New Jersey; Mutual in Boston; New Sound in San Francisco; Marnel in Philadelphia; A-1 in Oklahoma City, and Summit Distributors in Chicago.

The company has also announced that May releases include Ben Bagley's Shoestring Revue of '57 and a Buck Clarke Quintet jazz set on Offbeat.

Decoration Day has been selected appropriately enough as the release date for "F. D. R. Speaks," a gathering of 33 Roosevelt speeches on a six record set. The production has the authorization and approval of Mrs. Roosevelt and notes by Henry Steele Comager.

LEGIT REVIEW

A Bow to Meredith and Performers

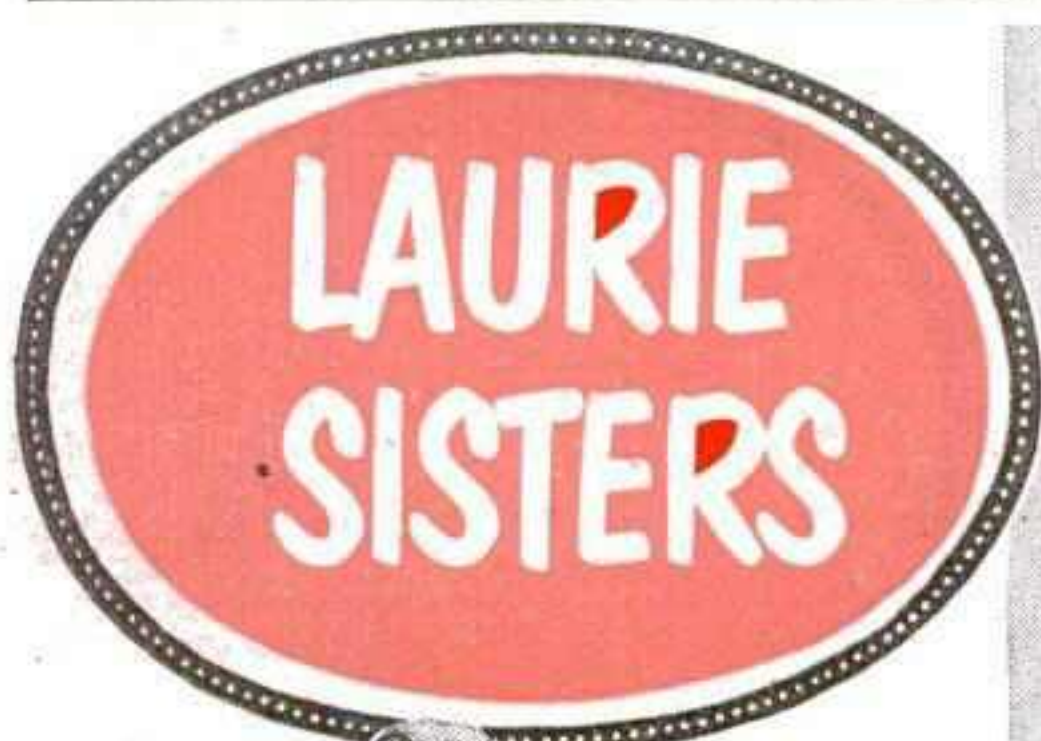
When "The Thurber Carnival" opened some three months ago, not too many could visualize it as providing suitable material for an original cast album. After all, it has no catchy original tunes, no fresh lyrics, these usually being desirable prerequisites for an LP. But what the show has is charm and freshness in Burgess Meredith's staging of the material from the pen of James Thurber.

In fact, upon further consideration, it is a tribute to Meredith and the fine performers that the show has become as successful a theater piece as it is, and it is certainly the wittiest show of the season. The author did not have the limitations of the stage in mind when creating the material; the adaptations, therefore, required a vivid sense of theater. The problem turns out to be less severe in terms of a recording, for Thurber material lends itself well to reading aloud and the settings are not a necessary ingredient for its enjoyment.

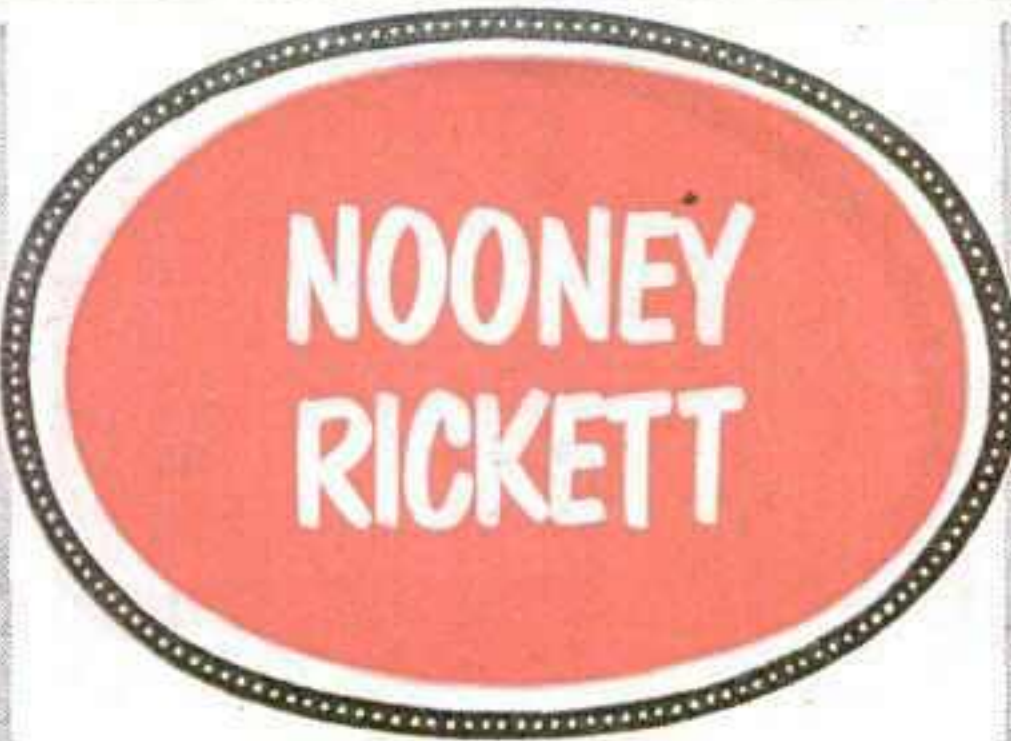
Tom Ewell, Peggy Cass and Paul Ford romp thru the evening as tho they are really enjoying themselves, and they are given fine support by John McGiver, Alice Ghostley, Wynne Miller and Peter Turgeon. Don Elliott has contributed some appropriate jazz-flavored interludes, played by his quartet which includes the services of Jack Six, Jim Raney and Ronnie Bedford. Columbia has an unusual LP from this show at the ANTA Theater. Both wind up among the season's most pleasant surprises.

Sam Chase.

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a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD



Big Hit with built in teen appeal



Keep your eyes and ears on this new disk!

TRYING TO FORGET

K 12889



Sure to rack up big sales!

LOVE HIM

METRO K 20034

DON'T FORGET

K 12896



N. Y. 34, N. Y. JU 2-2000

NATIONAL TIE-IN WITH AFTER-SIX FORMAL WEAR

M-G-M SPOTLIGHT ALBUM OF THE MONTH

AFTER SIX Dick Hyman, his piano & trio

E 3827 MONAURAL SE 3827 STEREO

Replacement Needles, Tape Cartridge Pace EP Show

Firms Activated for Heavy Product Expansion, Competition

CHICAGO—Most bustling activity in any facet of the greater audio industry, exhibiting at the Electronic Parts show this week, stemmed from booths and rooms occupied by replacement needle and cartridge makers. Execs of the firms indicated that heavy expansion of not only product lines, but simplification of those lines was in the works. In addition, replacement needle business, long wracked by discounting wars, is adding tape cartridge lines to the competitive pricing.

Fidelitone of Chicago may be setting a trend for needle producers when it showed a prototype of a tape recording head which will soon be in full production. Firm indicates that it intends to leap heavily into the recorder head production race. Doug Clark of Fidelitone's electronic engineering department helms the new project.

Jensen Industries, Forest Park, Ill., debuted a versatile counter or wall self-merchandising display unit of phonograph replacement parts, including drive and idler wheels, pulleys and tires. Rack is pointed toward servicemen and dealers,

who repair phonos. Two similar accesso-racks are also being offered with full-selection of phonograph accessories and general needles, along with Jensen's new Universal spindle.

Astatic Corporation, Conneaut, O., displayed a line of shank-type replacement needles and stereo cartridges, numbering almost 450 items, reported exclusively in The Billboard last October. Earl Olson, needle-cartridge chief, showed a complete unitized cabinet filing system for dealers, available in either styrene or metal, featuring movable compartments. In addition,

Astatic has a special plastic stereo cartridge service kit, containing the five most wanted cartridges with complete cross reference info. Astatic is also offering a line of self-merchandising display cards for needles along with a complete line of accessories. Olson said that Astatic has completed negotiations with Audio Empire, Fairchild, Stereodyne, Stereo-Twin and Connoisseur whereby Astatic has exclusively the cartridge replacements for these five lines.

Pete Seaman, sales head for Electro-Voice's needle - cartridge
(Continued on page 16)

HOME ATMOSPHERE

House Ideal Spot For Stereo Demo

By JEANETTE FORMBY

MIAMI BEACH, Fla. — Home demonstration is the ideal way to sell expensive stereo consoles. But delivery of such heavy, delicately adjusted sets to the prospect's home for a trial period is an expensive operation. The only other solution is to provide "home atmosphere" with an actual home, according to Glenn Schleucher, owner of Miami Beach Radio Company, in Miami Beach, Fla.

This highly original approach to the market is based on thorough logical planning, says Mr. Schleucher, who signed a long-term rental agreement on a small, five-room house, in an older neighborhood which, however, flanks Biscayne Boulevard, the busiest avenue in Florida, connecting residential areas north of Miami Beach with the hotel and downtown shopping district.

Now, after a comparatively inexpensive remodeling and redecorating program was carried out, Mr. Schleucher can show his stereo prospects all of the advantages of custom-built component systems, as well as consoles, in the same sort of atmosphere which

they will find in their own homes. No effort was made to install acoustical sound-reflecting materials or anything else of a technical nature. Instead, all five rooms have been converted into small, separate showrooms, carpeted from wall to wall, provided with modern, eye appealing wallpaper, and with soft, comfortable lounges and chairs in each of the rooms. One of them shows components, two show cabinets and consoles, and other rooms are reserved for Miami Beach Radio Company's television department.

The house is just as typical of the Miami Beach residential area as possible, and has been dubbed the "Music Hall." An eight-foot sign on the three-lot property, facing crowded Biscayne Boulevard identifies the purpose of the house, and invites the passing public to drop in for a stereo demonstration.

Actually, the house has become a ninth-time extension of the Miami Beach store, which of course, closes its doors at standard hours. Six salesmen make consistent use of the "Music Hall" every evening, picking up couples who are driven to the home, invited to relax in a comfortable chair, and treated to the sort of stereo demonstration which fits their desires.
(Continued on page 16)

Victor Scraps Cartridge Line

• *Continued from page 3*

of the advantages of the latter besides being more compact and also permitting automatic change so that five or six cartridges can play in succession. It is understood that it will be placed on the market early in 1961.

Meanwhile, Ken Bishop, prexy of Bell Sound Systems in Columbus, O., the only other manufacturer of cartridge tape equipment of the Victor type, had no comment when apprized of the news. "We have six models out now," Bishop said, "and we have achieved a satisfactory level of sales. We have no intention of pulling any of our equipment off the market."

didn't anticipate any competition to present reel-to-reel playback units from the Minnesota Mining and Manufacturing-CBS Lab - Zenith tape cartridge until 1961. He firmly averred that the new cartridge one-and-seven-eighths inches per second magazine type playback wouldn't arrive for another year. It's understood that MRIA members as yet haven't jumped on the bandwagon for the new cartridge, discussion during a closed membership meeting indicated. Brown said he felt that even when the new cartridge arrives, there'll be plenty of consumer business for the slower speed reel-to-reel playbacks, "because there is a major gap between the quality of the cartridge and three and three-quarter and seven-and-one-half reel machines."
(Continued on page 16)

Brown New MRIA Chief

CHICAGO—The Magnetic Recording Industry Association re-elected its officers Wednesday (18). Remaining in office were: Herb Brown, v.-p., Ampex Corporation, president; Ken Bishop, prexy, Bell Sound, vice-president; Charles Murphy, prexy, Michigan Magnetics, treasurer; and Herman Krnbrot, regional sales manager, Audio Devices, secretary.

Ted Wallerstein, v.-p., Everest Records, joined the MRIA board of directors, which includes holdovers Hugh Daly, sales manager, Magnecord; Irv Rossman, prexy, Pentron Sales Corporation, and Harry Sussman, prexy, Tele Corporation. One vacancy still exists on the MRIA board, with the exodus of Russ Malloy and Herb Orr.

Brown Reports on Progress of MRIA

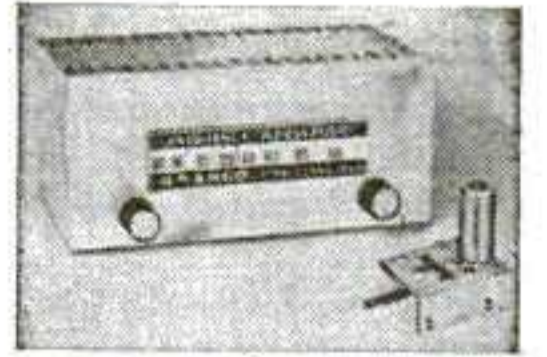
CHICAGO—Prexy Herb Brown of the Magnetic Recording Industry Association smilingly condensed the association's progress during the past 12 months, when he reported, "A year ago we were \$9,000 in the red, while as of today, we have \$15,000 in the bank." To back up his statement, Bernie Clayton, MRIA public relations chief, showed a list of 40 paid-up members and Brown, vice-president of Ampex, forecast a 1960 that would see total sales of between 600,000 and 700,000 tape recorders, a gain of 20 per cent over 1959, he said.

Brown, too, wrote off competition machine-wise from abroad, citing Japanese as the biggest bidder for the U. S. market, by explaining that the import tape recorders while lower priced, offer a lesser quality. He also said that he

NEW AUDIO PRODUCTS

FM Auto Radio

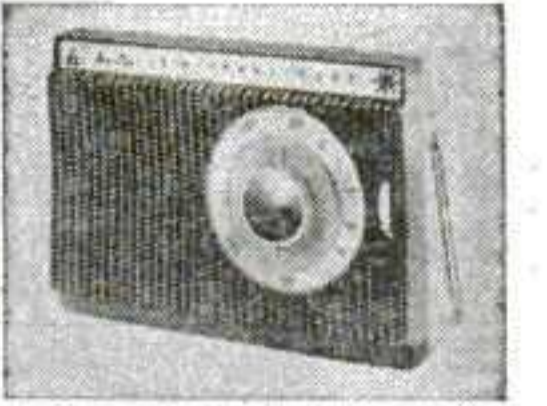
An FM automobile radio has been announced and demonstrated by the Granco Products, Inc., of Kew Gardens, N. Y. The new auto FM set will be slated for the 1961 car models due late this summer and will sell for less than \$75 installed. It will work on the regular 12-volt auto electrical system and its



compactness is possible thru the use of transistors.

Six-Transistor Portable

The Arvin Model 60R20 is a six-transistor portable radio that is reported to operate from more than 300 hours on four "C" type flashlight batteries. It measures 7½ inches wide, 5 inches high and 3 inches deep. It has an internal rod antenna, comes in Sandstone, Flame or Slay Gray and retails at \$29.95.



Tone Arm Minimizes Wear

The Professional, a new high-fidelity tone arm which is designed to minimize record wear, has been marketed by Shure Bros., Inc., Evanston, Ill.

The new arm has weight adjustment features, a micrometer counterweight and a direct-reading stylus force gauge which allows the audiophile the check balance and tracking.



No soldering is required for installation and is installed from the top of the turntable motorboard. The Professional (12-inch record size) sells for \$29.95.

Needle and Cartridge Guide

The Astatic Corporation of Conneaut, O., has listed all its hi-fi and stereo accessory products in two newly published catalogs.

Catalog Number 33-4 touches on all the cartridges, pickup and original needles manufactured by the company; Catalog CRC-60 is a 12-page cross-reference guide of cartridges and needles which are made not only by Astatic but by other firms as well. Stock numbers and Astatic replacement numbers are both given.

45 R.P.M. Disk Adapters

The Robins Company of Flushing, N. Y., has introduced a metal 45 r.p.m. adapter which the company claims is suited for all record changers as well as turntables. The adapters are packaged five to a package and sell for 30 cents.

Catalog Lists Parts

A 156-page catalog of hi-fi and stereo products and amateur radio parts has been published by Arrow Electronics of Mineola, N. Y. Titled the "1960-'61 Buyers Guide," the book contains a wide-range of accessories, parts and publications which should be of help and interest to the radio ham and the audio bug. It also might be considered a valuable ordering aid to dealers. Copies of the Guide are available from the company itself.

Two-Speed British Turntable

A two-speed British-made turntable has been introduced at the Electronics Parts Show in Chicago. The new unit which is being handled in America by the Ercona Corporation of New York, operates at both 33½ and 45 r.p.m. speeds, has a red light indicator to show when the turntable is moving and retails for \$59.95.

Phone Pick-Up for Tape

The Rye Sound Corporation of Mamaroneck, N. Y., offers a telephone pick-up which is available with different plugs which make it possible for the piece of equipment to be used with leading tape recorders and dictating machines. It claims to be free of hum and retails at \$8.95.

Beginner and Service Manuals

Three new books on electronic subjects have been published by the Howard W. Sams Company of Indianapolis. First of the new trio is a volume that teaches "Electronics for the Beginner" working entirely with transistorized circuits and is based on practical rather than theoretical experience.

Of some interest, too, is the "Volume 10 of the Auto Radio Service Manual" which covers 31 models of car radios made thru 1958-'59.

British Transistor Portable

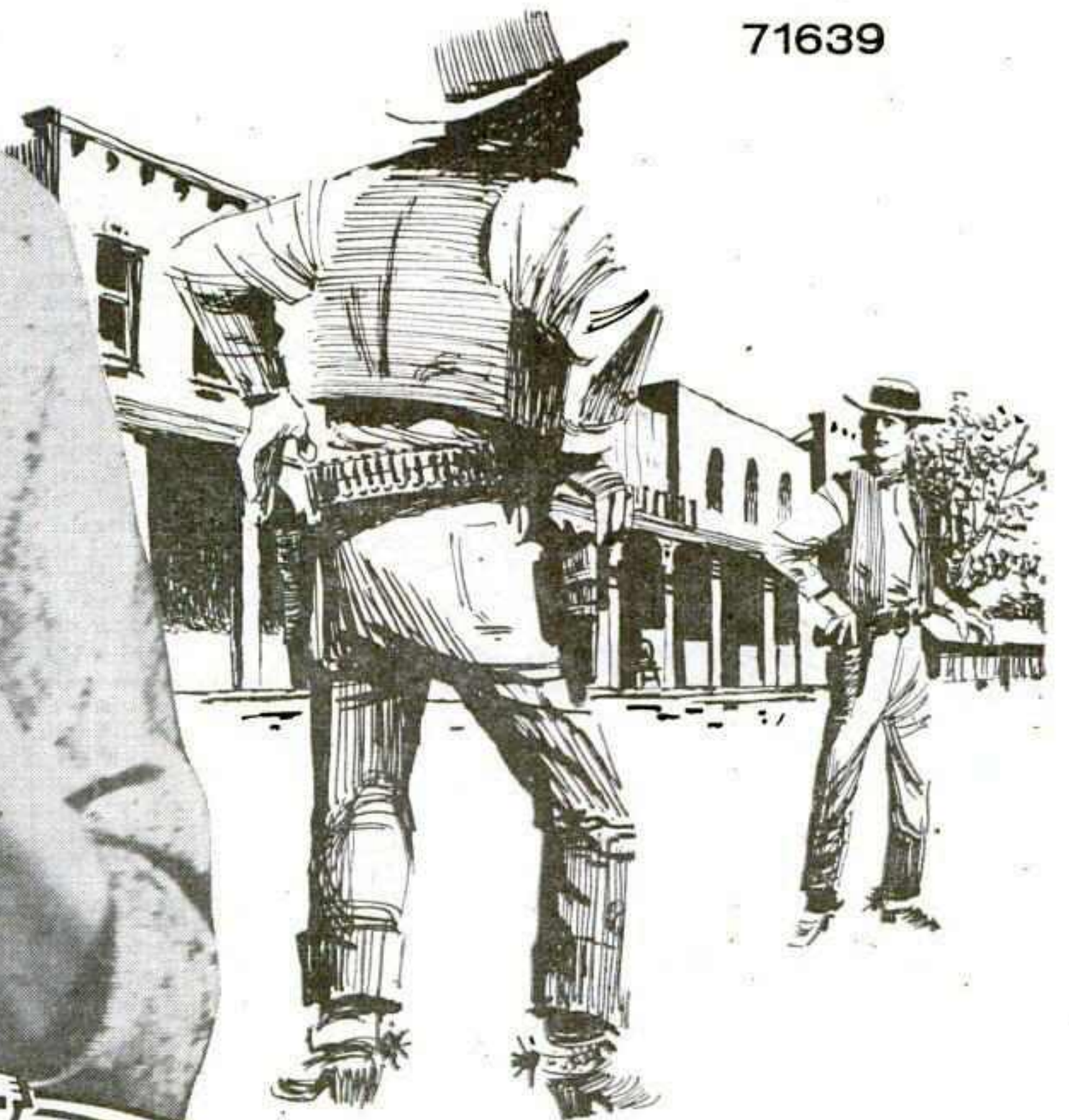
The Perdio, a British-made Super 7 two-band seven-transistor portable, is being distributed in this country by the Radio Shack of Boston. The new receiver weighs five pounds, comes in a leather case and sells for \$35 retail.

The Heart-Throbbing Style That Made Her Famous!

Patti Page

ONE OF US
(WILL WEEP
TONIGHT)

71639



Biggest Weeper
Since
"Tennessee Waltz"

EIA Meet Elects Davis; Hears Reports

CHICAGO — The Board of Directors of the Electronic Industries Association elected L. Berkley Davis president at the Association's annual three-day convention held here last week. Davis, who is a vice-president of General Electric, succeeds David R. Hill, and is the 28th president of the 36-year-old organization.

The Credit Committee of the EIA also reported at the convention that 15 per cent more companies in the electronics field were "experiencing financial difficulties" this year than for the same period for 1958-'59. Of this 15 per cent, however, only one manufacturer of radio or television was involved, the rest were made up of makers of components and test equipment.

A list of 63 new electronics distributors were added to the fold, topping last year's total of 30.

A report was also delivered by Marion E. Pettegrew, chairman of the Consumer Products Division in which he said that the business appeared to be headed for another fine year. "Both TV and stereo phonographs are making substantial gains over the previous year, while home radios and portables... are still rising." He also commented on the sharp shift from monaural to stereo on the phono front.

An address by the out-going president of the EIA noted that the Electronics Industry has an unlimited future.

House Ideal Spot for Demo

• Continued from page 14

There are very few instances in which the prospect does not realize that the home closely resembles his own, and that the stereo he is listening to during the demonstration will work out just as effectively in his own dwelling.

Brown Reports

• Continued from page 14

MRIA's officers and directors, it was announced, have been working with the National Better Business Bureau to establish an industry-wide standard terminology for stereophonic sound. Allan E. Bachman, executive v.-p. of NBBB, said that his org will take the agreed-upon MRIA terminology defining stereo to other facets and organizations in the playback field for their suggestions and approval. Bachman emphasized the need for a nationally-agreed-upon lexicon for two-track. (See separate story for actual wording of the MRIA suggested terminology.)

At present, MRIA and its legal counsel, George Schlosser, are working toward a reporting and tabulating system within MRIA ranks, whereby all members would report tape recorder unit sales on a confidential basis. Feelers have been directed toward Electronic Industry Association for assistance in the program. MRIA turned thumbs down on a program which would attempt to internationalize the org, at least temporarily. Suggestion was made that some attempt be made to link the MRIA with all tape sources world-wide, but feeling was that national group strengthen itself before going out for globe-girding links.

EP Show Leaders

• Continued from page 14

wing, announced the Double Dozen dealer needle kits, wherein a dealer receives a styrene plastic filing case containing 18 E-V sapphire and six diamond needles, together with a 50-power inspection microscope.

Webster Electric, Racine, introduced the 4-Pak, a service kit, containing four Webster cartridges together with 11 mounting brackets which they claim makes it possible to fulfill 227 of the most popular phonograph cartridge replacements.

Procedure is to allow the customer to choose from a tremendous stock of records, kept in one of the rooms, actually place the disk on the turntable of the phonograph, and experiment with the controls, and in other words, give the stereo equipment just about the same sort of workout it would get at home.

Often, all of the rooms are in use at once, groups exchanging from one room to another, according to their interests in components or consoles. This develops the sort of "party atmosphere" which breaks down sales resistance, brings about impromptu discussions among customers, and which makes more sales than the most aggressive promotion by salesmen. Miami Beach Radio Company also sells color TV from one of the rooms, and often, a prospect who has come in to buy stereo develops a similar interest in color TV after settling down to watch a color program as part of the visit to the Music Hall in another "typical home room."

Costs for operating the elderly home as a separate showroom in this way are remarkably low, says Mr. Schleucher, but the rewards are impressive. There have been scores of sales every month which would have been difficult if not impossible to achieve in the downtown store, with its parking problems, heavy traffic congestion, and noise problems which make it difficult to give stereo the sort of validity which the customer needs to be assured that it will function efficiently in his own home. The Music Hall gets the benefit of a separate newspaper advertising program, small display ads on the average of once every two days, pointing out "there's always something doing at the Music Hall."

Tape Makers Gearing for Education

CHICAGO—With the tape recorder makers all vying for the expanded federal government program grant for education during 1960, RCA-Victor, Bell Sound and Viking of Minneapolis are reportedly gearing a pitch at educators to use the RCA-type magazine playback for use in education, primarily language instruction.

Webcor will shortly introduce a reel-to-reel compact tape recorder, especially simplified control-wise for use specifically in language instruction.

Philco 'Echo' Effect

NEW YORK — A method of reproducing "echo" effects in the record playing sound equipment has been devised by the Philco Corporation and will be demonstrated here Wednesday (25). The effect is produced by delaying and reverberating the bass notes and resembles the sound heard in a concert or music hall.

JENSEN SETS SUMMER PROMO

CHICAGO — Hoping to disprove the theory that summertime is a slack sales period, Jensen Industries will launch a wide "Sell All Summer" promotional campaign to move its line of needles, accessories and cartridges.

The all-out effort on the part of the company will be led by ads in the Saturday Evening Post and other general interest magazines, and was spearheaded by the opening of the company's Phono Parts Center display which coincided with the Electronics Parts Show here last week.

MRIA SETS EXPLANATION OF HI-FI TERMS

CHICAGO—The standard terminology for stereophonic sound, agreed upon by the Magnetic Recording Industry Association, and presented to the National Better Business Bureau for consideration by other facets of the audio industry (see separate story in the section) was as follows:

1. A CHANNEL is a single complete electronic transmission path for sound; it must include one or more separate microphones, an amplifier, one or more loudspeakers. It may have a recorder and reproducer interposed as a time storage device. In a multi-channel system, the number of channels is equal to the number of main transmission paths.

2. A TRACK is a path which contains reproducible information left on a medium by recording means energized from a single channel.

A. A RECORDING CHANNEL includes the means by which sound is prepared for storage on a single track.

B. A PLAYBACK CHANNEL includes the means by which the recorded sound on a single track is reproduced.

Pentron Debts New Units At Show

CHICAGO — Pentron, recently fortified financially with its first stock float, evidenced the stronger dollar position with the unveiling of its first diversification program, a series of air purifiers, and a radical new styling in the field of the portable stereo tape recorder. Irving Rossman, Pentron exec, said that Pentronaire Purifiers line would include two units for home use and a third for commercial use initially.

The Pentron model ER62 reel-to-reel stereo tape recorder at \$269.95 has taken over the features of the very successful winged satellite speaker portable phonos. It is a radical departure for tape playback styling. Unit in a spackled gray and blue plastic is styled like an overnight case, which when opened offers two satellite speakers with lengthy extension cords for greater separation if desired. Instrument features compactness and light weight, with a transistorized circuitry offering a carrying weight of about 24 pounds. Pentron offers two other new models, details of which will be available next week.

GE to Debut Portable and Console Lines

NEW YORK—A complete line of portable and console phonographs—featuring a special "Vacu-Magic" disk cleaning device—will be marketed by the General Electric Company this fall, with prices on the portables ranging from \$49.95 to \$169.95. Retail prices will not be suggested for the console phono line, but sets are expected to range in price up to \$650.

The console line includes seven basic models while the portable line features six basic models and a total of seven sets. Variations in cabinet finishes, styles and features gives the console group a total of 21 sets. The portable line will be marketed thru G.E.'s radio receiver department distribution channels, the console line thru the sales and distribution department of its major appliance division and its indie distribution organization.

"Vacu-Magic" is a device developed by G.E. to vacuum clean recordings while they are playing. An acoustically sealed vacuum cleaner carries dust picked up by a brush mounted in front of the stylus thru a tube inside the cabinet where the dust accumulates in a container. In several models, provision is also made for receiving simulcast broadcasts; while satellite speakers offer maximum expanded stereo.

The all-stereo hi-fi console phono line features four series—The Devonshire, The Shoreham, The Canterbury (which has the "Vacu-Magic" device) and the Mount Vernon. Each of the first three series is made up of two basic models, one with and one without AM-FM tuner. Each basic model in turn is available in three different woods.

The Mount Vernon series consists of one basic model with AM-FM tuner, available in a choice of three cabinet finishes. Described as "the top of G.E.'s stereo hi-fi phono line," this series also features the "Vacu-Magic" gimmick.

All but one of G.E. portable phonos features stereo sound—either thru separate wing enclosures or a speaker mounted in a removable cover. The non-stereo model weights just over 19 pounds and retails at \$59.95. The portable price leader (at \$49.95) features stereo and a manually operated four-speed turntable.

Both lines will be manufactured by G.E.'s Audio Products Section in a new plant at Decatur, Ill.

AUDIO NEWS BRIEFS

Frank K. Osburn has been appointed district manager of Stromberg-Carlson's hi-fi sales in the New Orleans area... Tele-Tone, Inc. is adding more space to its plant facilities by buying a building immediately adjacent to the present N. Y. site... G. A. Bell has been made district sales manager for the Winnepeg area of RCA Victor, Ltd... Sylvania's new general manufacturing manager is O. John Hoyles, who has rejoined the company after a year with Pyle National, Ltd... New marketing veep for RCA Distributors is J. F. O'Brien... Don Kinderall has been appointed advertising manager of Electro-Voice... Bernard Glickman has been named buyer of records, cameras and luggage for Safe-Way.

Boston's Radio Shack has

opened a new store in Stamford, Conn... Otto C. Bohlander has been tagged for the position of manager for direct dealer sales for the State of Ohio... Edward P. Sykes Jr. is the current marketing director for Stromberg-Carlson... Kenneth W. Mabee is the district sales manager for Sylvania Home Products in the Cleveland office... The University loudspeaker company has appointed Henry Mandler to the assistant general sales manager position... American Electronics, Inc., is expanding its Fullerton, Calif., plant... Frank H. Russell is the new advertising manager for Sylvania Electronics Systems... The Atlanta district manager for Stromberg-Carlson is Robert E. Nichols... Sylvania has Jacob Miller as national sales veep.

ON 20th FOX

ALL YOU
HEAR IS
BEAUTY

high fidelity
THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

... new, unique, exclusive
... trade tips, news and
previews, promotion and
display ideas... sales
helps... for component
and record dealers. Seen
it? Write on your dealer
letterhead to (Mrs.) Claire
N. Eddings, High Fidelity,
Great Barrington, Mass.

TRADE

NEWS

THE INTERNATIONAL FAVORITE DOES IT AGAIN!

A New Chart-Topper by the Music World's Top Talent!

NEW YORK (via Special Music Trade wire), May 16:

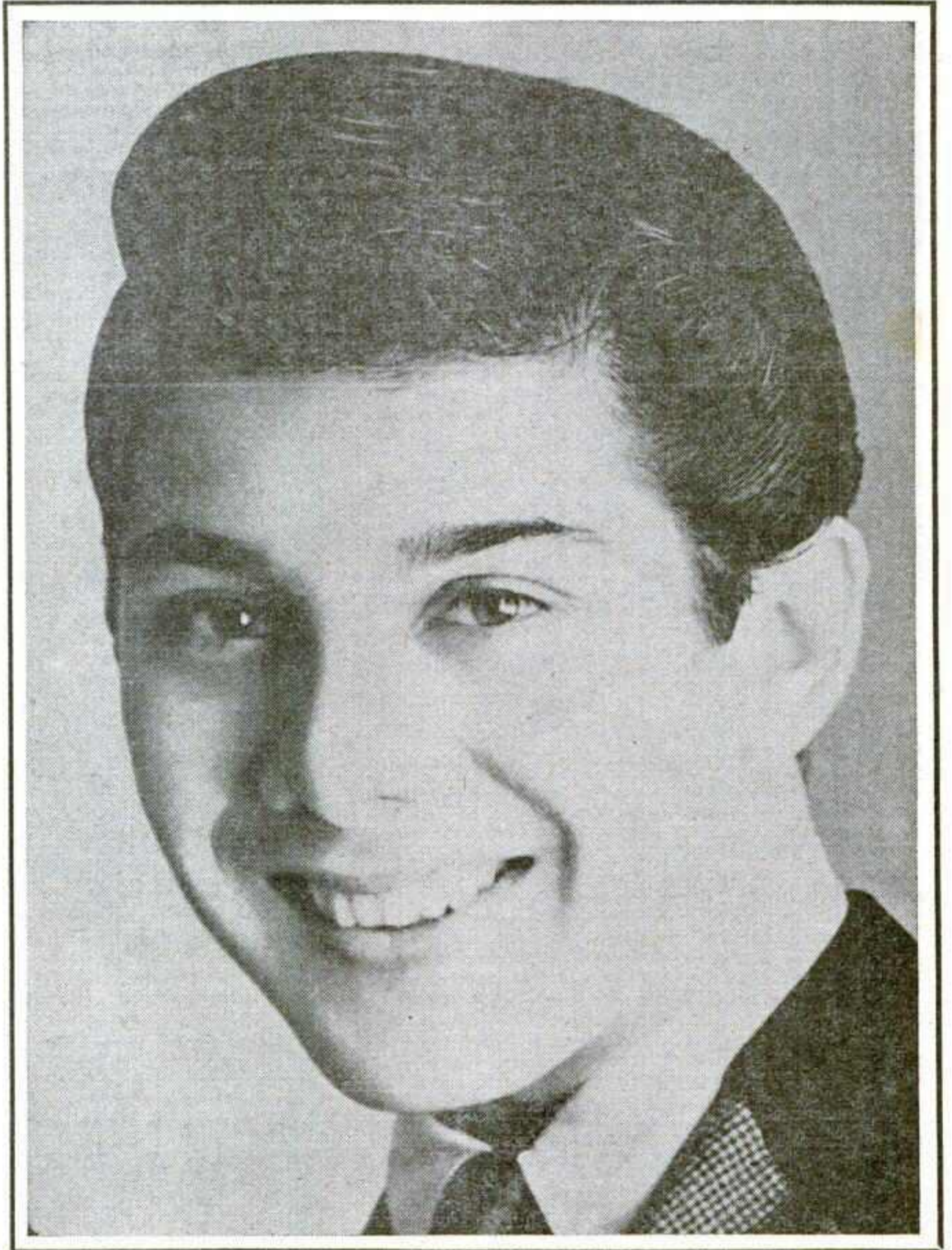
New Paul Anka release causes sensational stir in music circles with promise of adding another gold record to his collection.

The consistent hit reputation which Paul Anka, the erstwhile Canadian teen-age star, has made ever since his first release, "Diana," scored so heavily for ABC-Paramount, appears to be enhanced with his latest single record effort.

Now chalking up remarkable box-office records in his initial tour as a night-club performer, Anka has just had another sparkling two-header record released by the AB-PT subsidiary which promises to add another blazing star to his glittering crown. Songs, "My Home

Town" and "Something Happened," are given the usual Anka style of interpretation—which, to the great horde of Anka-philes, always seems to be just what the music-doctor ordered.

The youthful composer/penned both the music and sentimental lyrics of "My Home Town," and this one, to this writer, is close to the best of Anka's writing accomplishments. "Something Happened," on the other hand, also appears to be making headway with the disc jockeys, retail record dealers, juke-box operators and all other components of the music business who have come to welcome every new offering by a true international favorite of show business.



PAUL ANKA

MY HOME TOWN

b/w

SOMETHING HAPPENED

ABC-10106

**Another two-sided bonanza
with that magic Anka touch!**



Distributed in Canada by Sparton of Canada, Ltd.

Copyrighted material

VOX JOX

By JUNE BUNDY

GAB BAG: Bill Gavin, freelance record promoter, writes: "I wonder if the record industry were to discontinue all singles releases for six months, how many hits would be found among the older releases that had been discarded? With the current reduction in singles output this could happen anyhow. It's startling to note how the singles sales slump is affecting many disk jockeys. As distributors lose their excitement and enthusiasm—and it's hard to blame them—their lethargy is somehow transmitted to radio people."

Al Abrams, of Tamla Recording Company, Detroit, writes—in "an open letter to broadcasters"—"As the indirect result of 'the payola furor' that has made promotion men 'persona non grata' by most radio stations, I realize what I am up against in writing this letter. It is my opinion that by their refusal to give certain individuals their unquestionable right to another chance and by continuing to hold against them their past mistakes, many of the top stations on both coasts are in actuality depriving not only themselves but their audiences as well of the services of some of the nation's truly outstanding disk jockeys."

THIS 'N' THAT: Sorry to hear that Jim Hawthorne, Disk Jockey Association prexy, and DJA first-veepee Scott Muni, WMCA, New York, have both been hospitalized recently. . . . Standout substitute-deejay performance (in our opinion), during the recent WNEW, New York, disk jockey strike, was that of program director Mark Olds, who was on the air an average of seven hours a day—starting at 5:30 a.m.—for five and a half days.

However, Olds did have the advantage of past mike experience. So a followup award for the best "amateur" spinning team goes to Bill Persky, WNEW's assistant program director, and continuity director Sam Denoff, who had the difficult task of trying to be funny for a total of seven daily broadcasting hours.

GIMMIX: Bill Sanders, WRGP-TV, Chattanooga, will take to the water for his May 28 telecast of "One o'Clock Jump." The show will be aired from the local Warner Amusement Park. In addition to Sanders' disk programming, his teleshow (1-2:30 p.m.) will spotlight a local water ballet team, and diving clowns, and models.

CHANGE OF THEME: Bill Miller, KOCY, Oklahoma City, reports that Dale Webba has joined the station as program director; while Jon August has moved from KOCY to KSWO, Lawton, Okla. Also new at KOCY is Art King, ex-KSWO spinner. . . . Dick Vance, program director at KSO, Des Moines, has obtained permission from local authorities to begin, this week, broadcasting of locations of police radar units around the Des Moines area, making KSO "the first and only station in Iowa to air radar locations."

Al (Jazzbo) Collins is debuting two new shows on WINS, New York, this week. From midnight to 1 a.m., Monday thru Friday, he will revive his "Purple Grotto," originated by Collins on WNEW, New York. From Leone's Restaurant, Collins was formerly heard on WINS from 6 a.m. to 10 a.m. Murray Kaufman, heretofore, scheduled in the station's 11 p.m. to 6 a.m. time period, will now be heard from 1 to 6 a.m.

Deejay Stu Wayne, WFIL, Philadelphia, has been appointed to the newly created post of music director for that outlet. In his new post, to which he will devote full time, Wayne—a veteran of more than 26 years of air-work—will co-ordinate all of the recorded music programs on WFIL. . . . Jim Clark has been named public service director of WDXB, Chattanooga, Tenn., "In hope this will strengthen our (WDXB's) ties with local charities and civic organizations." (See Page One story in this issue for report on public service programming.)

New deejay appointee at WDXB is Allan Dennis; while that outlet's "Coke Hi-Fi" show, emceed by Jerry Linger, is starting its third year. . . . A new program, "Serenade for a Summer Night," is now heard on WHLL, Wheeling, W. Va., from 6:30 p.m. to sign off. Commercials are limited to three spots per half hour. . . . "Cactus" Pete Williams, has left WSKY, Asheville, N. C.—after five years with that outlet—and joined WMFD, Wilmington, N. C.

James M. Kent is new assistant manager of WSIX-FM, Nashville. The FM outlet upped its wattage to 30,000 this month, using programmatic equipment, WSIX-FM spotlights standards, instrumental and vocal, with emphasis on "melody rather than tempo."

Jack Par is new afternoon deejay at KISN, Portland, Ore. . . . Norm Davis, formerly with KSEI, Pocatello, Idaho, has joined KYA, San Francisco, as assistant to program director Chris Lane. . . . Bob Brannan (ex-KYA, San Francisco) and Jim Wayne (ex-KOBY, same city) are moving to KEWB, Oakland, Calif. . . . Gary Owen has left KEWB to join KFWB, Los Angeles.

John Cariton, WFIL-TV, Philadelphia, who co-hosts a weekly record hop with Phil Stout, WTOA, Trenton, N. J., marries fashion model Gen March, June 25. . . . A new jazz series, emceed by Bill Zev and covering "everything from Dixieland to progressive," will be aired daily over WMMM, Westport, Conn., starting this week, 7:05 to 7:35 p.m. Tagged "The Jazz Review," each program in the series will be devoted to a specific theme in the history and development of jazz, illustrated with recordings from Zev's private collection. Formerly production manager with the Theater Guild, Zev has directed many summer stock, TV and off-Broadway shows.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Clanton Climbs Charts With 'Sleepless Night'

Eighteen-year-old Ace recording artist, Jimmy Clanton, is a native of Baton Rouge, La.

While in high school, Clanton formed a band called "The Rockets." After graduating from school he continued to perform with the group in clubs at night and working the day on "Teen-Town Rally" a local radio show.

The group went to New Orleans to make a record at a studio owned by Cosimo Matessa, who was impressed enough with Clanton's style to arrange for an audition with Johnny Vincent, president of Ace Records. Vincent signed him to a recording contract, while Matessa became his personal manager.

His disk of "Just a Dream" for Ace passed the million sales mark. "Go, Jimmy, Go" was also a big one for Clanton and his latest "Another Sleepless Night" is currently climbing the "Hot 100."

Philadelphia honored Clanton by proclaiming last week "Jimmy Clanton Week."



Satins Score Via 'I'll Be Seeing You'

The Five Satins range in age from 18 to 22 years and all hail from New Haven, Conn.

The group is recorded on the Ember label and managed by Sam Goldman. All the material is written by Fred Parris, the lead singer, while all the harmony figures are scaled by Lewis Peeples. Sy Hopkins works the bass chores while Richard Freeman and West Forbes handle the first and second tenor position.

The Satins clicked big in 1957 with "(I'll Remember) In The Still of the Night," followed by "Wonderful Girl," "To the Aisle" and "Shadows." They're now repeating their success with their current chart climber, "I'll Be Seeing You."

YESTERYEAR'S TOPS—

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

MAY 28, 1955

1. Unchained Melody
2. Cherry Pink and Apple Blossom White
3. Ballad of Davy Crockett
4. Dance With Me, Henry
5. Whatever Lola Wants
6. Melody of Love
7. Heart
8. Blossom Fell
9. Tweedle Dee
10. How Important Can It Be

MAY 27, 1950

1. Third Man Theme
2. My Foolish Heart
3. Bewitched
4. Sentimental Me
5. If I Knew You Were Comin' I'd've Baked a Cake
6. Hoop-Dee-Dee
7. It Isn't Fair
8. Dearie
9. Old Piano Roll Blues
10. Daddy's Little Girl

MUSIC AS WRITTEN

New York

Hy Weiss, colorful owner of the Old Town Records has a new folk group, The Fairfield Four. . . . Billy Ward and his Dominoes are back in business again, performing at the Dunes in Las Vegas. The re-activated group is being booked by GAC and has a wax pact with ABC-Paramount. . . . The Dukes of Dixieland, who opened at the Roundtable in New York last week, are singing as well as playing in their act. . . . Len Levy, Top Rank sales manager, will marry Florence Ludwig on May 26. . . . Fort Worth has officially proclaimed Saturday, May 28, as Julie Styne Day, and the composer will be honored when "Gentlemen Prefer Blondes" opens at the Casa Manana Theater there on that date.

New promotion manager for 20th Fox Records is Basil Bova. . . . Rod Pierce, head of Rendezvous Records, is on a cross-country tour plugging Ernie Field's new single, "Begin the Beguine." . . . Everest Records has pacted Wayne Walker. . . . Joanie Sommers is now appearing at the Left Bank in New York. . . . A new label has started in Atlantic City, N. J., titled Boardwalk Records. First artist on the label is Lor Crane. . . . Decca Records has signed Erskine Hawkins. . . . Cy Levitan has been upped to the post of national sales chief in addition to his a.&r. work at Golden Crest Records.

The Fleetwoods have signed with the Gabbe, Lutz, Heller and Loeb firm for management. . . . Paul Evans is off on a Canadian tour to exploit his latest waxing "Happy Go Lucky" on Guaranteed Records. . . . Bob Carter has joined E. B. Marks Music as exploitation director of the catalogs. . . . Frank De Vol will conduct "An Evening With Irving Berlin," at the Hollywood Bowl on August 6. . . . The Jingle Mill, the swinging jingle firm, has signed Barbara Miller as assistant to prexy Van Brink. . . . Granite Records' first release features the Onbeats, and the next will star the Tuttle Sisters.

Bob Rolontz

Chicago

Earl Olson, manager of the needle division of Astatic Corporation, Conneaut, O., is father of a daughter, born recently. . . . Shelley Berman negotiating with Frank J. (Tweet) Hogan for a financial settlement over the management contract which Hogan holds with the Verve recording comedian. Jean O'Brien, who first brought Berman into the Hogan stable, returned with the office this week. . . . C. B. Atkins, husband and personal manager of Sarah Vaughan, has inked the Roulette recording chirp to Associated Booking Corporation papers. . . . Chuck Eddy, veteran Music Corporation of America booker in the Midwest, has joined Associated Booking's local office. Bassist-leader Johnny Pate is also booking for Associated here. . . . Merriell Abbott, long-time national booking executive for the Hilton Hotel chain, lost her husband, Dr. Phillip Lewin, last week. . . . Duke Ellington's band completed a record engagement for a big band, finishing 12 weeks at the Riviera, Las Vegas, Nev., May 24. . . . Talent agent Jack Russell was injured in a traffic accident while returning from the funeral of Nat Gross, veteran Herald-American newspaper columnist.

Dick Schory, currently on the stereo best-selling LP charts with his Victor recording of "Music for Bang, Barroom and Harp," cut a third album in Orchestra Hall Tuesday (17). . . . Fritz Reiner left Chicago this week at the closing of the symphony season to start rehearsals in Vienna with Leonie Rysanek, Giuletta Simionati, Jussi Bjoerling and Giorgio Tozzi, the Vienna Philharmonic and the chorus of the Gesellschaft der Musikfreunde to cut Verdi's Requiem. . . . Bill Hall, manager of Jivin' Gene, Johnny Preston, Johnny Allen, Benny Barnes and Red Bernard, making his first Chicago visit huddling with Art Talmadge of Mercury records. All Hall's talent is on Mercury

A.C.T.

Hollywood

You can expect Columbia Records to block Capitol from using Andre Previn in a projected Judy Garland album. Columbia had signed Previn to an exclusive pact and will have him forego an earlier verbal agreement to join Miss Garland in her next Cap session. . . . Stan Freeberg, on Capitol since 1941, signed a new long-term with the label. . . . Verve will record its recently acquired May Kaye Trio "Live" at Lake Tahoe's Hurrah Club. . . . As a promotional stunt, Warner Bros. Records presented copies of its Bob Newhart album to officers of the Triton atomic sub which recently completed its record-breaking around-the-world voyage. Album contains a comedy bit on a sub's crew.

Liberty Records' prexy Al Bennett denied Chicago reports of negotiations between him and the Moses Melody Shop of Hot Springs (Ark.). . . . George Jay heading for a two-week promotional swing thru the northern half of the country on behalf of clients. . . . Fred Smith will hit Chicago, Detroit, Cleveland, Philly and New York to plug his "Big Boy Pete" single on Arve. . . . Modernaires, in their first lounge engagement, open at the Sahara Hotel's Casbar in Las Vegas, Nev., May 31. . . . Columbia is adding Gil Evans to its roster. . . . Lee Castle is plugging his "Goodies But Gassers" Epic album while batoning the Jimmy Dorsey band at Las Vegas' Flamingo Lounge.

Dot will soon issue a Walter Brennan album to ride the sales tide stirred by his "Dutchman's Gold" single. . . . Label's prexy Rudy Wood is signing Jimmy Boyd to a five-year pact, guaranteeing minimum of eight sides per year. Wood, however, will take the package route in kicking off the ex-Columbia Records' vocalist on his label, and will launch him with an album of standards. . . . Wesley Rose is huddling with Warner Bros. Reviewing story material for a projected film starring the Everly Brothers. Lads, recently signed to a WB recording pact, are fresh from an eight-day tour of Australia. . . . Rendezvous Records prexy Rod Pierce appointed

THE MOST RECORDED SONG OF 1959-'60!

"THIS COULD BE THE START OF SOMETHING"

words and music by **STEVE ALLEN**

DESTINED TO BE ONE OF THE GREAT ALL-TIME STANDARDS

- Recorded by -



CAROL SIMPSON
Hanover
HM 8015



LES BROWN
Signature
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BARBARA RUSSELL
United Artists
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GUS BIVONA
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JERRI SULLIVAN
Mark 56
838



DOROTHY COLLINS
Coral
57150



TONY BENNETT
Columbia
Soon to be released



JUNE VALLI
Mercury
Soon to be released



JACK JONES
Capitol
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BARBARA McNAIR
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MARK MURPHY
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DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

PAT BOONE, recently returned from a tour of Europe, has been named Chairman of Teens Against Multiple Sclerosis for the 1960 MS Hope Chest campaign now active thru Father's Day, June 19. On behalf of the National Multiple Sclerosis Society's fund raising, Pat is urging young peoples' support. His newest for Dot, Walkin' The Floor Over You, is a Star Performer on the Hot 100 this week.

BOBBY DARIN: Evidence of Bobby's tremendous impact on the entertainment scene is shown by the fast first appearance of his new Atco single, Won't You Come Home Bill Bailey, in the number 60 position as a Star Performer on the Hot 100 chart. And, his capacity drawing power in night clubs. The 23-year-old native New Yorker is presently performing at the Casino Royal, Washington, till May 30. He opens at the Copa, N. Y. C. June 2 for three weeks.

BO DIDDLEY, Checker Records artist, contributes two strong and catchy r.&b. tunes titled, Walkin' And Talkin' b-w Crawdad. Bo is currently on GAC's "Biggest Show of Stars For '60" tour which plays the Grey-stone Ballroom, Detroit, today (23); the Syria Mosque, Pittsburgh, May 25; Stanbaugh Aud., Youngstown, O., May 26, and Hartford, Conn., May 29.

BIRTHDAYS OF THE WEEK: May 23, Rosemary Clooney, Helen O'Connell, Arnie Shaw, May 25, Miles Davis, Kitty Kallen, May 26, Linda Laurie, Peggy Lee, May 28, Dave Barbour, Al Johnson (deceased), Phil Regan.

RUSTY DRAPER, a veteran of 16 years in show business, is a lean six-footer with flaming red hair, currently on the scene with a wild new song, somewhat on the order of Mule Train, titled Mule Skinner Blues. In addition to singing, Rusty plays the electric guitar, ukulele, banjo and mandolin.

PAUL EVANS, the 21-year-old Guaranteed Records star, is proving himself a strong contender on the nite-club circuit as well as on the turntables. His recent first nite-club appearance at the Shell House, Long Island, N. Y., was received by a cheering and enthusiastic audience who sang right along with him. Born and bred in Queens, N. Y., Paul's new wax, Happy Go Lucky Me, is a fast climber on the Hot 100. He's scheduled for the Dick Clark TV show June 11.

FABIAN, currently on the West Coast involved in the filming of two motion pictures, "High Time" with Bing Crosby and "Go North" with John Wayne, the young Philadelphian is well represented on disks with his new Chancellor release, I'm Gonna Sit Right Down And Write Myself A Letter, a swingin' rendition of the oldie. An interesting note, Fabian's favorite song is Unchained Melody.

FIORIELLO, Broadway's smash musical, has been the recipient of several awards, among them three "Tony" awards and the New York Drama Critics Award, however, the most recent was the top: The Pulitzer Prize Award for drama. This award is given to "an American play, preferably original and dealing with American life, which shall represent the educational value and power of the stage." Fiorello deals with the life and times of one of the most colorful figures in American public life, the late ex-mayor of New York City, Fiorello H. La Guardia. Capitol Records has the original Broadway cast album.

The **FOUR LADS**, Connie Condarini, Frank Busseri, James Arnold and Bernie Toorish, who hail from Toronto and attended that city's Cathedral Choir School, offer a sincere rendition of Our Lady of Fatima, their latest for Columbia. The boys are presently at the Holiday House, Pittsburgh till June 3.

CONNIE FRANCIS is in the unique and enviable position on the Hot 100 this week. Both sides of her new M-G-M release, Everybody's Somebody's Fool b-w Jealous Of You, are Star Performers. Just back from a successful tour of Europe, Connie opens at Blinstrub's in Boston, May 23 to 29, May 30 to June 11 she headlines at Sciolla's in Philadelphia, and June 3 she will perform at the U. S. Naval Academy in Annapolis.

GISELE MacKENZIE, one of Canada's gifts to the musical world, has an easy-listening entry on Everest, You Dream Of Me (And I'll Dream Of You). A violinist turned singer, Miss MacKenzie closes at the Ambassador Coconut Grove May 24th, headlines the NBC Spectacular "Summer On Ice" June 2nd, stars in "The King And I" for the Greater Seattle Association, July 16-21, and the Starlight Theater, Kansas City, August 27 for two weeks.

JOHNNY MATHIS: A score of hit records have established this young man from Frisco as a top entertainer. Latest from Columbia is two strong disks by Johnny, Maria b-w Hey Love. He opens at the Twin Coaches, Pittsburgh, June 12 for one week and at Blinstrub's in Boston June 20 for one week.

PATTI PAGE, one of the more effective singers of pop ballads, Miss "Singing Rage" offers a heartfelt folk-flavored ditty, One Of Us (Will Weep Tonight) b-w What Will My Future Be, a Billboard Spotlight Winner. Patti has recorded her past experiences in a book titled Once Upon A Dream. She is presently at the Desert Inn, Las Vegas, till June 13.

RAY PAPPA is a new name on the disk scene with a swingin' rendition of a tune titled High Tide, on Amy Records. Ray is a Winner of the all Air Force talent contest, was an Air Force band vocalist, and is a veteran of the Catskill Mountain Resorts. Born in Providence, R. I., where he was recognized for his singing and, to the extreme, wrestling (he is a former state champion), Ray's break came

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

about from making demo records. One of them was heard at Amy and they signed him. Arrangements are by Richard Wess, who arranged Bobby Darin's Mack The Knife.

SARAH VAUGHAN: Long dubbed "The Divine One" because of the purity and range of her voice, Miss Vaughan has enjoyed notable success as a jazz stylist. Sarah's style is well-displayed on her Roulette album, Dreamy. This is her first release on her new record affiliation. She started as a band vocalist with Earl Hines, Billy Eckstine and John Kirby orks

ADAM WADE, former laboratory technician turned singer, is on his way to becoming a constant song seller with the release of his third wax for Coed, I Can't Help It b-w I Had The Craziest Dream. First for the Pittsburgh singer was Tell Her For Me, followed by Ruby.

JACKIE WILSON, currently hot on the charts with Night and Doggin' Around, is well represented on the album scene with these Brunswick albums: Jackie Sings The Blues, So Much, Lonely Teardrops and He's So Fine. A million-seller with his single, Teardrops, Jackie opens at the Apollo Theater, N. Y. C., May 27 for one week.

PROMOTION DAYS AND WEEKS: May 23 is Victoria Day or Empire Day in Canada. May 24 begins Massachusetts Art Week. May 29 starts the Rotary International Annual Convention in Miami.

See you in next edition.

Tom Rollo.

THIS WEEK'S NEW Money Records

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

SINGLES

CARNIVAL—Ames Brothers.....RCA Victor
MY HOME TOWN—Paul Anka.....ABC-Paramount
MY TANI—Brothers Four.....Columbia
MULE SKINNER BLUES—The Fendermen.....Soma Records
ONE OF US WILL WEEP TONIGHT—Patti Page.....Mercury
ONLY THE LONELY—Roy Orbison.....Monument
SOMETHING HAPPENED—Paul Anka.....ABC-Paramount
WHEN WILL I BE LOVED?—The Everly Brothers.....Cadence
BANJO BOY—Jean Kjeld.....Kapp

ALBUMS

ELVIS IS BACK—Elvis Presley.....RCA Victor

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!

MUSIC AS WRITTEN

Continued from page 18

Hellicher Bros., Inc., as Minneapolis distrib. ... Capitol's Sue Raney set for a week's run on "Don McNeil's Breakfast Club" radio show starting May 31.

Challenge Records sales manager Johnny Thompson on a three-week swing thru the Midwest and East. Label is handling national distribution for Gene Autry's Republic label which issued the Autry original, "Be Honest With Me," warbled by Billy Brown.

Along the Personal Trail: Steve Allen, Duke Ellington, Ahmad Jamal and Sarah Vaughan are the first to be signed for the Hollywood Bowl's June 17-18 annual jazz fest. ... Liberty's hot-selling Martin Denny ("Quiet Village" single, "Exotica I" album) is signed for a three-month run at Honolulu's Jack the Beachcomber starting June 1. He has just completed a three-week stand at Lake Tahoe's Harrah's Club to start a two-week Sands Hotel (Las Vegas) engagement. He'll record a follow-up album to his current release, "Enchanted Sea," before leaving for Hawaii. ... Comic Dave Barry, who made his disk debut in his "Dave Barry at the Sahara" package, left for London to appear in two Granada TV specs. ... Capitol's Kingston Trio opens June 17 at Los Angeles' Coconut Grove for two weeks following a series of Coast one-nighters.

On the Film Front: Metro's "Bells Are Ringing" kicks off its national release at New York's Radio City Music Hall on Independence Day with Capitol Records issuing its soundtrack package of the Judy Holliday-Dean Martin pic for late June.

Lee Zhito

Cincinnati

Local band leader Charles Kehler last Tuesday (17) had his first release for King Records, an album entitled "Meet Charles Kehler—and Dance," featuring a spread of 30 standards on the two sides with a styling a la Lester Lanin. Station WCPO has it featured as its Album of the Week this week, and WLW's record expert, Bob Braun, kicked it off on his radio and TV segs last week. ... Stan Kamin, Dot Records contact and promotion man, with headquarters in Hollywood, was called to Cincy Friday (13) for the funeral of his aunt and departed Sunday (15) for Boston and Buffalo. Stan waxes enthusiastically on Dot's new catalog, Pat Boone's "Moonglow" album and the new Keely Smith-Louis Prima release. ... Count Basie did a one-night shot Monday (16) at the Copa Club, Newport, Ky., with Brook Benton, the Platters and Dakota Staton set for appearances there soon.

Some 300 sponsors, agency people, radio and TV execs and newspaper folk attended Crosley Broadcasting's party at the Sheraton-Gibson Hotel Monday night (16) to celebrate the beaming of the first night baseball game in color via WLW-TV. The event, a nation's first, featured the Cincinnati Reds-San Francisco Giants from Crosley Field, with the party guests witnessing the action via a battery of eight color TV sets set up in the ballroom. The test was an unqualified success. Qualitywise, the night colorcast outshone its daytime counterpart.

Singer John Gary (Fraternity) appears with the Clyde Trask band at Coney Island's Moonlite Gardens June 8-11. ... The Quiet Man (Ronny Hollyman), singing guitarist, moved into the suburban Key Room Monday (16) for a two-week return stand. His predecessor at the spot, Jack Rowland, who mingles comedy with his singing and pianistics, cut an album session for King Records during his final night at the Key Room Saturday (14). ... Mike (Big Sid) Perrotta, who has been holding forth with Ray Cormier's Harmoniacs, is joining Johnny Puleo's Harmonica Gang in time for the group's South American trek. ... Dale Stevens, The Cincinnati Post & Times Star columnist, record expert and man about town, is off on his annual motor jaunt thru the West. He returns June 8.

Bill Sachs

Nashville

Bill Denny has joined Cedarwood Publishing Company here. He is the son of Cedarwood prexy, Jim Denny. ... M-G-M's Mark Dinning was guest on Dick Clark's TV'er Saturday (21). ... Don and Phil Everly are reported huddling with Wesley Rose and Warner Bros. execs on motion picture plans. Everlys are just back in from Australia. ... Melvin ("Singin' the Blues") Endsley was in last week to cut a session for Hickory Records. ... Eddy Arnold's new RCA Victor album is "Eddy Arnold Sings Them Again," has the town talking in terms of "the best album he's ever done."

Bradley Studio took a breather last week by Bradley standards, but was still bustling with business by ordinary standards, with a session by Decca's Grady Martin and His Slew Foot Five, a Decca overdub by the Wilburn Brothers, a session by Slim Whitman for Imperial, and a Lefty Frizzell session for Columbia, plus usual ad agency, audio and video business. ... Dub Allbritton infos that he had to turn down three weeks at Chicago's famed Chez Paree for Brenda Lee, while the ninth grade honor student winds up her school year. ... RCA Victor's Floyd ("Boys and Girls") Robinson left last week for p.a.'s in Huntsville, Ala., and is skedded for an upcoming tour with Columbia's Johnny Cash. ... Carl Smith guests on "Jubilee, U. S. A.," May 28. ... Little Jimmy Dickens concluded his California tour Sunday (22) and hopped to Cactus Pete's, Contact, Nev., for three days.

RCA Victor's Chet Atkins slipped out of town for golf at Jack Comer's Dean Hill Country Club, near Knoxville, last week. Archie Campbell, Porter Wagoner and local M.D., Joe Robertson, joined Chet for the outing. ... Cedarwood Publishing Company prexy, Jim Denny, and Peter Melsel, of Mizzell Music in Germany, conferred recently regarding Continental connections. ... Station WENO's prexy, Cal Young, has just purchased a new station in Birmingham. Formerly operating under call letters WEZB, station will henceforth be WYAM, and will swing with c.&w., same as Young's Nashville station and the one in Memphis, KWAM.

Pat Twitty

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.

ORBISON'S IN ORBIT!

The Billboard
SPOTLIGHT WINNERS
OF THE WEEK

"solid
outing"

The Cash Box
Pick of the Week

"fabulous cha-cha
affair with
heart breaking
love lyrics"

Roy Orbison

ONLY THE LONELY

(Know the Way I Feel)

Orchestra and Chorus conducted by
Bob Moore
421
Roy Orbison, Personal Management
Acuff-Rose

**THE MUSIC
REPORTER**
SCOOP
OF THE WEEK

"vocal treatment
and beautiful melody
are terrific"

MUSIC VENDOR
HIT PICKS OF THE WEEK

"A striking rock-a-ballad
... should follow
Up Town
on the charts"

Monument

RECORDS

ONE OF THE **LONDON GROUP** OF HIT LABELS

539 West 25 St., New York 1, N. Y.

The Billboard TOP LP'S

FOR THE WEEK ENDING MAY 27, 1960

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	2	SOLD OUT Kingston TrioCapitol T 1352	5
2	1	THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	10
3	4	ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	3
4	3	THE SOUND OF MUSIC Original CastColumbia KOL 5450	23
5	7	MR. LUCKY Henry ManciniRCA Victor LPM 2198	9
6	5	SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	26
7	8	ITALIAN FAVORITES Connie FrancisM-G-M E 3791	16
8	28	BUTTON-DOWN MIND OF BOB NEUWHARTWarner Bros. W 1379	2
9	9	ENCORE OF GOLDEN HITS PlattersMercury MG 20472	11
10	10	THIS IS DARIN Bobby DarinAtco LP 33-115	12
11	21	BROTHERS FOURColumbia CL 1402	6
12	6	BEN HUR Rome Symphony Orch./SavinaM-G-M IEI	5
13	12	HERE WE GO AGAIN Kingston TrioCapitol T 1258	29
14	17	BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	29
15	—	LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LM 2393	1
16	11	LATIN A LA LEE Peggy LeeCapitol T 1290	7
17	15	THAT'S ALL Bobby DarinAtco LP 33-104	34
18	13	CAN CAN Sound TrackCapitol W 1301	4
19	19	OUTSIDE SHELLEY BERMANVerve MG 15007	26
20	27	GENIUS OF RAY CHARLESAtlantic LP 1312	14

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21	29	PERSUASIVE PERCUSSION Terry Snyder and the All StarsCommand LP 800	6
22	16	SATURDAY NIGHT SING ALONG WITH MITCH Mitch MillerColumbia CL 1414	8
23	25	OLDIES BUT GOODIES Assorted ArtistsOriginal Sound 5-001	36
24	22	WOODY WOODBURY LOOKS AT LOVE AND LIFEStereoddities MW 1	12
25	18	FAITHFULLY Johnny MathisColumbia CL 1422	19
26	—	MOONGLOW Pat BooneDot DLP 3270	1
27	24	SING A HYMN WITH ME Tennessee Ernie FordCapitol TAO 1332	3
28	—	IT'S EVERLY TIME Everly BrothersWarner Bros. WB 1381	1
29	14	HEAVENLY Johnny MathisColumbia CL 1351	36
30	31	SANTO AND JOHNNYCanadian-American CA 1001	19
31	32	STUDENT PRINCE Mario LanzaRCA Victor LM 2339	10
32	38	WONDERFUL WORLD OF JONATHAN WINTERSVerve MG 15009	13
33	37	LET'S ALL SING WITH THE CHIPMUNKSLiberty LRP 3132	26
34	—	HE'LL HAVE TO GO Jim ReevesRCA Victor-LPM 2223	1
35	—	LORD'S PRAYER Mormon Tabernacle ChoirColumbia ML 5386	25
36	33	GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CL 1349	22
37	23	CONCERT IN RHYTHM, VOL. II Ray ConniffColumbia CL 1415	12
38	35	WHAT A DIFFERENCE A DAY MAKES Dinah WashingtonMercury MG 20479	9
39	—	TEENSVILLE Chet AtkinsRCA Victor LPM 2161	11
40	20	FOR THE FIRST TIME Mario LanzaRCA Victor LM 2338	29

ESSENTIAL INVENTORY

(MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	INSIDE SHELLEY BERMAN , Verve MG 15003.....	57
2	2	MY FAIR LADY , Original Cast, Columbia OL 5090.....	216
3	3	SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160.....	98
4	4	FROM THE HUNGRY I , Kingston Trio, Capitol T 1107.....	67
5	7	THE MUSIC MAN , Original Cast, Capitol WAO 990.....	117
6	6	KINGSTON TRIO , Capitol T 996.....	49
7	5	GIGI , Sound Track, M-G-M 3641 ST.....	99
8	13	SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032.....	113
9	8	JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133.....	108
10	11	KING AND I , Sound Track, Capitol W 740.....	186
11	9	SOUTH PACIFIC , Original Cast, Columbia OL 4180.....	312
12	10	PORGY AND BESS , Sound Track, Columbia OL 5410.....	45
13	14	PETER GUNN , Henry Mancini, RCA Victor LPM 1956.....	66
14	16	HYMNS , Tennessee Ernie Ford, Capitol T 756.....	150
15	15	ONLY THE LONELY , Frank Sinatra, Capitol W 1053.....	71
16	19	COME DANCE WITH ME , Frank Sinatra, Capitol T 1069.....	64
17	12	BUT NOT FOR ME , Ahmad Jamal, Argo LP 628.....	71
18	20	MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1344.....	44
19	25	KINGSTON TRIO AT LARGE , Capitol T 1199.....	49
20	18	FLOWER DRUM SONG , Original Cast, Columbia OL 5350.....	61
21	—	EXOTICA, VOL. I , Marlin Denny, Liberty LRP 3034.....	44
22	—	ELVIS' GOLDEN RECORDS, VOL. I , Elvis Presley, RCA Victor LPM 1707.....	49
23	17	TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LM 2252.....	73
24	23	HAVE TWANGY GUITAR, WILL TRAVEL , Duane Eddy, Jamie JLP 3000.....	61
25	—	BLUE HAWAII , Billy Vaughn, Dot DLP 3165.....	43

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	4	SOLD OUT Kingston TrioCapitol T 1352	4
2	1	PERSUASIVE PERCUSSION Terry Snyder and the All StarsCommand S 800	18
3	5	MR. LUCKY Henry ManciniRCA Victor LSP 2198	9
4	3	THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	8
5	6	PROVOCATIVE PERCUSSION Enoch Light and the Light BrigadeCommand S 806	18
6	13	LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LSC 2392	2
7	18	BOUQUET Percy FaithColumbia CS 8124	11
8	10	SAIL ALONG SILVERY MOON Billy VaughnDot DLP 25100	19
9	8	AMERICAN SHOWCASE MantovaniLondon PSA 3202	15
10	14	RACHMANINOFF: PIANO CONCERTO NO. 3 Van CliburnRCA Victor LSC 2355	16
11	16	GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CS 8158	15
12	7	FAITHFULLY Johnny MathisColumbia CS 8219	16
13	22	NEW ORLEANS Pete FountainCoral CRL 7-57282	13
14	—	BEN HUR Rome Symphony Orch./SavinaM-G-M IEI	1
15	29	THIS IS DARIN Bobby DarinAtco SD 115	6

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16	9	OPEN FIRE, TWO GUITARS Johnny MathisColumbia CS 8056	16
17	23	MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8043	16
18	11	AMERICAN SCENE MantovaniLondon PS 182	9
19	17	MUSIC FOR BANG, BAA-ROOM AND HARP Dick SchoryRCA Victor LSP 1866	11
20	28	'S AWFUL NICE Ray ConniffColumbia CS 8001	13
21	25	MUSIC FOR DINING George Melachrino StringsRCA Victor LSP 1000	13
22	20	LET'S ALL SING WITH THE CHIPMUNKSLiberty LST 7132	19
23	24	BILLY VAUGHN PLAYS MILLION SELLERSDot DLP 25119	15
24	19	KINGSTON TRIOCapitol ST 996	14
25	21	MUSIC FOR READING George Melachrino StringsRCA Victor LSP 1002	10
26	27	IT'S THE TALK OF THE TOWN Ray ConniffColumbia CS 8143	15
27	30	THE EDDY DUCHIN STORY Sound TrackDecca DL 7-8289	7
28	—	LET'S DANCE AGAIN David CarrollMercury SR 60152	19
29	—	PORGY AND BESS Harry Belafonte and Lena HorneRCA Victor LSO 1507	1
30	—	BROTHERS FOURColumbia CS 8197	1

ESSENTIAL INVENTORY

(STEREO ALBUMS)

on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	—	THE SOUND OF MUSIC , Original Cast, Columbia KOS 2020.....	20
2	2	BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006.....	27
3	1	SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032.....	53
4	3	MY FAIR LADY , Original Cast, Columbia OS 2015.....	53
5	5	HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258.....	29
6	4	GIGI , Sound Track, M-G-M SE 3461 ST.....	53
7	17	HEAVENLY , Johnny Mathis, Columbia CS 8152.....	35
8	7	GEMS FOREVER , Mantovani, London PS 106.....	41
9	16	GYSPY , Original Cast, Columbia OS 2017.....	27
10	15	QUIET VILLAGE , Marlin Denny, Liberty LST 7122.....	27
11	12	PETER GUNN THEME , Henry Mancini, RCA Victor LSP 1956.....	51
12	8	TCHAIKOVSKY: PIANO CONCERTO NO. 1 , Van Cliburn, RCA Victor LSC 2252.....	48
13	13	STRAUSS WALTZES , Mantovani, London PS 118.....	37
14	9	COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069.....	53
15	11	KING AND I , Sound Track, Capitol SW 740.....	41
16	6	RODGERS: VICTORY AT SEA, VOL. II , RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226.....	51
17	10	FOR THE FIRST TIME , Mario Lanza, RCA Victor 2338.....	30
18	19	NO ONE CARES , Frank Sinatra, Capitol SW 1221.....	32
19	20	PORGY AND BESS , Sound Track, Columbia OS 2016.....	26
20	14	ONLY THE LONELY , Frank Sinatra, Capitol SW 1053.....	26

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso Favorites
Mário Lanza-Enrico Caruso, RCA Victor LM 2393
2. SIXTY YEARS OF MUSIC AMERICA LOVES BEST
Assorted Artists, RCA Victor LM 6074
3. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
5. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
6. LOVE SCENES . . . Hollywood Bowl Symphony Orchestra (Newman), Capitol P-8516
7. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
8. GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343
9. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
10. RAVEL: BOLERO . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984

STEREOPHONIC CLASSICAL ALBUMS

1. THE LORD'S PRAYER . . . The Mormon Tabernacle Choir, (Condie), Columbia MS 6068
2. LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
3. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
5. RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
6. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
7. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
8. LOVE SCENES . . . Hollywood Bowl Symphony Orchestra (Newman), Capitol SP-8516
9. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
10. OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LSC 2267

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

MONOPHONIC

1. Soul of Spain, Vol. 1
101 Strings . . . Somerset P 6600
2. Soul of Spain, Vol. 2
101 Strings . . . Somerset P 9900
3. Perry Como Sings Just for You
RCA Camden CAL 440
4. 101 Strings Play the Blues
Somerset P 5800
5. Good Housekeeping Reducing Off the Record
Harmony HL 7143
6. South Pacific
Al Goodman Ork . . . RCA Camden CAL 421
7. Huckleberry Hound
Daws Butler and Don Messick . . . Colpix CP 202
8. Backbeat Symphony
101 Strings . . . Somerset P 11500
9. Hawaii in Hi Fi
Leo Addeo Orchestra . . . RCA Camden CAL 510
10. John McCormick Sings Irish Songs
RCA Camden CAL 407

STEREOPHONIC

1. Soul of Spain, Vol. 2
101 Strings . . . Stereo Fidelity SF 9900
2. Soul of Spain, Vol. 1
101 Strings . . . Stereo Fidelity SF 6600
3. 101 Strings Play the Blues
Stereo Fidelity SF 5800
4. South Pacific
Al Goodman Orchestra . . . RCA Camden CAL-421
5. Concerto Under the Stars
101 Strings . . . Stereo Fidelity SF 6700
6. Silver Screen
101 Strings . . . Stereo Fidelity SF 7000
7. Hawaii in Stereo
Leo Addeo Ork . . . RCA Camden CAS 510
8. The Music Man
Various Artists . . . Lion SL 70091
9. Backbeat Symphony
101 Strings . . . Stereo Fidelity SF 11500
10. Symphony for Lovers
101 Strings . . . Stereo Fidelity SF 4500

BEST SELLING POP EP'S

1. Gunfighter Ballads and Trail Songs
Marty Robbins . . . Columbia EPB 13491
2. Party Sing Along With Mitch
Mitch Miller . . . Columbia EPB 13311
3. Because They're Young
Duane Eddy . . . Jamie J-304
4. He'll Have to Go
Jim Reeves . . . RCA Victor EPA 4357
5. 'S Wonderful
Ray Conniff . . . Columbia EP 9251
6. Faithfully
Johnny Mathis . . . Columbia EPB 14221
7. Kingston Trio at Large
Capitol EAP 1199
8. Hymns
Tennessee Ernie Ford . . . Capitol EAP 1-1818
9. Heavenly
Johnny Mathis . . . Columbia EPB 13511
10. Come Dance With Me
Frank Sinatra . . . Capitol 1-1069

Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

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

Pop

RAY CHARLES IN PERSON



Atlantic 8039—An electric quality pervades this package, which was cut at Herndon Stadium, Atlanta, during a live performance. The material includes outstanding readings of "What'd I Say," "Drown in My Own Tears," etc. Sides run the gamut of Charles' talents, showcasing him in his jazz vein as well as in his gospel and blues styles. Charles, of course, is on piano as well as doing his vocals, and there is a vocal accompaniment by the Raylettes and Marjorie Hendricks.

TOGETHER



Louis Prima & Keely Smith. Dot DLP 25263 (Stereo & Monaural)—The popular duo are at their best in this collection, in which they vocalize together on a group of songs which range from insinuating thru romantic to amusing. Prima's jazz phrasings blend splendidly with Miss Smith's smooth and sultry delivery. They sock across the likes of "Together," "Paradise," "When My Baby Smiles at Me" and "Let's Get Away From It All." Should have a mass audience.

PAUL ANKA SINGS HIS BIG 15



ABC-Paramount 323—Here's a sock package for the teen set and Anka fans of all ages. Album spotlights a collection of the warbler's old hit singles—most of them penned by Anka. Line-up includes such best sellers as "Diana," "My Heart Sings" and "You Are My Destiny."

GOOD OLD FIFTIES



Bobby Darin, Coasters & Other Various Artists. Atco 118—Name power of Darin and the Coasters should help this package of old rock and roll singles sales-wise. Darin's previous hits, "Queen of the Hop" and "Dream Lover," the Coasters' "Charlie Brown," plus waxings of old hits (not necessarily by the performer who had the big disk) by Paul Evans, Hutch Davie, Sandy Stewart, Jackson Brothers, King Curtis, Chordcats, and the Hollywood Flames.

Jazz

THE PLAYBOY JAZZ ALL STARS, VOL. 3 (3-12")



Play Boy PB 1959—This is the third album featuring the winners of the annual poll of jazz artists taken each year by Playboy magazine, and it is one of the best. Unlike the previous sets, this one contains three LP's instead of two, and is smartly packaged with an excellent biography and discography of the stars on the disks. Practically everyone who is anyone in jazz is here, and tho some of the records (all obtained from previously released efforts), are only fair, there are enough high spots to make it a strong jazz release, especially Ella Fitzgerald's wild performance of "How High the Moon."

Country & Western

HIT PERFORMANCES



Ernest Tubb, Kitty Wells, Webb Pierce, Red Foley and Various Other Artists. Decca DL 4010—Devotees of c.&w. have a great collector's album here. Material includes sides by Jimmie Davis, Ernest Tubb, Red Foley, Webb Pierce, Kitty Wells, etc., singing such tunes as "It Makes No Difference Now," "Walking the Floor Over You," "Old Shep," etc. For the country fan this is indeed a set to be prized.

Folk

MY ROUGH & ROWDY WAYS



Jimmie Rodgers. RCA Victor LPM 2112—Connoisseurs and collectors will be glad to get this package by the immortal Rodgers—the original. Album contains some of the blue yodeler's great sides, as "Blue Yodel No. 1," "The Brakeman's Blues," etc., and some which are done with an orchestral backing and are close to the jazz field. Also, there are a number of noted train songs, such as "Southern Cannonball." A real collector's item.

(Continued on page 24)

ALBUM COVERS OF THE WEEK



EXOTIC SOUNDS FROM THE SILVER SCREEN—Martin Denny, Liberty LST 7518. Attractive femme in flashy, silver background, with spots of fuschia, orange and yellow. Designed by Pate-Francis & Associates.



INTRODUCING THE FABULOUS NINA AND FREDERIK—Atlantic 33-119. Eye-catching cover spots the artists on a red, white and green background.

Atlantic's

GIANT STEREO LP SALE

A SMASH HIT!

Final week to order and cash in on Atlantic's phenomenal 1¢ deal.

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157 West 57th St., New York 19, N. Y.

SPECIAL MERIT SPOTLIGHTS

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

Continued from page 23

POP

INTRODUCING THE FABULOUS NINA & FRÉDERIK

Atco 119—A most entertaining debut on the American recording scene. The young Scandinavian couple have the advantage of haunting and gifted vocal qualities. They also enjoy unusually fine arrangements in the ultra smart selection of song material which has a folkish and sometimes calypso-oriented feeling. Tunes range from several standards to a traditional religious number, "Jacob's Ladder," to the sound of the Caribbean in "Mango Vendor." There's a lot of talent here that should be heard from again.

JAZZ

JAZZ FOR TWO TRUMPETS

Santos Brothers. Metro-Jazz E 1015—The Santos Brothers, Juan and Jose, are two young Mexican brothers, who have learned their jazz via recordings and books, since they still live on a farm in Copainala, Mexico. In spite of these handicaps they turn in some quite remarkable performances on this new waxing, showing of marvelous dexterity on trumpet. The tunes are generally standards, from "If I Had You," to "Out of Nowhere," with originals included, too, such as "The Red and the Brown."

LOW PRICE JAZZ

MAINSTREAM JAZZ

Andy Gibson Ork and Mainstream Sextet. RCA Camden CAL 554 (Stereo & Monaural)—Andy Gibson's main fame derives from his arranging talents, used on behalf of Count Basie, Harry James, Cab Calloway and Charlie Barnet. Here he fronts a 15-piece band which devotes one full side of this LP to an exciting, driving performance of "Blue Print." Gibson's arranging shows off both the solo and group potentialities of the musicians and makes this a most desirable effort in the big band category. Reverse side features a six-piece combo in three selections which have varying amounts of interest but offer fine musicianship.

INTERNATIONAL

60 FRENCH GIRLS CAN'T BE WRONG

Les Djinns Singers. ABC Paramount 327—Les Djinns Singers are a group of 60 jeune filles ranging from ages 13 to 16 who can really sing. The French lassies turn in smart and stylish readings of a group of 60 jeune filles ranging from ages 13 to 16 who can really sing, all in French, backed by Le Grand Orchestre de Paris under Paul Bonneau. Tunes include "Marie, Marie," "Une Rose Rouge" and "Le Jour Ou La Pluie Viendra" ("The Day the Rains Came.")

★★★★

VERY STRONG SALES POTENTIAL

★★★★ COOKE'S TOUR

Sam Cooke. RCA Victor LSP 2221—Cooke offers feelingful vocal renditions of a group of sentimental oldies—all with faraway places themes. Selections—eminently spinnable—include "Under Paris Skies," "Jamaica Farewell," "Bali Ha'i," etc. Strong package.

★★★★ MARTIN DENNY'S EXOTIC SOUNDS FROM THE SILVER SCREEN

Liberty LST 7158. (Stereo & Monaural)—Denny utilizes his exotic instrumental approach to provide unusual, new musical impressions of some memorable film tunes. The line-up—all excellent off-beat jockey items—include "Carioca," "Ruby," "Paradise," "Over the Rainbow," and "Sayonara."

★★★★ ENCHANTED SOUND OF THE ISLANDERS

Mayflower 633—The Islanders clicked solidly on singles charts with "The Enchanted Sea," recently, and here they have built a pleasant program of their typical, exotic, tropical-based music, which includes many sounds of the jungle. The original hit is included along with such colorfully titled things as "Tramp Steamer," "Tornado," "City Under the Sea," etc. A lot of good programming here. It can definitely sell.

★★★★ STRICTLY FOR DANCING

Lawrence Welk. Dot 25274. (Stereo & Monaural)—Lawrence Welk serves up another danceable package of bouncy instrumental wax. The album spotlights 12 original tunes—penned by Lew Quadling—each one tagged after a different gal's name. Line-up includes "Shirley Jean" (for Welk's married daughter), "Anna Marie" (for his sister), "Lois Anne" (daughter of Welk's flute player), etc.

★★★★ ITALIAN SING-ALONG

Italian Street Singers and Ork. Decca DL 4027—Sing-alongs have become a major indoor sport, and the spread to languages other than English was a logical one. Exposure to these grand Italian songs should create an overpowering urge to join in. Performances are by a male choral group, supported by an orchestra complete

with the necessary accordion. Nearly all the songs should be known to everyone. They include old-timers like "O Sole Mio" and "Ciribiribin," and more recent items like "Volare," "Non Dimenticar," and "Arrivederci Roma." Six sets of lyrics included.

★★★★ SING ALONG IN ITALIAN

Lombardi Singers. ABC Paramount 320—The Lombardi Singers blend with romantic effectiveness on a group of melodic Italian themes. Italian lyrics, and a guide to proper pronunciation are included on the album back cover. An interesting addition to the sing-along album field.

★★★★ LOOK WHO'S BLUE

Don Gibson. RCA Victor LPM 2184—A fine package by Gibson, who is currently hot on the singles chart. Material includes some great offerings like "Lonely Street," "Streets of Laredo," etc. Material combines folk and country elements, and will go extremely well in both fields.

CLASSICAL ★★★★★

★★★★ SCHUBERT: SYMPHONY NO. 5 IN B FLAT; SYMPHONY NO. 3 IN D
Royal Philharmonic Orch. (Beecham). Capitol SG 7212. (Stereo & Monaural)—Flowing and loving performances of two early Schubert symphonies. While No. 5 is a well-known work, No. 3, a completely charming composition, is seldom heard. Sir Thomas Beecham is a noted exponent of these symphonies, and his readings show affection as well as understanding. This release is certain to be one of the most wanted among currently available performances of both works.

★★★★ RACHMANINOFF: PIANO CONCERTO NO. 3 IN D MINOR

Pennario, piano; Philharmonia Orch. (Susskind). Capitol SP 8524. (Stereo & Monaural)—The delightfully lyrical and melodic Rachmaninoff "Third" is given a most salable treatment. Pennario has a substantial following and the set could be expected to sell in any event. Add to this the fine recording achieved in the London Abbey Road studios and you have the in-

redients of name and sound that can sell despite the presence of eminent competition on other labels.

INTERNATIONAL ★★★★★

★★★★ APHRO GYPSIA
Various Artists. Artia ALP 120—A remarkable collection of authentic Rumanian and Hungarian gypsy music, gay and exuberant or terribly sad, played and sung by talented performers who sound like the real thing. An excellent companion album to the same label's recent outstanding "Folklore Romane in Hi-Fi" (ALP-115); in fact, a couple of the best selections are repeated. Striking jacket was a "Cover of the Week," in last week's issue.

LATIN AMERICAN ★★★★★

★★★★ CHA CHA WITH TITO PUENTE AT GROSSINGER'S
Tito Puente Ork. RCA Victor LPM 2187—The excitement of a successful location recording comes across on this disk. The Puente band is a highly successful practitioner in the Latin field. Bringing them to Grossinger's was like dropping a gross of lollypops in a kindergarten. The borscht belt audience obviously relished the music as the band beat its way thru cha-cha arrangements of "I Love Paris," "Speak Low," "Sweet Sue," and "Old Devil Moon," among others. Should move well in the Latin classification.

★★★ GOOD SALES POTENTIAL

POPULAR ★★★

★★★ COOL HEAT
Ethel Azama. Liberty LST 7142. (Stereo & Monaural)—Ethel Azama is a young Japanese-Hawaiian miss, who can handle a song sweetly or in driving fashion, depending on what's needed. She has the beginnings of a style, and it can be noted on most of the songs she performs here. How-
(Continued on page 30)

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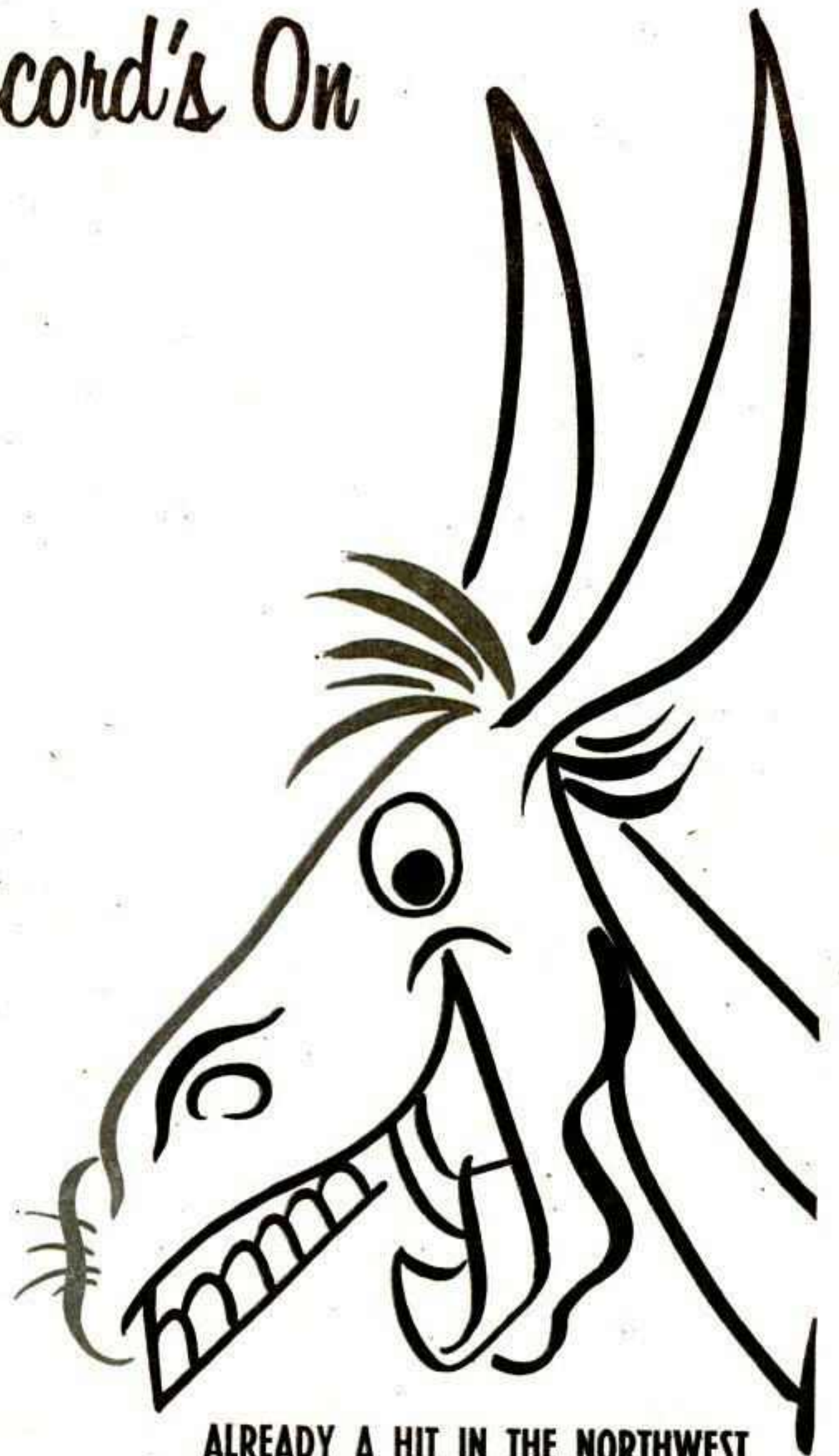
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POP DISK JOCKEY PROGRAMMING

OWN Fabulous Forty Survey
MINNEAPOLIS
WEEK ENDING MAY 21, 1960

KOIL OMAHA

1. MOUNTAIN OF LOVE..... HAROLD DORMIN
2. MULE SKINNER BLUES..... THE FENDERMEN
3. GOOD TIMIN'..... JONES

WAXX

10. Mule Skinner Blues Fendermen
11. Good Timin' Jones

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"MAMA DON'T TELL ME"

GeeNee Sterling
#55247

"KEEP THE HALL LIGHT BURNING"
"BLUE VELVET"

The Statues
#55245

ALBUMS



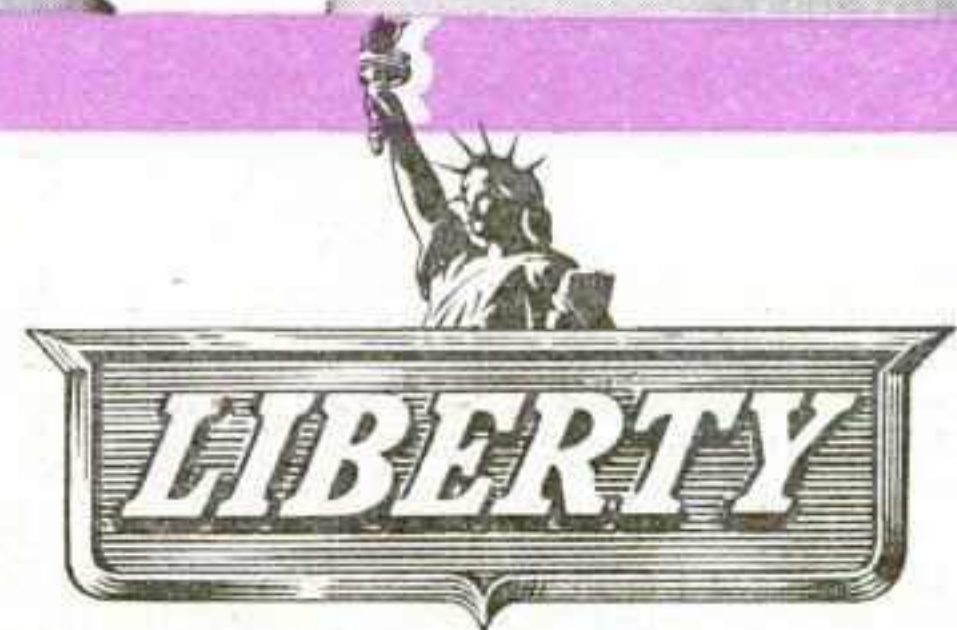
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PLAYBOY JAZZ ALL-STARS - VOL. III
FEATURES ALL 32 WINNERS OF THE
1959 PLAYBOY MAGAZINE JAZZ POLL.
PB 1959M • PB 1959S



Liberty is distributed in Canada by London of Canada Ltd., Montreal

TO THE GOOD PEOPLE OF PHILADELPHIA, PENNSYLVANIA . . .
 IN BEHALF OF JIMMY CLANTON AND HIS MANAGER, COSIMO MATASSA, WE, AT ACE RECORDS, WISH TO TAKE THIS OPPORTUNITY TO EXPRESS OUR SINCEREST THANKS TO THE GREAT CITY OF "BROTHERLY LOVE" FOR HONORING JIMMY CLANTON BY PROCLAIMING THE WEEK OF MAY 16 "JIMMY CLANTON WEEK." WE WILL ALWAYS BE INDEBTED TO YOU FINE PEOPLE.

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• Reviews and Ratings of New Albums

• Continued from page 24

★ ★ ★ GOOD SALES POTENTIAL

POPULAR ★ ★ ★

ever, the over-arranging of Marty Paich hinders rather than helps the singer. Tunes include "Johnny One Note," "I'm Glad There Is You," "My Ship," and "Squeeze Me."

★ ★ ★ ON AND OFF BROADWAY
 Evelyn Tyner. Capitol ST 1431. (Stereo & Monaural) — Miss Tyner is a first-class society pianist who brings an uncommon amount of knowledgeability to her ar-

rangements of show tunes from "Fiorello," "Little Mary Sunshine," "Parade," "Take Me Along" and "The Sound of Music," as well as the inevitable "Mack the Knife." The treatments are fresh and sparkling yet manage to retain the flavor and mood of the originals, making this a pleasing collection for repeated listening.

★ ★ ★ LISTENING TIME
 Wayne King and Ork. Decca DL 8972 — Very attractive performances here by the Wayne King ork, on familiar standards and pop items. The ork plays them smoothly and they make for good listening. Best sides are "Only You," "Small World," "Ciao Ciao Bambina," and "Morgen."

★ ★ ★ PAT MORRISSEY SINGS SONGS OF LOVE

Addison AD 3001 — Miss Morrissey, who is pictured on the cover as a rather lushly turned out blonde, has a small, almost little girlish quality in her voice. Her style of sliding into a note or a phrase is much reminiscent of the late Billie Holiday. She gets a solid combo backing on tunes like "It's You or No One," "The More I See You," and a jumping "Fever"-styled "Trapped in the Web of Love." Gal has talent and is worth a hearing.

★ ★ ★ REBEL

Jad Paul. Liberty LST 7153. (Stereo & Monaural) — Triple-tracking makes this banjo solo package a standout instrumental item. Paul's verveful banjo work is spotlighted on a collection of nostalgic Deep South tunes—"Kentucky Babe," "Sweet Georgia Brown," "Little Brown Jug," "Camptown Races," etc. Something different for jocks.

★ ★ ★ GUITAR TO REMEMBER

Bill Faith. Chancellor CHL 5007 — Guitarist Faith has a delightful, rippling, broken arpeggio style which he employs without a pick. The resultant sound is full and lustrous. He performs in front of a string complement playing the well-scored backings of Frank Hunter. Languorous ballads as well as "up" tunes are presented with repertoire running from "The Girl Next Door" to "Holiday for Strings." This can find a market and late night jocks will find good bands to select from.

★ ★ ★ ADVENTURES IN PARADISE

Alfred Apaka, Roy Ameek, & Various Artists. ABC-Paramount 329 — This can have special appeal at the moment as a sort of memorial to the late Alfred Apaka. Apaka's well-known Island vocal style and therein included are "Harbor Lights" and "Blue Hawaii." Also in the package are good Hawaiian-Polynesian instrumental material by the Islanders, Roy Smeck's group and Terorotua and his Tahitians. Pleasant, dreamy set.

★ ★ ★ PARIS IN THE SWING

Jo Moutet and His Ork. Jamie JLP 3010 — There's nothing square about the Jo Moutet ork; it's a big swinging French band which is completely at home in the American idiom. Adept arrangements and skilled use of the instrumental choirs give this band a sound of its own, one that should have international appeal. The repertoire here includes a couple of U. S. hits ("Personality," "Come Softly to Me"), a group of European pop tunes such as "Ciao, Ciao Bambina" and some reworked classics. A promising U. S. debut.

CLASSICAL ★ ★ ★

★ ★ ★ TERESA BERGANZA SINGS MUSIC OF SPAIN

London OS 25113. (Stereo & Monaural) — This sort of production will command a tight market but in that niche it certainly must be rated as a quality offering. The songs by Manuel de Falla, and other late 19th and 20th Century native Spanish composers, have warmth and charm and they are performed in a lovely, lyrical style by mezzo-soprano Berganza. Her support by the Gran Orquesta Sinfonica is superbly recorded. A most artistic recording.

JAZZ ★ ★ ★

★ ★ ★ SOMETHING BLUE

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INTERNATIONAL ★ ★ ★

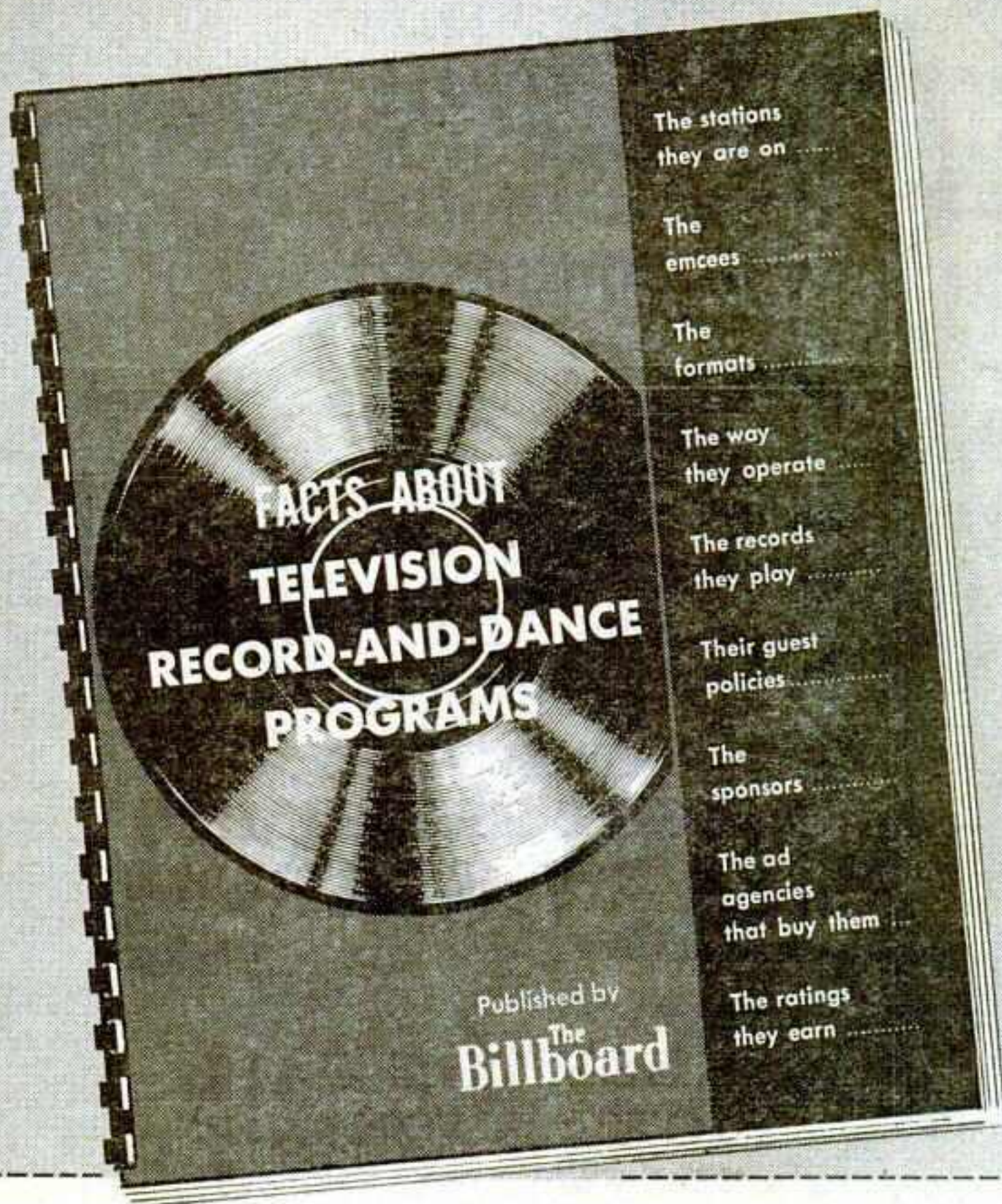
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(Continued on page 41)

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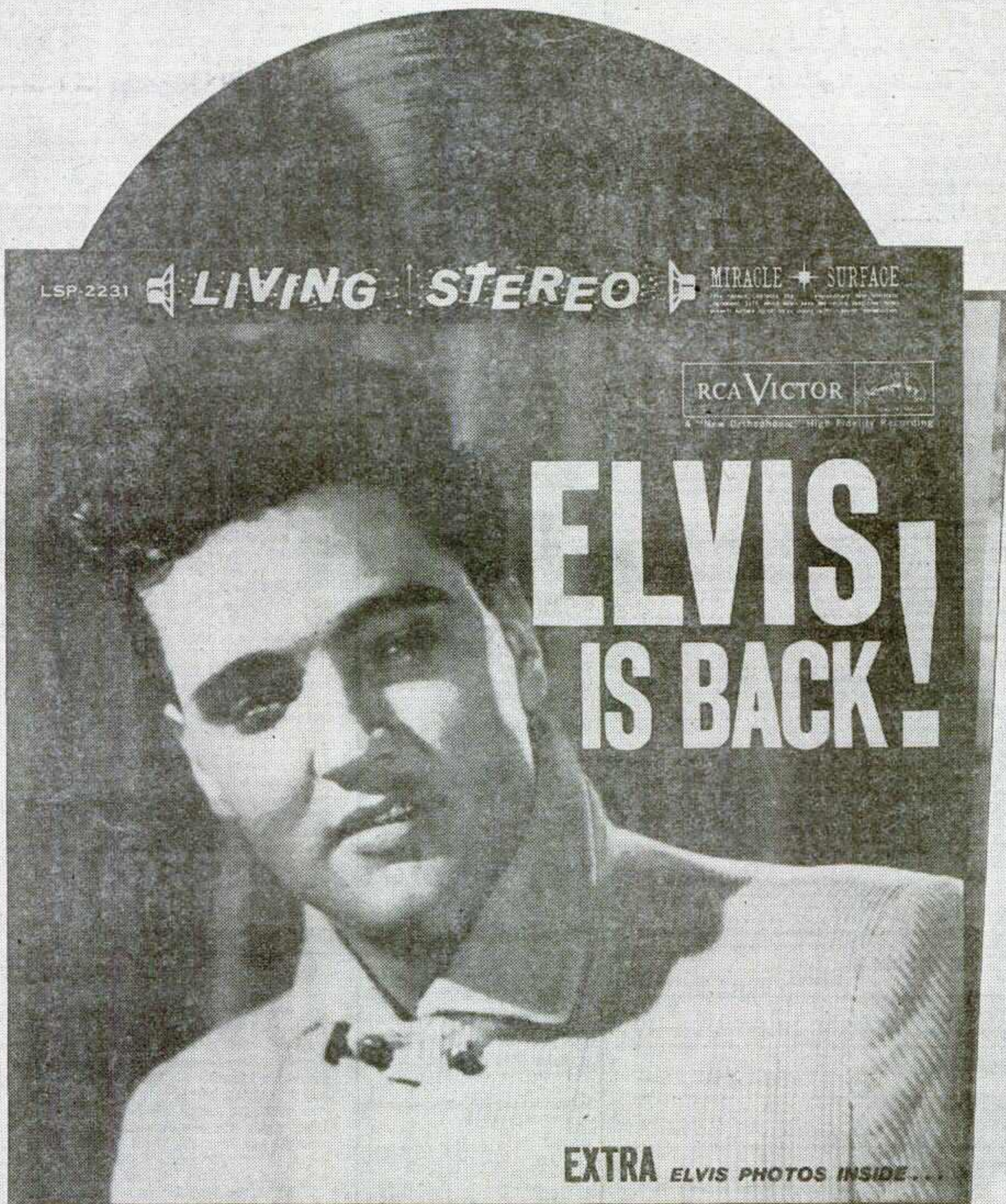
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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING MAY 7

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.

Last Week	This Week	Tune	Composer-Publisher	Weeks on Chart
1	2	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	4
2	1	STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	7
3	3	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	10
4	4	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	10
5	6	SINK THE BISMARCK	By J. Horton and T. Franks—Published by Cajun (BMI)	10
6	8	GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	3
7	5	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	6
8	11	HE'LL HAVE TO STAY	By Charlie Green-J. and A. Allison—Published by Central Songs (BMI)	3
9	16	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	3
10	7	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	8
11	10	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (ASCAP)	7
12	15	PAPER ROSES	By Spielman-Torre—Published by Pambill (ASCAP)	3
13	9	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	7
14	24	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	2
15	12	STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	6
16	23	CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	4
17	13	WHITE SILVER SANDS	By C. G. Mathews and G. Reinhart—Published by Sharina (BMI)	9
18	30	YOUNG EMOTIONS	By David-Livingston—Published by Nelson (ASCAP)	2
19	20	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	20
20	—	SWINGING SCHOOL	By Lowe, Appell and Mann—Published by Columbia (ASCAP)	1
21	—	DING-A-LING	By Lowe, Appell and Mann—Published by Lowe (ASCAP)	1
22	18	MR. LUCKY	By Henry Mancini—Published by Southdale (ASCAP)	5
23	14	THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	18
24	—	OOH POO PAH DOO (Part 2)	By Hill—Published by Minit (BMI)	1
25	25	FAME AND FORTUNE	By Ben Wiseman and Fred Wise—Published by Gladys (ASCAP)	5
26	29	MOUNTAIN OF LOVE	By Dorman—Published by Baughn (BMI)	2
27	—	DOGGIN' AROUND	By Lena Agree—Published by Lean (SESAC)	3
28	27	LONELY WEEKENDS	By Rice—Published by Knox (BMI)	4
29	17	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	14
30	21	FOOTSTEPS	By B. Mann-H. Hunter—Published by Aldon (BMI)	9

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- CATHY'S CLOWN**—Everly Brothers, Warner Bros. 515L.
- STUCK ON YOU** — Elvis Presley, Vic 7740.
- Greenfields** — Brothers Four, Col 41571; Julius La Rosa, Kapp 323.
- SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- SINK THE BISMARCK** — Johnny Horton, Col 41568.
- GOOD TIMIN'**—Jimmy Jones, Cub 9067.
- NIGHT**—Jackie Wilson, Brunswick 55166.
- HE'LL HAVE TO STAY**—Jeanne Black, Cap 4368; Corina Minette, ABC-Paramount 10097.
- LOVE YOU SO**—Rod Holden, Donna 1315.
- THE OLD LAMPLIGHTER** — Browns, Vic 7700.
- CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- PAPER ROSES** — Anita Bryant, Carlton 528.
- LET THE LITTLE GIRL DANCE** — Billy Bland, Old Town 1076.
- BURNING BRIDGES**—Hometowners, Sake & Sand 527; Jack Scott, Top Rank 204L.
- STAIRWAY TO HEAVEN**—Neil Sedaka, Vic 7709.
- CHERRY PIE**—Skip & Flip, Brent 7010; Marvin & Johnny, Kent 303.
- WHITE SILVER SANDS** — Bill Black's Combo, HI 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- YOUNG EMOTIONS**—Ricky Nelson, Imperial 5663.
- HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- SWINGING SCHOOL**—Bobby Rydell, Cameo 175.
- DING-A-LING** — Bobby Rydell, Cameo 175.
- MR. LUCKY**—Georgie Auld Ork, Top Rank 2037; Henry Mancini, Vic 7705.
- THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Jackie Rae, Epic 9366; Hugo Winterhalter, Vic 7599.
- OOH POO PAH DOO (Part 2)**—Jessie Hill, Minit 607.
- FAME AND FORTUNE** — Elvis Presley, Vic 7740.
- MOUNTAIN OF LOVE** — Harold Dorman, Rita 1003.
- DOGGIN' AROUND**—Count Basie Ork/J. Rushing, Dec 28926; Jackie Wilson, Brunswick 55166.
- LONELY WEEKENDS** — Charlie Rich, Philips International 3552.
- SWEET NOTHIN'S**—Brenda Lee, Dec 30967.
- FOOTSTEPS** — Steve Lawrence, ABC-Paramount 10085.

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NIGHT CLUB REVIEW

Rodgers Engaging in Nitery Debut

Jimmie Rodgers, Roulette Records' singing star, made his New York nitery debut this week at Jack Silverman's International. The young singer exhibited an engaging personality, somewhat on the ingenuous side, which seems certain to win new friends for him and to establish him more solidly with his present following.

Playing a big room like the International and capturing the noisy female club party trade is no small feat. A stag party celebrating some approaching nuptials also kept on roistering thru the earlier act, but was won over by young Rodgers to the point where he received an ovation from them when he finished.

Rodgers is not a flip, fast-talking act; in fact, he was more than halfway thru his routine before he even addressed the audience directly. He relies more on his ability to convince with sincerity and his folk-styled approach to the music than on funny sayings. This is an inherently correct approach for this artist, and it rests on a solid base of ability. When he does talk, Rodgers speaks in a friendly, almost confidential manner.

But, basically, it is still his singing that is his asset. It's clear that he has an ability which goes beyond belting out a tune to triplet background. That he has a way with a ballad he made clear in his handling of Jerome Kern's "The Way You Look Tonight," with a violin obbligato behind him. Yet he also socked home a version of "Look for the Silver Lining" that emphasized a strong beat, and did it with equal aplomb.

However, Rodgers was on his most solid ground when he approached material either of folk origin, or of folk orientation. His biggest record hits may be placed in one of those categories, and he obliged by singing most of them, including "Honeycomb," "Kisses Sweeter Than Wine," "Tucumcari," "Waltzing Matilda," "Tender Love and Care," "Bim Bom Bey," "Ring-a-Ling-a-Lario." He was also especially effective on such other folk-type selections as "Scarlet Ribbons" (done with his own guitar backing, and no orchestral support), a song about two brothers in the Civil War, and "Mark Twain." By the time he got to these, in the latter part of his act, he was fully warmed up and really getting his message across.

While not a dynamic performer of the Bobby Darin school, Rodgers has other assets. These include believability and honest treatment of his material, important items which, when coupled with his choice of music, would seem to assure him a lasting success no matter what the current fad might be. He is also a much more seasoned performer now than when he was thrust onto his TV series for the first time.

Sam Chase.

★ ★ ★

MUSIC SHOW REVIEW

'King and I' Perennial Bloomer

Jean Dalrymple is batting 1,000 for this year's New York City Center musical show offerings. Following on the heels of the smash success of "Finian's Rainbow" is a no less distinguished production of "The King and I," the Rodgers and Hammerstein standby.

Richard Rodgers has explained the team's difficulties with each successive production compared sternly with their earlier successes both by critics and public, making it progressively more difficult for the new music to catch on rapidly with each opening. Well, if "The King and I" had such problems when it opened, it has none today. Almost every song has become accepted as a gem, and nearly all are completely familiar to most Americans today. The show as a whole also stands up well, the story being of the timeless variety that should be good for revivals a century hence.

The current cast, whatever eyebrow lifting it might have caused when announced, does a really splendid job. Despite their relative youth, Barbara Cook as the school teacher and Farley Granger as the King of Siam are completely credible and convincing in filling the roles handled so brilliantly by Gertrude Lawrence and Yul Brynner in the original. Anita Darian, whose "East of the Sun" album for Kapp has stirred up some excitement, does a fine job as the King's head wife. Other roles well performed include Joy Clements as Tuptim the slave girl, Ted Beniades as the prime minister, and Miki Lamont as the prince soon to become King.

Like "Finian's Rainbow," this production is just too good to die. It deserves a continuing run on Broadway, and doubtless will receive it.

★ ★ ★

CONCERT REVIEW

Williams Debts to Local Enthusiasm

Pianist Roger Williams made his New York concert debut at Town Hall last Saturday (14) with a show that seems to have gone over well in other areas where he has exposed it. The Kapp Record artist played to a full house which exhibited great enthusiasm for his efforts. The program was paced for mass appeal, and it certainly had it.

Williams doffed his hat to the classics by opening with a Liszt etude. By the time the latecomers were seated, he was able to get into the meat of his program. This consisted of adept, showmanly interpretations of old and new tunes, plus a few additional gimmicks for pop consumption.

Of these, the one that seemed to go over best was Williams' challenge "duet and competition" with "Sebastian, the electronic piano," a miniature piano which lit up when it "played" music which was piped into the hall's speaker system. Williams was assisted by two guitarists and a bassist, tabbed "The Quiet Men." They gave solid support to his keyboard efforts, which, when unleashed, revealed the young pianist to be one of the more spectacular performers around. Williams also introduced his own efforts in a manner at once intimate and folksy. Total effect was positive, adding up to a good show for admirers of his LP efforts.

Sam Chase.

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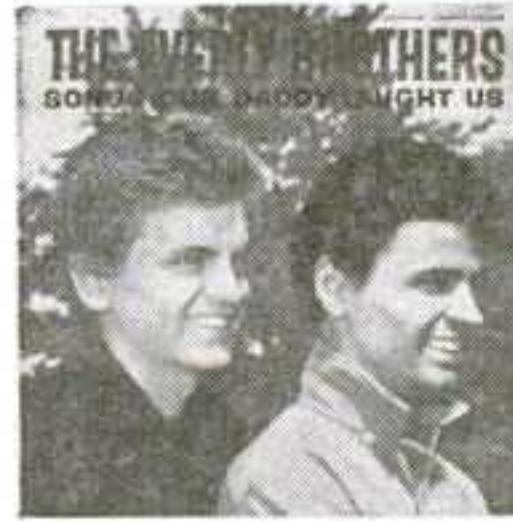
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FOR WEEK ENDING MAY 22

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	2	3	15	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151		S	6
2	1	1	1	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	8
3	5	13	42	GOOD TIMIN'	Jimmie Jones, Cub 9067			6
4	3	2	2	GREENFIELDS	Brothers Four, Columbia 41571		A	14
5	4	4	6	NIGHT	Jackie Wilson, Brunswick 55166			10
6	6	5	3	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			17
7	8	8	7	CRADLE OF LOVE	Johnny Preston, Mercury 71598			9
8	10	21	37	HE'LL HAVE TO STAY	Jeanne Black, Capitol 4368			4
9	7	10	8	LET THE LITTLE GIRL DANCE	Billy Band, Old Town 1076			15
10	12	23	34	PAPER ROSES	Anita Bryant, Carlton 528		S	7
11	17	30	59	BURNING BRIDGES	Jack Scott, Top Rank 2041			6
12	16	27	33	LOVE YOU SO	Rod Holden, Donna 1315			8
13	15	22	19	CHERRY PIE	Skip and Flip, Brent 7010			8
14	13	9	11	STAIRWAY TO HEAVEN	Nell Sedaka, RCA Victor 7709		S	9
15	9	6	4	SINK THE BISMARCK	Johnny Horton, Columbia 41568		A	12
16	22	33	57	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			5
17	11	7	5	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700		S	11
18	41	71	—	SWINGING SCHOOL	Bobby Rydell, Cameo 175			3
19	14	11	14	WHITE SILVER SANDS	Bill Black's Combo, Hi 2021			12
20	20	17	20	FAME AND FORTUNE	Elvis Presley, RCA Victor 7740		S	7
21	26	26	36	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			13
22	25	25	25	LONELY WEEKENDS	Charlie Rich, Philips International 3552			11
23	24	28	21	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	8
24	32	48	77	GOT A GIRL	Four Preps, Capitol 4362			6
25	37	54	—	DING-A-LING	Bobby Rydell, Cameo 175			3
26	28	15	35	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			8
27	39	52	—	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			3
28	33	34	41	OOH POO PAH DOO (Part 2)	Jessie Hill, Minit 607			9
29	56	97	—	WONDERFUL WORLD	Sam Cooke, Keen 82112			3
30	31	56	71	WHEN YOU WISH UPON A STAR	Dion and the Belmonts, Laurie 3052			5
31	23	32	30	MADISON	Al Brown's Tunetoppers, Amy 804			8
32	21	16	10	SWEET NOTHIN'S	Brenda Lee, Decca 30967			23
33	27	19	18	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			12

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	30	38	53	MADISON TIME	Ray Bryant, Columbia 41628			7
35	38	29	26	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12886			9
36	29	31	51	BARBARA	Temptations, Goldisc 3001			6
37	34	20	12	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	22
38	49	49	62	NOBODY LOVES ME LIKE YOU	Flamingos, End 1068			6
39	18	14	17	STEP BY STEP	The Crests, Coed 525			13
40	19	12	13	I LOVE THE WAY YOU LOVE	Marv Johnson, United Artists 208			12
41	73	90	99	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208		S	3
42	54	55	64	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			5
43	36	44	31	APPLE GREEN	June Valli, Mercury 71588			12
44	65	68	72	DUTCHMAN'S GOLD	Walter Brennan, Dot 16066			5
45	53	61	97	THINK	James Brown and the Famous Flames, Federal 12370			4
46	43	51	55	FOR LOVE	Lloyd Price, ABC-Paramount 10102			4
47	52	65	94	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		S	4
48	47	41	27	ANGELA JONES	Johnny Ferguson, M-G-M 12855			14
49	68	78	86	OH, LITTLE ONE	Jack Scott, Top Rank 2041			4
50	50	63	88	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount 10088			6
51	46	37	45	TIES THAT BIND	Brook Benton, Mercury 71566		S	7
52	35	18	9	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490		A	20
53	67	86	—	JUMP OVER	Freddy Cannon, Swan 4053			3
54	75	79	87	NO IF'S—NO AND'S	Lloyd Price, ABC-Paramount 10102			5
55	60	—	95	CITY LIGHTS	Debbie Reynolds, Dot 16071			3
56	71	—	—	ALWAYS IT'S YOU	Everly Brothers, Warner Bros. 5151		S	2
57	51	59	96	TELL ME THAT YOU LOVE ME	Fats Domino, Imperial 5660			5
58	62	80	80	ALL I COULD DO WAS CRY	Etta James, Argo 5359			4
59	72	—	83	RIGHT BY MY SIDE	Ricky Nelson, Imperial 5663			3
60	78	—	—	THE URGE	Freddy Cannon, Swan 4053			2
61	—	—	—	A ROCKIN' GOOD WAY	Dinah Washington and Brook Benton, Mercury 11629			1
62	—	—	—	(WON'T YOU COME HOME) BILL BAILEY	Bobby Darin, Atco 6167			1
63	40	24	16	PUPPY LOVE	Paul Anka, ABC-Paramount 10082		S	14
64	77	—	—	EBB TIDE	Platters, Mercury 71624			2
65	57	58	61	EARTH ANGEL	Johnny Tillotson, Cadence 1377			7
66	42	36	28	MONEY	Barrett Strong, Anna 1111			17
67	48	40	38	FANNIE MAE	Buster Brown, Fire 1008			17

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	58	60	63	HITHER, THITHER AND YON	Brook Benton, Mercury 71566		S	6
69	74	62	44	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette 4234			7
70	76	85	—	THEME FOR YOUNG LOVERS	Percy Faith, Columbia 41655			3
71	59	45	48	YOU DON'T KNOW ME	Lennie Welch, Cadence 1373			13
72	80	—	—	NATIONAL CITY	Joiner, Arkansas Jr. High School Band, Liberty 55244			2
73	81	—	—	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			2
74	—	—	—	MY HOME TOWN	Paul Anka, ABC-Paramount 10106			1
75	—	—	—	JEALOUS OF YOU	Connie Francis, M-G-M 12899			1
76	69	75	68	A STAR IS BORN (A LOVE HAS DIED)	Mark Dinning, M-G-M 12888			6
77	—	—	—	PLEASE HELP ME I'M FALLING	Hank Locklin, RCA Victor 7692			1
78	87	94	—	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			3
79	82	82	—	PINK CHIFFON	Mitchell Torok, Guyden 2034			3
80	—	—	—	MULE SKINNER BLUES	Fenderman, Soma 1137			1
81	95	81	74	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			4
82	85	—	—	LAST CHANCE	Collay and His Satellites, Sho-Biz 1002			3
83	86	95	—	COTTAGE FOR SALE	Little Willie John, King 5342			3
84	—	—	—	I'M WALKIN' THE FLOOR OVER YOU	Pat Boone, Dot 16073			1
85	—	—	—	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamie 1156			1
86	98	—	—	EXCLUSIVELY YOURS	Carl Dobkins Jr., Decca 31088			2
87	94	99	—	I'LL BE SEEING YOU	Five Satins, Ember 1061			3
88	—	—	—	RUNAROUND	Fleetwoods, Dolton 22			1
89	89	92	—	BEAUTIFUL OBSESSION	Sir Chauncey, Warner Bros. 5150			4
90	100	—	—	MOJO WORKOUT	Larry Bright, Tide 006			2
91	92	—	—	LA MONTANA	Frank De Vol, Columbia 41620			2
92	96	100	—	PENNIES FROM HEAVEN	Skyliners, Calico 117			3
93	99	—	—	CLAP YOUR HANDS	Beau-Marks, Shad 5017			2
94	—	—	—	I REALLY DON'T WANT TO KNOW	Tommy Edwards, M-G-M 12890			1
95	—	—	—	DOWN THE AISLE	Ike Clanton, Ace 583			1
96	83	87	100	WHEEL OF FORTUNE	LaVern Baker, Atlantic 2059			4
97	—	—	—	BIG BOY PETE	The Olympics, Arcee 595			1
98	—	—	—	SHADOWS OF LOVE	LaVern Baker, Atlantic 2059			1
99	—	—	—	FOUND LOVE	Jimmy Reed, Veejay 347			1
100	—	—	—	LONELY WINDS	Drifters, Atlantic 2062			1

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *HAPPY-GO-LUCKY ME Paul Evans
(Pambill-Lyle, ASCAP) Guaranteed 208
- DUTCHMAN'S GOLD Walter Brennan
(American, BMI) Dot 16006

*JUMP OVER

THE URGE Freddy Cannon
(Conley, ASCAP) Swan 4053

*A ROCKIN' GOOD WAY Dinah Washington & Brook Benton
(Eden, BMI) Mercury 71629

*(WON'T YOU COME HOME) BILL BAILEY... Bobby Darin
(Adaris, BMI) Atco 6167

C&W—No selections this week.

R&B—No selections this week.

BUBBLING UNDER THE HOT 100

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

1. DOWN YONDER Johnny & the Hurricanes, Big-Top
2. ALLEY OOP Hollywood Argyles, Lufe
3. LA MONTANA Roger Williams, Kapp
4. ALLEY-OOP Dante & the Evergreens, Madison
5. COMIN' DOWN WITH LOVE Mel Gadson, Big Top
6. BORN TO BE WITH YOU Echoes, Doltan
7. HOLY ONE Freddie Fender, Imperial
8. JOHN HENRY Buster Brown, Fire
9. MR. LONELY Videls, JDS
10. SMILING BILL McCALL Johnny Cash, Columbia
11. I'M SORRY Brenda Lee, Decca
12. ONE LAST KISS Bobby Vee, Liberty
13. ONE OF US (WILL WEEP TONIGHT)... Patti Page, Mercury
14. BONGO BONGO BONGO... Preston Epps, Original Sound
15. ALLEY-OOP Dyna-Sores, Rendezvous

HOT 100: A TO Z

A Cottage for Sale	83
A Rockin' Good Way	61
A Star Is Born (A Love Has Died)	76
All I Could Do Was Cry	58
Always It's You	54
Angela Jones	48
Another Sleepless Night	42
Apple Green	43
Barbara	36
Beautiful Obsession	89
Because They're Young	85
Big Boy Pete	97
Burning Bridges	11
Cathy's Clown	1
Cherry Pie	13
City Lights	55
Clap Your Hands	93
Cradle of Love	7
Ding-A-Ling	25
Doggin' Around	26
Down the Aisle	95
Dutchman's Gold	44
Earth Angel	65
Ebb Tide	64
Everybody's Somebody's Fool	27
Exclusively Yours	86
Fame and Fortune	20
Fannie Mae	67
Finger Poppin' Time	73
Footsteps	33
For Love	46
Found Love	99
Good Timin'	3
Got a Girl	24
Greenfields	4
Happy-Go-Lucky Me	41
He'll Have to Go	37
He'll Have to Stay	8
Hither, Thither and Yon	68
Hot Rod Lincoln	78
I Love the Way You Love	40
I Really Don't Want to Know	94
I'll Be Seeing You	87
Jealous of You	75
Jump Over	53
Just a Closer Walk With Thee	69
La Montana	91
Last Chance	82
Let the Little Girl Dance	9
Lonely Weekends	22
Lonely Winds	100
Love You So	12
Madison	31
Madison Time	24
Mr. Lucky	23
Mack the Knife	47
Mopie Workout	96
Money	66
Mountain of Love	21
Mule Skinner Blues	80
My Home Town	74
National City	72
Night	5
No It's—No And's	54
Nobody Loves Me Like You	38
Oh, Little One	49
Old Lampfighter, The	17
Ooh Poo Pah Doo (Part 2)	28
Paparoses	10
Pennies From Heaven	92
Pink Chiffon	79
Please Help Me, I'm Falling	77
Puppy Love	63
Right by My Side	59
Runaround	88
Shadows of Love	98
Sink the Bismarck	15
Sixteen Reasons	6
Stairway to Heaven	14
Step by Step	29
Stuck on You	2
Sweet Nothin'	18
Swinging School	19
Tell Me That You Love Me	57
Theme for Young Lovers	70
Theme From a Summer Place	52
Theme From the Unforgiven	81
Think	35
Ties That Bind	51
Urge, The	60
Walkin' the Floor Over You	84
Way of a Clown	50
What Am I Living For	35
Wheel of Fortune	96
When You Wish Upon a Star	30
White Silver Sands	19
Wonderful World	29
(Won't You Come Home) Bill Bailey	62
You Don't Know Me	71
Young Emotions	16

REVIEWS OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

POP

THE AMES BROTHERS



A HAPPY PAIR (Winneton, BMI) (2:10)—CARNIVAL (Ross Jungnickel, ASCAP) (2:39)—The boys turn in two sides with hit potential. On top is a happy, bouncy ditty that rocks. Fem chorus is heard in an answering role. Stylish arrangement here and on the flip, a listenable tune from the flick, "Black Orpheus." Either could go. **RCA Victor 7742**

LONNIE DONEGAN



NOBODY UNDERSTANDS ME (Raleigh-Progressive, BMI) (2:38) — TAKE THIS HAMMER (Hollis, BMI) (2:30)—Here are the first two sides to be released of those cut in the U. S. by the fine British chanter. Topside is a solid rhythm tune with a fine vocal. Flip is a stylish reading of a Leadbelly song that can get equal play. Watch both. **Atlantic 2063**

THE EVERLY BROTHERS



WHEN WILL I BE LOVED (Acuff-Rose, BMI) (2:03) BE-BOP A-LULA (Lowery, BMI) (2:17)—The boys are extremely hot right now and this coupling from their former affiliation can't step right out, too. First is a good ballad penned by Phil Everly that gets a creamy harmony styling while the flip is a rock reading of the old hit by Gene Vincent. **Cadence 1580**

CARL MANN



I'M COMIN' HOME (Knox, BMI) (2:30)—SOUTH OF THE BORDER (Peter Maurice-Shapiro Bernstein, ASCAP) (2:30)—The Memphis-based rockabilly has a swinging coupling, with the top side strongly country flavored and the flip a fast-moving rural style reading of the standard. Two hot ones. **Phillips 3555**

MARTY ROBBINS



IS THERE ANY CHANCE (Marizona, BMI) (2:08)—I TOLD MY HEART (Marizona, BMI) (2:04) — Here's a rather abrupt about-face for Robbins, as he offers two sides with nary a trace of the country influence. Both sides are pop ballads, well-handled as usual by the chanter, with a hip, jazz-oriented backing in both cases. He's had a string and these can repeat. **Columbia 41686**

JON THOMAS



HEARTBREAK (IT'S HURTIN' ME) (Pamco, BMI) (2:50)—Thomas has a fine down-to-earth blues vocal style and he displays that here, along with his playing of the organ. The side definitely swings and it could break out for coin. Watch it. Flip is "Teasin'." (Pamco, BMI) (2:45) **ABC-Paramount 10122**

SARAH VAUGHAN



OOH: WHAT A DAY (Kahl, BMI) (2:07)—MY DEAR LITTLE SWEETHEART (Planetary, ASCAP) (2:42)—The divine one comes thru with a great pairing on her debut with the label. First side includes a bright piece of material, smartly sung over a clever scoring, with the flip a pretty ballad done against warm, stringed support. Either can go. **Roulette 4256**

LITTLE WILLIE JOHN



HEARTBREAK (IT'S HURTIN' ME) (Pamco, BMI) (2:45)—Willie John is already on the charts with "Cottage For Sale" and he has another likely hit here with a solid, high register blues-styled vocal against organ support. Watch this. Flip is "Do You Love Me." (Bejo, BMI) (1:55) **King 5356**

RONNIE DAWSON



SUMMER'S COMIN' (Conley, ASCAP) (2:10) — DECIDED BY THE ANGELS (Conley, ASCAP) (2:29)—Two fine sides by a new chanter with a good style. Top side is a clever seasonal ditty. Flip is a sincere ballad. Both can go. **Swan 4054**

THE ROYALTONES



BIG WHEEL (Realgone, BMI) (2:06) — SHORTLINE (Realgone, BMI) (2:06)—Sock work here by the Royaltones, an instrumental group, on a pair of swinging sides. "Big Wheel" features piano and sax work, while "Shortline" spots a driving organ. **Goldisc 3004**

BARRETT STRONG



YOU KNOWS WHAT TO DO (Jobette, BMI)—YES, NO, MAYBE (Jobette, BMI)—Strong is on the charts now with "Money" and these exciting blues sides can continue the string. Top side is a satisfying styling in something of the Ray Charles manner, while the flip is an upbeater on the frantic kick. Two great sides. **Anna 1116**

(Continued on page 37)

**MORE RECORDING ARTISTS
HAVE ADVERTISED IN
THE BILLBOARD'S SLICK-STOCK
PROGRAMMING & TALENT QUARTERLIES
IN THE LAST 12 MONTHS**



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Tony Bellus
Pat Boone
Jimmy Clanton
Dorothy Collins
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Duane Eddy
Everly Brothers
The Falcons
The Fireballs
Connie Francis
Erroll Garner
Ronnie Hawkins
Johnny Horton
Johnny &
The Hurricanes
Ahmad Jamal
Kingston Trio
Lester Lanin
Rod Lauren
Johnny Mathis
McGuire Sisters
Clyde McPhatter
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• **Best Selling Sheet Music in U. S.**

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	THEME FOR A SUMMER PLACE (Witmark)	1	15
2.	HE'LL HAVE TO GO (Central Songs)	2	13
3.	GREENFIELDS (Montclare)	3	9
4.	THE OLD LAMPLIGHTER (Shapiro-Bernstein)	6	4
5.	THE SOUND OF MUSIC (Williamson)	4	16
6.	CLIMB EV'RY MOUNTAIN (Williamson)	5	20
7.	MR. LUCKY (Southgate)	9	5
8.	HARBOR LIGHTS (Chappell)	11	11
9.	DO-RE-MI (Williamson)	10	22
10.	BEYOND THE SEA (Harms)	8	13
11.	SIXTEEN REASONS (American)	7	3
12.	NIGHT (Pearl)	13	2
13.	WILD ONE (Lowe)	—	12
14.	STUCK ON YOU (Gladys)	—	1
15.	MISTY (Octave)	14	4

• **Best Selling Sheet Music in Britain**

(For week ending May 14)

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

Standing on the Corner—Frank (Frank)	Someone Else's Baby—B. F. Wood (—)
Looking High, High, High—Robbins (Robbins)	Royal Event—Noel Gay (—)
Fings Ain't Wot They Used T'Be—World Wide (—)	Clementine—Southern (Twed)
Do You Mind—Macmelodies (—)	Stuck on You—Belinda (Gladys)
My Old Man's a Dustman—Cromwell (Richmond)	Tom Pillibi—Sterling (—)
A Summer Place—Blossom (Witmark)	Why—Debmar (Debmar)
Fall in Love With You—Kalith (—)	Footsteps—Nevins-Kirschner (Aidon)
Cathy's Clown—Acuff-Rose (Acuff-Rose)	Handy Man—Sheldon (Sheldon)
Delaware—Leeds (Roncom)	Running Bear—Southern (Glad-Big Bopper)
	Beyond the Sea—Chappell (Harms)
	Love is Like a Violin—Keith Prowse (—)

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VERNON GREEN
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DOOTO 

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(A PICK OF THE WEEK—Cash Box)
"BABY-CRY-CRY-CRY-BABY"
Savoy 1587 b/w
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"LONELY AND BLUE"
Johnny & Jackie
anna 1108

"EVERYTHING ABOUT YOU"
b/w
"Orphan Boy"
TY HUNTER
and the Voice Masters
anna 1114

"YOU KNOWS WHAT TO DO"
b/w
"Yes, No, Maybe So"
BARRETT "Money" STRONG
anna 1116


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

PLEASE NOTE

The Best Selling Pop Records in Britain chart, which has run in this space in the past, now may be found in the Music News department on the International Music page.

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Dutch Treat Press Party

HOLLYWOOD — Decca Records, in order to kick off a new Sonny Burke recording of "Hennessy," from the TV show of the same name, held a dutch-date press luncheon at the Knickerbocker Hotel. According to Decca spokesman, "In keeping with the FCC ruling on radio and TV stations," guests paid for everything — lunch, 24 cents; drinks, 1 cent, and the record itself, 46 cents. Proceeds of the party were donated by Decca to the City of Hope, in the name of the Disk Jockey Association.

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IRVING BERLIN
MG V-2054 *MG VS-4085
GEORGE GERSHWIN
MG V-2055 *MG VS-4086
DUKE ELLINGTON
MG V-2056 *MG VS-4087
JEROME KERN
MG V-2057 *MG VS-4088
RICHARD RODGERS
MG V-2059 *MG VS-4090
HARRY WARREN
MG V-2060 *MG VS-4091
HAROLD ARLEN
MG V-2061 *MG VS-4092
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The Andy Doll Band, comprising PeeWee Cherrier, Bob Hankins, Chet Bradley, Harv Frederick, Chub Yakish and Andy Doll, takes its annual vacation July 7-15. The combo's itinerary up until then stacks up as follows: Manchester, Ia., June 1; Oelwein, Ia., 2; Clear Lake, Ia., 3; Sioux City, Ia., 4 (a.m.); Waterloo, Ia., 4 (p.m.); Prairie Du Chien, Wis., 5; Janesville, Ia., 7; Lone Tree, Ia., 8; Davenport, Ia., 9; Fennimore, Wis., 10; Muscoda, Wis., 11; Fort Dodge, Ia., 12; Volga, Ia., 13; Oelwein, Ia., 16; Mount Hope, Wis., 17; Guttenberg, Ia., 18; Owatonna, Minn., 19; Independence, Ia., 20; Marion, Ia., 22; Fort Dodge, Ia., 23; Dubuque, Ia., 24; Decorah, Ia., 25; Waterloo, Ia., 27; Farley, Ia., 28; Mount Hope, Wis., 29; Clear Lake, Ia., July 1; Waterloo, Ia., 2; Prairie Du Chien, Wis., 3; Prairieburg, Ia., and Marion, Ia., 6.

Promoter Jim Gemmill, of Richmond, Va., has set a "New Dominion Barn Dance" unit featuring Jerry Cope and the Trailblazers, Rusty Adams, Barbara Allen, Shirlee Hunter and Koko the Hobo for a long string of dates, starting June 17 at Newport News, Va., and following with Stovertown, Pa., July 2; Kutztown, Pa., 3; Indiana, Pa., 4; Normanstown, Pa., 9; Hagerstown, Md., 15; Selingsgrove, Pa., 20; Easton, Pa., 25; Pony Round-Up, Cincotague Island, Va., 26-28; Wawnesburg, Pa., August 13; Lykens, Pa., 19; Galax, Va., Fair, 25-27; Centre Hall, Pa., 31; Ebensburg, Pa., September 10; Wilson, N. C., Fair, 29-October 1; Orangeburg, S. C., Fair, 6-8, and the Burley Tobacco Festival, Abingdon, Va., 20-22.

Bill Carlisle, whose new one on the Columbia label couples "No Place Like Home" with "Air Brake," shows his wares at Rome, N. Y., May 27, and Newburg, N. Y., on the 28th. . . Wilma Lee and Stoney Cooper, Grandpa Jones and Ray Price are on a Canadian trek that finds them in Fredrickton, N. B., May 23; Muncton, N. B., 24; Bathurst, N. B., 25; Campbellton, N. B., 26; Newcastle, N. B., 27; Charlottetown, P. E. I., 28; Glace Bay, N. S., 30; North Sidney, N. S., 31; New Glasgow, N. S., June 1, and Halifax, N. S., 2. . . Jimmy Newman is routed for Port Huron, Mich., May 28; Saulte Ste. Marie, Mich., 29, and Minneapolis, June 1-4. . . Lester Rose, of Acuff-Rose, is touring Australia with the Everly Brothers. . . Ralph E. Stevens, general manager of Ridge Crest Records, LaGrange, Ga., has signed the Rebelets, of Manchester, Ga., to a recording pact.

Jimmy Hazelwood and Ernie Kerns, deejay at WOCH, North Vernon, Ind., have taken over the operation of Vernon Park, Vernon, Ind., with their live c.&w. show, "Kentuckiana Jubilee," aired from the park each Friday night, 8-8:30, over WHAS, Louisville. Featured on the show are Clayton (Pappy) Mc-Mitchen and His Georgia Wildcats, Taylor Porter and His Radio Ridge Runners, of WSLM, Salem, Ind., and vocalist Mary Lou Blanford. Jimmy Hazelwood is emcee, and Kerns handles the comedy. Weekly guest artists augment the regular line-up. Guest bookings stack up as follows: Jimmie Skinner and Connie Hall, June 5; George Morgan, June 12; the Louvin Brothers, June 19; Carl Smith and George Jones, July 3-4; Stone-

wall Jackson, July 10; Grandpa Jones, July 24; the Duke of Paducah and Jimmy Dickens, July 31; Wilma Lee and Stoney Cooper, August 7; Rusty and Doug, August 14, and Flatt and Scruggs, August 28. Kerns spins c.&w. platters via WOCH 6-7:30 a.m. and 12:15-3 p.m., Mondays thru Saturdays.

With the Jockeys

Biff Collie, who May 2 kicked off his new show on KFOX, Long Beach, Calif., is anxious to trade helpful info with brother jocks. "I would like to have voice tracks from country and pop deejays, with anything they want to include—their favorite sayings, station call letters, gags, etc.," writes Biff. "I promise they will be aired at least once on my shows. I would be happy to trade voice tracks with all the guys, but especially would like to have theirs. Thirty seconds to one minute on one of the minitapes would be fine." Collie, heard daily, 1:30-5 p.m. on KFOX, enjoyed a five-week vacation before taking up his new post, visiting Nashville, Kansas City, San Antonio, Houston and all spots between—6,000 miles in a Renault. His "Girl Shirl (Shirley Caddell)," billed on her upcoming release as Shirley Collie, cut her first Liberty session during their Nashville visit. Her initial release is slated to follow Bob Wills' first for the Liberty label.

Veteran deejay - performer Carl Stuart has taken over the management of WESA, Charleroi, Pa., where he is handling the programming of both country and pop. He recently added a "Country Jamboree" show, heard Monday thru Friday, 6:30-7 a.m., and Saturday from 6:30-8 a.m. and 7:30-8:30 p.m., using Norman Loop and band. Carl says he could use sample records from the various diskeries. . . Robert Orben, of Orben Publications, Valley Stream, N. Y., who for a number of years has supplied comedy material to pros in the entertainment world, has recently inaugurated a service for deejays. Orben sells his service on a subscription basis. The releases containing one-liners, ad libs, bits of business, sight gags, parodies and emcee material are put out on a monthly basis. One chain in the Southwest has recommended the service to all its program directors, Orben claims. Because of the deejay response, each release devotes a section to deejays, records and record personalities. We found his last three releases highly entertaining and loaded with comedy material suitable for those who make their living on the air.

Bill Anderson typewrites that deejay samples of his new Decca release, "The Tip of My Fingers" and "No Man's Land," are available by writing to Tree Music Company, 319 Seventh Avenue North, Nashville 3. . . Scooter Bill Mann, who has been spinning the country wax at WRKM, Carthage, Tenn., has shifted to the station's sales department. Now handling the platter-whirling chores at WRKM are Clyde Magors, Bill Mann (no kin to Scooter Bill) and Joe Wilson. . . Country deejays may obtain copies of Link Davis' "The Mamou," Larry Butler's "I Have the Right to Cry," Willie Nelson's "What a Way to Live" and Sherree Scott's "Go Away, Shadow" by writing to Mark Raymer Enterprises, 1614 McGowen Avenue, Houston 4.

The Billboard HOT C & W SIDES

FOR WEEK ENDING MAY 22

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	2		PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	12
2	1	1		HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	25
3	3	3		JUST ONE TIME, Don Gibson, RCA Victor 7690	12
4	4	5	7	ABOVE AND BEYOND, Buck Owens, Capitol 4337	12
5	7	8	8	ONE MORE TIME, Ray Price, Columbia 41590	8
6	5	4	4	ANOTHER, Roy Drusky, Decca 31024	19
7	8	9	9	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	8
8	9	7	6	SINK THE BISMARCK, Johnny Horton, Columbia 41568	9
9	6	6	5	BIG IRON, Marty Robbins, Columbia 41589	10
10	11	11	13	LEFT TO RIGHT, Kitty Wells, Decca 31065	6
11	12	18	25	SEASONS OF MY HEART, Johnny Cash, Columbia 41518	5
12	29	26	28	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	4
13	10	10	11	A SIX PACK TO GO, Hank Thompson, Capitol 4334	10
14	13	13	16	YOUR OLD USED TO BE, Faron Young, Capitol 4351	7
15	18	20	—	SMILING BILL McCALL, Johnny Cash, Columbia 41618	3
16	14	12	17	FAMILY BIBLE, Claud Gray, D 1118	10
17	15	14	14	PINBALL MACHINE, Lonnie Irving, Starday 486	11
18	19	17	12	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	20
19	—	—	—	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	11
20	23	21	19	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583	7
21	17	19	18	(DOIN' THE) LOVER'S LEAP, Webb Pierce, Decca 31058	7
22	21	16	10	WISHFUL THINKING, Wynn Stewart, Challenge 59061	22
23	—	—	—	IS IT WRONG (FOR LOVING YOU), Webb Pierce, Decca 31058	1
24	25	—	—	WHO'LL BUY THE WINE, Charlie Walker 41633	2
25	20	24	24	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306	8
26	—	—	—	THAT'S MY KIND OF LOVE, Marlon Worth, Guyden 2033	1
27	—	—	—	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496	1
28	22	22	20	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	7
29	27	—	—	LONESOME ROAD BLUES, Jimmie Skinner, Mercury 71606	2
30	16	15	21	LIFE OF A POOR BOY, Stonewall Jackson, Columbia 41591	5

SOUTH OF THE BORDER

Carl Mann
Phillips International #3555
639 Madison Memphis, Tenn.

EVEN BIGGER THAN "THERE'S A BIG WHEEL"

Wilma Lee & Stoney Cooper's
JOHNNY MY LOVE
HICKORY 1118

New Blues Release!

"LEAVIN' TENNESSEE" and "BABY COME BACK HOME"

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Reviews of New Pop Records

Continued from page 42

The following records, also reviewed by The Billboard music staff, were rated one star.

BERBIE DUNCAN: End of the Rainbow/That's All—Glenn 140

HARLEY GABBARD: Quit Hangin' Around/Twenty-One Years—Arvis 107

MATT HUSTON: For Me/Precious Tears—York 501

FRED SKINNER: After My Laughter/Whenever You're Around—Mecca 9-10

COLE STEWART: Yes I'm Blue/Highway to Nowhere—Cloverleaf 601

TRAIL BLAZERS: You Were Only Teasing Me/Give Me a Hundred Reasons—KCM 3705

UNKNOWN ARTISTS: I Had a Talk With Mama/Bee-Line—Spin 923

Rhythm & Blues

JOHNNY RODGERS
 ★★ I Am a Lucky, Lucky Man — ATOMIC-H 902 — A rockin' blues with Rodgers apparently far off the mike. The band is much louder here than the chanter. (Uptown) (2:05)

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★ Spring Time — A blues, in slower tempo than the flip, with Rodgers showing a good down to earth approach. Unfortunately, the recording doesn't help to showcase him very well. (Uptown, BMI) (2:40)

The following records, also reviewed by The Billboard music staff, were rated one star.

DAVE ATKINS: The Ballad of Robert E. Lee (Parts 1 & 2)—Contour 503

BILLY EARL: Lonely Man/My Baby's Bent—Reed 1043

POLKA MADELINE LATIP BAND: Pull Down the Lever Polka/One Dream Too Many—Wilkes-Barre 101-2

Sacred

SLIM WHITMAN
 ★★ Sunrise — IMPERIAL 8327 — To an organ, the western chanter with the high pipes, offers a sacred effort that appeals. Many fans will want this one. (Alamo, ASCAP) (3:30)

★★ I'll Walk With God — Another slow and deeply meditative effort with Whitman offering much emotion in the reading. A good coupling. (Harms, ASCAP) (3:08)

STERLING MORRIS
 ★★ Mother's Faded Sunbonnet — COOL 149 — The mountain group offers a weepy piece of gospel material, which would have some appeal to fans of this genre. (Queen, BMI) (2:25)

★★ Well Done — A more rhythmic side here is handled with a similar touch to that of the flip. Very thin arrangement detracts. (Queen, BMI) (2:10)

DANIEL QUARTET
 ★★ I Know He'll Be Waiting for Me — COOL 139 — The mixed group works to a good piano backing in the true gospel manner. A lot of enthusiasm here despite a lack of any real talent. (Ben Speer) (2:30)

★★ One of These Mornings — A bouncy rhythm effort with similar appeal to the flip. (Stateman) (2:30)

GAYLIGHT TRIO
 ★★ City of Gold — COOL 138 — The trio manages to put across a good tone of spirit and devotion in the grass roots manner. Fair for the market. (Sesac, BMI) (1:50)

★★ My Brother's Keeper — The group turns in a similar feeling of verve and spirit here. Good message. (Weismann, BMI) (2:15)

Spiritual

THE FAMOUS CARAVANS
 ★★ It's My Plan — GOSPEL 1039 — A rockin', frantic, driving shouter. The group pounds thru this important message about "going thru." A wild side that can pull its share of activity. (Savoy, BMI)

★★★ Mercy Lord — A slow but still rhythmic effort, full of spirit. Fem lead has a highly devoted sound here. A good coupling. (Savoy, BMI)

B. H. BROADIE
 ★★ On the Jericho Road — WORLD WIDE 5001 — B. H. Broadie bows on the new label with a wild, rhythmic reading of a sermon, helped by answers from the chorus. Recording sounds like it was made in church. Interesting wax. (Planemar, BMI)

★★★ Come on Home — Same comment. Elder Broadie is a preacher in the old-fundamental style, who uses modern imagery to spread the word. (Planemar, BMI)

REV. J. C. CRAWFORD
 ★★ God's Blank Check — GOSPEL 1038 — A "live" recording of a message sermon by the Reverend, with the congregation heard in chants of agreement. A lot of meaning here. (Savoy, BMI)

★★★ She Will Tell on You — Another powerful sermon by the Reverend Crawford, again with the congregation heard in enthused responses. (Savoy, BMI)

THE SHOCKLEY SINGERS
 ★★ Tell It to the People — WORLD WIDE 5002 — Here's a group of youngsters who manage to develop quite a fervent sound on this traditional to organ and piano accompaniment. (Savoy, BMI)

★★ Deliver Me — A medium paced supplication to the Almighty. Again the organ and piano are heard in accompaniment. (Savoy, BMI)

London NEWSNOTES:

Continued from page 6

back until September. . . Arrangements are being made for the Johnny Dankworth Orchestra to return to America in the fall. . . At least one date will be with the Pittsburgh Symphony. . . ATV has offered its tele-recording of the May 16 Royal Variety Show to American TV networks.

Warner Bros.' international chief Robert Weiss spent most of last week in London setting up a fall LP program. . . U. S. agent Willard Alexander arrived to arrange more band exchanges, including a return by Ted Heath. . . Actor-singer James Darren, in Europe for work on Columbia Pictures' "Guns of Navarone," is in London for studio sequences after location work in Greece. . . Other visitors included General Robert Sarnoff, Jack Mills, Robbins' Maurice Scopp, Michael Nidorf, Diahann Carroll and her husband, Monte Kaye. . . Dolores Hawkins, here with manager-husband Don Seat, did ATV's "Saturday Spectacular" with Dickie Valentine May 14.

Jerry Keller is the latest touring American singer to be signed for BBC Radio's "Saturday Club." He is set for the June 4 show backed by the group he uses on tour. The most visiting recording names do an interview spot with host Brian Matthew (latest was Connie Francis May 14), the idea of Americans doing live performances is fairly recent, with Gene Vincent, the late Eddie Cochran and Johnny Preston preceding Keller.

Now back in Hollywood after a month here, Norm Riley, who has set up several recent tours, is now trying to arrange a fall program which may include Fabian and Bobby Rydell. He has hopes of developing a two-way traffic and plans to start with importing British singer Matt Monro for a disk and TV build-up. While here Riley did a deal with the Keith Prowse-Peter Maurice publishing group to handle material he controls thru his Rorile and Falstaff catalogs.

Julie Wilson returns to London next month for a cabaret season and guests in Jack Payne's BBC-TV series "Words and Music," June 7. . . Gordon and Sheila MacRae have brought forward their visit a month and now televise in ATV's Palladium show June 5 and tape two spectaculars during the following week. . . Italy's Marino Marini Quartet broke a Portuguese tour to tape an ATV show May 17 in London. The group is due in New York June 22 for a TV shot with Pat Boone and perhaps a concert. . . George Chakaris, one of the American leads in the London "West Side Story," took a month's leave from the show to fly to Hollywood to test for the film version. He records for the newly-launched Triumph label. . . Gene Vincent recorded four sides for Capitol in London with the sessions produced by EMI's Norrie Paramor.

Liberace's London Palladium act was recorded May 14 for eventual issue as a Coral LP. Also included were singer Janet Medlin, with the Palladium's resident orchestra under the pianist's own conductor, Gordon Robinson. . . The Beverley Sisters were the main supporting act to Nat Cole when he starred in ATV's "Sunday Night at the London Palladium." . . The tele-recording Harry Belafonte made for BBC-TV last fall for Christmas Day showing gets a rerun Whit Saturday (June 4). Belafonte called the show "Songs of Many Lands."

The Four Lads, who have been close to a hit here with "Standing on the Corner" from "Most Happy Fella," were due for the "Perry Como Music Hall" tele-recording on BBC-TV May 22. Next Sunday's program includes Sarah Vaughan, with Kay Starr scheduled for June 5. . . Eartha Kitt becomes the first American headliner booked for the "Talk of the Town," the theater-restaurant built into the shell of the old London Hippodrome. She starts an eight-week season early in October and will precede it with a month's tour of provincial Moss Empire theaters.

The advantage of being on hand for personal promotion is felt to be, at least in part, responsible for the six-place jump of Johnny Preston's "Cradle of Love" to No. 2 in this week's British chart, becoming a rival to the Evert Brothers' present grip on the top spot. . . Equally notable is Jimmy Jones' "Handy Man," now at No. 3. The M-G-M disk was issued at the end of January and did not move for nearly two months. EMI stuck with it and it suddenly became a major-selling item and has had nearly two months near the top of the charts. . . Biggest jump of the week, however, goes to Billy Bland's "Let the Little Girl Dance" in the Top 20 for the first time at No. 15. He records for Old Time and is issued on Decca's London-American label. It is his first disk release here. . . "Robot Man," the Connie Francis disk her manager George Scheck, has substituted in Britain for the American hit, "Teddy," is virtually certain for next week's chart, tho' the coupling, "Mama," is also showing sales strength. . . Nat Cole may also return to the top frame with "That's You." Both Connie and Nat have done their numbers on recent major TV shows. Miss Francis has also been busy meeting DJ's and also did a mystery celebrity spot on "Juke Box Jury."

There are at least two covers of Jeanne Black's Capitol slicing, Minette on another EMI label, HMV, and Sally Kelly (British Decca). . . Other new releases included two disks of double-sided American hits — Jack Scott's "Oh! Little One" b-w "Burning Bridges" (Top Rank) and Brook Benton's "Hither and Thither and Yon" b-w

"The Ties That Bind." . . RCA had the Isley Brothers' "How Deep Is the Ocean?" . . . On London-American is Debbie Reynolds' Dot disk "City Lights," the Chipmunks' "Coming Round the Mountain" and "Yes, Indeed" by the DeJohn Sisters, who are currently in Britain for cabaret.

Jazz Bash Stars Sign

NEW YORK — Contracts have been signed for five star jazz recording artists to appear at the Randall's Island Jazz Festival to be held here August 19 thru 21. Pacted for the jazz bash are Diz Gillespie, Chris Connor, Thelonious Monk, Cannonball Adderly and Dave Brubeck. As in the past few years, the festival will include "Twilight Jazz" prior to each evening's main attractions.

Stereo 7-Inchers

Continued from page 2
 nographs. There is no idea on the part of Columbia Records currently to bring out a monaural seven-inch 33, but the talk around indicates that it is a possibility on the part of some manufacturer in the future.

Seeburg's campaign on the stereo 33 and the tie-in of album covers with the "artist of the week" promotion on Seeburg machines, is expected to introduce the stereo 33 to a wider audience. However, most record men feel that the disk must be displayed in stores and widely advertised to get it really moving on the consumer level.

MGA Strike Threat

Continued from page 2
 individual musician who earned it. Since AFM's rank-and-file is comprised of non-playing musicians, Read charged, it's only natural that they would favor re-use money to go to the Trust Fund for the benefit of the non-professionals.

THE SPIN-SATIONAL TRIO

1 Miss La Vell's "YOU'RE THE MOST" and "STOLEN LOVE" DUKE 322

2 Joe Hinton "A THOUSAND CUPS OF HAPPINESS" and "IF YOU LOVE ME" BACK BEAT 532

3 Roscoe Gordon "THE DILLY BOP" and "YOU'LL NEVER KNOW" (THE WAY I FEEL) DUKE 320

BACK BEAT—DUKE RECORDS
 2809 Erastus Street
 Houston 26, Texas

Munich NEWSNOTES:

Continued from page 6

are on hand here: Percy Faith on Philips, Hugo Winterhalter on RCA, Leroy Holmes on M-G-M, and Don Ralke on Warner Bros. Polydor has issued the first German record of this theme, played by Helmut Zacharias and his strings. And Gerhard Mendelson is producing the first German "Summer Place" vocal with lovely Lolita, also on Polydor. . . Twenty five years on one label! This really is an anniversary. Willy Schneider started singing on Polydor in 1935; still he is one of the top stars on this label. His specialty: Songs of wine and river Rhine.

Gene Krupa is in the headlines of German show biz mags at the moment. The "Gene Krupa Story" movie is doing very good b.o. Maybe the German title helped: "Jazz Ecstasy." Critics say: "The story is poor, but Sal Mineo and Gene Krupa's drums are grand."



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Disney Takes Legal Action Vs. Marco Firm, C. V. Wood

Charges Misrepresentation, Seeks Ban on Using Trade-Marks, Names

LOS ANGELES — Disneyland, Inc., and Walt Disney Enterprises last week asked the Los Angeles Superior Court to permanently enjoin the Marco Engineering Company and C.V. Wood Jr., from representing themselves as having

"conceived the idea for Disneyland, or designed, engineered or constructed" the park.

The suit also asked the court to stop the defendants from using the Disneyland trade-marks or name in their promotional activities.

The action was accompanied by exhibits intended to show that Marco and Wood have made the alleged misuses and misrepresentations in promoting amusement projects. Those mentioned include the Sanford, Fla., Circusland, the Bronx area's Freedomland and Denver's Magic Mountain.

Donn Tatum, Disneyland executive vice-president, told The Billboard that in filing the suit the

Disney firms are not asking for monetary relief of damages. The purpose of the action, Tatum said, is to set the record straight that Disneyland was designed and built by the Walt Disney organization and that no connection exists between it and the Wood projects.

Wood was in charge of Stanford Research Institute's unit hired by Disney to determine the location of Disneyland. After completion of the research project, Wood joined Disneyland as its vice-president and manager during 1954 and 1955. Tatum contends Wood's position was that of an operations manager and did not involve decisions in creative concepts, design or construction of the park.

Carroll Talk Against Bill In Washington

WASHINGTON—The proposed \$1.25 minimum wage bill would create more unemployment and economic hardships if applied to amusement parks, kiddie parks, commercial swimming pools and beach resorts, a spokesman for the National Association of Amusement Parks, Pools and Beaches told a House subcommittee (18).

The spokesman, NAAPB Past President Edward J. Carroll of Riverside Park, Agawam, Mass., emphasized that his industry has always favored fair compensation for all and that the great majority of year-round employees of association parks are paid considerably above the proposed minimum. However, he pointed out that during peak periods of the summer the various funspots employ hundreds of high school and college students who sorely need money to help finance their education, plus numerous housewives who supplement their husband's earnings with part-time work, and many elderly people.

"After working for a period of 20 weeks, many widows and elderly people qualify for unemployment benefits," Carroll pointed out. "If they are not employed in the

(Continued on page 58)

IAFE FINALIZES CHI MEETING PLANS

Will Charge \$10 Registration Fee; Schedule Banquet, Two Luncheons

CHICAGO — The International Association of Fairs and Expositions will hold a banquet and luncheon as part of its December 1-3 convention to be held here in the Morrison Hotel.

The banquet, to be called the "International Fairs Roundup," is set for Friday evening in the hotel's Terrace Casino and the luncheon will wind up the conclave at noon on Saturday. Tickets for the banquet will be \$10 and past presidents will be honored that evening.

The association will charge a \$10 registration fee this year for the first time. Included in the fee is one ticket to the Saturday luncheon with extra tickets at \$5. Maurice Fager, Topeka, is chairman of both the banquet and luncheon. The tra-

ditional past presidents' luncheon will be held Thursday.

Five business sessions are scheduled. On Thursday a business meeting is set for 10 a.m.; Midwest Circuit at 11:15, and the International Motor Contest Association at 11:45. Thursday the Federation of State and Provincial Association of Fairs will be in session from 2 to 4 p.m., and IAFE committee meetings are set for the same time period.

Five forums are set for Friday morning on county fairs, advertising, concessions, youth and women's activities. The Saturday meeting, from 10 to 12, will be a general session.

The annual luncheon for fair women will be held at Marshall Field's Thursday (1).

Ringling Grosses \$1,992,000 in N. Y.

Ends Three-Year Declining Trend; Starts Upswing, Nears \$2,000,000

NEW YORK — Ringling Bros. and Barnum & Bailey Circus grossed a reported \$1,992,000 for its 46-day stand at Madison Square Garden here.

Starting with a large advance sale, the show went on to roll up a gross only \$8,000 short of \$2,000,000. This gave the show a 10 per cent increase over last year's \$1,815,000.

But more significantly, it marked the turning of the tide, the end of a downward trend of the past few years and the start of what is expected to be an upward swing. Show officials are citing the improvement proudly. The gross was \$1,885,000 in 1957, then down to \$1,863,000 for 1958 and down further to \$1,815,000 for 1959. Then came this year's upturn.

Aiding in this bonanza were sell-outs for the final afternoon shows, Saturday and Sunday (14-15). As the figure mounted in the final hours of the run, John Ringling North made a number of calls to the circus office to learn the late totals.

The legendary \$2,000,000 gross was attained only once, in 1955, following which the slow slide set in, and Ringling gave it a good run this season. More than one reason was suggested for the upswing. Previous Madison Square Garden visits have ranged from 33-40 days; this one was somewhat longer.

Another factor, nebulous but important in the minds of many, is a changed emphasis in advertising. The outlay this year was \$25,000 less than the budgeted sum for the New York date's press and ad campaigns. Directed by Bill Fields, visual space was dominated by a range of subjects rather than confinement to one or two. The diversity saw profuse use of outdoor ad space, featuring clown heads, girl on horseback, gorilla head, tiger head, girl on elephant, and others.

DOCTORS X-RAY PATIENT'S GUEST

NEW YORK—Sadie Anderson, Side Show spotted girl, is a patient at Bellevue Hospital, New York, and among her visitors was Esteline Pike, sword swallower. Doctors became interested in the latter act so she returned one day between Ringling performances to give a special show at which she was X-rayed with from one to four blades down her throat. Meanwhile, Sadie Anderson, who had been on the critical list, now is improving but remains in the hospital.

K-M DISPLAYS HIPPO WALK

REDLANDS, Calif. — Al G. Kelly & Miller Bros.' Circus again this season is featuring its hippo in a walk around the hippodrome track. The trainer, Capt. John (Camel Dutch) Narfski, takes the uncaged animal on its walks.

Fair Dates Detailed for 'Waters' Unit

NEW YORK—Sam Shayon returned this week from a contracting trip covering the Canadian A Circuit of fairs. Agreements were signed and locations selected for "Dancing Waters" tent operations as follows: Winnipeg, June 24 thru July 2; Calgary, July 11-16; Saskatoon, July 25-30, and Regina, August 1-6.

Alfred G. Osborn will supervise this phase of "Dancing Waters" presentations, with Morris Steinman of St. Paul in charge of publicity, exploitation and promotions.

The water attraction will also be a free device at the California State Fair, Sacramento, from August 31 to September 11. Dudley Fortin, manager, represented the fair in negotiating. Also on the route is a second appearance at the Santa Barbara Fiesta celebration, staged by Henry F. Reese of Los Angeles from August 11-13.

NEW YORK — The Ringling menagerie animals, used in Madison Square Garden, have been divided between two zoo locations until the 1961 engagement here. Housing them are Bob Dietch's Zoo in Fair Lawn, N. J., and Zorrama, Inc., Newmarket, Va. The gorillas, Tony and Toto, are back in Sarasota winter quarters. 3

Du Quoin Fair Inks Name—Laden Bills

Gordon MacRae, Ken Murray, Chordettes, Bobby Darin Head Up Grandstand Shows

DU QUOIN, Ill.—The 1960 edition of the Du Quoin State Fair, to be held here August 28-September 5, will again present a name-laden bill of talent in front of its grandstand in addition to the Hambletonian and programs of auto races.

Eugene Hayes, who with his brother, Don, manages the big Southern Illinois event, last week disclosed the talent line-ups.

The opening bill on Sunday afternoon will be a jazz festival featuring the Dukes of Dixieland. Various presentations, including fair queen doings, will also be held at the matinee program.

That evening the regular grandstand show takes over for eight performances thru the following Sunday. Booked thru the Music Corporation of America and GAC-Hamid, the bill will include Ken Murray, Marie Wilson, Leo Diamond and the Blackouts and Bobby Darin. Supporting will be the Marquis Chimps, Gimbel Brothers,

Freeport, Ill., Fair Expands Name Bookings

Bob Crosby, Anita Bryant, Molly Bee, Rex Allen Signed

FREEPORT, Ill.—The Stephenson County Fair, which in the past has used a number of television and record names as attendance lures, will expand that policy this year.

The grandstand shows will be free this year and two performances are set for each evening. On the first night, it'll be Bob Crosby and Anita Bryant plus acts. Then Johnny Cash will come in for two in one night and the third night will offer Molly Bee, the Vagabonds and the June Taylor Dancers. Teddy Phillips' orchestra will cut all the shows. E. O. Stacy, Music Corporation of America, booked the talent.

On Saturday night Rex Allen is set as the name lure, booked thru Attractions, Inc., of Chicago.

Jazz Festival At Minnesota Reports Loss

MINNEAPOLIS — A loss of \$12,000 was sustained in the University of Minnesota's three-day jazz festival that ended May 15 at Northrop Memorial auditorium.

The festival, which cost \$30,000, grossed about \$18,000, according to James S. Lombard, director of the university's department of concerts and lectures. It featured such jazz greats as Dave Brubeck, Miriam Makeba, Ahmad Jamal, Coleman Hawkins, Ernestine Anderson, the Clara Ward Singers and

(Continued on page 58)

Hal Sands Manhattan Rockets (24) and the Lou Breese orchestra.

Sign MacRae

The featured Labor Day evening show, which over the years has included most of the top names in television and motion pictures, will be brought in by MCA. Set are Gordon MacRae and Sheila, Chordettes, Vagabonds, Professor Backwards, Birk Twins, Half Brothers and June Taylor Dancers. Breese will also provide the music for this one-nighter.

The Hambletonian, the Kentucky Derby of harness racing, will be the Wednesday afternoon feature of the run. In all, five programs of Grand Circuit harness racing are set.

The gasoline buggies will take over the track on the Labor Day weekend with big cars, stocks and midgets under the banner of the United States Automobile Club.

Al Kunz's Heth Shows again will provide the midway attractions for the nine-day run.

Milwaukee, Topeka Fairs Sign Boone

Wisconsin Booking Runs Five Days; Kansas Event Also Sets Lennon Sisters

CHICAGO—Pat Boone has been signed for personal appearances at two more major fairs—the Wisconsin State Fair, Milwaukee, and the Mid-America Fair, Topeka, Kan. He will be in Milwaukee for five days, August 24-28, the tail-end of the run. During that time he will give five night shows and also twi-

light shows on two days, Bill Masterson, fair manager, announced.

At Topeka Boone will be headlined in front of the grandstand the first three days of the six-day fair. He will give one matinee, a Sunday show and possibly one other matinee, Maurice E. Fager, fair manager, announced.

Fager has also signed the Lennon Sisters for the final three days of the fair, September 13-15. On the bill with the Lennons will be Snooky Lanson, Buddy Morrow and his orchestra, comic Roger Ray, a line of girls and some additional acts.

Boone will bring in a complete show at both Topeka and Milwaukee. The attraction contracts at both fairs were signed thru Frank Taylor, of GAC-Hamid, Inc., New York.

With Boone contracted for the last five days, the Milwaukee fair still has open its first five nights' grandstand attraction. Masterson indicated he may close negotiations within a week for the night grandstand attraction for that open time.

Prior to being booked into Milwaukee and Topeka Boone had been set at the Nebraska State Fair, Lincoln, for two days; Michigan State Fair, Detroit, for four days; Indiana State Fair, Indianapolis, for two days, and Reading, Pa., for one day.

Packs Plays To Big Crowds At Nashville

NASHVILLE—Tom Packs Circus played the Fairgrounds Coliseum here for the first time, after playing 16 seasons at a ballpark here for the same Shrine auspices. Business was big, with the largest crowd in the history of the building on hand for Friday (13).

Opening was light because of cold weather, but it built from there to Friday's throng of 6,000 in permanent seats, 1,512 in temporary seats and others turned away. Saturday afternoon was another turn-away, and a surprise was another full house Saturday night. Building's regular electrical system was augmented with 36,000 watts of overhead illumination brought in by the Packs organization.

The Beatty-Cole elephants formerly belonging to Norma Davenport made this Packs date and will make others on the Packs route later. They will be on the Beatty Circus at Philadelphia, then at Pittsburgh's Kennywood Park and then back with Packs Circus.

Women's Air Force Band to Return To Illinois Fair

SPRINGFIELD, Ill. — The Women's Air Force Band will again be presented at this year's Illinois State Fair, J. Ralph Peak, general manager, announced. The group made its first appearance here last year.

Classics, comedy, marches and mambos, mixed with some rock and roll will be featured along with the WAF Band Bell Ringers.

Kelmans at Helm Of Pleasure Beach

BRIDGEPORT, Conn. — Management reorganization places Ed Kelmans in the presidency of Pleasure Beach Operating Corporation. The new structure was decided in January, but members started work as a team in March, in anticipation of the 1960 season.

Pleasure Beach Park got a trial run Saturday and Sunday (21-22) and opens officially next Saturday (28). George DeRise is vice-president and Tom Lappos is retained as resident manager. Bert Nathan is among the stockholders.

Also on the park staff are Kelmans' son-in-law Kenny Stein, operating all rides on a concession basis, and Jack Kelly of Bridgeport, in charge of advertising, promotion and public relations in conjunction with the manager.

Kelmans is known to a wide cir-

cle of amusement people thru his former operation of Indian Point Park, outside Peekskill, N. Y. The long-time Hudson River recreation area was sold in recent years to Consolidated Edison Company as an atomic energy power installation site. Kelmans has been a hotel and country club operator, and has been around outdoor amusements a number of years.

It was reported that ABC Vending Company retains the park's food and drink operation for the third year. New channel ride boats have been acquired, and elsewhere a general sprucing up has been effected. Included is rejuvenation of the Roller Coaster.

Lappos has spent many years around the park business. Pleasure Beach is working on tie-ins with excursion boat firms, and plans to offer weekend free acts.

R-B UNDER WAY AT VENICE; MAPS JULY MOVE TO TRAIN

Arena Work Will Start This Week

SARASOTA, Fla. — Ringling Bros. and Barnum & Bailey Circus has gotten approval for its new quarters site at Venice, Fla., and it was expected to let a contract late last week for construction of the first building there. It also has let a contract to clear the new 15-acre site. Construction is to start at once.

First building will be an arena with 58,000 square feet and 350 by 200-foot dimensions. It will serve as a rehearsal site for the circus, and the 1961 season will open in it. Circus seat wagons will be used at the arena.

Work here now is concentrated in readying the show's new train. It will be completed very soon and then attention will turn to refurbishing the seat wagons and to moving the first items over to Venice.

The new arena will seat 5,000 (Continued on page 58)

NO SHOW, BUT CROWD HEEDS GOOD PITCH

VALLEY STREAM, N. Y. — Quick thinking is a vital asset, but sometimes it produces funny results. During an aggravating break in the Beatty-Cole performance here, while Galasso's finger-stand equipment was being installed, manager Walter Kernan snatched the mike and started talking to the crowd. What came out was a full-fledged Wild West concert intro, with verbal flourishes in reference to the riding, roping and shooting troupe. Admission was a quarter, Kernan intoned, and "ticket sellers will now pass among you." Sure enough, when the tear-down started, a group of spectators had to be convinced it was all over before they'd leave. "Concert?" Kernan asked, "What concert?"

Rail Jumps Come After Idle Month

BOSTON—New show train of the Ringling circus will not be put into use until after the show's July layoff. The show will play Atlanta, June 28-30, then lay idle until August 5-7 at Omaha. In that period the circus will go to its new quarters at Venice, store the present trucks and trailers and move onto the train.

Departure from Venice, Fla., about August 1 will be turned into a big celebration.

Use of the new train has been scheduled and rescheduled several times. At one time it was expected to be in action after the Boston Garden stand, but there have been several delays. One of them was caused by the problem of how to build end doors on the tunnel cars so they could be opened while the cars were coupled together. Another factor is that performers and the show itself would have a problem of storage for trucks and trailers if the switchover were made anywhere but the Sarasota-Venice area.

Use of railroads for the second half of the current tour will see the show thru its long jumps to Omaha and on thru the West. It will make San Francisco, Los Angeles and other Coast stands and then return via Texas to the Middle West. Among the stands will be Dallas, September 28-October 2; Milwaukee, October 26-30, and Des Moines, November 11-13. Season probably will run thru Chattanooga December 4.

PENNSY PARKMEN TO TEST TAX LAWS

Association Decides to Challenge State 'Tax Anything' Law, Sales Tax

HARRISBURG, Pa. — Pennsylvania Amusement Park Association members will bring test cases against the State of Pennsylvania to clarify terms of the new sales tax and the "tax anything" laws as they apply to amusement parks and kiddie parks.

This was decided, at the spring meetings of the association at the Penn-Harris Hotel with about 30 members and guests in attendance. During the annual election, the association chose Ben Sterling, head of Rocky Glen Park, Moosic, as president for the coming year. He succeeds Ed Lee, of Sans Souci Park, Wilkes-Barre, Pa.

Other officers are Hartman Knoebel, Knoebel's Grove, Elysburg, first vice-president; C. Max Lee, Canandohta Lake, Union City, second vice-president, and William J. Tarr, Conneaut Lake Park, Conneaut Lake, re-elected secretary-treasurer.

Directors chosen for three-year terms include C. K. (Jack) MacDonald, Idlewild Park, Ligonier; Ray Lusse, Lusse Bros. Manufacturing Company, Philadelphia; Allen R. Fasnacht, Willow Mill Park, Mechanicsburg, and R. M. Spangler, Rolling Green Park, Sunbury.

Action to clarify the sales tax regulations and local borough and township taxes assessed under the "tax anything" laws was taken following an analysis of the tax picture by legal counsel Edward C. First Jr., and his colleague, John Williams. It was explained that there are some rather contradictory features of the new sales tax regulations, with some rides being subject to tax and similar ones not. Some "double tax" conflicts are also apparent between sales tax and local taxes. There are also some unclear angles of the sales tax on food and drink and the new 1-cent tax on soft drinks. Williams warned that operators must be sure to keep accurate records of their sales and the tax they collect or run the risk of heavy penalties being assessed by State inspectors who have great arbitrary powers. He suggested that the association

negotiate with the sales tax department for a "formula basis" which would enable each amusement park operator to streamline and simplify his record keeping.

Robert L. Plarr, head of Dorney Park, Allentown, and president of NAAPPB, was designated as head of a committee to steer the legal tests and negotiations. Named with him were Tarr, Lusse and Spangler.

Plarr and NAAPPB Executive Secretary John S. Bowman of Chicago spoke at the meeting. Bowman reviewed current activities of NAAPPB and pledged co-operation of the national office to the Pennsylvania members in their tax explorations.

The association accepted the invitation of retiring President Lee to hold their summer meeting at Sans Souci Park. The outing will be August 3. The date is about two weeks earlier than that usually set for the Keystone summer party, in order not to conflict with the NAAPPB summer meeting at Ponchartrain Beach, New Orleans, August 23-24.

Cristiani Gives Extra at Elizabeth

Cop-Robber Chase Adds Excitement; Cedar Grove Adds Big Business Too

ELIZABETH, N. J. — Business ranged from fair to big for the Cristiani Bros.' Circus on a three-day stand here (13-15) and there was added excitement on Friday (13) when a cop and robber chase ended on the midway. An extra show was given Sunday.

Earlier, Cedar Grove, N. J., gave the show two packed houses despite multiple confusion over the location and a change in lots.

At Elizabeth Friday rain made a change in lots necessary and houses were estimated at half and three-quarters full. Second day

NAME LURE

Salt Lake Rodeo Inks Rifleman

SALT LAKE CITY — Chuck Connors, star of the television series, "Rifleman," has been signed as the name lure at the Days of '47 Rodeo to be held here in July.

His video son, Johnny Crawford, will also be in the show for the run of the events to be held in the Coliseum of the Utah State Fair.

Last year's rodeo had Roy Rogers, Dale Evans and their troupe as the headliners.

(14) had business in the same proportions. Sunday (15) brought a turnaway house in the afternoon and a half house at night. The extra show was added to accommodate the afternoon turnaway.

Climax of a police chase happened to come on the show lot. Four bandits with pistols and shotguns held up a liquor store downtown. Police caught up with them as they sought to flee across the show lot. Later an employee, Robert Wilde, was struck by an elephant, but not injured. The Beatty-Cole Circus also plays Elizabeth this season.

TALENT ON THE ROAD

Autry Replacing Rogers at Trenton and Reading Fairs

Further taking up the slack caused by Roy Rogers' appearance cancellations, Gene Autry and a Melody Ranch show have been booked into the Reading (Pa.) Fair and New Jersey State Fair, Trenton. Autry has Reading set for Thursday thru Saturday, September 15-17, and Trenton for Sunday thru the Saturday matinee (18-24). Both are GAC-Hamid bookings. . . . Ethel Smith, organist, will play the calliope on a float in the Fourth of July parade of the Barnum Festival. Thirteenth annual fest is set for July 1-9 in Bridgeport, Conn. . . . Dorney Park in Allentown, Pa., opens May 22 with Chief Halftone (WFIL-TV, Philadelphia) and an Indian revue. On May 29-30 features are Henri LaMothe, high dive, Kelroys, trampoline, and Pia and Mai, unicycle and perch. Abe I. Feinberg provides the talent. *Irwin Kirby*

Monticello, Ia., Fair Sets Name Talent Bill

The Great Jones County Fair, Monticello, Ia., which has been making a name, and profits, too, thru use of name talent, has lined up an ambitious program this year, also. Anita Bryant and Rusty Draper are in for one night. Bob Barker and his NBC program, "Truth or Consequences," is set for another evening, along with the La Gard Twins. Then Brenda Lee, the Browns, Collins Kids, Stony Mountain Cloggers and Leon McAuliffe and his band will come in, and the wind-up show will be headed by Bob Crosby and include Carol Richards and the June Taylor Dancers. Teddy Phillips and other acts will be in for the run, all entertainment booked thru MCA. . . . Rex Allen is back on the West Coast after cracking all attendance marks at the Jasper, Tex., rodeo, which is sponsored by the Chamber of Commerce. . . . McGuire Sisters are next at Chicago's Chez Paree, opening May 27 and running thru June 9

Pedro and Pedro Morales Jr. will open June 12 with their balancing act at the Circus Hall of Fame, Sarasota, Fla., for a 12-week stand with an option. . . . Ving Merlin's Coquettes will play an Australian circuit of theaters starting in June. . . . Whimpy the Clown will keep busy well into the fall months, he reports. Following the Canadian A Circuit, he'll be seen at fairs in Barton, Vt.; Ottawa; Flemington, N. J.; Simcoe, Ont., and Abilene, Tex. . . . Bobby Diamond, the Joey of the "Fury" television series, did a one-day appearance at the Silver Dollar Fair, Chico, Calif.

TV SHOWCASE: Carmel Quinn will be the girl of the week on the Today Show, May 23-27. . . . The Brothers Four have been added to the cast of the May 24 Ford "Startime" segment. . . . Set for the June 7 edition of the George Burns opus are Jack Benny, Betty Grable, Polly Bergen and Bobby Darin. . . . Gisele MacKenzie and Tab Hunter will join the June 2 video version of "Summer on Ice—1960," which also includes the cast of "Ice Capades of 1960." . . . Lonesome George Gobel joins Tennessee Ernie Ford on May 26. . . . Crosby Brothers, Carol Lawrence, Don Adams and Genevieve on Perry Como show May 25. . . . *Charlie Byrnes*

R. R. Display & Horse Shows for N. J. Fair

TRENTON, N. J.—Advance in New Jersey State Fair plans were achieved at last week's meeting of the advisory board. It was brought out that a horse show and pony show will be instituted this fall, under responsible association sanctioning. The coliseum, used for cattle judging, will be utilized.

On Monday and Tuesday of fair week, during the cattle judging period, special horsemanship events will be offered on the infield in front of the grandstand. During the rest of the week the events will be brought indoors. Outside the coliseum an arena will be erected for parts of the program. Horse show is the province of Martin Cahill.

Also reported was the decision of the Eastern Railroad Conference to install sidings for its broad display of modern equipment by seven member roads. Rutgers University will be taking over a complete exhibit building for a science display.

Dr. Morrison, head of the Hamilton Township school system, has agreed to the closing of schools in co-operation with the fair, which is established within the township. A decision on Trenton city pupils is pending a school board meeting in June. Amos Kirby is chairman of the fair's advisory board, and Clarence Davenport, Burlington agriculturist, heads the co-ordination among the board, the fair, and the State.

STEINER JAPANESE RODEO TOUR DELAYED BY DATE REVISIONS

AUSTIN, Tex.—Tommy Steiner, head of the rodeo producing firm bearing his name, announced last week that dates for the trip have been revised. The proposed tour is under sponsorship of the U. S. State Department of Cultural Exchange.

Originally scheduled to start on July 21, it has been postponed, pending new dates subject to the availability of Tokyo Stadium, Steiner pointed out. Also scheduled to be visited are Osaka and Nagoya, plus other cities in the Orient.

Steiner is to provide the bucking stock, including 50 bucking horses, 15 Brahma bulls, 15 Mexican bulldogging steers and 40 parade horses. The troupe would include 75 in all, 42 cowboys and cowgirls, 20 Indians, three Texas University beauties, five trick riders and ropers and five supervisory people. The stock would be shipped a month ahead of time, with the troupe going by air.

Seattle Expo Plans Fund Amortization

SEATTLE—A plan for amortization of the \$3 million underwriting loans financing the Century 21 Exposition's pre-operating expenses was outlined last week. The expo will be held here in 1962.

The money is in a trust fund. The fund will receive 40 cents from each paid admission, to be held solely for the repayment of the underwriting loans.

Attendance at the fair, which opens April 21, 1962, is estimated at 10,000,000 and it is anticipated the trust fund will receive \$4 million with a margin of \$1 million in excess of the loan retirement requirements.

Underwriting subscribers are being offered the option of purchasing 6 per cent debentures or of making a pledge which will be used as collateral for bank loans.

LaPorte, Ind., Fairgrounds Receive OK

LAPORTE, Ind.—Final obstacle to the acquisition of a site for the new LaPorte County Fairgrounds was cleared Monday (16).

The LaPorte County Board of Zoning Appeals voted unanimously to sanction conditional land use for the new fairgrounds property, a 102-acre area one mile west of LaPorte on Indiana 2.

Purchase of the tract became necessary when the fair board sold its fairgrounds to the LaPorte school system. The 1960 fair will be held at the old location.

All-Thrill Show Set For Arena

WEST HEMPSTEAD, N. Y.—An all-thrill production is being framed for Island Gardens by building operator Arnold (Whitey) Carlson. Dates are the November 25-27 weekend. Carlson, who has offered circus, rock 'n' roll, auto racing, wrestling and a range of other attractions, is assembling a line-up of sensation-type acts as Thrill-a-Rama.

Canada Tour Starts Well For Rex Show

SAULT STE. MARIE, Ont.—Rex Bros. Circus pulled good business at Memorial Gardens here May 9-11. First show had 2,860 people in the 3,800 seats. Second day's show scored a straw house of 4,775 and the third had a full house of 3,745.

Fair Exhibits Lost in Fire

BAKERSFIELD, Calif.—Materials that were to be used in exhibits at the California State Fair and five California county events were lost in a recent fire at the Skidmore Display Company here.

The firm for many years has built fair exhibits, in addition to floats for various parades and celebrations. Counties whose exhibits were lost in the fire included Tulare, Merced, Yolo, Madera and Lassen.

FAIR-EXHIBITION MANAGEMENT

Oregon State to Use 1959 Centennial Booths

SALEM, Ore.—Reminders of the 1959 Oregon Centennial will live again this year at Oregon State Fair September 2-10, Howard Maple, fair manager, disclosed.

Scores of the uniform pegboard booths used in the Centennial expo in North Portland have been moved here and are now being set in place in the commercial exhibits building.

"While sizes of booths vary to accommodate different requests, they will all appear more uniform with the same kind of backs and sides," Maple pointed out. He also disclosed that already 35 per cent of the commercial exhibit space in the building has already been sold.

Improvements on the plant are under way. A number of walks have been outlined with low box hedge plantings. This has also been used to line the walk leading from the east entrance parking lot to the fairgrounds.

Gay colored flowers will be used in the flower beds around the fairgrounds this year. Included are geraniums, marigolds, salvias, zinnias, cannas and dahlias. These will be massed in beds to give a big splash of color, the manager explained.

Calgary \$3 Tix Sold Out; Three Events Ink Jet Team

CALGARY—By April 29 all \$3 reserved seats for the night grandstand show at the Calgary Exhibition and Stampede had been sold. Maurice E. Hartnett, general manager, said \$2.50 seats were still available for night performances and there were plenty of good seats for the afternoon rodeo events. Feeling is that grandstand attendance will set a new high. . . . Three Canadian A fairs will have the Golden Hawks, crack jet aerobatic team of the Royal Canadian Air Force. The team will be in action at the Calgary Exhibition and Stampede, Edmonton Exhibition and Saskatoon Exhibition. . . . Well known among show people is Judge A. Gordon Buckingham, who has retired as director of the Provincial Exhibition of Manitoba in Brandon. He is a past-president of the fair. . . . The Ponoka (Alta.) Stampede and Exhibition has spent \$40,000 on development of its grounds in the past five years, Hector Labrie, president, disclosed. This year permanent concession stands, larger grassed areas, improved entrances and more portable seats are planned. . . . Edmonton Exhibition has posted a total of \$5,000 for its five-day light horse show to be held May 24 in the Gardens. Total entries of 250 horses are expected.

ESE Musical Tent Set to Go; 'St. Louis' 1st of 10 Shows

WEST SPRINGFIELD, Mass.—With an inaugural year under its belt, the summer tent theater on Eastern States Exposition grounds opens its second season June 13-18, with "Meet Me in St. Louis." The striped tent was erected last weekend.

Wally Beach, general manager, reported Ken Mayo of the Ringling circus will be press agent for Storowton Music Fair this year. Show schedule following the opener consists of "Teahouse of the August Moon," "Redhead," "South Pacific," "West Side Story," "Paint Your Wagon," "The Student Prince," "Girl Crazy," "Carousel," and closes with "Guys and Dolls," September 5-10. Fair dates are September 17-25, during which the ESE may operate the tent itself with other theatrical attractions.

Publicity operations on the grounds have begun under aegis of the Richard R. Bruce agency. The firm has added the services of Ben C. Sweet and Janice Kline to work on the account.

Briefs Around the Circuit

CHICAGO—Doug Baldwin, secretary-manager of the Minnesota State Fair, St. Paul, left for a 10-day vacation in Mexico and California. . . . C. B. (Jack) Afflerbaugh, top man at the Los Angeles County Fair, Pomona, is convalescing at home following a siege in the hospital. . . . L. (Doc) Cassidy received good response to the Kentucky State Fair's first annual piano festival which will be part of the fair program. . . . Clarence Lester, manager of the Tulsa (Okla.) State Fair, says that thru May 9 a total of 388,673 people attended 299 events held on the grounds. Included were basketball games, sales meetings, wrestling, trade shows, a rodeo and banquets. . . . The Indiana State Fair News, edited by Don Davis, publicity supervisor, has a column "Sound Off" in each issue. In it a guest writer sounds off about what he thinks of the fair. . . . N. S. Hand, executive secretary of the Mississippi State Fair, Jackson, is another who's keeping his plant busy. Automobile sales, a home show and a science fair have been recent events.

Wives to Work at PNE

VANCOUVER, B. C.—Housewives who compete for prizes of \$3,000 in the Pacific National Exhibition's Home Arts Show will work for their awards.

Home Arts committee members are firmly convinced that today's women are even more talented than they were when grandma was a bride. At least that's how the publicity reads.

As a result, and to prove their point, contests will range from ironing a shirt to swinging a hammer. One of the most popular and challenging will be the "make and model garment contest." Here the entrant will have the opportunity of seeing her creation modeled before hundreds from the State in the Home Arts Building.

In addition to the \$3,000, hundreds of dollars in merchandise will also be awarded contestants.

AMUSEMENT PARK OPERATION

Pacific Ocean, Ocean Beach Busy With Promotion Events

PACIFIC OCEAN PARK is operating a weekly Teenage Jamboree with a disk jockey, Jimmy O'Neill, from KRLA, originating the program at the park's Sea Circus arena. On June 10, a large number of movie stars is expected to come to the park for a Variety Club benefit. Club sent 500 invitations to screen personalities. . . . Mammoth Cave National Park in Kentucky will be expanded if an appropriation is approved by Congress. . . . Ocean View Park at Norfolk, Va., observed its second annual Mothers-in-Law Day Sunday (22). Seaside Park at Virginia Beach opened Friday (19). Seaview Beach, near Norfolk, opens May 27.

Tom Parkinson

Park Railroads Add Cars; Blackpool Plans Rebuilding

ADDITIONAL COACHES FOR established miniature trains is the order of the day in a couple of spots. Four new coaches at San Antonio's Breckenridge Park give the unit a total of 18 cars and six locomotives. Cal Boykin is manager and his depot is at the zoo gate. The track is about three miles long and there are four waystations. Adults make up 52 per cent of the patronage. . . . At Milwaukee's new zoo the two locomotives and eight cars will be augmented by two more cars for the steam unit. Last year the layout carried 163,496 people, tho the new zoo is only partially completed. . . . In England, Blackpool's famous amusement area is to get a new amusement center. The "golden miles" is to be rebuilt as part of a \$1,960,000 redevelopment. . . . Another English town, Hartlepool, is expected to add park attractions this summer. And at Redcar, officials okayed a plan for a Scottish midway company to operate the resort amusement park.

Theme Park Plans Arcade; NAAPPB Opposes Wage Bill

PIONEER TOWN, A THEME spot linked with the Aquarena, San Marcos, Tex., is expecting to set up an Arcade with antique machines at the entrance of the Western Town. Manager Don Russell is making the plans. . . . The New Haven Railroad had a "zoo train" excursion Saturday (21), bringing visitors from Massachusetts spots and other towns to the Bronx Zoo in New York. . . . At Nanaimo, B. C., Paul Hertle, a zoo park operator, has lost his animal license because a child was injured. He has petitioned the government for permission to operate until fall and for an opportunity to sell the animals at proper prices. . . . NAAPPB's government relations committee is urging association members to write their congressmen to oppose the Kennedy-Roosevelt minimum wage bill. It is felt that the bill would reduce the number of students, elderly people and other part-time workers that parks could afford to hire.

Chicago Dairy, Kid Parks Repeat Half-Price Tickets

A FULL PAGE ADVERTISEMENT in colors urged readers of The Chicago Tribune to patronize arena kiddielands and the Bowman dairy. Ad, done up in comic page style, kicked off with big red letters reading "I wanna go to the kiddie park" Dairy is repeating its tie-in with which carton tops or bottle caps are good for half-price tickets on rides any time but Sundays and holidays at any of eight parks. The kiddielands involved are Fun Fair Kiddie Park, Skokie; Kiddytown, on Chicago's north side; Kiddytown on the south side; Fairyland Park, Lyons; Fox River Picnic Grove, Fox River Grove; Valley View Farm Kiddieland, Frankfort; Porter Kiddieland, Gary, Ind., and Sauzer's Kiddieland, Dyer, Ind.

Dinner Marks Dorney Bow; Smith Heads Pleasure Isle

NATIONAL ASSOCIATION President Bob Plarr, of Dorney Park, Allentown, Pa., had a VIP dinner party Saturday (21) to mark the launching of Dorney's 76th season. He jetted up from his piscatorial adventures in the Miami area for the event. Incidentally, Bob looks better than he has in months, has a tanned ruddy complexion and appears well rested. . . . Leonard Thompson, Blackpool Pleasure Beach in England, will accompany Harry Batt to Tivoli Gardens at Copenhagen and Liseberg at Gothenburg, Sweden, to view those outstanding parks following Batt's tour of Russia. . . . General understanding is that Walter A. Smith, former New England representative for Esso, will be the manager of Pleasure Island, the Boston area theme park, when it reopens June 18. Smith is one of the principal owners. . . . Rep. Ed Boland, the congressman from Ed Carroll's district, is quite an amusement park fan. Ed says that Boland, a bachelor, frequently brings a large party of children to Riverside Park at Agawam, Mass., and always insists on paying the tab instead of accepting complimentaries. . . . Willard G. Glasgow, maintenance and ride superintendent at Conneaut Lake Park, Conneaut Lake, Pa., was expected to leave the hospital Friday (20) after recovering from an emergency operation for appendicitis. Glasgow was stricken just as the park staff was working at full speed getting ready for the season's opening. So Bill Tarr, the park manager, had to take over.

John S. Bowman, NAAPPB Secretary

Ocean Beach Ups Budget, Putting Fee

NEW LONDON, Conn. — The Ocean Beach Park Board, supervising the city-owned-and-operated Ocean Beach Park, has approved a 1960-'61 fiscal year budget of \$177,489, the total some \$4,136 more than the current \$173,353 allocated. Largest approved increase — for \$1,300 — will cover special policemen's salaries.

Holmes Cook, operator of the miniature golf course, was given permission to boost his rates on nights, weekends and holidays from 35 cents to 40 cents. The weekday rate of 25 cents will continue. A city cashier will work with the concession.

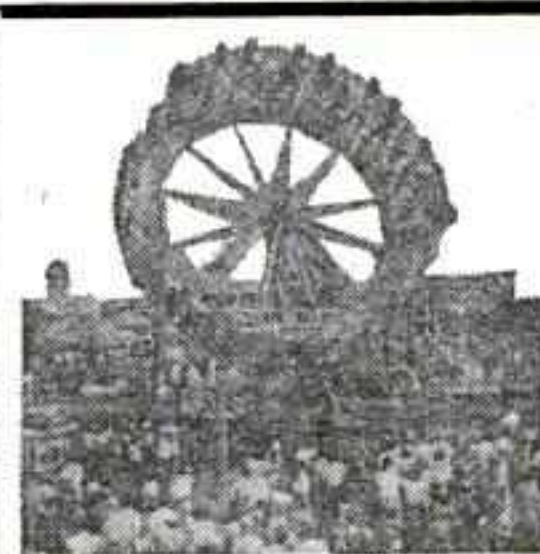
Vescovi Amusements has been authorized to set up two new rides — a Kiddie Whip and Kiddie Pony Cart — west of the Merry-Go-Round area.

CNF Enterprises has been authorized to move its Little Dipper ride north of the Merry-Go-Round area and to install a Mite Mouse ride in its place.

Bob-Lo's Bow Fills Detroit Park Picture

DETROIT—Bob Lo Island Park will open for the season May 28, making this the last of the major amusement parks in the Detroit area to open. Traditional opening has been on Decoration Day for many years, but W. B. (Bill) Browning, is stepping up opening date to Saturday because of the occurrence of the holiday on Monday.

Access to the island will be by the historic steamers, Columbia, under Captain Lynwood Beattie, and the Ste. Claire, under Captain Bill Yonkers, which carried a total of 753,316 park-bound passengers last season.



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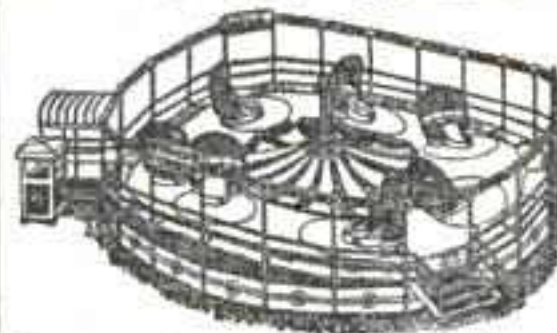
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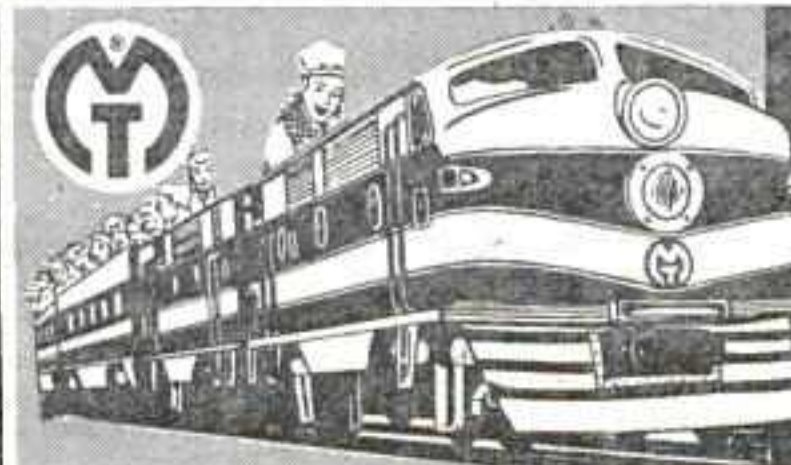
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Japan Revue Adds 15-Week AMA Tour

Arena Dates Bolster Hetzer Route; Efforts on Strong Orient Effects

NEW YORK — Jimmy Hetzer's Japanese Spectacular springboarded this week to a 15-week route of Arena Managers Association dates, to follow its summer series of buildings and fairs. Hetzer flew in from a four-week stay in Japan to

address executive secretary John Hickey and a meeting of AMA operators in New York. As a result at least 20 of the affiliated locations will be played this fall and winter.

En route to New York Hetzer picked up dates in Portland, Seattle, San Francisco and Vancouver. Anchorage, Alaska, will be played by the Oriental production on the way into or out of the country.

These are the latest developments with a show which has had increasing impact since being introduced at the Chicago fair conventions. Since then the original concept has been expanded considerably. Hetzer's Japanese stay involved the screening of specialty acts and organizing of rehearsals. Albert Uyeno, talent consultant, is overseeing the production in Japan.

The show will feature Japan both old and new, with spectators exposed to traditional and ultra-modern forms of entertainment as practiced in the Orient. In addition to the dance line there will be rice pounders, top spinners, vocalists, musicians and other acts. Cast will number from 60-75.

Costumes will be first-rate and numerous, and staging will be heavy on the Japanese decor, it is reported. Toward this end a large number of lanterns, rickshas and other topical decorations have been acquired. Scenery will be constructed in the U. S., from Japanese designs. Building and fair managers have accepted the concept of a traveling Japanese merchandise bazaar, an important side element of the stage revue. In addition to the AMA arena dates, there are five major fairs on the route thus far—outdoor: at Winnipeg (the opener, June 24, to July 2), Louisville and Nashville, and indoors at Memphis and Springfield, Mo.

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ARENA, AUDITORIUM NEWSLETTER

Louisville Plan

By TOM PARKINSON

PLANS ARE TAKING SHAPE for the operation of the Armory at Louisville by the Jefferson County Recreation Board. The building has been leased to and operated by the Leo Seltzer organization in recent years and that lease expires August 31. The county has directed Charles Vettner, recreation superintendent, to prepare to take over. A major factor in the switchover will be a \$400,000 remodeling project. A new permanent seating arrangement is to be installed around a central arena floor that will double as exhibit hall. Study is being given to a rental schedule, and Vettner believes that the building will not have to come to the county for financial aid after it gets the remodeling money. The building will retain concessions to help pay costs. The remodeling might be completed by January. Vettner is to retain an assistant to manage the building. Special efforts are being made to increase the attractiveness of the Armory. Primary appeal is to be directed toward conventions and entertainment events. And part of this program entails selecting a new name. Among those suggested are Jefferson County's Convention Gardens, Jefferson County's Derby Square, Convention Horseshoe, Bluegrass Palace and even Jefferson County's Thoroughbred Stables. To increase the dignity of the building, there will be such additions as a permanent staff of uniformed ushers and an annual competition to select Miss Convention Hospitality.

Univ. of Ill. Hall A-building; Cuts Don't Alter Design, Use

UNIVERSITY OF ILLINOIS Assembly Hall, designed by Harrison & Abramovitz and attracting great attention in architectural circles, is under construction. Elements of the giant cup-and-saucer structure are now beginning to appear above the ground level. By the end of this year, the roof will be poured, according to the contractor's plans. Completion is scheduled for January 1, 1962. Initial bids were far above the budget and many major cuts were necessary. However, university architect Ernest L. Stauffer states that "no cut has been made that will affect the fundamental design or use of the building." One of the largest items eliminated was the surfacing of a parking area for 2,000 cars. That saved \$1,000,000. The huge circular building will serve many purposes for the university, and important among them will be that of housing the basketball games of the university and of the State high school tournament each year. For basketball the building will seat 18,400.

Long Beach, Aspen, Mobile, Jackson Projects Move Up

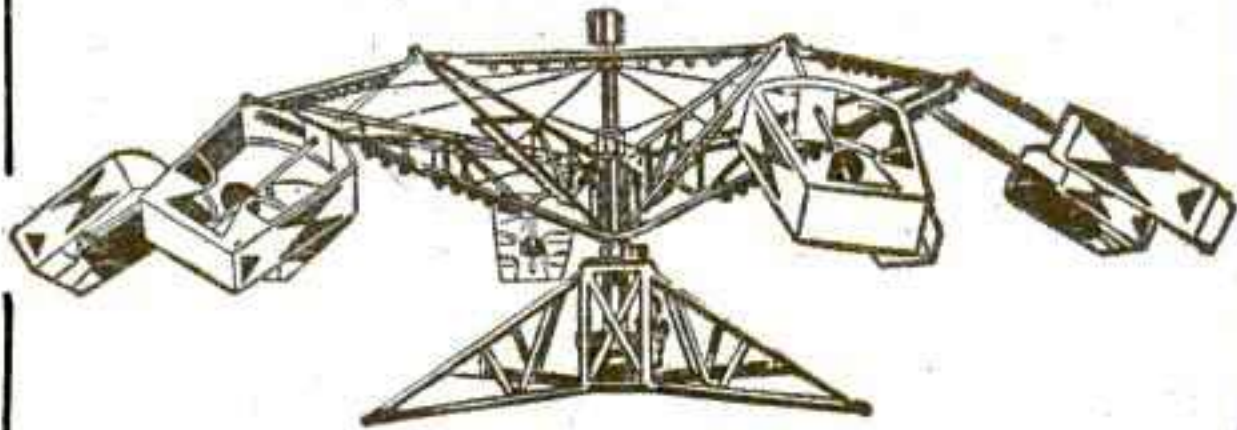
LONG BEACH, CALIF., VOTERS acted two to one in favor of the city's using \$1,775,000 from its oil well income for the construction of the proposed Auditorium Annex. The vote on May 10 was 34,177 for and 17,634 against. This brings to \$6,100,000 the amount that is available for the building. Win Hansen, manager of the present facilities, points out that construction is to start this summer on the new building. It will seat 12,000 and include an exhibit floor of more than 50,000 square feet. . . . An auditorium and concert hall have been proposed for Aspen, Colo., as a memorial to the late Walter Paepcke, industrialist, who founded the Aspen Music Festival. . . . In another referendum, voters at Mobile, Ala., okayed a plan to build a new municipal auditorium. It is tentatively designed to seat 10,000 for conventions or 5,000 for basketball. There also will be a theater section that is to seat 1,700. This is to cost about \$6,000,000. Not included in the bond issue but proposed for later construction by a separate agency is an adjacent nine-story "merchandise mart." . . . And in Jackson, Miss., where plans are advanced for the new Coliseum, there will be a bond issue referendum on June 14 to determine whether added funds will be made available and contracts can be signed. About two years is scheduled for completion. Bids total \$3,471,198.

Cincinnati's Taft Doomed; Dallas Schedules Musicals

TAFT AUDITORIUM AT Cincinnati is going to be converted into a parking garage. The building belongs to the adjacent Shrine Temple, but it is no longer needed by the Shriners and it has been dark much of the time. There was a plan to tear it down and build a new parking facility. But final decision was to retain the present building and convert it so that automobile drivers may park their own cars on any of seven floors. . . . Elizabeth Ann Penn is the new daughter of Herman and Jean Penn. He is the manager of the Greenville (S. C.) Memorial Auditorium. Elizabeth Ann is a year old. . . . At Dallas the State Fair Music Hall this summer will have "West Side Story," "Show Business," "Redhead," "Holiday in Japan," "Fiorello" and "The Marlene Dietrich Story." Season is June 13-September 4. . . . Schedule for Soldier Field, Chicago, includes auto races most Saturdays plus the National Baptist Religious Festival, June 13; Chicago Police Thrill Show, June 18-19; July 4 Celebration; Fire Department Thrill Show, July 30-31; Annual Venetian Nite Festival, August 5; All-Star Football Games, August 12, and Chicagoland Music Festival, August 20.

WITH ITS 1960 TOUR of North America now completed, Jack Kramer's Tennis Tournaments, Inc., is looking forward to the 1961 route and looking back on a successful tour this season. Myron C. McNamara reports that the organization is well pleased with this year's results. While they anticipated an off-year, the final tally shows satisfactory returns. "Our problem," states McNamara, "is that tennis players don't develop fast enough for us to use them. Their reputations just don't develop overnight."

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PHOENIX BUSINESS UP

Rudy Bros. Displays Strong Performance

By SAM ABBOTT

PHOENIX—Rudy Bros.' Circus got into its 10th annual tour by pulling approximately 40,000 people during five performances in three days ending Sunday (3) for the Shrine Temple. Show was in front of the Arizona State Fair grandstand. Gross was expected to exceed \$70,000, up about 20 per cent over the 1959 record year.

Ralph A. Watkins Sr., Shrine general chairman, said that advance ticket sales were up 10 per cent before the opening and sales during the show were expected to show another 10 per cent increase. Opening on Friday (6), show had a strong matinee and about 8,500 at the evening performance. Saturday's matinee, Watkins said, exceeded 11,000. Only a matinee was played on Sunday, with the show moving into Santa Ana, Calif., and then into the Northwest.

Rudy Bros. opened in Riverside, Calif., and reversed its tour to play Tucson ahead of this city. Rudy Jacobi, owner-manager of the circus, said that business for the dates prior to this city was "very good."

The circus staff this year includes Elfi P. Althoff as assistant manager. She is the sister of Carl Althoff, who has a circus in Germany, where she formerly had her own show, Poltz-Althoff. For this date, Doug Harrison was the advance representative; Tom Bentley, announcer; Paul Hudson, general superintendent; Don Rey, musical director, and Jerry Connors, props boss.

Advertising for the local date was increased, Jacobi said. The number of 24-sheet boards was increased from six to 16 and the number of window cards also advanced.

Rudy Bros. again has a strong show. On the night caught, Friday (8), it ran 2 hours and 18 minutes. Show is being tightened, however, to complete the 21 displays in less than two hours. Don Rey gets plenty of music from his three-piece aggregation and Tom Bentley

does an okay job of announcing.

Rudy Bros. has added a spec, "Circus on Parade," which serves to get things rolling. The show moves on with the Kristensen bareback riders in Rings 1 and 3. Bentley's French poodles are exceptionally well trained and work with enthusiasm and smoothness.

The clowns are Mark Anthony producing, and Chuckles Facer, Lou Kish and Bob Lorraine. Next came the Ussin Duo, with whips and ropes in Ring 1; the Aurelios, foot juggling, in the center, and the Yecals (3) in Ring 3 for acrobatics. Switching to the air, the Los Platos work on a high cradle trapeze. There are hand-to-hand holds and the duo brings the turn to a smash closing with iron-jaw swivels.

Natal works the center ring and the grandstand with his monkey shines. Antics in the audience won him ample applause. Chet Jesuick works his five lions in the arena directly behind the center platform. While the act fills the bill, it suffers slightly from being too far from the audience. Then, too, Jesuick relies on training rather than the flamboyant method of putting the cats thru the paces. The clowns take over with their band.

The Boginos are properly spotted in the center with their Risley. The couple, with their son and daughter, present a well-timed turn that sets this act in a place by itself. The aerial ballet follows with the new colorful costuming playing an important part.

Cilly Feindt and her steed, Pasha, play a welcomed return engagement here. The clowns are next. The next attraction is the Elfi Althoff motion picture pachyderms currently in Walt Disney's "Toby Tyler." The five are well handled by Jack Ussin and the staging is on the continental style. The elephants work with precision and three gals dress up the routine. Bulls once were the Tom Packs Elephants.

The second half of the show is (Continued on page 51)

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Cedar Point Hit by Rain; 4 New Rides to Be Ready

CEDAR POINT, O.—Four new rides will be in operation when this Lake Erie resort opens on Decoration Day weekend. They are a Scrambler, Helicopter, Dodge m and a Thunderbird Jr.

More than a week of rain and poor construction weather has held up work on other rides scheduled for operation this season. Efforts are being made to have the additional rides ready for the 30,000 or more moppets and adults on June 11 when the 11th annual Esmond Dairy Day will be held.

An expanded fireworks schedule is planned for the 1960 season, according to George Roose, general manager. Displays are set for the opening Saturday and Sunday (28-29) and each Saturday and holiday night thruout the season. The Boy Scout emblem will be in one display and the Esmond Dairy emblem is to top off its promotion.

Arnold Masino, his hurdy-gurdy and monkey will tour the midway on June 11. Masino has appeared at Cedar Point several times before and drew much comment.

Approximately 20,000 Boy Scouts and their families are expected at the resort on June 4 when Scouting Family Day is to be observed.

The dozen scaled-down versions

of the 1910 Cadillac were paraded thru Sandusky last week en route to Cedar Point. Launches and paddle-wheel boats are being readied for use on the lagoons as additional rides. One route along the lagoons will depict historical and Western scenes. Opening date for these rides has not been set as yet.

Rudy Displays

Continued from page 50

kicked off with the Kristensen Family bareback riders (6), using four horses. There are Roman stands and a combination of serious and comedy horsemanship. Clowns are wedged between the Kristensens and the Lacey Troupe (7) This combination of rolling globe performers is another highlight in the show.

The Flying Hartzells (4) carry on the fast pace of the show with their aerial work. With the aid of an aerial bar, the closing feature is a tricky passing leap. The clowns are on with the Nicolini chimps to carry on the comedy. The three chimps work well, featuring one in a globe stand and ball balancing turn that brings a top hand. Closer is the Cartiers with their double sway pole. It's a flashy and fast topping for a good show.

Two Midwest Fairs Sked Night Races

CHICAGO—Two Midwest fairs, one in Indiana and one in Ohio have added night midget auto racing to their programs this year.

Charles (Dutch) McKinley, manager of Allen County Fair, Fort Wayne, Ind., announced they would run a program of midgets the evening of July 14.

Champaign County Fair, Urbana, O., with the installation of a permanent track-lighting system, will also run midgets on August 8. This will be the first night track program in the event's 107 years.

Both race programs will be operated under the banner of the Central States Racing Association.

Mich. State Fair Directors Renamed

DETROIT—The re-appointment of five members of the Michigan State Fair Commission by Gov. G. Mennen Williams was announced last week. Named for four-year terms were Doris Flint, Perry; Thomas Baker, Cheboygan; Harry Garling, Lake Orion; Eldon C. Rosegart, Drayton Plains and Stanley Powell, Ionia. The appointments are subject to confirmation by the State Senate.

SAN FRANCISCO—Al Kayda's Kaye Bros.' Circus has been playing in this area. The show includes the Bounding Richards, trampoline; Ted DeWayne, pony drill; Candy Dixon, clown, web; Jack Kavanaugh, ropes; DeWayne's chimp, Betty's Dogs, DeWayne Troupe on unicycles; Wendans, elephant; DeWayne's Risely Troupe and Clark McDermott's bear.

ROLLER RUMBLINGS

By AL SCHNEIDER

TED AND MARGARET STOLLERY, until February operators of the Rolladium, San Mateo, Calif., have disposed of the rink to go into semi-retirement at Lake Tahoe in California as operators of a 20-unit vacation lodging establishment. The Stollerys spent 25 years in the rink business, beginning in 1932 with the Peninsula Roller Rink at San Mateo. The rink was closed in 1944 when Stollery joined the Army. Upon his discharge in 1946 the couple built the Rolladium, which debuted in February of 1947. The twosome joined the Roller Skating Rink Operators of America in 1938 and were strong supporters of the association. Stollery was the California chapter's first president, heading it from 1947 thru 1950, and was re-elected to the post in 1959. For the past two years Mrs. Stollery served as chapter treasurer. Stollery also was a national RSROA vice-president for years and served on many association committees, including the first diaper division group which set up American championship rules for the contest.

A former roller rink at Park and Brown streets in Peekskill, N. Y., has been purchased by Joseph L. Forscher, New York realty investor, who said he is studying plans for converting the structure into a discount store building.

The Porto-Bilt division of Dixie Rink Sales of Smyrna and Marietta, Ga., has been awarded the contract to supply the 90 by 190-foot sectional maple floor to be installed in Barton Memorial Coliseum, Little Rock, for the national skating contests of the Roller Skating Rink Operators' Association, scheduled to be held here July 23-30. Porto-Bilt also has the contract for refinishing a 68 by 100-foot portion of the floor after the meet so that it may be used for a basketball meet getting under way there is mid-August, said the firm's W. T. Shackelford. The floor is a combination of several Porto-Bilt styles to provide the best for both skating

and basketball. The basketball section of the surface is being sold to the Arkansas Livestock Exposition and the remaining portion is being rented to the expo management. The floor is being constructed of hard Michigan maple, MFMA graded, and West Coast fir. Fixtures costing over \$1,000 are being assembled for floor fabrication. Delivery will be made in early July, and the manufacturer will provide emergency maintenance at the Coliseum during the skating meet. Porto-Bilt has just completed a doubling of plant capacity, the second such move in two years, said Shackelford.

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By: [Signature]
D.W. Crafts, President

THE FINAL CURTAIN

BLACKHALL—Dotty, 52, formerly a Ringling side show fat lady, at Gibsonton, Fla., last week. She had been in ill health.

HIRSCH—Bennie, 46, operator of kiddie rides on the Gooding No. 3 Unit, May 13 in Johnstown, Pa. He was a long-time member of the Showmen's League of America. Survivors include his widow; a son, Tommy; a daughter, Janette, and two sisters. Burial in Valparaiso, Ind.

LANCEFIELD—Sam E., one-time associate director of the Saskatoon (Sask.), Exhibition board, recently at Victoria, B.C. Survived by his widow, a son and a brother.

MADISON—Nels P. (Pete), 62, carnival concessionaire and at one time operator with his late brother, Harry, of Madison Bros. Shows, May 12 in Moline, Ill. He retired from show business last

year. Surviving are two brothers, Herman, Rock Island, Ill., and Max, Silvis, Ill. Burial May 14 in Rock River Cemetery, Moline.

SAP—Howard G., 65, one of the owners of the former Marion County Fair Association, Lebanon, Ky., May 12 at Mary Immaculate Hospital there. Surviving are two daughters, two brothers and four sisters.

SKOLAK—Edward M., 59, owner of the President Follies, San Francisco burlesque house, May 8 of a heart attack. Survived by his widow and two daughters, Mary and Catherine.

WARD—Helen (Kiki), daughter of Julia Ward and the late Doc Ward, showmen, recently at Barnhart, Mo. Services and burial at Antonio, Mo.

BIRTHS

BOYNTON—A daughter, Tamaca Jean, May 1 in San Jose (Calif.) Hospital to Blackie and Betty Boynton.

HOMAN—A daughter, Deborah Lynn, May 11 in Cape Fear Valley Hospital, Fayetteville, N. C., to Steve and Mary Homan.

MARRIAGES

KNOTTS-GOULD—Charles A. Knotts, Octopus foreman on Gold Medal Shows and son of Mr. and Mrs. Gay O. Knotts, and LaDawn Gould, daughter of Mr. and Mrs. T. W. Gould, grab stand operators on the show, May 6 in Murfreesboro, Tenn.

Carnival Routes

A-1 Ams.: *Keith Carpenter; Herin, Ill.; Benld 30-June 4.
 American Beauty: *Mrs. H. W. Bartholomew; Clinton, Ia., 24-30; Keokuk, June 1-4.
 Badger State: Oshkosh, Wis., 24-30.
 Baker's United: *L. F. Tyra; Lawrence, Ind.
 Belle City: *Joe Henke; (S. 27th & W. Morgan) Milwaukee, Wis., 23-24; (Frame Park) Waukesha 25-30.
 Big State: *Joseph Sima; Lampasas, Tex., 23-24; Bishop 28-June 4.
 Brodbeck - Schrader: *B. Smitt; Garden City, Kan.; Ness City 30-June 4.
 Brown, Al: *Jackie Brown; So. Sioux City, Neb., 23-29; Sherburn, Minn., 30-June 2; Shakopee 3-5.
 Buck, O. C.: *William L. Hurst; Utica, N. Y.
 Buckeye State: Wooster, O.
 Burkhart, Carl: *G. W. Cain; Aurora, Ill., 25-30.

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 Capell Bros.: Shiprock, N. M., 25-30.
 Carpenter Bros.: *Jim Stevenson; Willard, O., 25-30.
 Carroll's Greater: *Betty Carroll; Brooklyn Center, Minn., 23-30; Osseo 31-June 2; Prior Lake 3-5.
 Central States: *J. D. Steinbeck; Columbus, Neb., 23-25; Yankton, S. D., 26-28; Washington, Kan., 30-June 4.
 Ctelin & Wilson: *Tony Lewis; Petersburg, Va., 28-June 4.
 Chanos, Jimmie: *Chas. French; Anderson, Ind., 23-30.
 Cherokee Am. Co.: *J. W. Mahaffey; Ada, Okla.; Coalgate, June 1-4.
 Colbert's Fiesta: Clinton, Mass.; Laconia, N. H., 30-June 4.
 Coleman Bros.: *John Pesecki; New Britain, Conn.
 Continental: *Bob Sherry; Herkimer, N. Y.
 Collins, Wm. T.: Austin, Minn., June 4-10.
 Cook Am. Co.: Inkster, Mich., 24-30.
 Crafts Expo.: *V. Kuropatwa; (Fair) San Fernando, Calif., June 1-5; (Fair) Pasadena 7-12.
 Crafts 20 Big: (Fair) Reseda, Calif., 25-29; (Fair) La Mirada, June 1-5; (Fair) Fullerton 7-12.
 Drago Ams., No. 2: *Mary Lloyd; Kokomo, Ind.
 Drew, James H.: *Jimmy Drew; Oak Hill, W. Va.; Gallipolis, O., 30-June 4.
 Eastern Am. Co.: Old Town, Me.; Pittsfield 30-June 4.
 Eddie's Expo.: *Red Shick; New Kensington, Pa.
 Evans United: Argentine, Kan., 23-29.
 Fera Bros.: Stoughton, Mass.; Newport, R. I., 30-June 4.
 G. & B.: *Beulah Broas; Nutter Fort, W. Va.
 Gala Exp.: *Carolyn Miller; Newport, Ark.
 Garden State: *Hip Roberts; McAdoo, Pa.; Taylor 30-June 4.
 Gayland, No. 2: *Ronald Dunbar; Kimberley, B. C., 23-25; Cole-

2D LONG ISLAND ANNUAL REVIVED

Suffolk Co. Fair Chartered in 625,000 N. Y. Suburban County

ISLIP, N. Y. — The Suffolk Fair is being revived this fall after being dormant for nearly 20 years. Held in the Eastern county of Long Island, it has a 36-acre speedway tract as its side and unqualified support of all county agencies invited to participate.

The charter of the Suffolk County Agricultural and Horticultural Association went into effect March 16 of this year, altho efforts to form a new fair have been known since last spring. Henry Schweizer is president and the fair offices have been established in 101 North Wellwood Avenue, Lindenhurst.

Dates of September 14-18 are set at Islip Speedway, less than 30 miles from Westbury, where the Mineola Fair will be held October 8-16. Larry Mendelsohn of the speedway firm will handle thrill show, auto racing and any other talent, and Mike Prudent of Patchogue is providing rides.

Free Space Succeeds

This initial fair has won instant acceptance, and the backers are playing it conservatively with much free space being offered. Major industries in the county, such as Sperry Gyroscope, Grumman and Republic Aviation, are among the exhibitors. Mobile

homes, farm equipment and automobiles are included, and the Agricultural Extension Service of Riverhead is supervising other facets. County Farm Bureau and livestock breeders are also enthusiastic.

There has not been a Suffolk County Fair since 1942, altho in recent years the Mineola Fair's sponsoring organization adopted the county in its title, Agricultural Society of Queens, Nassau and Suffolk Counties. Suffolk County has 625,000 residents, and adjacent Nassau has 1,300,000. Schweizer said estimates of 100,000 attendance at prices of \$1 for adults and 50 cents for kids, is not too much to anticipate.

The track is a one-fifth mile oval with seating capacity of 8,000. Mendelsohn and his associates run a regular summer program of midgets, stocks and sport cars, and will plug the fair heavily during the summer.

Schweizer, business partner of Jim Carmody, who is a fair board member, vice-president Jack Glazor and other directors will be quizzical visitors at midways and Eastern fairs this year. The initial fair will be largely under canvas, with plans for erection of permanent sheltered exhibit space as it matures.

Fla. Fair Short Course Pulls Record Turnout

GAINESVILLE, Fla. — Record attendance marked the ninth annual short course on fair management conducted by the Florida Federation of Fairs Sunday thru Tuesday (15-17) here on the campus of the University of Florida.

Registration hit 110, and attendance at the banquet was 105, also a new record for the short course which is part of the association's annual meeting.

In business sessions Lamar Allen, manager of the Southeast Florida Fair, De Land, was elected 1960 president, succeeding Lee Maxwell, manager of Volusia County Fair, De Land, T. L. (Tom) Barrineau, State district supervisor of vocational agriculture, Tallahassee, was re-elected secretary-treasurer.

William Snyder, Palmetto; Nathan Mallison, Jacksonville; Joe E. Cooper, Panama City; J. C. Huskisson, Tampa; Luther Drummond, Chiefland; Don Adams, Palatka, and H. H. Parrish, Orlando, were elected vice-presidents.

Also on the board are Past Presidents Maxwell; Lloyd Rhoden, Tallahassee; Karl Lehmann, Tavares; Crawford Bickford, Orlando, and Harry O. Stratton, Callahan. Other board members are D. A. Storms, Plant City; H. E. Wood, Tallahassee; Kenneth M. McMullen, Gainesville; Abner Erickson, Arcadia; Frank S. Perry, Gainesville; A. L. Anderson, Gulf Port; Oscar Harrison, Defuniak Springs, and H. S. Talton, De Land.

Presidents of the State FFA, Future Homemakers and 4-H boys and girls clubs also are directors. In the business session, the as-

sociation created a legislative planning committee to work with the tax and agricultural committees of both houses of the Florida Legislature. Maxwell was named chairman of this committee. Other members picked were Huskisson, Parrish, Allen, Rhoden, Lehmann, Barrineau, and Jim Watson, president of the Jacksonville fair.

Among those in attendance were J. Wayne Rietz and Harry M. Philpott, president and vice-president respectively of the University of Florida. Out-of-State speakers included Frank H. Kingman, of Winston-Salem, N. C., secretary of the International Association of Fairs and Expositions.

Show people who participated were C. C. (Specks) Groscurth, of the Blue Grass Shows, and Bill Page, of Page Combined Shows, who were members of a panel which discussed "co-operation in up-grading fairs and carnival midways."

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CARNIVAL ROUTES

Continued from page 52

man, Alta., 26-28; Fort McLeod 31-June 1; Hanna 3-4.
 Gentsch, J. A.: *Fay Curtis; Pica-yune, Miss.
 Georgia Am. Co.: *Horace Williams; Roswell, Ga.
 Gladstone Expo.: *Betty Jolley; Bonne Terre, Mo.
 Gold Bond: Ottawa, Ill., 23-30; Streator, June 1-5.
 Gold Medal, No. 1: *C. C. Leasure; Hyden, Ky., 23-30.
 Gold Medal, No. 2: *Jerry Wallace; Elk Horn City, Ky.
 Golden Gate: Broderick, Calif., 23-29.
 Gooding Am. Co., No. 1: Ironton, O.

Gooding Am. Co., No. 2: Huntington, W. Va.
 Gooding Am. Co., No. 3: Beaver Falls, Pa.
 Gooding Am. Co., No. 4: Mansfield, O.
 Gooding Am. Co., No. 6: Weirton, W. Va.
 Gooding Am. Co., No. 7: Warren, O.
 Gooding Am. Co., No. 8: Akron, O.
 Gooding Am. Co., No. 9: Akron, O.
 Gooding Am. Co., No. 10: Columbus, O.
 Greater Kastl: *Gustie Pelan; Trinidad, Colo., 23-29.
 Green Tree: *John M. Huls; Mt. Sterling, Ky., 23-30.
 Griffiths, Wm. A.: Reading, Pa., 30-June 4.
 Hannah Ams.: *I. Lange; Nema-colin, Pa.; Hopwood 30-June 4.
 Hannum, Morris: Pringle, Pa.; Schuylkill Haven 30-June 4.
 Happyland: *Russ Stager; Mt. Clemens, Mich., 23-June 1.
 Heart of America: *Jack Wilson; Kansas City, Kan.
 Heth: Sheffield, Ala., 30-June 4.
 Holiday Am. Co.: *Mrs. Kenneth McComak; Mission, Kan.
 How-Reit: Elmont, N. Y., 27-June 4.
 Hunt Am. Co.: Muncie, Ind., 27-June 11.
 Imperial: Alton, Ill., 31-June 4.
 Inland Empire: Lewiston, Idaho.
 Key City: *Loretta Smith; (East Town Shopping Center) Dayton, O., 23-June 4.
 King Bros.: *Mrs. J. L. King; Dolores, Colo., 25-30.
 L. & L. *Bryan Carter; Portland, Tenn.
 Lagasse Am. Co., No. 1: *Roland Poor; Lawrence, Mass.
 Lagasse Am. Co., No. 2: Stoneham, Mass.
 Lagasse Am. Co., No. 3: Milton, Mass.
 Lagasse Am. Co., No. 4: Somerville, Mass.
 Lee Am. Co.: Sylacauga, Ala.
 Leeright's Midway: *Ralph C. Bowers; Richmond, Utah, 23-24.
 Lindle, Jack: *A. Arcaro; Pearl, Ill., Divernon 30-June 4.
 Lynn's Midway: *L. Erickson; (St. Louis Park) Minneapolis, Minn., 26-29; Kerkhaven 31-June 1; Hardwick 3-4.
 Manning, Ross: *Nelson Wilkins; Newburgh, N. Y.
 Marvel: Minier, Ill., 23-25; Middletown 27-28; Petersburg 30-June 4.
 McKenna's Rides & Ams.: *T. Hale; Oconto Falls, Wis., 27-30; Manitowoc, June 2-5.
 McSpadden Rides: Riverdale, Md., 23-June 4.
 Merchant's Festival Rides: Nashville, Tenn.
 Merriam's Midway: *D. Merriam; Tama, Ia.; Denison, June 1-4.
 Midway of Mirth: *Frank X. Lavell; Winchester, Ill.
 Monarch Expo.: *Earl W. Carpenter; Moberly, Mo.; Washington 30-June 4.
 Motor State: *J. J. Frederick; Melvindale, Mich., 23-30.
 Mound City: Pacific, Mo., 27-29.
 Murphy's Northern State: *Mrs. F. H. McMahan; Winner, S. D., 23-26; Pierre 28-30; Gettysburg 31-June 1; Redfield 2-4.
 Nolan Am. Co.: Parkersburg, W. Va., 23-30.
 Northern Expo.: *C. Dallas Egan; Mandan, N. D.
 Norton's United: *Stan Reed; Baker, Mont.
 Novelty Expo.: Ottawa, Kan., 23-June 1.
 Oklahoma Expo.: *Dee Robert Price; Bristow, Okla.
 P & J Ams.: (Wooster-Hawkins Shopping Center) Akron, O., 24-31.
 Palmetto Expo.: *Milton McNeace; Salisbury, N. C., 23-June 4.
 Peter Paul Ams.: Woodhull, Ill.

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 Powelson Ams., No. 2: *Happy Powelson; Newcomerstown, O.; Wellsville 30-June 4.
 Proll's Ams.: *Lillian Sylvester; Chapel Oaks, Md.
 Raines Ams.: Mena, Ark., 27-June 4.
 Rainier: *A. W. Randolph; Longview, Wash., 24-30; Portland, Ore., June 1-12.
 Reed Am. Co.: *R. Harris; Hodgenville, Ky.; Muldraugh 30-June 11.
 Reid's Golden Star: *Elmer Reid; Walhalla, S. C.
 Reid, King: Newport, Vt.
 Rock City: *Mrs. George Isenhower; East St. Louis, Ill., 23-30.
 Rogers Bros.: Crosby, Minn., June 2-5.
 Rohr's Modern Midway: *Jeanett Waters; Wilmington, Ill., 25-30; Hoopston, June 1-4.
 Rose City Rides: *Dutch Schrader; Jonesburg, Mo., 25-28; Sullivan 30-June 4.
 Royal American: *Joe Pearl; St. Louis, Mo., 23-June 5.
 Royal United: Vermillion, S. D., 23-25; Springview, Neb., 27-28; Burke, S. D., 29-30; White Lake, June 1-2; Presho 3-4.
 Russell's Ams.: Roselle, Ill., 25-30.
 S. & W.: *Tex McCrary; Coffeyville, Kan.
 Santa Fe: *Westley Clark; Quanett, Tex.
 Shorter's Greater: Waverly, Ia., 26-30.
 Siebrand Bros.: *Don Hanna; Durango, Colo., 24-29.

Smiley's Ams.: *J. R. Fasolas; Jeannette, Pa.; Crabtree 30-June 4.
 Smith's Funland: Hamlin, W. Va.; Clarksburg 30-June 4.
 Smith, George Clyde: *F. A. Norton; Cumberland, Md., 30-June 4.
 Sol's Greater: *Mrs. Sol Rosenfeld; Wellston, O.; Lima 30-June 4.
 Stanley, William D.: Fargo, N. D.; East Grand Forks, Minn., 29-June 5.
 Steele's Ams.: Valparaiso, Ind., 24-30; East Gary, June 1-5.
 (Continued on page 58)

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CARNIVAL CONFAB

FRANKIE ALLEN'S on the Little Rhody Shows around Providence, R. I., prior to joining King Reid for the annual Canadian tour. Also on Little Rhody, Philip (The Colonel) Ray and Muttles are working together. The Welshman is back with it again. . . . Venditto Bros. lining the Ferris Wheel and Jenny with fluorescents this season. . . . Dave Rosen, Side Show operator, converting his Coney Island emporium to sales, food, show and other uses this summer. It's right on Surf Avenue. . . . Jimmy Stabile made his first go-round, hitting in New York and lower New England. . . . The new Queen City Rides unit opens May 28, Elizabeth Herman reports from Hampden, Me. It's a five-rider to start. . . . Dick Coleman's midway got public thanks from Dr. H. S. Whiting, superintendent of Middletown (Conn.) State Hospital, for providing a day at the carnival for over 1,000 patients. Coleman gave rides and refreshments. H&W Lines donated bus service.

Ben Wolfe is staying behind his Landrum, S. C., store counter until July 4 before joining his Wolfe Amusements. . . . **Nate Eagles** will not be on the road this year, he says. He had a successful term producing the Ringling Side Show and placed his people for the season, but won't be with it. . . . **Irene Burton's Wild Life** joined Amusements of America in Feasterville, N. J., last week. . . . Reports have **Dave E. Fineman** back with the Marks Shows, and **Maxie Sharp** shifting from Virginia Greater to Denton's Gold Medal No. 2. . . . **Hiway Diner** in West Haverstraw, N. Y., had a good week during the Ross Manning Shows date on a nearby lot, maybe because chef **Georgie Coyne** was committee chairman! . . . Manning's cookhouse man, **Skeeter Adams**, got nothing but compliments from health officials on his equipment.

Bill (Blacky) Kelaita will join World of Mirth with his concessions after a brief tour with Bell-Form Shows. . . . Old-time carnival man **Captain Lavelle** is in Watertown (Conn.) Hospital with pneumonia and would like to hear from friends. . . . **Al Weinberg's** at 700 Ocean Avenue, Miami Beach, recovering from glaucoma operations on both eyes. **Joe Green** is at Miami Veterans' Hospital, itching to get on the road. . . . **Harry Flanagan**, of Shamrock Shows, visited the Eli Bridge factory in Jacksonville, Ill. No. 5 Wheels are going to Frank Kopcha, of Frankie's Rides, and **Bill Lynch**, who tours out of Halifax, N. S. **George** and **Pat Rector** are down South with Smiley's Amusements. Also with it is **Frank Spine** with his concessions, serving as concession manager. Owner **Frank (Blackie) Camerota** has several projects going to improve the show for its Northern tour. The Rectors have a new house trailer, all aluminum. . . . At the New York club, **Charley Davenport** has sponsored **Leonard D. Feldman** for membership, and **Angelo Longo**, going for his gold card, has brought in **Louis Caiazzo**, **Joe Feldman**, **Sam Vendola** and **Dominic Marotta**.

★ ★ ★

Pat Finnerty, long-time show legal adjuster, is still confined at South Florida State Hospital, Hollywood, and would appreciate mail.

Pearls from Royal American: **Emma Ludwig** is back with it following surgery in Tampa. . . . **Lester B. (Hot Shot) Demay** and **Willis Tolliver** have a wager on who'll lose the most weight between St. Louis and the St. Paul fair. . . . Members of the RAS bowling team includes **C. J. Sedlmayr Jr.**, **Harold Brocies**, **Johnny J. Jackson**, **Cliff Brewer** and **Swede Keller**. . . . Shows' Shrine Club had its first meeting and luncheon at the Moolah Temple, St. Louis, and re-elected all officers. . . . **Thelma Erickson** made a quickie visit to Sedalia, Mo. . . . **Jack Lepard** drove his car to Joplin, Mo., where he left it for the season. . . . **Vernon Korhn** is back in the wagon after an asthma attack.

More Pearls: **Ray Milton**, assistant trainmaster, and the crew did a good job and had everything up in good order at the Mound City despite a rough lot, rain and hail. . . . **George Murray** used a double-motored midget car on the drome for the first time. **Danny (Dare) Underwood** suffered only minor injuries when his cycle hit the safety chain on top of the Motordrome. . . . **Mrs. Hymie Jacobson** is in a Miami hospital for shoulder surgery, but expects to join at Davenport. . . . **Frank Morris** closed with the Ringling circus at New York and will again operate popcorn for **Sam Delaney**.

Charles Simpson, Los Angeles ride op, was in Chicago last week on his way east to shop for some rides. He also planned to stop off

to see **Bill Dyer**, owner of the show bearing his name. . . . Reports are that **Cetlin & Wilson Shows** have leased an auto lot in Mobile for the 1961 Mardi Gras. . . . **Billy Dick** has signed as feature dancer with **Sammy Lewis' Gay '90's** unit that'll play Eastern dates.

Dr. Edwin Goldman is in Illinois Masonic Hospital, Chicago, following surgery. **Arthur Mann** is out of a Chicago hospital. . . . **Dr. and Mrs. John C. Havlik**, he's the Showmen's League of America physician are in Europe. . . . **Bill Carsky** back in Chicago from California and **Hank Shelby**, SLA secretary, also back after visiting his 96-year-old dad in Brooklyn, N.Y. . . . **Graves H. Perry**, longtime former show agent and now with Atlantic Oil Company, visited the **James H. Drews** on their midway at Bristol, Va.

Charlie Byrnes

H. W. (Hub) Luehrs, owner of Luehrs' Ideal Rides, reports that the 12-day stand at a Granite City, Ill., shopping center was profitable despite some inclement weather. From there the organization moved to an East Alton, Ill., mart and then to an Edwardsville, Ill., center for May 24-28. The regular season's route opens at the **Veedersburg (Ind.) Memorial Day Celebration**. . . . **Mr. and Mrs. H. W. Bartholomew** also have been doing okay with American Beauty Shows, altho the weather has been far from cooperative. **Joe Sharp** is assisting in management of the show in addition to handling the general agent chores.

Mrs. Leo M. (Lottie Mayer) Bistany is recuperating at her Mi-

(Continued on page 58)

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FLASHBACKS: 10 Years Ago—**C. Joe Bennett** announced he was selling his share of Royal Empire Shows due to illness. . . . **Henry Meyerhoff**, who sold his Crescent Shows to **Frank Cosentine**, remained on the staff as co-manager. . . . **Imperial Exposition Shows** saw sunlight in East St. Louis after four weeks of rain. . . . Staff on **Tivoli Exposition Shows** included **Mr. and Mrs. H. V. Peterson**; **B. J. Collins**, general agent; **Bill Grant**, secretary-treasurer; **C. Lutz**, publicity; **Dick Ryder**, ride superintendent; **F. W. Pauli**, electrician; **Gene Raetz**, sound car, and **Jane Ryder**, front gate tickets.

Pre-Season Fest Held by Reithoffers

LAPARTE, Pa. — Dozens of employees and friends of the Reithoffer Shows turned out recently for the annual pre-season banquet and all-day picnic, held this year at a hunting lodge near here. There were plenty of food and refreshments, and service awards presented to various staff members.

Included in the festivities was a sparerib barbecue. Films were shown of midway operations and show employees, and there was also a film showing **Pat Reithoffer Jr.** during a caribou hunting trip in Newfoundland.

Sterling silver pins were presented to **Joseph Banks**, **Ashby Montague**, **John Shuddy**, **John Bittner** and **Charles Jones**, for service during the past year. A gold pin was given to **Walter Peterson** for eight years' service. Gold-filled pins went to **Kenneth Gartland**, five years' service; **Walter Pamphilon**, five years; **James Bass**, four years, and **Red Bartholomew** and **Bill Harlowe**, three years.

In addition, attending were: **Jim and Carmen Bess** and three children, **Al and Catherine Besciglia** and **Roxanne**, **Don and Marion Hoyte** and two girls, **Mrs. Vincent**, **Ray Deberienner**, **William Knott**, **Walter Pamphilon**, **Joseph Rooney**, **Jesse Sherner**, **Walt Peterson**, **Roy Randall**, **Joe Gelick**, **Frankie Carr**, **Bob and Millie Norman**, **William** and **Arlene Goodman**, **Gert** and **Van Helman** with daughters and **Jimmie**, **P. E. Reithoffer Sr.**, and **Pat and Bette Reithoffer** with their three children.

A kidney ailment has hospitalized **Jackie Cady**, former girl show operator, who is in Mercy Hospital, Tulsa, Okla., and would like mail from friends. . . . **Sherri Lane**, annex attraction, while visiting New York caught the show at the 82 Club. She also plans a visit in Washington with **Betty John**.

Early Dates Okay For Manning Shows

POUGHKEEPSIE, N. Y.—**Ross Manning Shows** pulled first-in laurels for this Hudson River city, with expectations high after a fair visit to West Haverstraw (9-14). The show hits Northern territory in its best economic condition of recent seasons, several pretty good dates having preceded them.

West Haverstraw started slowly, spending being curtailed a bit by overcast skies. Weekend windup, however, was good.

In outward appearance **Manning** has produced a smart look by devoting efforts to modernization after adding new units over the years. These have included a Ferris Wheel, Tilt and Merry Mixer. In addition to repainting and refurbishing, the show sports a new plastic Skooter bannerline and other tops. Modernization will dominate pre-season work projects for the next couple of years, owner **Manning** emphasized.

Outlook is good for dates ahead, a dozen Southern fairs holding good promise. One of these is the Labor Day spot at **Tarboro, N. C.**, which is moving ahead after being a traditional October fair. Show will turn around and head South in mid-June, playing a couple of military dates prior to the first fair, **Manassas, Va.**

The long haul to West Haverstraw, the first Northern engagement, saw most equipment up and ready for the opening. A kiddie ride truck and the Funhouse

Ralph Frank Chambers, who formerly operated a photo concession with his wife on carnivals, is ill at the home of a daughter, **Mrs. R. E. Freeman**, Box 2398, Fort Huachuca, Ariz. Before retiring last year, Mr. and Mrs. Chambers has been on the road since 1945, trouping with the **Jones Shows** and **Ray Marsh Brydon**, among others. . . . **Robi Del Mar** has signed for **Paul Gordon's Devil Child** as annex attraction on the **Gentsch Shows**.

were delayed, but are now with it. **Manning's** back end included **Johnny Ryan** with the office Girl Show and his own, **Lee Ola** with the Side Show, **Monkey Circus** and **Snake Show**, **Ted Brown** with the Funhouse, and two pit shows.

Mrs. Wetherly's bingo is added this season, as is **Skeeter Adams' cookhouse**. Assisting **Manning** are **Bernie Feldman**, business manager, **Nelson Wilkins**, assistant manager and purchasing agent, and **Kirby McGary**, promotions. **Jimmy Stabile** visited here.

S&W on Tour After Spring Shopper Dates

ROGER, Ark.—After a spring season at shopping centers, **S&W Shows** are now in the heart of Arkansas and heading north to fair business along the way.

Show is set for the **4-H Club Stock Show** at **Bentonville, Ark.**, and the **July 4 celebration** at **Cabool, Ark.** Following the holiday it moves into Iowa for celebrations and fairs.

Fleet includes 18 tractor-trailers and the line-up has 12 office-owned rides, 25 concessions and 4 shows. Five new fluorescent light towers are handled by **Marvin Alexander**.

Show, which is debuting this season, is owned by **Jay Stanley** and **Lyle Wells**. **Joe O. Greene** is general agent. **Wesley Hoag**, billposter, also handles advance merchandise ticket promotion. **Tex McCrary** is mailman and agent for **The Billboard**. Included among the front-enders are **Buddy Spain**, **Roy Henderson**, **Mr. and Mrs. Byrd**, **Mr. and Mrs. Steve Lee**, **Izzy and Ruth Wells**, **Mr. and Mrs. Leslie Raymond** and **James Ellis**.

CENTRAL STATES SHOWS

14 RIDES 25 CONCESSIONS

Columbus, Nebr., May 23-25; Yankton, S. D., May 26-28; Washington, Kan., Centennial, May 30-June 4; Centennials at Colby, Kan., and Oberlin, Kan., to follow.

Can place Hanky Panks and Hanky Pank Agents. Also Novelties and Custard.

Will book 1 more Flat Ride and also want General Ride Help and Foreman for Wheel. Also want Man to operate Searchlights.

Want Shows of all kinds except Girl Show. Reasonable percentage.

W. W. MOSER

The Northwest's Finest Midway Attractions

Wm. D. STANLEY SHOWS

HELP

Want Ride Help for all Rides. Good working conditions, top wages and bonus. Especially want Wheel Foreman and truck drivers. Now open at Fargo fairgrounds.

SHOWS

Grind Show, Girl Show or any shows of merit.

AGENTS

Bill Luck wants Agents for Alibis and Hankies.

CONCESSIONS

Can use a few more. Novelties open. Also several Hanky Panks.

Fairs last of June through middle of September. All persons joining now have preference.

All contact **WM. D. STANLEY**, as per route

Crafts Expo Lists Staff, Personnel

SAN BERNARDINO, Calif. — Staff and personnel of Crafts Exposition Shows was listed here last week. Organization opened its season at Yuma County Fair, Yuma, Ariz., with 12 major and 10 kid rides and a front end of 40 concessions.

Roger Warren manages the show. Matthew (Jimmie) Lantz is assistant manager; Ralph Christensen, concession manager; Capers (Tommy) Cummings, mechanic; Jerry Raab, electrician, and Blanche Henderson in the office.

Rides and personnel include: Merry-Go-Round, Joe Duran, Francis (Curly) Mullens; Ferris Wheel, Louis Burke, Gerald Sterbian, Marshall (Ray) Irvin; Rollo-Plane and Loop-o-Plane, Benjamin (Blackie) Sutton, Earl Cowart; Skooter, Frank F. Gillis, William Schaible, Charles Lunsford; Tilt-a-Whirl, Joe Booth, John D. Wilcox; Octopus, Roy (Wimpy) Bartley, William Taylor; Coaster, Robert Bryon; Flying Coaster, W. J. (Jake) Boyd, David Cooper, George (Tex) Graves; Helicopter, Myrle Shadbolt, Wayne Schleicher; Rock-o-Plane, Lloyd Cunningham, Teddy Freeman; Roundup, Tom DeVan, Tom Akers; kiddie rides, Charles Vella, Curtis Silvis, Edward Quinlan, Elwin Meares, George Stasko, Luther Waldrip, Sam Wilson.

List Mechanics

Assisting Cummings in the mechanical department are Ray Ingle and Mack Hardy. Jerry Raab is electrician, and Ralph (Shorty) Robinson is back on the lot detail. Ticket sellers include Beatrice Keylon, Carol Cummings, Elsie Silver, Mabel and Homer Hoeye, Georgia Bartley, Stella Ingle, Etta Ballard, Harry Conling, Frances Vines, Nancy Bobersky, Ella Phillips, Doris Cheminant and June A. (Toni) Raab. Big top crew is headed by Harry and Etta Ballard and includes Gaylord Hodgkin, LeRoy Carr, Katie

Carr, Louis Ray, Lester Kidd and Tony Carr.

In the concession line-up are Roger Warren, candy floss, managed by Vincent Kuropatwa, and two grind stores with Jack Kent, Billy Tuttle, Harry (Bosco) Sandler, Sam Steffin, Irish Whelan, Irving Seiff, George DiGhanno, Blackie Stein, Tonny Gregg and Russian Jackson. Eldon Short, with Delbert and Sherry Fisher, a derby, while Rusty Willis and Jimmy Potts handle Ray Leaf's derby. Cecchini & Levaggi, with Glen Petty in charge; rolldown, Warren Ricks; glass pitch, Charles (Ace) Morgan; shuffleboard, Dick Browning.

Hilligos & Blash, balloon store; Victor Thomas; six cats, Mike Swartzenburg; hoopla, Loren Tower. Jack and Betty Kearney, add pans and add darts. Ralph Christensen, cigarette pitch, Jake Wood, Wallie Mertz and A. J. Christensen; balloons, Louis Barta and William Byrnes; gun joint, Blackie Boots; short range, Eunice Pelar, Blackie Smith; hit and miss, Nick Pelak, Jimmie Goldstein; six cats, Red Sango, Dale Strickland, Dale Nelson, Terry Gordon, Jim Brown. Jack and Betty Kent, dogs on a stick, with Jim Kelly; L. Ossage, long range; J. P. Sandefur, long range. Spots Murphy, spot store, with Frank Redmond; Sam Cotton, age; Sam Silver, watchla and cork guns, with Al Musante; Patsy Duran, photos and jewelry, with Sam Richardson.

George and Billy Bryant along with Jack Thomas had the Arcade and Swede Smith the nail store; Al Freedman, novelties; Lee Turnbow, Funhouse; Hughes' Crime Show and the Hilligos & Blash Glasshouse. Ralph Christensen purchased an interest in the Turnbow Funhouse.

Recent visitors, in addition to owner Orville Crafts, included Mrs. Roger Warren, Wally Shropshire, Mr. and Mrs. Larry Ferris.

New St. Louis Lot Okay for Royal

ST. LOUIS—The Royal American Shows, spotted here on a new lot at Jefferson and Market streets, Wednesday (18) opened a long still date stand with indications pointing to as good, if not better business than at its old lot at Grand and Laclede.

Customers thronged out early opening night but were chased by rain which fell at 8:30 p.m. The following night's business was comparable to the corresponding night on the old lot. Thumping business was expected over the three weekends of the stand which will close Sunday, June 6.

A Go-Kart give-away is to feature the kiddie matinee on the next two Saturdays. The Go - Kart

giveaways are being made in a tie-up with Pepsi-Cola. Roy Jones, Pepsi's outdoor show business rep, was in here ahead of the opening to set plans.

Business for the show at the Memphis Cotton Carnival was about even with last year, according to show officials. The Memphis engagement opened in windy, cold weather, but this was offset by ideal weather on the traditionally two big days at the wind-up of the stand.

THE McKENNAS FLAUNT ALL SUPERSTITION

CLINTONVILLE, Wis. — McKenna's Rides & Amusements don't let superstition halt their operations. The show opened its season here Friday (13) and operated 13 rides.

The 20-week season this year will include several new Wisconsin towns such as Oconto Falls, Sheboygan and Middleton. Also on the route are 10 county fairs in the State.

New ride is a Super Jet. Mr. and Mrs. Herman McKenna and Mr. and Mrs. Bill Dayman, owners of the show, are looking for a lucky season.

MORRIS HANNUM SHOWS

Schuylkill Haven, Pa., May 30-June 4, American Legion Big Annual Memorial Week Celebration on the streets. Thousands of advance tickets sold. Followed by 6-County Firemen's Convention, Cameron, N. Y., June 6-11.

CONCESSIONS: Want Novelties, Hats, Photos, Jewelry, Long Range and Hanky Panks of all kinds. All games open except Bingo. Counter men and Caller wanted for Mack's Bingo. All replies

MORRIS HANNUM

Sterling Hotel

Wilkes-Barre, Pa.

HUNT AMUSEMENT CO.

Want to book concessions: Glass, Pottery, Spot and Bear Pitches, Basketball, Short Range, Milk Bottles and Duck Pond, starting Muncie, Indiana, Southway Shopping Center, May 27-June 11, then Celebrations and Fairs until November.

Want to book concessions: Glass, Pottery, Spot and Bear Pitches, Basketball, Short Range, Milk Bottles and Duckpond starting Muncie, Indiana, Southway Shopping Center, May 27-June 11 then celebrations and fairs until November.

Need Ride Help in all departments, Merry-Go-Round Foreman, Tilt Foreman, Octopus Foreman, Frolic Foreman, Spitfire Foreman and Second Men who drive semis.

Want Hanky Panks of all kinds starting Parkersburg, W. Va., for July 4th week, Starting June 29. Can book Bingo starting Martinsville, Illinois, July 18.

ATTENTION! FAIRS AND COMMITTEEMEN

Have two open dates latter part of June and July. Contact us for your event. We can furnish you 14 rides and 30 concessions.



Columbus, Georgia, Downtown on Victory Drive — Fort Benning Pay Day

CONCESSIONS: Long Range (Tuttlerow, contact), Glass Pitch, Hopp-La, Short Range, High Striker, Dip, Basket Ball, Tip-Up Coke, Custard or Nut Bar. Ted Woodward wants Percentage Dealers. R. Gallagher wants Agents.

COOKHOUSE HELP: Want (must be sober) Grill Man, Dinner Cook and Counter Help. Andrew Hambrick, contact Louie Hall.

RIDE HELP: Dodgem, Merry-Go-Round, Scrambler, Kiddie Rides, Towers and Wheel. Must drive, be neat and sober. Have best of equipment, Workingmen's Compensation, Blue Cross, Unemployment Insurance. Top wages plus bonus for a long season. Phone in office. Contact

JOHN PORTEMONT, Jr., Pell City, Alabama

\$300.00 REWARD

For information as to the whereabouts of

Lucian (Jack) Payne

also known as

John Marshall

slender, 30 years of age, false upper plate, dark hair, 140 pounds.

Write to ROUTE 2, Box 316-S, Houma, La.

AGENTS WANTED

Morey Levitt can place at once:

Agents for HANKY PANKS. AGENT for Count & Pin Store. Man and Wife to work in Popcorn and Candy Apples. SALARY. Good proposition for experienced Man to manage Skee-Ball.

Contact MR. BERT FLYNN between 12:00 P.M. and 6 P.M. only. Phone 5Spring 8-5911, Olcott, N. Y. Jerry, why don't you call?

RIDE HELP WANTED

Can use Merry-Go-Round Foreman for new 30 ft. Ride. Have good proposition for Ride Superintendent who can handle men.

DE LUXE RIDES

Lincoln Park, Mich., all this week; Grand Rapids next.

GAMES

Why not cash in on the popularity of bowling? Customer appeal tests show that Bowlo, our new wrinkle on under 11 over 30, is preferred 19 to 1 over the old style Roll Downs—has the combined appeal of bowling, pinball and skee ball. One agent can handle a dozen. Price \$145.00 pair. Our new Shuffle-Slatrack threatens to be the best new stock store to come out in over twenty years. Has tremendous appeal to ball game, shuffle board and bowling fans. Price \$145.00 pair.

Shipping points—Detroit, Mich., and Venice, Fla.

STAN BAKER ENTERPRISES

Myakka River, Venice, Fla.

(Over 30 years of making it easier for you to make a living as Baker's Game Shop, Detroit. I know what you want.)

A. & R. SHOWS

Want immediately! Ride Help for all rides. Want one major Flat Ride. CONCESSIONS: Hanky Panks, French Fries, Popcorn, Mitt Camp. All games open—everything goes! Grind Shows, all shows open except Girl Shows. Good spots for Bingo, work every week. (Paul Botwin, get in touch.) Everyone come on. OPEN THIS WEEK AT AMERICAN LEGION SPRING FESTIVAL, LARKSVILLE (WILKES-BARRE), PA. PLAYING COMPLETE ROUTE OF STILL DATES AND SOUTHERN FAIRS.

AUSTIN DENTINGER, Mgr.

Larksville, Pa.



CATERPILLAR RIDE AND TRANSPORTATION FOR SALE. Time payments over the season if booked on Show, cash otherwise. WE HAVE A 1960 SCRAMBLER TO BOOK July 5-24 and Sept. 6-Oct. 9.

RIDE HELP: Can use several Second Men on Rides. Must be sober, single, drive semis and store their cars. CONCESSIONS: Pitches, Photos, Age and Weight, Short Range, Ice Cream or Custard, Punk Rack, Milk Bottles, Dip, Slat, Basket Ball, Ball Games and Hanky Panks. Address: PORT DODGE, IOWA, This Week; MARSHALLTOWN, IOWA, Next.

WANTED
1st and 2nd Man on Tilt, Octopus, M-G-R and Kid Rides. Must drive semi. Must be sober.
Roselle, Ill., May 24-30; Butterfield & York Rd., Elmhurst, Ill., June 1-5.
Come out, Red Girard
RUSSELL'S AMUSEMENTS

BINGO HELP WANTED
Opening May 28, long season, good treatment, top salary.
GEO. GOODMAN
c/o CETLIN & WILSON SHOWS
Petersburg, Va.

CARNIVAL ROUTES

• Continued from page 53

Sugar State: *Ted Dion; Pierre Port, La.
Sunset Am. Co.: *Daniel Dunning; Fort Dodge, Ia.; Marshalltown 30-June 4.
Sutton's Pacific Coast: LaVerne, Calif., 23-30; Glendale 31-June 4.
Thiess United: Joliet, Ill., 25-30; Cortland, June 1-4.
Thomas, Art B.: *Johnnie Wildboer; Lincoln, Neb., 23-30.
Thomas Joyland: *Chas. C. Jacobs; Beckley, W. Va.

Legitimate Shows

Look Homeward, Angel: (H. S. Aud) Topeka, Kan., 24; (Miller) Wichita 25-26; (Municipal Aud) Tulsa, Okla., 27-28; (Aud) Denver, Colo., 30-June 1.

Miscellaneous

Lone Star Supply: Amarillo, Tex., 23-June 4; Dumas 6-11.
Sun Players: Shenandoah, Ia., 23-27; New Market 28-31; Clearfield June 1-5.

Arena Routes

Georgian State Dance Co.: (Capitol) Washington, D. C., 24-26.

HOPKINS

AMUSEMENT RIDES

Central City, Ky., this week; Holland, Ind., May 23-28; Newburgh, Ind., annual memorial week on streets, May 30-June 4, long season.

WANT—Add-Em-Dart, Mug Joint, Short Range, String Game, Basket Ball, Scale & Age, Bottle Ball, small Glass Pitch. I do not want and will not have any Flats, Semi-Flats, Count Stores, gypsies or Girl Shows. Can use Funhouse, small Snake or small Animal Show.

HELP—Need at once Wheel and Chair-planes Men. Good pay and treatment. No wives, cars. Also can use two Man Agents for Hankies. All must have driver license, now. All who know me contact at once.

Gen. Del., Central City, Kentucky

WANTED AT ONCE

AT THE RIGHT PRICE

INDIANA - type Sit-Down Grab Cookhouse. 30-foot depth or more. Fully equipped and in good condition. Must be with transportation. This is a cash deal. Write explaining details to:

ROSS C. MILLS

1704 9th Ave. N.W., Minot, N. Dak.

AUCTION TRUCK FOR SALE

Auction truck fully equipped. 1947 Dodge, 16-ft. Van. Good condition. Some repair. Fully framed with shelves and lights. \$650.00. Write

FRENCHIE BOURDEAUX

645 W. Sheridan, Chicago, Ill.

30,000 ATTENDANCE LAST YEAR

WANTED FOR

TENTH ANNUAL CAYUCOS LIONS CLUB 4TH OF JULY CELEBRATION

JULY 1-2-3-4

Four big days on the main street of Cayucos, Calif.

RIDES: Both Kiddie and Major. CONCESSIONS: Very reasonable privilege. Want Grab, Floss, Novelties and all Hankies. Can place two only Alibi Stores. This is the best 4th celebration for money in the State and a last-minute disappointment is the only reason for this advertisement. All replies to

ED. YORK

505 West Kearney Blvd., Fresno, Calif.

Carroll Talks

• Continued from page 54

amusement park or in resort work, they would doubtlessly be without employment altogether, but by taking this kind of employment, they become qualified to obtain unemployment benefits for 26 weeks."

Because there is great competition for the amusement dollar and operators must keep their prices within the means of the working classes, Carroll said that some establishments might be forced to curtail use of the students and older people if the wage and overtime provisions of the bill were applied to his industry. "We would have to streamline our operations to hold down costs," Carroll said.

Carroll said that his industry, because of its seasonal nature and the fact that most of its business is intra-State, should continue to be exempt from federal wage and hour provisions. "We are at the mercy of the weather," he explained. "Consequently we must operate longer hours when business is good in order to make up for the days when business is bad."

Rep. James Roosevelt (D., Calif.), author of the bill, who presided at the meeting, commended Carroll for his "fine presentation" and promised that his proposals would be given every consideration. He indicated he felt that the industry should continue to be exempt as in the past. Carroll was introduced at the outset by his congressman, Rep. Edward P. Boland (D., Mass.). Appearing with Carroll were John S. Bowman, Chicago, NAAPPB executive secretary, and Abe Baker, of Glen Echo Park, Glen Echo, Md.

Arena Work

• Continued from page 45

people, with the show planning to keep about 20 of its 28 seat wagons. There will be a new portable stage. In addition to the main arena there will be one wing for offices and one for wardrobe and costume departments. Construction probably will start this week on the steel and concrete structure.

The new Ringling arena will be available for other rentals except for the period of a few weeks when the show will rehearse there. It will face the airport side of the tract. Some time in the future, it is expected, a theme park or Ringling circus museum will be built on the side of the site that fronts for 2,000 feet on Tamiami Trail.

The circus will have property at the Sarasota quarters until July and perhaps until September, but it is hoped the offices can be moved to Venice in July. Show railroad cars will be stored at Venice, either on the show land or across the road at Seaboard Railroad yards. Flats, private cars and others will be hauled to Venice.

Also due to go to Venice is the gorilla cage, all the ticket wagons and much other property still on hand here. Some property has been sold recently, however, including five flats to a Birmingham rail supply company, which will resell them.

Jazz Festival

• Continued from page 44

Louis Armstrong and His All-Stars. Attendance May 13 was 3,250; May 14, 3,700, and May 15 (afternoon), 1,400. The auditorium seats 4,822.

Most of the deficit will be covered by a reserve fund established with profits from previous jazz concerts at the university during the past three years. The balance will come from other concerts and lectures funds, Lombard said.

CARNIVAL CONFAB

• Continued from page 54

ami home following an illness. Leo left there recently for Charleston, S. C., and the Folly Beach Park-Resort. . . Sherri Lane has booked her Side Show and girl unit on Virginia Greater Shows. . . Bill Stacy, bingo op, is in a hospital in Sanatorium, Miss., but hopes to be out in time to get his games in operation at fairs. . . William Sitki, digger operator, was in St. Louis recently en route to join a show. He recently sold his ride and will concentrate on the diggers this season.

Frank Joerling

Sandy Lee, mouse game operator on Heart of America Shows, recently bought a house trailer. . . Mrs. Dolly Young has joined Celeon Park, Jamestown, N. Y., as concession manager. Mrs. Young has 16 eat, drink and game stands under her supervision and looks forward to 15 weeks there be-

fore leaving for eight weeks of Southern fairs. The park opens May 28. . . Line-up of Hubert's Museum, New York, includes John Haley, strong man; Dingo, fire dancer; Richard the Great, magician; Fan Toy, oriental dancer; Dr. Z, mentalist; Harold Smith, musical glasses; Roy Heckler, flea circus; Professor Bernard, sketch artist; Princess Wago and Miss Renne, annex dancers, and Charles Lucas, manager and emcee.

T. J. Tidwell, owner of T. J. Tidwell Shows, has been released from a Temple, Tex., hospital after numerous treatments for an eye ailment. During the summer he will be subject to 30-day check-ups and, therefore, plans on leasing his elephant for advertising purposes. Next fall he will play a few fairs with a small midway unit.

Al Schneider

Supermarket Dates OK For Uley Reithoffer

BAINBRIDGE, N. Y. — A pre-season tour of Grand Union supermarket lots is being wound up by the Uley Reithoffer rides, having been working the area since March 15. Full show is set to open June 1 at the annual firemen's celebration in Appalachin, N. Y.

Uley Reithoffer, whose unit is not affiliated with the Reithoffer Shows, will be fielding eight rides and four shows. Bill Hendricks is concession manager. Pud Goodman has six stands, Ernie from Mossic, Pa., has two, and French

Fry Barker, three. Also with it is Freddy Hart.

The show has acquired a pair of aerial searchlights since last year, it is reported, and they came in handy for the parking lot dates.

Prudent Sets Units at New Fair on L. I.

ISLIP, N. Y.—Rides for the new Suffolk County Fair have been awarded to Mike Prudent of Patchogue, whose show has played the outer section of Long Island for a number of years.

Henry Schweizer, president of the fair, confirmed that Prudent will bring in at least six major rides and 8-10 kiddie rides, in addition to which he has a certain amount of key concession space.

The fair is being revived at Islip Speedway after being inoperative since 1942. Suffolk County's population is 625,000.

Gene Bardo Opens Sound Tape Firm

ORANGEBURG, S. C. — Gene Bardo, former carnival and circus bandsman, is now engaged in audio productions for outdoor shows.

According to Bardo, he provides recordings with sound effects, music and pitch all on one tape or disk. The tapes and disks are designed for walk-thrus, inside lectures, commercial exhibits, etc.

Landi Opens New Florida Location

PERRINE, Fla.—J. W. Landi & Company, dealer in new and used Merry-Go-Rounds, horses and supplies, and long located in Upper Darby, Pa., has opened new offices and a plant here. New address is 9435 S.W. 181st Street.

BELLE CITY SHOWS

MILWAUKEE, WISC.

Want Concessions of Skill and Science. Waukesha, Wisc., Frame Park, May 26-30, downtown; Madison, Wisc. (Westgate), Shopping Center to follow, then Kenosha, Wisc., Nash Lot, and Simmons Lot, 3rd Ward, Milwaukee, to Burlington, Wisc., 4th of July. All RED ones. Wire or phone FR 2-1994, Milwaukee.

CHUCK PANACEK

3. 28th and W. Morgan Milwaukee, Wisc.

BEST MERCHANDISE BUYS

Communications to 188 W. Randolph St., Chicago 1, Ill.

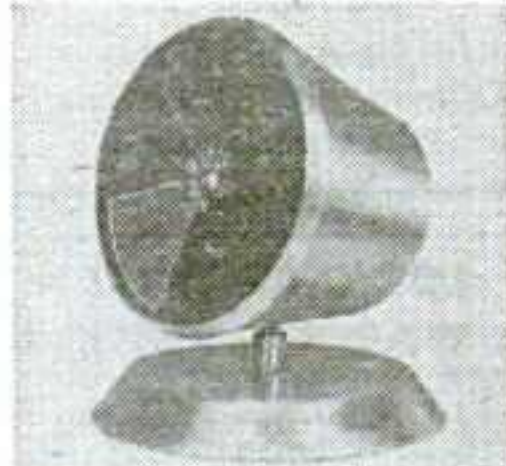
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parade of hits

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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

RAINBOW LIGHT



A light called Rainbo Color Wheel for use in stores, window displays and for Christmas trees. Has six colors; is only six by four and one-half inches on a seven-inch base. Full 360 degree swivel plus 90 degree tilt. Retail at \$19.95.—Winn Studio, 1404 West Byron, Chicago 13.

COMIC PENNANTS



New line of weird and zany pennants in a wide range of colors. Typical is "Sex Tech," "I.O.U." or "Glass of '52." The pennants are packed three dozen to a box and are available for immediate delivery.—Imprint Art Products, 65 Kansas Street, Hackensack, N. J.

TAFFY BOAT



Salt water taffy boat. Boat is 16 inches long. Top is removable and contains 10 ounces of salt water taffy in five flavors and wrapped in five different colors. Boats are packed in two-tone color combinations of red, blue, green; yellow and white. Boat is unbreakable.—Seaway Novelty Company, 208 West St. Clair, Cleveland 13.

WASHER

Car and home washer has a handle which extends from 4 to 15 feet with vinyl grip, on-off valve and push-pull watermatic sudser, spinning brush bead. Comes in display box and retails at \$14.95.—Empire Brushes, Inc., Port Chester, N. Y.

BIRD PICS

Hand-made feather bird pictures from Mexico. Vivid colors of two birds in a 9-by-11-inch frame. Large variety of all types. Wholesale price is \$24 per dozen shipped prepaid. Sample sent prepaid, \$3; sample price refunded on order for one dozen.—4-M Sales Company, P.O. Box 500, Mt. Vernon, Ill.

GLOW SIGNS



Assortment of signs in day-glo. All metal, weatherproof for use indoors or outdoors. Fourteen inches wide by 10 inches high with two holes for easy mounting. All metal display rack free with each assortment.—Hy-Ko Products Company, Cleveland 3.

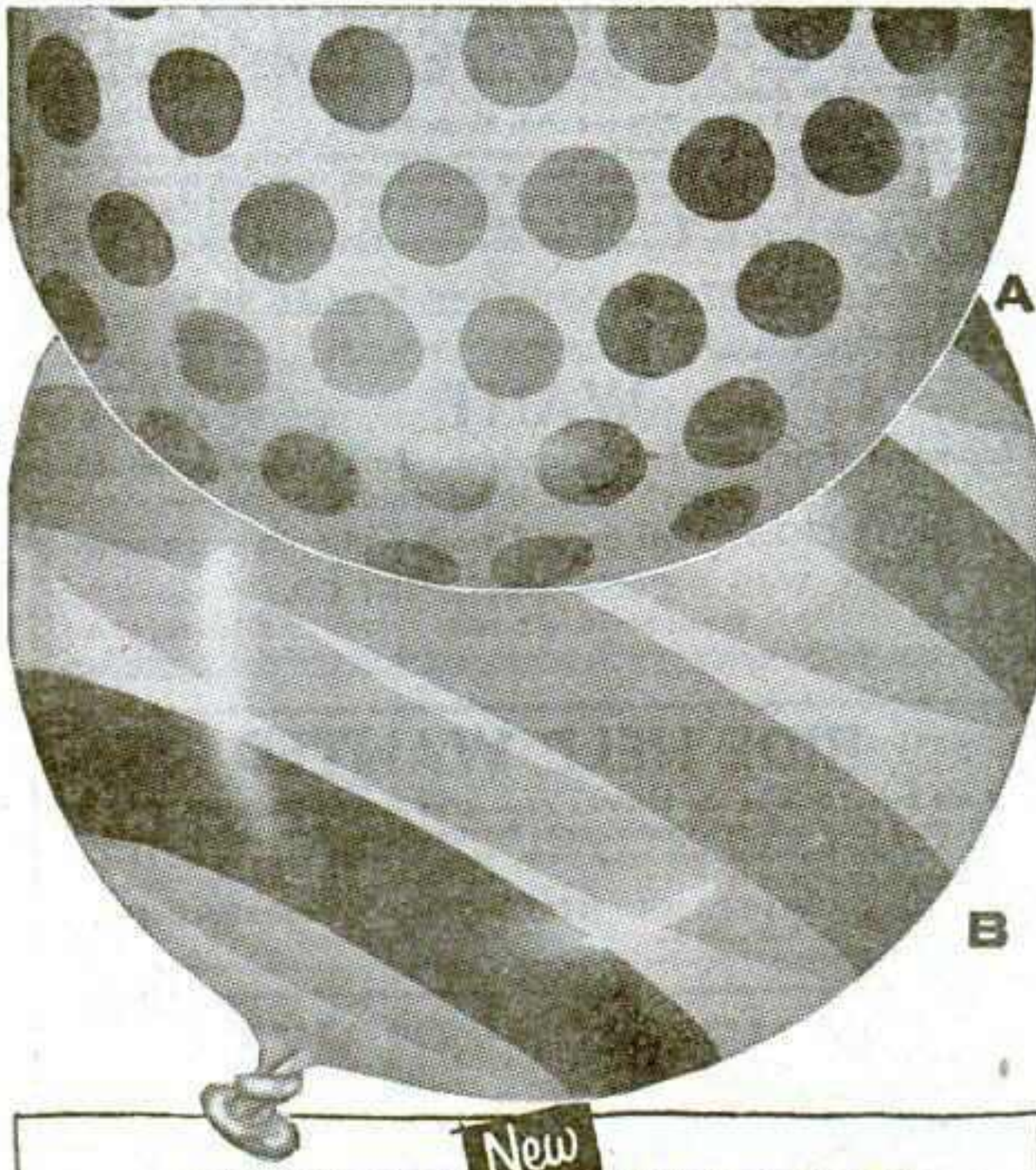
BOWS

Pre-tied, stick-on bows for dressing up packages. Uniform in shape, size and appearance. Practically crush-proof. Wide variety of colors and materials. Just moisten and press on package.—Ben-Mont Papers, Inc., Bennington, Vt.

CORN WARE

Line of corn bake and serve ware. Included are popcorn set, corn-roast set, mixing bowls, snack set, place settings. All in bright yellow and green to simulate corn on the cob.—Shawnee Potteries, Zanesville, O.

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



Quick Pitch Qualatex® Balloons

- A 4 Color Polka Dots . . . on white or transparent balloons.
- B 4 Color Stripes . . . on white or transparent balloons.
- C 2 Color Patriotics . . . on white or transparent balloons.
- D White Snowflakes . . . on assorted color and transparent balloons.
- E 2 Color Stars . . . on white balloons.

Also white stars on assorted color balloons.



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the **PIONEER** Rubber Company
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WITH FEATHERS
\$4.75 Dz.
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ALL HAND TOOLED MEXICAN PURSES AND WALLETS ★ MEXICAN TARNISH PROOF RINGS ★ HAND PAINTED SKIRTS ★ 100% WOOL JACKETS ★ ZARAPES ★ ALL SIZES ★ MEN'S HAND TOOLED BELTS ★ IMPORTED FISHING AND HUNTING KNIVES ★ THE BEST MERCHANDISE AT LOWEST PRICES ★

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Any items you will not find in this ad ask for them and we WILL TRY to get them for you.

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NVA & Ohio Ops Seek Vending Tax Relief at Health Hearings

By NICK BIRO

COLUMBUS, O. — A contingent of bulk vending operators, representatives from National Vendors Association and other legal experts was to appear before the Ohio Public Health Council here over the past weekend in an effort to have bulk machines exempted from a State \$5 per machine inspection fee.

Actual hearings were scheduled for Saturday around noon, too late for Billboard press time, however a full report will appear next week.

To spearhead the operators' fight were NVA general counsels Ted Raynor and Don Mitchell, both of

whom were flying to Columbus for the hearings, plus NVA's local counsels Creighton Miller and Ken Weinberg. Also expected to be on hand were operators Leonard Quinn, Columbus, and Herman Eisenberg, Cleveland, as well as representatives from the National Automatic Merchandising Association and the Ohio Automatic Merchandising Association.

Commissary

Previously NVA was successful in having bulk machines approved by the State for operation "if they were filled in a central commissary under approved methods." (The Billboard, May 9.)

The current problem is to have

the \$5 per machine fee removed or at least substantially reduced. Bulk operators have contended, and not without cause, that the \$5 levy would be confiscatory and would virtually tax bulk machines out of existence.

NVA counsels Raynor and Mitchell together with their Ohio representatives Miller and Weinberg were to present oral arguments and written briefs before the council.

Exemption

Chief hope lies in having the council approve regulations which would exempt bulk machines from the inspection entirely. The regulations were prepared by the State Director of Health to supplement the Ohio Food Service Law passed last year.

Under the law, vendors of pre-packaged and/or non-perishable confections are exempt from the tax.

NVA is expected to hinge their argument on the point that the filling of a machine globe in a central commissary under approved and sanitary conditions, constitutes "packaging," hence bringing the machine under the exemption of the law. In other words, the globe itself would constitute the package.

Interpretation

If successful, the council would hand down an interpretation that would bring bulk machines within this provision of the law.

NVA has also contended that it was not the intent of the legislators to include bulk machines under the provisions of the law but that reference was to major equipment vending where daily servicing of perishable food items was involved.

Ironically, the law was approved and backed by both NAMA and OAMA since it set up a separate category for vending machines previously considered under the State's restaurant code, which was highly

EDITORIAL

Facing an Issue

It's no secret to anyone in the bulk vending industry that State and local taxes plus discriminatory legislation are one of the industry's chief problems. A case in point is the current situation in Ohio where machine sanitation is the peg upon which the present tax is hung.

There has never been a quarrel among thinking members of the bulk industry that sanitary conditions should be observed in servicing machines. It is, however, a mistake to expect the bulk machine men to live by the same rules that govern major equipment vending machines that are serviced daily and vend perishable food. The bulk machine is a separate and distinct piece of equipment with separate and distinct problems.

The current stand by National Vendors Association advocating the filling of globes in a central commissary under approved sanitary conditions is a sensible and practical one.

In carrying the argument to the State health council, NVA is doing a service to the industry it serves. But equally important, in suggesting sanitary requirements for its members to abide by, NVA is also doing a service to the community of customers that patronize the machines. We feel both are important responsibilities of an industry association. NVA should be commended for its stand.

Nick Biro

unsatisfactory from the vending standpoint.

At the drafting of the bill neither organization felt the bulk machines would be included in the interpretation. Subsequent to passage of the law however, Dr. Ralph E. Dwork, State Health Director, indicated he not only felt bulk machines were not exempt from the tax, but felt they should be banned entirely from the State since they were not specifically mentioned in the law.

It was only after considerable effort on the part of NVA and local operators that such a ban on bulk vending was not included in the regulations.

Previously, Dave Hartley, NAMA's public health counsel indicated he favored having bulk

machines included under the inspection regulations but that the machines should have a substantially reduced levy.

Now NVA's job is to negotiate some sort of arrangement whereby bulk machine operators get relief from the high \$5 fee. If they should fail in getting the State health council to grant the exemption in the regulations, NVA could always appear before the State Legislature next January to seek amendment of the original law—the Ohio Food Service Law. This, however, would be the long way around and bulk vending officials are hopeful of a favorable ruling from the council.

DEVIL'S HEAD . . . hand painted on ivory
JADE BUDDHA . . . gold painted on brilliant green
SITTING CAT . . . shiny black with painted eyes and mouth

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company
 2530 Mission Street, Pittsburgh 3, Penn.
 World's Largest Selection of Miniature Charms
ATLAS MASTER . . . The proved 1c-5c Vendor

Ask About Our ATLAS Finance Plan



Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE oak's 25c OAK SANITARY VENDOR

The machine that will bring in extra profits for smart operators is this new Oak vendor. The machine holds 144 flat pack products. Measuring 26 1/2" high, 6" wide and 4" deep, this machine will refuse coin when empty and it is equipped with an Ace lock and a lock protector. Machine lists at \$29.50 F.O.B. Factory.



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BIRMINGHAM VENDING
 540 2nd Avenue, North
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BUYMORE SALES
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DALE DISTR. (B.C.) LTD.
 1168 Seymour Street
 Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
 2817 West Davis
 Dallas, Texas

H. B. HUTCHINSON CO.
 1784 N. Decatur Road, N.E.
 Atlanta 7, Georgia

IMPRONTO VENDING
 300 North Gay Street
 Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
 1850 West Division Street
 Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
 4372 Lindell Boulevard
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OAK SALES COMPANY
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OAK SALES OF FLORIDA
 1121 - 71st Street
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OPERATORS VENDING
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RAKE COIN MACHINE EXCH.
 609 Spring Garden Street
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 715 Lincoln Place
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OAK MANUFACTURING COMPANY, INC.
 11411 Knightsbridge Ave., Culver City, California

NAMA Fall Meet to Have Most Exhibits

CHICAGO—The National Automatic Merchandising Association's fall convention in Miami Beach will be the largest in the association's history with vending machine manufacturers and suppliers exhibiting a wide variety of the latest in major equipment plus what's to come.

For bulk vending operators, many of whom will be in Miami Beach to attend the convention plus a National Vendors' Association board of directors meeting (see separate story), most interest will be focused on the wide range of candy and cigarette machines on display.

Both cigarette and candy machines have drawn increased interest in the bulk field from operators as an ideal means of diversification, altho up to now most activity has been with used machines.

Dates

NAMA's show will take place October 29 thru November 1 at the newly constructed Miami Beach convention hall. Over 41,900 square feet of exhibit space has been sold, with 1,500 square feet remaining.

Last year's show in Chicago utilized 35,000 square feet of space. Some 100 companies of all types will be displaying at the meet. In addition there will be business sessions, forums and other topical industry meetings.

Doll Pacifiers Bowed for Tots By Sam Eppy

NEW YORK — Wee baby doll pacifiers of two-color plastic were introduced by Samuel Eppy & Company last week as the latest addition in the firm's charm line.

Designed to appeal to the "doll population of America," which numbers . . . 100,000,000 and increasing each year by 15,000,000," Eppy humorously points out that the pacifiers will appeal to the toddler set where "dolls are babies and little girls are mommies who undress, wash, dress, feed, burp, pacify, talk to and put their baby dolls to bed." Boys will go for the pacifiers, too, says Eppy, "if only to poke fun at some friends and call them cry-babies."

The charms are available with an attractive globe sticker that shows a little girl holding a baby with an enlarged pacifier shown to one side. Slogan is "For my baby doll—be a mother's helper."

Price is \$7 to \$9, depending upon quantity, f.o.b., factory or distributor.

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Famous for 43 years. Millions and millions sold. Direct shipment of Cracker Jack to selected distributors of CRACKER JACK VENDING MACHINES. Specifications: Model 50—60" high, 17" wide, 8 1/2" deep. Capacity—50 boxes. Shipping Weight—64 lbs.

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GETS A LAUGH EVERYTIME

OPEN
 1-4 m \$15.00 per thous.
 5 m and up 13.75 per thous.

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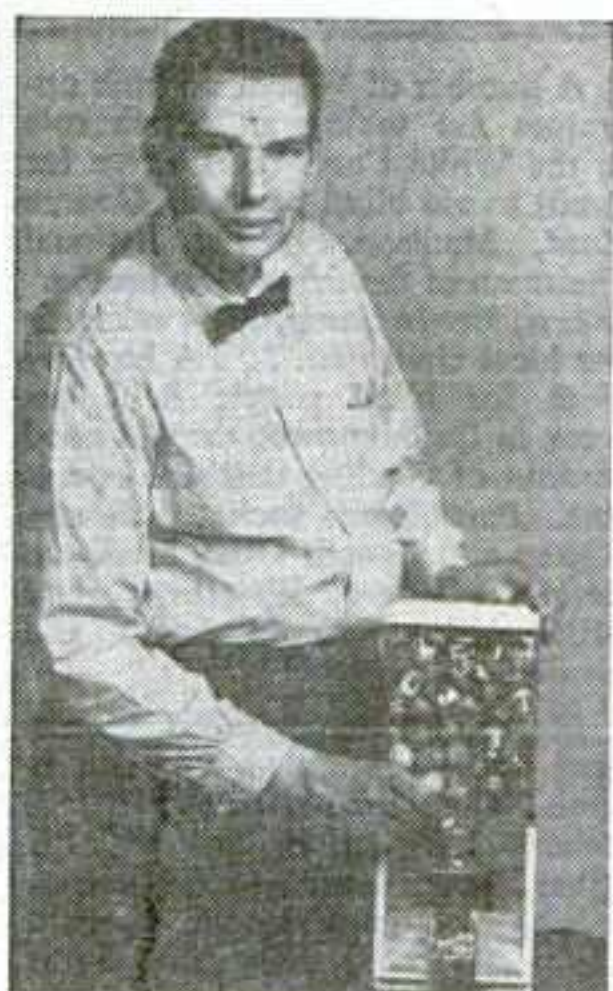
In two-toned red and blue plastic, swinging flap and ring for key chain. Only \$12.50 per M

Vacuum plated with red flap. Only \$15.75 per M

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Taxes & Payoffs—Chief Headache in Gary



HERE'S HOW IT'S DONE, says Thad Z. Glowiszyn, Gary, Ind., operator, who believes all refilling should be done back at the shop. After first sterilizing all machine parts, he refills the globe,

locks on the top and then inserts the first coin himself as a test. If all is in order, the machine goes on the route.

By JOE KLEIN

GARY, Ind.—Thad Z. Glowiszyn will tell you that "life for the bulk vending operator is no bowl of cherries."

He is an optimist, tho. He feels that obstacles can be surmounted thru effort and he sees a good future for his firm, the Steel City Service Company.

Glowiszyn's operation covers the teeming industrial community of Gary, East Chicago, Hammond, Whiting and Hobart.

Problems

But, as always, there are problems.

"To begin with," Glowiszyn said, "I started out on a blue sky deals and paid a lot of money for this setup. I found out that I should have had it for half the price."

Glowiszyn has been in the bulk vending business for two and a half years. Before that he was a

juke box operator. He quit that because "it involved too much money."

Taxes

"The general public doesn't realize what it takes to run a business of this kind," he complained. Take taxes for instance.

Federal taxes are still as unavoidable as death. But in Indiana, the operator is required to pay at least two additional taxes—one a State income tax; the other a local property tax.

He is charged for the former at the rate of three-eighths of 1 per cent on gross income. Not even the location commission is deductible. Moreover, the location is also required to kick in—also on gross income. To no one's surprise, almost the entire State government subsists on the gross income tax.

Federal

"The federal government is more merciful," Glowiszyn observed. "At least, you can deduct the commission and the cost of merchandise from the federal tax. Not so with the Indiana gross income tax."

Another tax, and a very substantial one, is imposed on equipment for local governmental purposes. Under this excise, venders are assessed as personal property, and in the county of Glowiszyn's operation, the personal property tax rate is about \$10 per \$100 of assessed valuation.

"Anyway, I am glad that we haven't been bothered with a per-machine tax," Glowiszyn declared. "But I am keeping my fingers crossed. The cities are looking around for revenue. They may ask for the per-machine arrangement. It happened in other communities."

Illegal

Unethical and even illegal competition is posing another problem to the 44-year-old Glowiszyn.

He claims that he has lost locations because of excessive commissions paid by competitors. Loans and even outright cash payments have been made by affluent operators to capture spots, he asserted.

Then some locations resort to the kind of illicit practices which impede the efforts of legitimate op-

erators, Glowiszyn said. "I know of locations where they give cash prizes of 5 and 10 cents," he stated.

Slugs

Slugs, too, are to be ranked among the causes of operators' ulcers, Glowiszyn adds. Such abuses indicate the absence of proper supervision, he feels. It is his experience that they are at a minimum in well managed places.

Surprisingly enough, altho it put somewhat of a dent in the candy business, the impact of the long steel strike missed the Steel City Service Company. The cigarette machines also—boomed during the long lay-off. Over-all income for the second half of 1959 exceeded the yield of the first six-month period, Glowiszyn reported.

The firm's equipment is widely dispersed—in car washer establishments, grocery stores, gas stations, airports and in a National Guard armory.

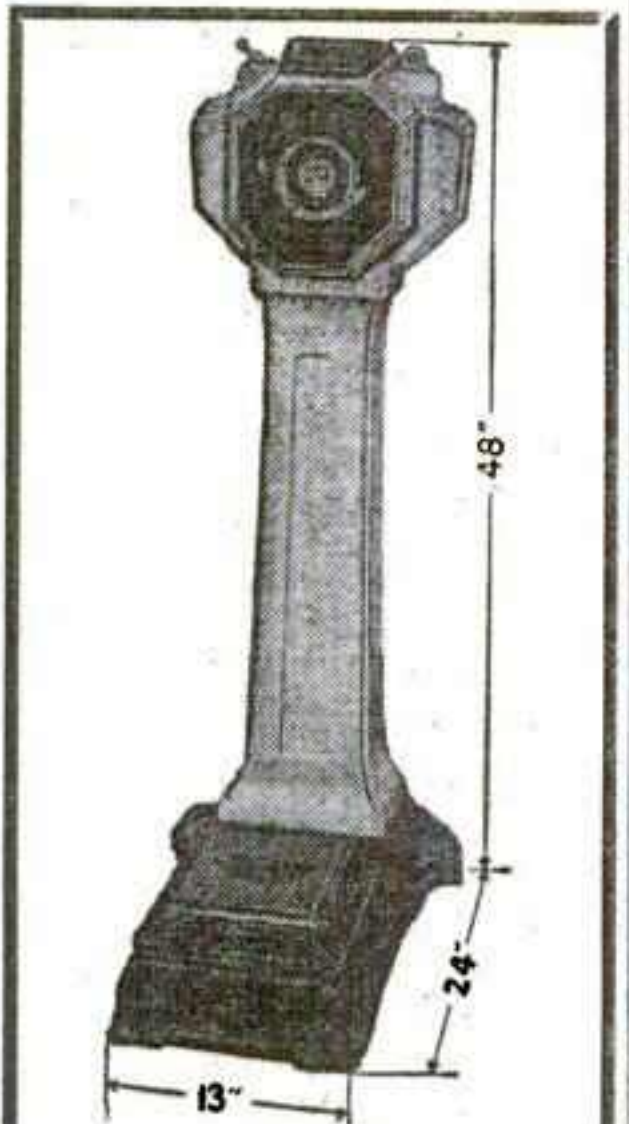
Kid Stops

Best for bulk are kid stops, Glowiszyn said. In such places, of course, the demand for gum and charm, for hard pan, for nuts and cookies is understandably tremendous.

Comprehensively, bulk gum and charm candy bars are the best sellers, Glowiszyn finds, and chain stores are tops for earning. Nuts, of course, move the fastest in taverns.

He finds that the need for the frequency of refilling and collections varies. "Some places require

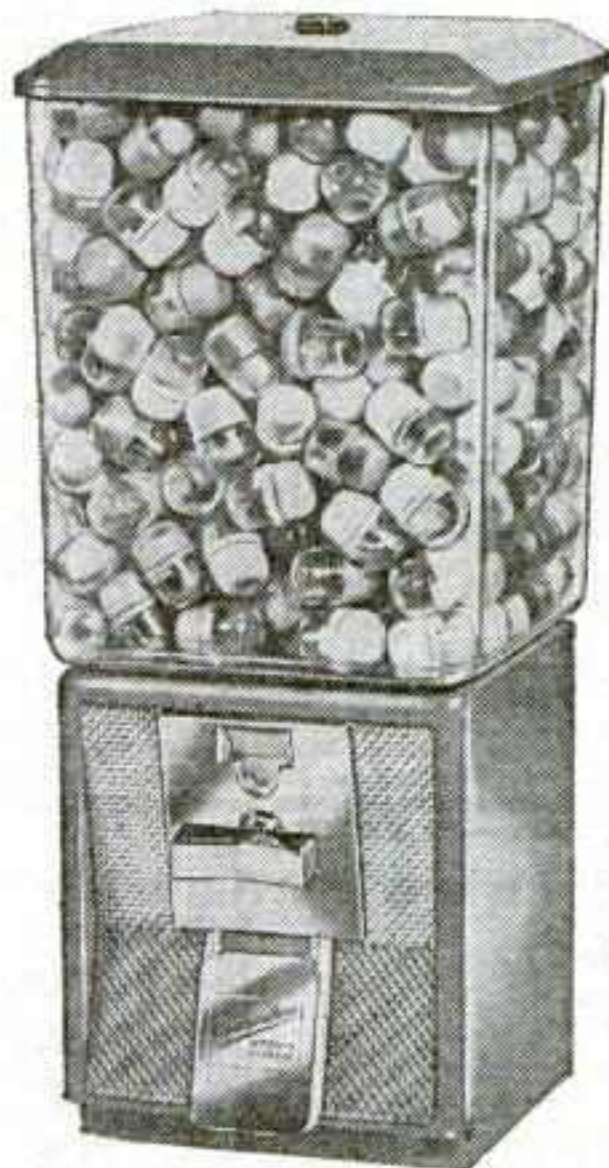
(Continued on page 71)



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High Grade Deluxe Cashew, whole	70c
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N.W. Model 49, 1c or 5c	\$14.50
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N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Converter for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb.	\$.85
Pistachio Nuts, Jumbo Queen, Red	.45
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Shell	.54
Cashew Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
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Rain-Blo Gum, 72 ct. \$.30
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 300 lb. minimum prepaid on all Rain-Blo Ball Gum.

Adams Gum, all flavors, 100 ct. \$.45
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Available with 1c, 5c, 10c or 25c Mechanisms

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10,000 & Up	\$6.00 per 1,000	10,000 & Up	\$4.00 per 1,000
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F.O.B. Direct From Factory or—At Eppy Distributors.
SAMUEL EPPY & CO., Inc. 91-15 144th Place Jamaica 35, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

Bulk Banter

A number of Wisconsin bulk operators are taking an active role in the White Cane Week drive for funds to aid blind persons. **George Card**, Madison, is the national chairman of the drive. His brother-in-law, **Erwin Samp**, Milwaukee, is the local chairman. . . . A bowling meet for blind people held last week in Oconomowoc drew a good turnout of vending machine operators. Participants included **Jimmy Sletten** and **George Card**, Madison; **Bert Veldhuizen**, Watertown, and Milwaukeeans **Erwin Samp** and **Louis Seidita**.

Mr. and Mrs. **Bernard Greenberg** are expecting an addition in June. They already have one son, **Robert**. Bernard, together with his father, **Manny**, and Manny's son-in-law, **Marvin Kriendel**, operate **Buymore Sales**, large distributor and operator in Lawrence, L. I., N. Y. . . . National Vendors Association Legal Counsel **Don Mitchell** flew to Columbus, O., over the weekend to represent Ohio operators in their fight against a \$5-per-machine tax. Accompanying Mitchell was **Nick Biro** of The Billboard for an on-the-spot report.

Samuel Eppy, recuperating nicely from a mild heart attack, wired NVA his thanks for the association's concern and recent good wishes. When Eppy's illness was announced during the recent NVA convention in the Bahamas, a resolution was introduced and approved by unanimous vote that an appropriate get-well cable be immediately sent. Wired Eppy in return: "I am consciously mindful, Everett, of the

courtesy honored to me by the membership of the convention. The telegram of greetings was a tonic of friendliness that went right to my heart and warmed it to a healing glow. Please convey to the membership my deep, full and grateful thanks. It is also true that I missed not being with you. I have a great affection for our small industry-family, comprising bulk vending."

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We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hershey's 320 count and 320 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write to King & Co. for prices and our new 12-page catalog.

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IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.



Unique in Design and Beauty

VENDORAMA 6-UNIT

A Compact Display of 6 Machines for Your Top Locations

- Bus Depots
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USES VERY LITTLE FLOOR SPACE

Size: 26" Wide, 18" Deep, 53" High.

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TOPPER DELUXE GLOBE STYLE. Outstanding Bulk Vendor of the Industry—Proven on Thousands of Locations. Noted for Precision Vending. Large Glass Globe Holds 8 Lbs. 210 Ball Gum. Wear Resistant: High Gloss Duranite Finish. INCREASE YOUR PROFITS—CUT SERVICE COSTS WITH VICTOR.



TOPPER DELUXE HALF-CABINET STYLE. Beautiful—Durable. Vends 1c Bulk Candies—Ball Gum & Charms—Peanuts. Strong, Wrap-Around Plastic Front. Finished in Brilliant Colors and Glistening Chrome. For Lasting Dependability—Buy VICTOR.

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Chicago 22, Ill.
HUMboldt 6-4870
Ill., Ind., Ohio, Wis., Mich., Ky.</p> | <p>■ Northwestern Sales & Service Co.
446 W. 36th St.
N. Y. 18, N. Y.
LONGacre 4-6467
New York State</p> | <p>■ Parkway Machine Corp.
715 Ensor St.
Baltimore 2, Md.
EAStern 7-1021
Va., Md., W. Va., Del.</p> | <p>■ Standard Specialty Co.
1028 44th Ave.
Oakland 1, Calif.
AN 1-9037
Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands</p> |
| <p>■ H. B. Hutchinson, Jr.
1784 N. Decatur Rd., N.E.
Atlanta 7, Ga.
DRake 7-4300
N. C., Ala., S. C., Tenn., Ga., Fla.</p> | | <p>■ Voedco Sales Co.
2124 Market St.
Phila. 3, Pa.
LOcust 7-1448
Pa., N. J.</p> | |

★ ★ ★ VICTOR VENDING CORPORATION ★ ★ ★

Milwaukee Coinmen Hold Victory Dinner

By BENN OLLMAN

MILWAUKEE—The Milwaukee Coin Machine Operators' Association Victory Dinner Monday evening (16) at the Ambassador Hotel was labeled "very successful" by the trade group's president, Sam Hastings. Attendance was slightly under expectations, altho the bulk of the area's coin firms were represented. The dinner was intended to stimulate the association's membership drive.

Signing of six new members during the current drive was announced at the brief business meeting which followed the cocktail hour and buffet dinner.

Added to the membership list were Frank Bartnik, Banaco Music; Mike Bosanec, B. & H. Novelty Co.; Morris Fuhrman, General Novelty Co.; Perry London, Regal Music Co.; Edwin Puzia,

AAA Coin Machine Co., and John Tuska, J. T. Novelty Co.

Officers Talk

Brief talks were given by association officers. Secretary-Treasurer Jerome (Red) Jacomet, Red's Novelty Company, said: "The most important reason we have for strengthening our association is to gain helpful legislation. In the past our industry has been hampered by restrictive legislation because we have lacked a combined voice. Support this organization and it will support you."

James Stecher, Novelty Service Company vice-president, told the coinmen, "We need a strong, functioning trade association to help us make better businessmen out of ourselves. The costs of operating today and the selling price of our commodity are getting too close to" (Continued on page 70)

P-R Drive Picks Up Steam

CHICAGO — Members of the Coin Machine Council for public relations heard some good news when Lou Casola, president, announced the group had picked up 165 members and \$25,000 in the treasury to "put the show on the road."

Casola spoke during a special public relations meeting held at Music Operators of America convention last week. In attendance were key manufacturers, distributors and operators, all of whom were enthusiastic about the group's progress and pledged support.

Irv Blumenfeld, president of the coin machine distributors' association (NSMDA), announced his organization would back the group, as did George Miller, MOA president; Herb Oettinger, United Manufacturing Corporation; John Haddock, AMI president, and Art Weinand, Chicago Dynamic Industries.

Merrill R. Swartz representing Herbert M. Kraus & Company, the

public relations firm handling the account, told the group that \$500 had been collected at the convention, mostly from operators and distributors.

It was also announced that two additional manufacturers, Auto Bell and Games, Inc., had joined the council. The original manufacturers to back the council, or "five apostles" as they were humorously referred to by Bally Vice-President Herb Jones, were AMI, Chicago Dynamic, United, Bally and Williams.

Jones suggested a three-way promotion program for manufacturers, distributors and operators. Manufacturers, said Jones, should urge their fellow manufacturers, along with their own distributors and suppliers, to join. Over 90 per cent of the Bally distributors were in the program, Jones revealed. He said that suppliers were also a good potential source for funds, noting that Bally suppliers had contributed over \$5,700.

Distributors could help by contacting their manufacturers, other distributors and their own operator customers. An appeal on the distributor's own stationery adds a personal touch, Jones pointed out. Operators could also do a job by influencing other operators thru their local association, he noted.

Jones said active public relations work might begin by July 1 if present fund-raising efforts continue at the present rate.

Casola sounded a warning note that the hard work is still ahead. He pointed out that the money raised up to now was primarily from manufacturers, and the more enthusiastic ones at that. He noted that active operator support was now essential.

A plea for harmony was also made by John Haddock, who asked the members not to let partisan interests sway the group from its purpose—to gain better public understanding for the entire coin machine industry.

Ops Rush for N. J. Game Licenses

ATLANTIC CITY—Within 24 hours after the city commission approved an ordinance permitting the operation of amusement games at this resort following a State ban on them, three coinmen filed applications for licenses.

Several other operators also took out the proper forms to file.

The ban, which was in effect for several years, was lifted by the voters of the State in a referendum last November. Each city's governing body must affirm the action, however.

The entire amusement industry in this State now comes under an Amusement Games Control Commission, headed by William Howe

Davis, who is also the Alcoholic Beverage Commissioner.

Rushes for licenses were reported all along the Atlantic seashore front as the various resorts approved the games.

Some places imposed some restrictions on the operations, however. Sea Isle City, for instance, provided that the amusement places can be operated only between 40 and 44 Streets on the inland side of the Boardwalk and only between the hours of noon and midnight.

Coinmen in the area are all smiles about the new ordinances, tho. They are hailing it as "a life saver."

Francis D. Kelly, supervisor of

licenses at Atlantic City, identified the applicants there as Herman Rapp, of the Boardwalk Amusement Corporation, 925 Boardwalk; Irving Fishelberg, for a pennyland at 2137 Boardwalk, and James W. McDonald, of the McDonald Amusement Service Company, for another pennyland at 809 Boardwalk.

Applications for Arcades have been obtained by Joseph and Margaret Reddy for Central Pier and Myer Wolf for one at 539 Boardwalk. An Arcade license costs \$500.

These applicants were all received during the first day. Kelly said he expected to be swamped with applications.

Detroit Game Ops Mull City's Stiff Legal Code

By HAL REVES

DETROIT—Legal problems of amusement game operation were extensively discussed at the May meeting of the Detroit Shuffleboard Association—which includes operation of all types of games. Foremost in the association program is the proposal made by this group some months ago to establish by ordinance a new comprehensive license for all varieties of games superseding the limited licensing requirements now in effect.

It is the operators' position that, while they have to secure licenses for more machines than at present, the broader requirements will allow a more satisfactory conduct of the industry as a whole, with benefits to the established and licensed operators.

They also point out, according to Fred Chlopan, executive secretary, that the new license will mean an additional source of revenue to the city treasury, which is badly in need of funds, so that this becomes also a form of public service.

Hold Conference

A luncheon conference was to be held last week by Chlopan, Barney Burke, DSA president; and Maurice J. Feldman, veteran DSA director, with the city officials most closely concerned—Council-

man William Rogell and Assistant Corporation Counsel Eaton. It is expected that the final draft of the proposed new ordinance will soon be ready for introduction officially, probably by Rogell.

The DSA meeting also devoted considerable attention to the stringent licensing requirements of the city as they now stand, which result in the production of special models of many coin machines by manufacturers for use only in Detroit. As Chlopan said:

"Many of the operators are distressed at the fact that the city ordinance prohibits most amusement machines which are used nationally, and that machines brought into the city are sold at exorbitant prices because they are made for Detroit only."

Excessive Depreciation

The result, according to operators, is excessive loss and depreciation. The locally-permitted machines, like any others, have the appeal of novelty and drop off in appeal after a time—but operators here find that when games become second-hand, they not only have no further usefulness here, but have no resale value anywhere else in the country because of the special manufacture.

The prohibition against the use (Continued on page 70)

WHAT'S AHEAD

Seeburg and Columbia Disk Execs Mull 33 Singles at N. Y. Op Forum

NEW YORK — Atlantic New York, local exclusive distributor for Seeburg, sponsored a special "Operators Forum Night," last Monday evening (16) at the firm's 10th Avenue headquarters. The subject of the discussion was, "A Challenge to the Music Industry—the New 33 1/2 r.p.m. Stereo Speed." Speakers included Jack Gordon, Seeburg exec, Joe Lyons of Columbia Records, and Meyer Parkoff, head of Atlantic.

Gordon addressed the numerous operators present on the philosophy behind the Seeburg "Artist of the Week," feature of the firm's new line of phonographs, as well as on the motives behind the company's heavy interest in stereo singles of the 33 1/2 r.p.m. speed. Gordon noted the presently declining state of the single record field and mentioned that the LP-speed disk could help bring back the singles business and bring adults to the point of buying singles again.

Columbia Records, which pioneered the 33 1/2 r.p.m. development last fall with its first release, was represented at the meeting by sales exec Joe Lyons. Lyons traced the changing patterns of the disk business since the introduction of the LP record in 1948, to the point where today, singles are diminishing in importance, with albums at the 33 1/2 r.p.m. speed representing over 80 per cent of the dollar volume.

Lyons said that he felt there is a certain stigma attached to the 45 r.p.m. single on the part of the adult buyer because adults think of it as "the teen-ager's kind of record." He indicated Columbia's belief that adults could be brought back to the singles field by making them available at the same speed as their LP's, obviating the necessity, for example, of using a special spindle.

He stressed that Columbia's object is to get the consumer interested in the record and that the slower-speed disk with the small hole in the middle works in this direction. "Beyond this," he noted, "we feel that operators, as they were 25 years ago, can again become a prime level of exploitation for new records and new artists, so we feel operators should program the type of record that consumers seem most likely to buy."

With a number of companies issuing disk packs of five records together with a reproduction of the cover of the album from which the singles are taken, in Lyons' view, it will make for a great situation for operators. "They won't have to buy a new pack every week. They can simply bicycle their various album of the week sets around their different stereo boxes."

Again on the subject of the "artist of album of the week" promotions, Lyons noted that consumers today are album oriented. "They

see album covers in magazines, in supermarkets and in their own record stores. They think in terms of covers. Juke boxes have to merchandise their product too, and by this device we can strike up a rapport right away with the buyer." (Continued on page 77)



WILLIAMS DISTRIBUTORS met at the Bismarck Hotel, Chicago, during the Music Operators of America convention May 9. The amusement game distributors got together for cocktails, dinner and a general business session. Factory engineers and foremen joined the gathering and new Williams engineering and production projects were discussed, with a question and answer period following.

European News Briefs

Malta Sales Target of Germans

MALTA—West German juke box producers are pressing a sales campaign to capitalize on the Island of Malta's juke box boom. The tiny island, bastion of Britain's wartime Mediterranean defenses and still a British colony, has some 2,500 juke boxes, one of the most dense concentrations of music boxes anywhere.

Wiegandt, in particular, has been successful in shipping to Malta its Diplomat and Tonmaster boxes. These two boxes, along with the British-produced Bal-Ami, are the most numerous types on the island.

Juke boxes are imported to Malta and operated by the Malta Juke Box Company, an integrated operation from the importation of equipment thru its operation and servicing.

Goetschel, Swiss Coin Leader, Dies

BASEL, Switzerland—Dr. Edgar Goetschel, co-founder of the Swiss Union of Amusement Hall Operators, died at his home in Basel at the age of 64.

D. Goetschel was a pioneer in the operation of juke boxes and coin-operated games in Switzerland. He took a leading role in campaigning for more equitable taxation on coin-operated equipment.

Prior to his death Dr. Goetschel had been working to organize an international organization of amusement hall operators to be called the "International Union of Amusement Hall Operators."

Wulff Re-Elected Industry Prexy

BERLIN—Guenter Wulff has been re-elected president of the Association of the German Coin Machine Industry, and G. W. Schulze re-elected deputy chairman.

Hermann R. Volbracht was elected honorary chairman at the industry organization's annual meeting.

Head of German Op Group Dies

KIEL, West Germany—Hermann Reese, the long-time president of the Schleswig-Holstein Operators' Association, has died after a long illness. Reese was a pioneer Schleswig-Holstein coin machine operator and a co-founder of the operators' association.

Germans Training Benelux Ops

AMSTERDAM—Juke box service technicians in the Benelux countries—The Netherlands, Belgium and Luxembourg—are being sent to West German juke box production centers for instruction, a new feature of the German export drive.

Foremost among the German concerns offering such training programs is NSM at Bingen, manufacturer of the Fanfare juke box.

The Dutch coin machine firm of Valco has had a group of

(Continued on page 71)

Tenn. Ops Map State Association

By ELTON WHISENHUNT

MEMPHIS — Memphis Music Association was scheduled to hold a meeting of West Tennessee music and game operators at Jackson, Tenn., May 25 as a step toward organizing a State-wide group to be named Tennessee Music Operators Association.



Drew Canale

Alan Dixon, member of the Memphis association, said approximately 20 operators in West Tennessee were expected. Drew Canale, president of Memphis Music Association, was to preside, make the major address and answer questions of all operators.

Canale appointed a three-man committee after taking office in January to work toward the State-wide association. On the commit-

tee with Dixon are Parker Henderson, general manager of Southern Amusement Company, and Jack Canipe, partner in Canipe Music Company. Dixon is general manager of S & M Sales Company.

Dixon said three major goals of such an organization, all of which will be discussed at the meeting, are dime play in Tennessee (Memphis and some sections have it but all operators in the State do not); concerted action to oppose unfair, discriminatory and confiscatory legislation, and better public relations.

The Legislature convenes January 15, 1961, for about two to three months of sessions. They meet every two years. At each legislature, several bills are introduced for heavier taxation of the music and game industry. Most of them are beaten, but sometimes a bill is passed.

Each time this happens, operators over the State have to contribute money to finance expeditions of committees to Nashville to explain to senators and representa-

tives the bad features of the bills that would badly hurt the industry.

Tough Tax Bills

Some operators in the past have accused certain legislators of trying to tax operators out of business.

Regarding the meeting May 25, Dixon prepared for it in recent weeks by notifying all operators in West Tennessee of the plans of the Memphis group for a State-wide organization to be more effective in all phases of their business operations.

He had good response, Dixon said. Dixon said the dues would be low, so as many operators as possible could be in the association. He said it was hoped to have the State organized by the time the Legislature convenes next January.

After the West Tennessee meeting, Dixon said, one would be planned for Nashville and then later on one in East Tennessee, probably at Knoxville or Chattanooga. Working these out will take most of the rest of the year, he speculated.

Feb. Coin Exports Above 1959 Level

COIN MACHINE EXPORTS

February, 1960

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	388	\$ 258,589	127	\$ 75,228	276	\$ 52,183	791	\$ 386,000
Belgium	362	252,207	223	66,059	382	55,959	967	374,225
Canada	108	78,567	13	3,405	575	57,407	696	139,379
U. Kingdom	62	38,511	7	2,075	670	93,807	739	134,393
Norway	76	53,063	—	—	10	4,207	86	57,270
Sweden	17	12,357	—	—	856	44,148	873	56,505
Netherlands	74	42,781	24	8,265	34	3,530	132	54,576
Australia	26	12,606	34	14,830	108	14,138	168	41,574
Phil. Rep.	31	25,027	4	1,600	38	14,232	73	40,859
Venezuela	23	17,997	—	—	58	17,178	81	35,175
Italy	60	18,356	—	—	26	15,564	86	33,920
Ecuador	17	12,682	—	—	30	9,730	47	22,412
Switzerland	28	20,308	—	—	16	1,738	44	22,046
Lebanon	—	—	3	1,425	192	17,165	195	18,590
Panama	19	15,403	—	—	—	—	19	15,403
France	—	—	20	8,760	85	6,498	105	15,258
Costa Rica	19	12,641	—	—	—	—	19	12,641
Turkey	—	—	—	—	10	12,283	10	12,283
Other Countries	69	51,705	50	24,267	58	24,349	177	100,321
Totals	1,379	\$ 922,800	505	\$ 205,914	3,424	\$ 444,116	5,308	\$ 1,572,830

CHICAGO—U. S. juke box and game exports hit \$1,572,830 in February, rising slightly above the \$1,567,305 monthly average of 1959. It marked the second straight month's advance in dollar volume.

Actually fewer units were shipped (5,308) than in January (5,998), but value was \$218,787 more.

U. S. Department of Commerce figures indicate West Germany again topped all markets for U. S. machines, taking \$386,000 worth, but this was less than the January figure, with dollar volume in general wider spread among the markets in February.

Belgium was close behind, with a \$374,225 total, a wider breach separating the two leaders and the rest of the markets. Canada posted a run of \$139,379 and the United Kingdom did \$134,393. No other markets were above the \$100,000 mark, but 11 were above \$30,000 (see accompanying chart).

West Germany and Belgium led

the markets for new juke boxes, with \$258,589 and \$252,207 volumes respectively. Next highest new juke box market was Canada with \$78,567. The same two leaders, West Germany and Belgium, led the used juke box volumes, taking most of the \$205,914 total between them.

(Continued on page 77)

BRITISH NOBILITY ACTIVE IN JUKE BOX BUSINESS

LONDON—Britain's juke box industry is acclaiming the entry of members of the aristocracy into the music box business.

Britain now has half a dozen titled juke box operators, and industry sources report that additional noblemen—and also noblewomen—are investigating entry into the coin machine trade.

The first "juke box duke" was the Earl of Bedford, the proprietor of Woburn Abbey, the dazzling stately home tourist attraction.

The Duke of Bedford, in a bid for tourists, installed juke boxes in Woburn Abbey, and he credits them with having helped substantially to build his stately home into its present pre-eminent position as a tourist landmark.

Lady Campbell's Drive-In

Then came Lady Dorothy Campbell, second wife of the late Sir Malcolm Campbell and mother of Donald Campbell, holder of the world water speed record.

Lady Campbell recently opened a drive-in cafe just outside Cardiff, and the first thing she did was to install a juke box.

"The days of snobbery are gone forever," observed Lady Campbell. "The nobility has to work now for a living, and work hard, and this includes me as well."

"Frankly, my cafe caters to the truck-driver trade, long-haul drivers who need all the brightness that can be put into their hard lives. There is nothing in this respect like a juke box."

The Duke of Edinburgh, husband of Britain's Queen Elizabeth, is known in England as a juke box fan, and the Duke's zest has helped popularize music boxes among the aristocracy.

Bowl Games OK For Buffalo Fees

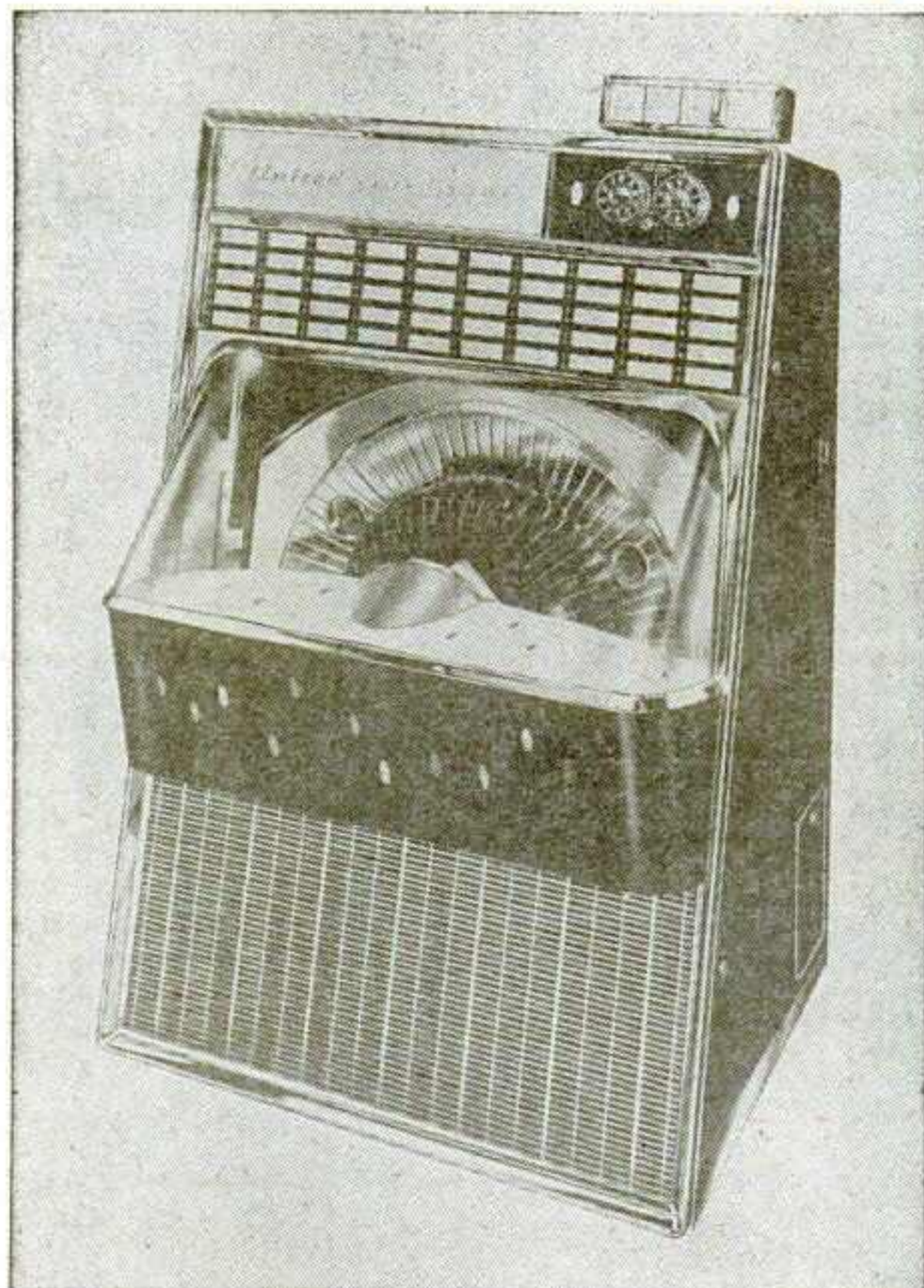
BUFFALO—A new ordinance does not have to be adopted to cover the licensing of coin-operated bowling machines, members of the Common Council's Legislation Committee were told.

Assistant Corporation Counsel John J. Naples said the city's present ordinance on coin-operated amusement machines includes the bowling machines.

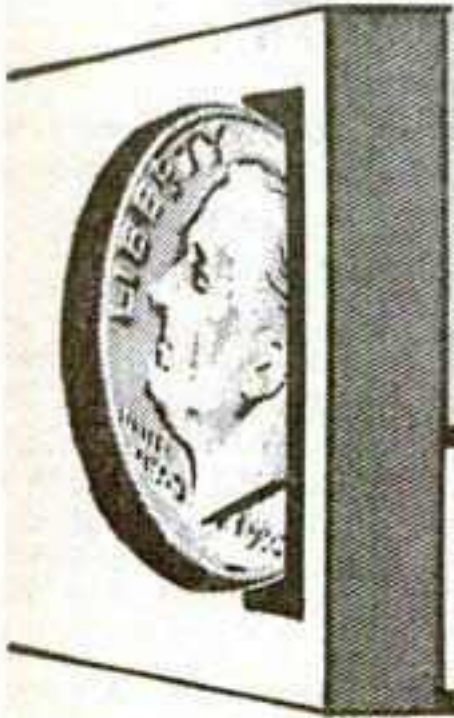
Before a license may be issued, however, the machine must be submitted to the Police Department for examination to determine whether it could be used for gambling, he said.

Following the explanation,

(Continued on page 77)



UNITED MUSIC Corporation's new phonograph, the UPC, was introduced to operators for the first time at the Music Operators of America convention last week. The new model retains much of last year's cabinet design, but features a new dual-pricing feature and a consolidated dual cone speaking system.



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.

MUSIC

Table listing various music machines such as AMI, D-40, D-80, E-40, etc., with their respective prices.

BOWLERS & SHUFFLES

Table listing bowling and shuffle machines like ABC Super-Deluxe, ABC Bowling Lanes, ABC Champion, etc., with prices.

UNITED

Table listing United brand machines such as Ace Shuffle Alley, Atlas Shuffle Alley, Advance, etc., with prices.

GOTTlieb

Table listing Gottlieb brand machines like Ace High, Add-A-Line, Auto Race, etc., with prices.

ARCade & NOVELTIES

Table listing arcade and novelty machines such as All-Star Baseball, Aqua Duck, Auto Photo, etc., with prices.

CHICAGO COIN

Table listing Chicago Coin brand machines like All-Star Team Bowler, Blinker, Bonus Score, etc., with prices.

PINBALLS

Table listing pinball machines such as Balls-A-Poppin', Ballerina, Bally U.S.A., etc., with prices.

Table listing various other machines like Red Ball, Rifle Gallery, Rock n' Roll, etc., with prices.



OUTSIDE VIEW of William McKenna's Bowl-O-Fun (left, background) and Squawk Box drive-in restaurant (right). The drive-in—miniature bowling combination has proved a good one.

FOOD & FUN GO HAND-IN-HAND

Restaurateur Finds Winning Combo: Miniature Bowling, Drive-In Spot

By JOHN HICKS

EAST ST. LOUIS, Ill.—William McKenna, operator of a drive-in restaurant here, was looking around for an added attraction to bring in more business—and he found it: Miniature bowling.

He is now the operator of a 10-lane Bowl-O-Fun establishment and a restaurateur as well.

The bowling center opened Feb-

ruary 27 under an Archlee, Inc., franchise (Archlee sets up other operators in the bowling center business) and has pulled in an average of 500 customers weekly despite unusually bad weather during the first months of operation.

McKenna, a former juvenile probation officer, operates the dime-a-game Bowl-O-Fun as an adjunct to his Squawk Box drive-in restau-

rant. "I was looking for an auxiliary business to pull people to another Squawk Box because the area I had in mind didn't have a concentrated enough population for a drive-in of this type," he explained. "I went to see Archlee's Bowl-O-Fun in University City, Mo., and became more interested in bowling than the restaurant I was going to add."

A personal friend of Archlee President Arthur D. Andrews, McKenna put his efforts into his bowling palace. "If I had to do it over again," he said, "I would have gone to 16 instead of 10 lanes." He is so enthusiastic about the results of the center he plans to set up other Bowl-O-Fun locations.

To get a perspective of McKenna's East Side Bowl-O-Fun, it is necessary to understand the operations of the Squawk Box, which features three-minute service. Automobiles come onto the property from the right side of the U-shaped area setup where drivers and passengers place their orders by speaking into one of three mounted squawk boxes. The menu is mounted on a large billboard facing them. The cars have to pass around the arc of the U where the Bowl-O-Fun is situated to pick up their orders from the restaurant at the end of the left side of the U. The center of the property is reserved for parking.

There are several things beside the bowling machines that strike the customer's eye when he enters the Bowl-O-Fun. The center is compact, yet not crowded. It has a low acoustical tile ceiling with fluorescent lights and will be com-

pletely air-conditioned by summer.

Skill point prizes are displayed prominently around the establishment, with the number of bowling points necessary for each. The miniature bowling palace also is equipped with a 50-cent and a 25-cent automatic coin changing machine, a juke box, soft drink machine, rest room facilities, a baby's play pen and jumper seat for tots, three bulk vending machines on a single stand, coat racks to the rear, leather upholstered benches with backs, and a birthday party area.

Signs explain that three skill points are given for each game bowled and additional points for scores received in play. Another sign states: "Sorry, but we will ask you to leave if you do not comply with our standards of behavior, dress and grooming." At the entrance, still another sign says simply: "Go to church. If you've been to church service on any Sunday, just come in the same day and tell the attendant and he will give you a dime."

"I think," McKenna said, "it's a good way to get youngsters to come after church. They are well dressed and make a good appearance then." It also encourages church-going, he said.

The Bowl-O-Fun is located in what was the McKenna home. It was enlarged by an addition which the operator had constructed, and the entire structure was remodeled for the recreational center. "It was one way of getting a seven-room house for the family," says Mrs. McKenna. Beside Mr. and Mrs. McKenna, the family includes twin seven-year-old boys, Brian and Dale, and Gwen, 18 months.

A four-room trailer, connected by an adjoining door to the right of the center, serves as an office. It is equipped with a TV set, desk, safe, bed, storage space and other facilities. The McKennas formerly lived in the spacious trailer.

Wife Bookkeeper

Jean McKenna aids her husband only as bookkeeper for the center, which is open from 10 a.m. to 10 p.m. on weekdays and until 2 a.m. on weekends. Bill Hassenstab, 18, assists full time.

McKenna said 10 leagues will be set up and, altho some already have been formed, there are still openings. The Bowl-O-Fun has been well received by the East St. Louis community and by family groups, which are concerned with where their children are spending their time. Juvenile authorities also are happy over the added supervised, recreational spot.

City fathers gave their approval by rezoning the area behind the Squawk Box from residential to commercial for the amusement center. They also gave their permission to use the city's right-of-way at the right side of the U area as a driveway. The Bowl-O-Fun is on

what was an old swamp. McKenna filled the area with almost 100 loads of dirt before it was level enough to pave.

Prizes at Opening

The Bowl-O-Fun operator said the first day's take netted \$100. The center was promoted thru radio and newspaper advertisements and courtesy coupons left at local business establishments for a free game. A total of 36 prizes were given, one hourly, during the opening three-day weekend. The prizes were for \$5 in groceries, medicines, gasoline and other products and services.

Since then McKenna has followed up with newspaper advertisements, radio spot announcements five days a week and sponsored a weekly radio show for six weeks. He still continues the newspaper advertisements, concentrating more on neighborhood papers rather than the community's daily. The Squawk Box drive-in restaurant was included in the commercial, just to mention it in conjunction with the recreational center, McKenna said.

He estimated that 20 per cent of his customers are parents. Parents and children comprise about 40 per cent of the total, adults about 15 per cent and the rest predominantly youngsters 11 to 15 years old, he said. When the center first opened, the attendance was made up primarily of boys and now there are almost 50-50 boys and girls, McKenna continued.

Wide Background

McKenna, 38, was a juvenile probation officer for the State of Illinois at East St. Louis and Rockford for about three years. He formerly worked for a drive-in restaurant in St. Louis and was a bartender at night while attending school during the day, following World War II. He completed three years of study at St. Louis University, majoring in education and minoring in psychology. McKenna enlisted in the Navy in 1939 after graduating from high school and served in the South Pacific before being discharged six years later. He is a member of the American Legion and Alpha Sigma fraternity's Omega chapter, which operates a boys' summer camp at DeSoto, Mo. His hobbies are playing bridge and fishing, both of which are shared with his wife.

Mrs. McKenna, formerly of Springfield, Ill., is 37. She was a social worker for the Illinois Department of Child Welfare for about five years and has been on the professional staff of both the YWCA at Springfield and the Campfire Girls in Chicago. A graduate of Cornell College at Mount Vernon, Ia., she completed a year of graduate social work at Washington University in St. Louis. She and her husband have been married since 1951.

Milwaukee Coinmen's Dinner

• Continued from page 67

gether to permit a reasonable profit.

"Improvement of legislative climate should rank high on the association's objectives," Stecher said, "but even more important are the values we each gain by meeting frequently to discuss our common business problems."

According to President Sam Hastings, the association's membership drive will be extended for "about another month." . . . After that we'll have to devote our time and efforts to attacking the important problems confronting our industry.

Hastings outlined a number of projects the association intends to tackle: (1) Free play. "We can have legalized free play in this State if we want it badly enough to do a little work," he said. "We missed legalized free play in the last session of the Legislature by only one vote—without a strong association."

(2) Taxation. "The State of Wisconsin is looking around hungrily for new sources of tax money. As an industry, we will be helpless targets unless we are organized to present the true picture of our business to the public. We are a legitimate part of our community; we're not racketeers. We need our association as a voice to speak out for us."

P-R Program

(3) Public relations. "We plan to embark on a program of selling ourselves to the locations we serve. They must be made aware of the advantages they gain when they deal with well equipped, established association members. Let's stop talking 50-50 commission deals; let's begin explaining to our locations the size of our investments in equipment, buildings, trucks. We must also promote the fact that our employees are highly trained technicians and are home owners and family men earning a good living in this business."

Hastings also outlined plans for preparing promotional mailing pieces to be sent to location owners and an association advertisement in the classified section of the Milwaukee telephone book.

(4) Business manager. Accord-

ing to Hastings, "The time is not

too far off when we will have to consider hiring a part-time professional business manager. As our association grows, and takes on a more important role, it will be advisable to set up a central office. From this office our business can be handled by the manager that we hire."

The following coinmen attended the Victory Dinner: Mike Basile, Kemo Novelty Co.; Erv Beck and Dan Mattes, Mitchell Novelty Co.; Frank Bartnik, Banaco Music Co.; Joe Pelligrino, Bob Puccio and Carl Betz, P. & P. Distributing Co.; Leo Dinon and Harry Gromacki, H. & G. Amusement Co.; Ken Kulow and Glenn Grubb, Kendou, Inc.; Ken Egelseer; Otto Hadrian, Otto's Distributing Co.; Erv Hoeth and Woody Johnson, American Coin Machine Corp.; Sam and Jack Hastings, Hastings Distributing Co.; Jerome (Red) Jacomet, Red's Novelty Co.; Arnold Jost, Arnold's Amusement Co.; Leslie Reder, L. R. Distributing Co.; Doug Opitz, Hilltop Coin Machine Co.; Perry London and Nate Victor, Regal Music; Casper Reda; Casey Karpinski and Dennis Groszkiewicz, Kewpie Novelty Co.; Harold Sommerfield, Southern Novelty Co.; Clarence Smith, Milwaukee Amusement Co., and John Tuska, J. T. Novelty Co.

Joe Robbins, Empire Coin Machine Exchange, Chicago, was a surprise visitor.

Det. Game Ops

• Continued from page 67

of relays, switches, and similar equipment is blamed for this unsatisfactory condition.

Operators were especially disturbed because of the increasing cost of special machines for Detroit, with reports of one about to be placed on the market by an unidentified national manufacturer, to sell at around \$2,500.

CHICAGO — Louis Glass, of Modern Specialty Company, Madison, Wis., was the winner of a Deluxe Home Pool Table at the Valley Sales Company MOA exhibit booth. A drawing of registered visitors to the booth was held at the close of the convention.



INSIDE VIEW of the Bowl-O-Fun shows William McKenna, the owner (center), giving his young lady customers a demonstration on the alleys. McKenna, a restaurateur, got interested in the bowling set-up as an added attraction to his drive-in set-up.

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JUKE BOX MECHANIC
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K
Said a true music lover named Ray,
"I'll buy you a beer 'cross the way."
Said his friend with a sneer,
"They serve the same beer right here."
"But, they've a 'K' 'cross the way," answered Ray.
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WE NEED
Late Model Bingos, Gottlieb Pin Balls from 1953 and up
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MAJESTIC—DOUBLE ACTION
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SAY YOU SAW IT IN THE BILLBOARD!

JUKE, DANCERS GO 39 HOURS
LONDON—A new world record for non-stop marathon rock 'n' roll is being claimed by the Channel Islands. Five Guernsey couples and three Jersey pairs completed 39 hours to beat the previous record (held by Jersey) of 34 hours, 15 minutes. The couples performed to the music of a Bal-Ami K 200-selection stereo phonograph, installed by local operator Ken Rabey. The box played continuously for 40 hours without giving the slightest trouble. At the previous marathon contest the machine used was a German Fanfare.

Prizes Spark Up MOA Meet For Winners

CHICAGO—It wasn't all work and no play with no rewards for the music operators during the Music Operators of America convention last week.

A number of fine prizes donated by manufacturers and MOA made the forum sessions and business meetings a lot more lucrative than the ones who were lucky enough to win imagined.

Some of the happy winners included Pete L. Weyn, Havre, Mont., winning a Jumbo shuffle alley donated by Bally; John Bush, Peoria, Ill., winning a Magnus organ donated by Williams, and Mrs. Norman Gefke, Sioux Falls, S. D., winning a Fiesta pool table donated by Fischer.

Bonds
MOA donated four \$25 bonds won by Gabe Orland, Los Angeles; Carl Pavesi, White Plains, N. Y.; Louis Glass, Madison, Wis., and E. J. Perrier, Granada Hills, Calif. Mrs. R. E. Aherin, La Moure, N. D., won a mink stole also donated by MOA. Harry Hurvich, Birmingham, walked off with a hi-fi phonograph donated by the California Music Company, as did Leora J. Porter, Peru, Ind., with a stereo amplifier.

House Studies Coin Changer

WASHINGTON—During hearings held last week (19) by a House judiciary subcommittee on proposals to update the nation's laws relating to counterfeit money, the subcommittee members were obviously fascinated by a new coin and currency changing machine on display, and were sympathetic to requests that the changes be made.

Walter R. Mayne, counsel for National Rejectors, Inc., St. Louis, appeared in support of H.R. 11320 introduced earlier this year by Congresswoman Leonor K. Sullivan (D., Mo.). Basically, the Sullivan Bill would bring up to date the so-called Federal Slug Law by broadening it to include false paper currency, and enabling the law enforcement agencies to go after the user as well as the maker of the false money.

The Slug Law was passed in 1944, and made the manufacture and sale of tokens and slugs for use as lawful coins in machines a violation of the U. S. Criminal Code. It did not cover paper currency, and did not allow prosecution of the user of counterfeit money.

Bulletins
Canteen Sets AMI-Rowe Sales

CHICAGO—The establishment of Rowe-AMI Sales Company as a means of co-ordinating sales in the United States and Canada of Rowe vending machines and AMI commercial music equipment was announced at presstime last week by Nathaniel Leverone, Chairman of Automatic Canteen Company of America. The new company will be a wholly owned subsidiary of Automatic Canteen.

The AMI and Rowe equipment lines have previously been separately sold by Automatic Music, Inc., and Rowe Manufacturing Company, manufacturing subsidiaries of Automatic Canteen Company. Headquarters of Rowe-AMI Sales Company will be in a new building now being constructed, occupying a square block at the Congress Expressway and Laramie Avenue on the west side of Chicago.

Officers of Rowe-AMI Sales Co. will be: John W. Haddock, chairman; Charles Brinkmann, president; Edward R. Ratajack, executive vice-president; Robert Deutsch, vice-president; Jack Dunwoody, vice-president; T. M. Kobza, treasurer; Frank J. Newman, secretary.

Haddock and Ratajack are president and vice-president of Automatic Music, Inc. Messrs. Brinkmann, Deutsch and Dunwoody are officials of Rowe Manufacturing Company and will all move to the new Rowe-AMI Chicago headquarters. Kobza and Newman occupy the same offices with Automatic Canteen Company.

Leverone expressed the belief the purchasers and users of Rowe-AMI equipment will be better served thru this consolidation of activities, altho it is not the intention to disturb the present AMI or Rowe marketing arrangements which are satisfactorily established.

European News Briefs
• Continued from page 68

its technicians in Germany for service training, and Laurens Vale, Valco's chief, calls the German training program further evidence of the German coin machine industry's "superb export sales organization."

Dutch Financier Backs Wallbox

THE HAGUE, The Netherlands—One of Holland's leading financiers, L. J. C. Goudswaard, is backing the development of a radically new-type wall juke box.

The financier says the details are secret but that the new box is tailored to the export trade. He predicts that the new box will create a big, new market for juke boxes, a market now un-reached because of the size and expense of existing boxes.

Goudswaard is known as the "Mr. Juke Box" of Holland. "I fell in love with the business," he grins. Goudswaard is reported to finance around 80 per cent of the Dutch juke box business.

Religion Theme of Italian Disks

MILAN, Italy—Religious-theme disks are climbing to the top of Italian juke box hit-tune lists.

Two most-played tunes are "Charity Rains From Heaven" and "The Monk and the Poor Man."

The popularity of the religious-theme disks stems from the campaign of Father Don Giovanni Rossi of Assisi to improve the quality of music played by Italian juke boxes.

The priest has obtained church sanctions for some 20 disks having a religious theme set to popular music.

Taxes and Payoffs in Gary
• Continued from page 65

servicing only once a month," he said. "Others every two weeks; still others once a week. It depends on the traffic and the trade."

Health
Altho venders are free from health regulations in his territory, Glowiszyn exercises scrupulous care in maintaining equipment at the highest level of sanitation.

"Bulk vending machines must be kept clean," he warns. "The glasses must be cleaned; the mirrors must be polished."

In fact, he feels operators should have extra equipment.

Refill
"On every refill," he explained, "I change the mechanism and globe and take it back to my shop for sterilization. Needless to say, I watch for stagnation of food."

"My route isn't very big so I can keep a pretty good watch on servicing needs. When I check one machine on location, I check all the others just to be sure. Often I call the spot by telephone to ask if everything is all right. Of course, when something goes wrong, the location calls me."

"How do I get my locations? I don't solicit, but I do go from location to location for referrals and for possibilities of additional busi-

ness. Then friends help me by telling me of possible openings. Much of my new business comes to me by word of mouth.

Service
"Then when I do get a location, I do my best to keep it by giving it the best I have in service and product. I meet demand. I give it variety. Every time I make a refill I change the product just a little to something different and better. I try to give them what they want."

After counting the money on the spot, Glowiszyn dumps it into a sack and counts it again in his office. The location has the choice of being paid immediately or monthly by check. Over 90 per cent of the premise owners prefer the deferred arrangement, Glowiszyn said.

Insurance
If the operator is to sleep well at night, he should carry insurance, the Steel City head advises.

Liability insurance is the most important, Glowiszyn suggests. "By that I mean product liability plus bodily injury and property damage. Somebody could eat a ball of gum and break a tooth or a machine could fall on somebody. Unfortunately, the cost of burglary and vandalism insurance is prohibitive."

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SEEBURG NAMES 4 TO VENDING SALES POSTS



FRANK K. FINNERAN



O. C. LONG



DONALD T. DICK



RICHARD H. SCHRADIECK

CHICAGO—Three regional representatives and a special sales representative for the Seeburg Corporation vending division were named last week by George Glass, vice-president.

Glass also indicated that future plans of the division call for expansion into other fields of vending beside the present line of coffee, cold drink and cigarette machines.

Frank K. Finneran has been named regional manager for the Northeast section of the country, including the New England States, New York, Pennsylvania, Maryland, Delaware and Virginia. Active in the vending industry since 1945, Finneran was president and general manager of Spacarb New York Distributors as well as manager of the vending machine division of Union News Company.

Midwest

Midwest regional sales manager is Donald T. Dick, whose territory will include Indiana, Minnesota, Wisconsin, Michigan, Iowa, Ohio, Missouri, Kansas and Nebraska. In 1955 Dick founded a sales agency to represent several manufacturers of vending equipment. Prior to that he was sales manager for the Jersey Creamery, Detroit.

O. C. Long, former general sales manager of Dariomatic, Inc., milk vending firm, is the regional sales manager for Georgia, Tennessee, Mississippi, North Carolina, South Carolina, Kentucky, Florida, Alabama, Oklahoma and Texas. Prior to his association with Dariomatic, Long was area manager for the Vendo Company, Kansas City, and was also affiliated with the Dr. Pepper Company.

Special sales representative for Seeburg in the New England territory is Richard H. Schradieck, who previously spent three years with the Automatic Merchandising Corporation. Before that he was sales engineer for A. O. Smith Corporation, Milwaukee.

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Console 109.50
- Eastern 10 Col. 99.50
- Eastern 8 Col. 49.50

Juke Business Healthy, Say Mich. Ops at Meet

DETROIT — General discussion of routine operations and activities held the floor at the May meeting of Music Operators, Inc., held here recently, giving evidence that the juke box business in the Detroit area appears to be flowing along in smooth fashion with few major problems at this time. The session was devoted largely to a simple review of past activity, President Frank Fabiano said.

Some attention was devoted to the new Detroit ordinance, which became effective last month, requiring suitable identification of all machines on location as to ownership, providing a firmer tax base for the city, a convenience for the

location owner in locating the operator, and a means of protection for operators themselves against the invasion of unidentifiable machines.

Some attention was also given at the meeting to proposed local ordinances which would impose a high fee upon operators and machines. One of these is reported in Taylor Township and another in a so-far-undisclosed suburb. Details of the proposal were not available. Fabiano said that he would personally appear before the municipal council involved to present the operators' position for equitable treatment in any new licensing plan.



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- 1 Seeburg Bear Gun 125.00
- 1 Williams Deluxe Low Back BB 75.00
- 1 Williams 6 Player All Star BB 75.00
- 1 Quizzer 75.00
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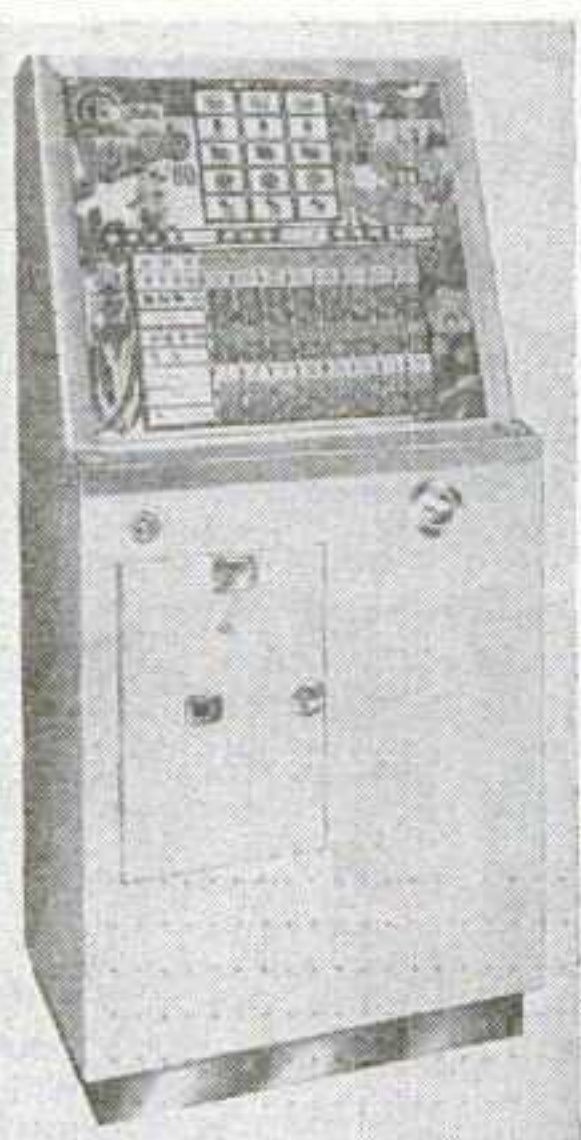
Westchester Guild's Turnout Draws 300 N. Y. Ops, Diskmen

SCARSDALE, N. Y.—Holiday Inn here was the scene Tuesday evening (17) of a highly successful Westchester Operators Guild annual affair. A final count showed that over 300 operators, juke box and record distributors and one-stops attended.

Malcolm Wein, attorney for the Guild, called the affair to order with a series of introductory re-

marks. Carl Pavesi, prexy of the Guild then took over the podium. Pavesi and members of his committee presented Al (Senator) Bodkin and Mrs. Bodkin with a wedding cake, in token of the Bodkins' 25th anniversary. Bodkin was also complimented on his public relations speech last week at the MOA convention in Chicago.

Later on, entertainment was provided by Kitty Kallen of Columbia Records with such disk hits as "If I Give My Heart to You," and "Make Love to Me," and Johanna Valenti, teen-age daughter of Staten Island operator, Lou Valenti. Miss Valenti is featured on the Leader label, a subsidiary of Kapp Records. Her performance for the operators was received with great approval. Comedian Jack Wakefield, already a favorite with the Westchester group from his past performances there, also scored a success with his routines.



1960 JUMBO is the new version of the Bally Manufacturing Company upright game.

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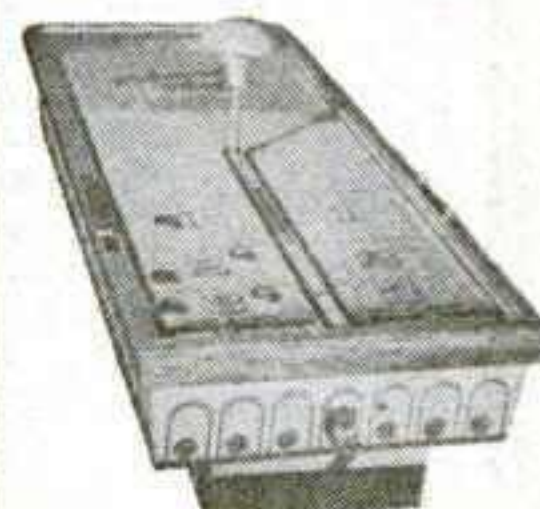
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IRS: SPORT GOODS TAX COVERS COIN POOL BALLS

WASHINGTON—Internal Revenue Service ruled last week (16) that sales of billiard balls and cues are subject to the manufacturers' excise tax on sporting goods, regardless of their size, special markings and the use for which they are sold.

In answer to a request for advice from industry, IRS pointed out that some manufacturers produce billiard balls and cues designed specifically for use with coin-operated amusement devices and sell them only to the makers of such devices.

Section 4161 of the Internal Revenue Code of 1954 imposes a tax upon the sale by the maker, producer or importer of certain sporting goods, including billiard and pool tables measuring 45 inches over-all or more in length, and balls and cues for such tables.

The Service held that the sale of any balls and cues which are of the type primarily designed for use on taxable billiard and pool tables is subject to the manufacturer excise on sporting goods, regardless of the size, special markings or the use for which sold.

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ROCK-OLA 1459-120 845	C.C. CRUISE CROSS HOCKEY... 245	C.C. ROCKET SHUFFLE 95	
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- Diamond Lil 50.00
- Hawaiian Beauty 75.00
- Sweet Adaline 85.00
- Wishing Well 85.00
- Snafu 50.00
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- Straight Flush 185.00
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ARCADES

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11-Col. DUGRENIER	108
22-Col. EASTERN MARK II	148
10-Col. EASTERN	78
9-Col. NATIONAL	95
11-Col. NATIONAL (Slant Front) 178	
11-Col. NATIONAL (ML)	188

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MUSIC

SEEBURG 161 (Half Dollar)	\$795
SEEBURG VI HIDEAWAY	445
ROCK-OLA 1438	245
A.M.I. H-200	545
A.M.I. G-120	375
A.M.I. F-120	345
WURLITZER 2150	495

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Showroom Opening Draws 100 Badgers to United, Inc.



LOOKING OVER the Wurlitzer Bermuda contest folders at the United, Inc., party Sunday, May 1. Couples, from left: Mr. and Mrs. Chuck Hartman, Watertown; Mr. and Mrs. Clyde Fessler, Fessler Coin Machine Company, Sheboygan, and Mr. and Mrs. Al Durand, Durand Sales, Green Bay.



ENJOYING UNITED, INC.'S, hospitality at the party thrown Sunday, May 1, to unveil the new showroom and explain the Wurlitzer Bermuda trip contest, are from left: Mr. and Mrs. Carl Klein, Klein Novelty, Milwaukee; Mr. and Mrs. Chuck Miller, A. & M. Distributing, Racine, and standing, also from A & M. Distributing, Leroy Craig.

MILWAUKEE—A good cross-section of local and State music operators attended the unveiling of the new United, Inc., showroom area at 1101 West Vliet Street Sunday afternoon and evening, May 1. Close to 100 people showed up. United, Inc., Wurlitzer distributor for Wisconsin and Upper Michigan, recently completed an extensive enlarging and refurbishing project.

According to Harry Jacobs Jr., United, Inc., president, "This party

had two basic purposes. First of all, we wanted to show our customers and some close friends our newly added quarters. And secondly, we wanted to plug the Bermuda trip contest available now to our operator customers in the territory. We think we succeeded in doing both things quite well."

On hand to explain the Wurlitzer-sponsored trip to Bermuda to the operators and their wives were Mr. and Mrs. George Fletcher, Fiesta Travel Service, Pittsburgh, Pa. Several films on Bermuda were also shown.

Guests enjoyed a delicious buffet supper and refreshments. Ladies were greeted at the door with an orchid corsage.

Recording artists Nina Simone and Earl Bostic stopped by to congratulate the United, Inc., brass on the new showroom. Also on hand was Bob (Coffeehead) Larsen, popular WRIT radio station deejay.

Attendees included Mr. and Mrs. Theodore R. Gottwein; Mr. and Mrs. Mike Bosanec and Mr. and Mrs. Jim Hudy, B. & H. Amusement Co., Milwaukee; Vernon Sherkow, Sherco Record Distributors, Milwaukee; Mr. and Mrs. Clyde Fessler, Fessler Coin Machine Co., Sheboygan; Mr. and Mrs. Carl Klein, Klein Novelty, Milwaukee; Mr. and Mrs. Bob Puccio and Mr. and Mrs. Carl Betz, P. & P. Distributing Co., Milwaukee; Mr. and Mrs. Leo Gutreuter, Fond du Lac.

Mr. and Mrs. George Schroeder, Milwaukee; Mr. and Mrs. Ralph A. Klatt and Mr. and Mrs. Dick Beth, Beaver Dam; Mr. and Mrs. Harold Ristau and Mr. and Mrs. L. W. Conrad, Kaukauna; Douglas Boone; Ralph Gropach; Mr. and Mrs. A. L. Durand, Durand Sales Co., Green Bay; Mr. and Mrs.

Star Distributions Colored Title Strip Gimmick

CHICAGO — Colored plastic title strip covers, suitable for calling attention to new record additions, were being passed out as sample gimmicks by Star Title Strip Company during the Music Operators of America convention.

Use of such strips has received gathering interest from operators in association forums throughout the country recently. The device consists of small clear plastic strips, same size as a title strip, which is placed over any new record additions made on a phonograph, and a decal explaining the idea, suitable for affixing to a juke box dome.

In a forum on programming, numerous operators had commented on the general lack of promotion accompanying new record additions. One man, J. Harry Snodgrass, commented that the juke box industry is the only industry that has a new product to sell almost every week (new hit records) and generally fails to publicize the matter in any way. He commented that his firm was using the plastic strip cover idea on all his phonographs as a means of calling attention to new tunes.

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and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exhilarating new Vacation Room and Cantones Room. Swimming pool beautiful grounds and landscaped gardens. Rates from \$8. Write William W. Donnelly, Gen. Mgr.

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CAPITOL'S AUTO TEST "60" DELUXE
 Factory Price

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 The Best 1960 Kiddie Ride
 \$645.00

INGO GRIP TESTER
 A fabulous money-maker for all locations
 \$129.50

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Ready for Immediate Delivery

CLUB EQUIPMENT CORP.
 1801 W. Irving Park Road
 Chicago 13, Ill.
 Phone: Diversey 8-5900

Showroom Opening

Continued from page 74

Vince Waters, Milwaukee; Mr. and Mrs. Charles A. Miller and LeRoy Craig, A. & M. Distributors, Racine; Mr. and Mrs. Chuck Hartman, Watertown; Mr. and Mrs. Gary Reier, Mukwanago.

Mr. and Mrs. Walter Flink, Spencer; Mr. and Mrs. John Tuska and Mr. and Mrs. Boyd Reidt, Cudahy; Mr. and Mrs. Ken Kulow, Kendou, Inc., Milwaukee; Mr. and Mrs. George Jaber, Fond du Lac; Mr. and Mrs. Robert Mahl, Record City, Milwaukee; Mr. and Mrs. Charles F. Hanke, Winneconne; Mr. and Mrs. Benn Ollman, The Billboard, Milwaukee; Mr. and Mrs. Fred Braun, Suburban Music, Menomonee Falls.

United, Inc., and Wurlitzer staffers included Mr. and Mrs. Harry Jacobs Jr., Woody Johnson, Erv Hoeth, C. B. Ross, Mark Case, Mr. and Mrs. Harold Stark and Reid Whipple, who came in from Buffalo, N. Y., for the party.



THE FOOD WAS GOOD. Lined up at the buffet table spread at the United, Inc., Bermuda trip contest party, Sunday, May 1, from left are Mr. and Mrs. Mike Bosanec, B. & H. Distributing, Milwaukee, and Mr. and Mrs. Clyde Fessler, Fessler Coin Machine Company, Sheboygan.

Fischer POOL TABLES
STANDARD OF QUALITY
IMPERIAL & DELUXE 6-POCKETS BUMPER TYPE
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—Inquiries Invited—

AMI 1-200M	4650.00
AMI Q200	375.00
AMI E80 (repainted)	235.00
AMI E120 (repainted)	235.00
AMI D80	195.00
AMI D40-45 (repainted)	115.00
Rock-Ola 1455 (Stereo)	495.00
Seeburg 100-A	80.00
Seeburg 100-A (change over)	135.00

BALLY and UNITED BINGOS

Bally Beach Club (as is)	530.00
Bally Gayettes	68.00
Bally Gay Time	45.00
Varities	45.00
United Brazil (as is)	30.00
United Cabana (as is)	35.00
United Caravan (as is)	30.00
United Manhattan (as is)	25.00
United Monaco (as is)	30.00
Assorted Rebound Shuffle Tables (United, Williams, Chicago Coin)	75.00
21 Assorted C.C., Bally, United, Small Bowlers (as is)	150.00
1 Auto-Photo (Model 9) (Reconditioned)	6900.00

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REBOUND SHUFFLES
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While They Last!

Watch our ad for next week's SPECIAL!

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A GOOD COMBINATION around the new Wurlitzer model at United, Inc.'s, showroom party: A juke box operator, a disk jockey and a recording artist. From left: Ken Kulow, Kendou, Inc.; Bob (Coffeehead) Larsen, WRIT deejay and station executive, and recording artist Earl Bostic, who stopped by to meet the operators.

YO HO HO Pirate Chest Opened by 15 At P-R Booth

CHICAGO—Fifteen lucky visitors to the recent 10th annual convention of the Music Operators of America were able to open the unique treasure chest in the booth of the Coin Machine Council for public relations.

The trade representatives each received an assortment of records which were supplied by Summit Distributing Company, Decca Distributing Company, Garden Distributing Company and Dot Records.

Winners of records included R. E. Aherin, Aherin Novelty Co., La Moure, N. D.; Albert S. Warren, Auto Bell Novelty Co., Chicago; Gloria Parker, National Juke Box, New York; Ray Spinks, Spinks Vending Corp., Vandalia, O.; Dale Porter, Music Service Co., Albuquerque, N. M.; Henry Leyer, Associated Coin Amusement Co., Oakland, Calif.; Joseph McKane, Otto-Matic Music, Mount Clemens, Mich.; Francis Miller, Miller's, Inc., Irvine, Ky.; Erwin

Barg, Robbins Feist Miller Corp., Chicago; Robert Fetter, Fetter Commercial Music, Sunbury, Pa.; Harold J. Hampton, Wisconsin Novelty Co., Milwaukee; Charles Marik, Star Music Co., Rockford, Ill.; Liz Christensen, Johnson Vending Co., Rock Island, Ill.; Dave Winnick, Nasco Sales, Cambria Heights, N. Y., and Frederick Zemke, Zemke Operated Machines, Ann Arbor, Mich.

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- Cleaned
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- Amplifier Reconditioned
- Sound System Tested
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K-200 Stereo NEW	WRITE
I-120	\$595
H-120	495
G-120	395
E-120	175
E-80	175
D-80	125

WURLITZER

2250	\$495
2150	395
2000	349

QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

CANDY VENDORS

U-Select-It 72 sel.	65
National 6 col.	65
Rowe 5 col.	65
Uneda 5 col.	65
N.W. Sweet Sixteen	195
National King 1 col.	20
King 2 col.	20
Mills 5 col.	45
Shipman 6 col.	95

CIGARETTE VENDORS

National 9 col.	\$110
National 9 M	125
National 11 ML	165
Lehigh 12 col.	165
Shipman 15 col.	185
Keeney 9 sel. Electric	110
Smokeshop, new write	
U-Select-It 72 sel.	65

POP CORN

Pop-6ex	\$ 49.50
Ninkle	49.50
Automatic	125.00

NORTHWESTERN, NEW
Golden 60's, Super C 60
Package Gum. Now delivering—write for special prices.

HARMON'S
Sanitary Napkin—Comb—and General Vendors. Write for special prices.

MISC. EQUIPMENT

Sanitary Napkin	\$30.00
Ball Pen	10.00
Slick Gum 1c	6.50
Adams 1c Tab Gum	10.00
N.W. 5c Jet Capsule	10.00
N.W. 1c Jet Ball Gum	6.50
Shipman 6 sel. Film	95.00
Shipman 3 sel. Candy	35.00
Shipman 5c Gum & Charms	18.00
Shipman 3 sel. Stamp	49.50

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Now Delivering CHICAGO COIN'S
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NEW WILD WEST RIFLE GALLERY!
MOVING TARGETS!
Authentic Wild West Setting—Disappearing Indians—Buffalos—Bull's Eye—Flash-O-Matic or Progressive Scoring!

NEW GAMES

Bally JUMBO '60
Bally BALL PARK
Bally BEACH QUEEN
Bally LAGUNA BEACH
Bally OFFICIAL JUMBO
Games' SUPER TWIN WILDCAT
Games' SUPER WILDCAT
Gottlieb 4-PL. TEXAN
Keeney ELEVEN BELLS
Keeney RED ARROW
United BIG BONUS-6 PL.
United FALCON
Williams OFFICIAL BASEBALL
Valley 6-PKT. POOL
Kaye 6-PKT. POOL
Fischer 6-POCKET POOL

Chicago Coin's

4-GAME BOWLER—4-in-1
QUEEN BOWLER—16 Ft.
KING BOWLER—16 & 21 Ft.
SHOOT THE CLOWN
JET PILOT
Bull's-Eye DROP BALL

SPECIALS!

C.C. SKI-BOWL	\$125
C.C. SKEE-ROLL (Deluxe)	225
C.C. BLINKER BOWLER	235
C.C. HOLLYWOOD SH.	
ALLEY	195
C.C. 14-Ft. BOWLER	245
C.C. TV BOWLER	245
C.C. COMET TARGETTE	135
C.C. STEAM SHOVEL	110
Bally STRIKE BOWLER	295
Bally 14-Ft. BOWLER	245
Keeney TRU-SCORE BOWLER	195
Exhibit JET GUN	105
Exhibit DALE GUN	45
Exhibit GUN PATROL	95
Wms. BRAVES BASEBALL	95
Wms. SUPER PENNANT	120
Wms. SIDEWALK ENGINEER	95
Capitol MIDGET MOVIES	135

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COIN MACHINE EXCHANGE
Joe Kline & Wally Friske

BUY LOCATION-READY EQUIPMENT
FOR ALL YOUR SUMMER SPOT NEEDS!

SEEBURG

201	\$850
HF100G	395
100W	375
M100C	350
M100B	275

CIGARETTE VENDORS
COMPLETE AND WORKING

Smokeshop, 18-column	\$195
Eastern Mark II	165
Rowe Commander, 11-column E	85
Rowe, 8-column, reconditioned, refinished	65
Keeney, 9-column	55

COFFEE VENDORS
COMPLETE AND WORKING

HOT SPAS, 1,000-cup, Model HS	\$345
-------------------------------	-------

CANDY VENDORS
COMPLETE AND WORKING

Stoner, 8-column	\$150
Stoner, 6-column	100

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Versatile Dependable Profitable

SPECIALS!

C. C. Drop Ball W/O Marbles	\$375
C. C. Star Rocket	275
C. C. Batter Up	225
C. C. 2-Player Rocket Shuffle	150
C. C. 1-Player Rocket Shuffle	110
C. C. Explorer Rocket	135
Ex. Jet Gun	95
Ex. Six Shooter	95
Go. Horoscope	275
Kayo Deuces Wild	125
Auto Photo M9	995
Ex. Pop Gun	275
Set Shot Basketball	150
Se Coon Hunt	125
Go. Lucky Seven	75
Ex. Ringer Ball	75

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Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**



Midwest

DETROIT DOINGS

William Campbell, of Campbell Music Company, is retiring shortly from his long-time post as supervisor at Chrysler Corporation, and is being congratulated by his friends on his plans to devote full time to his music business. . . . The Pinkston Music Company, located for some years on Livernois Avenue, has moved to new quarters on West Euclid Avenue. Owners are the father and son team of Richard A. Pinkston Jr. and Richard A. Pinkston III, better known in the trade as Lowell and Dick respectively.



Wm. Campbell

Dick Cross, manager of the one-stop record department for Miller-Newmark Distributing Company, who has been very ill for some time, is temporarily retiring from active business and moving to Windsor, Ontario, where his family resides, to recuperate for a few months. Roger Harvey, formerly with Music Systems, Inc., has been appointed manager of the department to succeed him. Art Hebert, general manager of the Detroit operations of Miller-Newmark, is looking forward to a significant increase in the record business here with the approach of the summer and resort season.

Brad Bradford of Automat Vending dug into his archives to come up with an ancient cigarette vender of some 30 years ago, which he proudly placed on display during the Coffee Futurama held by the King Coffee Company, where it attracted much interest. Leo Fournier, head of Wedman National Sales Company, and one of the real veterans of the industry, guessed that it might be a Stewart McGuire machine, but no identification could positively be made.

Frank R. Fabiano of Fabiano Sales and Service, and president of Music Operators, Inc., led a lively delegation of Detroiters to the MOA Convention at Chicago, including Bill Van Koughnet of Union Coin Machine Service, Vince Meli of Meltone Music, Marty Rice of Rice Music, Johnny Mahaz, field representative for the MOI, and others.

Al Young of the Seaway Coin Machine Company, who special-

izes in Arcade operation, is reopening his locations in amusement parks and expanding his operation, adding additional Arcade equipment. Among his ventures is the big Arcade at Edgewater Amusement Park, now the only amusement park within the city limits.

Ben Stocker, who operates under the name of Band Box Music Company with a large juke box route, has moved his office from Wyoming Avenue in the northwest section to Gardner Avenue in suburban Oak Park. He was formerly also associated with a florist shop at the Wyoming location.

Louis E. Fisher, one of the city's veteran music operators, who disposed of his interest in Fisher Music Company a few months ago, has dropped plans to return to the coin machine business with the new Fisher Novelty Company, which he subsequently formed. He has moved to the northern suburb of Huntington Woods and is concentrating strictly in the field of electronics now.

Mrs. Elsie Taylor has taken over ownership of the W. W. Coin Machine Sales, following the recent death of her husband, Wallace W. Taylor, who operated the company, and has moved headquarters from River Rouge to Catalpa Street in the downriver suburb of Southgate. The company operated a route of shuffleboards and bowling alleys, originally, and has added not only pool tables but juke boxes. George Gabriel, a son-in-law, is managing the route for Mrs. Taylor, and reports he finds the pop record information in The Billboard a good buying guide to keep on top of popular demand in new tunes.

Hal Reves

OUT MINNESOTA WAY

Clifford Knutson is back at Advance Music Company, Minneapolis, as a routeman and sales representative after an absence of two years, according to Dan Heilicher, partner in the firm. Knutson is a veteran of over 15 years in the vending and coin machine industry and is well known in the area. Most recently he has been with the post office department in Minneapolis. . . . Out-of-town operators in the Twin Cities recently were Frank Krall, Cornell, Wis.; B. F. Kragtrop, Tracy, Minn.; Elgin McDaniel, Wadena, Minn.; Vince Jorgenson, Mason City, Ia.; Bob Lucking, Benson, Minn.; John McMahon, Eau Claire, Wis.; Cab Anderson, Hudson, Wis.; L. P. Wilbur, Duluth, Minn.; John Walley, Eau Claire, Wis.; Frank Mager, Grand Rapids, Minn., and Lawrence Jenkins, Bath, S. D.

Floyd Rogers, veteran serviceman for Advance Music Company, had successful crappie fishing at his cabin near Park Rapids, Minn. . . . Sol Rose, sales manager of Sandler Distributing Company, was in Southern Minnesota on business. . . . Among the many distributors and operators who were in Chicago for the MOA convention were Harold Lieberman, Harold N. Lieberman Company, Minneapolis; Irving Sandler, Sandler Distributing Company, Minneapolis; Herman Paster and Kenny Glenn, Mayflower Distributing Company, St. Paul, and Sam Cooper, of the firm's Milwaukee office; Amos Heilicher and Norm Pink, Advance Music Company, Minneapolis; Stan Woznak, Little Falls, Minn., and Bob Aherin, LaMoure, N. D. Aherin and his wife also were in the Twin Cities recently.



Gottlieb's 4 Player TEXAN Really BIG

Player Appeal! Performance! Profit!

- Sensational New Triple Relay Kick-Out Holes
- Lighting all 3 Kick-Out Holes lights "Roto-Targets", Roto-Holes and bottom Rollovers for 10 times target value
- Top Rollovers score 10 times the value of lighted Indicators when yellow Bumpers are lit
- Lighting all 3 Kick-Out Holes lights Pop Bumpers and Cyclonic Kickers for high score
- Two super-powered Flippers for action skill shots
- 3 or 5 Ball Play
- Coin-box with Locking Cover



D. Gottlieb & Co.
1140-50 NORTH KOSTNER AVENUE
CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

Williams Sets Production on Serenade Pin



SERENADE

CHICAGO — Williams Electronic Manufacturing Corporation went into production last week on Serenade, a new two-player five-ball pin game, with shipments slated to start this week.

Main ball target is a bull's-eye at center playfield covered with a flashing light canopy that provides changing values for hits on the target. When number is lit, the target gives 10 times regular value.

Serenade can be set for three or five-ball play and has a two-way double match-play feature. Score panels keep separate tallies for each of two players, who take turns shooting.

The game has other bull's-eye targets along the sides of the playfield, ball flippers at the bottom and other standard five-ball features. It has the Williams front coin entry arrangement.

Decor is based on a buccaneer scene, with women minstrels and pirates featured on the backglass.

What's Ahead

Continued from page 67

It's real point of sale merchandising."

Meyer Parkoff, head of Atlantic New York, pointed out succinctly, "I'm interested in one thing—more juke box plays. We've never made any point of sale merchandising effort before. Now we've got something that says, 'Come on over, I'm here, play me; and it highlights 10 different tunes. If this will pull in more dollars, it has made its point and I'm sure it will.'"

The meeting was one of a series being held by Seeburg execs with various distributors across the country to introduce the new "artist of the week" display feature of the Seeburg phonographs. Operators attending the local meeting were reportedly in a highly enthused state over the developments.

Bowl Games

Continued from page 68

Councilman Joseph F. Dudzick said he would withdraw a resolution which proposed setting up a new ordinance for the machines. The resolution also called on the State Liquor Authority to cooperate with the city in permitting the devices.

Naples explained that in 1955, an application was made for a license under the present ordinance. A Police Department expert examined the machine and turned it down as a gambling device, he said, and no license was issued. The courts later upheld the city, Naples added.

Coin Exports

Continued from page 68

The United Kingdom led the February game volume with a \$93,807 run. German and Belgian game imports—usually high—dropped off during the month, but stayed among the top four markets, with Canada included.

Scandinavian High

The Scandinavian markets showed up well in the February totals, with Norway and Sweden ranked fifth and sixth in the lineup. New phonographs accounted for most of the Norwegian trade, while games drew top attention from Sweden. Australia continued strong with imports spread evenly

among the three categories. A total of 18 markets did \$12,000 or more in trade.

New phonograph exports of \$922,800 topped the January mark of \$730,657, and used phonos at \$205,914 surpassed January's \$127,768. Game exports, however, dropped from a January \$495,618 to a February \$444,116.

Vending machine shipments (not shown on chart) were valued at \$191,633 for 2,318 units.



Mass. Music Ops Elect C. L. Jacobs New Prexy

BOSTON—Cyrus L. Jacobs, Interstate Music Company, Roxbury, was elected president of the Music Operators' Association of Massachusetts at the group's annual meeting last week in the Boston Club.

Named to the post of vice-president was David Gropman, of Beacon Hill Music Company, Boston. Saul Robinson, of Paramount Music Company, Newton, took over as treasurer. Elected directors of MOAM were the following:

Arthur Sturgis, Automatic Distributors, Inc.; David J. Baker, Melo-Tone Vending Company, Inc.; Ben Ross, Graben Vending & Coin Machine Company, and Ralph Lackey, Karel Music Company.

Arthur Sherman was retained as general counsel and executive director. The new officers pledged themselves and the association to a renewal of the fight to eliminate oppressive license and taxation laws.

chicago coin's

PONY EXPRESS

NEW WILD WEST RIFLE GALLERY! MOVING TARGETS!

ALL THE TARGET ACTION OF A REAL "WILD WEST" RIFLE GALLERY!

SHOOT AT ELUSIVE DISAPPEARING INDIAN TARGETS FOR ADDED SCORE!

SHOOT AT REALISTIC "WILD WEST" MOVING TARGETS... DROP WHEN HIT!

4-DRUM SCORING

ALL NEW "WILD WEST" TARGETS! INDIANS... BUFFALOS... BULL'S EYE... etc.

PERFECT SCORE plus MATCH-A-NUMBER FEATURES FOR "EXTENDED" PLAY!!

see these chicago coin's "profit winning" games!

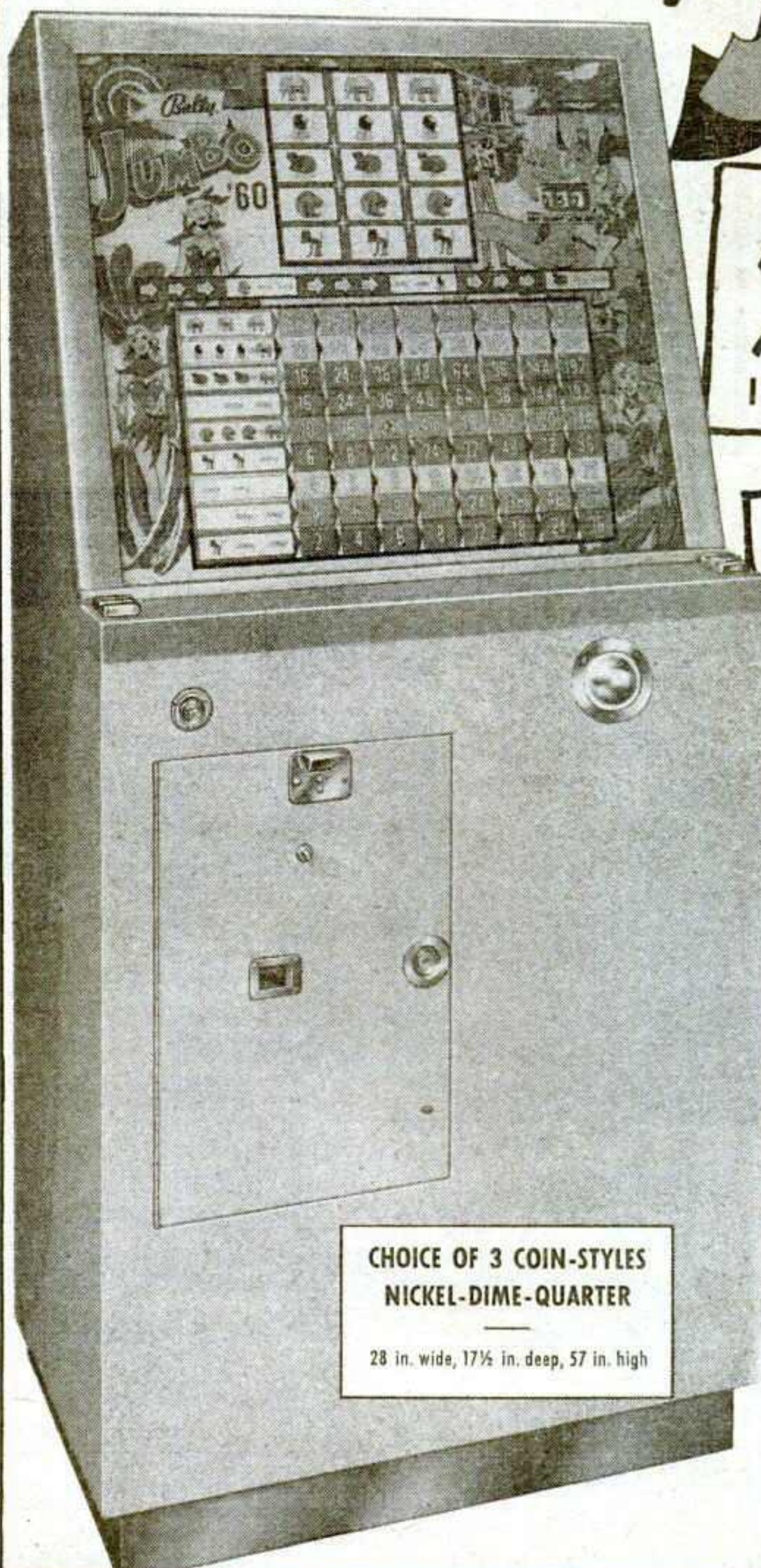
QUEEN BOWLER	WORLD SERIES	4-GAME BOWLER
KING BOWLER	Thrilling NEW TYPE BASEBALL GAME	SHOOT the CLOWN

Chicago Dynamic Industries, Inc. 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

N Built for biggest **UPRIGHT** earnings

New 1960 model...

famous **Bally JUMBO**



**CHOICE OF 3 COIN-STYLES
NICKEL-DIME-QUARTER**

28 in. wide, 17½ in. deep, 57 in. high

**PROFIT-PROVED
ADVANCING SCORES
INSURE MAXIMUM PLAY AND PROFIT**

**PROFIT-PROVED
"SOLO-SPOT" SCORING
IS STRONGEST PLAY-BOOSTER
EVER BUILT INTO AN UPRIGHT**

**PROFIT-PROVED
MECHANISMS
BASED ON CONTINUED SUCCESS
OF 250,000 BALLY GAMES**

Back in production by popular demand... Bally JUMBO... the only upright with famous Bally bingo-style advancing scores, advancing arrow-lights and mechanisms developed and profit-proved in the manufacture of the greatest games in history, from CITATION to LAGUNA BEACH. For powerful play-appeal... extra long life on location... top earning-power... get the new 1960 JUMBO today.

See your distributor... or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**

UNITED'S NEW

FALCON BOWLING ALLEY

features popular players Choice of Scoring

Regulation Scoring

(TOP SCORE 300)

OR

Bonus Scoring

(TOP SCORE 990)

FRAMES SCORE

1 ST -THRU-7 TH	8 TH -THRU-10 TH
30 ^X STRIKE 20 [✓] SPARE	60 ^X STRIKE 40 [✓] SPARE

BONUS FRAME COLLECTS

30 ^X FULL BONUS SCORE	15 [✓] 1/2
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BONUS SCORE ADVANCES

40 ^X STRIKE	20 [✓] SPARE
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bonus builds up during game ... collects at end of game

1 to 6 Can Play

4 JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections to
17 FT. LONG
20 FT. LONG

NOW SHOWING AT YOUR UNITED DISTRIBUTOR
BIG BONUS SHUFFLE ALLEY
with TWO-WAY SCORING

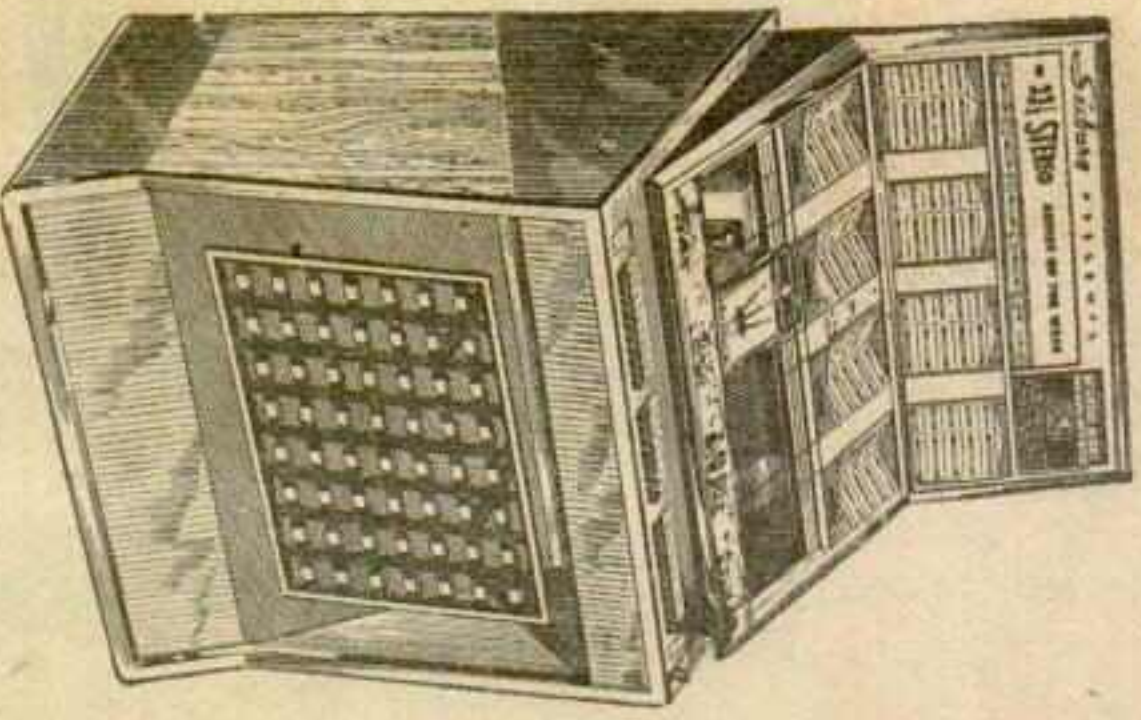
EQUIPPED WITH DIME COIN MECHANISM
2 for 25c COIN MECHANISM OPTIONAL AT EXTRA COST



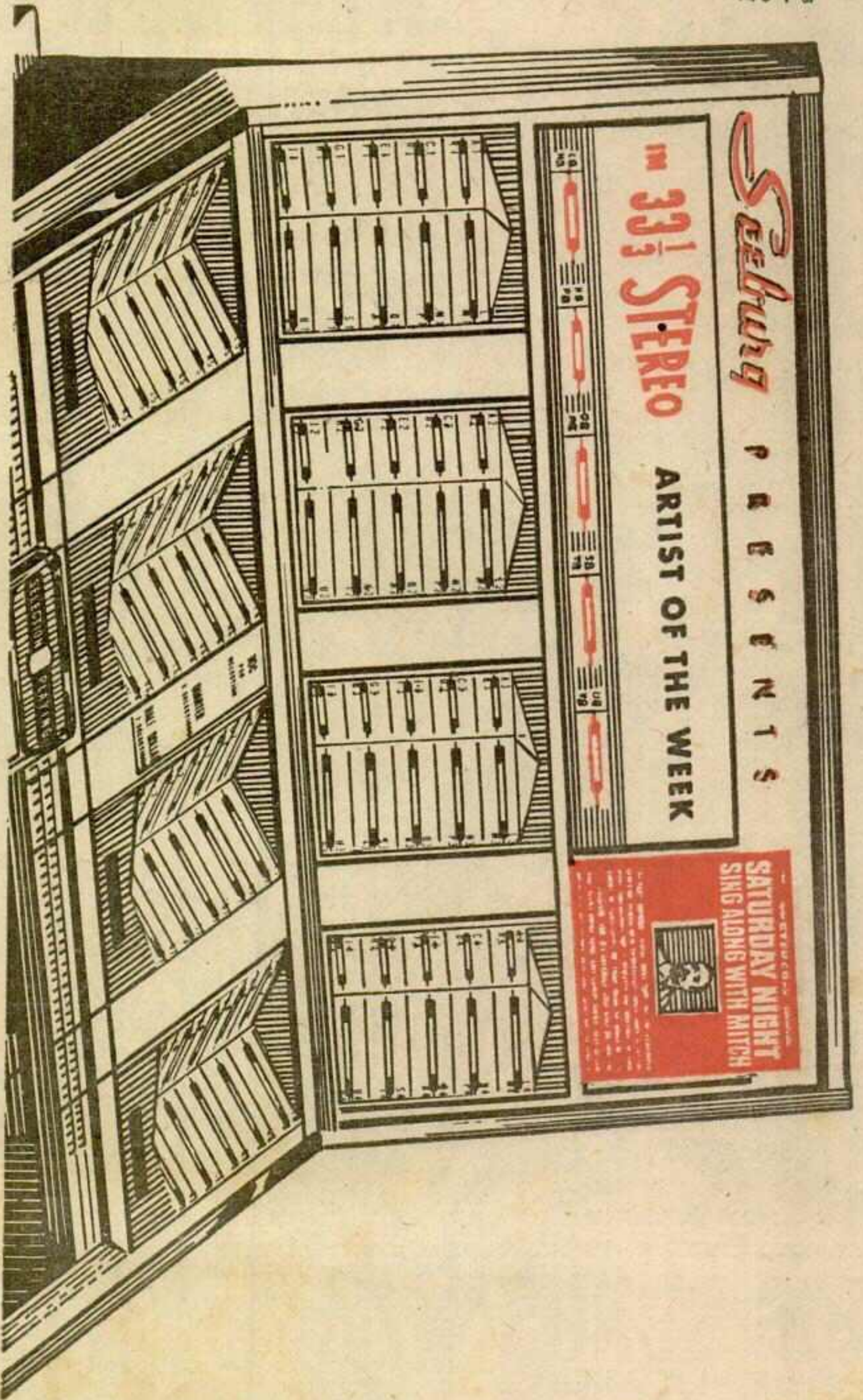
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Top panel of the Seeburg "Q". Four-color reproductions of the album jackets and the ten featured titles are brilliantly displayed. Album covers and featured title strip holder snap in and out, can be changed in a matter of minutes.



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