New Thinking Shifts Policy To Wooing Young Adult Market

NEW YORK — The lagging state of the singles record business and the greatly increased sales of albums by artists who were formerly considered singles record artists have led to new thinking on the part of many record company executives. In brief, this thinking appears to go on two lines: (1) The singles record market has not only lost the adults but is losing kids over fifteen. (2) The pop album market can be considered to be the only market left; there is one adult market that goes for show albums, Sinatra, Mathis, Mantovani, etc., and the other is a young adult or upgrow teen market that we have already done with. Low Ebb

The fact that singles are less than half of album sales and the record market in dollar volume has been amply demonstrated by The Billboard’s monthly summary of sales in retail record shops. And if the only way the 33 1/2 survey for last December showed that LP’s for that month actually passed 45 rpm singles in unit sales as well. Of the single records sales, all manufacturers are aware that almost half of them are to juke box operators, indicating that a very small section of the record buying public is even interested in purchasing singles. This week a sales chief with an important indie label noted that although firm was apparently hotter than it had been for a year, it was selling less singles along with many records on the charts now than it did even the year with only a few hot ones. Yet, all manufacturers are aware of the fact that it is still the single record that creates the excitement. Even if a record only sells 500,000 records today where it might have sold 1,000,000 two or three years ago and even if less and less of these sales are from the airwaves the new singles or the name cards of the new artists. Shady Policies Shift

With these thoughts in mind and the new thinking as previously noted, some shady policies in shift to the new policy are happening in some disc jockeys on a planned basis and in others on a cut-throat-cut-each-other level. The new policy in several large fierce is a new and intensified concentration on albums that will or might appeal to the young adults — the 15 to 20-year-old age groups. In one company this appears to be looked upon as a distinct hit or fail situation. In juvenile-orient folk & R & M. And it (Continued on page 16)

The Billboard's New Overseas Edition Bows

NEW YORK — Starting with this issue, much of the material which appears in the regular edition of The Billboard is being made available simultaneously in a new Overseas Edition of The Billboard. In fact, because of the time difference, European readers will have received their copy of the Overseas Edition several hours before each week's domestic edition has been distributed in the United States.

The accelerating pace of the music, record and coin machine industries has made necessary the swift possible interchange of information between the record companies of all nations in these industries. The just - thrown Overseas Edition of The Billboard is the latest step taken in the interest of serving the cause of international trade thru wider dissemination of data about one of the world's most important international products, music.

The Overseas Edition is being produced in cooperation with The Billboard's domestic edition, both using fast news - paper-story deadlines unique among business publications. Editorial content will be derived from The domestic edition, for late Friday afternoon, Overseas Editions. (Continued on page 2)

Seven-Inch May Be Help

NEW YORK — In the light of falling singles sales it is interesting to note that RCA Victor, Columbia, Epic and Capitol, (see separate story) are issuing seven-inch 45's of the following artists on deluxe picture sleeves. (see pictures, sales are also selling seven-inch singles in their own picture sleeves. There has been a strong feeling on the part of record men, either publicly or privately that a small 33 might be a strong factor in the weakening singles sales. Surprising material, price and other factors being against, however, so it now appears that a battle to the death, the only way the 33 1/2 inch disk could become important in the singles field would be if it happens naturally.

Victor Record Club Goes Foreign: Uses Reader's Digest Mail List ...

RCA Victor thru Reader's Digest International, has launched record club foreign test mailings in Mexico, South Africa and South America. Testing is expected to continue in the fall in these and other countries with mass mailings to be included later in the foreign disk field.

Dick Clark Denies Tabloids Payola at Harris Hearing ... Dick Clark who has been testifying in Washington last week, denied under oath that he had ever taken payola. He states that he has received, however, from music record people, and had received cash payments, which he stated were royalties. He also claims to have been tried, confined, and convicted by the Federal Government. He is also believed in the foreign disk field.

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This week in AUDITION The Musical Shopping Guide

Price: 50 Cents

A Catalog of More Than 400 New and Outstanding LP's

90 Albums in Full Color

The WYTHENSHAWE ORCHESTRA

By Mildred Hall

WASHINGTON — In a surprisingly quiet atmosphere, Dick Clark soloed before the Harris Payola Subcommittee last week, to explain his 33 enterprises, to deny he had ever taken any form of payola, and to say he felt it had been "covered and concealed before he had a chance to tell his story." No teen-agers were in evidence.

Chairman Harris objected to Clark's attitude, said the committee inspectors investigated were just "doing their job." Representative Harris then said that if Clark hadn't taken payola he certainly had taken plenty of "royals" (Payola) DeStefano's comment came after testimony that Clark, in 1957 to 1959, had invested $55,733 in various enterprises, principally music publishing, recording, etc. on which his income in stockholders' equity, year by year investment made $409,000, and his salary totaled $1,675,370, to which he received $286,000 in cash out of the various ventures, that included everything from the music interest to movents, stuffed animals, newsheets, real estate, talent and cosmetics.

Committee counsel Liberman delved into the matter of the copyright of different songs owned by a Bernard Lowe Music Publishing Company (fewa. before for suggesting on the show of Duane Eddy, and Johnny Mathis and the Kingston Trio. Price is not the major factor in the slumping singles market, nor is material (since material today on singles encompasses all types of music), but also important is the fact that LP's are outdistancing the 45 rpm singles and EP disks in popularity among teens as they have already done with adults. Low Ebb

The fact that singles are less than half of album sales, and the record market in dollar volume has been amply demonstrated by The Billboard's monthly summary of sales in retail record shops. And if the only way the 33 1/2 survey for last December showed that LP's for that month actually passed 45 rpm singles in unit sales as well. Of the single records sales, all manufacturers are aware that almost half of them are to juke box operators, indicating that a very small section of the record buying public is even interested in purchasing singles. This week a sales chief with an important indie label noted that although firm was apparently hotter than it had been for a year, it was selling less singles along with many records on the charts now than it did even the year with only a few hot ones. Yet, all manufacturers are aware of the fact that it is still the single record that creates the excitement. Even if a record only sells 500,000 records today where it might have sold 1,000,000 two or three years ago and even if less and less of these sales are from the airwaves the new singles or the name cards of the new artists. Shady Policies Shift

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Singles Sales Lag
Spurs Teen Album

New Thinking Shifts Policy
To Wooing Young Adult Market

NEW YORK -- The lagging state of the singles record business and the greatly increased sales of albums by artists who were formerly considered singles record artists have led to new thinking on the part of some record company executives. In brief, this thinking appears to go as follows: (1) The singles record market has not only lost the adults but is losing kids even faster. (2) The pop album market can be considered to be the same adult market as used by some other adult market, which for seven albums, Sinatra, Mathis, Mantovani, etc., and the other adult or young-up teen market that is no longer with us. However, some record executives have noted that when they reviewed surveys of the Billboard's monthly surveys for the past two or three years, the newspaper market has been amply demonstrated in the Billboard's weekly surveys. In brief, the Billboard's weekly surveys have demonstrated in the Billboard's weekly surveys that the Billboard's weekly surveys has been demonstrated in the Billboard's weekly surveys. In brief, the Billboard's weekly surveys has been demonstrated in the Billboard's weekly surveys.

The Billboard's New Overseas Edition Bows

NEW YORK -- Starting with this issue, much of the material which appears in the regular edition of The Billboard is now available simultaneously to Billboard customers in Western Europe and elsewhere. For example, a new, expanded, Overseas Edition of The Billboard. In fact, because of the large number of different foreign-language editions, this newspaper will have received their own copy of the Overseas Edition several hours before each week's domestic edition has been distributed in the United States.

The accenting pace of the music industry has made necessary the swiftest possible interchange of information concerning the market trends and news that are going on all nations in these industries. The jet-flown Overseas Edition of The Billboard is the last step taken in the interest of serving the industry. The cultural interchange of trade, the factory, the overseas and domestic editions is now Friday afternoon.

The Overseas Editions are being reproduced simultaneously with the Billboard's domestic edition, both utilizing a super-wide printing, printing, recording, and coin systems to be available in every market. The Overseas Edition is a weekly edition of The Billboard, both in color, and with the Overseas and domestic editions.

Subitlely Different Shifts
With these thought in mind and the new thinking as previously noted, some subtle shifts in policy are happening in some discos on a planned basis and in others on a catch-as-catch-can level. The new policy in several large firms is a new and intensified concentration on album sales. It may appeal to the young adults -- the 15 to 20-year-old age groups. In one company this appears to be taken as a distinct a.r. function. Several discos are looking-along for young-folk a-r. man. And it

(Continued on page 16)

Seven-Inch May Be Help

NEW YORK -- In the light of falling singles sales it is interesting to note that in the last six months Columbia, Epic and Capitol (see separate story) are having seven-inch sales, mostly told to Adult Market. Columbia also sells a lot of singles.

There has been a strong feeling on the part of some record execs, either publicly or privately that a small 33 1/3 might be a strong factor in influencing singles sales. As a result, some recording material, price and other factors were right. However, since the price is usually a little higher, the sales gain, the feeling is that the smaller 33 1/3 could become important in the singles field if he were bought naturally.

NEWS OF THE WEEK

Victor Record Club Goes Foreign; Uses Readers' Digest Mail Lists -- RCA Victor, thru Reader's Digest Internationa] has launched record club foreign mailings in Mexico, South Africa and Holland. Testing is expected to continue in the fall in these and other countries with mass mailings for Send-a-Record. Readers Digest also believed...

Page 3

Dick Clark Denies Takings Payola at Harris Hearings -- Dick Clark, Longtime manager testifying in Washington last week, denied under oath that he had ever taken payola.

He had received gifts, however, from music-recording people, and had received cash payments which he stated were royalties. He also claimed that he had been tried, convicted and convicted. The conviction had occurred before he had told his side of the story. Prior to Clark's testimony, witness Larry Finkel, of Jammie Records in Los Angeles, testified that Clark earned over $10,000 on a $125 investment in two hours. Harry Carroll of Fraternity Records testified about pressing records at Dick Clark's Hollywood Pressing Plant in Philadelphia. On All American Boy, Bernie Lowe of Camco Rec.

ords and Harry Christe of Chips Distributors testified in closed session about the correspondence with Clark, along with other Philadelphia.

Dreyfus Resignation From ASCAP -- Max Dreyfus, dean of American music and head of the Clowery Company, resigned from the ASCAP Board Thursday. This action highlights a deadly dispute over the Board.

DEPARTMENT AND FEATURES

Amusement Park Vendors: 43
Movie Guide: 1
TV Guide: 1

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[Continued on page 30]

Clark Denies

WASHINGTON -- Dick Clark angrily denied any talent fee kickback on his show. As Clark told the committee, a former singer Billy Parsons had testified to earlier. (See separate story.) He said only in the early days of the show when, on a small scale, he had received a small commission. If the show was being manufactured by the program management firm, he was unaware of the fact.

Clark said he had canceled any arrangements for appearances on American Bandstand. (Parsons had testified that he was billed for the amount by Harry Carson, a former...

[Continued in next issue]
Victor Mail-testing Disk Club Expansion Overseas

Use of Reader's Digest Lists

Brings Results; Col. May Follow

By REN GREVATT

NEW YORK—At least one record company has launched a series of test mail campaigns in overseas territories while another is known to be planning a move into the foreign field.

RCA Victor club offers have already been made on a test mailing basis in such widely separated foreign areas as Mexico, the Union of South Africa and Holland. The mailings are being carried out via international subscriber lists of the Readers Digest.

Prelude to the Victor club move will be a test offer mailed several months ago to Royal Mail Disk customers. Those disks were classical and were recorded in Europe. In the offer, a set of 15 disks billed for double monaural and $17.50 stereo. The special label contained pictures of both RCA Victor and Reader's Digest.

This offer was also mailed out in various foreign countries with results that the industry described as "fantastic." With this in mind, the idea of making club offers, out of the Victor catalog, arose "out of the blue," according to the American record club reflecting the words of a spokesman for the Disc.

Victor, it is noted, is in an ideal position to sell tapes overseas because of its premarketing affiliations in many countries throughout the world, which include pressing plants and complete record operations. In the case of the present A test foreign test, the mailings are being made from the countries themselves, and records are pressed and dispatched likewise from within the territory involved, which eliminates the factor of duties which would be anticipated in the case of disks being shipped from the United States.

Proscriptions on the initial Victor club campaigning have already been Avery by several Philadelphia-based companies, several manufacturers, asking their American principals if something should be done about the matter. One of them stated bluntly, "I'm going to destroy the Dutch market if it continues." It is understood that the offers of specific disk product do not go beyond the United States, and that the effort is part of a mail-test of the type which has been the basis of meeting the public taste. However, the concept and the structure of the offers is roughly the same as in the U.S.

(Continued on page 16)

ARMADA Briefs

FCC on Sec. 317

Opinion Speaks for Cross Section Of Industry on Free Disk Problem

WASHINGTON — The American Record Manufacturers and Radio Advertisers of America, seeking to get into the record charts, have filed with the Federal Communications Commission its reply to a Notice of Inquiry released by the Commission on April 1. The Notice of Inquiry has been issued by the Commission on the Federal Communications Act Section 317 having to do with "sponsorship identification material."

The ARMADA reply was presented to the FCC through the thinking of New York attorney Walter Hofer. Hofer is a member of a study committee named at an industry meeting sponsored several weeks ago by the ASCAP, the controversy FCC interpretation came into the discussion.

The ARMADA reply speaks for a broad cross-section of the industry in all, number 264 diskies and 103 distributors.

(Continued on page 16)

Dreyfus Exits Board; Asked to Reconsider

By PAUL ACKERMAN

NEW YORK—Max Dreyfus, decoy of the American music publishing business, resigned from the board of the American Society of Composers, Authors and Publishers Thursday (28). At one time highly-placed ASCAP members were urging him to reconsider his decision. The action by the Chappell music chief, who steered the board, highlighted a schism in the upper ASCAP echelon which was first brought to light in The Billboard several months ago. At that time Dreyfus crossed swords with William Harran, head of Music Publishers Holding Corporation, with regard to the latter firm's preponderant acquisition of foreign and English music libraries and the cross-over-the-board network TV programs—a matter which ultimately was resolved by negotiation between ASCAP and the Justice Department.

At the meeting Thursday, the break occurred when Dreyfus objected to a proposal that the salary of the ASCAP president be substantially raised.

The proposal was put forth by members of the executive committee, President Stanley Adams was asked to exclude himself, and he did. It was suggested that the president's salary be raised from $25,000 to $35,000; and that in the future no nonmanagerial staff be paid more than $15,000.

New Hampshire answered the protest, in order that the president's salary be kept to $25,000.

The motion was carried, but unaniomously. Dreyfus, who had signed the instrument for himself, asked to make it unanimous. He immediately left the meeting. Dreyfus later sought to reach Dreyfus by telephone in order to ask him to reconsider his decision.

Highly-placed ASCAP members, in conversation late in the week, called the proposal for Dreyfus' resignation an "arrogant" attitude, as opposed to the "puppet-like" actions of others.

One top publisher stated: "I think Dreyfus will reconsider, I think he has not mistaken in some of the comments of board members."
Cap Prunes Singles
To Push Hot Disks
Key Singles Tested in Local Markets Before National Release

By LEE ZHTHO

HOLLYWOOD — Capitol has been testing the sales potential of some of its singles by issuing them regionally, nationally only after they've proved their worth locally. The Billboard learned last week, "Biography," recorded by Sue Raneous, won its regional test section No. 10 (label has divided the country into 11 test regions) which includes Des Moines, Kansas City, Denver and Salt Lake City. Sue Raneous’ single was placed in na-

Col. Schedules 19 Albums on May Agenda

NEW YORK — Columbia Recs. will release 19 new albums in May. These include a new colla-

Dealer Co-Op Set For Official Start

NEWARK, N.J. — Society of Record Dealers of America prem, Mike Specter, arrives here tomorro-

Marek Elected RIAA Prexy

NEW YORK — George Marek is elected the Research Industry Association of America. The veep and general manager of Decca Records, he is now chairman of the board of directors of the RIAA, which is the American National Federation of the American Record Industry.

'59 DISK SALES NEAR $500 MILLION

NEW YORK — Sales of records for the year 1959 are expected to be at least $500,000,000, according to the Record Industry Association of America. Full-scale promotional campaigns of many of the top-selling labels will bring in sales of $500,000,000, according to the association’s official report issued last week.

The RIAA notes that rec-
disks were introduced, a level were close to $225,000,000 for the past year. Esti-
mating at list price this means that total sales retail value would amount to $472,000,000.

Probers Close In On Dick Clark’s Far-Flung Empire

Committee Feels Jockey Used Power to Favor Own Products

By MILDERD HALL

WASHINGTON — The Harrity探o’s probes last week closed in on the Dick Clark empire. The Federal Trade Commission exposed the background of spinning disks, pushed and placed over the air. (One separate story on Friday head-

During the two-day opening of hearings, House Subcom-
mitee had asked and been given to presenting proving on how far the ABC network dep-

It seemed clear from committee comment that the Congressmen felt he had heeded advice, in one form or another, from small busi-

Primarily, as Chairman Harris said in his opening statement, it was to answer the two questions: the fiber of American broadcasting, and the second, the most harm in this type of exploring the air-

NEW YORK — Leading the May array of RCA Victor pop albums is the LP debut of Sam Cooke's second album, "The Soul of Sam," which the young singer vocalizes material that sets the flavor and the mood of foreign lands. Ads due for distribution in May are the new singles recorded by the Four Seasons and by the Wondermen of the Wondermen, which features the Ames Brothers, Dewey, the Cool, Carl Sandburg, and others.

Meanwhile, Randolph, who oper-

The committee of five dealers was estab-

It seemed clear from committee comment that the Congressmen felt he had heeded advice, in one form or another, from small business,

An example of this is the dual license of RCA Records with the ABC network, which handles ABC's music. The committee asked "why ABC's network is here." The answer was given by the ABC officials that the network was the background of spinning disks, pushed and placed over the air. (One separate story on Friday head-

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WASHINGTON — A battle of statisticians raged during the opening days of last week's Harris poll on payola, with a New York data processing firm hired by Clark, who charged that the delay did not favor his "interest" records on the air over titles in the non-interest field. From Computech's 300 pounds of data on the playing of records during 28 months of "American Bandstand" shows on the ABC network, Committee-called experts came to the opposite conclusion.

Joseph Tryon, Georgetown University statistics instructor, concluded from the Clark-provided data, that the delay played his own records earlier, oftener, and for longer time periods than non-interest titles. Also, Tryon deduced that Clark leaned harder on those tunes in which he had multiple interest, than those with minor financial returns.

Two other Committee-called experts, Joseph Daly, chief mathematician of the Census Bureau, and Morton Raff, of the Bureau of Labor Statistics, both agreed that the Computech methods were faulty. Daly said that the "sawtooth growth sort of differential treatment" was not possible on the Clark-interest records, and non-interest records. Daly said that was possible if Clark played heavily on his interest-tunes before they hit peak popularity, to push sales, and did not play the non-owned tunes until they peaked.

Finfer Tells About Clark Investments

WASHINGTON — Once upon a time, a Philadelphia distributor with an affiliated record firm invested nationally knownday to buy one-fourth of the record company stock for $125, and two years later, the day pulled out with a total gross profit from stock sale and salary of about $31,575, a staggering 31,900 percent profit. The song was that the Harris payola pollsters last week by Harry Finfer (Continued on page 14)
Another FIRST from RAMROD RECORDS

TONIGHT WITH EDDIE FISHER

MONOAURAL T-6002 STEREO ST-6002

Nationally distributed thru United Telefilm Records, Inc.

701 SEVENTH AVENUE NEW YORK 36 N Y JUdson 6-1050
during the month of May, all new releases and THE ENTIRE ANGEL CATALOGUE—available at

including these great all-time best sellers—

DEFERRED BILLING
1/2 July 10, 1960
1/2 August 10, 1960
ANGEL
and see your profits soar!

12% CASH DISCOUNT!

including these powerful current releases—

A Gilbert & Sullivan “first” in Stereo!

The Brilliant
“SPRINGTIME WORLD OF LIGHT OPERA”
Series in English

Contact your Angel Representative today!
Dot® RECORDS

proudly presents

A Great New Single By

PAT BOONE

"SPRING RAIN"

"WALKING THE FLOOR OVER YOU"

THE NATION'S BEST SELLING RECORDS
The Billboard
INTERNATIONAL MUSIC

MAY 2, 1960

British Dealers Air Grievances

LONDON — The first concen-
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The association was formed
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The general purpose seemed
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the "Blacklist", which was the
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Members also reported on
their experiences in closing
out pet prices and discount dealers
and A. M. Roth to combat the
threat with

London Newsnotes

BY DON WEDGE

News Editor, New Musical Express

Warner Brothers has announced
at its first British release — the
Everly Brothers' "Cathy's Clown." Issued April 8 to coincide with the Everly's first British tour, it has been
promoted in advance with "Stuck on You," which was heard every night on the Beach Boys'
No. 1 spot on the Radio in the UK.

London has now slipped
One of the highlights of this week's TV for Bavaria was Radio
England's "King Kong."

London production of "King
Kong." During the season
London had its biggest jump of
the week — no less than the
sales of "Juke Box Magazines, Mechelen, Belgium"

Joke Box Magazines, Mechelen, Belgium

Jo Lomez, featured vocalist with the well-known Frankis
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The Billboard
INTERNATIONAL MUSIC

Bono's "To a Tiny Town,"... the
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One of the highlights of this week's TV for Bavaria was Radio
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TOMMY SANDS
Capitol's "ARTIST OF THE MONTH"

With His Exciting New "On-Stage" Album From The Copa Room Of The Sands Hotel, Las Vegas.

Impulse sales will soar when you put these point-of-sale, "Artist-Of-The-Month" displays into action!

Album jackets, easel for quick set-up on counter or in window.

22 x 22 ft. full-color display with added reference to Tommy's previous album "When I'm Thinking Of You."

2-color wall or window streamer.

"Artist Of The Month" stickers for album jackets.

Attractive "Artist Of The Month" frames for wall or window.
Savoy Takes Over Coleman Label Catalog

NEW YORK — Savoy Records has acquired the entire catalog of Coleman Records, according to Sa- voy chief Herman Lubinsky. Coleman records included many of the patents in the music business. The deal was reportedly worth $1.5 million.

Among other developments, Milt Lunsford, former American Bandstand disk jockey, has landed a new job at Continental Records virtually on the name of Milt Lunsford. He was billed as "Milt Lunsford," and the American Bandstand show is now being aired by the ABC network.

Among other developments, the former head of the American Bandstand show is now being aired by the ABC network.

Atco Signs Ben E. King

NEW YORK — Atlantic Records subsidiary Atco has signed Ben E. King, formerly known as the lead singer of the Drifters, who record for Atlantic.

Althea King has now left the Drifters to go out on a solo act. Atlantic has scheduled one of his first meetings with the group, "Lonely Woman," in late April.

Atco will be a new label for King, who has signed with King's first solo album, "I'm Gonna Keep On Singin' My Way," as a guest on the label's first album.

Williams Sets Pontiac Tie

NEW YORK — Cadence recording artist Andy Williams is currently under contract with Atlantic and National Booking Corporation, which is in charge of the company.

Paying as policemen, two men held up Blaine and his wife 'in a gunpoint' and took from house and cash. The boy said, "I was in the house."
Finner Tells About Clark

**Continued from page 4**

to look into Clark's earnings at WPEN, Rennie, WPEN, and WIBG.

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Roaring thru to HITSVILLE!

You're on the right track with...

SONNY JAMES
JENNY LOU
NRC 50

Tony Bellus
The End of My Love
NRC 51

Pourin' on the coal...
COLLAY
and his Satellites
LAST CHANCE
SHOW-BIZ 1002

Climb aboard...
RAY SMITH
Put Your Arms Around Me, Honey
JUDD 1017

On its way
Harold Dorman
Mountain of Love
RITA 1003

Pourin' on the coal...
Payola Probe Develops Battle

- Continued from page 4

said his final conclusions were based on the number of Clark-interest tunes on the Billboard chart during each period, and the number of plays to which each tune was assigned.

However, Goldstein’s case was hit heaviest by the admission that the Clark payola company owned a number of record companies, among them Brownie, which was7 per cent of a number, and there was a list of 155 titles, all of which were played not more than 10 times, and there were 20 titles, and also there were 30 titles that were played not more than 5 times.

Incidentally, to the hearings, but highly important to the music industry, was a suggestion by A.C. Bureau statistician Dally that the industry take a closer look on the relation of popularity to frequency, by having a scene-scanning of the fluctuations of the times.

The Computech study came up with a few other observations. Of all records played by Clark on his shows, the highest number of titles, from August, 1957, to November, 1959, there were 1,061 titles, with “non-interest,” and the rest were non-interest tunes, CompuTech concluded, and 10 per cent up to about 29 per cent.

From a study of Billboard chart ratings, Clark’s tunes had scored “professional” scores, preferences between 245 per cent for the few, and for the rest, and 100 for the non-interest tunes. CompuTech also calculated a rating, which which was sold Goldstein, but on an “unofficial” basis, as “30 per cent of the best.” Goldstein also said Cashbox was the best tool, which was that they allowed us to buy back issues.” Congressmen Moss wondered why Cashbox ratings had been used at all, since earlier hearings had dissolved list sales by firms with the help of chat rooms.

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Still time to dive into a pool of profit!

MERCURY OPERATION SPRING-BOARD

SPLESHES

OVER INTO MAY!

There's no holding it back! Operation Spring-Board will continue for just two more weeks until May 15, 1960. Take advantage of extra discount on Mercury's entire MG and SR catalog while still in effect, and get yourself an even bigger flood of spring profits!

HURRY... HURRY... HURRY... See your Mercury Distributor for full details now!

Extra Splash! These Hot Hits now available at this special saving!

MCX 20472/SR 60218

MCX 20473/SR 60220
Miss "D" presents a combination of evergreens and originals to a lush back-drop for great listening.

MCX 20475/SR 60222
Brook Benton in a refreshing style with "Someone To Watch Over Me," "So Close," many more.

MCX 20477/SR 60158

MCX 20565/SR 60225
MG 20565
MG 20481/SR 60160
MG 20495
MG 20482/SR 60158
MG 20495
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OPERATION SPRING-BOARD Positively ENDS MAY 15, 1960

CONTACT YOUR MERCURY DISTRIBUTOR NOW!
**The Billboard**

**VICTOR MAILING-CLUB**

Continued from page 2

The industry sources indicated a tremendous initial success with the test, the Digest spokesmen revealed that results have been "encouraging enough to continue testing with plans call for testing mailings into the fall of this year, and into many countries, with mass campaigns due to follow. Meanwhile, a spokesman for the Columbia developments, hinted that we may be doing this too,

\* tremendous

don Records will release the original album cut and has already released singles of the title song, "All I Do," in "The History of Mailing Begin, "There's a Plot Afoot," and "At Ease," Other promises we look forward to being worked on include "Lovely Lover," "I'll Be There," "If I Knew You!" and "Is That the Happy Ending?"

The musical is scheduled for its first out of town opening in New Haven and thence goes to Boston. It will run a ten week engagement in New York. The show has concluded run of 135 performances at the Mer- road Theater in London. Douglas Crawford is producing here, and the cast includes five members of the original production.

**RIGHTS TO FOX**

Continued from page 2

**Cooke LP Tops**

Continued from page 3

**NEW THINKING PUTS DRIVE ON TEN ALBUMS**

Continued from page 1

fad been disrupted in the music industry and broadcasters, necessary to the development of public taste in music records, has been disrupted. In another point, the reply adds that recordings are available by a broadcaster does not constitute a valuable consideration in the public interest, but rather in this part, to play the record. If a music service is applied to free records is not required within the meaning of Section 317. We respectfully request that the Commission reinterpret Section 317. The statement was signed by ARMA Lecture press, Gayl H. Obersdorf.

**Carnival**

Continued from page 3

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**ARE YOU PLANNING TO RELEASE IN ENGLAND FULLY INTEGRATED CUSTOM PRESSING IS NOW AVAILABLE**

WE CAN OFFER YOU COMPLETELY COMPREHENSIVE SERVICE AT REALLY COMPETITIVE PRICES.

NO ORDER TOO SMALL OR TOO LARGE.

WRITE OR CALL FOR PRICES & FULL INFORMATION.

ALL INQUIRIES CONFIDENTIAL.

TRANSCRIPTION MANUFACTURING & RECORDING CO. LTD.

JAMES ESTATE - WESTON. NOSH. 37, SUSSEX.

(An Associate member of the PYE GROUP of companies)

**This week the first issue of**

The Billboard OVERSEAS EDITION

(MAY 2)

will bring to readers in all parts of Western Europe all of the most significant news from the international music industry. At the very same time that this information is being released by Billboard readers in the United States. Months of detailed planning, plus the speed of jet plane delivery, has made this unusual publishing service possible. For free sample copy ... or subscription rates ... or full advertising information, call 212-461-0383.


**Probers Close In on Clark**

Continued from page 3

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Another Billboard Record/Phono Dealer

Branham Hi-Fi
1422 Tacoma Ave S
Tacoma 5 Wash 6320 0420

Branham Hi-Fi
The retail establishment of this record/phone dealer...
...is essentially a hi-fi store
...offering both records and albums
...handles phonographs selling from $39 to $3,000
...has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

ARMBRUSTER JEWELERS
404 N Washington
Cedarburg, Wis 6320 1232

ARMBRUSTER JEWELERS
The retail establishment of this record/phone dealer...
...is essentially a jewelry store
...offering both records and albums
...handles phonographs selling from $20 to $400
...has been reading Billboard for more than 5 years

Sears, Roebuck & Co.
The retail establishment of this record/phone dealer...
...is essentially a department store
...offering both records and albums
...handles phonographs selling from $109.95 to $999.95
...has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

Halon Jewelry Co.
The retail establishment of this record/phone dealer...
...is essentially a jewelry store
...offers both records and albums
...handles phonographs selling from $21.95 to $500
...has been reading Billboard for more than 4 years

Southwest Appliance Co.
The retail establishment of this record/phone dealer...
...is essentially an appliance/record/phone store
...offering both records and albums
...handles phonographs selling from $20 to $500
...has been reading Billboard for more than 3 years

Another Billboard Record/Phono Dealer

Haddads TV & Furniture Co.
The retail establishment of this record/phone dealer...
...is essentially a television and furniture store
...offers both records and albums
...handles phonographs selling from $19.95 to $500
...has been reading Billboard for more than 3 years

APPLIANCE STORES, JEWELERS, MUSIC STORES, DEPARTMENT STORES, HI-FI SHOPS, FURNITURE STORES...READ BILLBOARD

They sell records and phonographs — and turn to Billboard to keep posted on the latest developments in records and the equipment that plays them.

They order singles from Billboard, select the LP's to stock, decide on the stereo phonos and components they will carry...the tape recorders they will buy...the merchandise they will feature in their window displays and other promotions.

Most Billboard dealers have been readers for years (the average for this typical group is 6.6 years) because Billboard helps them buy better and sell more records and albums and equipment — and make more profit.

Billboard, in short, is an important part of their continuing fund of practical business know-how — a vital source of the current information that is as valuable as their stock in trade. If you make or sell anything that belongs in their stock in trade, you'd do well to advertise it in Billboard.
JBL International to Handle Own Components and Fleetwood Line

HOLLYWOOD — James B. Lansing Sound, Inc., has formed a new marketing firm, JBL International, to distribute its line of high-fidelity component products and to take over distribution of the JBL line of television components television receivers manufactured by Conrac, Inc., Chicago, Ill. The JBL International's function will include sales, advertising, promotion, and general product promotion.

Distributions will continue to follow the hi-fi industry's traditional one-step pattern of operating via manufacturers reps who in turn sell to dealers. Conrac has sent out new appointments, Zuchowski & Wood's reps. JBL's regular reps will continue to sell the JBL International deal affects only the Fleetwood component TV. Its closed circuit TV and monitor receivers will continue to be handled by the Conrac organization.

The JBL-Conrac arrangement is unique in the component line, rare exception, component manufacturer handling only his own line rather than turn over their lines to other firms to handle. (Exception, the Magnavox Broadcasting Corporation group which markets components handled by a number of firms in England.) Conrac's component TV has been put off the market line since when a blaze destroyed its fac- ing last fall. Until the new production is underway. Deliveries are scheduled to start in mid-February. JBL International has started preparation of sales promotional material and is laying out its ad campaign. Separate ads will be run for the JBL and Fleetwood lines, but the unit will be sold as the component TV line. Conrac and Fleetwood and Conrac will retain their identity throughout all ads will continue to carry the Conrac line for JBL International.

Roy Pepe, James B. Lansing Sound's voice, holds a similar office in the newly created marketing firm and is responsible for its operation. Alas it's apparent that JBL International will seek to add other lines, Pepe refused to confirm or deny this prospect. Instead, he added the development as a major step toward strengthening the JBL name within the component hi-fi concept by consolidating efforts of several manufacturers.

It has been felt in some quarters that some of the hi-fi's of the bulky, heavy traffic of department store policy is to give them a good thin slice of the cake from the open racks, they are gently handed over to the customer. But the New York area has been the center of the hi-fi world for many years. It is the place where the JBL International stores will be in charge of co-ordinating the sales of the items, they feel, with the design, quality, control, planning, parts and service and manufacturing.

Zuchowski also will serve as co-ordinator of Capitol Records, Inc., manufacturing and engineering division activities with Capitol Records and the firm's sales and service. Prior to forming Zuchowski & Wood, he served the firm for the past two and a half years as a production assistant to the manufacturer and engineering division's administrative depart- ment.

DENVER — Pileger in a Denver department store could be reasonably expected to keep a close watch over would-be purchase. However, it is not unusual when the location is a major department store with a heavy traffic of all types, the problem is magnified.

When May-Do & F. Newman Denver department store, built its $12,000,000, record department has its display of inventory so that 45 r.p.m.'s is enough to eliminate any of those models which have been considered to eliminate them from the inventory altogether.

Another study, however, the Denver department store management came upon with a practical fixture arrangement, which has proved effective enough to take up much of the floor space.

Instead of the usual isolated listening booths, and big, exposed display racks for 45 r.p.m. records, they were installed into a system of three-sided "booths" which face directly into the cash- er's line with the front of the department. Perforated pegboard walls, rising to shoulder height, enclosed the display area freely by three- and one-half feet. The height, the ceiling, the design, and the display make the room as attractive as the floor space allowed. The department is divided into three sections for 45 r.p.m. record display, and for audio and video demonstration. An added bonus is the fact that the room is entirely self- contained, with three-speed switch. The multi-speed switch has a department and announce that they want to listen to 45 r.p.m., record, and a small speaker is installed in the ceiling to carry out the audio and video display. Customers are customers nearby or a different supervision by the staff while playing the records, and she has been instructed to see that the youngsters take only one or two records at a time. If it turns out that a supposed customer grabs a thick handful of records from the open rack, they are gently handed over to the customer. But the New York area has been the center of the hi-fi world for many years. It is the place where the JBL International stores will be in charge of co-ordinating the sales of the items, they feel, with the design, quality, control, planning, parts and service and manufacturing.

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MIT WARNS ON EXHIBIT SPACE

CHICAGO — The National Association of Music Merchants has issued a warning on exhibit space at the 1960 Music Industry Trade Show to be held at the Palmer House, July 10-14. As in the past, the show will be held at the hotel even with the additional row, many room which want to stage displays at the function might be disappointed unless they put their observations in immediately.

New Exec at Cap Phonos

HOLLYWOOD — Capitol last week named Richard Zuchowski as phonograph department executive, a post he has held for two years.

His new position, which carries with it the title of sales manager of the new phonograph department, will be in charge of co-ordinating the sales of the items, they feel, with the design, quality, control, planning, parts and service and manufacturing.

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The October issue of Esquire will carry a special section entitled "Stereo-Fan". It will feature a number of manufacturers ads in store displays... The John M. Oetter Company of Philadelphia which has taken over all distribution for the Philco Company in the Philadelphia area, has expanded its sphere of influence to include all of the New York area. Its responsibility was handled by the former company, the Lasker Company, of Philadelphia, Inc. Distributors, Inc., whose home base is in Long Island City, N.Y., has the longest sales force for RCA Victor in the eastern half of the country. After 19 years with the company, New Baltimore sales force for both sales and engineering of hi-fi equipment, is Lincoln Electronics and radio, for Emerson, and Magnavox, Ga., outlet for Grundy FM products... Since then have been those at Charles E. Adams, who assumes the newly created board chairmanship, and William Pistis, who is now president of the firm.

Tape-recorded Nippondensi Offers New Sales Idea

NASHUA, N.H.—The famed Little Brown Church of the Southern Highlands, first recorded in song by William Pitts in 1923, is being recorded by the same Memphis firm, Delco, that did the recording for the movie King of the Hill, is being used by Nippondensi, a new firm, to test their new line of tape recorders. The plan is to tie the tape recorder in with a friendly, competitive, in-store demonstration. It is estimated that 35,000 weddings have been performed in May 13th. A tape made by their bandleader a part of their nuptial memories.

V-M Corporation, Benton Harbor, Mich., recently presented Rev. Utterback with a tape "- O - Matic" track and matching auxiliary wire to the "add-a-track" feature, making it possible to prece- de the organ music version of the Little Brown Church in the Wildwood on "add-a-track". The marriage rate is recorded on the "add-a-track".

Here is a way to use the V-M tape playback unit for the church music it is used and at the same time, have a short commercial message recorded. The recording will also be used to provide "plug-in" parts in particular with the service which the pastor performs on Sundays.

Getting Inside Track

Home Tape Demos Up Recorder Sales

By BENN OLLMAN


According to owner Wally Wack, the move has netted surprising results. "We've encouraged a few people who can't leave their homes to shop and compare," says Wack, "and some who are unwilling to hire baby sitters to care for the kids while they shopping. These people are taking advantage of our offer to demon- strate a tape recorder in their homes."

Wack inaugurated the home demonstration plan several months ago with a series of ads offering the free service. A part-time salesman was recently recruited "Serial Ears," and in his afternoons and evenings handling the many leads turned up by the offer. An attempt is made to follow up phone calls for additional information or scheduled appointments. While the effect of the offer on recorder sales are not yet measurable, there is no doubt that the demonstration prospect is running a steady stream.

"Our primary interest still lies in getting more people into our store, then we can see what they have," comments Wack. "Here they can see a big variety of tape recorders as well as hi-fi, sets recorders, but until the offers are made, people to prove. After the month's demonstration, we can only make a guess as to what we can't get some prospects to enter our store for one reason or another. Our demonstration is a logical attempt to take advantage of the "show me" buying habit.

The tape recorder is still an area of sales growth, and the retailer who can cater to a larger audience is in a good position with a tape recorder. They are no longer the "southern aristocrats of the family—the sales are easier to close."

Webcor Adds Transistors

CHICAGO.—Webcor Corp. here started delivery on line of Japa- nese-made, miniature loudspeakers marking the start of a transistor-powered series for the firm. The webcor Celsius debut included two models, 305, an AM-only sput- puck loudspeaker, 8 watts, and 121, piped red plastic, at $34.95 suggested list, and an AM-band wave portable chassis, only model, model 306, at $44.95 list.

1st Quarter Sales Up 23% For Magnavox

FORT WAYNE, Ind. — The Magnavox Company set new sales and earning records this quarter, according to its quarterly statement for March. Sales for the first quarter were up 23 per cent at $25,678,000, compared to $20,299,000 for last year. The gains earned was largely made in the consumer appliance group, where record steadily was purchased. The first $33,000 per cent. Adams, who assumes the newly created board chairmanship, and William Pistis, who is now president of the firm.
Never before tone so big from a radio so small

Here's why the all-new Zenette is the world's finest performing pocket radio of its size.

BIGGEST SPEAKER ever in a radio so small. Special speaker design produces a richer, fuller tone at all volume levels. Zenith's own Wavemagnet antenna receives signals strong and clear.

UP TO 50% MORE AUDIO OUTPUT (100 milliwatts undistorted) than many other small pocket radios. Uses ordinary flashlight batteries, not the hard-to-get special battery packs; you save up to 200% on battery costs. Leakproof battery compartment.

SMALLEST ZENITH RADIO EVER BUILT—precision-engineered and quality-built in every detail. For example, to give you more accurate tuning and greater tuning stability, the Zenette has an air-dielectric tuning condenser—not the plastic dielectric type. Plug-in transistors permit easier servicing. High-impact case; and the color is molded in. There's no paint to chip or peel. Private listening attachment optional at extra cost. Tilt stand recesses when not in use. Choice of five colors: Charcoal, Tan, White, Yellow or Green. The Zenette, all-transistor radio, Model Royal 100, only $39.95.

Quality-built in America by highly skilled, well-paid American workmen.
"Woody Woodbury Looks at Love and Life" currently breaking sales records! Hitting top ten in key outlets all over the U.S. Now followed by a second smash even funnier than volume one: "Laughing Room"!

DEALERS... Contact nearest distributor listed on opposite page. Get StereODDITIES' over-the-counter line of party records. All in good taste. No sick humor, no vulgarity. Sell the idea of "a night club in your living room." A type of entertainment not available on radio or TV... now being pioneered by StereODDITIES, Inc.

StereODDITIES Policy: We plan to produce only a few releases each year. Each one will be carefully planned to be socko entertainment. We don't intend to swamp you with a mass of mediocre records that you have to sell off at cut prices. We want our dealers and distributors to make a fair profit. We intend to insure this by keeping the demand for our records soaring through promotion on a national scale. We'll send customers into your stores asking for our records. "Laughing Room" will soon be heavily advertised nationally!

StereODDITIES, INC.
"The Starmakers Label"
1000 South Federal Highway • Fort Lauderdale, Florida
**Contact Your Nearest Distributor**

**For Stereoddities Records**

**EAST**
- Associated Record Distributors
  - 76 Tolland St.
  - East Hartford, Connecticut
- Chips Distributing Co.
  - 1415 N. Broad St.
  - Philadelphia, Pennsylvania
- B. T. Crump Co., Inc.
  - 130-1304 E. Franklin
  - Richmond, Virginia
- Delta Record Distributors
  - 122 Broadway
  - Albany, New York
- Ideal Record Distributors
  - 357 Lyons Ave.
  - Newark, New Jersey
- Ideal Record Distributors
  - 549 West 80th St.
  - New York, New York
- Bill Lawrence, Inc.
  - 1609 Fifth St.
  - Pittsburgh, Pennsylvania
- Metro Distributing Co.
  - 861 Washington St.
  - Buffalo, New York
- Records, Inc.
  - 790 Commonwealth Ave.
  - Boston, Massachusetts
- Schwarz Brothers, Inc.
  - 901 Gerard St., N. E.
  - Washington, D.C.

**WEST**
- B. C. Record Service
  - 2113 N. W. Northrup Ave.
  - Portland, Oregon
- B. C. Record Service
  - 1408 Sixth Ave.
  - Seattle, Washington
- California Record Distributors
  - 3009 West Pico Blvd.
  - Los Angeles, California
- Great Western Record Distributors
  - 1364 S. Second St.
  - Salt Lake City, Utah
- Music Service Co.
  - 204 Fourth St., South
  - Great Falls, Montana
- New Sound
  - 50 Julian Ave.
  - San Francisco, California

**MIDWEST**
- A-1 Record Distributors
  - 803 S. Hudson
  - Oklahoma City, Oklahoma
- Big State Distributing Co.
  - 1337 Chemical St.
  - Dallas, Texas
- Choice Records
  - 11236 Broadway
  - Kansas City, Missouri
- Circle Distributing Co.
  - 14 E. Second St.
  - Denver, Colorado
- Consat Distributing Corp.
  - 3727 Woodward Ave.
  - Detroit, Michigan
- H. W. Daily, Inc.
  - 314 East 11th St.
  - Houston, Texas
- Easkay Distributors, Inc.
  - 2814 North 16th Street
  - Phoenix, Arizona
- Garmisa Distributing Corp.
  - 201 N. Michigan Ave.
  - Chicago, Illinois
- Garmisa, Inc. of Wisconsin
  - 1907 N. First St.
  - Milwaukee 8, Wisconsin
- Heilicher Bros., Inc.
  - 119 N. Ninth St.
  - Minneapolis, Minnesota
- Heilicher Bros., Inc.
  - 1610 Davenport St.
  - Omaha, Nebraska
- Mid-America Distributing Co.
  - 213 Third St.
  - Des Moines, Iowa
- Ohio State Record Distributors
  - 744 Superior Ave., N. W.
  - Cleveland, Ohio
- Roberts Record Dist. Co.
  - 3006 Washington Ave.
  - St. Louis, Missouri
- Whirling Disc Distributing Co., Inc.
  - 140 West 5th St.
  - Cincinnati, Ohio
- Whirling Disc Distributing Co., Inc.
  - 1311 N. Capitol St.
  - Indianapolis, Indiana

**SOUTH**
- Comstock Distributing Co.
  - 1329 Spring St.
  - Atlanta, Georgia
- Ed Buchner
  - P. O. Box 8603
  - Fort Lauderdale, Florida
- F & F Enterprises
  - 2704 Freedom Drive
  - Charlotte, North Carolina
- Music City Record Distributors
  - 127 Lafayette St.
  - Nashville, Tennessee
- Music Sales Corp.
  - 1117 Union St.
  - Memphis, Tennessee
- Pelican Record Distributors
  - 616 Good St.
  - New Orleans 12, Louisiana

**CANADA**
- Arc Sound, Ltd.
  - 143 Raleigh Ave.
  - Toronto 13, Ontario, Canada

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**Line!**

Orders for 50,000 on hand before release date!

**Distributors**

Please Note:
We have a few areas where our product is not adequately represented. If you have good coverage in one of these areas, contact us. Study the list at right for open territories, then, if you qualify, let us know.

**Stereoddities, Inc.**

"The Starmakers Label"

1000 South Federal Highway
Fort Lauderdale, Florida
Telephone: J.Ackson 2-6774

Operating in the heart of Florida’s fabulous Gold Coast in the midst of the finest night club entertainment in the world.
By ROBERT LATIMER

DENVER—Two things are relatively sure in cracking the top-profit stereo market, states Mrs. Louise Morgan, record retailer of Denver. First, the dealer must be his own "moldman," dealing direct with the factory which manufactures high fidelity components. Second, for at least the next seven years, the dealer must concentrate on the homeowner who wants a custom-built sound system. Mrs. Morgan has observed both these factors, plus many more, in the development of the outstanding "Lou Morgan Galleries" in an exclusive Denver residential suburb. Here, centering an area made up primarily of fine homes and populated with better-income residents, her stereo merchandising is the elaborate home installation, "tailored to the individual situation."

The title of this unusual store, which carries a $5,000 record inventory, the five top expensive "custom lines" of electro-acoustic, and $10,000 inventory of stereo equipment, split between General Electric, Garrard, and Webster components, plus package sets, it is keeping with the sort of selling job which it follows. Along the left side of the store, on the way back to the record department in the "gadget gallery," a unique collection of unusual gift items and gimmicks which Mrs. Morgan does not believe is duplicated anywhere. These are chiefly rare items exclusive with the Morgan store, and embracing such things as an "electric map" for automobile installation, dry cell batteries for portable use of electro shavers, unusual games, puzzles, novelties, etc. These, in combination with the Denver store's exclusive lines of television and stereo phonographs all in the top price ranges, back up the "gallery" title.

"We definitely want to stay out above the competitive market," Mrs. Morgan points out. "For that reason, we stocked TV sets only at the $500 and above classification, including RCA Victor, GE, "Grandma," which adapts to the playing of stereo sets, all in the top price range, and their existing units where there are two impinging showrooms. In one, six television sets up into the $1,200 price bracket are shown around the wall, and a field of electronic organs makes up the left wall, and a display of components on the right wall. The room is deliberately built to impress the visitor with its opulence, includes comfortable modern chairs in which the prospect can lounge for "sold-down selling." The components inventory is slightly above the $5,000 mark, including GE cartridge turntables, amplifiers, etc., plus the products of top three companies, plus tape players and turntables, all in the top "gadget" bracket. The flooring is all in blond walnut, including floor-to-ceiling cabinets volume in boxes.

The store is L-shaped, and features the usual sort of decor to be expected in a new shop. Combined plywood walls, tan wall-to-wall carpeting, modern display fixtures are incorporated with three sound-proof listening booths in two tones of tan, at the right wall of the rear wall, opposite the sales counter. There is one huge rack of high fidelity phonographs, and brand new wood self-serve display units for more standard records, opposite the listening booths. The "gadget gallery" runs almost the entire length of the store, all of the $500 mark, with some 600 "knicknacks" involved.

Oppulent Setting

High fidelity merchandising on both the "shelf" and "pack" basis, is concentrated in the base ment, where there are two impinging showrooms. In one, six television sets up into the $1,200 price bracket are shown around the wall, while stereo and high fidelity phonographs and tape players occupy the left wall, and a display of components on the right wall. The room is deliberately built to impress the visitor with its opulence, includes comfortable modern chairs in which the prospect can lounge for "sold-down selling." The components inventory is slightly above the $5,000 mark, including GE cartridge turntables, amplifiers, etc., plus the products of top three companies, plus tape players and turntables, all in the top "gadget" bracket. The flooring is all in blond walnut, including floor-to-ceiling cabinets volume in boxes.

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Custom-Built Stereo Systems

*Continued from page 22*

var. Morgan planned his approach to the hi-fi market carefully. He "surved" the field in the most practical possible manner, by simply getting out, asking questions of the salesmen and of the people who expected to sell. "There was noth-

ing but questions," Mrs. Morgan said. "And although a store is still a relatively new thing to most consumers, all the better-

income homeowners we contacted told us that it would be included in their new home, or in the first next modernization project started out."

Deal Direct

Next, well aware of tremendous competition from radio parts and other electrical wholesalers, and supply houses. Morgan began correspon-

dence with component manufacturers until he was able to obtain a "direct deal," eliminating the mid-

man. "There simply isn't any room for the standard manufac-

turer, jobber, retailer setup in this market," Mrs. Morgan said. "Therefore, we didn't commit our-

selves until that problem was dis-

solved of."

Once under way, the store began concentrating on the "home ent-

er." The ideal customer, Mrs. Mor-

gan believes, is the man who is planning a new home and is looking for a new home shortly and for whom Lou Morgan Galleries can install a "built-in-
system."

"We are concentrating on the man who is looking to build a-

be built into the way, into con-


cabinet, and become as much a part of the home as the phone or electric wire."

Mrs. Morgan believes we can make such installations practical, we have two engineers available-

one an electronics man who is thoroly qualified to match up the components to produce any specific effect the customer desires. The other is a cabinet, and installation man, and can take care of the actual cabinet work, wiring, etc., as required. This is the sort of customer who will unhesitatingly spend $1,200 for a home installation and it is in that market that we are looking for best re-

turns."

Lower Brackets, Too

Morgan Galleries hasn't over-

looked the lower-income customers, however. The gallery's sales re-
dents inventory are tuners, ampli-

fiers, coaxial speakers, cartridges, and custom parts, which the customer can select from the several price ranges, "matching them up" as he desires. Actually, a complete two-

speaker stereo includes the phonograph reproduction can be added for $251, or $250.00."

The idea is that you are just as well equipped for the fancy box but you have the internal details of components, as well as the homeowner who knows nut-

ting whatsoever about the subject, but wanted improved music in his home. If the customer only wanted to hear 12,000 cycles, we can oblige him, also as the man who wants to know higher responses and all.

Promotions, in addition to the attraction of the handsome new store, incorporates television, newspaper and, most important of all, direct mail. Mrs. Morgan has painstakingly made up a list of 1,500 homeowners in the $25,000 or more classification, and to each, upon opening, went a "pin-point" promotion, letter. Letters bore a response, major interest in stereo offered, and "planted the idea" which Morgan developed into high fidelity volley later on.

A month following its opening three years ago, a second "pin-

point" campaign was directed to the same 1,500, as the first of a series which is keeping homeowners posted on the "latest" developments in sound, stereo, records, music, etc. Used since are planned per-

sonal direct mail letters to each prospect, individually written, done so that what it will do for the prospect's home, etc.

Other promotion has included closing of the "Far-

Playhouse" on Channel Two in Denver with six other mer-

chants in the Creston shopping center, Newspaper is used spar-

ingly, for Mrs. Morgan points out, "a newspaper with 300,000 circulation is a bit of hustle, is in view of the fact that we want to hit some million homeowners right in my home.

For that reason, we think that direct mail does make the best merchandising job for us."

"The boss piece" for the first year of business was an enth-

ous response. Sales went up 1,200 for a home installation and it is in that market that we are looking for best returns.

SEC Grants

NEW YORK — The American Stock Exchange has ap-

proved a list of 151, 000 shares of common stock of the Premier Electronics Corporation of Chicago, the company, which ran up a net sales figure of $356, 521, says magnetic tape recorders account for 94 per cent of its busi-

ness.
MAY NEW MASTERWORKS RELEASES

ML 5444 / MS 6119
BRAILOWSKY
CHOPIN: THE 24 PRELUDES

MOZART
Clarinet Quintet, K. 581
BUDAPEST QUARTET

Mendelssohn:
Piano Con. 1 & 2

ML 5456 / MS 6128
SERKIN
MENDELSSOHN
Concerto No. 1 & 2
COLUMBIA SYMPHONY ORCHESTRA
EUGENE ORMANDY

VIVALDI
Concerto for Four Violins
COLUMBIA SYMPHONY ORCHESTRA
LEONARD BERNSTEIN
New York Philharmonic

Watch for these original Broadway cast recordings:
A THURBER CARNIVAL
BYE BYE BIRDIE
MAUREEN OHARA CHRISTINE

MAY MEANS MORE MILEAGE FROM
Like Love
ANDRE PREVIN
CL 1437 / CS 8233

Southern Scene
DAVE BRUBECK
CL 1439 / CS 8235

Like Love
ANDRE PREVIN
CL 1437 / CS 8233

CL 1447 / CS 8243
CL 1436 / CS 8232
CL 1451 / CS 8246

CHARLES MINGUS
CL 1440 / CS 8236

MINGUS DYNASTY
CHARLES MINGUS AND HIS JAZZ ENSEMBLE

Legrand Piano
MICHEL LEGRAND
CL 1441 / CS 8237

And Then They Wrote
TEDDY WILSON
CL 1442 / CS 8238

Frankie Yankovic Plays
the All-Time Waltzes
CL 1443 / CS 8239

Lopez Playing
VINCENT LOPEZ
CL 1433 / CS 8229

The New Trio Los Panchos
WL 169 / WS 317

COLUMBIA

#1 IN CONSUMER SALES
THE MADISON: In a recent article in "Ballroom Dance Magazine," William Love quotes Mr. Cone as stating: "Dancers are putting all over the country are arguing over the Madison's origin." Some
say it was named for a street in the Harlem counterpart section of Baltimore, others for a Detroit ballroom or a bar in Cleveland. Cone's article also notes "out in Los Angeles the Coca-Cola people are putting a Madison instruction sheet into every carry-
home catalog.

RED FADE DEPT.: A Billboard story last week reported that London chansons has musicians and tape of its entire station group to a "good music format."

-15. The misses refinement resulted from a quick reading of the Billboard sheet into every carry-home sheet into every carry-home.

GIMMIX: Station KCHO, Houston, has a weekly award for what its execs call "best work at the mike," and a monthly award for the deejay who contributes the "best work" for a 30-day period. David Anderson, who has a spiritual music show on KCHO was a recent winner of the weekly award. Jocks at KONO, San Antonio, aird the shows from the station's Alabamian during the recent 10-day run of the San Antonio Live Stock Show and Rodeo.

REVIEW: A review of Weeki Wachee, New York, has re-expressed weekend afternoon programming "to match summer living and listening patterns." Jocks presiding over WCRB's four Saturday afternoon musical segments are pop Jock Lee Jordan, 12:15-2 p.m. and 4:30-6 p.m.; Al Mad, 2:45-4:30 p.m. Bill Codere, "mood music key to young adults cued by song styles of two generations," 4-6 p.m.

On Sundays, Codere, formerly with WICC, Bridgeport, Conn., spotlights standards from 1 to 3 p.m. "World Concert Hall," (classical symphonic discs blended with tape recorded performances of foreign artists) will be heard over WCRS from 3 to 5 p.m. on Sundays.

"Sir Thomas" Gillett has left WKBK, Mobile, Ala., to become "one of the Knights of the Turntable" at WKRG, said to have the third largest audience in the South, KXVZ, Honolulu, and WPBC, Miami, as he assumed a new show from 8 p.m. to midnight, in addition to his old 11:15-11:45 p.m. program.

Rod Dudd, formerly with KOMA, Oklahoma City, has joined KOV, Pittsburgh, in the 9-11 p.m.-midnight slot, heretofore occupied by Johnny McKinney who has moved into the noon to 3 p.m. period time. New deejay lineup at KONO, San Antonio, is as follows: Ed Dunn, 5:30-8 a.m. and 10 a.m.-noon; Howard Edwards, 8:10 a.m. and noon to 2:30 p.m., Richard O'Hara, 3-4 p.m., "Dough China, 4:45 p.m.; Buddy Holiday, 6-8 p.m.; Bill Davis, 8-10 p.m.; Bob Laurie, 10 p.m.-1 a.m.; George Cooper, 1-3 a.m.

New program director at WJZ, Cleveland, is Bruce McMillin, who was formerly director of publicity at the storier station in Miami, WCRS. MacDonald has been with WJZ since November 1960, and is the station's new man from Akron, O., to Cleveland.... Bill Strope,Reuters newsman, now in charge of promotion, and previously with Radio Station WJZ, New York City, has turned deejay, replacing Al Smith in the afternoon time slot. He will retain his other duties.

WAX WANTED: Bill Baker, WGRK, Greenville, Pa., needs your "Hits From Teens" show ideas. Address: KOSY, Texarkana, Tex., writes "Skip the payola—just need stackers- on week nights which will be the "Dodo's Den." Show your ads, if your discs, let's get it together.

317 DEPT: Earl Richards, KBMW, Weehron, N. D., writes: "Our station's policy (on the EBC's 317 directive) is to give an announcement that some of our records were given to us by the record manufacturers and distributors. We announce this three times each day. Of course, our station is small and we are overlooked by almost all companies. Our programming guide is to follow the national charts and use our own discretion on the newer ones. We give new talent a break, but only if it's good.

D-Day is the Day, According to Distributors, Miami, recently sent the following note to Florida deejays: "Just yesterday we mailed your station our first package of records since the FCC ruling. I realize that system to be tightened by the record companies. So, whether you are buying or giving pluggers to the source of supply. We package a group of records of every type of music, and enclose a return envelope with a form to let us know whether you wish to be billed for the records, or if you are accepting them as gifts. This package is being sent to the attention of the program director.

THS N'TH: Arlene Schubert, Robin Seymour's assistant at WHBH, Detroit, recently visited Billboard's New York office last week, but unfortunately unfamiliar with us before we could introduce her to members of the staff, and ask for a fill-in on the Detroit deejay scene.... Ray Phillips, WTX, Springfield, Ill., is thought to be contributing to the "Music Makers" and will feature person-to-person telephone calls with artists to about their latest releases. Phillips needs telephone numbers—either artists’ own or their managers or agents—to make the calls, which will be made at a motvelent convenient time and aired over WTX.

ARTISTS’ BIOGRAPHIES FOR JOCKEY PROGRAMMING

New York

RCA Victor legal Joe D’Imperio and wife Dolores, became the parents of a daughter, Diane Mary, April 13. Mrs. D’Imperio is the former Dolores Carvill. Ivan Cimmin and his Sextet arrived in the U. S. last week for a series of concerts and TV appearances. The Italian pop singer will appear at Carnegie Hall May 2. . . . Jerry Lee Lewis opens at the Berkeley on May 12 in Pitts-

bergh for two weeks starting May 2... Ed Burton sold a number to the Lane Brothers to Kapp Records who will issue the master shortly. Great for the full cost of the deal to the country royalty.... GAC band booking chief Howard Sunnott has signed the Ivy League Trio to a booking pact. Group is set with Coral for recordings.... Rod Pierce of Rendezvous Records, has pur-

chased the "Tale of Tragedy" from singer and actress Guthrie McCallum.

Miss Barbie Petrie, Georgia Carr's first single for the label was issued this week.

Della Reese is appearing at the Frontier in Las Vegas thru June 8... The Ken Greenfeder, Eyad Green, Steve

Lawrence firm, GLG Productions, is now working on adver-

tising jingles for national accounts.... June Valli will sing the song "Evening Star" in the flick "Hercedes Unchained."... Rod Lauren and Johnny Ristivo are out on a package tour throug May 11... Brockett Beck单一 single "The World's Greatest Love" in July... The May Harper's magazine has an article about the former "Pablo Solo, - . . . Yves Davis, 28-year-old pianist from Texas, now at the New York restaurant "The Margin."... Bill WGBS, New York last week (April 25) and received a contract with Salwitz and Mary Silverman. Author of "The Vagabond" and vice-president of Multi Sounds Corporation, owners of Square, M. T. Music and the Silent Movie label.

The theme from the recent TV show "Nineinch" was released by Columbia Records, played by the European conductor Allevano. Carnival Records has its own soundtracks... a perfect shot onto the green and into the cup was scored Cincinnati's first hole in 1959... "Sweetheart of the High School Prom" b/w "Crazy Fever Blues" by the Teddy Phillips is now off the market. Don Ralke made the arrangements. Band and bandleaders are currently appearing at Chicago's Conrad Hotel.... GAC's Harry Miller of "The Billy Halliday Band," now at WSAI Des Moines, for a 3-week stint, receives million sellers "He'll Have To Go" for producing the disk... the record created by Bob Roberts, the former WBOM, New York's Club of Washington last week.... Art Farmer and Benny Golson and their jazz group, and the Astronauts at the open door in New York on May 3.

Hollywood

W潮 "Ean, Jim Coking reports that the Everly Brothers' first label ("Cathy's Claws") has pushed the 350,000 mark—and eight days after its release in England, hit the 100,000 sales peak.... Crystalite stones initial copies of the label's new single, "Sweetheart of the High School Prom" b/w "Crazy Fever Blues" by the Teddy Phillips is now off the market. Don Ralke made the arrangements. Band and bandleaders are currently appearing at Chicago's Conrad Hotel.... GAC's Harry Miller of "The Billy Halliday Band," now at WSAI Des Moines, for a 3-week stint, receives million sellers "He'll Have To Go" for producing the disk... the record created by Bob Roberts, the former WBOM, New York's Club of Washington last week.... Art Farmer and Benny Golson and their jazz group, and the Astronauts at the open door in New York on May 3.

Cincinnati

Harry Carlton, Fraternity Records chief, returned Thursday noon (28) from Washington, where he testified Wednesday (27) in the Congressional payola hearing involving Dick Clark. In a state-

ment to the local press before his departure Tuesday (26), Carlton defended Clark as "representing the little companies that believe in free enterprise." "If the government places a stop on this so that people like Clark no longer have a voice," Carlson stated, "then the little companies have no voice." In his testimony in Washington before the Senate Commerce Committee, Carlton had praised Clark's "invaluable service.

Mrs. Ima P. Detes, president of Vista Records, Inc., here, has launched a new label, "D-Dee Records," with its initial single, "Tell Her I Love You." Ray Carosone and Arnold "Gilly" Mays produced "Must Be True" b/w "The Sleeper." The new label boasts masters on a number of artists appearing in the territory, including the "Top Jocks of the West," the "Trio, the Harmony Kids, the Drivers and the Keynotes.... Talk to Ray Carosone, Cincinnati's "Hot Potato" man, about the horizon, about Tolerance, Washington correspondent and political analyst, as chief of his Washington Noon Bureau.... WSAI deejay Rex Robertson last week scored the top spot on the chart of the 1960 golf season. Using a six-string, Rex, a left-hander, luffed a hole-in-one on the green and into the cup on a tricky 155-yard seventh hole.

As a result of the recent 10 cent slash in the cabaret tax, Herman Smith, owner of the "Prime Time" at his downtown Piano Lounge. The Paid Marben quintet, comprising Marvin Cox, drums, Carl Bardsen, trombone, Paul Thatchers, sax, Don Foreman, piano, and Billie George, trumpet, in c repetition of the spot.... The Modern Jazz Disciples, the Dee Felice Quintet and singer Clay Munday will do a jam session... (Continued on page 28)
INTRODUCING
THE NEW
AND SENSATIONAL
16 YEAR OLD SINGING DISCOVERY

LORI PARKER

"YOU ALONE"
c/w
"GREEN WITH ENVY"
(PURPLE WITH PASSION, WHITE WITH ANGER,
SCARLET WITH FEVER, WHAT WERE YOU
DOING IN HER ARMS LAST NIGHT)

BLUES"

Orchestra and Chorus directed by Dick Jacobs

CORAL 9-62191

CORAL RECORDS
PAT BOONE, correctly making the European scene, is in a big way with his new recording, "Walking The Floor Over You," a mild rock variant of the old, H. B. Present-Rae-a two-sided Billboard Pick. Pat's TV show, taped in Buffalo, America, arrived late, Pat and six other members of his five-piece band, the Bohemians, started in New York three years agointo the International Chess Foundation.

TERESA ANNE, one of America's unique song stylists, offers two minor melodies of her own creation; "How Do You Know It's Love?" brought Frank Yankovic out of Toledo, Ohio, the young mother of four small daughter musicians to find time for a few personal appearances. That breakfast is to open at the Auditorium on San Francisco, June 4-7.

THE CRAFTSMEN are a new string quartet to be heard this summer. The six members of the group are Abie Laboriel, violinist and composer; John-Allen Heidt, blues-jazz violinist; John Maloney, cello; Bill Goodier, viola; and John Mitchell, bass. The quartet has been rehearsing for a month in Washington, D.C., and has developed a fine reputation for its attention to detail and for its ability to interpret music of all sorts. The group is expected to perform at a number of summer music festivals around the country.

CONWAY TWITTY is a new performer who is making his debut on the Hot 100. For his first chart appearance, he is listed on the Billboard chart with the title "How Would You Like to Know," a song that he wrote himself. Conway Twitty is a rising star in the country music scene, and his talent and charisma have earned him a loyal fan base. His music is characterized by its emotional depth and his ability to connect with his listeners on a personal level. Twitty's debut album, "How Would You Like to Know," was released earlier this year, and it has quickly become a fan favorite. His performance at the Billboard chart is a testament to his talent and his ability to reach new audiences through his music.
eddy arnold
LITTLE SPARROW  47/7727

sam cooke
YOU UNDERSTAND ME  47/7730

don gibson
JUST ONE TIME  47/7690

hank locklin
PLEASE HELP ME, I'M FALLING  47/7692

henry mancini
MR. LUCKY  47/7705

neil sedaka
STAIRWAY TO HEAVEN  47/7709

HOTTEST LABEL IN THE BUSINESS!

RCA Victor
involved in any of his dealings, and had held up deejay Denson's frank ad-
mission as an example to be fol-
lowed. Clark again said he'd swear he never "contendon" took payola or for-
avored his own enterprises—
and as for Perssick, since the Bos-
ton deejay was the only one admit-
ting payola, it appeared logical that claims of all other deejays that they had merely given advice or "listened" to records, were not just being friendly, in return for money, may have been the truth.
Moss called the attitude of Clark a "shocking thing" and said there must be more "brotherly love" and "pure affection" in this area of pay-
ola than in any other field.
It was also brought out by Rep-
resentative Derouin that Clark's sig-
ned affidavit denying payola, re-
quired by his network of all their personnel, was a "specially worded" one, written by himself. It was testified that this affidavit could be signed even by a deejay who took payola without incrim-
inating him. Other deejays at ABC had to sign ordinary affidavits, with no loopholes in wording. Derouin said the case may have been the reason why Clark earned $12,000,000
for his parent company, American Broadcasting - Paramount Thea-
eries, while the other deejay had only $250,000 toward the company's gross.
Clark angrily rebuffed his "sign any affidavit." He said his only crime was in portraying a small in-
vestor, who gave Clark $5,000, as "very common in the music in-
dustry. That's why everybody's in the record business."
The ever present matter of "Six-
teen candles" came up again, with Moss accusing Clark of "really lay-
ing it on," during his Band show, after he had acquired the copy-
right, sending it from second to top place on Billboard charts in about two months' time.
Derouin also claimed that Clark's deejays sold Presley records, in comparison with the "unknown until you got him" sing-
er, Dimsey Edey, in network plot on Clark shows. Clark scored in this exchange by noting that he had a part in starting and boosting sing-
ers in whom he had no interest at all, such as Bobby Darin, Connie Francis, Fabian and Frankie Av-
lon.
In Clark's formal statement to the Harris Subcommittee, he in-
ned that his diversified business corporations were a common pro-
cedure among entertainers, since their futures were subject to "clicky" public taste. Altho he has diested of his music interests, now, he reiterated that he thinks "other high-profile talent" in the business may have a right to the music enter-
priees they own. (Inference was, why was Clark being probed, while others similarly engaged, were not?)
Again referring to earlier testi-
mony between Harry James Records (see separate story), Clark said Jamie was in the red in 1957 when Clark took a quarter-interest for $125, but when he pulled out in 1959, the company was making $574,611, with a clear profit of $22,094. Clark felt his role in the records, for $50,000, was not exorbitant. Also coinci-
dently, Clark was brought into a whole show when he joined the company, but a few months later he was sitting daily show on Albc. Clark said he was paid to "listen" and to act as a "creative executive"—not to push Jamie Records, on the air.
Clark refused to comment on earlier testimony that Tony Mam-
morella was on the list of those who received payment from Clark to deejays. Clark vowed he was ignorant of payments to Mann-
ella, and would only say he ad-
nited the man.
As for his Chips Distributing partnership with Bernie Lowe and Harry Chippita, Clark said he put in $10,000 for his interest, and be-
came 1958 and 1959, the compa-
y made $43,880. On Clark's Swan Recording job, he said Mam-
morella and Bernie Bionick were the managers, and Clark just the "advisor" on selection of music. Clark got $20,000 from Swan for fiscal year ending November, 1958, and $25,000 for the next year. He told his 50 per cent interest in the firm, along with other divestitures in December, 1959, when ABC made this a condition of his re-
mainning in broadcasting.
He noted that the Globe Record Corporation, which put out records under the Hunt label, and were distributed by Am-Par did not dis-
tribute either Jamie or Swan, Clark's part-owned labels. Kinford Music, a subsidiary publishing firm under a Clark label, is being sold, as is the Globe Company. The forming of Kinford Music in addition to Eit Secklar Publish-
ing firm was a "copyright management" practice, said Clark, in order to place different copyrights in the proper firm as appropriate. These two were BMI affiliates, and Clark claimed that the tune on January 1958, in order to have an ASCAP publishing firm, he said.
The forming of diverse corpora-
tions included firms to negotiate contracts with United Artists for two pictures (Drexel Films Corpo-
rations) and another one, to nego-
tiate Columbia Pictures. ABC and Triangle Publications were to own stock in some of the Clark merchandising enterprises, particularly Character Licenses, Inc., to license all goods bearing the Clark name or picture, but it was later decided to give it all to Triangle.
Clark Corporation was formed in 1957 to do music publishing shows and to handle record hops, origin-
ally—but was later to become producer of American bandstand, which it still is.
Clark insisted that all his cor-
oporation accumulation "just grew," like Topsy—there was no "master plan." But finally admitted that his being a "network TV person-
ality might have" made it somewhat to do with all the offers to give him a place of the various cor-
porations, or enable him to form his own.
He said he gave plenty of service in return. For example, in return for 50 per cent interest in "At the Hop," he advised on improving the song's lyrics. On Bernard Lowe's "Butterfly," he said at one time, he did go out and sell other deejays to play it because it was "big in Philadelphia." Clark got $7,000 out of the copyright, by oral agree-
ment which he first denied making, later admitted, when counsel pro-
duced a letter to Lowe asking him of the cut-in-agreement, "What did you agree to give in return?" counsel Lishman demanded. "Noth-
ing," Clark insisted.
Claris was a victim of "Sixteen Candles" copyright for his January Music firm, Clark said the ar-
range ment was made by his firm's manager, Miss Vera Hodes, with Mavin Kane, head of Cord Re-
cords. Kane retained 50 per cent of performance rights. Miss Hodes has been made no promises Clark would play in return for it ever had something Clark said.
Clark backed up previous day's testimony by Harry Carlson, of Fraternity Records, that he had

Announcing the NEW PETER DE ANGELIS INSTRUMENTAL "GUNART SHUFFLLE G-102"
It's the WHALE- IN-EST SWING-IN-EST single to come forth this year!

...on Chancellor of course!!

Chancellor

Distributed by AM-PAR Record Corp.
From the forthcoming Broadway musical...

Lock up your daughters!

2 fabulous singles

LOCK UP YOUR DAUGHTERS  
MISTER JONES  
ERIC ROGERS orchestra and chorus  
1923

THERE'S A PLOT AFOOT  
(Wha cha)

WHEN DOES THE RAVISHING BEGIN?  
(mambo)

EDMUNDO ROS and his orchestra  
1922

ORIGINAL BROADWAY CAST RECORDING  
OF Lock up your daughters!  
EXCLUSIVELY ON... LONDON  
RECORDS

Opening May 18 at the  
Ambassador Theatre  
New York City
MONO ACTION ALBUMS --- on the charts 39 weeks or less

<table>
<thead>
<tr>
<th>Title Week</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. THEME FROM A SUMMER PLACE</td>
<td>Billy Vaughn</td>
<td>7</td>
</tr>
<tr>
<td>2. SIXTEEN YEARS OF MUSIC AMERICA LOVES BEST</td>
<td>Various Artists</td>
<td>23</td>
</tr>
<tr>
<td>3. THE THEME OF MUSIC</td>
<td>Original Cast</td>
<td>20</td>
</tr>
<tr>
<td>4. ITALIAN FAVORITES</td>
<td>Various Artists</td>
<td>13</td>
</tr>
<tr>
<td>5. SUNDOWN</td>
<td>Various Artists</td>
<td>13</td>
</tr>
<tr>
<td>6. HERE WE GO AGAIN</td>
<td>Various Artists</td>
<td>26</td>
</tr>
<tr>
<td>7. THIS IS DARIN</td>
<td>Various Artists</td>
<td>9</td>
</tr>
<tr>
<td>8. THE KING AND I</td>
<td>Various Artists</td>
<td>16</td>
</tr>
<tr>
<td>9. ENCOURAGES OF GOLDEN HITS</td>
<td>Various Artists</td>
<td>6</td>
</tr>
<tr>
<td>10. THAT'S ALL</td>
<td>Various Artists</td>
<td>8</td>
</tr>
<tr>
<td>11. BELAFONTE AT CARNEGIE HALL</td>
<td>Harry Belafonte</td>
<td>26</td>
</tr>
<tr>
<td>12. FEELING GRATEFUL</td>
<td>Various Artists</td>
<td>5</td>
</tr>
<tr>
<td>13. FIREFIGHTER'S BALLADS AND TRAIL SONGS</td>
<td>Various Artists</td>
<td>19</td>
</tr>
<tr>
<td>14. OLDER BUT GOODIES</td>
<td>Various Artists</td>
<td>22</td>
</tr>
<tr>
<td>15. BEN HUR</td>
<td>Harry Bostock</td>
<td>2</td>
</tr>
<tr>
<td>16. OUTSIDE SHELLY BERMAN</td>
<td>Viva MSG</td>
<td>23</td>
</tr>
<tr>
<td>17. WOODY WOODBOURNE LOVES SOFT SONGS</td>
<td>Various Artists</td>
<td>9</td>
</tr>
<tr>
<td>18. CONCERT IN RHYTHM, VOL. II</td>
<td>Various Artists</td>
<td>19</td>
</tr>
<tr>
<td>19. FIRST TIME</td>
<td>Various Artists</td>
<td>26</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title Week</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. THE THEME OF MUSIC</td>
<td>Original Cast</td>
<td>17</td>
</tr>
<tr>
<td>2. PERSUASIVE PERCUSSION</td>
<td>Various Artists</td>
<td>15</td>
</tr>
<tr>
<td>3. THEME FROM A SUMMER PLACE</td>
<td>Various Artists</td>
<td>5</td>
</tr>
<tr>
<td>4. PROVOCATIVE PERCUSSION</td>
<td>Various Artists</td>
<td>15</td>
</tr>
<tr>
<td>5. MR. LUCKY</td>
<td>Various Artists</td>
<td>6</td>
</tr>
<tr>
<td>6. FAITHFULLY</td>
<td>Various Artists</td>
<td>13</td>
</tr>
<tr>
<td>7. SAIL ALONG SILVERY MOON</td>
<td>Various Artists</td>
<td>12</td>
</tr>
<tr>
<td>8. OPEN FIRE, TWO GUITARS</td>
<td>Various Artists</td>
<td>10</td>
</tr>
<tr>
<td>9. FIORELLI</td>
<td>Various Artists</td>
<td>17</td>
</tr>
<tr>
<td>10. STILL MORE SING ALONG WITH MITCH</td>
<td>Mitch Miller</td>
<td>18</td>
</tr>
<tr>
<td>11. RACHMANNINOFF: PIANO CONCERTO NO. 3</td>
<td>Various Artists</td>
<td>13</td>
</tr>
<tr>
<td>12. HEARTBEAT</td>
<td>Various Artists</td>
<td>18</td>
</tr>
<tr>
<td>13. FLOWER SONGS</td>
<td>Various Artists</td>
<td>17</td>
</tr>
<tr>
<td>14. FIREFIGHTER'S BALLADS AND TRAIL SONGS</td>
<td>Various Artists</td>
<td>12</td>
</tr>
<tr>
<td>15. MUSIC FOR DINNER</td>
<td>Various Artists</td>
<td>10</td>
</tr>
<tr>
<td>16. SONGS WITH MITCH</td>
<td>Mitch Miller</td>
<td>25</td>
</tr>
<tr>
<td>17.odu</td>
<td>Various Artists</td>
<td>29</td>
</tr>
<tr>
<td>18. NEW ORLEANS</td>
<td>Various Artists</td>
<td>8</td>
</tr>
<tr>
<td>19. IT'S THE TALK OF THE TOWN</td>
<td>Various Artists</td>
<td>12</td>
</tr>
<tr>
<td>20. MORE ALONG SING WITH MITCH</td>
<td>Mitch Miller</td>
<td>13</td>
</tr>
<tr>
<td>21. I'M AFRAID OF THE DARK</td>
<td>Various Artists</td>
<td>20</td>
</tr>
<tr>
<td>22. THIS IS DARIN</td>
<td>Various Artists</td>
<td>4</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title Week</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. INSIDE SHERRY BERNARD</td>
<td>Various Artists</td>
<td>54</td>
</tr>
<tr>
<td>2. PROVIDING THE SONGS</td>
<td>Various Artists</td>
<td>64</td>
</tr>
<tr>
<td>3. MY FARE LADY</td>
<td>Various Artists</td>
<td>213</td>
</tr>
<tr>
<td>4. SONGS FROM THE RIVIERA</td>
<td>Various Artists</td>
<td>95</td>
</tr>
<tr>
<td>5. KINGSTON TRIO</td>
<td>Various Artists</td>
<td>46</td>
</tr>
<tr>
<td>6. SOUTH PACIFIC</td>
<td>Various Artists</td>
<td>110</td>
</tr>
<tr>
<td>7. THERE'S A SONG In EVERY HEART</td>
<td>Various Artists</td>
<td>20</td>
</tr>
<tr>
<td>8. BENNY GOODMAN</td>
<td>Various Artists</td>
<td>105</td>
</tr>
<tr>
<td>9. THE SHOW OFF</td>
<td>Various Artists</td>
<td>41</td>
</tr>
<tr>
<td>10. CHRISTMAS CAROLS BY MITCH MILLER</td>
<td>Various Artists</td>
<td>63</td>
</tr>
<tr>
<td>11. COME RAIN OR COME SHINE</td>
<td>Various Artists</td>
<td>61</td>
</tr>
<tr>
<td>12. BUT NOT FOR ME</td>
<td>Various Artists</td>
<td>68</td>
</tr>
<tr>
<td>13. KINGSTON TRIO AT LARGE</td>
<td>Various Artists</td>
<td>46</td>
</tr>
<tr>
<td>14. SOUTH PACIFIC</td>
<td>Various Artists</td>
<td>309</td>
</tr>
<tr>
<td>15. HUMPS, Tennessee Ernie Ford</td>
<td>Various Artists</td>
<td>147</td>
</tr>
<tr>
<td>16. BUSY AND BESS</td>
<td>Various Artists</td>
<td>42</td>
</tr>
<tr>
<td>17. OPEN FIRE, TWO GUITARS</td>
<td>Various Artists</td>
<td>63</td>
</tr>
<tr>
<td>18. KING AND I</td>
<td>Various Artists</td>
<td>183</td>
</tr>
<tr>
<td>19. STILL MORE SING ALONG WITH MITCH</td>
<td>Mitch Miller</td>
<td>55</td>
</tr>
<tr>
<td>20. THE LONELINESS</td>
<td>Various Artists</td>
<td>68</td>
</tr>
<tr>
<td>21. ROYALTY</td>
<td>Various Artists</td>
<td>42</td>
</tr>
<tr>
<td>22. CROSSTOWN COMEPANY</td>
<td>Various Artists</td>
<td>51</td>
</tr>
<tr>
<td>23. FLOWER BONJOUR</td>
<td>Various Artists</td>
<td>58</td>
</tr>
<tr>
<td>24. WARM</td>
<td>Various Artists</td>
<td>46</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title Week</th>
<th>Artist, Label and Number</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SOUTHERN</td>
<td>Various Artists</td>
<td>50</td>
</tr>
<tr>
<td>2. BELAFONTE AT CARNEGIE HALL</td>
<td>Various Artists</td>
<td>24</td>
</tr>
<tr>
<td>3. MY FAIR LADY</td>
<td>Various Artists</td>
<td>2016</td>
</tr>
<tr>
<td>4. PERSUASIVE PERCUSSION</td>
<td>Various Artists</td>
<td>46</td>
</tr>
<tr>
<td>5. HERE WE GO AGAIN</td>
<td>Various Artists</td>
<td>26</td>
</tr>
<tr>
<td>6. KING AND I</td>
<td>Various Artists</td>
<td>50</td>
</tr>
<tr>
<td>7. STRASSE</td>
<td>Various Artists</td>
<td>34</td>
</tr>
<tr>
<td>8. FOR THE FIRST TIME</td>
<td>Various Artists</td>
<td>21</td>
</tr>
<tr>
<td>9. WALKER</td>
<td>Various Artists</td>
<td>32</td>
</tr>
<tr>
<td>10. OLDCOUPES</td>
<td>Various Artists</td>
<td>45</td>
</tr>
<tr>
<td>11. ELISIR</td>
<td>Various Artists</td>
<td>2378</td>
</tr>
<tr>
<td>12. BOHEMIA</td>
<td>Various Artists</td>
<td>28</td>
</tr>
<tr>
<td>13. SOUTHERN</td>
<td>Various Artists</td>
<td>50</td>
</tr>
<tr>
<td>14. ODYSSEY</td>
<td>Various Artists</td>
<td>50</td>
</tr>
<tr>
<td>15. MUSIC FROM...</td>
<td>Various Artists</td>
<td>24</td>
</tr>
<tr>
<td>16. ON THE NAUTICAL</td>
<td>Various Artists</td>
<td>50</td>
</tr>
<tr>
<td>17. MUSIC FROM...</td>
<td>Various Artists</td>
<td>24</td>
</tr>
<tr>
<td>18. ON THE NAUTICAL</td>
<td>Various Artists</td>
<td>50</td>
</tr>
<tr>
<td>19. ON THE NAUTICAL</td>
<td>Various Artists</td>
<td>24</td>
</tr>
<tr>
<td>20. ON THE NAUTICAL</td>
<td>Various Artists</td>
<td>50</td>
</tr>
</tbody>
</table>
MONOPHONIC CLASSICAL ALBUMS

1. Tchaikovsky: Piano Concerto No. 1
Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LM 2252
2. Sixty Years of Music America Loves Best
Assorted Artists, RCA Victor LM 6074
3. Tchaikovsky: 1812 Overture; Capriccio Italian
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
4. The Lord's Prayer...The Mormon Tabernacle Choir (Condie), Columbia ML 5386
5. Ravel: Bolero...Boston Symphony Orchestra (Munch), RCA Victor LM 1984
6. Rodgers: Victory at Sea, Vol. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
7. Tchaikovsky: 1812 Overture: Ravel: Bolero
Morton Gould Orchestra, RCA Victor LM 2345
8. Tchaikovsky: Nutcracker Suite...Boston Pops (Fiedler), RCA Victor LM 2052
9. Offenbach: Gaite Parisienne; Khatchaturian: Gayne Ballet Suite
Boston Pops (Fiedler), RCA Victor LM 2267
10. Grofe: Grand Canyon Suite
The Philadelphia Orchestra (Ormandy), Columbia ML 5286

STEREOPHONIC CLASSICAL ALBUMS

1. Tchaikovsky: Piano Concerto No. 1
Van Cliburn, Orchestra directed by Kirill Kondrashin, RCA Victor LM 2252
2. Tchaikovsky: 1812 Overture; Ravel: Bolero
Morton Gould Orchestra, RCA Victor LM 2345
3. Tchaikovsky: 1812 Overture; Capriccio Italian
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
4. Rodgers: Victory at Sea, Vol. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2276
5. Rodgers: Victory at Sea, Vol. 1
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2335
6. Offenbach: Gaite Parisienne; Khatchaturian: Gayne Ballet Suite
Boston Pops (Fiedler), RCA Victor LM 2267
7. Grofe: Grand Canyon Suite
The Philadelphia Orchestra (Ormandy), Columbia ML 6003
8. Gershwin: Rhapsody in Blue
Leonard Ponsierro, Hollywood Bowl Symphony Orchestra (Safein), Capitol SP 8343
9. The Lord’s Prayer...The Mormon Tabernacle Choir (Condie), Columbia ML 6058
10. Tchaikovsky: Nutcracker Suite...Boston Pops (Fiedler). RCA Victor LM 2052

Reviews of THIS WEEK'S 'LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that all albums be returned to The Billboard Rec- ord Review Department, P. O. Box 392, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

LIKE LOVE

Andre Previn, His Piano and Orch. Columbia CL 1437
Fresh, spot on his former label soon after a pop single hit. "Like Young," bows on Columbia with a se- lection of jazz classics. The title tune has much the construction of "Like Young." with the piano setting an interesting figure with strings moving in for the melodic content. The other numbers, like "Falling in Love Again," "In Love in Vain," etc., similarly feature Previn's unique style, enacted by hunch of strings in the big ork backing. A lot of nice programming fare here and the set can find a solid demand.

UNFORGETTABLE: DINAH WASHINGTON

MERCURY SR 6623. (Stereo & Monaural)...Dinah Washington proves why she's titled to be called "The Queen." She takes a brace of pop tunes and infuses them with believability so that they take on the aura of classics. Her own type of blues feeling is injected into such songs as "I Understand," "This Love of Mine," "Alone" and "The Song Is Ended." Deserves and should win wide popularity.

ALAN KING IN SUBURBIA

Seeco SAV 2101...Here's a comic who has turned out an album that's original in format and very funny in content. Furthermore, the subject matter is so near to the lives of so many millions of people that it should "strike a responsive note in a sufficient number to become a strong seller. Alan King has fashioned a virtual one-man revue on the tribulations of becoming and remaining a suburban homeowner. He alter- nates hilarious monologues with clever songs, nearly all on a high laugh level. Should fracture commuters and their friends.

FRESHLY PICKED

1. Party Sing Along With Mitch Miller...Columbia EP 1351
2. Heavenly...Colombo....Columbia EPB 1575
3. Guitarchute Bulldog Train Songs...Colombo....Columbia EPB 1396
4. Faithfully...Johnny Mathis...Columbia EP 4221
5. Leaving...Frank Sinatra...Capitol EAP 13210
6. The Big Four...Sue Drayton...Columbia EAP 13607
7. Burt's...Toronto Orchestra...Capitol EAP 12340
8. Al Jolson...Earl Hines...Capitol EAP 12440
9. Big Band...Billie Holiday...Fame EP 4058
10. anonymously...Tennessee Ernie Ford...Capitol EAP 13160

(Continued on page 35)
announcing

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Program limited to May

SEE YOUR LIBERTY REPRESENTATIVE NOW

DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA, LTD., MONTREAL
BRAHMS: SYMPHONY NO. 4 IN E MINOR, OP. 98

Bruce Walter conducting the Columbia Symphony Orch. Columbia MS 6113. (Stereo & Monaural) — The great master, Bruce Walter, who has a monumental edition of the Brahms Fourth with the New York Philharmonic already on the market, offers a splendid stereo version with the Columbia group. This there are many outstanding versions of this work available, are as many names whose sale successes, that of the repertoire itself, and Walter is certainly one of these. This would have to be regarded as most meritorious for any dealer.

THE STRING ORCHESTRA

Leopold Stokowski. Capitol SP 8458. (Stereo & Monaural) — Stokowski has assembled another colorful collection of string music, one of his most effective fields. Varied line-up of selections — each accorded quality performances — includes Bach's "Aria for Strings," Handel's "Tamburituzo," Tchaikovsky's "Antonante Cattabile," and other familiar string works. Attractive over gives LP strong display value.

OVERTURES BY OFFENBACH AND AUBER

Detroit Symphony Orch. (Parry). Mercury SR 90215. MC 50115. (Stereo & Monaural) — The name power of the Detroit Symphony Orchestra and conductor Paul Parry, plus the solid commercial appeal of the Offenbach works makes this package a strong sales item. In addition to the joyful Offenbach overtures — "La Belle Helene," "Orpheus in Hades," "The Tales of Hoffman" — the LP features some stirring interpretations of seldom performed works of Auber. Fine sound.

Sacred

SACRED SONGS

Wilma Lee and Stoney Cooper. Harmony HL 7233 — Feelgood readings by the duo — together and solo — on a group of moving sacred tunes. A solid $1.98 for the market. Selections include "Are You Walking with the Lord," "I'm Gonna Shake My Hand," "I'm Taking My Audition," etc.

CHOIR, CAMERATA STRINGS

Harmony HL 7238 — Complete LP of the Camerata Strings, has not gained major recognition, as so often happens. This LP should find its way to good rock purchases.

""THE DANCE BEAT OF LEGRAND"

Harmony HL 7240 — This collection of all the Legrand cues originally released as singles one year ago, adds up to a strong selection of wax for the hits plus the 15 and under market.

***** LEGRANDmusic*****

Michael Legrand. Columbia CL 1441. — LeGrand retraces his steps in this album to reprint the hits that made his "I Love Paris," "The Umbrellas of Cherbourg," "Music of the Pierrots," "Where Do I Begin?" In 1962, LeGrand himself is at the peak of his career, and only to be heard at the usual mellow fashion.

***** DANCES OF LONNIE BURRELL*****

Columbia MS 7237. — Lonnie Burrell is the hot guy in "Dances of Lonnie Burrell..." The LP has a unique appeal, and includes "Angel Eyes," "Makin' Whoopee," and "Blue Raja."

***** POLLY BERGEN'S FOUR FUNNY LIPS*****

Columbia CL 1437. — The full-length de- but of Polly Bergen as a LP in this collection of war time favorites which, of course contains the hits of this era, "I Love Lucy," "The Hilarious World Famous Recordings," "The Banner Brown," "Cherry O'Reilly," "Mamie," etc.

***** WHAT AM I LIVING FOR????*****

Jack Scott. Capitol LP 15322. — Jack Scott, one of the most popular listeners on a lot of good rocking material, armed much along this setup. He offers a collection of material type of B-side attached to a much larger LP, but in fact this is a solid item for a lot of laughs. In one spot, for instance, "I've Got A Secret" (with a sex in which they're discussing how a dream" to "Chum" the series, written by original songs, also the LP is a LP by Jack Scott and "The Sayings Show."

***** I'M SLEEPY, SLEEPY, SLEEPY*****


***** IT'S THE RAGE ON CAMERATA*****

Columbia CL 1439. — This is a LP in this collection of war time favorites which, of course contains the hits of this era, "I Love Lucy," "The Hilarious World Famous Recordings," "The Banner Brown," "Cherry O'Reilly," "Mamie," etc.

***** MADISON TIME*****

Ray Bryant. Columbia 4-34150. — Ray Bryant, one of the most popular listeners on a lot of good rocking material, armed much along this setup. He offers a collection of material type of B-side attached to a much larger LP, but in fact this is a solid item for a lot of laughs. In one spot, for instance, "I've Got A Secret" (with a sex in which they're discussing how a dream" to "Chum" the series, written by original songs, also the LP is a LP by Jack Scott and "The Sayings Show."

***** THE POTENTIAL ME*****

Columbia CL 1440. — The full-length de- but of Polly Bergen as a LP in this collection of war time favorites which, of course contains the hits of this era, "I Love Lucy," "The Hilarious World Famous Recordings," "The Banner Brown," "Cherry O'Reilly," "Mamie," etc.
RECORD MFRS. AND DISTS., SPEAK UP FOR SURVIVAL!

Presented below is the summary taken from the brief filed today (May 2) before the FCC by the American Record Manufacturers and Distributors Association (ARMADA) in regard to Section 317:

1. Free sampling of records to radio stations is largely responsible for the tremendous growth in the broadcast industry and the record industry in the past decade; and

2. Broadcast stations are serviced without regard to size of community or broadcast wattage of the particular station with free records by our members; and

3. Between 150 and 200 new records are made available to broadcasters each week, of which only 20% ever receive airplay and only 8% become significant sellers, clearly indicating that there is no implied promise on the part of broadcasters to play free records; and

4. If stations have to buy records it will stifle the creation of new talent, place an unreasonable financial burden on broadcasters and bring financial catastrophe to the record industry. If stations have to give sponsorship identification to records, public disuse will curtail the broadcasting and recording industry; and

5. The receipt of a free record by a broadcaster does not constitute a valuable consideration (transax as there is no obligation upon his part, real or implied to play the record; should the Commission find that receipt of the free record and subsequent airplay is a valuable consideration, then it should apply the De Minimis doctrine meaning that the law does not concern itself with trifles and not require sponsorship identification.

6. The total availability of every form of music to every sector of the nation is the direct result of radio stations being permitted to receive records free of charge for actual air use—the restriction of this practice would deprive the public of one of its most important sources of educational, development, awareness and acceptance of ethnic cultures and their enjoyment.

ARMADA believes that sponsorship identification as applied to free phonograph records is not required within the meaning of Section 317. We respectfully request that the Commission reinteract Section 317 to achieve this result.

Respectfully submitted,
American Record Manufacturers and Distributors Association
1449 South Michigan Avenue
Chicago, Illinois

By:
Roy N. Scott, Jr.
President

THIS IS YOUR CAUSE. STRENGTHEN YOUR INDUSTRY STAND. WIRE YOUR APPROVAL TODAY TO:

ARMADA
1449 S. Michigan, Chicago 5, Ill.

The pick of the new releases:

SPOTLIGHT WINNERS
OF THE WEEK

Strongest sales potential of all albums reviewed this week.

- Continued from page 35

JAZZ

SOUTHERN SCENE

Dave Brubeck Quartet. Columbia CS 8215; CL 1439, (Stereo & Monaural) — The Brubeck ensemble is in swinging form and that means an outstanding disk. The material consists of Southern favorites ranging from "Oh Susannah," and "Darling Nelly Gray" through "Nobody Knows the Trouble I've Seen" and "Darktown Strutters Ball" to "Deep in the Heart of Texas." Brubeck's piano is in fine form, Paul Desmond's alternate alto is a balance and the live beat of Joe Morello on drums and Gene Woods on bass make choices on this disk strong. Should move strongly, especially in college towns.

SWINGIN' LIKE SIXTY, VOLUMES 1, 2, 3

Various Artists. World Pacific WP 1290, 1290, 1291, (Stereo & Monaural) — These three albums contain some of the best sides from various albums the disc- ersy has released over the past few years. Volume one contains "Swingers," and contains sides by Annie Ross, Lambert Hendricks and Ross, Gil Evans Ork, et al. Volume two "Around the World," has sides by Ravi Shankar, Paul Horn, Fats Domino, Ted Heath, Bud & Travis. And Volume three, "Something for Both Ears," has sides by the Chico Hamilton Quintet, the Gerry Mulligan Septet, and the Mastersounds. Solid was here, especially Volume Three.

Religious

BILLY GRAHAM INTERNATIONAL CRUSADE CHORUS

With George Beverly Shea, Cliff Barrows, Director. RCA Victor LPM 2088 — Here are on the spot recordings of a flock of the choirs which joined the famed evangelist on his round-the-world crusade. The album presents the choirs from New York, Chicago, San Francisco, London; Charlotte, N. C.; Frankfurt, Syd- ney, Gothenburg, Louisville, Ky., and Melbourne. George Beverly Shea appears in some of the 17 hymn selections which will only add appeal sales. The double full-color gatefold contains a booklet detailing facts and figures, plus photos of the globe-girdling-crusade. Set can account for heavy sales on the long pull.

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.

CLASSICAL

ROGER SESSIONS: SYMPHONY NO. 1; WILLIAM BERGMA: MUSIC ON QUIET THEME; RUSSELL SMITH: TETRA- MERN

Japan Philharmonic Symphony Orch. (Watanabe) (Strickland). Composers CRI 131 — Fine performances here of the Roger Sessions' First Symphony and William Bergman's Music on a Quiet Theme and Russell Smith's "Tetrameren," played by the Japan Philharmonic. Once more the label has come thru with first-rate recordings of contemporary American works by important composers. Interested fans of serious American music.

BERLIOZ: DAMNATION OF FAUST

Orchester Lamoureux, Paris (Markievich). Deutsche Grammophon Goeschacht 138 060-490 "LPM, Stereo" & LPM 138 060-490 "LPM, Mono," there is already a strong complete version of this work available, this one should face well sales-wise on the basis of Igor Markievich's name power. Fine performance and handsome packaging can include Consolata Rubio, Richard Verreau, Michel Roux, Pierre Mollet.

CHILDREN'S

YOU CAN SING IT YOURSELF

Robin Christensen. Folkways FC 7624 — This in a fine sing-along type of album for kids. It's conducted by Robin Christensen, a young fellow who has the knack of making the group effort seem like fun. Some elementary school age kids help out, and youngsters exposed to this LP will, too. Contents are mostly familiar folk folk songs. Booklet has some interesting notes, along with lyrics and instructions for beginners on guitar and banjo accompaniment.

VERY STRONG SALES POTENTIAL

- Continued from page 35

Bill Chinn, Arby Breyer with "Six Birds and Seven Girls." Jack Scott's "My True Love." Janie Origin's "Voice of Peace Girl," and a number of other hit sides by these artists. Strong was for the teen-age crowd.

HEAR EVEREST

Stereo Surprise of '60!

DUEL QUALITY By Latin America's forest. The hand of the INDIAN NATIONAL BAND. "This is the purest and loveliest recording ever made ... and yet a modern record, by MUSICO INTERNATIONAL INC. 500 FIFTH AV. New York 10, N. Y.

The World's First Stereo-Scored Orchestra

AURIO FIDELITY RECORDS 20/20 PLAN BIG PROFITS

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FOLKWAYS RECORDS A SERVICE CORP.

FOLKWAYS RECORDS 117 West 46th St., N.Y. 3, N. Y.
Order these new pop albums from RCA Victor, in Living Stereo and Regular L.P.

**The Ames Brothers:**
The blend: the winning voices of the Ames Bros. The beat: the built-in bounce of songs like "S Wonderful, Hallelujah.

**Mighty Marjorie Meinert:**
Brilliant new arrangements of the great standards by organ virtuoso Marjorie Meinert. Includes Stardust, Rhapsody in Blue. A great high fidelity item!

**Eddy Arnold Sings Them Again:**
All his hits in one album! Rare performances of It's a Sin, Bouquet of Roses, Anytime, Something for everyone. LPM/LSP-2185

**Don Gibson:**
...a low-down blues singer who's way up on the singles charts. Gibson wails his way through pop best-sellers like Lonely Street and Just One Time. LPM/LSP-2184

**Spice Jones:**
The master of musical mockery, and his orchestra in rollicking take-offs that made his "Hardware Orchestra" infamous. Slow Worm, Choo, others. LPM-2224

**Spike Jones, the master of musical mockery:**
Best-seller Delta Reese proves that she has a slyly style, too. Embraceable You, That Old Feeling are in this album full of everybody's romantic favorites. LPM/LSP-2204

**RCA Victor, in Living Stereo and Regular L.P.:**
ultivate coin!
## HONOR ROLL OF HITS

### THE NATION'S TOP TUNES

<table>
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<th>Recordings Available</th>
<th>For Survey Week Ending April 30</th>
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<td><strong>STUCK ON YOU</strong> — Elvis Presley, Col 41771</td>
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<td><strong>SWEET NOVEMBER</strong> — Billie Holiday &amp; Artie Shaw (ASCAP)</td>
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<tr>
<td><strong>WHITE SANDS</strong> — C. B. Mathews — published by Montclare (BMI)</td>
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<td><strong>I LOVE THE WAY YOU LOVE</strong> — Goodby-Miltizion — published by Johnny (BMI)</td>
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<td><strong>10 NIGHT</strong> — Johnny (BMI)</td>
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<td><strong>THE OLD LAMPLIGHTER</strong> — Chas. T. (BMI)</td>
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<td><strong>THE OLD LAMPLIGHTER</strong> — Victoria Brown, Col 41783</td>
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<td><strong>SWEET NOVEMBER</strong> — Brenta, Lee, Delacour — (ASCAP)</td>
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<td><strong>WHITE SANDS</strong> — Big Bopper — published by Big Bopper (BMI)</td>
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<td><strong>CRADLE OF LOVE</strong> — Pauline Gray — published by Big Bopper (BMI)</td>
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<td><strong>STEP BY STEP</strong> — Olee Jones and Billy Days — published by Winstone (BMI)</td>
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<td><strong>LET THE LITTLE GIRL DANCE</strong> — H. Glover — published by Glover (BMI)</td>
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<td><strong>STARRY NIGHT TO HEAVEN</strong> — Tall Sails and Howard Greenfield — published by Hagen (BMI)</td>
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<td><strong>PUPPY LOVE</strong> — Paul Anka — published by Sports (BMI)</td>
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<td><strong>MR. LUCKY</strong> — Jimmy Mallet — (ASCAP)</td>
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<td><strong>WILD ONE</strong> — Love-Mae &amp; Apell — published by Love (BMI)</td>
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<td><strong>MAMA</strong> — Bisco, Chevrolet, Riverfront — published by Southern (ASCAP)</td>
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<td><strong>CHERRY PIE</strong> — Jones-Phillips — published by Moderna (BMI)</td>
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<td><strong>17 ELMIENTE</strong> — Woody Herzi — published by Tread (ASCAP)</td>
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<td><strong>CATHY'S CLOWN</strong> — Don and Phil Everly — published by Aud-Rone (BMI)</td>
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<td><strong>22 MONEY</strong> — Bisco — published by Bisco (BMI)</td>
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<td><strong>LONELY WEEKENDS</strong> — Bisco — published by Bisco (BMI)</td>
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<tr>
<td><strong>FAME AND FORTUNE</strong> — Ron Warren and Fred Wise — published by Gladys (ASCAP)</td>
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<td><strong>WHAT AM I LIVING FOR</strong> — Harris-Ya — published by Rode-Phlegm (BMI)</td>
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<td><strong>MADISON</strong> — Dean — published by Dean (BMI)</td>
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<td><strong>DON'T DENY AWAY ALL THEM TEARDROPS</strong> — Bisco — published by Bisco (BMI)</td>
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### LEGIT REVIEWS

**Finian Revival Has All Old Charm**

There aren't too many shows which can stand up as well after 13 years as "Finian's Rainbow," the opening production of the New York City Center Light Opera season. The cast assembled by Jean Duvaltye demands much to do with the charm of the present version, but it's the imaginative production of competent professionals could make the glow out of this particular bit of theatrical whimsy.

The music represented Burton Lane's top effort, while Yip Harberg's lyrics and the book by Harburg and Fred Saidy retain their full power of charm while making a point of the insidiousness of racial inequality which is as pertinent today as when first produced.

The cast is a strong one, and after a few performances have worked out the kinks, this production directed by Herbert Ross may even rank with the original. Jean Carrou, who plays the role of the star, the British veteran, Bobby Howes (daddy of Sally Ann Howes) of "My Fair Lady" fame offers an elfin portrayal of the title role of Finian in his American debut, TV comic Howard Stern stars off his ability as the leprechaun Og, but after the second act occurs his character becomes one of the top stars of the evening. Bill McGuire was a pleasantly heroic Woody, and Anka Alvarez provided a lovely reprise of the role she created of Susan the Silent. Carol Bruce and Eddie Bruce brought back his original version of the broadly humorous role of Buzz, the Senator's right-hand man, while Sorrells-Booka made a fine Senator Rawkins.

In sum, therefore, this revival must be counted as one of the joyous events of the season. It can certainly run on the Columbia original cast LP. — Sam Chace.

**West Side Comes Back With a Bang**

Producers Robert E. Griffith and Harold S. Prince have done a mighty smart piece of theatrical business by bringing "West Side Story" back to its original Broadway home, the Winter Garden Theater.

The show impresses every bit as much on this, its second go-round, and more and more it would seem that the vehicle, with its raw social message of gang warfare on the New York streets, its conflicts and its colorful characters, can take its place with "Porgy and Bess" as an American theatrical classic.

Much of the original cast has been reassigned for this return to Broadway, including top leads, Carol Lawrence and George Chakiris, but Larry Kert was also recast as Bernardo, as well as guide their delicate love thru a gang rumble to its tragic conclusion. But beyond this the dancing theme, the choreography of Bob Fosse, is intact as well. Schuyler has said that the show is just as fresh as ever. It's a sympathy of movement based on the electric score of Leonard Bernstein.

A high point in the first act finds the two separate gangs and the two lovers all expressing their feelings for being with separate but beautifully integrated vocal themes, presented as a sort of mass counterpart. A mass gang rumble, a mixed vocal quartet, are presented in dance form. The last act, which closes the show impresses every bit as much as the first. "West Side Story" will sustain for an even longer time, the continuation of Columbia's original cast album.

———

**NIGHT CLUB REVIEW**

La Ranieri Impressive at Plaza

Katrina Ranieri is a Neapolitan thrush who looks like Sophia Loren, has the aural sensuous and hand movement dancer, and has a dramatic flair that shakes the rafters of the Plaza Room in New York's Plaza Hotel where she is now appearing. One of Italy's two night club acts and recording stars (she is on the Capitol of the world label here) Miss Ranieri has been more impressive on the night caught (235) at the plums club via her delivery of ballads and rhythms in Italian, Spanish, French and English.

Backed by modern musical arrangements, all the work of her husband Rita Orlandi, plus a mixed vocal sextet, the chanteuse turned in a veritable rendition of such songs as "Ciao Cio Bambino," "Arrivederci Roma," "Valerio," and "Celia Maconique." Her pacing was brilliant, her style and delivery and her vocalizing splendid. Miss Ranieri is a class act who should do as well in swank rooms in the U. S. as she does in her native Italy. — Bob Roboz.
Now! The Fontane Sisters with a great version on Dot Records of "(DOIN' THE) LOVER'S LEAP"

b/w "Come Home Eddie"
#16086
There's 2 sides to this sales story!

Is it better to have loved and lost

That's you

Both Breaking Big For

NAT "KING" COLE

RECORD NO. 4369
GENE SIMMONS
GOING BACK TO MEMPHIS (Arr-Jec, BMI) (2:43) —
NOW, BOY WILLIE (Arr-Jec, BMI) (1:52) —
Enthusiastic renditions of the recent "Kamish" hit, "Going Back to Memphis"
spotlights a showmanly reading by Simmons on the earthy Arr-Jec chart.

THE DYNAMES
ALLEY-OP (Kavelin-Maverick, BMI) (2:28) —
Here's a personable cover of the Hollywood Argyles' waning of the rock novelty on the comic strip character. Should get spins. Flip is "Jungle Walk," (Music Please BMI) (2:29) —
Renderez 129

JOHNNY MORSETTE
EVEN A MAN (RCA) — NEVER COMING
BACK TO YOU (Kapp) (2:32) —
Two solid sides by Johnny Morsette, a young charter protege
protector of the late Pat Boone. Both sides are dandy and come over slowly on the
for. Star 104—

CARL BELEW
TOO MUCH TO LOSE (Moss Ross, BMI) (2:43) —
THAT'S WHAT I GET FOR LOVING YOU (Four Star
Sales, BMI) (2:58) —
Two sides that could spell come to those who give the charter and could use
on top. Here's both. Both sides are a classic, the top side a pretty new song
of the romance. Let's hope it catches.

BILLY WALKER
IF YOU GUESS I'M TRUE TO YOU (Martin, BMI) (2:27) —
LITTLE LOVER (Cedarwood, BMI) (2:32) —
The top-notch country debut for this little musician with his first side with a sidewalk
piano effect back the mellow vocal. On the flip, he offers a satisfying medium-lyhthm
cut. Nice wax on either side and either a chance. Columbia 41658

GARY CANE AND HIS FRIENDS
WONDERFULRAIN (Saxon, BMI) (2:43) —
WALK THE EARTH (Thimble, BMI) (1:48) —
Amusingly packaged in a special gag-dee-gee, disk features cheerful
country and western novelties. Both sides are easy dandy to the
kid chorus. "The Yen Yet Song," based on a pun comic, has particular appeal for small
fry. Shell 719

THE HARRY SIMONE SONGSTERS
DON'T YOU KNOW (Columbia Press, ASCAP) (2:47) —
IT'S A BEAUTIFUL DAY FOR A BALL GAME (Famous,
ASCAP) (2:47) —
Here's a good bet for the airplay side atop the show chart. The flip is a
catchy novelty, folk-flavored question and answer opus by the mixed chorus
of two youngsters, with a catchy tempo. Flip is a timely programming item—a bounce
of treatment of song. Columbia 260 Fox 197

SAM BEMERA AND THE WITNESSES
THE RACE PART 1 AND PART 2 (Famous, ASCAP) (2:11) and
(2:13) —
Two sides based on the same theme material from the new picture starring Debbie Reynolds. Sam's usual
hard-driving jazz-flavored sound while the flip features a softer
reading of a sunny sax lead. Both sides are good bet for
programming. Dot 16908

MULE SKINNER BLUES (Peer, BMI)
Rusty Draper, Mercury
The Fendermen, 113

A wild new song, somewhat on the order of "Mule Style," is performed
satisfactorily by two weather, Rusty Draper and The Fendermen, featuring
Phil Humphrey. The original is the Soma waxing, the
cover is the Mercury. Both can go. Flip song on the Draper is:"Please Help Me Tim Failing" (Rustie & Hummelman, ASCAP)—on the
Fendermen, flip is "Torture" (Bengston, BMI).

GENE SIMMONS
GOING BACK TO MEMPHIS (Arr-Jec, BMI) (2:43) —
NOW, BOY WILLIE (Arr-Jec, BMI) (1:52) —
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for. Star 104—

CARL BELEW
TOO MUCH TO LOSE (Moss Ross, BMI) (2:43) —
THAT'S WHAT I GET FOR LOVING YOU (Four Star
Sales, BMI) (2:58) —
Two sides that could spell come to those who give the charter and could use
on top. Here's both. Both sides are a classic, the top side a pretty new song
of the romance. Let's hope it catches.

BILLY WALKER
IF YOU GUESS I'M TRUE TO YOU (Martin, BMI) (2:27) —
LITTLE LOVER (Cedarwood, BMI) (2:32) —
The top-notch country debut for this little musician with his first side with a sidewalk
piano effect back the mellow vocal. On the flip, he offers a satisfying medium-lyhthm
cut. Nice wax on either side and either a chance. Columbia 41658

GARY CANE AND HIS FRIENDS
WONDERFULRAIN (Saxon, BMI) (2:43) —
WALK THE EARTH (Thimble, BMI) (1:48) —
Amusingly packaged in a special gag-dee-gee, disk features cheerful
country and western novelties. Both sides are easy dandy to the
kid chorus. "The Yen Yet Song," based on a pun comic, has particular appeal for small
fry. Shell 719

THE HARRY SIMONE SONGSTERS
DON'T YOU KNOW (Columbia Press, ASCAP) (2:47) —
IT'S A BEAUTIFUL DAY FOR A BALL GAME (Famous,
ASCAP) (2:47) —
Here's a good bet for the airplay side atop the show chart. The flip is a
catchy novelty, folk-flavored question and answer opus by the mixed chorus
of two youngsters, with a catchy tempo. Flip is a timely programming item—a bounce
of treatment of song. Columbia 260 Fox 197

SAM BEMERA AND THE WITNESSES
THE RACE PART 1 AND PART 2 (Famous, ASCAP) (2:11) and
(2:13) —
Two sides based on the same theme material from the new picture starring Debbie Reynolds. Sam's usual
hard-driving jazz-flavored sound while the flip features a softer
reading of a sunny sax lead. Both sides are good bet for
programming. Dot 16908

MULE SKINNER BLUES (Peer, BMI)
Rusty Draper, Mercury
The Fendermen, 113

A wild new song, somewhat on the order of "Mule Style," is performed
satisfactorily by two weather, Rusty Draper and The Fendermen, featuring
Phil Humphrey. The original is the Soma waxing, the
cover is the Mercury. Both can go. Flip song on the Draper is:"Please Help Me Tim Failing" (Rustie & Hummelman, ASCAP)—on the
Fendermen, flip is "Torture" (Bengston, BMI).
**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Titles are ranked in order of their current national retail performance at the song music dealers' level. Last Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>THEME FROM A SUMMER PLACE (Witmark)</td>
</tr>
<tr>
<td>2.</td>
<td>HELLO HAVE TO GO (Central Songs)</td>
</tr>
<tr>
<td>3.</td>
<td>GREENFIELDS (Mondial)</td>
</tr>
<tr>
<td>4.</td>
<td>BEYOND THE SEA (Harms)</td>
</tr>
<tr>
<td>5.</td>
<td>THE SOUND OF MUSIC (Williamson)</td>
</tr>
<tr>
<td>6.</td>
<td>HARBOR LIGHTS (Chappell)</td>
</tr>
<tr>
<td>7.</td>
<td>THE OLD LAMPLIGHTER (Shapiro-Bernstein)</td>
</tr>
<tr>
<td>8.</td>
<td>DO-RE-MI (Williamson)</td>
</tr>
<tr>
<td>9.</td>
<td>MR. LUCKY (Southgate)</td>
</tr>
<tr>
<td>10.</td>
<td>TEEN ANGEL (Acuff-Rose)</td>
</tr>
<tr>
<td>11.</td>
<td>AMONG MY SOUVENIRS (De Sylva, Brown &amp; Henderson)</td>
</tr>
<tr>
<td>12.</td>
<td>WILD ONE (Love)</td>
</tr>
<tr>
<td>13.</td>
<td>MAMA (Southern)</td>
</tr>
<tr>
<td>14.</td>
<td>CLIMB EVERY MOUNTAIN (Williamson)</td>
</tr>
<tr>
<td>15.</td>
<td>MISTY (Octave)</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

(For week ending: April 23)

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

My Old Man's Drums—Corwell (Kah). Royalty for—Ned Gay (-)

Longing High, Wide, High—Robinson (Rob)

Fingers Don't Lie—They Used T' Be—Wide (Wide)

Standing on the Corner—Frank (Frank)

Do You Mind—Macaulay (-)

A Spectre Placed—Barnes (Witmark)

Don't Leave—Leeds (Gunston)

Wah—Dreiman (Prima)

**PLEASE NOTE**

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

**FOR DT PROGRAMMING**

**REDD FOXX**

NATION'S FUNNIEST!!

**THE BEST LAFF**

A CLEAN SCREAM!!!

*a* SLEEPER!!!

GUIDED MISSELS

The Cufflinks 1969

**SPECIAL**

NEW COMPACT 4 ON 1 SERIES

VERNON GREEN

and The Medallians

**I GIVE ME THE RIGHT**

*WILLIE* JUNKMAN

**2 SHES THE ONE**

CLEVE DUNCAN

and The Penguins

**YOU'RE AN ANGEL**

4 M. JUNKMAN

Four Songs to Recall 1969 ORDER TODAY

**Billboard Spotlight**—April 4

**SWAMP LEGEND**

The Four Coachmen

Adonis A106

**ADONIS RECORDS**

300 W. 37th St., N. Y. 19, N. Y.

**TOMMY EDWARDS**

Sings

"I REALLY DON'T WANT TO KNOW"

K-12600

**MGM Records**

**BARRBARA McNair**

sings

'ALL ABOUT LOVE'

on Signature Records

#12033

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!
**MARKS THE SPOT TO BUILD PROFITS**

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ONE-STOP

Record Service

Guaranteed Immediate delivery in one

preprinted, precompiled shipment to any

where in the world. Any label, any hit

Music! Sales if you ... .

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  * Tapes
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**45 R.P.M.**

**78 R.P.M.**

Write, wire or phone your order today to the

MUSICAL SALES CO.

Box 4010, Chicago 94, Ill.

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**RECORD STORES Increase Selling Efficiency**

Listing of the latest popular records, all 78's and artists currently

hot and selling are available in over 225 copies of current and

other numbers by titles and artist names every month. 

Satisfaction guaranteed—check with any record store to refer.

Three months' trial $10.00. 

Promotional yearly $25.00. Information and samples sent on request.

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P. O. Box 1162, Philadelphia 37, Pa.

**AUDITIONING a new selling force ...for dealers

...for manufacturers

IN FULL COLUMBIA DEPARTMENT on THE BILLBOARD

ALL EYES WILL BE ON YOU AND YOUR AD

Billboard's MAY 9 JUKE BOX CONVENTION ISSUE

Comming Next Week!

Complete MUSIC INDUSTRY DISTRIBUTION

Plus FULL DISTRIBUTION

JUKE BOX OPERATORS CONVENTION

**REVIEWS OF NEW POP RECORDS**

**CONTINUED FROM PAGE 43**

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**Dixie Dooby**—SIGNATURE 2314-Cut off in the title. It's a nice tune with good sound. It's a little one. (Framne, ASCAP) (2:21)

**Wally Rees**—A slow rocking arrangement of the old. The chorus makes you cozy here in a quiet where they sing. It's a big band and choral arrangement that can also flow with the dancers. (Michael, ASCAP) (2:20)

**THE CREW CUTS**

**The Sheen** on Top of the Hill—Coca-Cola VICTOR 7754-Cuts this week and more. Latin-flavored ballad that the boys. The buildup is nicely turned out with good sound. It's a little rock and roll type of the group and emotional feel choral background. Interesting mixture of the rock and roll. (Frank, BMI, BMI) (2:23)

**AMERICAN BEAUTY**—The title song from the movie of the same name, sung by the same group. It's a good rock and roll song. It's a little rock and roll type of the group and emotional feel choral background. Interesting mixture of the rock and roll. (Frank, BMI, BMI) (2:23)

**ROOTS BROWN**

**El Chocolate—Coca-Cola VICTOR 7752—A powerful, Latin-flavored ballad that the boys. The buildup is nicely turned out with good sound. It's a little rock and roll type of the group and emotional feel choral background. Interesting mixture of the rock and roll. (Frank, BMI, BMI) (2:23)

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Around the Horn

After five weeks on the West Coast, including a date at the Jackpot Casino at Conteh-Eloko, Neb., Dee West and Red Stewart appear as special guests on the Red Foley TV show from Springfield, Mo., May 7, along with Rex Allen. According to Charlie Adams, of Rodgers, Michigan, "Vagabond Waltz" is breaking well for the King aggregation in Milwaukee and Chicago. Johnny Cash is back in California for appearances May 6 through 15 and May 17 in San Diego. Next week Johnny will be heard on the Ernest Ford TV show. On May 13, he shows his wares in Sacramento, Calif., and is back in Michigan. He appears in Minneapolis May 15, after which he tackles a string of Midwestern one-nighters.

Ernest Tubb and His Texas Troubadours, Jean Shepard and Hank Williams, Jr., have vacated the Roxy and have resumed the Chicago, Ill., dates that precede a Canadian trek Friday (6) and hop to Denver, Minn., for a Saturday (7) show. Tubb takes his Troubadours to Angola, La., where he will see Ray Price and His Cherokee Cowboys. The latter group begins a 10-day swing thru Texas and Oklahoma on Saturday. The group is backed by the Statler Bros. who make a repeat shot at the Shell House on North Long Island May 6-7, and Sunday (8) display their talents on the Ed Sullivan TV show. Early Monday (9), they’ll wing it into Chicago for the NDA,очек, after which they make a string of Ohio one-nighters.

Jack Roberts, who with his band crew appears each Saturday night at Pickin’ Harry’s, Shadow Lane, near Renton, Wash., has put Little Jimmyle Dickson for four dates in the area, beginning May 11 and winding up on the 14th at Harry’s establishment. The Roberts combo will back Dickson on the engagement, which opens Thursday (10) at the Imperial Theatre in Seattle. A special c.k. music show, 5:30-7 p.m., via KNKX, Seattle. The Imperial is the host for a string in the new Elvis Presley flier and has cut to Southern Ontario crosstown with the latter and Ricky Nelson.

The Byrds, prominent New England outfit, are slated to leave the country May 15 for a tour of Greenland, Iceland and the Far East. They are returning to those shores June 19.

Roy Acuff fills the fleshtoned slot on Monday (6) at the last and largest portion of “Grand Ole Opry” over the NBC radio network, via WSM, Nashville, Saturday (7), with Hank Locklin in as guest. On May 14 Don Gibson does the honors, with Lester Flatt and Earl Scruggs in the guesting.

The George Morgan Show, which Sunday (1) wound up on a string of Michigan dates, is slated for a tour of the Da-Sonax from 23-30, which unit comprises George Morgan; Houston, ventriloquist, formerly the CBS’ Jimmy Dean show; Ken Marvin, of Jimmy Roberts; Annie Lou and Danny Dill, vocal duet; Wacky Red Murphy, dancing comedian, and the Candy Kids (Hawk Martin, Sodi Stayman and Carl Cooper). Dick Traver is reported on the mend from a recent bout of emergency abdominal surgery which he underwent in Los Angeles April 19 and which forced him to cancel a guest shot on “Jukebox U.S.A.” April 23. On May 13 Tex, along with movie comic Hank Morton, joins Don Gibson, Bobby Lash, and Leon McAuliffe and His Chimney Bays for a trio of dates for Harry (Hugh) Peebles, Watauga, Kan., promoter. They play Wichita May 13, Omaha, 14, and Kansas City, Kan., May 15. Mr. and Mrs. Andy Darrow are back home in Osweian, Ia., after a 10-day vacation in Daytona Beach, Fla., their first visit to the Sunshine State.

George Hamilton IV, who recently moved the nationwide switch from pop to country, has a new one out on the ABC-PARAMOUNT label, “Who’s Winnin’,” which he says is aimed at the Western market and country music stations in several territories. Hamilton is emphatic in stating that he wants to go country and remains listed under the c.k. charts. On recent High Points, C.J., May 5; Spartansburg, S. C., June; Greenville, S. C., June; and Winston-Salem, N. C., June 7, and Poughkeepsie, N. Y., June 8. In the Northern Virginia area, the “New York Barn Dance,” Richmond, Va., has cut his first record for United Telefone, “Flame in My Heart” b/w “Just a Little Longer.” The recent release is an all-time favorite in the Southern Blue Ridge region, manager of the WRVA Theater, Richmond. On May 21, the show, which is carried on string of Pennsylvania and Virginia dates that will carry him well into the fall season. Appearing on the show with him on dates that will be announced by Willard Hunter, “Allentown Jamb.”

Marty Landau and X. Cose, of Artists Management Bureau, Los Angeles, have negotiated the sale of the stars of the Grand Ole Opry” talent registry, consisting of 91 films, between Cal Worth- ington’s National Video Corporation, and Far West Advertising, and Ira Gottlieb, executive vice-president of the Pacific Telepicture Sales, Inc. The series is being shown over KTTV, Los Angeles, Sunday mornings. The Jim Danny office, Nashville, is making a bid for Trini Lopez, now under contract to a new Los Angeles recording company, with the dates being discussed. Leonard Thumb, on his first road tour, is out with his own show, “I Can’t Help Wondering” b/w “Waiting for You.” The arrangement for this show, which is being promoted by Ira Gottlieb, is for the first time April 23 on "Grand Ole Opry.” Nashville, residents of the show, is the exclusive service to be used by Capitol Records may obtain a sample of Opry’s next new release; “We'll Be Right Here In the Morning” by Don Gibson, and “The Long, Long, Long” by Lefty Frizzell, both records available on Tennessee Ernie Ford’s new LP. Nashville recently to pick up the dates.

Roy Drusky appears June 5-7, at the Roxy in Nashville, between the original roster of Hank Williams, Sr., and Buck Owens. He appears May 26 at the Palace in Nashville, between the new, “This Old Guitar on My Shoulder,” and June 6 at the Roxy in Nashville, between the two events.

Buck Owens, Columbia 45389. May 7. 9. 12. 15. 18. 23. 28. 31

SUN 2 5 8 11 14 17 20 23 26 29 32

TUES 3 6 9 12 15 18 21 24 27 30 33

WED 4 7 10 13 16 19 22 25 28 31 34

THURSDAY 1 8 11 14 17 20 23 26 29 32 35

FRIDAY 5 12 15 18 21 24 27 30 33 36 39

SATURDAY 6 13 16 19 22 25 28 31 34 37 40

SUNDAY 7 14 17 20 23 26 29 32 35 38 41

Also new in the Nashville area is Jack hummingbird, Columbia 45393.

Scotty Moore, Columbia 45395.

Willie Nelson, Columbia 45396.

Tony Rice, Columbia 45397.

Jackie DeShannon, Columbia 45398.

Don Gibson, RCA Victor 45399.

Skeeter Davis, Columbia 45400.

Gene Pitney, Columbia 45401.

Harry Choates, Columbia 45402.

Doncaster, Columbia 45403.

Tina Montana, Columbia 45404.

Shelton Brothers, Columbia 45405.

Lou Costello, Columbia 45406.

Jackie DeShannon, Columbia 45407.

Bill Anderson, Columbia 45408.

Merle Haggard, Capitol 43519.

Johnny Cash, Capitol 43520.

Peggy Lee, Capitol 43521.

Curtis Harrelson, Capitol 43522.

Bobby Darin, Capitol 43523.

Pete Drake, Capitol 43524.

George Jones, Columbia 45388.

Hank Williams, Columbia 45389.
**Reviews of New Pop Records**

**GOOD SALE POTENTIAL**

**THE LEMON DROPS**

• He's My Hero—Casa ditty about the most pleasant kind of hit school campus is ripe with it the lemon drops. Bewitching. Good, announced ASCAP (2:00)

**ROBBIE BURKE**

• Café Roma—Cafe CLASS—CLASS. This one is a hit. Once the record is shown, it is a hit and hits. Burke

**PETER DE ANGELIS ORK**

• Guitar Shuffle—CHANCELLOR. This 1962—hold guitar solo work is spotlighted as one of the most written instrumental music releases. Burke, ASCAP (2:19)

**CARL SMITH ORK**

• Bootee—DOT 1979. This record is so cold, it is a hit. Smith, ASCAP (2:52)

**THE LEMON DROPS**

• Merricks—ALADDIN 146. Pretty electric instrumental of the most written sonic treatment. Burke

**BOBBY COLE**

• You and I—EMI. This record is a hit, and hits it. Cole

**JULES FARMER**

• This Girl—EMPIRE 5058. Pure delight by Patricia on the quality chart with this sound box. Farmer

**JOHNNY YULON**

• Walkin' Home—VERSATILE 90. This record is so hot, it is a hit. Yulon

**JERRY JACKSON**

• Close to My Love—Emmy records 9800. Jackson has such a hit record here that it is a hit. Jackson

**JOHNNY YULON**

• Nearer, My God, Nearer—EMPIRE 1100. This record is a hit, and hits it. Yulon

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A GREAT NEW STAR
ADAM WADE
Sings
RUBY
3738

Just Released on PEACOCK
RED HOT SPIRITUALS,
THE 2046/68, THE BLIND BOYS
"Time to Think About the Lord"
1951

THE DESAFINOS
"Judgment" and "Say, See, Tell"
1961
SISTER BARBARA JONES
"Be Reasonable"
"There’s a City Over There"
1961

THE ATLANTA BULL STARS
"Red Rivulet" and "Other Side"
1961

PEACOCK RECORDS, INC.
20 E. 42 St. New York 17, N.Y.

THE BILLBOARD
HOT R & B SIDES
FOR WEEK ENDING MAY 1
TITLES, ARTISTS, RECORD COMPANIES
1
1 5 6 WHITE SILVER SANDS, BMI Blackbird’s Coat, 60 CI 1951 .
4
3
3 6 4 MONEY, Barrett Strong, Atco 1111 .
5
2 3 5 BOOGIE BLOOMS, Jackie Wilson, Roulette 55516 .
3
6 4 2 I LOVE THE WAY YOU LOVE, Maxine Johnson, United Artist 299 .
22
4 1 3 FANNIE MAE, Bourbon Brown, Ford 1089 .
14
8 13 19 JEST A LITTLE BIT, Ronnie Gordon, Vee Jay 332 .
11 29 27 MADISON TIME, Ray Bryant, Columbia 41626 .
13
5 2 1 BAVY, Brook Beysley & Brisk Washington, Mercury 71585 .
5
7 10 25 MONEY, Jackie Wilson, Roulette 55516 .

APPLESAUCE
MIND BLOWING VIVA
THE SLOPPY MADISON
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CHISTRY
CHISMERS
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A GREAT
IN THE
RKO
Orchestra & Chorus
Way New York, N. Y.
BARTON
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NEW SPIRITUALS?
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RAW TEXT END
**VERY STRONG SALES POTENTIAL**

As with its predecessors, the package was not during a suspension at all—enjoying record-breaking success. Mounted in a fit to measure performance and set to be a host for Columbia, the set was a much-needed sales item. The complete set of 10 discs is available and continues to be a major seller on the market.

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**LOW-PRIORITY CLASSICAL**

**TCHAIKOVSKY, CAPRICCIO ITALIANO FOR ORCHESTRA AND PIANO, Op. 70.**

An exciting addition to the Alliance Records catalog, this recording features a star cast of soloists and the Winnipeg Symphony Orchestra. This recording, which was released in 1987, has been widely praised for its technical precision and emotional depth.

---

**LATIN AMERICAN**

**LET'S CHA CHA CHA**

This album, released in 1957, is a classic example of Latin American music. It features some of the most popular cha cha cha songs of the time, performed by a talented array of musicians.

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**GOOD SALES POTENTIAL**

**BENEDIX**

This album, released in 1958, features some of the most popular songs of the time, performed by a talented array of musicians. It is a classic example of Latin American music.

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**LOW-PRIORITY ROCK**

**FANTASIES**

This album, released in 1960, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

---

**FOR SALE**

**THE OLD SWEET SONGS WITH FRANK DE VOE AND HIS RAINBOW ORCHESTRA.**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**UNDER SEAS OF PARADISE**

**ROMANCE LOUSION AND HIS CLUB LOU ORCHESTRA.**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**THE GREAT MAGIC**

**JOE MANNES**

This recording, released in 1958, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**IMAGINATION**

**Al Vola.**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**WOOOOD**

**MINER**

This recording, released in 1958, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**THE MAGIC TOUCH**

**JACK KAHN**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**MANNON FOR DANCING**

**Don Rene.**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**MONOPOLY**

**Cat Paws.**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**SLEEPY SERENADE**

**The Canaanites.**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**EVERYBODY SING**

**The Tiptopians.**

This recording, released in 1959, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**JAZZ**

**CLIFFORD BROWN-JAZZ IMAGINATION**

This recording, released in 1960, is a classic example of Latin American music. It features some of the most popular songs of the time, performed by a talented array of musicians.

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**OVER-TIME SENSATION**

**PINK CHIFFON**

Mitchell Took

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**GUAYDEN**

**DID-JOON**

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**BREAKING IN L.P.**

**MY FUTURE JUST PASSED**

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**FAST BUT SOFT**

**The Sirens.**

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**AUDITION**

**FOR A NEW SELLING FORCE**

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Reviews and Ratings of New Albums

**GOOD SALES POTENTIAL**

**CLASSICAL**

- **DVORAK: SYMPHONY NO. 5**
  - Chicago Symphony Orch. (Eisenhower)
  - Henry Cowell, Conductor

**JAZZ**

- **JIMMY SMITH & GORDON BROWNE**
  - *Black Trumpet* (Frisco)
  - Jimmy Smith, Trumpet; Vernon Brown, Piano; Bill London, Saxophone

**POPULAR**

- **DOROTHY WINTER - WINTER WONDERLAND**
  - Dorothy Winter, Piano; Harold Johnson, Tenor Saxophone

**COUNTRY & WESTERN**

- **BILL ANDERSON**
  - *Man's Land* (Glenoak)

**RHYTHM & BLUES**

- **DAVID ROSS & THE CROSSES**
  - *Hard Time* (Stax)

**FOLK**

- **FURRY LEWIS**
  - *Hot Trucks* (Columbia)

- **RICK NELSON**
  - *Never Live Again* (Capitol)

- **SLEE RATHER**
  - *You're a Fool* (Capitol)

**REVIEWS OF NEW POP RECORDS**

- **MODERATE SALES POTENTIAL**
  - **DON ROSE and THE BUD FARMERS**
    - *A Happy Memory* (Columbia)
  - **FRED SCOTT**
    - *Love Me Again* (ABC-Dunhill)
  - **THE BEE GEES**
    - *Children of the Sun* (MGM)

- **LOW-PRICE POPULARITIES**
  - **BILL ANDERSON**
    - *Man's Land* (Glenoak)
  - **MIKE DUELL**
    - *That's What I Like* (Phoenix)

**INSTRUMENTS & SUPPLIES**

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  - 720 Broadway, New York 13, N. Y.

- **THE BILLBOARD'S MUSIC POPULARITY CHARTS - POP RECORDS**
  - May 2, 1969

**REVIEWS OF NEW ALBUMS**

- **PICTURED IN DISCOGRAPHY**
  - “Our amazing new process retains all details in highlights and shadows and makes an original photographic glossary of every 10x8 GLOSSY PHOTO $5.00 EACH"
  - “In five 1000 LOTs of 100 photos $8.99 per 1000"
Michigan Holds 14th Management School

THOUSAND OAKS Zoo Park Under New Management

THOUSAND OAKS, Calif.—Plans for revitalizing Jugeland, now owned by Sid Rogoff and James Ruman, are under way with new features to be installed, some for the coming season. Owner Dave Dailey was recently named general manager.

Dailey said that the area, formerly World Jungle Compound operated by the late Ted Smole, the late Trader Horne, was owned entire or in part by the late Elwood Wood has severed his interest in the park.

Dailey has estimated that the attendance this year will be 150,000, an increase of 25,000 over last year. The estimated attendance for 1961 was 125,000.

Seattle 62 Expo Breaks Ground for New Coliseum

Seattle—Construction work on the new $4 million Coliseum, to be held during the 1962 Century 21 Exposition here, got under way last week.

The project, which will be under construction for two years, is scheduled to be ready for the expo's April 21, 1961, opening, will cover close to four acres of land. It will be built entirely from the outside, peaks at the center 10 feet above the floor. Exterior walls will be clear glass. Roof will be formed of steel, aluminum panels fixed to steel cables laced between girders.

The 60,000-seat house will house the World of Tomorrow exhibit that will also include the World of Science, World of Arts, World of Entertainment, World of Com- merce and Industry andious Branch of the World. After the exposition, the building will be acquired by the city for continued use in 18,000-seat sports and con- vention facility. The facility also announced the form- ation of a central reservation bureau for accommodations during the fair. The lodging service will be up to provide adequate housing throughout the State for visi- tors and to prevent rate gouging along the six monopolies of the fair.

A preliminary estimate found that there are now more than 2,000 accommodations available within a 50-mile radius of Seattle. Included in these are hotels, motels, guest apart- ments, private houses, trailer parks, campsites, marinas, private and commercial ships and yachts and Pullman cars for sponsored tours.

KY. STATE FAIR ADOPTS CIVIL WAR THEME

LOUISVILLE—The Ken- tucky State Fair, in line with the 100th-anniversary of the Civil War, will theme its 60 run to the war between the States and is planning a kick-off event of the nation's celebration.

According to L. (Doc) Cas- sidy of the fair, Kentucky is the birthplace of the Civil War and is looking to the observance in that it is the birthplace of the Presidents of the Union and Confederate presidents and is the true border State.

Cassidy said the fair will hold a series of events, including a Civil War reunion, a display of Civil War materials and exhibits.

Cassidy will attend the na- tional assembly of the Civil War Centennial Park in St. Louis this week.

B-B Wins 3 Shows at Allentown Fair

ALLENTOWN, Pa.—Grand- stand contract for the Great Allentown Fair has been awarded to the New Barns-Carruthers Theatrical En- terprises of Chicago, it is an- nounced here. Tile fair will be an award of $2,500 each on a matchmaking basis for premium payments, and 75 per cent of the amount they spend is deducted from the $2,500 each awarded.

The association has grown to a point where it now has 60 member fairs and, in addition, about 60 dues-paying associate members. H. B. Kelley, secretary of the Hillsdale Fair, is the long-time sec- retary of the association and he has the ability to refusal his wife, who is widely known in fair circles.

Tommy Steiner Rodeo Set for Japanese Tour

SHREVEPORT, La.—Tommy Steiner, veteran contest rodeo pro- ducer who will operate a fair of Japan under the auspices of the State Department, was an- nounced here last week.

Steiner, here to produce the fifth annual Steiner State Fair at Eunice, La., has announced that his plans said shows are to take some 750 cowboys, cowgirls and Indians on the road. The big event, by air, will last from July 15 until Sep- tember 30.

Kans. Fairs split 16-6

REGINA, Kans.—The two class C fairs had a good showing at the Kansas State Fair, and Saskatchewan, will get provincial assistance this year to the tune of $115,000 this year. Grants to the nine class B fairs will total $29,000, and to the 38 class C fairs $20,000.

RINLING SUES BEATTY OVER 'GREATEST' TITLE

NEW YORK—Ringle Bros. and Barnum & Bailey Circus has filed suit against the Clyde Beatty & Cole Bros. Circus and its owners. The suit charges that the Beatty show's use of a slogan, "the greatest circus on earth," was an infringement of Ringling's right to another slogan, "the greatest show on earth."

Ringling seeks an injunction against the Beatty show, forcing it to stop use of the slogan, and B&B also seeks $250,000 in damages.

The suit states that Ringling-Barnum has owned the trade name, "greatest show on earth," since 1907 and that it has a secondary meaning identifying the Ringling show. It also claims that Beatty show uses in its variety of the slogan against a background depicting the world, a manner similar to that used by Ringling.

Ringling charges that Beatty-Cole began use of the new slogan in the fall of 1959 and that the Beatty operation was conducted on the basis of the same.

"Greatest show on earth" was the slogan of several circus companies, including Barnum & Bailey, from about 1880. Ringle Bros. Circus acquired Barnum & Bailey and the slogan after the 1907 season. In recent years rights to the slogan have been let to Paramount Pictures and also by the circus.
**Beatty Under Tent After Big Opening**

ARLINGTON, Va. — Road-business for the Beatty-Cole circus got a big boost Wednesday when a 10-day run in Long Island City, N.Y., opened in front of the Arlington Theatre building in this city. The show will be under canvas, opening Tuesday night.

The snow is winding its way north again and will be on Long Island tonight. The circus will be under canvas, opening Tuesday (21) in Garden City.

Long Island City opened Tuesday night with an advance that was anticipated. Toward the end of Easter week full advance sellout was expected for Friday night. Final accounting showed a healthy profit on the preview.

Advance billing is being altered to accommodate the opening. The No. 1 car this year is working three weeks ahead of the show in a well-placed situation. Several other cars spaced a week apart, and it is quite likely that advance billing went up 14 days ahead.

The show was opening in a manner that was anticipated. Toward the end of April, Nona Lando, Victor Lando, final accounting showed a healthy net profit to the show.

1,138,988 TOPS 1959 GATE

Australia Fair Wins Despite Beer Denied

SYDNEY, N. S. W. — A shopping attendance total of 1,138,988 persons for the annual Royal Easter Show fair which closed after 17 days, was the highest in the city's history.

This total was 104,717 better than the 1959 count of 1,033,988.

**CIRCUS VS. CARNIVAL: 1 GOOD DEED**

LYNCHBURG, Va. — A circus actually does more good than hard feelings being expressed, a friend of the writer has said. It has been observed that rather than hard feelings being expressed, a friend of the writer has said.

It happened Monday (25) when Penn Premier Shows turned up on the lot being shown by Cristiani Bros. Circus, Carnival owner Lloyd Seraffs marked time, blowing Monday while the circus showed and packed up.

Next day, step came when a Cristiani driver missed a highway turn and demolished the front of a stolen stroller rig. Seraffs, contacted by police, sent a tractor-trailer and a tow truck back to town. Then Paul Cristiani, in Newport News, telephone, sent another tractor-trailer and an additional 18-wheeler, with an animal wagon to be featured in a parade.

Seraffs gassed up a tractor and furnished an extra driver for the circus driver. The unit caught up with the Cristianis in time for the parade, and Seraffs contacted a friend who checked his name in the Big Book Up There, for his good deed.

**BUSY PLAN 30 Flying Coasters Sold by Aero Distributors**

FORT WORTH, Tex. — A total of 30 Flying Coaster-type dark cars have been shipped from Aero Distributors, Inc., to amusement parks in the U.S. and Canada, in recent days.

Purchasers of those types of dark cars, through the month, have included: Paragon Park, Santa Cruz, Calif.; Steel Curtain, North Bergen, N.J.; Al's Amusement Park, Seaside Heights, N.J.; Lee High Skyway, Springfield, Mass.; Thunderbird Amusement Park, Arlington, Va.; Miami Park, Miami, Fla.; and others.

Aero Distributors has sold or shipped to the purchasers, Tommy Walker, sales manager, disclosed here last week.

**110,000 Gate For Wirth's Date on L. I.**

WEST HEMPSTED, N. Y. — The 5-performance engagement of the Wirth Bros. Flying Circus, (24) at Island Garden Arena, following which it went to Hartford, Conn., for the April 25 - May 1 engagement.

This was an unsupervised 24-day gate, with the show bought by Arnold (Admiral) Hardon, area proprietor. At final accounting he showed an 80% gate on every day, a profit of $110,000 and a net profit approaching the six-figure total. The building has been upgraded and some that could not have beer—Americans are the world's largest per capita consumers of the brew.

Royal American Buys Ringling Roth's

SARASOTA, Fla. — Royal American Shows has purchased two tractors from Ringling-Barnum-Bailey Bros. Both tractors are models intended for use at the railroad runs and one had a "doughnut" tires.

Aiding Carson were Joe Daly, who produced the show and Edgar Streithau, president, in addition to the usual stock of stock scouts in schools and industrial locations; Buddy Gates, on advance work on the positions, and Don Woods, on publicity and promotions. Woods and his wife, show performers,ULTA Marcella, will be with the Jack Wirth Bros. dark cars. Some Woods will announce.

Rather than tee in with show in Toledo, Ohio, Wirth Bums. placed tickets with a number of veterans of the business for ticket offices in the area, and asked read-

cers to buy from their affiliated clubs. This was the third annual circus, the first two being only 10 days long.

Beets Barnes Opens Okay, Sets 31-Auspices Contract

CUMBERLAND, Md. — Beets Barnes Circus will appear at three stands in high popularity for the season. The contract was signed at a meeting Sunday (1) of about 1,200 members of the volunteer firemen of the county. The contract includes 31 Beets-Barnes tickets and advance will be on a direct basis. Beets-Barnes uses no phones.

The show was to be performed at Long Island City Arena and sold out for two days but the agent decided instead to play in three locations, all under the guidance of Beets-Barnes Calfes operated at Wallace, N. C., April 23 and the first懊nced an Antigone. It is routed through western Virginia moun-

tain towns, it is five years old, and then to Eastern Virginia and Western Maryland prior to its return to CEP. The show has a large elephant, Alice, was shot before the show opened and was unable to get up.
New Weston Speedway Plans Amusement Center

NEW WESTON, O. — Eldora Speedway this year plans an entertainment program that will make it a complete amusement center. Earl Balter, of the family that owns the speedway, announced.

Plans call for the addition of a motor-cross track, a baseball diamond, a miniature auto race course, a yodeling contest, a testing ground for motorcycle riders, a baseball diamond, in addition to the present bowling alley, bowling lanes, three-light television, a mini-motorcycle riding track, roller skating, bowling, and a driving range.

Tampa—At Tampa's National Speedway, Inc., has again signed contracts to provide the auto racing at the 1961 season. The races are for both Wednesdays of the week, with the exception of both Saturdays, February 11 and 18. C. J. Holkem, fair manager, announced.

The events will mark the 40th year that racing at Tampa's Motor Control Association auspices has been held on the fairgrounds' half-mile oval.

Cotton Carnival Inks Earl; Chi Police Show Sets Acts

Hugh ("Watty" Earl) O'Brien will be the main lure in the stage revue portion of the Cotton Carnival this year, according to Earl, whose program will be one of the featured attractions when the fair starts on May 31.

Earl, whose Trans World Daredevils, who were featured in the Police Thrill Circus, June 18-19, is also booking the acts that will augment the main attraction. Some of the acts signed up for the fair are Betty Boop's caravan of comic characters, which will put on a permanent show at the headliner at the fair's new Xtreme Circus, June 19-23.

The Great Art Car, a fast-paced, high-flying, acrobatic stunt act, will put on a spectacular show in the Xtreme Circus. Also signed are the Keltens, a harmonies trio that recently performed in the fair's week-long Xtreme Circus, June 19-23, as a part of the Stuntmen of America.

The Xtreme Circus will also feature the modern aerial novelty show, the new Xtreme Mountain, which will consist of a series of stunts performed in a mountain setting.

The Xtreme Circus will also feature the Xtreme Show, a production that will include a variety of acts, including the Xtreme Stuntmen, the Xtreme Midgets, and the Xtreme Animal Acts.

The Xtreme Circus will also feature the Xtreme Baby, a baby that will perform a variety of stunts, including the Xtreme Baby's Balancing Act, the Xtreme Baby's Juggling Act, and the Xtreme Baby's Tightrope Walk.

The Xtreme Circus will also feature the Xtreme Stuntmen, a group of stuntmen that will perform a variety of stunts, including the Xtreme Stuntmen's Balancing Act, the Xtreme Stuntmen's Juggling Act, and the Xtreme Stuntmen's Tightrope Walk.

The Xtreme Circus will also feature the Xtreme Midgets, a group of midgets that will perform a variety of stunts, including the Xtreme Midgets' Balancing Act, the Xtreme Midgets' Juggling Act, and the Xtreme Midgets' Tightrope Walk.

The Xtreme Circus will also feature the Xtreme Animal Acts, a variety of animal acts that will perform a variety of stunts, including the Xtreme Animal Acts' Balancing Act, the Xtreme Animal Acts' Juggling Act, and the Xtreme Animal Acts' Tightrope Walk.
Magic Mountain Seeks Stockholders' Loans

DENVER — Stockholders of Magic Mountain, Inc., have been asked to loan the company enough money to keep the amusement park open for business this summer.

A letter was sent to all stockholders, Allen J. Lefferdin, chairman of the board, said his company directors believe that without the necessary capital now, the park may not be possible for the park to become successful.

Lefferdin said that there were 15 major concentrations of unsecured debters and that the company had to take all necessary steps to clear up their entire pool of loans.

He added that stockholders "may well lose their entire investment" unless the foreclosure actions are disposed of.

Lefferdin said that the company is able to keep the park open through April 30, but the $4,980,000 Lefferdin said that $2,000,000 will be needed to make the park open through July.

Lefferdin said the company is able to keep the park open through June 2, but a total of $2,000,000 will get the park open through June 30.

Lefferdin said that the company's loss of $2,000,000 will get the park open through July 3.

On a meeting was high-lighted by questions asked by C. Burke Cahill, Boulder, Colo., construction executive. Cahill said he was against Lefferdin's plan for the park.

"And we will never close after it opens," said Cahill. Total budget for the park is $4,980,000. Lefferdin said that $4,750,000 has been spent for about 75 percent completion, and that $1,000,000 will get the park open.

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Edmonton Rodeo
Offers 16G Purse
For New Record
EDMONTON, Alta.—Basic prize money for the Edmonton Rodeo Association’s week-long rodeo, which opened in the Gard- dens May 2, totaled $11,700, a new high. Entry fees are expected to exceed the $40,000 level to better than $15,000.

An added feature will be Can- ada’s biggest stamping event, with top horses from Canada and the U.S. competing for $5,000 prize money.

Director of the 10th annual Rodeo is Herman Linder, of Cards- ton, Alta., and rodeo chairman is Cliff Ross.
Ringling Foresees $2,000,000 Gross

NEW YORK — With Easter Matrix gross in Madison Square Garden edged toward a $2,000,000 wind- up last week. Reported comparison was $2,000,000 ahead of the same Easter week last year, when the gross for New York was $1,814,000. Whether or not the present contract is in negotiation, Ned Irish stated. It is understood the contract contains a clause prohib- iting the building from installing any other circus, a clear threat to Hurok efforts to get a Russian unit here.

During Easter there were poor- turnouts at the experimental 10 a.m. show. Matinee, however, were regarded as good by any standard. Morning houses were one-quarter full at best, but afternoon shows were excellent. Weekends were ter- rific, with turnaways on Saturday afternoon and strong houses otherwise.

Atlanta Shrine

Tab 40% Hike

Over Last Year

ATLANTA—Shrine Circus here was 40 per cent ahead of last year in attendance and money, accord- ing to Potentate Norman W. Perry. He said the circus, at Municipal Auditorium, was highly successful. This year’s producer was A. Dob- lich. Fats, Paul, acting Georgian Trik, was not used.

Bob Atterbury will handle the booking of show. Claire Combs, and Gene Hamid and his crew of riggers will also be at work. The roster of performers was that of the old season. Jacky’s animal act was previously announced, will also have the fol- lowing acts:

George Hamiedoff, Family, rid- ing act. Frank, performing as Ger- man Loggia, the man of the hill. Bob, major act. V. M. & G. ele- ments with Shirley Peterson, and the carousing horse, Russell. Also signed are the 16 Hal Sands Manhattan Rocks, dance line.

Swedish Circus

Has Several Acts

Known in States

MALMÖ, Sweden—Circus opened here April 14 and had a number of acts known in the U.S. This show starts off with the Dagen- sson, clowns and acrobats; Bata- way, clown; and the tight:wire act of Lula, Dorothy and Joseph McMahon, aged four months. Mary, the Dagen- sson’s horse, was brought to the barn.

Swedish Circus—Nights, Norfolk, Va., has completed its season here, taking 25% ahead of last year. Performers included George Hanneford Family, riding bull; Harry Hagen, magic; the two Jimmies; and Wirth, leader of the Wallendas.

Circus

Bands Off

Nights in Pa.

INDIANAPOLIS, Ind.—Ringling- Barnum played Hollywood Bowl in 1936 by switiching the Steamer Henry Kyes, producer, will open a new CIRCUS, TOPSY TURVY on May 7. It is announced.

(Continued on page 65)
**Midland Pop Corn Co.**

*Concession Headquarters for the Midwest*

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**Fair-Exhibition Management**

**Quebec City Exhibition**

**SHOWS $80,355 Net Profit**

QUEBEC CITY, Que.—For the 26th consecutive year the Quebec Provincial Exhibition showed a profit on its year-round operations. A surplus of $80,355.45 was recorded for 1959, but Colseum expenditures exceeded revenue by $70,048.31, leaving a net gain of $80,355.14, nearly 10 times the 1958 figure of $8,578.59 and expenses $618.175.4. Increase was attributed to more income from the midway, increased paid attendance of 4,500 and a bigger attendance during the winter months.

A total of $41,923.13 was plowed back into the ground. From the exhibit alone, city and government departments collected $55,627.72 in amusement taxes and $16,992.03 in service charges. Record attendance of 405,944 was attained despite hot and humid weather. Sales of advance, three-for-a-dollar tickets, which has been going on for 13 years, hit a peak of 70,637 out of the 100,000 offered. Auto traffic was down 2,000. The 14 Colseum performances of The Messiah "99 drew 55,045 customers as compared with 60,536 the year previous.

Immediate plant projects include addition of a modern pedestrian gate and two additional entrances to its western parking lot.

In 1961 the exhibition will mark the 50th anniversary of its municipalized administration and special events are planned.

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**Regina Ex Cancels Out Children's Gratis Show**

**REGINA, Sask.—**Decision to discontinue the free morning grandstand show or clinic on the first day of the fair has been made by directors of the Regina Exhibition Association.

It has also been decided to open the opening day children's rate for some shows and rides for the midway from 5 to 7 cents.

Plans are to make the first night "family night at the fair," with grandstand prices of $1 for adults and 25 cents for children. The complete grandstand show will be presented in the morning and evening.

A small portion of the grandstand will be reserved on opening night. In the past, children of public school age have been admitted to the Monday night grandstand show for 5 cents. With the majority of the seats reserved, adults have paid more than one admission price since they will this year.

Feeling of the directors is that discontinuance of the morning show will be welcomed by parents and patrons.

The popular free event has drawn an average of 15,000 youngsters and caused busy runs at the main gate and grandstand gates. Parents who have accompanied children have been critical of the situation. Parents have also felt that the early show made the day too long particularly for the smaller children.

The change is expected to bring children to the grounds later in the day, making it possible for them to attend the evening show with their parents.

The Children's Day tournament parade will continue.

Higher operating costs and "the fact that the 5-cent piece no longer has the buying power of old" were given as reasons for the increased children's rate on the midway. The decision was made at the request of the carnival management, the directors said.

The Regina fair is the last in the Western Canadian Class A circuit to approve an increase. The 10-cent rate has applied in other cities for several years.

At the gate, children under 12 will continue to be admitted free all week.

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**Mich. State Names Chairman**

**DETROIT —**Eldon C. Rosegart was elected chairman of the Michigan State Fair Commission at the April meeting. Rosegart is director of music at Northern High School in Pontiac. Mr. Helen Benthor of Detroit was re-elected vice-chairman.

The commission approved a number of contracts for space allocations, particularly for the basic fair services.

A definite commitment for Pat Boone to headline the show in the Coliseum for the first weekend, September 2-5, has been made by wire, although contract has not been signed. General Manager Donald L. Swanson said the management is negotiating with Dick Clark as well as a number of other top acts as alternatives for the second weekend headline. Definite commitments for Clark is being held up by the pending Washington hearings, so that no ultimate decision may be made for some weeks.

**CLEBURNE, Tex.—**The City of Cleburne has purchased the firm of W. L. Johnson County Fairgrounds from the Chamber of Commerce and the North Central Texas Fair and Rodeo Association for $24,673.60. The commission awarded a contract to Swanson and others for the fair and rodeo association as a subdivision.

A committee composed of Lunsford Brown, Roy Anderson, Orland Easly and Ralph Righy represented the Chamber in offering the property to the city. All were officers of the defunct fair company. For figure, $24,673.60 is the total indebtedness against the fairgrounds.
ROLLER RUMBLINGS

By AL SCHNEIDER

IN THE LEAD article of the April issue of the Rollin Rums, official organ of the Roller Skating Foundation of America, it was indicated that a decision as to the feasibility of staging a televised international skating competition was made at New York's Madison Square Garden, as a result of consultation with the local Pepsi-Cola bottling firm, which, it was stated, stimulated the roller skating business. This was followed by a statement that at the St. Louis Bottling Co., operated on whether operators believed such a show would (1) stimulate the box office, (2) put roller skating in the national spotlight and (3) eventually pay the way for television. That such a show would have been a welcome addition to the roller rink's history. There has been a noticeable pickup in business following the show, officials reported, with total gross to date showing a gain of about $2,000 over receipts for the corresponding period of 1958, a banner year.

There is little with which to find fault in the RSFA proposal. The only possible objection seen is that the RSFA seemed best on staging an international competition. Such a presentation, however, is believed, would be unnecessary, expensive and lacking in the appeal of a revival. Before making a definite decision in favor of a competition, the RSFA should weigh carefully the tremendous publicity which has been achieved by professional ice revues. More acceptable to TV viewers, it is believed, would be a well-organized

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MAY 2, 1960

NATIONAL RIDE
The Century Flyer

SHOW NEWS
The Best Buy in Miniature Trains

THE FINAL CURTAIN

BABB—Delbert, 83, father of Bob and Speedy Babb, motoredrones, April 28 in Ontario, Calif., after a long illness.

BECKWITH—John, showman, recently near Bamberg, S. C., in a truck accident.

BROWN—George May (Buffalo), 39, who worked with Harry and Jewel Moore on the Moore Shows, April 17 in Portland, General Hospital, Andrew, Tex., following surgery for the previous day's burial in the Andrews Cemetery.

HERD—Flora M., sister of John Herd, Feb. 23 in Caruthers, Calif., after a long illness.

In Fond Memory of
J. L. (Joe) FRANK PEE WEE KING

JENSEN—A son, April 26 to Mr. and Mrs. Donald L. Jensen, 1201 W. Harrison, St. Joseph, Mo. Father is general manager of the Michigan State Fair.

LANGHART—Leslie C., 69, former librarian for the Ringling-Barnum, Cole Bros. and Arthur Bros. circuses, recently at his home in Louisville, survived by his widow, Ida Belle, a stepson, Louis Exley, a sister, Mrs. Tina Exley, and a brother, read in Eastern Cemetery, Louisville.

LEFROY—Martha S., mother of King Reid LeFever, of Manchester, N. H., owner of the King Reid Shows, recently in Dorset, Vt., after a long illness. She was the widow of Edwin LeFever, author and former ambassador to Spain, France and Italy, and was noted for her philanthropies. Also surviving is another son, Edwin. Burial April 29 in Dorset.

MAGEL—Mrs. Louise E., 62, wife of Leo H. Magel and for 40 years a concessionaire and stand owner for a Minneapolis firm, April 22 in that city. Besides her husband, she is survived by two daughters, Mrs. Robert L. Fredrick and Mrs. Charles Warkz, a son, Lawrence; her mother, Mrs. Anna Heinz; and a brother, Theodore Hintz, all of Minneapohs; and two sisters, Mrs. Fred Rose, St. Paul. Services April 26 with burial in Sunset Memorial Park, Jamaica, L. I.

MARKLE—Ray P., circus fan and formerly affiliated with circus work, April 21 in Steubenville, Ohio. Survived by three sisters and a brother. Burial April 28 in Steubenville's Union Cemetery.

PALMER—Carl S., 73, president of the Saskatoon (Sask.) Exhibition in 1946 and director in charge of the fair's women's exhibits for many years, April 21 in Saskatoon. Survived by his widow, daughter, brother and sisters.

STARK—Mrs. Mickey, wife of the owner of Gold Bond Shows, April 25 in Mount Sterling, Ill. (Details elsewhere.)

BIRTHS

CRUGGA—A son, William Albert, April 18 in Birmingham, Ala., to Mr. and Mrs. Troy Scrogggs, members of the Heeb Shows.

SWANSON—A daughter, Rebecca Jane, to Mr. and Mrs. Donald L. Jensen, April 15 in Dorset, Vt. Father is general manager of the Michigan State Fair.

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CARNIVAL CONFLAB

JOHN T. HUTCHENS, of Modern Museum fame and one of the dominant figures in the amusement business, has announced that he has purchased the former Southland (now known as the Continental) in downtown San Francisco, Calif. Hutchens, who is also president of the California State Amusement Association, stated that he plans to reopen the park in May with a new and improved amusement program.

Levitt Joins Royal West

As Gen. Agent

Levitt joins the Royal West, the famous promotion organization in the amusement business, as general agent. He was formerly associated with the American Shows, the Los Angeles Times, the Los Angeles Examiner, and the Los Angeles Daily News.

Levitt will be responsible for the promotion of the Royal West shows, which are scheduled to open in southern California this spring.

SANTA PAULA, Cali.—Ed. (Ted) Levitt, veteran general agent, joined the new Royal West show April 21 as a full-time representative for the company. Levitt will be in charge of the promotion of the new show, which is scheduled to open in southern California this spring.

The new Royal West show is being promoted by the Levitt Organization, which has long been associated with the amusement business.

Mister Levitt

Levitt, who has been in the amusement business for over 20 years, has been associated with the Royal West for the past five years. He brings with him a wealth of knowledge and experience in the field.

Levitt is the son of the late Mr. and Mrs. George Levitt, who were well-known figures in the amusement business.

Levitt is looking forward to a successful season for the Royal West show, which he believes will be the finest in the company's history.

Levitt is a native of New York City and has been associated with the amusement business for most of his life.

Levitt is married to the former Mrs. Alice Levitt, who is also a former amusement industry executive.

Levitt is looking forward to spending the summer months in Southern California, where he plans to enjoy the warm weather and the beautiful scenery.

Levitt is a member of the National Association of Theatres and Motion Picture Exhibitors, and a past president of the Los Angeles Theatre Owners Association.

Levitt is a well-known figure in the amusement business, and his appointment as general agent for the Royal West shows is sure to be a great boost to the company.

The Royal West shows will be opening in Southern California this spring, with Levitt at the helm. The company is looking forward to a successful season and is confident that Levitt will help to ensure its success.

The Royal West shows are known for their high-quality productions and their commitment to the amusement business. Levitt's appointment is sure to be a great boost to the company and its show.

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RAS Leaves Tampa For Memphis Opener

TAMPA — Royal American Shows was scheduled to leave its winter base here Monday (2) to launch its season at the annual Memphis Cotton Carnival, long the king stand for the big circus shows. The first section of the 80-car

THOMAS JOYLAND SHOWS

CAN PLACE AT ONCE

RIDE HELP


SHOWS

Place Grind Shows not conflicting. Also want Penny Arcade.

CONCESSIONS

Will Book legitimate Concessions. Want Hanky Pank Agents, also Bingo Countermen.

SIDE SHOW ACTS

Place Acts of all kinds, especially want Tattoo Artists, Baby Girls and Married Couples.

RIDES

Place Live Pony Ride.

Frank Hurt, please contact at once. Address L. I. THOMAS, Mgr.

Welch, West Virginia, this week.

AGENTS WANTED

Basic operating or preliminary acts to HAPPLYSHOWS. Ziegfeld City, Front, Middle of Main.

Mrs. Paul D. Sprague

THICKER AVE. BALTIMORE 11, M.D.

AGENTS WANTED

Pc Store, Court Store and Bykate Accord.

CHUCK DUMA

Dulles Hotel

Muncie, Ind.

FOR SALE

Long Range Rolling Bar, Marketed by the California Franchise and operated by the late Mr. Alex Frank, the property of the late Mr. Harry Frank. Will move.

FRANK VOSS, as per receipt.
C&W Reade, Changes Still-Dated Territory

PETERSBURG, Va. — Winter quarters for the Curfie & Wilson Shows are open at the fairgrounds here. There was amiable visiting during the week between personnel and Cristian Bros. Circus, which played the grounds Tuesday (19).

Following the opening date here the organization heads into new dated territory prior to its initial fair. The show is a great success. It is booked in Tennessee.

see, Kentucky, Indiana and Illinois, whereas previous seasons had seen it heading north and then west through Pennsylvania.

C. Louis Herstatt has been on hand supervising the concession preparations. Earl Pulte has his Motorworld and kiddie rides now operating. Sherman Dudley and his Minstral Show have crew hit and are playing at theaters prior to the opening.

Rolling stock being checked out by Claude Mulligan, Mike Leson and Jerry Exum. Dick Hodges and his boys have all the operating lighting for the winter quarters staff. Fullcolor for the week gone under way today, Bill Harrison and other regulars made an early arrival.

East Meadow

MAY 17

Easter Week

Big for L&N

MASSAPEQUA, N. Y. — An exception week's work rewarded the L. & N. Amusement midway Easter week in East Meadow. The show is routing thru Long Island for its first week this season, and a gap caused by dissolution of the Island

Operators Al Letier and Harold Nevin had nine rides up, including Glen Wellington, Merry-Go-Round, four kiddie rides and four drolleries. Business was good and the shows had no issue raised over the games.

Delegations from other shows, operating without concessions, dropped by. Noted on the lot were Harry Flanagan, Morris and Phil Virena, Sam Vendola and son, Jim Coppola, Jim Caste, Harry Notow, Will, Wurlitzer, Lee and Son, and family, and Tooise and Tommie Caruso.

League Auxiliary

Final Social

Pulls Big Turnout

CHICAGO — There was a big turnout for the final social of the season held in the auxiliary of the Showmen’s League of America.

Hostesses were Phoebe Casky, Margaret Fitzgerald, Agnes Smith, Delaguzian Hoffman, Mable Gurney, Mabel Lee, Gertrude Zobel, Mercedes Reith, Jennie Benetti, Ione Dunn, Virginia Carpenter, Sharon Horan, Louise Schofer, Frances Gitch, Lilian White, Mary Lou Calbeck, Louise Richter and Josephine Keys. Viola Parker, who has been alluring, sent in awards.

Board of directors will meet May 5 in the Hotel Sherman.

Midwest Showmen’s

Association

Ladies’ Auxiliary

MINNEAPOLIS — Betty Carroll called the regular meeting to order. Group will benefit from check received from Hope Thompson, Sylvia Hirschberg, Adell Pratt, Angela Carman, Maria Carman, Delores Gooner, Marjorie Schenker, Henrietta Sanderson and Mary Casey.

A sum of $300 was pledged for the monument at the club’s cemetery plot. The election of officers is set for April 30.

Bell Signer was introduced at the meeting after recuperating from injuries suffered in recent accident. Syphum Collins was hostess and served lunch.

Final meeting will be May 5 and clubrooms will close for the summer.—VERNA WINKLEY.

WANTED

RIDE FOREMEN

Year-round winter. Work in South Western Ohio. We are seeking one of our old men, Al Kennedy, a real gentleman. Must be in good physical condition. Must have experience, dependable and have good references. Must be experienced in all phases of the business. We are a well established company, with the finest equipment available. Must have good references. Address: GUST KADROS ENTERPRISES, 146 S. 1st St., St. Joseph, Missouri.

WANTED RIDE MAN

For contact. Address: DE LUXE RIDE CO., Monroe, Mich., all this week. Monotone, Mich., next week.

DROME RIDERS

Girl and Boy Riders, Trick or Western. Address: GEORGE MURRAY, Royal American Show, Memphis, Tenn., May 2 thru 4

AGENTS WANTED

SELLS AGENTS AND ACCOUNT STAND. Located in Twin Falls, Idaho. All accounts large accounts. Address: BEN GLOSSER.
Wanted—Agents—Wanted
For 100 years of entertainment, John L. Reithoffer, World and National Fair Agent, Inc., Pittsburgh, Pennsylvania, offers:

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MANAGER WANTED

Ride Manager for small unit of 5 rides. Must know equipment and be able to handle personnel.

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Big Centennial, 41 days and nights. West Gate, West Lot, East Lot, and Rear Lots. Call 906-111 or 906-112.

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EMMETT and PERCilla

For your fine Island Show in Ark., May 26-30, 1960.

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"Save Money With Johnny"

For your New Island Show 1960.

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GIRLS WANTED


BOBBY at 88-1, Little Rock, Ark.

GALA EXPOSITION SHOWS


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Box 2181, Fairsville, Va.

TITANTYPE

Vonderheid Ends Smiling with $$$

"SEE these clothes?" Henry Vonderheid says, showing bag-
tted father clothes. "They are going to sell out okay. I caught that there zebra myself. There's nothing connected with the impression I don't do my self," and that's why he makes out for the United States. But he has been gaudcious involved and a snatching of luck. At the age of 40 he's be-coming something of a flash in the bull in the ring next year. Lasted as far as Harle-

COLUMBUS, O. — Key City Shows. Fred A. and Fred F. Thumberg, celebrated April 25 in favorable weather at Central Point Stepping Cane here under auspices of the Hilltop Lions Club. On the midway were 10 rides and a refreshment trailer, the latter owned and operated by Loretta Smith, daughter of Fred A. and sister of Fred C. Mrs. Fred C. Thumberg handles the of-

Many well-wishers attended the opening and others sent floral tributes to the owners, who purchased the show last winter. Refreshments were served following the opening night shutdown.

MINNEAPOLIS—The Midwest Club will erect a monument at its Showmen's Rest in Lakewood cemetery here, Wil-

The club raised $2,700 as its contribution, and the city has agreed to pay the remaining $6,000, or a total of $8,700. The club will also pay the cost of the monument, which will take the form of a single candle with the traditional tailer outline on the front. The words "Show-

The club also has 110 lots in the cemetery, with numbers, with two buried there thus far.

SUTTON PACIFIC COAST SHOWS

Can Place Help in Following Departments:

Want Truck Mechanics with own tools. Good salary, short jumps, long season. Want assistant Electrician, diesel ex-

SHOWS: Side Show, Monkey Show and Wildlife, CONCESSIONS: Hanny Stakes of all kinds. Hunted, Artificial and 1 Good Store. HELP: Competent Felly Wheel Men wanted at once. Experienced Help on all other rides. Prefer Foreign. All replies to

MORRIS HANNU

STEELING Hotel, Wilkes-Barre, Pa., through May 7, then Casey Hotel, Scranton, Pa.

ROSS MANNING SHOWS


SHOWS: Side Show, Monkey Show and Wildlife, CONCESSIONS: Hanny Stakes of all kinds. Hunted, Artificial and 1 Good Store. HELP: Competent Felly Wheel Men wanted at once. Experienced Help on all other rides. Prefer Foreign. All replies to

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Steeling Hotel, Wilkes-Barre, Pa., through May 7, then Casey Hotel, Scranton, Pa.

CHARLES LAMKIN

Wants Agents for Picture Frame, Hanny Stakes, Rear Pitch, also Cat Boy and Gunner. Can use Second Man on all Rides. Open May 9 at Andalusia, Alaska, with John's United Show.

WANTED


THANK YOU

P. C. ROSS, Manager, West Lot, Clifton Park, N. Y.

WANTED

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Plain, Stove, Artesian, Popcorn, Pralines, Figure Acts. Box 499, E. D. STODDARD, Memphis, Tenn.

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**COMMENDING EVENTS**

**Mrs. Mary Stark Dies Suddenly**

MOUNT STERLING, Ill.—Funeral services for Mrs. Mickey (Mary) Stark, 75, who was found dead in her home here early yesterday morning, were held at 10 a.m. today in the First Baptist Church. Interment was at the family cemetery.

**Death Claims Three of MSA**

MAMMOTH—Three performers died suddenly in an accident at the MSA Show, which opened here Sunday night.

**MIAMl—The Miami Showmen's Association held recent five events, among them the annual membership and executive board meetings, the annual dinner, the annual duchess coronation and the annual picnic.

**Circus Routes**

**Avenue Routes**

**CARNIVAL CONFOB**

**Vonderhood**

have been thru several campaigns, he thinks hard work is part of the answer. "You've got to like the business," he says. "You have to do your best all the time, thinking all that rain and mud. And you have to like animals."

An annual memorial tournament was held at the renovated Hilltop Golf Club in the suburb of Chicago, Ill., with proceeds to be donated to the Forest County Heart Fund, ac-
FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

BASEBALL TRUCK BANK

Caps Grenade

Richens of bakery, frost off, food, candy or rug cleaner trucks with slots for holding coins. Wheels roll on all models; choice of red, yellow, blue, green, ivory, cream, white. Trucks are individually reconditioned and tagged—Reed Bros., 203 North Wabash, Chicago 1.

Churchill's

Parade of Hits

-Tubular chairs that won't tip over. Have formed seats and backs. Over-all height 21½ inches. Finished in satin backed enamels; seat and back light blue and tubing and braces white—Steel Stamping Company, Lacon, Ill.

CARD GAME
Combination of hearts, poker and Michigan rummage is called Trogley. Comes with board, chips and deck of cards. TOP edition retails for $3.50; lower priced one at $2.50. Send to: Cadaco-Ellis, Inc., 1446 Merchandise Mart, Chicago 54.

Trophies

When you reply, please mention you saw it in the billboard parade of hits.

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Phone: Algonquin 5-4290

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Gross 2-½-CH.7.10; In White or Yellow Finish, $2.00
In Gros 16-CH. 7.10. In White or Yellow, With every order for $100 or More.

The above offer in place of engraver. If you want engraver, please specify on order.

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Set in usual want ad style, one paragraph, no display. First line is 8 pt. caps, balance in regular 5 pt. upper and lower case. Rate: 20¢ a word, minimum 14¢ CASH WITH COPY.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

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MAY 2, 1960

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Act, 1 hour, $100. Entertainers, Managers, Agents, call Wm. W. Wilson, 812-1250.


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FAMOUS MFR. CLOSEOUTS

Agent. 49 cents a word. No display. 10¢ first word. Send names and address.

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Agent. 49 cents a word. No display. 10¢ first word. Send names and address.

FOR RITCHEY & DEMONSTRATORS ONLY

Agent. 49 cents a word. No display. 10¢ first word. Send names and address.

SONNY NEILAM CO.

Direct from Mfr. 24" and 36" ft., $30.00 per pair. Delivered. Address Sonny Neillam Co., 365 W. 118th St., Charleston, W. Va., 25304.

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START YOUR OWN BUSINESS

Inquire. Send 30¢ for free information, by mail. R. W., Silver, 616 S. 33rd St., St. Louis 7, Mo.

NEW ENGLAND JEWELRY BARGAINS

124 Empire St., Dept. B, Springfield 1, Ohio

ACTS, SONGS, GAGS

Act, 1 hour, $100. Entertainers, Managers, Agents, call Wm. W. Wilson, 812-1250.


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Agent. 49 cents a word. No display. 10¢ first word. Send names and address.

FOR RITCHIE & DEMONSTRATORS ONLY

Agent. 49 cents a word. No display. 10¢ first word. Send names and address.

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LAKE AVONCHOOL, TROY, N.Y. Call CO 0-1488.

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Box 374, Danville, Ill. Call KNOB 1-7000, please.

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Write for information

GALENTINE COMPANY

101 N. 3rd St., Indiana
BULK VENDING
Communications to 188 W. Randolph St., Chicago 1, Ill.
MAY 2, 1960

PLAY BALL...

A flacker-action ball player taking a mighty swing in plated rings or lockets.

SURE LOCK, the perfect capsule. Patent No. 2763441. Outstanding return. Send $2.50 and receive 100 quality filled capsules. Contain our complete line.

The PENNY KING Company
2384 W. Minnehaha, Chicago, Ill.
World's Largest Selection of Miniature Charms
ATLAS MASTER... The proved 5¢ coin machine.

NATIONAL VENDORS' ASSOCIATION officers and directors pass following the group's election of officers at its Grand Bahama convention. From left to right, lower row: George Eppy, Leonard Quinn, Horsem Eisenberg, Harry Bell, Max Hurvich, Roger Fetz, Reife Lobell, C. A. Applegate, Everett H. Amore, Ben Feingold, Bob Kontor, Bob Guggenheim, Jack Scheinboch, Art Bianco, Sid Bloom and Max Mandell.

Bulk Tradescants Wind Up 10th Annual Meet at BWI Resort

By NICK HIBO

WEST END, Grand Bahama Island, Bahamas, B.W.I. Oak, Northwestern and Victory all introduced new lines at National Vendors' Association's four-day convention here, April 21-24. Another firm, Spar-A-Coin, a Chicago distributor, entered the scene as a manufacturer and distributor of bulk vending machines.

The convention officially got underway Thursday morning (51) with the opening of exhibits—the first time incidentally that NVA had a separate convention hall with booths instead of the familiar hotel room arrangements.

A total of 22 firms—two of them showing major equipment—were on the floor. Besides the regular bulk vending exhibits, Arthur DiGregorio, Inc., showed its cigarettes and candy machine and Con-Sel, Inc., a Chicago based distributor, showed a Coin candy machine, an Avenco hot-shot machine and a Gold Medal popcorn vendor.

Later in the day, Milton T. Raynor, NVA counsel gave an indication of the association's future and when he said NVA would vigorously move to expand its services and the association on a local level. NVA is at a crossroads, Raynor indicated. He foresaw the formation of regional and State groups to augment the services of the group. Raynor spoke at the first business session of the convention following the official kickoff luncheon.

Bow New Machines & Stands

WEST END, Grand Bahama Island, Bahamas, B.W.I. Oak, Northwestern and Victory all introduced new lines at National Vendors' Association's four-day convention here, April 21-24. Another firm, Spar-A-Coin, a Chicago distributor, entered the scene as a manufacturer and distributor of bulk vending machines.

Victor introduced a new large peanut (in the shell) dispenser, a two Grand ball gum machine and a new "V-2" 25-cent capsule machine. Both the peanut and capsule machine are patterned after Victor's recently introduced Super 100 Console Model ball gum machine, with the large plastic globe, wooden base and console style metal legs. No price has been announced on either machine.

Victor's two new Grand Vendors hold 2,000 balls of 100 count gum and is patterned after its Baby Grand and Super "V" line, but considerably bigger. Unit sells for $24.50. None of the new lines are yet in production but are expected to be rolling within 60 days. According to Harold Schaefer, Victor executive and Jack Nelson, the firm's Chicago distributor who manned the booth.

Northwestern

Northwestern introduced a new 25-cent perfume vial machine, patterned after the firm's familiar 3-cent package gum vendor. The vid of perfume is displayed on the top, with stock held in five selection columns. Unit is priced at $34.50. Northwestern also showed its 1960 line of Golden "60" machines with standard, half-cabinet and over-sized plastic globes plus the "Bi-Plex" and Candy Stick stands.

Manning the Northwestern booth were W. G. Greiner, Northwestern executive and Max Mandell, New York distributor and Tom King, Chicago distributor.

Spar-A-Coin showed a line of three different bulk stands which it is producing for the operator trade. Spar-A-Coin's "Bi-Plex" stands hold from one to eight machines and are priced from $6 to $14.50 each. Wheels are optional at $1.50 per set.

The firm's "Bi-Plex Deluxe" stands are of square steel tubing with wood or bar top and finished in gold, nickel and chrome. Prices are $10.25 for two to three machines and $11 for three to four machines.

Also shown was a "Bi-Plex Coinor" stand of sheet metal, with hammer finish holding up to 10 machines on two shelves. Stands are of grey or gold, priced at $18. Phil Sparacino and son Mike manned the booth.

By KrueterTalk

Sharing the podium with Raynor were Stanley Krueter, prominent New York attorney who emphasized the importance of citizens' participation in state and national affairs and Robert Greenfield who discussed the association's new life insurance and health plan. (The Billboard, April 17, page 29).

Previously, at a board of directors meeting (Wednesday evening, April 20) the group decided to hold its 1961 convention in Chicago with the 1962 conclaves in Miami Beach. A committee was appointed to pick a site for both. Attendees, who up to some previous conventions, was surprisingly, rather well attended and in general, enjoying an ideal island vacation.

Friday Session

At Friday's business session, speaking hours were shared by Paul Gwynn, associated with Graff Vending Sales, Dallas; Don Mitchell, NVA director, and Milton T. (Continued on page 99)
OVER 100 OPERATORS, distributors, manufacturers and wives attended a National Vendors Association sponsored luncheon kicking off the group's Grand Bahama convention recently. They opening business session followed with Everett Graff, Leonard Quinn, Rufio Lobell, Stanley S. Kreutzer, Robert Greenfield and Milton T. Raynor sharing the podium.

8 Charm Mrls. Trot Out New Lines at Grand Bahama Meet

WEST END, Grand Bahama Is- land, Bahamas—Bulk vending operators and distributors get a preview of new charms for the season with eight manufactur- ers bringing out several new lines each at National Vendors Association Bahama convention last week. Samuel Eppy and Company showed: (1) Gold and silver stem- (Continued on page 89)
Memphis Bulk Op Throws In Towel; Blames High Taxes and Vandalism

MEMPHIS — Henry J. Wilkerson, 43, a bulk vending operator for three years, claims he is going out of business because of vandalism and high taxes and license fees. Wilkerson operated 210 penny gum and peanut machines and 40 scales.

He said his net profit last year was $80. His gross, he said, was $2,061 and his operating expenses $1,981. Wilkerson operated a repair shop and carried on the vending operation on a part-time basis, hoping to expand into a full-time operation.

But, he said, the damage to his machines and “taxes and license fees which are exorbitant for a small operator” caused him to reconsider.

Peanut Machines

He said he has pulled in all his machines and is selling them piece meal to other operators.

The tax in Tennessee for bulk vending operators is $2 for registration of the operator, a one-time fee, $1 for registration of each machine, a one-time tax; then each year 1.5 per cent of gross receipts. Wilkerson said if this 1.5 per cent sales tax on purchase of fill were used instead of the 1.5 per cent on annual gross receipts it would give the small operator some relief.

He gave an example: He pays $2,000 a pound for peanuts in five-pound lots. (In case lots of 30 pounds to the case it runs as low as 28 cents a pound.) His machines hold an average of four pounds of peanuts each which will gross $3.30 each.

The fill for one machine, 32 cents lie, is $1.28. The 1.5 per cent sales tax on that would be 4.8 cents. If the 1.5 per cent of gross receipts formula, it would be about 9 cents. This is for one fill, in one machine, that is in gin, said Wilkerson.

Multiply this 1 cent by 200 machines and that is $200, said Wilkerson. Multiply the $2 by the number of times during the year the machines are refilled and it will run into considerable money. The small operator is out in tax dollars, he said.

The same is true of the gum machines, he said, only the tax will run into more money.

As to vandalism, Wilkerson said he had many machines torn up and robbed. Some, he said, were “broken to pieces.” In others a spring is broken, in others a bent coin somehow manipulated to allow the vandal to empty the machine.

Wilkerson said he had invested $9,000 in the machines while building up the route. He does not expect to get back anywhere near his original investment in restoring the equipment.

Wilkerson said he thought in addition to restoring the 3 per cent sales tax instead of the 1.5 per cent machines and “taxes” which the small operator is bound to give in relief in the abolition of the $1 registration fee on each machine.

Wilkerson said the tax situation on his scales was even worse than on the penny vending machines. He said he had to pay a State tax of 1.4 per cent on his machines and an inspection fee each year of $2.04 on each machine.

He runs at each location where he has a scale, he had a gum vending machine on each side of it; or a gum machine on one side and a peanut machine on the other.

Wilkerson had a wholesale candy order sent in through the vending business and operated a repair shop when not occupied with his route. He said he now expects to return to some form of merchandising on a truck route job in the city.

Leaf & Cramer Show New Candy and Gum

WEST END, Grand Bahama Island, Bahamas, B.W.I. — Three new machine fills—one by Leaf Brands and two by Cramer Gum Company—were shown to the operator and distributor trade at the National Vendors Association Grand Bahama convention.

Leaf unveiled a new “Hot Ice” century count ball gum. A bright pink color, the outside is of cool peppermint with the inside of hot cinnamon. Price is 32 cents per pack.

Cramer showed a new candy coated licorice solid ball, 100-cent in eight colors and a new 100-cent root beer flavored ball gum. No price was announced on either item.

Manning the Cramer booth was Richard Collins and Carson D’Ange-elo. Leaf had a full contingent from the factory including Mur-phy, Leaf, Rolfi Leblond, Jane Mason, Leo Leary and Les Shankman.

If any prize was given for most attractive exhibit booth, Leaf would walk off with the honors. The booth was fitted in an attractive and original island motive, featuring native hats. The theme was a “Hat Full O’ Gum,” with the hats used as horns of plenty, giving endless quantities of gum.

THE HIT OF THE NVA SHOW

TODAY / TALK-TALK TALK

WITH WHITE TEETH

1.4 m... $12.50 per thou... 157.50 per thou...

WITH GOLD PLATED TEETH

1.4 m... $12.50 per thou... 157.50 per thou.

Available at your distributor or...

Guggenheim

A UNION SOCIETY

N.Y.C., N.Y. & AL 5-8395
Op Has What He Wants From Route Income Plus Some Time to Enjoy It

BUD VOGAN, of Bud's Vending Service, Los Angeles, found bulk vending because it afforded the most money for the least investment. Today he operates a fleet of over 500 machines but can take off eight to 10 days a year to enjoy camping, rock hunting and other outdoor pleasures.

By SAM ABROTT

Los Angeles — Bud Vogan gets what he wants in bulk vending. As the operator of Bud's Vending Service here, he has a business that affords the necessities of life along with time to enjoy his hobbies of gun collecting, rock hunting and camping with his wife Gladys.

Recently, the Vogan purchased a home in the San Fernando Valley — and to the list of things from vending may be added, security. Bud, who was born in Warren, O., in 1920, was attracted to bulk vending after seeing a garage in 1945 that he had operated for eight years. He picked out bulk vending for it represented the least investment for maximum return.

Vogan, who is gaining in industry and reputation, has been working with his company's machines for two years. Today, he bas been bought, using only "cators," but no empties. This mere change was more than the change he is making. He would decide how many machines he eventually wanted to operate, and this is what he would buy at the point.

I would buy to the point that I planned to go," Vogan explained. "It appears on the surface to be cheaper, but look into the machine as a necessary evil," Vogan declares. "Contrary to popular belief, penny and nickel machines bring in about the same amount of gross revenue. On the basis of cost, the 5-cent item may be higher in the long run.

Note

Aldo Vogan prefers the penny item, eliminates one that is popular with most operators. He does sell peanuts but only when the location warrants that he add them. The change is done in bulk gun squares in restaurants with jelly beans and novelties following. Another item that he stays away from is sugar covered chocolates, except for in-

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Start Different

While he would stick to bulk vending, he would change his way of getting into it. When he started in 1954, he was the only part of a route which was about one-third of the more. His biggest volume of business had been on location today. Then, he bas been buying, using only "cators," but no empties. This mere change was more than the change he is making. He would decide how many machines he eventually wanted to operate, and this is what he would buy at the point.

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Music Operators of America
Convention Program

Exhibit Hours
Monday and Tuesday, 2:30 to 6 p.m.

MONDAY, MAY 9
9:30 a.m. Forum Meeting, Venetian Room, 2d floor
A. Problems of New Operators Entering Full-Line Vending
B. Full-Line Vending Departmental Problems
C. Maintenance of Vending Equipment, Hygiene and Health Laws
D. Vending Product Control and Commission Rates
E. Candy and Cigarette Vending
F. Kiddie Ride National Rejectors
G. Miniature Bowling

H. Depreciation, Travel and Entertainment Expenses
I. Sales, Personal Property, Cabaret Taxes
J. Employment Law
K. Your Social Security
Moderated by Francis Caskel. Panel includes Leo Kaesr, Harry Snodgrass, George Miller, Nicholas Allen and Sam Jasper.

9:45 a.m. Official Juno Shuffle Alley contributed by Bally Manufacturing Company. Tickets given out until 9:30 must be presented at 9:15 drawing.

1:30 p.m. Forum Meeting, Venetian Room, 2d floor
A. Record Programming, 100-Play and 200-Play Machines
B. Record Purchasing
Moderated by Bill Norman Getke. Panelists will include two operators, a record distributor and a one-stop dealer.
C. Amplifiers and Stereo and Record Players
D. Accessories and Steppers
E. Maintenance of Playing Surfaces
F. Coin Rejectors and Coin Changers

Door prize—Magnus Chord Organ contributed by Williams Manufacturing Company. Tickets given out until 1:30. Must be present to win.

TUESDAY, MAY 10
9:30 a.m. General Meeting, Venetian Room, 2d floor
Pledge of Allegiance to the Flag
Introduction of Governor M. Miller, of St. Margaret Mary Church, Chicago
George A. Miller, MOA President, Opening Address
Herbert M. Kraus, Public Relations Counselor
Sen. Albert Bodkin, Grass Roots Public Relations
William Bliss, President of State Public Relations
Sam Jasper, Social Security Administrator
Paul S. Roberts, License Association
Door prize for the meeting—Fiesta Pool Bunner Billboard Table, donated by Fischer Sales & Manufacturing Company and two U.S. government bonds, contributed by Music Operators of America.

Recrues—Election of Officers (for MOA members only).
1:00 p.m. Lunch—Including entrance to showroom, Torgeson Rowe Casino
Door prize—Mink for piece and stereo phonograph.

WEDNESDAY, MAY 11
9:30 a.m. Forum Meeting, Venetian Room, 2d floor
A. Barco and El Record
B. Soft Jockets for Operators
C. Types of Product Offered
D. Can the Operator and Manufacturer Do to Improve the Business
Moderated by Dan Collins, The Billboard, and Joe O’Reel, Cash Box
Panelists include two phonograph manufacturers, two phonograph record manufacturers, two record distributors and two one-stop dealers.

Door prize—Coupons contributed by Music Operators of America. Tickets given out until 1:30.

7:00 p.m. Banquet and Floor Show, Terrace Casino Room

THURSDAY, MAY 12
Final board of directors meeting in evening, time to be announced.

Coin Machines

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Summer West German Cofineen Coin Fight ECM Speed-Up

BY OMER ANDERSON

BRUSSELS—West Germany’s coin machine manufacturers are launching a drive to stop the so-called “Hallstein proposal,” the plan put forward by Walter Hallstein, president of the Common Market, to speed up the elimination of trade barriers among the six Common Market countries.

Hallstein is being supported by West Germany with Chancellor Konrad Adenauer’s personal backing. Germany is a major coin machine producer. The plan is opposed by Erhard and the Economics Ministry.

Trade War Risk

The issue is whether West Germany should commit itself to Hallstein’s proposals by a date next year, thereby increase the risk of a trade war between the Common Market six nations and the “Outer Seven” nations of the European Free Trade Association.

Erhard says no, and the coin machine men are backing theubby economic “miracle man.” The coin trade argument is similar to Erhard’s position that the “Outer Seven” market offers the biggest trade field for German coin machine producers: The British and the Scandinavians.

In the sharp competition now existing up with the United States, West Germany’s coin industry fears that the triggering of a trade war with the Outer Seven would be tantamount to serving up the British and Scandinavian markets on a platter to the U.S. machine producers.

The coinmen, in this issue, have the backing of German agriculture, labor and a major section of heavy industry.

The 1957 Treaty of Rome laid out a step-by-step program, covering the next 12 to 16 years for merging the economies of West Germany, France, Italy, Belgium, The Netherlands and Luxemburg.

At the end of the merger period, the Common Market Six would be trading among themselves, with a S.-type, tariff-free market of 160 million people behind a common tariff frontier against the rest of the world.

The first step was taken last year on the 12-16-year transition. The second step is due July 1, another 10 per cent cut.

Tariff Wall

But Hallstein is proposing that the timetable be telescoped; that the July 1 internal reduction be doubled to 20 per cent and a start be made on creating a six-nation tariff wall against the rest of the world, including the U.S. and S.-type coin machine producers.

The British are threatening to retaliate with a trade war against the Common Market countries.

The tug-of-war between the Common Market community and the Common market speed-up, is continuing, but in West Germany Adenauer and the Foreign Office have agreed to give way to Erhard and the Economics Ministry to the extent of exacting a tariff speed-up.

It is now certain that the acceleration will not take place on July 1, as Hallstein is urging.

CMC Set for MOA Confab

CHICAGO—Executive committees of the Coin-Machine Committee, the industry’s official representation, met with members of the Herbert M. Kraus, Public Relations Agency here Tues-

The CMC is to discuss plans for CMC participation in the International Exhibition of the Music Operators of America, to be held in the Morris Hotel here May 9-11.

Attending the meeting were E. Raljack, AMO; Louis Com, MOA director and Rockford, Ill., opera-
turer; and Arnold Calkins, manufacturing com- pany, and Herbo Kraus, Merrill Schwartz, tieds and Motion Picture Public Association, by Herb Kraus, Merrill Schwartz, tieds and Motion Picture Public Association, by Herb Kraus, Merrill Schwartz, tieds and Motion Picture Public Association, by Herb Kraus, Merrill Schwartz, tie

The CMC will operate a booth at the MOA, which will launch an intensive drive for membership.

A $213,000 CHECK FOR THE GOTTIREE MEMORIAL HOSPITAL is handed Louis Zohn, president of the hospital association, by Jerry V. Ray, chairman of the Illinois State Department of Public Health, Bureau of Hospitals. Looking on are John Mattmiller, chairman of the hospital industrial division, and David Gottlieb, whose family contributed $7,500,000 to the hospital construction.
here's the new self-aligning pulse converter that helps make the "K" such a trouble-free money maker

Front accessibility... split-second removal or replacement... positive and automatic alignment of pulse converter with selector pins combine to reduce service costs and eliminate possibility of misalignment and player dissatisfaction. One of many new AMI features that make the "K" your better buy...

SEE YOU AT THE M.O.A. CONVENTION MAY 9, 10, 11—MORRISON HOTEL, CHICAGO AMI BOOTHS NO. 6 and 7
The Service School... What's In It for Ops?

NOW YOU SEE IT, NOW YOU DON'T. Instructor C. R. Ross, Worthington Field engineer, takes forth during a recent three-day service school in Milwaukee, hosted by local distributors, United, Inc.

"The toughest part about teaching phonograph equipment service and maintenance," says Ross, "is getting the fellows in the class to ask questions. Too often they hesitate to talk up because they feel their questions may appear elementary. But I try to encourage them to ask about anything that may be puzzling them."

Any Questions? Jack LaRue (standing) Seeburg factory service representative, discusses the mechanism of the E2 cigarette machine at a school for operators sponsored by the R. F. Jones Company in San Francisco. At left, drinking coffee, is Nick Paris, and seated across from him is Jack Corder.

Driving a point is Gene Watson, AMI district sales representative, He covers 11 Western States, along with Alaska and the Hawaiian Islands. His work keeps him on the road about two-thirds of the time and he conducts schools on the average of one a week. Ops and servicemen will break out the coffee urn [in background, above] during the evening halfhour meals at this school, conducted by Redger Sales Company, Los Angeles.

Service schools for operators and mechanics, traditionally in the coin machine business, are drawing more and more attention from manufacturers, distributors and operators.

Manufacturers have found a touch of money in their efforts to expand and popularize the school idea. With the increase in service to the distributor and operator has come increasing demands for more frequent and more effective instruction in mechanical and electrical details. Perhaps this is the proof of the pudding.

But, in addition, the schools in some areas, while striving to bring operators and their local distributors closer together, seem to have parted them instead into two camps. Operators are heard to complain that distributors don't put on a good enough school, and distributors, in turn, charge that good schools are offered but that operators have to be horse-whipped into attendance. No doubt there is some argument worth considering on both sides.

Hot Boston Topic

Boston is an example of an area where something needs to be done to improve the service school climate. The operators here feel1 neglected, and the distributors think the operators don't care and just won't come when a school is held. Operators claim they don't have time to attend during the day and believe the only way they can get to be over their heads even if the schools are held at night is to subject seems to be a surprisingly explosive one in the area.

Boston operators claim that there are fewer and fewer schools as time goes on and they feel that the distributors are neglecting them for greater pastures, such as expanding and improving their products. They also feel music machines have advanced so far that a man has to have a knowledge of electronics to cope with them, and they say "you can't make engineers out of mechanics in a couple of easy lessons." Almost all the operators want nighttime schools. They say not enough time is given them in advance to repackage their work to attend daytime schools.

Operators in Boston even charged that schools are a waste of time since "all the distributor does is give a pitch for a new machine." The suggestion was made by one operator that they themselves (the operators) should conduct schools where the men could be taught the techniques of all makes of machines.

List of Gripes

Other Boston gripes: Operators do not have electronic test panels and actually don't understand the science of electronics anyhow... saving a man to attend school is expensive. The man who is training a single operator just can't take time and would gain very little since he is more or less a "kitchen mechanic" to begin with... the operator who has a few men working for him can't afford to pay the kind of money necessary to get a man who understands electronics and who would want to increase his knowledge at service schools.

The schools were fine a few years ago when the machines were simpler, but nowadays the subject is too deep.

Distributors in Boston countered these charges saying that there was a general lack of operator interest in schools. One said his firm had spent considerable expense and time to run schools, but that a mere handful of men would show up. "So what's the point in trying?" The distributors are well aware of the complicated nature of the new machines and admit, "a man has to know something about electronics."

(Continued on page 90)
DO'S & DON'TS FOR ARCADES

Ops Give Pointers on What Clicks, What Misses in Arcade Portfolio

By KEN KNAUF
(The final in a series of five articles on the modern amusement Arcade.)

Chicago — "Time has come," as the Walrus said, "to talk of many things"—of the little things that put together, can make or break an Arcade.

We won't include shoes, ships or sealing wax (as would the Walrus), but we will touch on such things as community relations, promotions, safety, equipment, food service, tournaments, machine layout, and types of amusement facilities that blend well with an Arcade.

We've taken the liberty in this series of grouping a variety of coin amusement set-ups under the Arcade heading because they use the same equipment and share many of the same operational experiences. Whether they be genuine Penny Arcades, bumper facilities, kiddie lands, department store play-sets, miniature bowling centers, teenage recreation centers, or bowling alley game-rooms—what's good (or bad) for one, most often works the same for the others.

Case History

The heights and depths that can be struck by a single Arcade are noted in the exploits of one Springfield, Mass., operator. The tale was unusual enough for the Springfield Daily News to pick up and headlinet: "Games of Skill Outdraw Penny Arcade From Show." The story went on to pay tribute to the Arcade. It was a surprise to that operator that only a bit more than a year before, the operator of the Arcade which was now receiving public recognition was being hounded and investigated and was receiving some extremely poor publicity.

Pete Stepchuk has pulled his Arcade out of a section of town where the "better people" never went, and took over a large store on the main street of the shopping district. He managed to get a permit from the mayor and opened a new, modern Arcade with a wide front and a collection of new machines. Care was taken to put in constructive types of machines such as Stare Shovel, Bulldozer, Auto Test and Airplane Trainer. For good measure he put in several target games which gave the kids a thrill when the wild animal targets "roared" as they were hit.

Stepchuk wanted a good, clean operation, so he kept away from the peep-show format featured in some of the other Arcades in town. Despite this, city officials and the public roared louder than the animals, and the newspaper was soon hot on his trail with unfavorable editorials.

Invited Inspection

Stepchuk was investigated and people demanded that the mayor take back the license. But the operator remained calm and invited officials to take a look at the Arcade.

Next week we will be looking at the Arcade out of a section of town where the "poor people" never went, and take over a large store on the main street of the shopping district. He managed to get a permit from the mayor and opened a new, modern Arcade with a wide front and a collection of new machines. Care was taken to put in constructive types of machines such as Stare Shovel, Bulldozer, Auto Test and Airplane Trainer. For good measure he put in several target games which gave the kids a thrill when the wild animal targets "roared" as they were hit.

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This week the first issue of "The Billboard Overseas Edition" (MAY 2) will bring to readers in all parts of Western Europe all of the most significant chart data and news of the music and coin machine industries at the very same time that this information is being received by Billboard readers in the United States. Months of detailed planning, plus the speed of jet plane delivery, has made this unusual publishing service possible. For free sample copy . . . or subscription rates . . . or full advertising information . . . write Dept. OE3, The Billboard Overseas Edition, 1564 Broadway, New York 36, N. Y.

ACT NOW, MR. OPERATOR!

The Coin-Machine Council
FOR PUBLIC RELATIONS
75 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS

YES . . . we want to see a positive and permanent public relations program for the coin-machine industry. Enroll us as a Member of The Coin-Machine Council. Enclosed is our check for annual membership fee indicated by X

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CONTRIBUTING MEMBER . . . . $5

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(Distributor's annual fees range from $100 to $250. Manufacturers' fees are from $250 to $10,000, depending on sales.)

Company.

Street Address
City, Zone, State

Authorized by

Make checks payable to THE COIN MACHINE COUNCIL. Membership fee is a business expense deductible from gross income for Income Tax purposes.

ABOVE: Another Arcade building at Palisades Amusement Park in New Jersey is located on a separate midway on the other side of the park. It is only a fraction of the size of the main Arcade, but is convenient to crowds.

BELOW, RIGHT: Young married couples and family groups participate in miniature bowling on coin-operated alleys at University City, Mo., recreation center.

BIG FRONT is featured on Arcade building at Palisades Amusement Park in New Jersey. Building, on the midway, is 100 feet deep and houses several hundred amusement machines.
spot. He even ran ads in the paper inviting the public to come and see if it was a fit place for its children.

Plenty of spit and polish went into the maintenance of the Arcade. Loitering was discouraged and after a while the younger customers learned that the Playland Arcade was a spot where a good time could be had—if they minded their manners.

This "new" approach to running an Arcade began to make an impression. Parents would drop in with the kids, and father and son contests became the order of the day on the Sidewalk. The Engineers and other, games of skill. Biggest satisfaction for Slepchuk came when the other operators in town began to see that a wholesome operation could mean better business.

OK'd by Mayor

The crowning achievement came when the license came up for renewal. Because of the favorable impression the Arcade had made on the public, a new mayor renewed the permit without quibbling.

But the happiest moments in Slepchuk's life came when the newspaper article, extolling the virtues of his Arcade, was published. It was a satisfaction and a vindication. And it also proved his point—that an Arcade can be run as a very respectable business.

But social acceptance is only the first step in the operation of a successful Arcade. It needs much more to constitute a going business.

Food Service

Availability of food and refreshment, for instance, can often make the difference between success and failure to the Arcade. Such services need not be limited to the Arcade itself, but if a snack bar or lunch counter is not at hand, the Arcade should at least include some beverage and food vending machines. Many operators have found that a lunch counter adjacent to or combined with an Arcade is a great asset—that the two types of operations complement one another.

Some Arcade operators deem it a necessity to have sandwiches and soft drinks, and even hot drinks and hamburgers at the location. Vending machines simplify the situation where counter service is not provided, and they also blend easily with the Arcade layout. Cigarette sales come well with an Arcade operation. Park and amusement facilities have found Arcades mix well with miniature golf and golf driving ranges, archery ranges and most types of participation amusement. They go well with souvenir concessions, Skee-ball and pinball and resort facilities including bowling alleys and boardwalks. A bowling alley establishment with 16 lanes or more is considered very good for an Arcade. Drive-in theaters have not done too well Arcade-wise, but movie theater lobbies have clicked as Arcade locations in some cases.

Arcade on Own

There is one school of operators that goes so far as to say that, except in a resort area or amusement park, an Arcade standing alone without mini golf or other services or attractions, is a poor business risk. But, if we include such Arcade set-ups as those in teen-age rec centers and bowling alleys, it must be admitted that, where handled and promoted correctly, an Arcade can indeed stand on its own. Added attractions seldom hurt, however, and almost always sold to rather than detract from Arcade patronage.

From the safety angle, it is a good idea to have a wooden floor in the Arcade. If you don't, rubber mats are needed to minimize electrical danger, especially under gun games and pinballs. Even a slight shock is enough to hurt patronage, and more than that could ruin your business, to say the least. With wooden floors, grounding isn't considered necessary. Cement floors call for rubber matting on rainy days, and require more extensive grounding of machines.

Who are the Arcade's patrons?

(Continued on page 93)
See the All-New IMPERIAL at the MOA Show

You won't want to miss seeing the all-new Imperial in operation. All its price-protected features will be on display. Cade operators will see how they can earn more with the flawlessly designed Imperial which is making more for operators throughout the country.

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WILLIAMS ADDING VENDING LINE: Takes Schroeder Coffee Unit

CHICAGO — Williams Electronic Manufacturing Corporation has added to its already diversified production activities last week when it took over the coffee vending machine business of Schroeder Industries. I.e., Woburn, Mass.

The new coffee vending machine production and sales organization is the Schroeder IVI Company, to be headquartered next month in Niles, III. Otherwise, Schroeder Industries Inc., remains intact.

Until the Niles plant is readied for production, output of the IVI coffee machine will continue at the Schroeder Industries plant in Mas- sadakujj, headed by George A. Schroeder.

Staff

The same Schroeder sales, service and administrative personnel will continue to handle the IVI machine, under direction of George A. Schroeder.

Sam Storl, Williams president, said Schroeder IVI Company expects to expand in full-line vending by either:

1. Further acquisitions.
2. Development of additional types of vending machines from its Niles, Ill. plant.

Details on the organizational relationship of Williams and Schroeder Industries in the newly created Schroeder IVI Company were not made available at this time.

Williams, manufacturers of Elly II, a line of coin apparatus machines, and especially of five-ball pin games, is operated as a division of Consolidated, a large organization which held controlling interest in the American Stock Exchange.

Williams makes the Magnus Chord organ at its Chicago plant, and expects to introduce its latest new product, a new line of pinball games, in the near future. It is currently producing the organ, and expects to introduce its new products of its own in the near future. It is currently producing the organ, and expects to introduce its new products of its own in the near future.

Teamster Boss Freed of Extortion Charges

MINEOLA, N. Y. — East Coast Teamster boss, John J. O'Rourke, on trial here on charges of conspiracy and extortion in the Long Island joke box industry, has been freed by a directed verdict of acquittal.

Four of his co-defendants were also freed. Coin industry figures in the Long Island-New York area were shaken by the news.

The wind-up of the case with this result was not entirely unexpected in view of a decision last week by the presiding judge Paul J. Wiltzkit who barred the use of wiretap evidence in the case.

Judge Wiltzkit ordered the acquittal after dismissing 16 counts of an indictment charging extortion, attempted extortion, coercion and conspiracy against O'Rourke, Charles DePorte, Anthony Pafumi, Kenneth Rizzuto and Rocco Catroppo. The judge also dismissed a number of counts against 10 other co-defendants, who opened their defense Thursday (28). The trial started last February 1.

Judge Wiltzkit's anti-wiretap decision was based on a unanimous opinion handed down by the U. S. Court of Appeals for the Second Circuit, which was issued last week.

Wiltzkit noted that the Court is unanimous and unequivocal in its opinion that the introduction of wiretap evidence would constitute a violation of a federal criminal statute.

Motions for directed verdicts of acquittal were made by the defendants' thirty attorneys Friday (22). Arguments were held Monday (25) and the Judge delivered his decision two days following the arguments.

The defendants, who included officials of Teamster Local 266 and members of the associated Amusement Machine Operators of New York, were indited last May 29 by a Nassau County Grand Jury.

Gottlieb Sets Michael Dist'g In Northwest

CHICAGO—Michael Distributing Company, Seattle, was appointed last week to handle the Gottlieb product line in the Pacific Northwest territory for D. Gottlieb & Company, Nata Gottlieb, sales manager of the game manufacturing firm announced.

The Michael firm is headed by John Michael and also has offices in Portland, Ore.

Appointment negotiations were conducted for Gottlieb by Elly Ray, Los Angeles, West Coast regional man for the Chicago-based firm.

Ray stated, "Michael Distributing has joined the Gottlieb distributing family at a very opportune time, as Gottlieb is delivering a new four-player five-ball game, Texas. We are happy to welcome them into the Gottlieb family and we will be a long and pleasant relationship."
BULK BANTER

* Continued from page 79

few pleasant days, sunny and see-
ing sights, before driving back to
Chicago.

For many, the island’s social activity was a high-

spot. There were no formal dances, however, the last being won by a

brave young lady named Bobbie Franci,

pany, Mr. and Mrs. Everett Griffin, Dallas. Bobbie didn’t know any

one but anyone the natives, which for

in-main streams dancing un-
der a horizontal plate which is

lowered progressively until both

pole and limbo dancer are prac-
tically touching the floor.

No other guest flux, Barbara

Elston, took her life in her own

hand when she accompanied The

Billboard correspondent on a sail-

ing trip around the reefs (the ocean

is rougher than Lake Michigan) but she didn’t

suffering worse than a slight sunburn and

sunburned面容. Deep sea fishing was also one of the fav-

orite pastimes.

Big fish honors, if there is such a thing, would have to be shared by

Bobbi Kane, Horace En
gen and Deborah Becker.

Kane caught a giant wahoo which she decorated and took to the

place of honor at the Leaf Brand’s Saturday night ban-

tal. Eisenhower, who said he “never catches anything but a cold,” changed his

luck with a huge wahoo and several

good sized grouper.

Deborah Becker latched on to an

amberjack that took two people to

haul in. The fish weighed in at

over 55 pounds for a first sized

Deborah was using a 25-pound test

line at the time. Deborah didn’t

catch the first fish on her boat but

the honor went to the convention’s

hardworking boat builder and sau-

kage, John Mann, who was

ever any complaints and work until the con-

vention was over Sunday. Janes’s first day out of

Monday, was spent in a

morning of fishing where she

Land’s house, first catch-

a foot long mackerel, and

promptly followed with some

snapper grouper and trigger fish.

Jane had previously been

awarded a trophy by NVA for her

efforts on behalf of the conven-

tion—glasses if she accepted—none were sold and more

owed.

All the officers were re-

elected. Everett Griffin con-

vention chairman and

Evelyn Griffin, presi-

dent. Leland was re-appointed

BULK TRADERS

* Continued from page 79

Raynor and Arthur Silver, Stand-

ford Financial Corporation.

Guinness Awards Committee for

the distributor in serving as a link be-

tween manufacturers and opera-

tors.

Mitchell pointed out the im-

portance of local operators' con-

nections in the world of legal developments thrup-

ing the end of 1964 and 1965.

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BUY THE BEST . . . BUY WORLD WIDE!

在上海安装了官-的, Elliott, Karen Be-"en expecting to be re- elect-

ed to the offices of president, vice-

president and treasurer respectively.

Ivy Katz, St. Louis, Missouri, was

elected to replace Elliott Levy as
director. Levy has retired from the

bulk vending business.

New directors named were

Lyle Becker, Brebner, Indiana;

Jim Ballard, Chicago, Illinois;

and Paul Feinberg, Miami.

Other association business to

come out of the meeting was the

establishment of an executive

committee to act as an associ-

ation association. The commit-

tee is to be made up of the four

officers and three ex-officio pres-

idents. The motion was pre-

sented by Marc Harwich and on

short lengthy floor discussion that had

taken place on the matter.
agent, said. The classes are held in the evening under direction of Walter Petter, veteran servicemen. Attendance runs from 30 to 50 at each session.

In the Cleveland area, factory-sponsored schools are well attended and nearly all operators report that their students are up with the times. The only problem is scheduling them more frequently and at times most convenient for them.

All agree that timing is important. The classes must be scheduled on days when service calls are heavy so the operation and its scheduling leave much to be desired, says Helen B. Dungan, head of Music Design.

Day and Night

Larry Hornebeck,-shaffer prescribes there, believes that scheduling classes during both the day and night boosts attendance. Some like frequent break-up schools. Others, like Joseph Schexnayder, of Lake City, do not. "I think the scheduling of classes at a time convenient for all operators and at frequent intervals scheduling attendance, he feels. Caution is, timing and setting of schools to operators' conveniences is important.

What do operators want to know? George George, head of Monaco Coin, says, "Servicemen must understand the mechanism before attempting to make repairs. Each piece of equipment has its characteristic weak points. Service- men must know how the machinery works—primary interest in working knowledge."

Larry Hornbeck said, "Our men want to know everything about a piece from the plugs to the plates." Abraham said, "You can never learn too much. Operators want to know the common problems that come up.

Hornebeck, of Cleveland School, says, "Our operators want trouble shooting manuals, and we supply them. They seem to want cause-effect information."

One operator boasted that his servicemen knew more than the factory engineers.

Too Much Theory!

What can be eliminated from school? Cleveland instructor Norman Goldstein says, "Schools sometimes deal too much with theory. Servicemen aren't interested in resistors and ohms. They're hungry for working knowledge."

Said Morris Gisser, of Cleveland Coin "Operators and servicemen can't grasp everything. They want to learn the fundamentals."

All teachers pressure strongly favor actual step-by-step demonstrations. Some believe that movies can be helpful, but few favor colored slides. Mrs. Dungan and Morris Gisser emphasized that it takes about three years to break in a serviceman. Experienced men can be taught by manuals and pamphlets while new men need personal direction in the school, they feel.

Two Levels

Some thought two school levels would be good: Advanced and primary instruction.

Larry Hornebeck favors direct demonstrations and wishes the groups were kept small so that more personal attention is possible.

Abraham, of Lake City, has a blackboard which comes in handy in demonstration of mechanisms. More effective tool in education is the question and answer period, all believe.

Where and how often should schools be held? All Cleveland district instructors hold schools on their own premises. Most feel it is just good business to do this and all have adequate facilities. Some operators favor more central locations more easily reached, and with plenty of parking.

Review Needed

.Said Abraham: "Too often schools try to do too much. They can't hope to get into a guy's head all the information at once. More frequent schools devoted to demonstration and repetition would be helpful." Larry Hornebeck of Shaffer has a factory engineer on hand every six weeks.

Does the operator get personal help? Norman Goldstein of Mon-
those who had prior experience to attend, as it was staged for senior or head mechanics only. Lynch sends his top man to the course and urges his operators to send their single or double shift operators. Lynch has no interest in running such a course at the local level, but feels that Chicago is too far away from New Orleans for anyone really interested to make the trip.

Lawrence Logarde, TAM Amusement Company, one of the biggest operators in the New Orleans area with 10 full-time mechanics, thinks schools are a waste of time as "mechanics don't get much done." He reasons for this are two-fold. Groups get too large and classes generally disintegrate into small sections.

Logarde says, "There's always some crackpot who starts a discussion and nothing gets done."

Logarde feels that the practical experience his men gain by going out on servicing chores outweighs anything they can learn in school. He does, however, send his mechanics and the MOA convention in Chicago, primarily "to find out what's going on in the rest of the country" and to check on new machines.

John Greco, of Three Star Novelty, normally has no problems handling his own repairs, but finds the school clinic at the local level does a great job of bringing his firm up to date on new models. Occasionally his men seek help in making repairs when a new model comes on the market and the factory has not yet covered it in a school class.

Steve Canna, Memphis distributor, feels every factory should train his distributors, hold service schools twice a year in different sections of the country. Operators, he said, need no changes made in equipment. He said he had his men had opportunities to attend schools in Chicago or in

Tonnawanda, N. Y. (Wurlitzer) in the past two months, but that they could not leave because of their local duties. Schools are held in all cities of some size that it would be a big help. This would also help rural operators able to travel into town for the schools.

Canale feels the greatest aid to operators is the guide manual put out by the factories with each new model. As to how to help from distributors, Canale takes a dim view. He says the distributors promise and all help in selling machines, but once sold, "you'd better have a man who can fix it if it breaks down." He claims distributors give repair help reluctantly.

Wants Better Quality

Canale makes this point. He would like to see the factories make machines more trouble-free—simple in mechanism, engineering and operation.

Canale says his men can make all repairs without outside help and without going to school. If the school is adopted in this city and in this usually requires a specially-trained man to repair them, he says.

Edward H. Newell, Memphis distributor and operator, holds to a procedure of schooling schools at the operators' own places of business, which means he is doing many individual schools. Most helpful aid, he believes, is a machine itself with the instructor explaining it. He helps operators with repairs when needed and often sends out parts by bus to operators in the Mid-South.

Amplifiers Posty

Newell says, too, that the only repairs operators cannot handle themselves are on amplifiers—they have to bring them in to the distributor. Newell feels the fact that the small operator cannot repair his machine because it has made the job box business difficult for the small operator to master. The operator must be a mechanic or become one, or he cannot become an employer.

George Simmons, Memphis distributor, observes that what most operators want to know about service schools is how to trouble-shoot, how to find what's wrong and diagnose the breakdown. To help solve this problem he cannot fix it, he can call the distributor and at least tell him what's wrong. Sometimes operators do not know what they are doing when something radically new comes out and operators must be made familiar with it. The average operator, he feels, can make most repairs.

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CARPENTERS

Says Arthur Hauser, who was manager of National Register's New York office from 1950 to 1956, has rejoined the firm as national sales manager. For the last four years he had been vice-president and general manager of the Superior Meter Division of the Neptune Meter Company. Hauser is based at National Register's St. Louis headquarters.

AROUND the corner...
N. Y. Coinmen Set for Annual UJA Banquet

NEW YORK — The 1960 coin machine division of the United Jewish Appeal was due for a highly successful climax as this edition went to press. Final arrangements had been completed for the annual Victory dinner which was set for last Saturday evening (30), at the Hotel Commodore here. (For details of the dinner, see The Billboard next week, May 9 issue.)

At a final campaign committee meeting, held Wednesday (27) in the Yacht Room of the Hotel Astor, it was noted that the fund total so far realized had already equaled last year's final total. Al (Semi) Bodkin, helming the meeting of workers in the absence of chairman Ira Holzman, said there was every reason to expect a substantial total of last minute contributions and ticket orders. Bodkin read off a list of names to get the last minute, personal follow-up treatment by the committee.

Guests of honor for this year's dinner, Jack Wilson, presy of the New York State Operators Guild; Carl Pavluk, presy of the Westchester Operators Guild and Tom Greco, presy of the New York State Coin Machine Association, were all present at the final campaign meeting and made brief comments to encourage the success of the last minute drive.

What Clicks in an Arcade?

Continued from page 87

There's no maximum age limit, but most Arcades don't cater to youngsters under seven years of age. For this reason, most Arcades don't include coin-operated kiddie rides in their line-up. But kiddie rides are in other parts of the amusement park or funpnm. There are, of course, some sharp exceptions to this rule. Department store play areas, for instance, make very good use of kiddie rides because they're the main idea of the store. This Arcade is to keep the kids entertained and to keep them urging their parents to return to the store for shopping.

As to Arcade layout, it is good to have a battery of coin bowling alley games (from 14 to 20 feet long and more in length) lined up along one wall with at least seven feet of space behind for players and spectators. The bowling alley game is probably the most popular machine in Arcades today. It is successful in many ways by being a good source of revenue and providing a good show. Seating is needed in front of this display to accommodate the kids and parents watching the game. When the kids have a good game, the parents want to see who won. The seating should be arranged in such a way that it is easy to move from one point to another to watch the game. There should be at least three seating areas.

Arcade operators, particularly don't have served as an Arcade vehicle for a promotion idea that has been successful in other types of amusement enterprises—the tournament idea. Tournament play on coin bowling games has not yet been organized on a wide basis, but the tournaments that have been set up by arcade operators, particularly in teen-age rec centers and mini-arcades, have met with good success and serve to bring in the family trade.

Some of these spots, such as the $33,000 in University City, MO., have special tours for husband, wife, fiancée, fiancé, father, son, and mother-daughter teams, as well as for men's, women's and children's leagues. Winning entries or teams win merchandise prizes, or special awards such as "scholarships" to university or other physical fitness and sport skill schools.

One Bowl-O-Fun tourney has each player purchasing "one share of stock" for a $1 entry fee. The player bowls six games on the coin alleys, making him a "board member" and entering his name and score on the directors' chalk board and on the "stock certificate" or tournament record card kept by the management. When the board is full (52-member limit), other players may become directors by bidding the lowest director with a six-game bowling total higher than the lowest posted score.

When the "stock market" closes, the board members meet to bowl 12 games. The top 16 make up the "executive committee." These 16 then meet in a handicapped, double elimination play. Eight nominees continue until the slate is cut to two candidates. The final two roll off games to determine the "president" and "vice-president." Prizes include savings stamps and bonds and free plays on the alleys.

Family membership in the Bowl-O-Fun includes a monthly newsletter to each family on its mailing list, currently running over 5,000.

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ANGOTT DISTRIBUTING CO. 2516 PURITAN AVE. DETROIT 21, MICH.
THREE GENERATIONS OF THE SILBERT FAMILY were on hand as trading in common stock of the Standard Financial Corporation began on the New York Stock Exchange last week. Previously the firm was listed on the American Board. Theodore H. Silbert, president, shows the first 100 shares, which he purchased for his seven-year-old grandson, Michael. Looking on are Arthur F. Silbert, vice-president of his father's firm and Michael's father, and Stock Exchange President G. Keith Funston.

Berlin, Conn., Sets Game-Juke Code

BERLIN, Conn.—An ordinance regulating games and juke boxes was adopted at a special town meeting by a vote of 33 to 11. Machine owners henceforth will pay a $50 license fee for each game or juke box operating in Berlin. Some opposition was vigorously introduced into the meeting, one local resident charging that the move represents nothing less than double taxation. Another taxpayer here asserted that the tax is discriminatory. Former State Rep. Robert Clapp, opposing the ordinance, contended it was just another way "for politicians to get their hands on more money to spend."

First Selectman Arthur B. Powers noted, however, that many of the surrounding towns already require licenses for the machines. The tax move, he said, will give the town greater control over the machines. An annual inspection fee of $1 per machine will also be charged.
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